

# THE SAFETY & SECURITY SERIES

The largest UK event dedicated to the protection of people, places and assets

7th-9th September 2021, NEC Birmingham

28,000+ VISITORS // 900+ EXHIBITORS // 40+ KEY FEATURES

THE  
SECURITY  
EVENT

THE  
FIRE SAFETY  
EVENT

THE  
HEALTH & SAFETY  
EVENT

THE  
FACILITIES  
EVENT

THE  
EMERGENCY  
SERVICES SHOW

THE  
NATIONAL  
CYBER  
SECURITY  
SHOW

BOOK NOW FOR 2021

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# #gettheconomygoing Exhibit at the largest UK event dedicated to the protection of people, places and assets

3 days of pure business, 28,000+ visitors and six major co-located events shape the largest dedicated exhibition to the protection of people, places and assets.

Join 28,000+ visitors from six key sectors and exhibit your brand at the forefront of your industry. **The Security Event, The Fire Safety Event, The Health and Safety Event, The Facilities Event plus the latest additions of National Cyber Security Show and The Emergency Services Show are set to co-locate for the first time ever at the NEC Birmingham.** Held 7th - 9th September, this will be the first major exhibition in the 2021 events calendar and by far the largest UK event dedicated to the protection of people, places and assets.

Make up for lost time and condense months of meetings across 3 days. We've all embraced video calls during lockdown, but **1-to-1 interactions prove vital to industry engagement, client relations and business growth** and that's why here at Nineteen Group we want to help you get back to business!

Nineteen Group have been working alongside the NEC to develop Venue Protect to ensure a COVID safe and secure venue for all our visitors, exhibitors and suppliers.

Our primary aim is to ensure you have access to the highest quality audience with a visitor profile that delivers attendance at every level of the buying chain. Save time and money and meet with quality **looking to source products and services** focusing on the protection of people, places and assets all united under one roof!

Through the power of exhibitions, Nineteen Group are committed to getting the industry, businesses, and the economy going. Our determined team will work alongside your marketing campaign to provide you with the dedicated tools and resources to support and future proof your business. **Our #getgoing campaign aims to unite our key sectors, drive opportunities and boost sales, leads and pipelines.**

**#getexhibiting #gettheindustrygoing #gettheconomygoing**



900+ Exhibitors



55,000+ Show Meterage



28,000+ Visitors



72% of visitors across all shows on average have buying power or influence



40+ Show Features

## Key Reasons to Exhibit:



**CONNECT** with the entire UK market in one place, condensing months of meetings across 3 days of pure business.



**NETWORK AND SECURE BUSINESS** with the people purchasing and installing your products day in, day out.



**NATIONAL SHOWS**, with a truly national audience, the perfect platform to launch new products.



**AN IDEAL OPPORTUNITY** for ALL your regional sales people.



**GENERATE NEW SALES LEADS**, re-connect with existing customers and open pathways to new business.



**PLAN AHEAD** and utilise our dedicated match making service connecting you to REAL buyers and influential decision-makers.



