

World's leading trade fair for security  
September 25 – 28, 2018, Essen/Germany

# SECURE YOUR BUSINESS

Video//Perimeter Protection//Access/Mechatronics/  
Mechanics/Systems//Cyber Security/Economic Security//  
Services//Fire/Intrusion/Systems//



[www.security-essen.de](http://www.security-essen.de)



# 2018 A SAFE BET FOR SUCCESS

From September 25–28, 2018 security essen, the world's leading trade fair for security, will open its doors to 1,000 exhibitors from over 40 countries. As the most important meeting point for the security industry, security essen will attract over 40,000 trade visitors to the new exhibition centre in Essen.

In addition to the trade show, you can look forward to one of the most modern and cutting-edge exhibition centres in Germany. With our open and functional design, we offer a new level of comfort for both you and your visitors. Short distances, eight spacious single-story, bright halls and superb Wi-Fi coverage, all offer the perfect conditions for exhibitors.

With its modern, 2,000m<sup>2</sup> glass foyer flooded with light and adjoining meeting and conference rooms, the Messe East building is not only visually impressive, providing a signal entrance point to the exhibition halls, it also boasts a direct connection to the underground train system.

The exhibition halls are also being overhauled for the future. The previous 18 smaller halls are being converted into eight large and open halls equipped with the latest air conditioning technology and innovative infrastructure, with space for two-story booths throughout.

Sign up for the next security essen and be one of the first to take advantage of the new and optimised exhibition facilities. Take part as industry experts again present the key trends, products and innovations in the security sector.



# The facts that make security essen a must\*

For over 40 years, security essen has been a driver of innovation in the international security industry. This is reflected in some of the impressive figures from our 2016 fair.

**[ 31.6% ]**  
of visitors came from abroad  
(approx. 12,000 people)

**[ 32.6% ]**  
of visitors were interested in new  
products and innovations

**[ 38,311 ]**  
visitors from 132 countries

**[ 500 Mio. ]**  
million euros sales volume

**[ 76.4% ]**  
were decision-makers

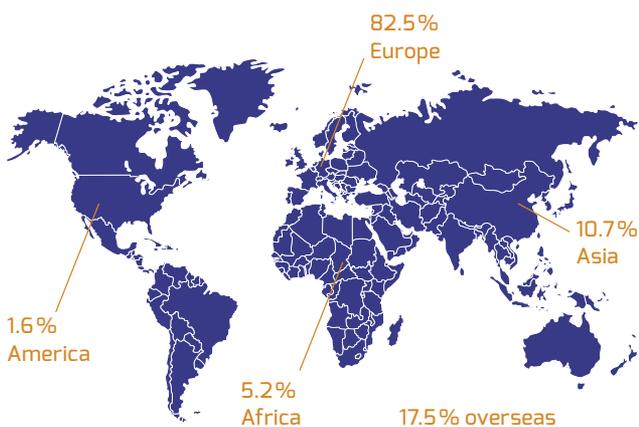
**[ 1,000 ]**  
exhibitors from 45 countries

