

FIREX

INTERNATIONAL

**The UK's most trusted fire prevention,
detection and protection event**

Online: 1 - 30 June 2021

In-Person: 12 - 14 July 2021

The UK's most trusted fire prevention, detection and protection event

FIREX International connects the entire fire safety industry to experience the latest technological innovations and hear from industry leaders. The event caters to everyone within the fire safety buying chain from manufacturers, distributors, installers, integrators, consultants to end users, offering the perfect fire safety solution for your business.

Position your brand at the forefront of the industry and connect with high-profile fire safety professionals through our multiple channels in 2021.



Key Audience Stats



£6.3 B

combined FIREX
spending power



£4.5 M

average budget per
hosted buyer



42%

had a budget over
£500,000

Top industry sectors



Electrical
Engineering



Government



Consultancy



Property

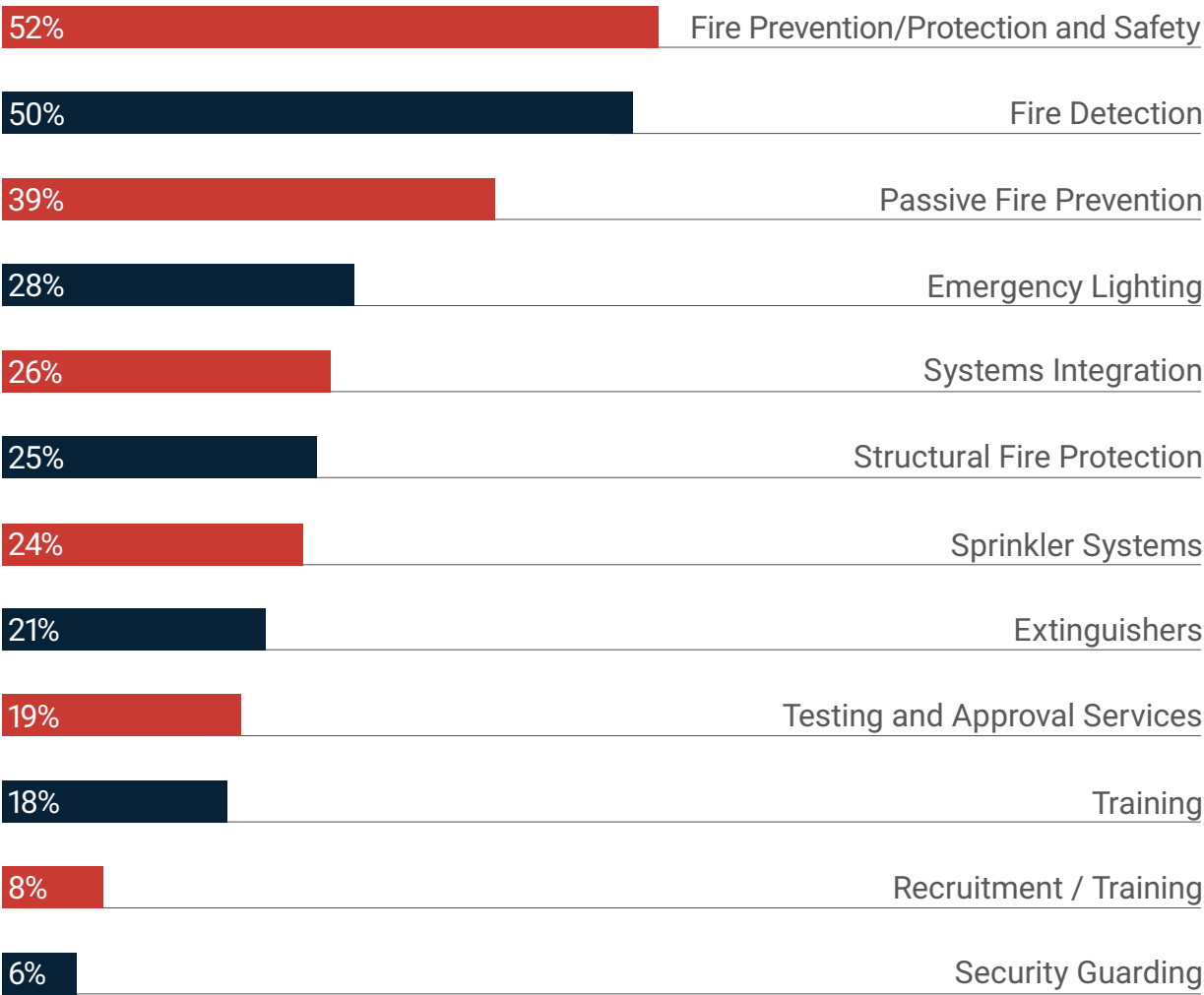


Construction



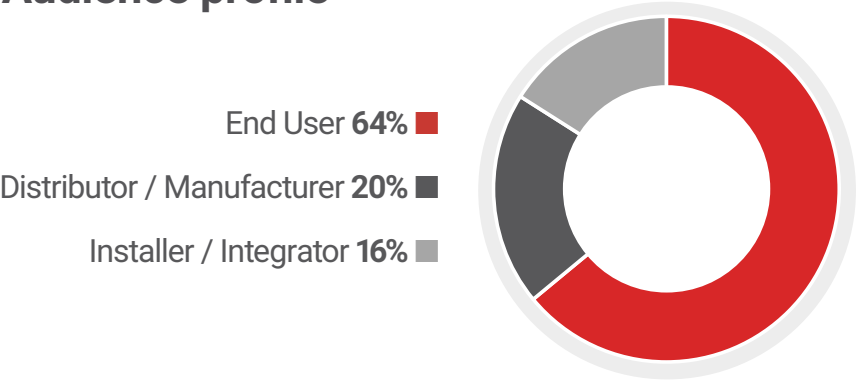
Key Audience Stats

Top areas of interest



Key Audience Stats

Audience profile



Visitor's breakdown by region



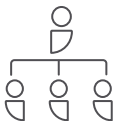
2020 Highlights

A year of digital transformation



32,344

Attendees were welcomed to our digital events in 2020



7,000

Business leads generated for our customers

**IFSEC
GLOBAL**

