



IFSEC
INTERNATIONAL



| EXHIBITOR SPOTLIGHT

ABOUT CLD FENCING SYSTEMS LTD.

CLD Fencing Systems is the United Kingdom's largest manufacturer and supplier of Rigid Mesh Fencing Systems and Security Gates. For over 40 years it has innovated within the physical perimeter protection industry, designing and manufacturing world firsts in security fencing and gates.

Working with major infrastructure, defence and construction projects around the globe, the company's dedication to delaying and deterring the most urgent threats has made it a trusted supplier to governments and end clients.

"Being the 'big rock' in the industry, it is more about education than sales. Our position as a trusted supplier and advisor allows us to demonstrate what best practice looks like while at the same time showcasing the pitfalls of incorrect specification of security fencing and gates."

Stewart Plant, Director of Marketing

ABOUT IFSEC INTERNATIONAL

IFSEC International remains one of the world's premier dedicated integrated security events. Taking place annually in ExCeL London, it welcomes security integrators, installers, consultants and senior executives from across the globe to source products, access innovation

and learn best practice. In 2019 it welcomed over **34,000 visitors** representing **113 countries** and a combined annual purchasing budget of **£23 billion**.





CLD Fencing at IFSEC 2019

What were the primary business goals for CLD Fencing at IFSEC 2019?

Going into IFSEC 2019 we had several key goals for the show. As part of the **LPCB Attack Testing Zone** we wanted to demonstrate why LPS 1175 should be a world standard in deterring and delaying threats. At the same time, we were also being awarded the brand new LPS 1175 Issue 8 for our B3 (SR2) security rated fencing system, Securus AC Mk II.

We had already organised several meetings with existing clients prior to the show. IFSEC's security focus allowed us to demonstrate a number of systems and gave our clients the chance to see them tested in front of their own eyes. Similarly, meeting new clients and exploring their own projects was a key focus for us.

Do you feel that IFSEC 2019 helped you achieve these goals?

We felt IFSEC 2019 helped us to deliver a strong ROI on our goals. We are currently working on several live projects and had over 200 vetted visitors to the stand over the three days of the show.

What kind of ROI did you achieve from exhibiting?

IFSEC International 2019 was a chance for CLD Fencing Systems to come back to the show and demonstrate new products to a vast range of end clients and security professionals. We have always looked at the show as being a forum for innovation in the form of the LPCB Attack Testing Zone.

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On a tangible side, IFSEC 2019 allowed us to connect with numerous end clients and start the process of working on the specification of physical perimeter protection and access control systems on a number of new projects. These projects span the globe and a majority stem from the meetings at IFSEC 2019.

"Allowing us the opportunity to meet leads over a short period of time, events keep our project intelligence funnels filled and the promotion of the brand at the forefront of our customers' journeys."

What did you find most valuable about IFSEC 2019?

From the diverse range of visitors to the wonderful location of ExCeL London, IFSEC 2019 enabled us to promote our brand on the world stage, demonstrating why British security manufacturers are able to work with customers around the globe on their projects.

How did you promote your involvement?

We worked with IFSEC Global on a number of marketing campaigns prior to the show, including the production of a LPCB Attack Testing Zone promotional video. Promoting across a number of social media channels and the website, visitors could get a taster of what they would experience when visiting us at the show.

How do you find events when compared to other types of marketing?

Events form one of the key channels of our Marketing Strategy. In 2019 they accounted for around 30% of our total marketing budget. Allowing us the opportunity to meet a high number of leads over a short period of time, events keep our project intelligence funnels filled and the engagement and promotion of the brand at the forefront of our customers' journeys.

Are you planning on launching any new products in the next 12 months?

We have a number of new products launching between IFSEC 2019 and IFSEC 2020 and look forward to showing them off to the clients next year!

Will you be returning to IFSEC 2020?

Yes, we have already booked our IFSEC 2020 stand space. We have even increased the size of our stand for 2020 going from a 35 sq. metre stand to a 69 sq. metre one. IFSEC remains a leader in physical perimeter security and the wealth of visitors to the show helps us to promote British security products around the globe.

What do you see as the biggest industry trend in the coming 12 months?

Physical security will remain at the forefront of the industry over the next 12 months. Clients are having to look at security standards and adaptive temporary security as they move forward to combat threats. We are seeing the normal non-security projects now adopting the standards from the high security sectors as they seek to deter and delay attacks.

VISITORS TO IFSEC INTERNATIONAL 2019



7%

increase in visitors
per exhibitor



34,796

visitors across
three days



£23 bn

combined
spending power



£4.5 mn

average budget per
Hosted Buyer



75%

visit to find new products,
services or technologies



113

countries
represented



BE PART OF IFSEC INTERNATIONAL 2021
12-14 JULY 2021, EXCEL LONDON, UK

Co-located with

FIREX
INTERNATIONAL

INTELLIGENT
BUILDING EUROPE

FACILITIES
SHOW

SAFETY &
HEALTH EXPO

WORKPLACE
WELLBEING SHOW

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