**[ 89.5% ]**  
of visitors would  
recommend us to others

**[ 25.5% ]**  
of the visitors placed orders

**[ 87.8% ]**  
are planning  
to visit again

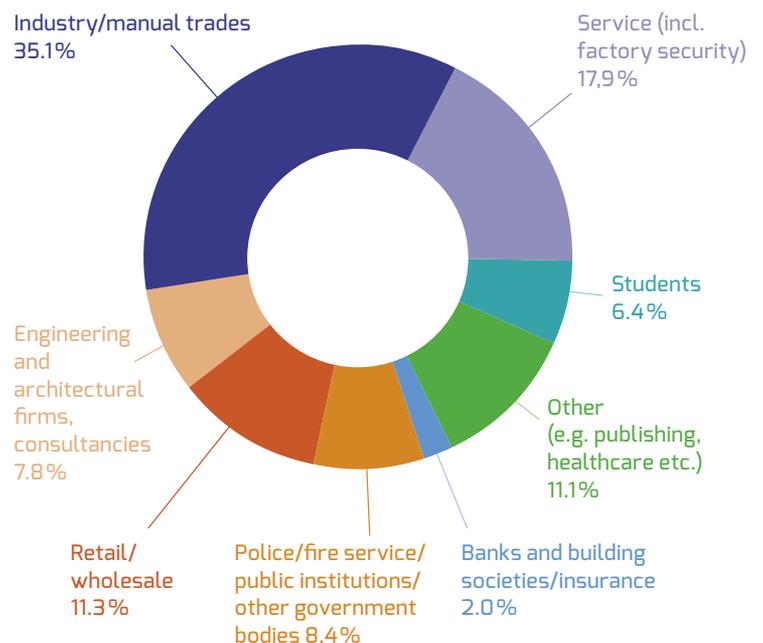
## VISITOR ORIGINS 2016



## TOP 5 COUNTRIES 2016

The Netherlands	15.9%
Belgium	8.4%
The United Kingdom	7.2%
Austria	6.8%
Switzerland	6.4%

## BUSINESS SECTORS 2016



\*Source: Gelszus Messe-Marktforschung GmbH

# The 360° platform for the security industry

In order to meet the needs of the market even more quickly and comprehensively, security essen will from now on be divided into six distinct product categories that cover the full variety of modern security technology.

We will also be presenting numerous special topics and development trends. In 2018, these will include smart security and global travel security applications, as well as the latest innovations from research and development. And of course, we will once again present our security innovation award.



**FIRE/INTRUSION/SYSTEMS**  
Halls 6 + 7

**CYBER SECURITY/  
ECONOMIC SECURITY**  
Hall 8

**ACCESS/MECHATRONICS/  
MECHANICS/SYSTEMS**  
Halls 2 + 3 + Galeria

**PERIMETER PROTECTION**  
Hall 7

**SERVICES**  
Hall 1

**VIDEO**  
Halls 4 + 5

# Our diverse programme of supporting events

Up-to-the-minute, highly informative and with an emphasis on practice – once again in 2018, security essen will offer exhibitors and visitors alike a whole host of opportunities to network and share information and knowledge.

- Presentation of the security innovation award
- A four-day conference on Cyber-Security (in partnership with the BSI and the BHE)
- A day of education and training in partnership with the BDSW and BDGW
- Guided tours of the exhibition (e.g. for architects)
- Forums for exhibitors and experts
- Career forum
- Drone course
- Fire safety day

## References from satisfied customers

” As the leading global civil security fair, security essen is very important to us at dormakaba. It gives us the opportunity to present our diverse product range in full to our customers, partners and interested third parties, as well as our new products and innovations. We use the fair as a high-level platform for making and maintaining contacts. security essen 2016 was a huge success for us, and we are already looking forward to 2018. Once again, we want to surprise our visitors with a memorable exhibition stand. “

Elke Weniger-Viel, dormakaba Deutschland GmbH, Ennepetal

” security essen was a complete success for us. It is absolutely the leading global fair in the industry. Visitor attendance at our stand was extremely high. We will definitely be back in 2018. “

Veli Kirim, Pre-Sales Manager, Hikvision Europe B.V.

” security essen is a must for us. Not only do we meet our partners and hold interviews with journalists there, but we also come into direct contact with decision-makers in our industry. As such, the fact that the halls are divided by thematic area makes it a lot easier for us to manage our appointments, as short distances give us more time to talk to people. We also welcome the new Cyber-Security strand at the fair, as the risks posed by hackers are present in every industry – and as manufacturers, we need to take particular responsibility for this issue. “

Edwin Roobol, Regional Director of Middle Europe at Axis Communications GmbH

# Media service & advertising

You can now take advantage of our media service to let journalists and visitors know about your appearance at the fair. Here's how you can reach your target group at security essen:

- The security essen website is the first point of contact for visitors and media representatives. If you would like to appear in a prominent position on the website, please use the new MESSE ESSEN restricted exhibitors' area: [www.messe-essen-digitalmedia.de](http://www.messe-essen-digitalmedia.de). Here you can enter all the important information about your appearance at the fair in one central place.

- NEW: The MEDIA CENTRE is a new platform where journalists, bloggers and other online disseminators can access free images and videos to use in their articles, and you should make sure your images are there too. You can find a link to upload your images to the MEDIA CENTRE in the restricted exhibitors' area.
- Advertising: We offer a whole host of eye-catching advertising options in and around the exhibition centre. Our sales team will be happy to put together an individual advertising package for you that will guarantee maximum visibility for your stand – both offline and online.

