

#getthefireindustrygoing
Exhibit at The Fire Safety Event 2021

THE FIRE SAFETY EVENT \ 7-9 SEPTEMBER 2021

NEC BIRMINGHAM UK

THE UK'S FASTEST
GROWING FIRE
SAFETY EVENT

BOOK NOW FOR 2021



CO-LOCATED WITH



BOOK YOUR STAND TODAY WWW.FIRESAFETYEVENT.COM

Welcome

Major players from across the fire safety industry descend to 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.

Returning September 2021, the exhibition 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.

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.**

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.

6
co-located
events

93%

of stand space already
sold with 102% of
exhibitors in 2019
participating again for 2021

87%
of exhibitors
said FSE was very
important to their
business*

“The Fire Safety Event 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

*Results taken from our independent customer satisfaction survey

“It was refreshing to meet so many installers and end users who use, trust, and recommend our products – the event provided a platform to target new faces within the fire and security industry.”

Safety Technology International

120+ exhibitors

Exhibitor benefits

#getthefireindustrygoing
Exhibit at The Fire Safety Event 2021



ACCESS THOSE HARD TO REACH BUYERS, connect with influential decision-makers, condensing **six months' worth of meetings in three days**.



ENTER NEW MARKETS through **6 co-located key industry events** and meet new customers you may have not ever considered before.



NETWORK AND SECURE BUSINESS with thousands of professionals responsible for fire safety management.



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



A NATIONAL SHOW, providing **the perfect platform to launch new products, solutions and services**.



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



AN IDEAL OPPORTUNITY for ALL your regional sales people to do business.