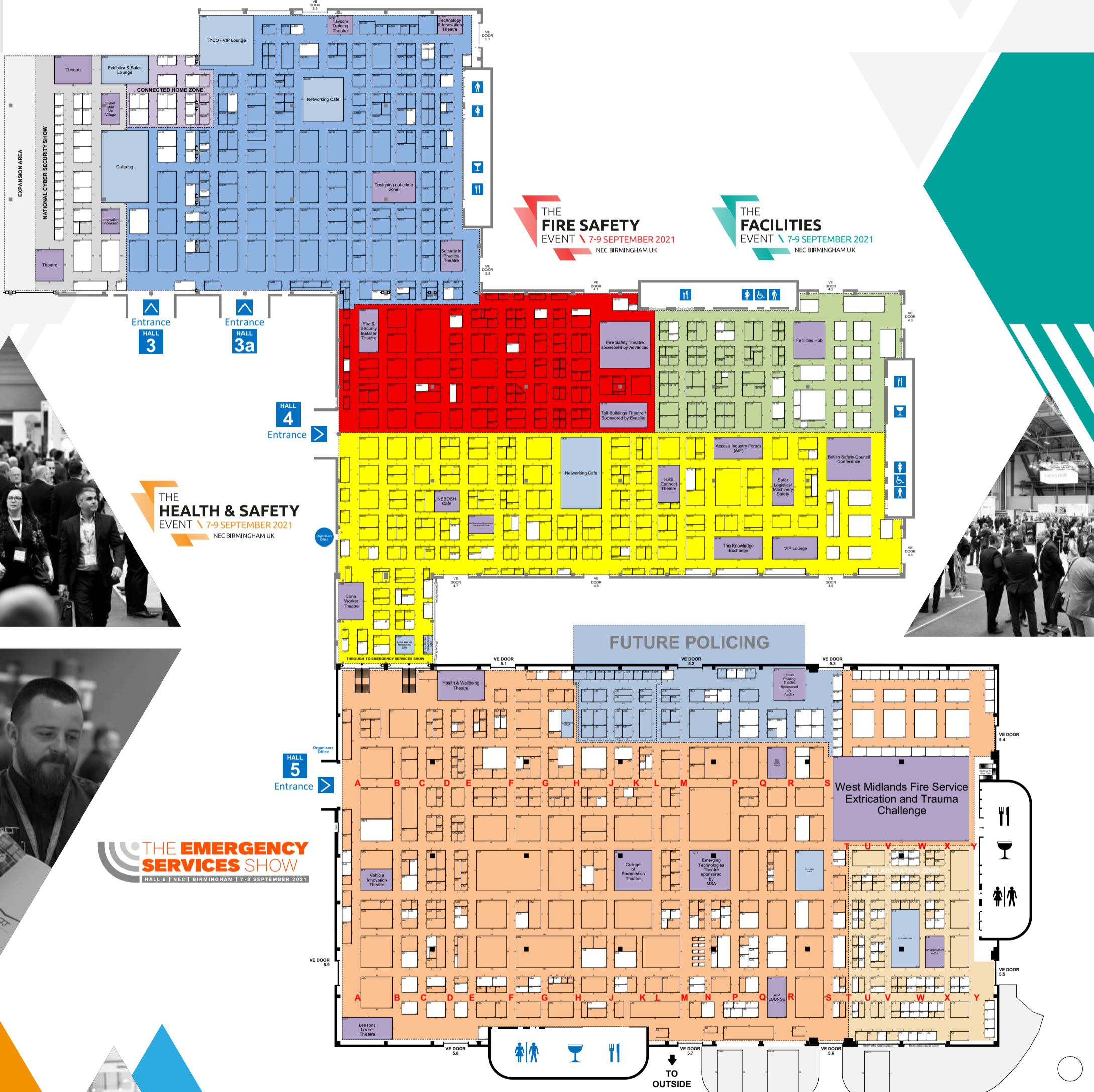
**CROSS-SHOW PROMOTION** helping you boost your brand, kick-start your sales pipelines and utilise an audience perfectly tuned to your target market.



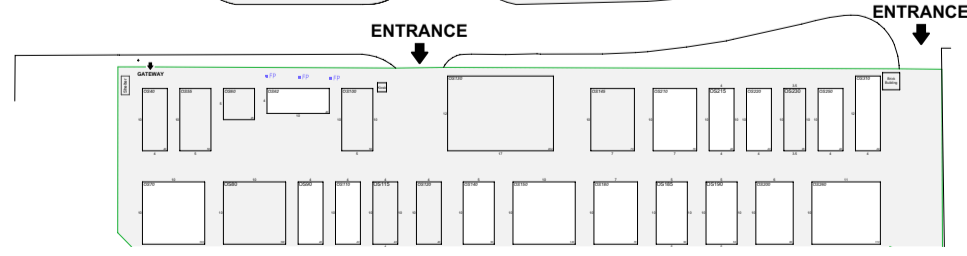
**ENTER NEW MARKETS** through 6 co-located major sector events opening new opportunities to meet new customers

# Floorplan

## Six co-located events, six major sectors, one unmissable opportunity



Outdoor Exhibition



# THE SECURITY EVENT



77%

of visitors had an average spend of over £50k



*The Security Event was all about the atmosphere! The location of the event was perfectly suited to the industry and everyone in the hall felt on a near level playing field which added to the overall feel good factor of the expo! Extremely good quality visitors & leads - a fantastic event, we are already looking forward to next year*

Alan Goodie ICS Security



£236k

of anticipated sales over the next 12 months was reported by exhibitors at the previous show

92% of stand space already sold

95% of exhibitors from 2019 participating again for 2021.

## Designed by the industry, for the industry

The entire commercial, enterprise and domestic security market under one roof

Following its highly successful launch in 2019, The Security Event (TSE) returns in 2021 bigger and better and set to be the most anticipated UK exhibition for the commercial, enterprise and domestic security market. Spearheaded by nine founding partners, all major players in the industry, TSE will kickstart the event calendar as the first dedicated event uniting the entire security buying chain in 2021. A well-structured mix of networking opportunities, accredited seminars, live demos, specified zones and over 10,000sqm of exhibiting space, will ensure TSE 2021 will be the best yet.

