



**International ICW  
Construction Week**

# IFSEC

SOUTHEAST ASIA

SECURITY • FIRE • SAFETY

# HYBRID EXHIBITION

**Opening Hours for Physical Exhibition:**

9 - 10 NOV | 10:00AM - 6:00PM

11 NOV | 10:00AM - 4:30PM

MITEC, KL

**Opening Hours for Virtual Connect Exhibition:**

1 - 30 NOV | 10:00AM - 6:00PM

Online Platform

ORGANISED BY



SUPPORTED BY



Ministry of Works, Malaysia

HOSTED BY



# IFSEC

SOUTHEAST ASIA  
SECURITY • FIRE • SAFETY

Redefining Trade Fair  
Experience via an Enhanced  
Exhibition Format

**21** EVENT  
**EXPERIENCES**  
**8** UNIFIED  
**SEGMENTS**  
**IN ONE PLATFORM**

*IFSEC Southeast Asia*, a key component of the ASEAN Super 8, will be offered in hybrid format for the first time since its introduction. To be held in **physical and virtual format in 2021**, the exhibition will be a one-stop platform for the security, fire and safety industries. Visitors of *IFSEC Southeast Asia* will enjoy first-hand experience about latest solutions in the market as they interact directly with exhibitors and other key stakeholder of their respective industries. Exhibitors, on the other hand, will gain a more global reach via *IFSEC Southeast Asia's* hybrid format as industry professionals can access the exhibition form wherever they are. *IFSEC Southeast Asia* caters for those working across many areas, including building management, smart buildings, health & safety and more.

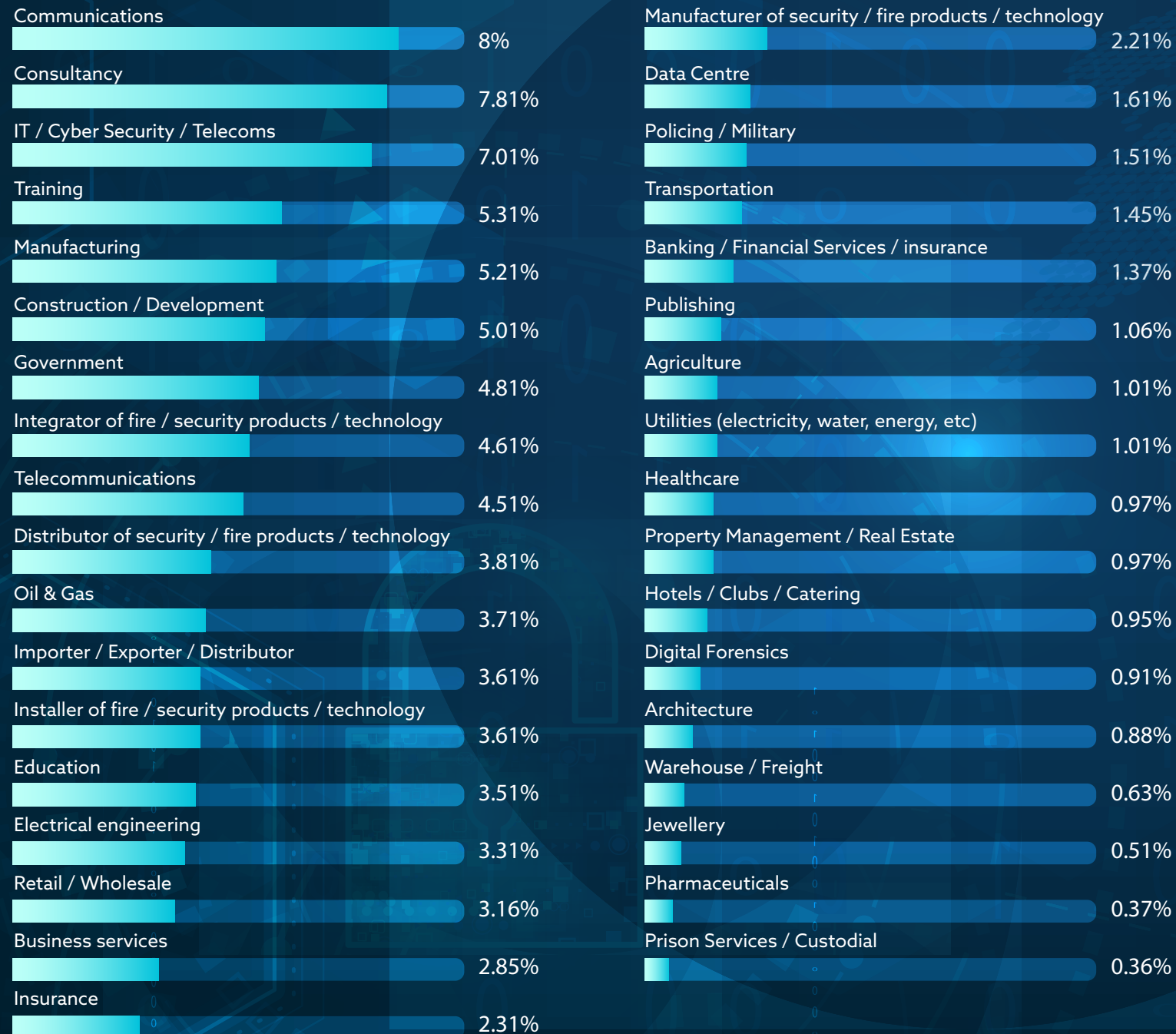
ASEAN Super 8 is the region's leading event for the built environment, offering 8 different trade fairs simultaneously in a single location for a seamless access to global products and services. In 2021, all 8 events will be offered in **both physical and virtual format**. The events are dedicated to various elements of the built environment including **mechanical and electrical engineering, HVAC, power and energy, building and construction, safety and security, lift and escalators, solar and lighting**.

