

WHO YOU'LL MEET AT

IFSEC

INTERNATIONAL

17-19 May 2022

ExCeL London



THE INTEGRATOR

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 **integrators** at IFSEC International 2022.

WHO AM I?

I'm a Project Manager for a medium-sized security integrator; my background is installation, but the rise of IT systems early in my career meant I quickly moved into integrated security. I'm here to **discover the latest products and solutions** – it's important I **remain innovative so I can provide my clients with the very best service.**

WHAT ARE MY OBJECTIVES?

- To find suppliers and partners
- To see innovative solutions in action
- To seek opportunities to build my business

WHAT ARE MY CHALLENGES?

- Future-proofing solutions
- Thinking both strategically and operationally
- Addressing concerns surrounding cyber threats
- Ensuring end-users are educated – research can be too time-consuming

“It's a challenge to future-proof solutions.”



HOW WILL I USE MY TIME AT IFSEC INTERNATIONAL?

- To compare thousands of innovative products to find the solutions that meet my needs – all in one place
- Real-time product demonstrations so I know how things really work
- Information about how products bridge the divide between physical and cyber security
- Bespoke 1-2-1 meetings to connect with the companies behind the products
- To engage with the conversations shaping the security industry



WHAT CAN YOU DO FOR ME?

Offer me evidence your solutions work: I need to have confidence in the products I'm buying, so provide me with on-the-spot demonstrations that prove your capabilities. I want to see case studies showing how your solutions have been successfully applied to real-world situations – I'm more likely to buy from you if you can back up your claims.



“Offer me evidence your solutions work!”

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.