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

Lead Media Partner

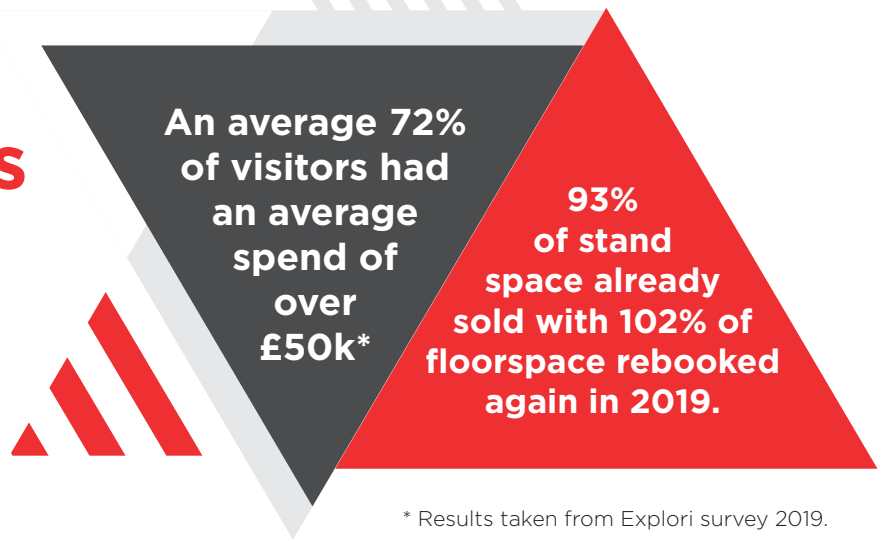


Industry Partners Include

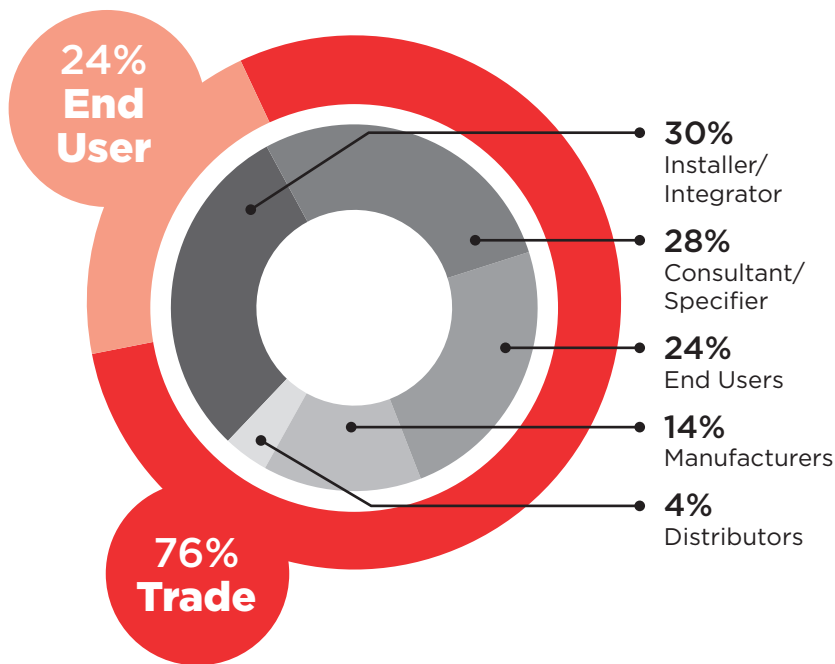
WWW.FIRESAFETYEVENT.COM

Our visitors, your customers

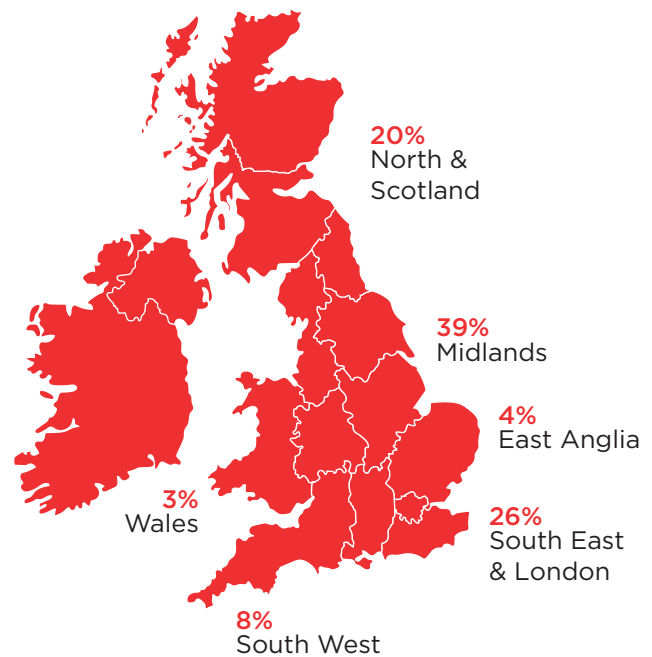
Our primary aim is to ensure you can save time and money by having access to the highest quality audience. Our visitor profile that delivers attendance at every level of the buying chain all actively looking to source products for current, new and future projects.



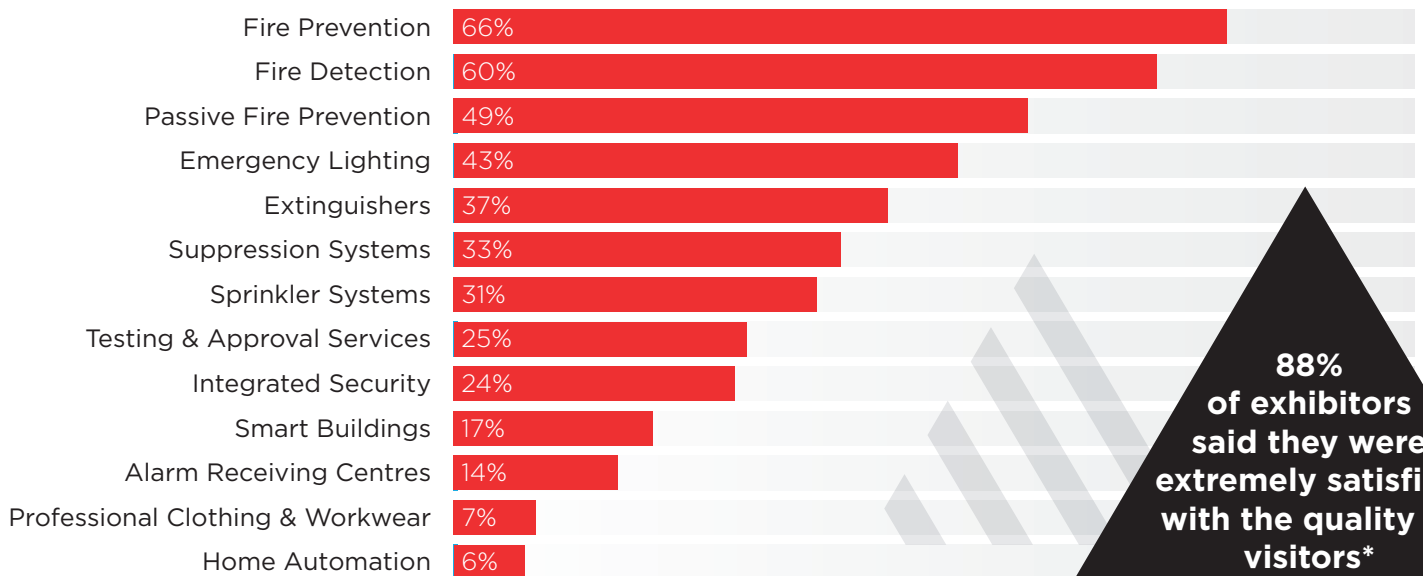
Who attends?



