

# WHO YOU'LL MEET AT

# IFSEC

INTERNATIONAL

17-19 May 2022

ExCeL London



## THE END-USER

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 **end-users** at IFSEC International 2022.

### 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.**

**IFSEC**  
INTERNATIONAL

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