2020 also saw the biggest ever increase in audience to our editorial site



665,917

Unique visitors



31.2%

Increase in traffic



1,041,395

Page views



4 new digital events launched in 2020

**DIGITAL
WEEK**

**IFSEC & FIREX
TECH TALKS**

**IFSEC & FIREX
TRAINING WEEK**

**Tall
Buildings**
fire safety network

Creating a Safe Environment

Stand layout & capacities

- Keep your design simple, to maximise open space & help visitors maintain social distancing
- A maximum of 40% of stand area may be covered by stand elements (e.g structure, furniture and products).
- The maximum height of any stand is 4m - no double decker stands will be permitted.
- Layout must satisfy hygiene & physical distancing requirements.
- Plan your stand with clearly marked entry and exit points where possible.
- Minimise physical touch points, physical products and shared equipment. Suitable structural measures (e.g Perspex glass screens) & personal protective equipment.
- (PPE; face covering & gloves) must be taken into account when minimum distancing cannot be observed.
- Exhibits, display cases, counters, displays, screens, etc. should be located inside the stand so visitors can leave the aisle to view them on the stand.
- The maximum number of individuals allowed in your stand (this includes you as an exhibitor as well as visitors), at any point in time must follow local physical distancing requirements.
- Display the maximum capacity number visibly on your stand.

