

WHO YOU'LL MEET AT

IFSEC

INTERNATIONAL

17-19 May 2022

ExCeL London



THE DISTRIBUTOR

IFSEC International is an unmatched opportunity to position your business and security solutions in front of installers, integrators, distributors, consultants and end users from across the globe.

Here's how to make the most of your time meeting **distributors** at IFSEC International 2022.

WHO AM I?

I'm a senior sales representative. I'm here to absorb information, **catch up with existing clients and make new contacts** so I can generate a tangible benefit to my business. I need to keep up to speed with the industry, but my main motive is always networking.



WHAT ARE MY OBJECTIVES?

- Find new business, suppliers and clients
- Investigate potential partnerships
- Keep up with industry trends
- Manage existing relationships

WHAT ARE MY CHALLENGES?

- Coping with market pressures that drive prices down
- Understanding potential future demand from my customers

“Coping with market pressures that drive prices down is a challenge for me.”



HOW WILL I USE MY TIME AT IFSEC INTERNATIONAL?

- Bespoke 1-2-1 meetings to connect me with the companies most relevant to me
- Productive conversations that help me keep up with industry developments
- Real-time product demonstrations that help me compare the best solutions to my needs – including engaging attack testing of perimeter protection so I can find products I can trust

WHAT CAN YOU DO FOR ME?

Make the most of my time: I'm going to be meeting a lot of people, so I need to make the best use of my time. If you can help me generate new business or connect with valuable new suppliers, then I'm interested – schedule a meeting with me, however, because I'm constantly on the move. If you can't pin me down, don't hesitate to invite me to an out-of-hours meeting or event. I'm worth the wait.

“Make the most of my time.”



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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