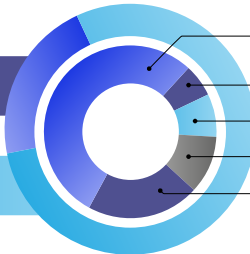


91%

of exhibitors to the previous show said they were extremely satisfied with the quality of visitors\*

21% End User

79% Trade

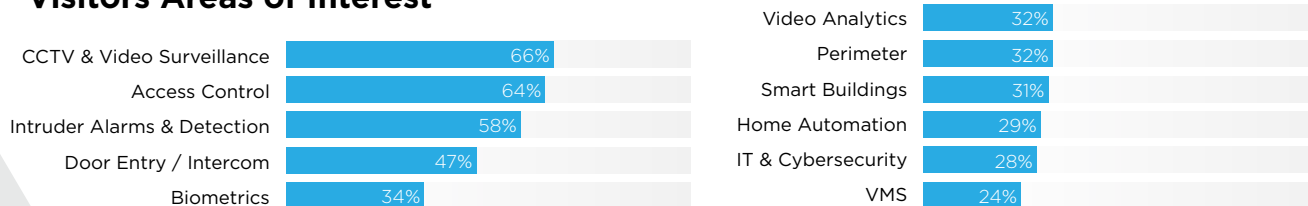


- 54% Security Installer/Integrator
- 21% End User
- 11% Consultant/Specifier
- 8% Distributor
- 6% Manufacturer

## Founding Partners



## Visitors Areas of Interest



\*Results taken from Explori survey 2019.



[www.thesecurityevent.co.uk](http://www.thesecurityevent.co.uk)

# THE FIRE SAFETY EVENT



72%

of visitors to the previous show had an average spend of over £50k



This is fast becoming the key Fire Industry exhibition to attend for both visitors and exhibitors alike. With it being held central to the UK at NEC it is accessible to all. Global Fire Equipment will be returning for the next show.

Global Fire Equipment (UK)

## The fastest growing UK fire safety exhibition

Major players from across the fire safety industry gather at the fastest growing UK fire safety exhibition each year to engage with customers, demonstrate products, conduct face-to-face meetings and most importantly, make sales. The Fire Safety Event (FSE) promises to be the best yet, featuring CPD accredited seminars, a range of networking opportunities and live demo areas. FSE 2021 focused marketing campaign attracts a dedicated, fine-tuned network of buyers responsible for maintaining the very highest standards of fire safety management.



89%

of exhibitors said they were extremely satisfied with the quality of visitors\*

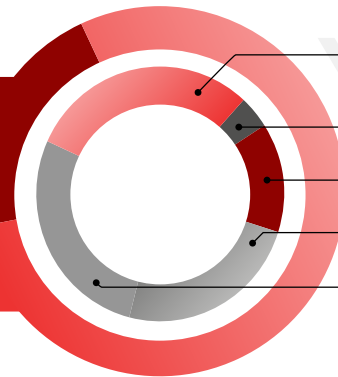


93%

of stand space already sold with 102% of floorspace rebooked again in 2019.

24% End User

76% Trade



30%  
Installer/Integrator

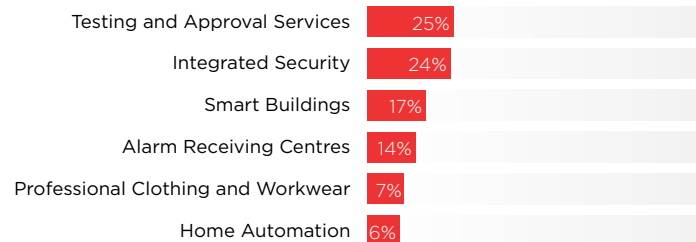
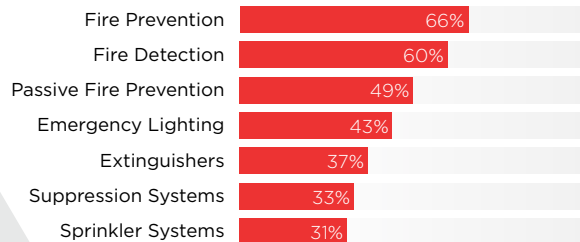
4%  
Distributors

14%  
Consultant/Specifier

24%  
Manufacturers

28%  
Consultant/Specifier

## Visitors Areas of Interest



[www.firesafetyevent.com](http://www.firesafetyevent.com)

\*Results taken from Explori survey 2019.