## Our team



### SABINA GROSSKREUZ

Senior Vice President Marketing  
Tel. +49 (0) 201.72 44-539  
Fax +49 (0) 201.72 44-513  
[sabina.grosskreuz@messe-essen.de](mailto:sabina.grosskreuz@messe-essen.de)



### JULIA JACOB

Head of Project  
Tel. +49 (0) 201.72 44-524  
Fax +49 (0) 201.72 44-513  
[julia.jacob@messe-essen.de](mailto:julia.jacob@messe-essen.de)



### MARA FRAHNE

Coordinator Marketing  
Tel. +49 (0) 201.72 44-647  
Fax +49 (0) 201.72 44-513  
[mara.frahne@messe-essen.de](mailto:mara.frahne@messe-essen.de)



### CHRISTIANE UNTERBERG

Coordinator Marketing  
Tel. +49 (0) 201.72 44-229  
Fax +49 (0) 201.72 44-513  
[christiane.unterberg@messe-essen.de](mailto:christiane.unterberg@messe-essen.de)



### FRANZISKA GOLDAMMER

Coordinator Sales  
Tel. +49 (0) 201.72 44-528  
Fax +49 (0) 201.72 44-513  
[franziska.goldammer@messe-essen.de](mailto:franziska.goldammer@messe-essen.de)

## Global network

### USA, CANADA

Karen Vogelsang  
Tel. +1 (0) 646.43 71 013  
[karen@essentradeshows.com](mailto:karen@essentradeshows.com)

### UNITED KINGDOM, IRELAND

Annika Fila  
Tel. +44 (0) 207.88 63 107  
[annika.fila@otsa.net](mailto:annika.fila@otsa.net)

### EUROPE

Karin Baumeister  
Tel. +49 (0) 201.72 44-826  
[karin.baumeister@messe-essen.de](mailto:karin.baumeister@messe-essen.de)

### FRANCE, BENELUX

Sybille Courtois  
Tel. +33 (0) 156.951 736  
[sybille.courtois@otsa.net](mailto:sybille.courtois@otsa.net)

### TURKEY

Ismail Sezen  
Tel. +90 212.27 58 283  
[ismail@istexpo.com](mailto:ismail@istexpo.com)

### TAIWAN

Kay Chiu  
Tel. +886 (0) 2.32 33 28 90 112  
[kay\\_chiu@thetw.com](mailto:kay_chiu@thetw.com)

### SOUTH AFRICA

Lynn Lipschitz  
Tel. +27 12.77 18 511  
[lynn@expavpro.co.za](mailto:lynn@expavpro.co.za)

### KOREA

Ben Huang  
Tel. +886 (0) 2.32 33 28 90 107  
[ben\\_huang@thetw.com](mailto:ben_huang@thetw.com)

### AUSTRIA, SWITZERLAND

Hanspeter Föh  
Tel. +41 (0) 52.67 00 508  
[hanspeter.faeh@fairmgt.com](mailto:hanspeter.faeh@fairmgt.com)

### CHINA, HONG KONG, JAPAN, SINGAPORE, MALAYSIA

Shever Hsiao  
Tel. +886 (0) 2.32 33 28 90 106  
[shever\\_hsiao@thetw.com](mailto:shever_hsiao@thetw.com)

## ORGANISER

MESSE ESSEN GmbH  
P.O. Box 10 01 65  
45001 Essen  
Tel. +49 (0) 201.72 44-0  
[security@messe-essen.de](mailto:security@messe-essen.de)  
[www.security-essen.de](http://www.security-essen.de)  
[www.facebook.com/securityessen](https://www.facebook.com/securityessen)

## INCOMING/ HOTEL RESERVATIONS

EMG – Essen Marketing GmbH  
Tel. +49. (0)201.88-7 20 46  
[touristikzentrale@essen.de](mailto:touristikzentrale@essen.de)  
[www.essen.de](http://www.essen.de)  
HRS Hotel Reservation Service  
<http://partner.hrs.com/messe-essen>

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