



IFSEC INTERNATIONAL

How CSL found success exhibiting at IFSEC International:

"We find exhibiting more valuable than other types of marketing - we get direct feedback from our customers when they see our product showcases in person."

About CSL

CSL was founded in the UK in 1996 and today, the CSL Group are market leaders in providing secure connectivity solutions to the Fire, Security and Telecare Sectors globally.

Mission statement:

Our goal is to make the lives of our customers easier through the use of our tailored connectivity services.

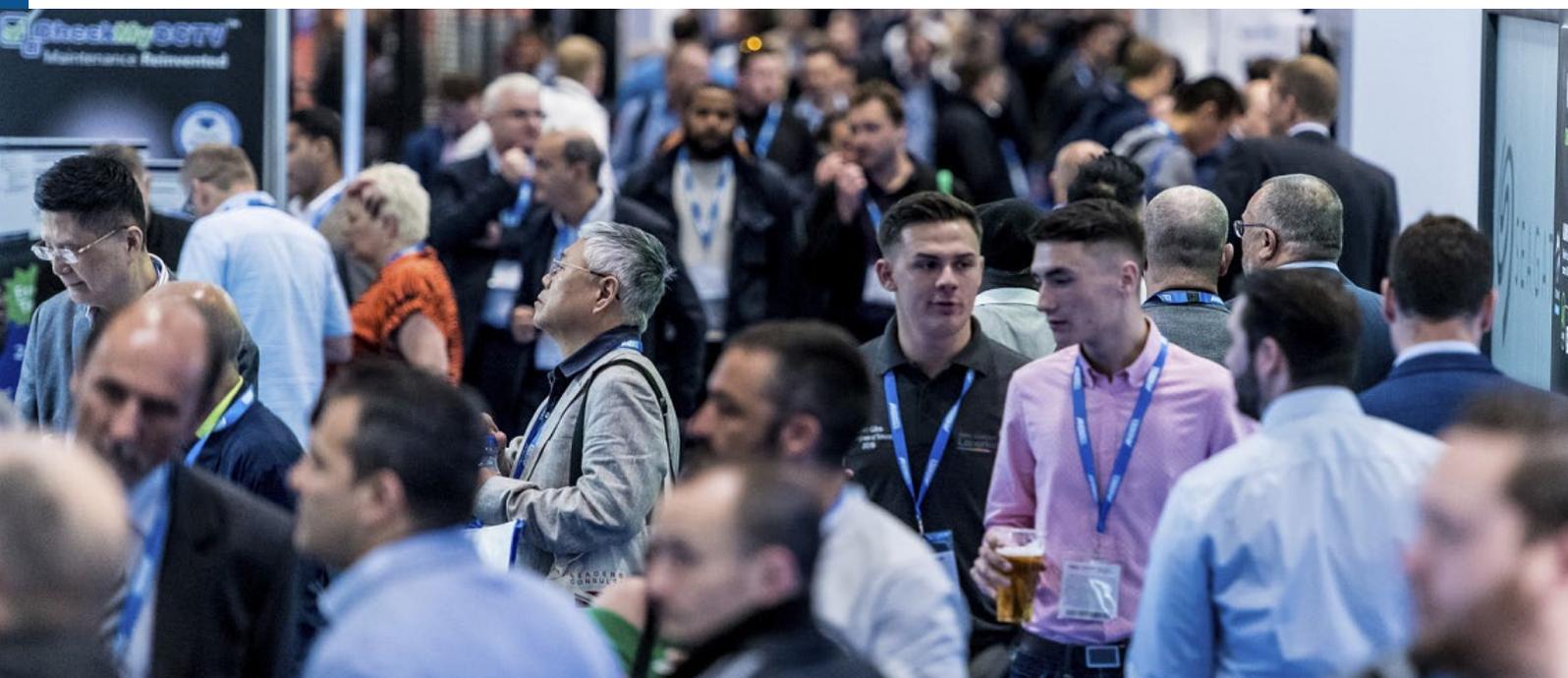
About IFSEC International

IFSEC International, co-located with Counter Terror Expo and Intelligent Buildings Europe, is Europe's leading integrated security event. Critical to today's changing landscape, this annual event brings together an unrivalled global network of security installers, integrators, consultants, distributors, end users and government officials.