# THE HEALTH & SAFETY EVENT



74%

of visitors to the previous show had average spend of over £50k



*An incredible show with a fantastic atmosphere. The perfect platform to display new products. Thank you to the team for making the show such a success for us!*

Microlin Cooper

## Visitors by region

|                  |     |
|------------------|-----|
| Midlands         | 50% |
| South East       | 22% |
| South West       | 11% |
| North & Scotland | 17% |

## The UK's largest gathering of people responsible for running a safe and efficient workplace

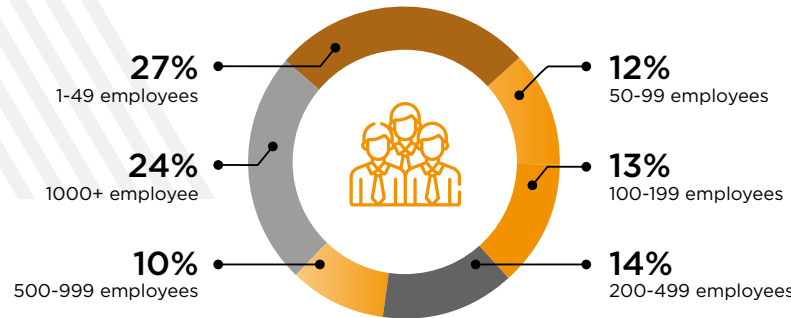
### Dedicated to improving workplace standards

The Health and Safety Event (HSE) will be the first major exhibition in the 2021 events calendar. Featuring a large-scale expo and 12 dedicated features of practical workshops, seminars and zones; it is THE place to conduct business with key decision-makers from across a diverse range of industries. Underscored by its consistent growth of exhibitors and visitors, the event is committed to bringing the health and safety community together to meet, network and source the latest products and solutions to improve workplace standards.



89%

of stand space already sold with 90% of exhibitors in 2019 participating again for 2021



96%

of exhibitors at the previous show said they were extremely satisfied with the quality of visitors\*

## Visitors Areas of Interest

- Asbestos Control
- Breathing/Respiratory Prevention
- Driver Safety
- Drug & Alcohol Testing
- Emergency / First Aid Equipment
- Environmental / Waste Management
- Fall Arrest & Prevention
- Hazardous Material Handling
- Legal Advice
- Lone & Vulnerable Working
- Manual Handling Equipment
- Material Handling
- Noise Control
- Occupational Hygiene
- Occupational Health and Wellbeing
- Personal Protective Equipment
- Plant / Machinery Safety
- Risk Assessment
- Safety Software
- Slip & Trip Prevention
- Training & Qualifications
- Warehouse Safety
- Workplace Cleaning
- Workplace Ergonomics

[www.healthandsafetyevent.com](http://www.healthandsafetyevent.com)

\*Results taken from Explori survey 2019.

# THE FACILITIES EVENT



75%

of visitors at the previous show had buying power or influence

“

The quality of the conversations have been great. We have had some senior decision makers come over and speak to us. Definitely worthwhile, there's been some great traffic coming through.

”

Sector Manager, SCREWFIX

## Visitor Profile

- TFM
- Health
- Construction
- Government
- Utilities
- Education
- Property/Real Estate
- Business Services
- Manufacturing
- Warehousing/Distribution/ Freight

## 2021 will see the strongest Facilities Event to date

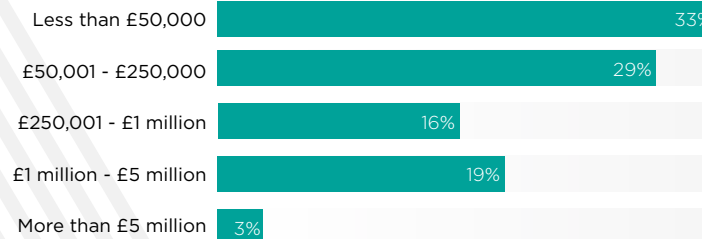
Gaining a reputation for the fastest growing event to inspire and innovate the facilities management sector, The Facilities Event (FE) will offer a forum for FM professionals to share practices, industry updates and challenges. Our focused audience of qualified buyers from every level of the supply chain will engage with our unrivalled seminar programme, hosted networking opportunities and demonstrations of the very latest product launches and solutions.



