

## **Security 2011 Exhibition To Showcase Latest Industry Innovations**

*Security 2011 Exhibition & Conference confirmed for Sydney Convention & Exhibition Centre, August 24 – 26, 2011*

**SYDNEY – May 30, 2011** – Held from August 24 – 26, 2011, Security 2011 Exhibition & Conference is the must-attend security trade show in Australia and New Zealand. Now in its 26<sup>th</sup> year, Security 2011 Exhibition, organised by Diversified Exhibitions Australia, features an extensive exhibition and seminar program, showcasing the latest in security technologies, training and know-how.

Trends in government and police security as well as infrastructure and facility management will be a particular focus area this year. Strongly represented on the show floor will be market leaders in CCTV & surveillance, alarm systems, access control, integration, biometrics, wireless and IT security.

Some of the new features of Security 2011 Exhibition include:

- **Expanded seminar series**

Security 2011 Exhibition will boast an impressive list of industry speakers in its popular seminar series. The impact of the NBN on the security industry, councils battling vandalism, local crime prevention and Information and Communications Security will be just some of the pressing industry issues experts will discuss. This year's expanded seminar series allows exhibition delegates to maximise their time at Security 2011 with an effective platform for learning, networking and industry debate. The line-up of speakers will be announced shortly.

- **New Product Showcase and 2011 Awards**

Sponsored by Verint, a global leader in Actionable Intelligence® solutions and value-added services, Security 2011 Exhibition will feature the New Product Showcase and Awards. The award is open to exhibitors that are launching new and innovative products in 2011. The winner and two runners-up will be announced at the New Product Awards, held at the Security 2011 Gala Dinner, organised by ASIAL.

“Security 2011 Exhibition is where security manufacturers, vendors and end users meet to discuss new developments in the industry, see the latest new products and network with colleagues and customers,” Kobe Johns, Exhibition Manager for Security 2011 Exhibition at Diversified Exhibitions Australia, said.

“The face of the security industry is changing rapidly, with factors such as high speed Internet, rapid urbanisation and an aging population expected to have a profound impact on the way the public and private sector plan and manage safety measures,” Johns said.

The exhibition is expected to attract more than 4,500 visitors from government and private enterprises, including security consultants, facilities managers, security and safety officers and installers. The 2010 exhibition attendees had a combined buying power of more than \$10 billion.

More than 100 companies have already secured their place at Security 2011 Exhibition, including leading brands such as Assa Abloy, ADI Global Distribution, Mobotix, Dedicated Micros, Genetec, NESS, AXIS, Motorola, Geutebruck, Identive Group, Cardax Australia and Gallagher Security Management Systems.

Security 2011 Exhibition is free to attend and endorsed by the industry's peak body, the Australian Security Industry Association Limited (ASIAL). Register to attend at <http://www.securityexpo.com.au>

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#### **About Security 2011 Exhibition & Conference**

[Security 2011 Exhibition & Conference](#) is the largest exhibition and conference event created specifically for the Australian security industry. The event, supported by the peak security industry body ASIAL, and other industry associations, delivers an unparalleled opportunity for exhibitors to showcase security solutions, products and services to a highly targeted and influential audience.

#### **About Diversified Exhibitions Australia**

Diversified Exhibitions is one of Australia's largest exhibition organising companies with a portfolio of 30 trade and consumer exhibitions, operating in key industry sectors such as Food, Security, Building, Oil & Gas, Fitness and Retail. Diversified runs exhibitions at premier venues throughout Australia. Its head-office is in Melbourne. Further information: [www.divexhibitions.com.au](http://www.divexhibitions.com.au)