



CASE STUDY

Building a stronger voice for the exhibition and event industry



The Security and Exhibition Conference Diversified Communications Australia



The Security Exhibition and Conference, held in Melbourne's Convention and Exhibition Centre, is the leading trade show for the Security Industry in the Australasia Region. The Security Industry in Australia is a \$3.2billion industry; this Exhibition is a key event for both Security professionals and End Users within the industry.

Buyers represent areas from the full supply chain of the security industry. Including representatives from the core Security Industry (installers, integrators, consultants, Security business owners, Heads of Security, Security Managers, Product Manufacturers & Distributors), representatives from adjacent Industries (Facility Managers, Operations Managers, Engineers, Architects, OH&S Managers) and End users (business executives and professionals across a number of industries including government, education, healthcare, infrastructure, aviation, corporate and mining sectors). As well as attending the trade floor, visitors were also attracted to the Exhibition by a range of interactive demonstrations/workshops, professional development seminars, networking events and the ASIAL Conference and Gala Dinner.

Exhibitors include distributors, manufacturers and service providers showcasing products and security solutions for access control, surveillance, fire and safety, biometrics and IP networking that are used in both the Private and Public sector. Companies included Security Communication Systems International, Hills, Central Security Distribution, Axis Communications, Honeywell, SALTO Systems, SimPro Software.



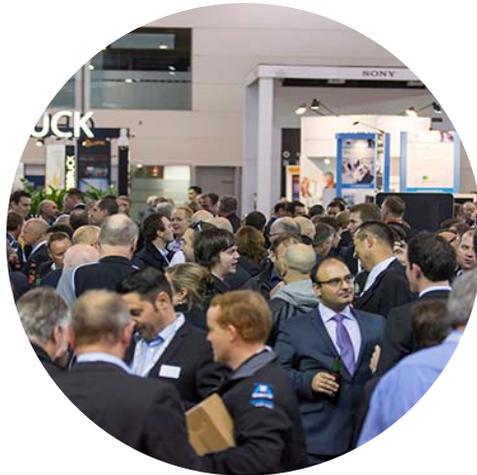
KEY STATS: (NB: CAB Audited)

- 150 Exhibitors
- 4543 Visitors
- 5.5% increase in total show revenue
- 19% increase in Visitors
- 35% of Visitors were first time Visitors
- 15% increase in Exhibitors from previous year
- 59 Average leads per Exhibitor
- \$22.3 million of leads generated on site
- 91.5% Exhibitors satisfied/very satisfied with Visitor quality
- 80% of Exhibitors booked onsite for next year's Event

A comprehensive marketing campaign was adopted to promote the Security Exhibition and Conference. Marketing Channels used included DM, LinkedIn Advertising, Web adverts, EDM and Magazine advertisements.

Diversified Communications gave the show a fresh look and invigorated many aspects of the show. A mobile app was introduced to provide greater access to information before, during and after the show.

The exhibition evolved in line with the trend towards the convergence of electronic, digital and the traditional physical security industry. Security World was introduced displaying everyday environments featuring integrated exhibitor/sponsor products and guided tours with informative presentations.



PO Box 952
Chatswood NSW 2057
T +61 2 9413 9520
F +61 2 8088 1325
E info@eeaa.com.au
www.eeaa.com.au

ABN 35 433 559 243