87%

of exhibitors at the previous show said they were extremely satisfied with the quality of visitors\*

## Annual budget spend



80%  
of 2021  
floorplan sold

## Visitors Areas of Interest

- Audio and Visual Services
- Catering
- Cleaning
- Communications
- Energy & utility Management
- Fire Prevention and Protection
- FM Consultancy
- Ground and Property Maintenance
- Health and Safety/ Wellbeing
- HR/Training
- IFM/ Total FM providers
- IT and Software
- Mechanical and Electrical
- Office Management/ Supplies
- Pest control
- Removals/ Relocation
- Security
- Waste management
- Workplace Interiors



[www.facilitiesevent.co.uk](http://www.facilitiesevent.co.uk)

\*Results taken from Explori survey 2019.

# THE EMERGENCY SERVICES SHOW

## The UK's leading event dedicated to transforming our emergency services

The Emergency Services Show (ESS) is the UK's leading annual showcase of the blue light sector and the only annual event for ALL emergency services responders, with a keen focus on emerging technology for the sector. In its 15th year, the event will feature over 450 exhibitors, live demonstrations, unique learning opportunities and unrivalled networking. This unique two-day event brings together all disciplines from the emergency services sector to discover innovative technology and operational solutions, share their experiences and unite in their collaborative approach to public safety.

“ I have been able to talk and engage with people that have very simple problems that can be solved very cost-effectively and very easily. We've had really good quality of conversations and lots of interest in the products and solutions we have here. It is hugely important to be able to have a presence. ”  
Nicola Savage, Managing Director of Excelerate Technology

£66,394

is the average spend of visitors as a result of their visit to ESS2019



79%

of floorspace sold to date

93%

of exhibitors surveyed at the previous show confirmed ESS is important for their business



83%

of exhibitors in 2019 rated their overall return on investment as good or excellent

### Who attends?

- Fire and Rescue
- Ambulance
- Police
- Air ambulance
- Search and Rescue organisations
- Charities, voluntary groups and NGOs
- Medical professionals
- Training providers
- Utilities, highways and venues
- Local and national government
- Prisons and security providers

## Meet thousands of buyers and specifiers of equipment and services

### Visitors Areas of Interest

- Operational Equipment
- Vehicles and Fleet Solutions
- PPE, Protective Clothing and Uniform
- Communication Equipment and Services
- Emergency Planning
- Health and Wellbeing Services
- Medical Equipment and Services
- Training / Training Equipment
- Detection and Monitoring
- IT and Software
- Recovery Equipment
- Security
- Counter Terrorism
- Road Safety
- Fire Safety
- Public Safety
- Business Services

[www.emergencyuk.com](http://www.emergencyuk.com)





# NATIONAL CYBER SECURITY SHOW

#getthecyberindustrygoing  
Exhibit at NCSS 2021

“The National Cyber Security Show provides a positive platform for UK SME's to upskill and learn how Cyber Essential certification can make a positive contribution to reducing their risk against common internet born threats.”

Dr. Emma Philpott MBE, CEO,  
IASME Consortium Ltd

## Uniting the UK approach to tackle cyber threats and protect our digital world

The first event in its field dedicated to promoting and educating UK businesses with a focus on SMEs. National Cyber Security Show (NCSS) aim is to promote the core cyber essentials including cyber management, security, protection, and recovery. Featuring a dedicated exhibition area, a Cyber Start-Up Village, a Cyber Conference and an interactive Cyber Workshop Theatre. NCSS is a one-stop-shop for visitors to unite from across the country and the perfect platform for you to elevate your brand, service or cyber solution to over 2,500+ visitors all looking to improve their cyber security.



**+39%  
cyber spend**

Firms increased their cyber security spending by 39%. Expert firms spent more and plan to go on doing so.\*



**£1.36bn**

Total cyber losses among the affected firms were £1.36 billion - up from £911,00,00 the previous year.\*



**28%**

of TSE pre-registered audience stated IT & Cyber Security was a main area of interest.

Founding Partner:



Supported by:



\*Source Hiscox Cyber Rediness Report

[www.thesecurityevent.co.uk/national-cyber-security-show](http://www.thesecurityevent.co.uk/national-cyber-security-show)

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FLOORPLAN



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**28,000+**  
Visitors

# CONTACT US FOR MORE DETAILS ON EXHIBITING

  
**40+**  
Show  
Features



[www.thesecurityevent.co.uk](http://www.thesecurityevent.co.uk)

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[www.firesafetyevent.com](http://www.firesafetyevent.com)

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[www.healthandsafetyevent.com](http://www.healthandsafetyevent.com)

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[www.facilitiesevent.co.uk](http://www.facilitiesevent.co.uk)

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[www.thesecurityevent.co.uk/national-cyber-security-show](http://www.thesecurityevent.co.uk/national-cyber-security-show)

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[www.emergencyuk.com](http://www.emergencyuk.com)

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