



COUNTER TERROR EXPO

25-26 April 2012

Olympia London

www.counterterrorexpoco.uk

See what's
new for 2012



Clarion Defence and Security Exhibition Portfolio



www.counterterrorexpoco.uk/salesbrc

Mitigating terror threats is a critical priority for civil, military and private sector stakeholders.

Counter Terror Expo is the premier international event delivering buyers and specifiers from across the world within Government, Military, Law Enforcement, Emergency Services, Private Sector and the Security Services. This market leading event hosts the most comprehensive showcase of technology, equipment and services designed to protect nations, borders, crowded places, national infrastructure, companies, assets and individuals from the threat of terrorist attack.

The event has been established to deliver a unique and secure environment in which a dedicated audience of security professionals and leading experts within the critically important counter-terror and crisis management arena can come together to buy products, share experience and gain knowledge.

One of the fastest growing events in the UK, the 2011 event featured 400 market leading exhibitors and delivered:

7745 Attendees from

79 countries

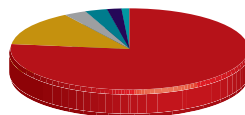
7042 Visitors to the exhibition

637 Conference Delegates

66 Members of the press

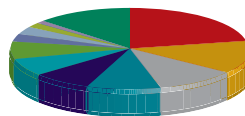
Visitor Demographics

GEOGRAPHICAL



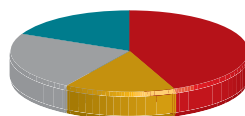
UK & Ireland	77%
West Europe	14%
East Europe	3%
Middle East	3%
Americas / Canada	2%
Rest of World	1%

BY SECTOR



Private Sector Organisation / Corporate Company	22%
Police & Law Enforcement	13%
MOD / Intelligence Services / Armed Forces	11%
Building & Facilities Protection	10%
Emergency Response	8%
Training / Consultancy	7%
Systems Integrators / Installers	7%
Transportation Security	3%
Critical National Infrastructure	3%
Central, Regional & Local Government	2%
Border Control / Customs & Immigration	1%
Other	13%

DECISION MAKING POWER



Yes	44%
No	15%
If no, do you influence purchasing decisions?	23%
Not Specified	18%

67% of the attendees to CTX 2011 were a buyer or specifier of equipment and services

ANNUAL SPEND



Over £1 Million	9%
£100k - £1 Million	14%
£10k - £100K	22%
£0K - £10K	21%
Not Specified	34%

“ Spending on counter-terrorism will remain high, with over £2 billion set aside for counter-terrorism policing alone in the next four years. In several areas we will have to develop new capabilities in response to the technology and techniques that the terrorists are now deploying against us. ”

THERESA MAY
HOME SECRETARY
3 November 2010

The 2011 attendees Primary Product Areas of Interest

* multiple interest response

CCTV and Covert Surveillance Equipment	3904
Access Control / Biometrics / ID Solutions	3220
Perimeter Security and Intrusion Detection	2933
Information and Communication Systems	2748
Location Monitoring and Tracking Systems	2407
Personal Protection Equipment / Clothing and Body Armour	2247
Systems Integration	2071
Screening & Scanning Equipment	2099
Barriers / Bollards / Gates / Turnstiles	2049
Emergency Response Equipment	1945
CBRNE Detection and Protection	1621
Sighting and Image Recording and Processing	1794
Explosive Ordnance Disposal / Improvised Explosive Device Disposal	1619
Blast Containment	1540
Human Resources and Training	1681
Electro Optics	1384
ANPR Software & Hardware	1327
Database Management Solutions	285
Seals / Tamper Evident	981
Canine Services	612

* Source: EAS Accredited

Targeted Buyer & Specifier Delivery Campaigns

UK VISITOR PROGRAMME FOR KEY CT AUDIENCE GROUPS:

- ✦ Police
- ✦ Fire Brigade
- ✦ MOD & Government Agencies
- ✦ Government & Private Sector

INTERNATIONAL VISITOR PROGRAMME:

- ✦ Critical Infrastructure
- ✦ Corporate Organisations
- ✦ Paramilitary

DSEi VISITOR PROGRAMMES FOR KEY CROSS OVER AUDIENCE GROUPS:

- ✦ Special Operations
- ✦ Homeland Security
- ✦ Civil Defence

In association with



MEET THE VIP BUYER PROGRAMME:

- ✦ Face to Face Private Meetings
- ✦ Buyer & Seller matched based on requirement and capability
- ✦ Meet buyers with active purchasing requirements of up to £15 million

For more information on the CTX attendee profile and areas of interest call the team on + 44 (0) 208 542 9090 or email info@niche-events.com

New Product Features

ARMoured VEHICLE ZONE

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Armoured vehicles offer crucial protection to the services of Homeland Security, Counter Terrorism, Police Security, Force Protection and SWAT teams as well as protecting key personnel in more volatile areas of the world. Aimed specifically at fleet buyers and specifiers from Police, Military, Tactical, Special Ops and Private Security, this area will:

- ✦ Feature a dedicated Armoured Vehicle Zone within the Exhibition Hall
- ✦ Highlight Armoured Vehicle Solution Suppliers throughout the show
- ✦ Showcase Retro-fit, Up-armouring & Upgrade Solutions