Visitors by region



Areas of interest



88% of exhibitors said they were extremely satisfied with the quality of visitors*

Visitor Sample

Trade users

A F Electrical, Fire Engineer
A&E Fire and Security Ltd, Fire Risk Assessor
A2B Fire Risk Solutions, Fire safety consultant
Abbot Fire Group, BD Manager
ADC Fire Systems Limited, Director
Alara Fire & Electrical Ltd, Director
Aleron Fire Protection, Managing Director
Allied Protection, Contracts Manager
Alpine Fire Engineers Ltd, Business Development
Arc Group London Limited, Head of FRA
Avalon Insulation Services Limited, Project Manager
BBC Fire, Engineer Supervisor
Bespoke Detection Services Ltd, Director
Blackbox Alarms, Engineer Supervisor
Blues Electrical, Electrician
Blues Fire and Integrated Services, Director
Boden Fire and Security, Manager
Bridge Fire & Security, Commercial Director
Britannic Fire & Security, CEO
Bryland Fire Protection Ltd, Managing Director
Burke Passive Fire Protection, Self Employed
Businesswatch UK Fire & Security, Sales Director
CBRE, Fire Consultant
Ceaton Security Service, Fire Division Manager
Central Fire Systems Ltd, Director
CFS Systems, Managing Director
Chalfont Electrical Services Ltd, Director
Churches Fire, Fire Safety Consultant
Citation Fire and Electrical, Life Safety Engineer
Codexfire Systems, Director
Compco Fire Systems Ltd, Operations Director
Competent Electrical Ltd, Electrician
Cornerstone Group, Managing Director
Corrigan Fire and Security, Managing Director
CSK Fire Protection Ltd, Director
DACT F&S Ltd, Sales & Marketing Director
Daemon Fire & Security, Estimating Manager
Detection Supplies, Manager
DMC Fire Risk Management, Fire Consultant
Domestic Sprinklers, Managing Director
EC Fire LTD, Director
Ecofix Electrical Services, Director
Edmundson Electrical, Firetech Specialist
Emcor UK, Fire and Security Director
Evo Fire & Security, Account Manager
Expert Fire Solutions Ltd, Director
Fire & Safety Solutions Ltd, Managing Director
Fire Action Ltd, Director
Fire Alarm and Safety Services TPG, Director
Fire Crest Fire Protection Limited, Fire and Security Manager
Fire Door Experts Ltd, Managing Director
Fire Protection Association, Consultant
Fire Safe Services Ltd, Sales Director
Fire Technology Ireland, Director
Fire-Rite UK LTD, Director
Fraser Fire Alarms, Operations Director
G4S, Regional Installation Manager
GBS Fire protection, National Sales Manager
GMC Electrical Compliance Limited, Company Director
Griffiths AC & Electrical, Partner
Guardian Fire & Safety, Managing Director
Hall & Kay Fire Engineering, BDM
Harold Jones Services, Fire Systems Manager
Interserve FS (UK) Ltd, Technical Director
IQS Security, Director
J W Simpkin Fire Protection Ltd, Managing Director
Jamie Ballan Associates, Fire Safety Consultant
JS Miller Distribution Ltd, Director
K4 Electrical & Mechanical Services Ltd, Company Director
Key Fire & Security, Head of Systems
Kilnbridge Ltd, Contract Manager
Logic Fire and Security Ltd, Fire Risk Assessor