# VISITOR OVERVIEW

## OUR VISITORS, YOUR POTENTIAL BUYERS

In 2021, the exhibition provides a platform to create new conversations, connections and opportunities with global audience, with no limit geographically and by time zone. IFSEC Southeast Asia will be a grand meeting point for leading manufacturers, regulators, policy makers, investors, suppliers and various service providers.

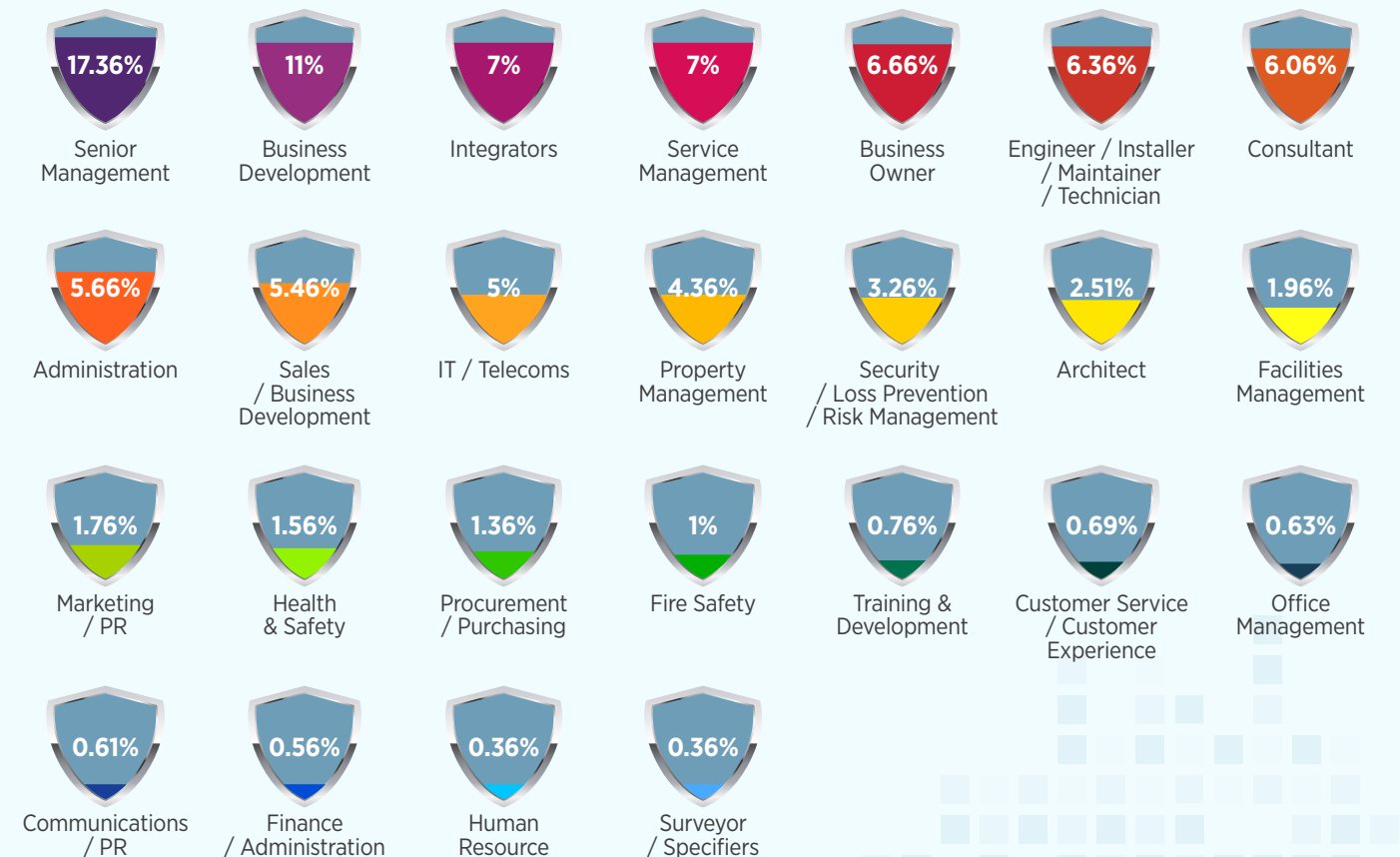
### NATURE OF BUSINESS



### TOP 10 COUNTRIES AND REGIONS



### SENIORITY LEVEL



## VISITORS PROFILE

IFSEC Southeast Asia welcomes a diverse group of visitors from various industries :

- Banking / Financial Services
- Construction / Developer
- Consultancy
