

# **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 from across the globe through our multiple channels in 2021.**



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# Who **will you** meet?

## Meet a fire safety audience

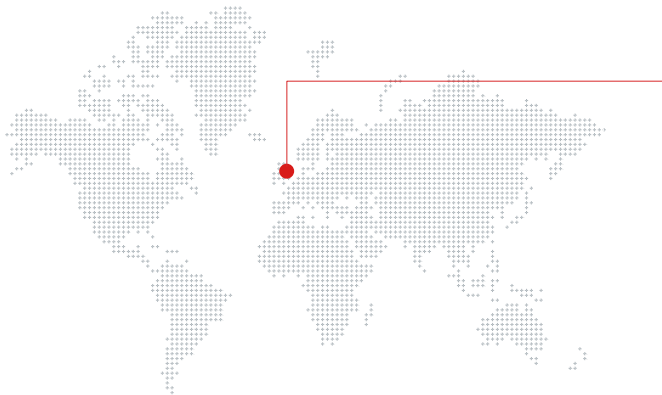
### Audience profile

End-user	64%	■
Distributor/Manufacturer	20%	■
Installer/Integrator	16%	■



Reach a new audience of fire safety professionals

### Visitor's breakdown by region



■	82.4%	UK
■	11.3%	Europe
■	3.8%	Asia
■	0.9%	Africa
■	0.8%	North America
■	0.8%	Other



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# Who **will you** meet?



