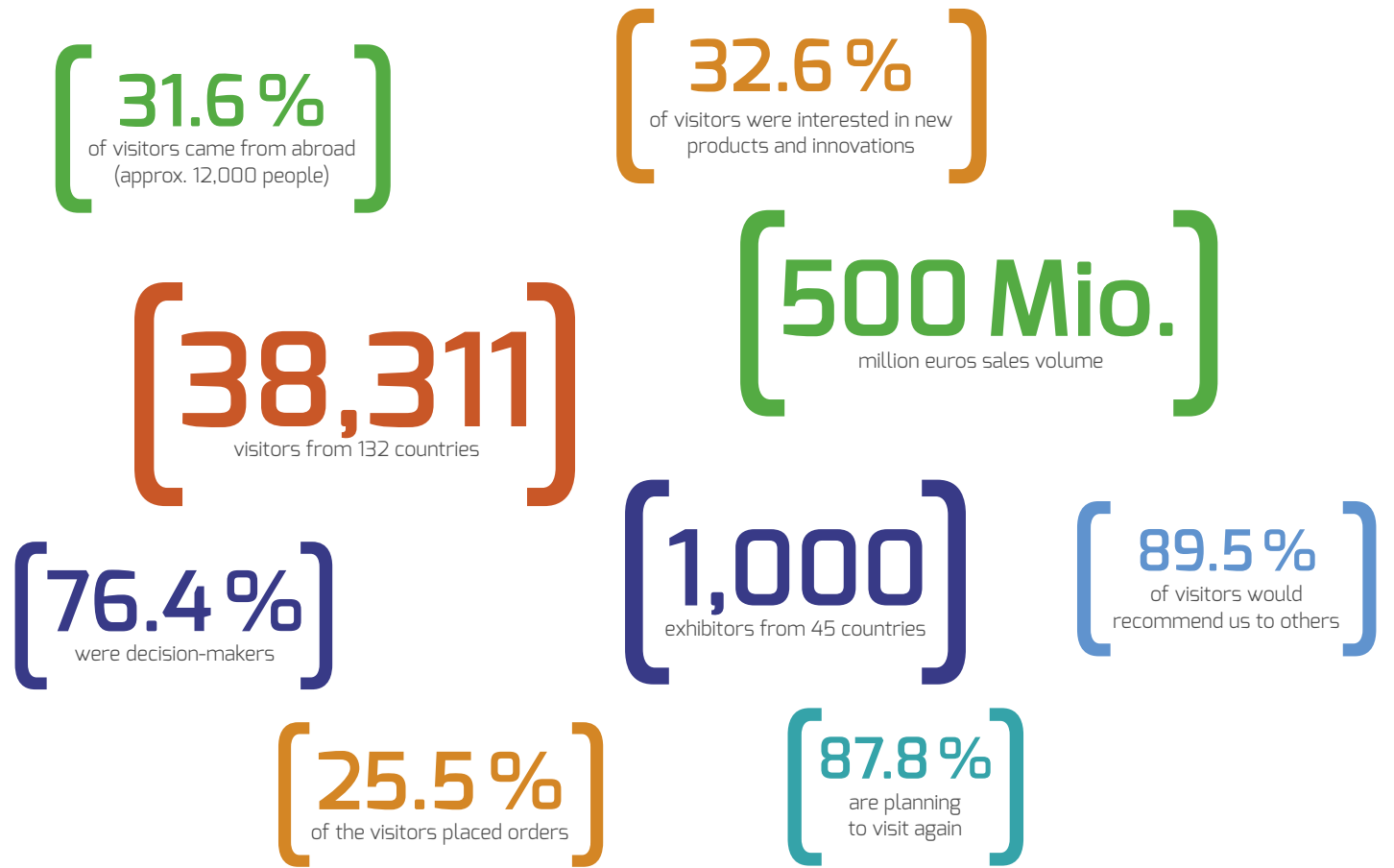
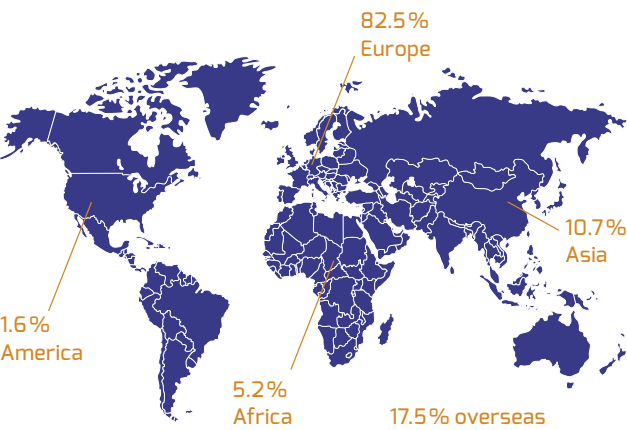


