

IFSEC

INTERNATIONAL

19-21 JUNE 2018

EXCEL LONDON UK

WHAT KEEPS SECURE LOGIQ LTD COMING BACK TO IFSEC?

With **27,658** visitors, **578** exhibitors, **53,040** sales leads from **116** different countries, IFSEC International is the world's most renowned security exhibition. Find out from Robin Hughes, Sales Director at Secure Logiq Ltd what has kept them coming back every year since 2014.



Our fourth consecutive presence at IFSEC that keeps getting better. Within a month we have already exceeded our ROI expectations with a high quality pipeline still to convert. As one of a handful of UK manufacturers with a unique product portfolio IFSEC is an outstanding platform for us to continually grow our business

ROBIN HUGHES

Sales Director Secure Logiq Ltd

How long have you exhibited at IFSEC International?

Secure Logiqs first IFSEC was 2014, we started small with a 12 square meter stand which we made ourselves. We have grown the stand in line with business growth and in 2017 we were very proud to have a 36 square meter stand on the centre aisle, positioned adjacent to and opposite two of our biggest partners (Axis and Anixter).

Why did you choose to exhibit at IFSEC International over other shows?

As the only UK manufacturing company in the processing and storage arena it was important for us to concentrate marketing budget on our home territory, but safe in the knowledge that there would be significant international presence also. Personally 2017 was my 25th IFSEC so I knew exactly what to expect in terms of quantity and quality of visitors.



In your opinion, what is the biggest benefit of exhibiting?

As a relatively new player to the market IFSEC presents the perfect opportunity to build brand awareness. Almost all of our potential integrator and distributor customers visit the show but it is also important that end users and OEM partners see our growth and strength in the market. IFSEC is also the perfect opportunity to meet with existing customers and run through all of the additions to our product portfolio.

Do you believe exhibiting to those attending the IFSEC International show increases your brand awareness within the industry?

Absolutely, being in the processing and storage arena we have little competition at the show. Our competition are the global IT centric server suppliers and it is important for the industry to understand that there are alternatives who can offer product that is designed and optimised for HD surveillance applications. Part of our ambitious growth plans are to become the 'go to' OEM partner for specialist server technology for HD surveillance so it is important to get noticed by other exhibitors also.

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Does the show cater to your target audience?

Yes, the show attracts a good mix of system integrators, distributors, consultants and end users from all over the globe as well as attracting OEM potential from other exhibitors. It also gives us an opportunity to catch up with existing international customers saving us valuable time and travel expenses.

What was your goal of this show, did you achieve it?

Our goal for 2017 was to demonstrate growth in the business, the brand and our product portfolio. Getting a coveted centre aisle position really grabbed attention as did having a unique product range at the show and a novel way of displaying them (holograms). Our presence this year increased confidence from our existing and potential customers and attracted interest from OEM partners who now know that there is a viable alternative to the IT centric server manufacturers.

Did you meet your financial targets for the event?

It's always hard to quantify the ROI from an exhibition, especially with Enterprise project based equipment. Having said that we have already had significant sales to Integrators we met at the show and things are looking great for our export market with over £3M of system designs / quotations being issued to new international customers in the last 3 months. We also opened up some exciting OEM discussions which we hope to conclude by the end of the year.

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Based on the last question, what was key to converting these leads?

We are a small company. For me the key to successful lead conversion is first of all listening to the customer requirements on the stand, balancing expectations and establishing communications straight after the show. From there we simply have to prioritise our time to get maximum return from our investment, but every lead is personally contacted within 2 weeks of IFSEC finishing.

Will you be exhibiting again next year?

Without a doubt, we always like to present new ideas, burst bubbles and break boundaries at IFSEC, we're really lucky to be the only industry enterprise server manufacturer at the show so we definitely pulled all the stops out in 2017, my only worry is how we are going to upstage ourselves next year but the team have some pretty amazing ideas already.

Did you have time to explore, if so what part of the show stood out for you?

I quite liked the \$5 HD cameras in 'Korean corner'. Only kidding, footfall was great and as a result I hardly left the stand for the duration of the show.

Did you find our meetings service useful on the day for meeting potential clients?

Yes, the meetings service really came into its own this year with some really productive meetings arising with big name end users and international distributors. We had about 20 pre-booked meetings with only a couple of 'no-shows'. One real advantage of the meetings service is that we can schedule meetings in parts of the show we know are going to be quieter than the peak periods.

How did you prepare, what did you do, pre-show and at the show to really help drive your successful ROI results?

Our stand theme this year was 'old and new' so we had a wood finish stand but with Holograms of all of our servers being built from the ground up. In the run up to the show we ran a marketing campaign with a teaser, this involved mailshots, paper and online advertising and party invites all alluding to a big reveal. Every morning we did a video blog from the stand which we published on LinkedIn which achieved great results. We took advantage of having drinks on the stand after the show which gave us the opportunity to meet and entertain our existing customer base while they were there, freeing up valuable peak time to attract new customers.

If you want to find out more about the benefits of exhibiting at IFSEC International and available options, [click here](#) to fill in an enquiry form.

Join Secure Logiq and start your IFSEC International 2018 journey today and find out why you should exhibit

A member of our dedicated team can help you to achieve your 2018 objectives, whether that's to:

Reach new markets and increase your geographical reach in the UK or Internationally

27,658

Total visitors

35%

Of visitors from outside the UK

116

Countries represented

Meet with high level security visitors from influential organisations

Head of Physical Security Post Office

Head of Cyber Threat Intelligence Santander

Head of Security Arriva Trains Wales

Global Head of Security Virgin Atlantic

Head of Security The O2

Director, Corporate Security and Business Protection Jaguar Land Rover

Global Security Director CBRE

Vice President of Security Oman Air

Strategy Director BT

Exhibit your solutions to visitors with big budgets

Visitors budget to spend



£20.7bn

Total visitor budget to spend onsite over

If none of the above, then work with our fantastic team who will help you to realise your own bespoke goals for 2018

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