**£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

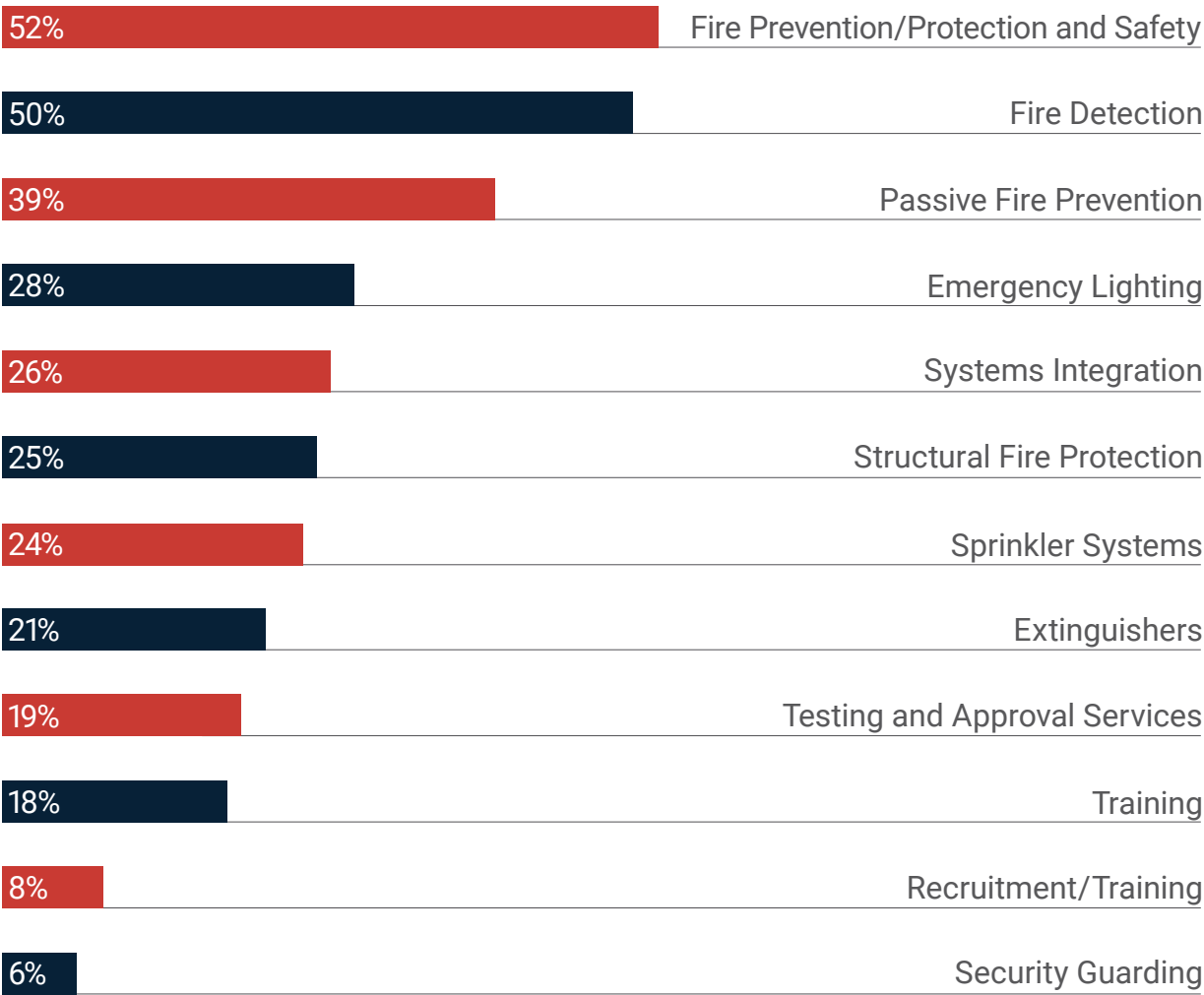


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# Who **will you** meet?

## Top areas of interest



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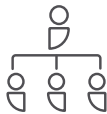
# 2020 Highlights

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

Pageviews



4

New digital events launched in 2020

**DIGITAL  
WEEK**

**IFSEC & FIREX  
TECH TALKS**

**IFSEC & FIREX  
TRAINING WEEK**

**Tall Buildings**  
fire safety network

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# The Future of Events

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

## 2021 calendar

Connect 2021 Virtual Event

Your first opportunity to come together with the rest of the fire safety profession online

1 - 30 June

IFSEC  
INTERNATIONAL  
CONNECT 2021

INTELLIGENT  
BUILDING EUROPE  
CONNECT 2021

SAFETY &  
HEALTH EXPO  
CONNECT 2021

WORKPLACE  
WELLBEING SHOW  
CONNECT 2021

FACILITIES  
SHOW  
CONNECT 2021

FIREX  
INTERNATIONAL  
CONNECT 2021

In-Person Event

Reconnecting the industry  
face-to-face

12 - 14 July, ExCel, London

IFSEC  
INTERNATIONAL

SAFETY &  
HEALTH EXPO

INTELLIGENT  
BUILDING EUROPE

WORKPLACE  
WELLBEING SHOW

FACILITIES  
SHOW

FIREX  
INTERNATIONAL

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**FIREX**  
INTERNATIONAL  
CONNECT 2021

**FIREX**  
INTERNATIONAL  
12-14 JULY 2021  
EXCEL LONDON UK

## 2021 – reaching vast new audiences

- From 2021 we 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 how exhibitions can continue to bring people together to learn, do business and make ever-lasting connections

## Our 2021 events in numbers:



**600+**  
Exhibitors



**32,000+**  
Visitors



**1,000+**  
Products



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# FIREX

## INTERNATIONAL

### CONNECT 2021

**FIREX International Connect 2021** is your first opportunity to come together with the rest of the fire safety profession online from **1 - 30 June**. The month-long online event will give attendees the opportunity to make up for lost time by browsing fire safety solutions, connect with suppliers and access thought-leadership content from the comfort of their homes.