London Bridge Associates, Fire Safety Consultant
Marlowe Fire & Security, Procurement Manager
McGoff & Vickers Fire & Security, Business Manager
Mendip Fire and Safety Ltd, Director
Neo Property Solutions Limited, Managing Director
North West Fire Prevention, Contact Manager
Ogilvie Fire Protection Ltd, Operations
Optimum Drywall Systems, Fire Manager
Overton Electrical Services, Fire Alarm Design Engineer
Pacific Security Systems, Managing Director
Phoenix Fire Protection, Director
Pyro Fire Services, Fire Safety Consultant
Reflex Systems Ltd, Fire Systems Business Manager
RJG Fire safety, Fire safety Consultant
Russell Fire and Security, Fire Alarm Engineer
Safefire Ltd, Owner
Saracen Fire Protection, Director
SCH Fire Safety Ltd, Fire Safety Consultant
Secom, Fire Sales Consultant
Sps Security, Director
STS Distribution Ltd, Managing Director
Syncro Fire and Security LTD, Customer Support Manger
T L Fire-Security Systems, Director
The Firehouse Group, Director
Thompson Group, Fire Safety Manager
Total Integrated Solutions Ltd, Head of Fire Division
Trinity Fire, Director
Truision Fire & Security, Director
TUFF Security, Managing Director
UK Firesafe, Fire engineer
Vale Fire and Security Ltd., Managing Director
VOCA Fire Protection, Sales Director
Walker Fire UK Ltd, Fire alarm engineer
White Rose Fire Safety, Consultant

End users

A2Dominion Housing Group, Director of Property Services
Activate Learning, Group health and safety officer
Agilent Technologies, Estates and H&S Manager
Amazon, RME Area Manager
Birmingham Airport Limited, Fire Safety Manager
Birmingham City University, Building Surveyor
Birmingham NHS, Fire Safety Manager
Boots, Project Manager
BRE Global, Customer Relationship Manager
British Council, Global Fire Safety Adviser
BT, BT Workplace Fire Safety Specialist
Canary Wharf Group, Deputy Head, FSE
Coventry and Warwickshire Partnership NHS Trust, Fire Safety Adviser
Defence Fire and Rescue, Fire Station Manager
DEFRA, H&S Manager
Department for Education, Construction Manager
East Devon District Council, Compliance Surveyor
East Midlands Airport, Head of HS and Fire Safety
East Midlands Housing Association, Asset and Assurance Manager
Element, Survey Manager
Elysium Healthcare, Support Services Manager
Fexco Property Services, Head of Health and Safety
First Choice Homes Oldham, project manager
Gentex Corporation (Europe), Technical Support & Facilities Manager
Golden Lane Housing, Compliance & Services Manager
Govia Thameslink Railway, Fire and Emergency Planning Manager
Haringey Council, Head of HRS
Heathrow Airport, Safety & Compliance Manager
Her Majesty's Courts and Tribunals Service, Health, Safety, Fire and Security Manager.
HMRC Estates, Fire Safety Manager
Home Group Ltd, Fire Safety Manager
International Racecourse Management Ltd, Managing Director
Interserve, Head of Compliance
Jaguar Land Rover, Senior Manager
King Edward VI College, Estates Manager
kuehne Nagel, National Compliance Mgr
Laing O'Rourke, Senior H&S Advisor
Live Nation, Property Manager
London Gatwick Airport, Chief Fire Officer
Manchester Airport Group, Head of Fire Safety
Manchester University NHS Trust, Fire Safety Adviser
McDonald's Restaurants Ltd, Fire & Safety Office
MOD, Safety and Environmental Assurance Manager
MOD Amey plc, Fire Safety Technical Lead
National Trust, Heritage Fire Specialist
NBI Partnership, Facilities Manager
Network Homes, Head of Technical
Network Rail, Building Services Asset Engineer
NHS, Fire Safety Manager
NHS Property Services, Building Assurance Specialist
Northampton Healthcare Foundation Trust, Estates Technical Compliance Officer
Northern Devon Healthcare NHS Trust, Fire & Security Adviser
Nottingham Trent University, SHEQ Manager
Ofsted, Health & Safety Adviser
Peabody Housing, Building Safety Manager
RAF, ESM
Regency, Health and Safety Manager
Rentokil Initial, SHEQ Manager UK
Royal Air Force, Fire Safety Manager
Royal Botanic Gardens Kew, Estates Compliance & Fire Safety Manager
Salvation Army Trading Company, Health and Safety Adviser
Sanctuary Group, Fire Risk Surveyor
Sanctuary Housing Group, Head of Planned Works
SCS Group, SHEQ Officer
Securitas / Airbus UK, Watch Manager
Sheffield Teaching Hospital, Fire Safety Manager
South Warwickshire Foundation Trust, Fire Safety Adviser
South West Yorkshire NHS Trust, Fire Safety Adviser
Stroud District Council, Compliance and Assurance Manager
Swindon Borough Council, Fire Safety Manager
Tamworth Borough Council, Senior Compliance Officer
The Co-Op Group, Regional Facilities Manager
Three Rivers District Council, M&E Engineer
Tunstall Healthcare UK LTD, National Installation Manager
Unitas Wholesale, Senior Project Officer
University College London (UCL), Fire Safety Manager
University of Lincoln, Compliance Officer
University of York, Land & Buildings Manager
Vue Entertainment, National Facilities Manager
Wandle Housing, Compliance Manager
Wates Construction Ltd, Preconstruction Design Director
Way of Life Management, Operations and Compliance Manager
West Midlands Fire Service, Watch Commander
Wye Valley NHS Trust, Security Manager
Young Foundations, Head of Estates & Health & Safe