- Cyber Security
- Digital Forensic
- Education
- Government
- Hospital
- Hotels / Clubs
- Importer / Exporter / Distributor
- Installers / Systems Designer
- Insurance
- IT
- Jewelry
- Manufacturers
- Oil & Gas
- Policing / Military
- Property Management
- Publishing
- Retail / Wholesale
- Systems Integrators
- Telecommunications
- Training
- Transportation
- Utilities

## EXHIBITORS PROFILE

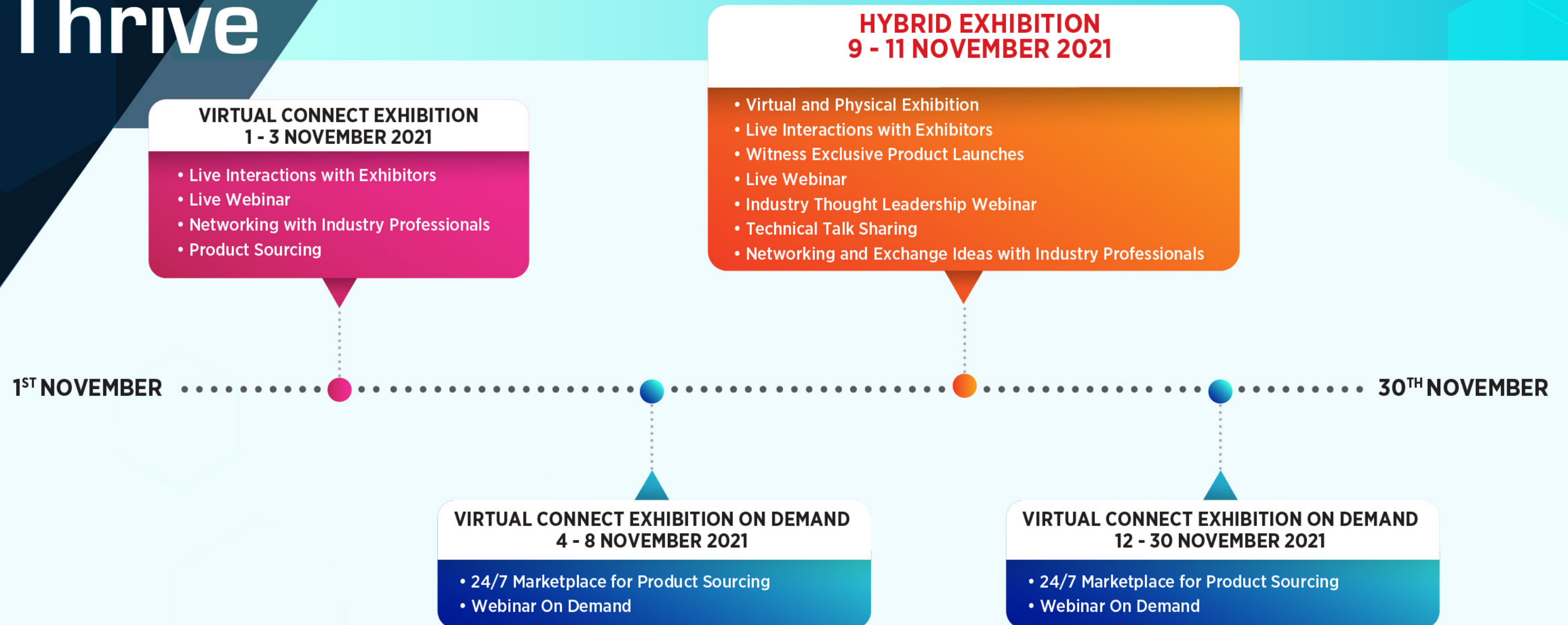
IFSEC Southeast Asia is a destination for buyers to discover cutting-edge innovations, source the latest technologies and meet service providers that will enhance their business offerings. Find many of the world's leading manufacturers and innovators at the exhibition.