The facts that make security essen a must*

For over 40 years, security essen has been a driver of innovation in the international security industry. This is reflected in some of the impressive figures from our 2016 fair.



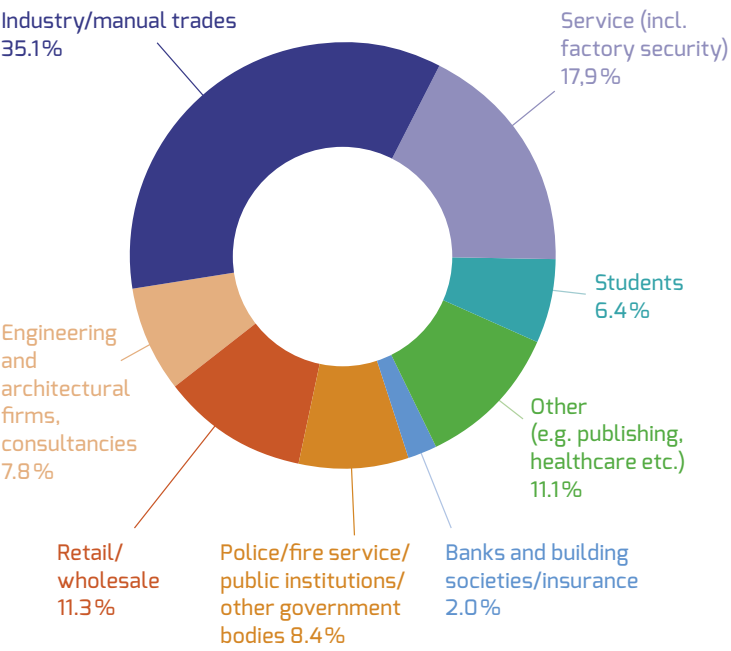
VISITOR ORIGINS 2016



TOP 5 COUNTRIES 2016

The Netherlands	15.9 %
Belgium	8.4 %
The UK	7.2 %
Austria	6.8 %
Switzerland	6.4 %

BUSINESS SECTORS 2016



*Source: Gelszus Messe-Marktforschung GmbH

Media service & advertising

You can now take advantage of our media service to let journalists and visitors know about your appearance at the fair. Here's how you can reach your target group at security essen:

- The security essen website is the first point of contact for visitors and media representatives. If you would like to appear in a prominent position on the website, please use the new MESSE ESSEN restricted exhibitors' area: www.messe-essen-digitalmedia.de. Here you can enter all the important information about your appearance at the fair in one central place.

- NEW: The MEDIA CENTRE is a new platform where journalists, bloggers and other online disseminators can access free images and videos to use in their articles, and you should make sure your images are there too. You can find a link to upload your images to the MEDIA CENTRE in the restricted exhibitors' area.

- Advertising: We offer a whole host of eye-catching advertising options in and around the exhibition centre. Our sales team will be happy to put together an individual advertising package for you that will guarantee maximum visibility for your stand – both offline and online.