CCTV FOCUS

CCTV is critical in assessing whether a security alert is real, and is often vital in any post incident investigation, particularly of a terrorist nature. Designed to raise the profile of high-end CCTV and Surveillance solutions, and aimed specifically at end users as well as Integrators, the CCTV Focus within the show will feature:

- ✦ A dedicated CCTV Integrators Lounge on the show floor
- ✦ CCTV Workshop to debate IP, Storage, Video Analytics and more
- ✦ Plus an update from ONVIF's Chairman

CBRN AND PROTECTIVE CLOTHING & EQUIPMENT SHOWCASE

High quality CBRN and PPE is often the difference between life and death, and in counter terror operations, success and failure. The showcase will specifically target Police, MoD, Private Security, Emergency Services, EOD and Hazmat Teams with:

- ✦ A Live Runway within the Exhibition Hall to show off the latest manufacturer ranges for 2012
- ✦ Set against a large video screen backdrop to allow buyers a better view of the products
- ✦ Narrated live by a Presenter to highlight each products unique benefits

IEDD DEMONSTRATION THEATRE

Perhaps the most common and widely used weapons of the terrorist are Improvised Explosive Devices (IEDs). This feature was one of the most popular events for the 2011 show targeted specifically at EOD Regiments, Police Disposal, Fire, Military and Special Ops Teams, and for 2012 we are expanding and enhancing it to cover:

- ✦ ROV (Remote Operated Vehicle) Demonstrations
- ✦ NEW Ancillary Equipment Demonstration Theatre
- ✦ Active scenario based IED disposals before a live audience

SMALL ARMS & LIGHT WEAPONS

In association with

Provide close-quarter protection for a myriad of tasks including high risk policing, counter terrorist response and resolving siege and hostage situations. Small arms and light weapons have increasing relevance to Tactical Ops, Police Firearm Units, SWAT, Private Security & Close Protection who will be targeted for the show by providing:

- ✦ On-Site Armoury
- ✦ The ability to display weapons on stands
- ✦ Increased number of weapons suppliers within the show

ACCESS CONTROL FEATURE

Gaining access to a building or facility, especially critical areas within the facility, is sometimes all the terrorist needs to successfully carry out an attack. Securing these access points is therefore one of the highest priorities. Targeted at Integrators and End-Users the Access Control Feature will include:

- ✦ A wide range of manufacturer solutions
- ✦ Using a series of doors & access points buyers will get a first-hand walk-through experience
- ✦ A dedicated workshop examining the capabilities and vulnerabilities in securing key access points

Why Exhibit?

TARGETED EVENT

Meet hard to reach buyers and specifiers from the public and private counter terrorism arena who rarely attend generic events

GLOBAL REACH

Attendees come from 79 countries

NETWORKING

The complete buying chain attends: End users, systems integrators, installers, and manufacturers

LAUNCH PLATFORM

Opportunity to launch new products through the exhibition, technology workshops, and live demonstrations

BRAND AWARENESS

Receive increased exposure in the lead up to, during, and after the event through our extended marketing campaign and dedicated exhibitor promotions

THOUGHT LEADERSHIP

Exhibiting alongside our high level conference and expert speakers provides you with the latest updates on regulations, legislation and procedures.

Stand Packages

SPACE ONLY £449 + VAT PER M2

Includes: floor space only, listing in the official event guide and website.

SHELL SCHEME £499 + VAT PER M2

Includes: floor space, carpets, walls, name board, listing in the official event guide and website.



ELITE PACKAGE £569 + VAT PER M2

Includes: floor space, carpets, walls, name board, furniture, literature rack, lights, power socket, listing in the official event guide and website.



Exhibitor Profile

Counter Terror Expo 2012 will offer a forum for senior buyers and specifiers to see the very latest solutions available to assist in global anti terrorism and counter terrorism measures.

The exhibition will showcase a wide range of technologies and services from over 400 exhibitors.

Product areas covered in the exhibition include:

- ✦ Access Control
- ✦ ANPR Software & Hardware
- ✦ Armoured Vehicles
- ✦ Barriers / Bollards / Gates / Turnstiles
- ✦ Biometrics
- ✦ Blast Containment
- ✦ CBRN Detection and Protection
- ✦ CCTV / Covert Surveillance Systems
- ✦ Communication Systems
- ✦ Database Management Systems
- ✦ Electro Optics
- ✦ Emergency Response Equipment
- ✦ Explosive Detection
- ✦ R.O.V / E.O.D
- ✦ Information Management and Security Systems
- ✦ Location and Tracking Systems
- ✦ Medical and Evacuation Equipment
- ✦ Perimeter Security and Intrusion Detection
- ✦ Personal Equipment & Body Armour
- ✦ Screening and Scanning Equipment
- ✦ Seals / Tamper Evident Solutions
- ✦ Special Vehicles and Transportation
- ✦ Sighting and Image Recording and Processing
- ✦ Technical Clothing and Protection
- ✦ Training Services
- ✦ Weapons and Ammunition

Contact Details

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