

## EUROPE'S LEADING COMMERCIAL, ENTERPRISE AND DOMESTIC SECURITY EVENT, YOUR GUIDE TO MAKING THE CASE:

### TIMING

- Let your boss know why **NOW** is the perfect time to register, driving a sense of urgency is key.
  - Focus on measurable ROI that matters to executives: supply chain optimisation opportunities, building your sales pipeline, and high-value lead generation through direct access to 17,500 + industry professionals, 86% of which are decision makers.
- Tickets are limited but **FREE** of charge.

### EFFICIENCY

- 1 pass, 6 events.
- Your ticket gets you access to all events in The Safety & Security Event Series encompassing Pro Integration Future Europe, The Security Event, The Workplace Event, The Fire Safety Event, The Health & Safety Event and The National Cyber Security Show.

### OBJECTION HANDLING

- Read common objections on page 2 and be ready to confidently answer any reservations (facts, numbers, proof).
- Check out pages 3-4 for details on who you'll be networking with and opportunities for professional development that will drive measurable results for both you and your company.

### PUT IT IN WRITING

- Once you've done your homework and prepared your case, customise the yellow areas in the [template](#) and share it with your line manager.
- You can copy and paste from this document or [download it](#).

ORGANISED BY:



Nineteen™

# HOW TO ANSWER COMMON OBJECTIONS WITH **CONFIDENCE**

## **OBJECTION #1: “TSE IS TOO EXPENSIVE.”**

RESPONSE: There are bigger costs for **NOT** attending. Imagine missing out 450+ global leading manufacturers, suppliers and service providers and key networking opportunities that can directly influence our project outcomes. TSE is where installers, integrators, consultants, and end-users go to source the latest security products and solutions and gain direct insight to develop their professional career. TSE is **FREE** to attend and the small investment of travel costs pays for itself in future-proofed solutions and real world applications.

## **OBJECTION #2: “IT’S JUST ANOTHER TRADE SHOW.”**

RESPONSE: TSE is Europe’s leading commercial, enterprise and domestic security event, bringing together industry experts for live demonstrations, networking and a world-class education programme. As well as being **CPD-ACCREDITED** it’s built for actionable, practical value, not just theory.

## **OBJECTION #3: “TOO MUCH TIME AWAY FROM THE DESK.”**

RESPONSE: I’ll have a coverage plan in place to ensure continuity. By focusing fully on the event for a few days, I’ll return with actionable takeaway that can be implemented quickly. This will not only propel my learning and development but also **PRODUCTIVITY** for the business.

## **OBJECTION #4: “WE CAN LEARN THIS ONLINE.”**

RESPONSE: Digital content can’t replicate multi-sensory demos or the chance to get hands on with the latest innovations. TSE offers real-world context, LPCB live product testing and **DIRECT ACCESS** to industry leaders, something online can’t match!

## **OBJECTIONS WE MISSED? NEED MORE HELP?**

[Email us.](#) We’re happy to help!

# MORE REASONS WHY YOU SHOULD ATTEND **TSE 2026**

## LPCB LIVE TESTING ZONE

See professional forced entry specialists test your security products in real-time. Watch doorsets, windows, and fencing systems face high pressure scenarios—not just sales claims.

## BESPOKE EDUCATION AGENDA

Gain CPD-accredited training with The Security Institute that advances careers while strengthening industry specific knowledge through case studies, workshops, and content that delves into evolving industry challenges. **NO SALES PITCHES.**

## CO-LOCATED EVENTS

Your **FREE** pass gives you access to the entire Safety & Security Event Series. Maximise your time onsite and explore The Security Event, The Workplace Event, The Fire Safety Event, The Health & Safety Event, and The National Cyber Security Show. Covering the entire buying chain of the safety and security of people, property and assets.

## SUPPORT FROM THE INDUSTRY

Developed by industry giants including Assa Abloy, Comelit, Honeywell, Johnson Controls, Motorola Solutions, TDSI, Texecom and Videcon, TSE's extensive network of event partners highlights a collaborative approach to creating an inclusive platform for the security industry.

## LOCATION

Taking place at the NEC Birmingham, this is one of the most accessible exhibition venues in the UK. With an international airport, mainline train station, easy access to the UK's motorway network and **FREE PARKING** to all!

# CONFIRMED EXHIBITORS



**BOSCH**



**OpusApeiro**



**MOTOROLA**  
*SOLUTIONS*



**IPSA**



Design  
Supply  
Support



**ALARM.COM**



**clearway**  
PROTECTING PEOPLE, PROPERTY & ASSETS



**Security**



**Videcon**



Physical  
Security  
Systems

ASSOCIATION OF  
SECURITY  
CONSULTANTS

**ASC**



**Texecom**



**CheckMySystems**



**DYNAMIC CCTV**



**FSATECH**

**LPCB<sup>®</sup>**

**RedteQ<sup>®</sup>**

Security Checkpoint Screening Solutions & Maintenance

# CONVINCE YOUR BOSS LETTER TEMPLATE

Copy and paste the below template as needed to share with your boss! Update text below to customise to your needs. Or, [download the template here](#).

Dear [Manager's Name],

I'm requesting approval to attend The Security Event (28–30 April 2026, NEC Birmingham), a free opportunity that could deliver immediate ROI for our projects while strengthening our industry relationships.

Direct business impact:

- Cost savings through supplier exposure with direct access to 450+ suppliers including Bosch, Assa Abloy, Honeywell, and Motorola Solutions for competitive pricing discussions.
- Project risk reduction with product testing at the LPCB Live Testing Lab so we can review the quality before we commit to purchases.
- Faster project delivery through direct supplier relationships to streamline our procurement process and reduce lead times.
- Competitive intelligence by seeing what our competitors are implementing, and the latest innovations in the industry.

Additional value:

- Five co-located events included in one pass ([Pro Integration Future Europe](#), [Workplace Event](#), [Fire Safety Event](#), [Health & Safety Event](#), [National Cyber Security Show](#))
- 17,500+ industry professionals attending - prime networking for future partnerships and recruitment contacts
- Latest security innovations - early access to technologies that could differentiate our service offerings

The projected cost for attending is [insert cost] and that is simply to cover the cost for transportation.

More details: <https://www.thesecurityevent.co.uk/>

This represents significant value for minimal investment, I'm happy to discuss how we can maximise the ROI from this opportunity.

Best regards,  
[Your Name]