



In association with



ARMoured VEHICLE ZONE

Counter Terror Expo 2011 Delivered:

7,745 International Attendees

79 Countries

67% of attendees were Buyers or Specifiers

400 Exhibitors

Armoured Vehicle Zone For 2012:

Armoured vehicles offer crucial protection to the services of Homeland Security, Counter Terrorism, Police Security, Force Protection, Special Ops and SWAT teams as well as protecting key personnel in more volatile areas of the world. Aimed specifically at fleet and vehicle buyers and specifiers, this area will feature a dedicated Armoured Vehicle Zone within the Exhibition Hall to showcase vehicle manufacturers, Retro-fit, Up-armouring & Upgrade Solutions.



Armoured Vehicle Content 2012

- ◆ Dedicated Armoured Vehicle Promotional campaign including a bespoke web page, email shots and press releases
- ◆ DSEi Buyers invitation Programme
- ◆ Armoured Vehicle Zone located on the show floor
- ◆ Zone positioned near easy to access Vehicle Access Doors
- ◆ Preferential Vehicle Floor Space rate

Why Armoured Vehicle focus for 2012?

- ◆ Increasingly there is a desire for Civil Defence and Enforcement to access tools and solutions previously only available to the Military – Clarion Events, as the organisers of both DSEi and Counter Terror Expo, are perfectly placed to help deliver a platform to enable this crossover capability between civil and military application
- ◆ From riot control, public order control and protection of crowded places, to a response to armed terrorists or potentially live blast sites, the right type vehicle is essential for civil enforcement, first responders, private security and the military alike
- ◆ Close Protection and Private Security have an on-going need for ballistic proof vehicles to protect key personnel in their charge

Attendees Relevant to Armoured Vehicles:

◆ Private Sector & Large Corporate	22%
◆ Police & Emergency Response	21%
◆ MOD, Intelligent Services & Armed Forces	11%
◆ Training / Consultancy / Private Security	7%
◆ International & UK Government / Border Control	3%

N.B. Please see www.counterterrorexpocom/attendees for actual attendees from above sectors.

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For more information please contact The Counter Terror Expo Team on + 44 (0) 208 542 9090 or email: info@niche-events.com or visit www.counterterrorexpocom