- Drones / UAVs
- Emergency Alarm and Warning Systems
- Facilities Management
- Fire Alarms / Detection / Protection
- Fire Prevention and Protection
- Fire Fighting Equipment
- Lighting / Evacuation / Signage
- Occupational, Safety & Health (OSH)
- Perimeter Protection
- Physical Security
- Rescue
- Safe Cities
- Security Consulting
- Security Installation
- Security Management
- Smart Building
- Vehicle / Transport / Fleet / Drivers
- Video Surveillance (CCTV)



# Ways We Can Make You Thrive

A balanced mix of various segments, enhanced format exhibition, learning and networking opportunities across **one month-long new experience** and a **three-day in-person exhibition**.



◀ Sourcing Month of **IFSEC** SOUTHEAST ASIA ▶

# BENEFITS OF HYBRID

## BENEFITS OF EXHIBITING IN **PHYSICAL**



3-days  
Exhibition



Face to Face  
Meeting



Networking



Live  
Demo



Generate  
qualified  
leads



Launch New  
Product

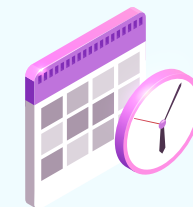
## BENEFITS OF EXHIBITING IN **VIRTUAL** CONNECT Exhibition



No limitation  
by geography  
or time zone



Reach vast  
global  
audiences



Longer exhibit  
duration  
- One Month



Connect with  
global buyers,  
especially from  
leading companies



Branding &  
Visibility



Improved  
ROI



# COST OF PARTICIPATION & ENTITLEMENTS

## PHYSICAL

**Bare Space:**  
USD 490  
MYR 1,599 per sqm  
\*Minimum booking of 18sqm



Bare space refers to rental of **SPACE ONLY** and the Exhibitor will be responsible for their own designs, construction and furnishings.

Exhibitors should note that all electrical requirements and installation must be undertaken by the official contractor appointed by the organizer.

**Shell Scheme:**  
USD 540  
MYR 1,699 per sqm  
\*Standard Shell Scheme (9sqm)



### Inclusive:

- Fascia Board with Exhibitor's Name and Booth Number
- Needle Punch Carpet
- 2 nos. of Spotlight (100 watts)
- 1 no. of Information Desk
- 2 nos. of Folding Chair
- 1 no. of Round Table
- 2 nos. of Easy Armchair
- 1 no. of Brochure Rack
- 1 no. of Waste Basket
- 1 no. of 13-amp Single Phase Power Point

## VIRTUAL

**Business Plus:**  
USD 1,900  
MYR 6,000

**Business Premier:**  
USD 3,200  
MYR 10,000

Basic Listing (company name, company's description, social media link, website)



Product Listing

5

Unlimited

Sales Brochures

3

Unlimited

Video Upload

1

Unlimited

Offline Enquiry



Innovation Zone

-



Listing on Traders Connect/ Cyber Hub

-



No. of Exhibitor Access

3

6

Real Time Interactive Meeting & Chat

3 Access

6 Access

AI Business Matching

-

6 Access

## HYBRID

**Hybrid Lounge:**  
USD 4,500  
per company

**Hybrid Country Pavilion:**  
USD 4,300  
per company  
\*Minimum booking of 6 units

### Entitled for Business Premier

Basic Listing

(company name, company's description, social media link, website)



Product Listing

Unlimited

Sales Brochures

Unlimited

Video Upload

Unlimited

Offline Enquiry



Innovation Zone



Listing on Traders Connect / Cyber Hub



No. of Exhibitor Access

6

Real Time Interactive Meeting & Chat

6 Access

AI Business Matching

6 Access

### Inclusive:

- 6sqm standard booth
- Fascia Board with Company Name & Booth Number
- 1 no. of High Counter with 1 no. of Bar Stool
- 1 no. of Brochure Rack
- 1 no. of 13-amp Single Phase Power Socket
- 1 no. of Spotlight
- LED Television (for product image and video playing)
- Laptop with Webcam + Headset (for video call)
- Internet Connection
- Hostess
- Lead Retrieval

