

# SECURITY

EXHIBITION + CONFERENCE

21-23 August 2024

ICC Sydney

# POST SHOW REPORT



## HEADLINE STATS

**11,330**

COMBINED TOTAL  
ATTENDANCE\*

4781 FOR SECURITY

**98%**

EXHIBITOR  
SATISFACTION RATE

**220+**

EXHIBITORS ACROSS  
CO-LOCATE

**35**

SPEAKERS ACROSS  
20+ SESSIONS



"The Security Exhibition & Conference was a milestone for our company as we only launched in Australia earlier this year. It was a validating experience that allowed us to reach a wider audience and create brand awareness not only within our industry, but to the general public. The professionalism of the conference crew made the lead up painless and the conference itself a pleasure to participate in. The quality of meetings had during this years event has saved us so much time and resources that we will maximise our impact going into next year."

**AIRFOB (2024 EXHIBITOR)**

HEADLINE SPONSOR



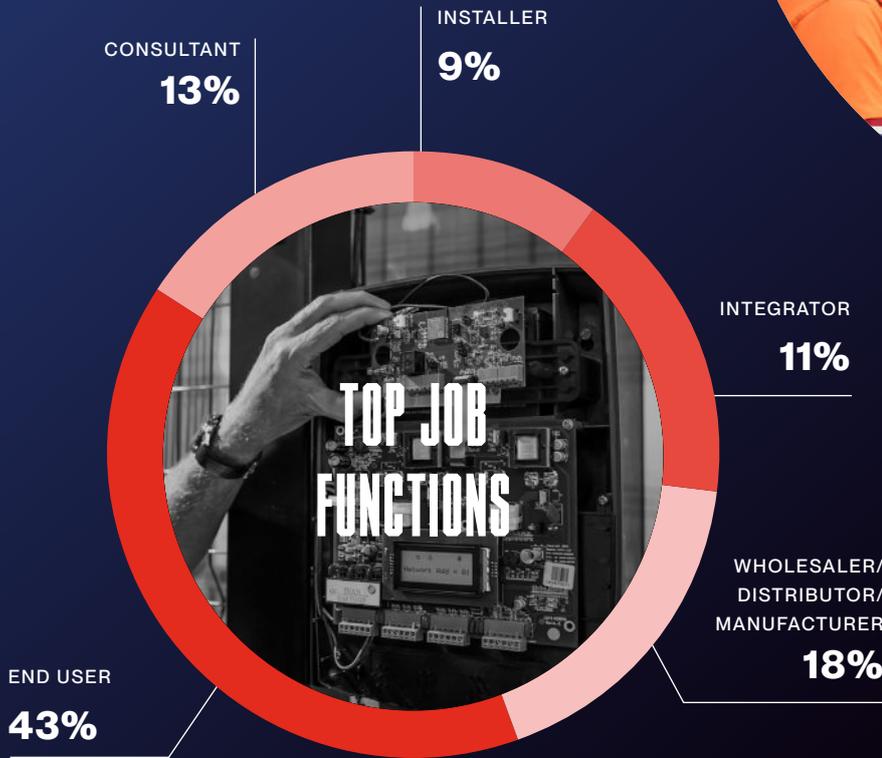
IN PARTNERSHIP WITH



\* All visitor figures are audited by the Audited Media Association of Australia. Other statistics are generated from the Security 2024 post show surveys.

# OUR VISITORS

Who they are



**92%**

WERE SATISFIED WITH SECURITY 2024

**83%**

WILL RETURN TO SECURITY IN 2025



**91%**

EITHER INFLUENCE OR HAVE DIRECT PURCHASING AUTHORITY

## TOP INDUSTRY SECTORS



**BUILDING & CONSTRUCTION**



**MANUFACTURING, INDUSTRIAL, WHOLESALE**



**CORPORATE/ ENTERPRISE**



**CRITICAL INFRASTRUCTURE**



**RETAIL**



**GOVERNMENT & PUBLIC SERVICES**

“The Security Exhibition & Conference is a must-attend event for anyone serious about staying ahead in the rapidly evolving security industry. The event offers unparalleled insights into the latest technologies, trends, and best practices, all delivered by industry experts. The networking opportunities alone are worth the trip, providing a platform to connect with leaders and innovators in the field. Whether you’re a seasoned professional or new to the industry, this conference equips you with the knowledge and connections you need to succeed.”

**ELECTRO SECURITY LTD (2024 VISITOR)**



## Who they work for

### TOP VISITING COMPANIES

- Acetek Health & Aged Care
- AGL Energy
- Asx Operations
- Australian Broadcasting Corporation
- Australian Defence Force
- Australian Federal Police
- Brisbane Airport
- Bunnings Group Limited
- CBA
- Department of Communities And Justice
- Department Of Defence
- Department Of Home Affairs
- Olympic & Paralympic Games Group
- Queensland Police Service - Protective Services Group
- Sydney Airport Corporation Limited
- Sydney Trains
- Wesfarmers
- Woolworths Group

## Top 3 reasons for attending



To see new products and innovations



To keep up to date with industry trends



To network with industry

## What they want to see

### TOP PRODUCTS



\*Analysis had multiple responses - % based on single visits

“The Security Exhibition & Conference is an opportunity that comes exclusively once a year for the largest gathering of professionals from the security industry to get together, catchup, share and discuss technology, applications and opportunities. The exhibition is a great place to mingle and meet new people entering the industry and greet established colleagues, customers, suppliers and competitors made through the years. It’s an opportunity to get setup and to get up-to-date quickly.”

DSS FACILITIES PTY LTD (2024 VISITOR)



94%

OF VISITORS SAID  
SECURITY IS IMPORTANT  
TO THEIR BUSINESS



86%

OF VISITORS WERE  
SATISFIED WITH THE  
QUALITY OF EXHIBITORS

# OUR EXHIBITORS

## Top 3 reasons for exhibiting



Increase brand awareness



Generate high value sales leads



Maintain company profile and brand position



**98%**  
WERE SATISFIED  
WITH SECURITY



**99%**  
CONSIDER SECURITY  
IMPORTANT FOR THEIR  
BUSINESS



**97%**  
MET THEIR  
OBJECTIVES



**94%**  
WERE SATISFIED  
WITH THE QUALITY  
OF VISITORS



**91%**  
WERE SATISFIED  
WITH THE QUANTITY  
OF VISITORS

"We recently exhibited the Security Exhibition and Conference which turned out to be a great success for us. It provided an excellent opportunity for networking, allowing us to connect with industry professionals as well as current and potential clients. Our presence at the event significantly boosted our brand awareness, helping us reach a broader audience and solidify our position in the market."

**NICE AUSTRALIA HOME AUTOMATION (2024 EXHIBITOR)**



# 2024 SUPPORTERS



## Lead association partner



## Headline Sponsor



## Association Partners



## Sponsors



## Media Partners



## NEXT EVENT

27-29 AUGUST 2025  
ICC SYDNEY



## Contact the Team

Speak to a member of our team about exhibiting at Security 2025



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