## Benefits of exhibiting at Firex International Connect 2021

- Connect with the industry via 1:1 video calls throughout June
- Meet with a whole new audience of fire safety professionals without the limitations of geography or time
- Request meetings with hundreds of engaged fire safety professionals searching for your products and services
- Inform prospective customers about your products by hosting content and product information at your virtual booth

———— Access **6** industry shows ————

FACILITIES  
SHOW  
CONNECT 2021

WORKPLACE  
WELLBEING SHOW  
CONNECT 2021

IFSEC  
INTERNATIONAL  
CONNECT 2021

FIREX  
INTERNATIONAL  
CONNECT 2021

INTELLIGENT  
BUILDING EUROPE  
CONNECT 2021

SAFETY &  
HEALTH EXPO  
CONNECT 2021

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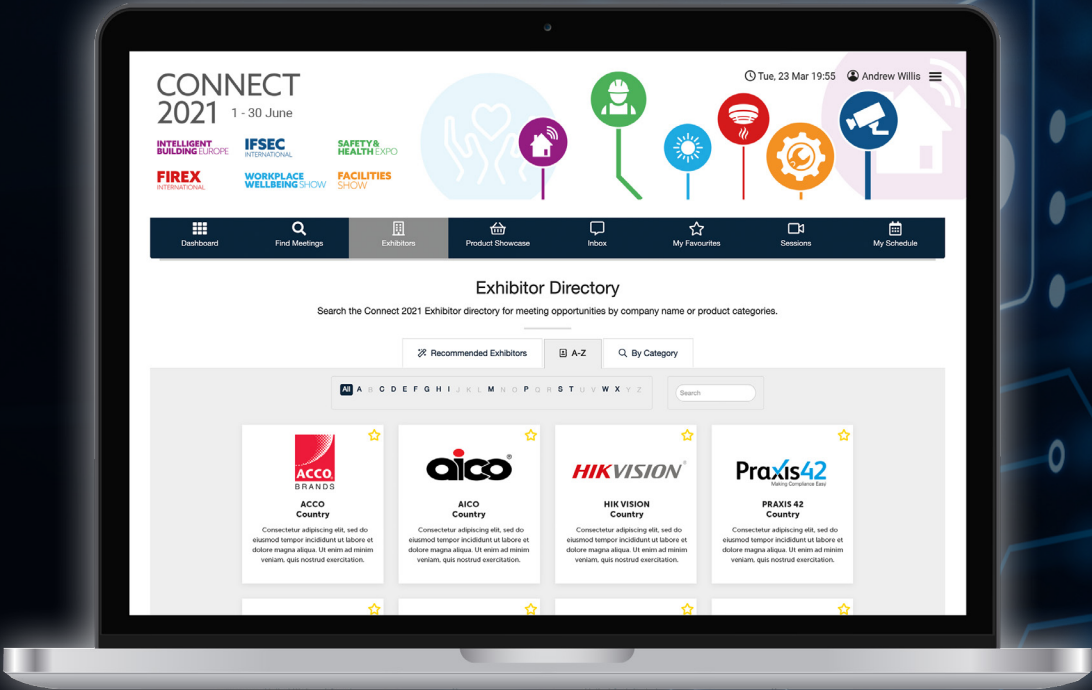


# Exhibitor Packages

## 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



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# 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: 4

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

### Webinar Package

No. Available: 1

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, awareness and be involved in high-level discussions on topics affecting the industry.

- 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

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FIREX

INTERNATIONAL

12-14 JULY 2021

EXCEL LONDON UK

## Connecting the fire safety community year-round

We're getting ready to welcome fire safety professionals back to the UK's most trusted fire prevention, detection and protection event. FIREX International returns as an in-person event this July. We look forward to bringing the industry back together safely to ExCeL London to network and do business with high-profile fire safety professionals face-to-face.

### What you can expect

- Hundreds of decision-makers across **passive fire protection and prevention, fire detection, emergency lighting and suppression systems**
- Plenty of face-to-face networking opportunities with global fire safety decision-makers and influencers to help grow your business and expand your network with pre-booked meetings



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combined spending power



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average budget per hosted buyer



42%

of visitors had a budget over £500,000



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# Creating a **Safe** Environment



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# Contact Us

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

## FIREX International team



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