\*Above pricing is subject to 6% SST

\*Hybrid format applicable to international exhibitor only

\*Above pricing is subject to 6% SST

# Contact Us

Get in touch us now to choose from a wide range of options and tailored packages that satisfies your business goals and budget

**Mr Hamizan Razali**

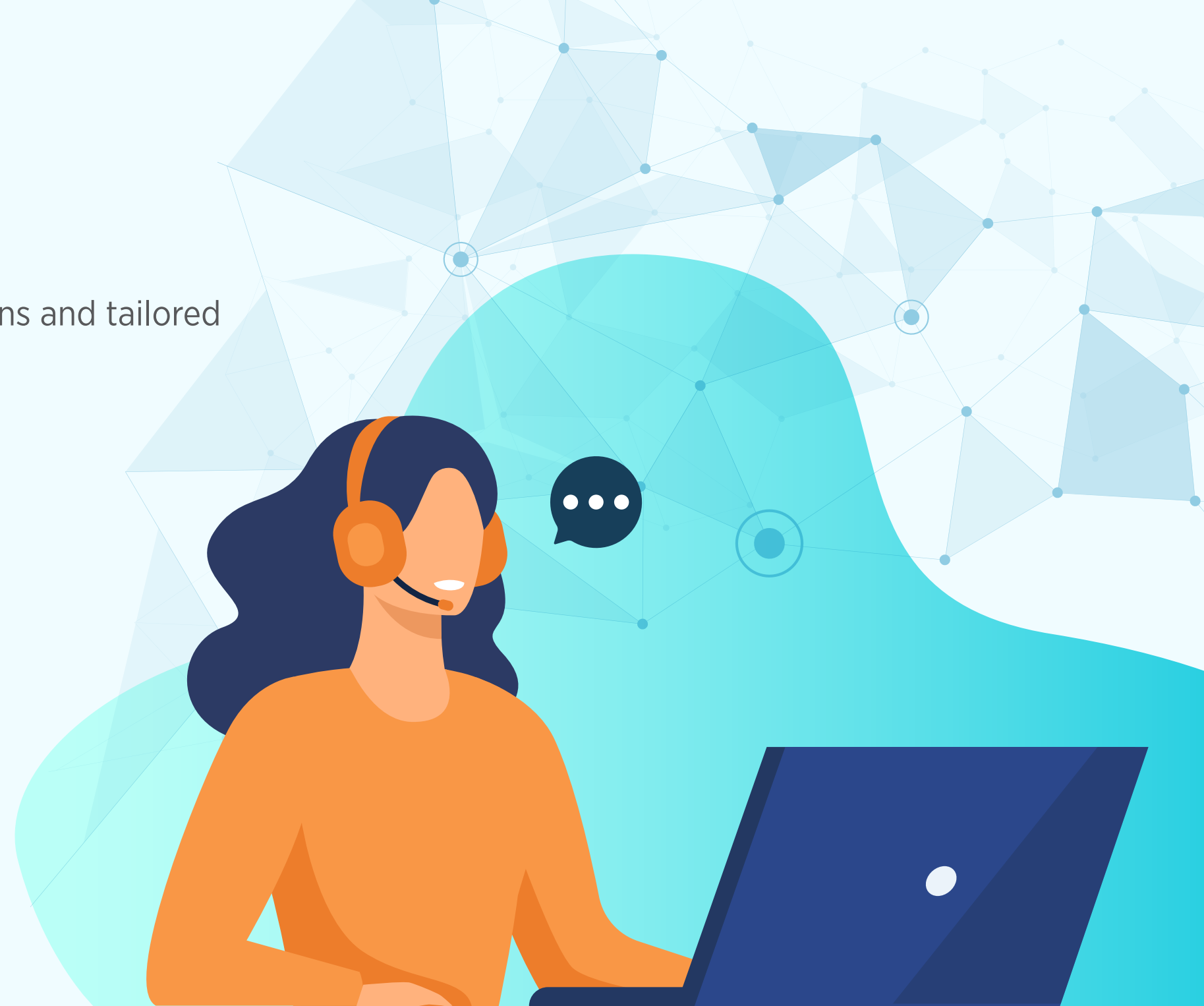
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