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Exhibiting at IFSEC International: How CSL found success

- Objective #1:** Meet and catch up with existing customers
- Objective #2:** Demonstrate and launch core products and new solutions
- Objective #3:** Explore international opportunities

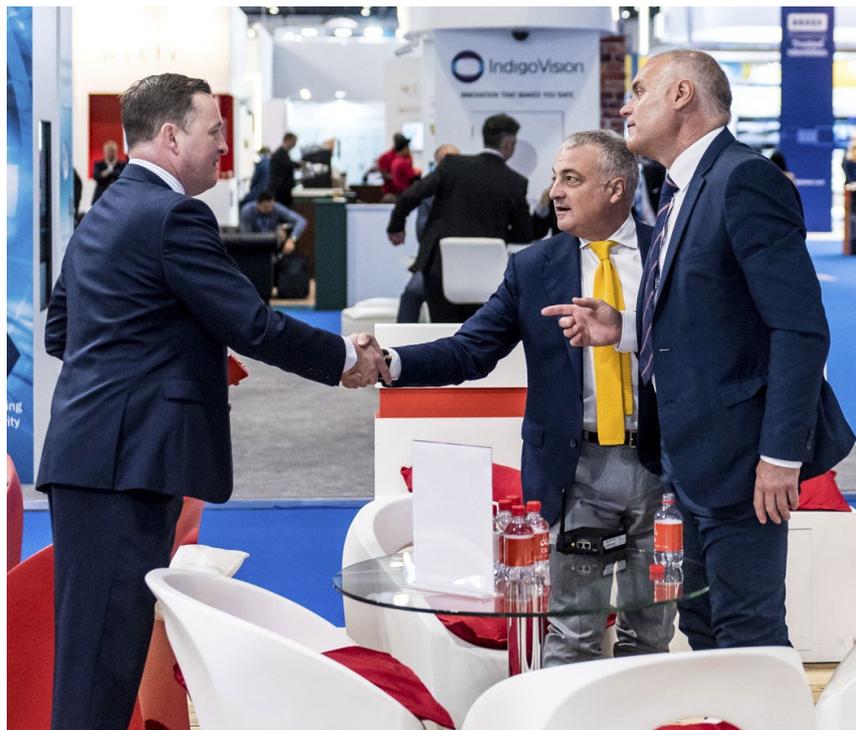


Objective #1: Meet and catch up with customers

Along with its co-located fire safety, facilities management and health & safety shows, IFSEC welcomes **tens of thousands** visitors to London across three days, making it a **must-attend event for the security industry.**

We know a lot of our customers attend each year. IFSEC offers us an ideal opportunity to catch up with installers, ARCs and Connected Partners, letting them know all about our latest offerings.

Joe Sheppard, Brand & Marketing Manager



CSL values the social interaction that comes with exhibiting at an event like IFSEC, adding that it gives the company a real chance to build on existing and new client relationships.

Meeting customers face-to-face give CSL the opportunity to gather valuable, in depth feedback on how it is performing as a company, as well as feedback in relation to the products and services it offers its clients.

By exhibiting at IFSEC International, CSL was able to meet over 200 of its customers in person.



Objective #2: Demonstrate and launch core products and new solutions

By meeting over 200 customers, CSL was able to provide essential information to clients about its core products (Alarm Signalling Range) and brand new solutions (SIMs and Routers).

"Having a stand at IFSEC meant we could promote and demonstrate our products,"

"Having so many of our customers as visitors makes IFSEC an ideal place to launch our new solutions. This is where we find exhibiting at events more valuable than other types of marketing - we get direct feedback from our customers when they see our product showcases in person."

This presence at IFSEC allowed CSL to showcase how its tailored connectivity services can make its customers lives easier - **helping the company achieve its mission statement.**



Objective #3: Explore international opportunities

In 2019, IFSEC welcomed visitors from 113 countries.



With 75% of visitors attending with the intention of **finding new products, services or technologies**, and a combined visitor budget of **£23billion**, IFSEC is the destination to do business with the global security marketplace.

What's next for CSL?

The next 12 months will see CSL launching its new DualCom Pro Range - offering installers easier, faster installation of professional signalling systems with even greater resilience.

Visit csl-group.com to learn more.

Following a hugely successful IFSEC 2019, CSL will return to exhibit at ISFEC International at ExCeL London in July 2021.



IFSEC

INTERNATIONAL

12-14 JULY 2021

EXCEL LONDON UK

Achieve your business objectives with IFSEC International 2021

Get in touch today to discuss your available options.

Work with the IFSEC team to build a package uniquely
tailored to your requirements.

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