



## COUNTER TERROR EXPO

25 - 26 April 2012  
Olympia London  
[www.counterterrorexpocom](http://www.counterterrorexpocom)

**Stats >> Exhibitors: 400 Visitors & Delegates: 9000 Conferences: 5 Workshops: 12 Live Demonstration Areas: 2 Edition: 4<sup>th</sup> Website: [www.counterterrorexpocom](http://www.counterterrorexpocom)**

## Europe's No 1 Counter Terrorism and Specialist Security Event



Counter Terror Expo is the leading Counter Terrorism event internationally offering US vendors a huge growth opportunity unparalleled to any other show within this marketplace.

### Why Exhibit at Counter Terror Expo in the UK?

- Whether you sell to Government, Military, Law Enforcement, Emergency Services, Private Sector, or the Security Services, Counter Terror Expo will provide you with the most targeted, pre-verified audience with real purchasing needs and budgets.
- The UK is renowned globally as a centre of excellence for its counter terrorism strategy with a long standing history dating back to the significant threat posed by the IRA. Counter Terror Expo is a central hub for both UK & International buyers looking for the best counter terror and specialist security equipment and services in the market today.
- Export your counter terrorism and specialist security products through the full spectrum of the specifying, purchasing and selling chain including: Manufacturers, End-Users, Integrators, Installers, Agents and Distributors.
- Exhibit at Counter Terror Expo and you'll have access to the Counter Terror Expo global database of 100,000 counter terrorism professionals, as well as 9,000 pre-verified attendees from both public & private organisations attending the show. View previous attendees at [www.counterterrorexpocom/attendees](http://www.counterterrorexpocom/attendees).

### Added benefits for US Companies:

- Join other US providers of counter terrorism solutions on a pavilion offering an enhanced US group presence including signage and branding around the event.
- Reduced rate of £195.00 + VAT for involvement in the Counter Terror Expo Meet the Buyer Programme guaranteeing you a minimum of seven meetings with selected buyers with spend levels of up to 15 million.
- One free two day conference pass, providing access to your choice of streams from: Global Counter Terror, Protecting Crowded Places, Critical National Infrastructure, Cyber Terrorism and Electronic Warfare and The Cost of Terrorism to Business.
- Dedicated page on the website highlighting the US companies including: logo, product picture, product description and URL.
- Dedicated email newsletter highlighting US companies.
- Guidance on how to sell to the UK / European market.
- Private room for presentations.
- Evening networking reception on the 25<sup>th</sup> April from 17.00-19.30.

As a US company specialising in delivering high-level security products, Counter Terror Expo in London next year is the perfect event for you to expand your international sales, so download our sales brochure at [www.counterterrorexpocom/USA](http://www.counterterrorexpocom/USA) and find out how you can get involved.

### For more information, contact:

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