Our team



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World's leading trade fair for security
September 25 – 28, 2018, Essen/Germany

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www.essen.de
HRS Hotel Reservation Service
<http://partner.hrs.com/messe-essen>

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Update: July 2017



www.security-essen.de

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2018 A SAFE BET FOR SUCCESS

From 25 to 28 September 2018, security essen, the world's leading trade fair for security will open its doors to around 1,000 exhibitors from over 40 countries. As the most important meeting point for the entire sector, it will attract over 40,000 trade visitors to the new exhibition centre in Essen.

Next year you can also look forward to one of the most modern and cutting-edge exhibition centres in Germany. With our open and functional design, we offer a new level of comfort for both you and your visitors. Short distances, eight spacious single-storey halls that let in plenty of daylight, and superb Wi-Fi coverage all offer the perfect conditions for exhibitors.

With its modern, 2,000m² glass foyer flooded with light and adjoining meeting and conference rooms, the Messe East building is not only visually impressive, providing a signal entrance point to the exhibition halls; it also boasts a direct connection to the underground train system.

The exhibition halls are also being overhauled for the future. The previous 18 mini-halls are being converted into eight large and open halls equipped with the latest air conditioning technology and innovative infrastructure, with space for two-storey exhibition stands throughout.

Set a course for the next security essen and be one of the first to take advantage of the new and optimised exhibition facilities. Be there as industry experts once more present the key trends, products and innovations in the security sector.



The 360° platform for the security industry

In order to meet the needs of the market even more quickly and comprehensively, security essen will from now on be divided into six distinct thematic areas that cover the full variety of modern security technology.

We will also be presenting numerous special topics and development trends. In 2018, these will include smart security and global travel security applications, as well as the latest innovations from research and development. And of course, we will once again present our security innovation award.



FIRE/INTRUSION/SYSTEMS Halls 6 + 7	CYBER SECURITY/ ECONOMIC SECURITY Hall 8	ACCESS/MECHATRONICS/ MECHANICS/SYSTEMS Halls 2 + 3 + Galeria
PERIMETER PROTECTION Hall 7	SERVICES Hall 1	VIDEO Halls 4 + 5

Our diverse programme of supporting events

Up-to-the-minute, highly informative and with an emphasis on practice – once again in 2018, security essen will offer exhibitors and visitors alike a whole host of opportunities to network and share information and knowledge.

- Presentation of the security innovation award
- A four-day conference on Cyber-Security (in partnership with the BSI and the BHE)
- A day of education and training in partnership with the BDSW and BDGW
- Guided tours of the exhibition (e.g. for architects)
- Forums for exhibitors and experts
- Career forum
- Drone course
- Fire safety day

References from satisfied customers

“As the leading global civil security fair, security essen is very important to us at dormakaba. It gives us the opportunity to present our diverse product range in full to our customers, partners and interested third parties, as well as our new products and innovations. We use the fair as a high-level platform for making and maintaining contacts. security essen 2016 was a huge success for us, and we are already looking forward to 2018. Once again, we want to surprise our visitors with a memorable exhibition stand.”

Elke Weniger-Viel, dormakaba Deutschland GmbH, Ennepetal

“security essen was a complete success for us. It is absolutely the leading global fair in the industry. Visitor attendance at our stand was extremely high. We will definitely be back in 2018.”

Veli Kirim, Pre-Sales Manager, Hikvision Europe B.V.

“security essen is a must for us. Not only do we meet our partners and hold interviews with journalists there, but we also come into direct contact with decision-makers in our industry. As such, the fact that the halls are divided by thematic area makes it a lot easier for us to manage our appointments, as short distances give us more time to talk to people. We also welcome the new Cyber-Security strand at the fair, as the risks posed by hackers are present in every industry – and as manufacturers, we need to take particular responsibility for this issue.”

Edwin Roobol, Regional Director of Middle Europe at Axis Communications GmbH