

WHO YOU'LL MEET AT

IFSEC

INTERNATIONAL

18-20 May 2021

ExCeL London

THE END-USER

Here's how to make the most of your time meeting **end-users** at IFSEC International 2020.



WHO AM I?

As a Security Manager, everything depends on keeping my business safe. I've been in the game a long time, but my role is becoming increasingly technical, so keeping on top of the latest products is essential.

WHAT ARE MY OBJECTIVES?

- Keep my business safe from physical threats – but in collaboration with IT
- If possible, save the business money without compromising on security
- Maintain close relationships with suppliers

WHAT ARE MY CHALLENGES?

- Navigating the complex array of security solutions
- Ensuring everyone at the company understands their responsibilities
- Staying ahead of potential security threats

“My biggest challenge is staying ahead of potential security threats.”



HOW WILL I USE MY TIME AT IFSEC INTERNATIONAL?

- Bespoke 1-2-1 meetings that connect me with the companies behind the products
- Real-time demonstrations of products, so I can trust what I'm seeing
- Insightful information that helps me keep up with trends within the industry
- Case studies and simulations – if I can't see solutions in action, I want evidence they work

WHAT CAN YOU DO FOR ME?

Help me find the right products: The security market can be difficult to navigate, and at IFSEC I'm being presented with more choice than ever before. I need help identifying the products to meet my needs, so I need you to show me how they work in practice. I won't believe you unless you can prove your claims.

“Help me find the right products.”



34,796 security professionals visited

IFSEC International in 2019, an increase of **7%** in the number of visitors per exhibitor.

IFSEC International visitors represented a total spending power of

£23 billion.

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Interested in learning more?

Download the event brochure for more information on exhibiting