More information on rules & regulations will be available in the exhibitor manual. If you have any questions at this stage, please contact your account manager or our Customer Service department at FIREXcustomerservice@informa.com

Onsite guidelines

- Registration for all exhibitors, contractors and visitors should be completed prior to arriving onsite.
- Upon completing registration, you will receive a badge.
- Self-service scanning of badge for entry & exit.
- One-way systems will be in place throughout the halls.
- Face covering must be worn at all times (including build, show open & breakdown).
- Refrain from handshakes and embraces & observe social distancing at all times.
- Hand washing stations & anti-bacterial gel dispensers will be available throughout the halls.
- Observe maximum capacities on stands & feature areas.
- Catering outlets will only take contactless payment, no cash.



The Future of Events

A balanced mix of branding, exhibition and networking opportunities across a month-long online experience and a three-day live event.

2021 calendar

Online Meeting Platform						In-Person Event	
1 - 30 June						12 - 14 July	
IFSEC INTERNATIONAL	INTELLIGENT BUILDING EUROPE	SAFETY & HEALTH EXPO	WORKPLACE WELLBEING SHOW	FACILITIES SHOW	FIREX INTERNATIONAL	IFSEC INTERNATIONAL	SAFETY & HEALTH EXPO
						INTELLIGENT BUILDING EUROPE	WORKPLACE WELLBEING SHOW
						FACILITIES SHOW	FIREX INTERNATIONAL