*Actual visitor sample n200 FSE visitors

Marketing Benefits

Our tailored marketing package is included for all exhibitors to ensure you have a successful experience pre-event, onsite and post show!

Benefit from our well-established network and contacts of 150,000+ fire safety professionals through our comprehensive marketing plan, tailored for maximum engagement across all media platforms.



Online exposure as soon as you sign up!

Populate your personal online profile featured on our website. Upload logos, showcase your products, select product categories, submit press releases, videos and case studies – all easily accessible to visitors browsing our site and planning their visit.



Downloadable marketing materials

Easy access marketing tools and banners so you have everything you need at the click of a button to promote your presence at the show.



Your content goes further

Upload unlimited press releases, products, videos and case studies to your online profile to ensure visitors have the best information about your products. We then use your content to promote and generate leads across our platforms and within our monthly newsletters.



Social media

Exhibitions thrive off social encounters, face to face meetings and networking but this isn't limited to the physical event. Our social media accounts are continually pushing out the latest exhibitor news, products and updates taken directly from your online exhibitor profile to drive interaction, raise brand awareness and start conversations before the event.



PR Support and press coverage

We work with a range of leading industry bodies, publications, associations and media who are at the forefront of fire safety. Working alongside us to distribute, promote and share the latest updates in the industry giving you added exposure and extending your brand reach.



Worth **£499+ VAT** per month. We are offering **FREE** for **ALL 2021 exhibitors**

CONNECT+

by *Nineteen*

Our unique visitor matchmaking service engages our quality buyers with the products, services or technologies they require. Our dedicated team engages with the entire visitor database to promote your products, identify spending power, start the conversation and connect them directly with your sales team.

Find out more
www.nineteengroup.com/connect-plus



28,000+
visitors



900+
exhibitors

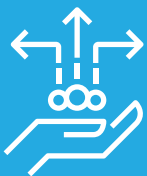
THE SAFETY & SECURITY SIX SERIES

Six major co-located events dedicated to protecting 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 The Emergency Services Show and The National Cyber Security Show are set to co-locate for the first time ever at the NEC Birmingham.

Held on **7-9 September**, this will be the first major exhibition in the 2021 events calendar and by far the largest uk dedicated event to the protection of people, places and assets.

**SIX CO-LOCATED EVENTS, SIX MAJOR SECTORS,
ONE UNMISSABLE OPPORTUNITY**



40+
features

**Book
a stand
today for
September 2021**

Stand Packages

Space only



£369/m² + VAT

Standard Shell Scheme



£399/m² + VAT

Includes shell, carpet & nameboard

Enhanced Shell Scheme



£419/m² + VAT

(all inclusive) Shell scheme, name board, lighting, carpet, 500W electric socket, stand cleaning

Contact us today

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 #FSE2021

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Nineteen[™]

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