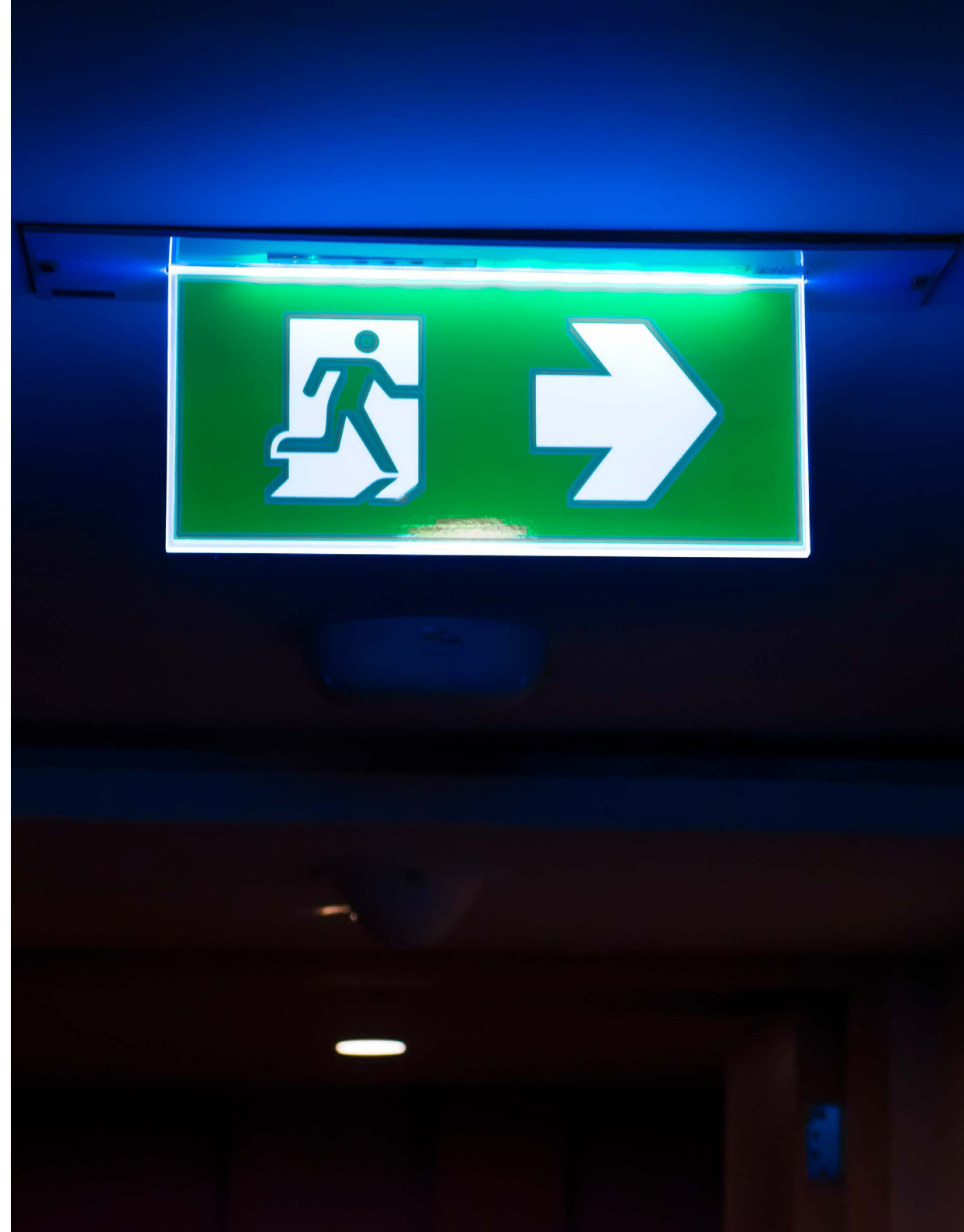
FIREX

INTERNATIONAL

CONNECT 2021

2021 – reaching vast new audiences

- From 2021 will be offering exhibitors more opportunities to connect with their customers and will no longer be a show limited by geography or time.
- We will offer exhibitors the chance to connect both face to face and online with a three-day in person event running from July 12-14 and a five-week online event running through June.
- Exhibitors attending in person will benefit from industry leading AllSecure measures designed to ensure the safety of all attendees, while our online platform will enable exhibitors to reach a wider audience, allowing them to enhance brand awareness further and facilitate networking.
- The future of events has never been more inclusive – come with us as we showcase show how exhibitions can continue to bring people together to learn, do business and make ever lasting connections.



Exhibitor Packages

Meeting packages available

- A unique opportunity to connect with the industry via 1:1 video calls
- Attendees will be able to request meetings with you or can drop their details off at your virtual booth
- Host content and production information at your virtual booth for visitors to view and download
- Browse and send meeting requests to hundreds of professionals relevant to your products and services

	Silver	Gold	Platinum
Pending Meeting Requests	Up to 25	Up to 50	Up to 75
Company Representatives	Up to 2	Up to 4	Up to 10
Exhibitor Booth Style	Logo	Rotating Image	3D Booth
Downloadable PDF	No	Yes	Yes
On Demand Video	No	Up to 3	Up to 3
Drop-In Meetings	Yes	Yes	Yes
Business Card Drop Off	Yes	Yes	Yes
Product Listings	No	Up to 3	Up to 10
Product Listings Boost		No	Yes
365 Directory Listing	Yes	Yes	Yes



Sponsorship Packages

How you can get involved

Headline Sponsor Package

No. Available: 1

Become the Headline Sponsor for the ultimate branding opportunity, maximising your exposure to audiences and increasing chances of engagement.

- Branding on event website and virtual event platform
- Display advertising across virtual event platform web banners
- Ads can be hyperlinked to your virtual booth or your official website
- Your branding included on visitor marketing (emails and social posts)
- 1 x Sponsored Webinar within platform

Tech Talks / Product Demo Package

Available: 12

Got an innovative product or service you'd like to showcase? This is the perfect opportunity to connect with your audience and stand out from competitors.

- Show a 15min product demo followed by a 10min Q&A with our live audience
- Full recording of the session to be made available On Demand and promoted post-event

Strat Talks / Webinar Package

No. Available: 3

Position yourself as a thought leader by sponsoring one of our keynote webinars. Delivered by industry experts, this is a great opportunity to increase brand exposure.

- 30-40min webinar with 10min Q&A
- Your branding to appear on the virtual event platform when attendees watch the session
- 1 x representative from your organisation to contribute as a speaker
- Full recording of the session to be made available On Demand and promoted post-event

Contact Us

Contact the team today to discuss the range of opportunities available to help you achieve your business goals.

FIREX International team

