



For 30 years the ESS+
International Security Trade
Fair has created business
opportunities and opened
new markets for the security
industry in Latin America.







Bogota D.C., Colombia

# **ESS+** is a Mature Fair with a Known Trajectory and a Higher Purpose -**Being Part of the Solution**

Four major interrelated areas comprise the broad technological security industry offering for 2024:











The new Fire & Safety Showroom sponsored by <u>Ifema - Sicur</u> includes special features integrating protection for people and infrastructure and the collective participation of several countries offering occupational safety and fire control solutions.

Electronic security and cyber security will continue to advance joint solution developments regarding the risks of the new era, with automation, critical infrastructure security, citizen security and much more.













WHOIS EXHIBITING?



**Electronic Security** 



Cybersecurity



**Occupational Safety** 



**Fire Safety** 











# **EXHIBITORS**







## WHY PARTICIPATE?

Given the broad current situation, cities, citizens, corporations, industry and governments are demanding more investment in security.





- Participate with the leading multinational enterprises in the sector
- 62% repurchase
- New product launchings
- The largest networking opportunity more than 30 alternate events
- An academic agenda with more than 90 technology conferences
- 109% pre-registration growth compared to 2022
- 43,000+ unique contacts are part of our call
- 503 business appointments scheduled
- Pre-fair, Fair and Post-fair brand visibility
- 17.000 m2 of technological exhibition

A benchmark fair with a high level of trust, internationalization, innovation, and visitor interest in new businesses.

Our Industry is Part of the Solution





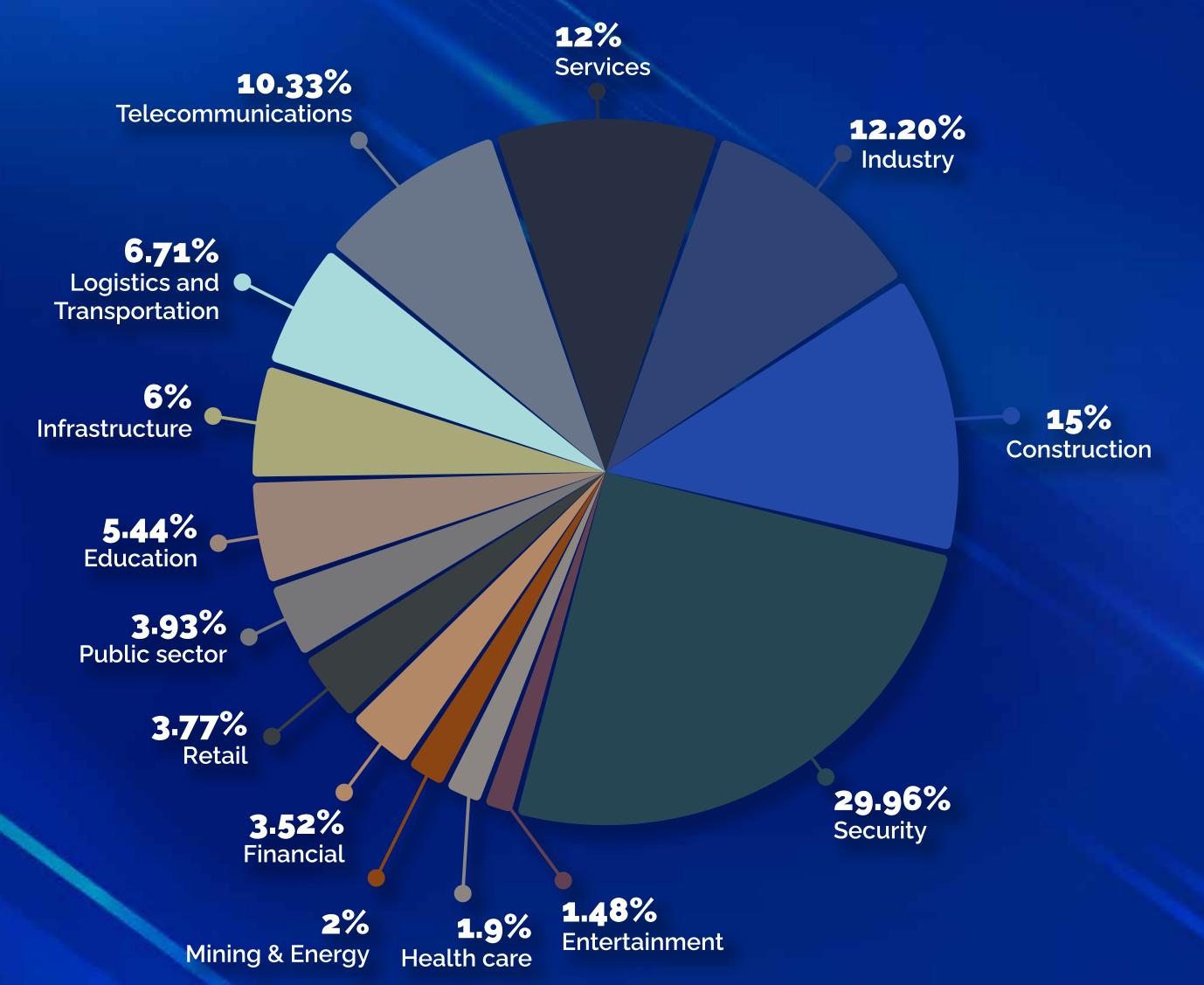






## WHO ATTENDS?

Every year ESS+ is visited by Andean Region, Central American and Caribbean professionals form the public and private sectors who are responsible for and involved in products and services decision—making processes in a wide variety of industries, including:



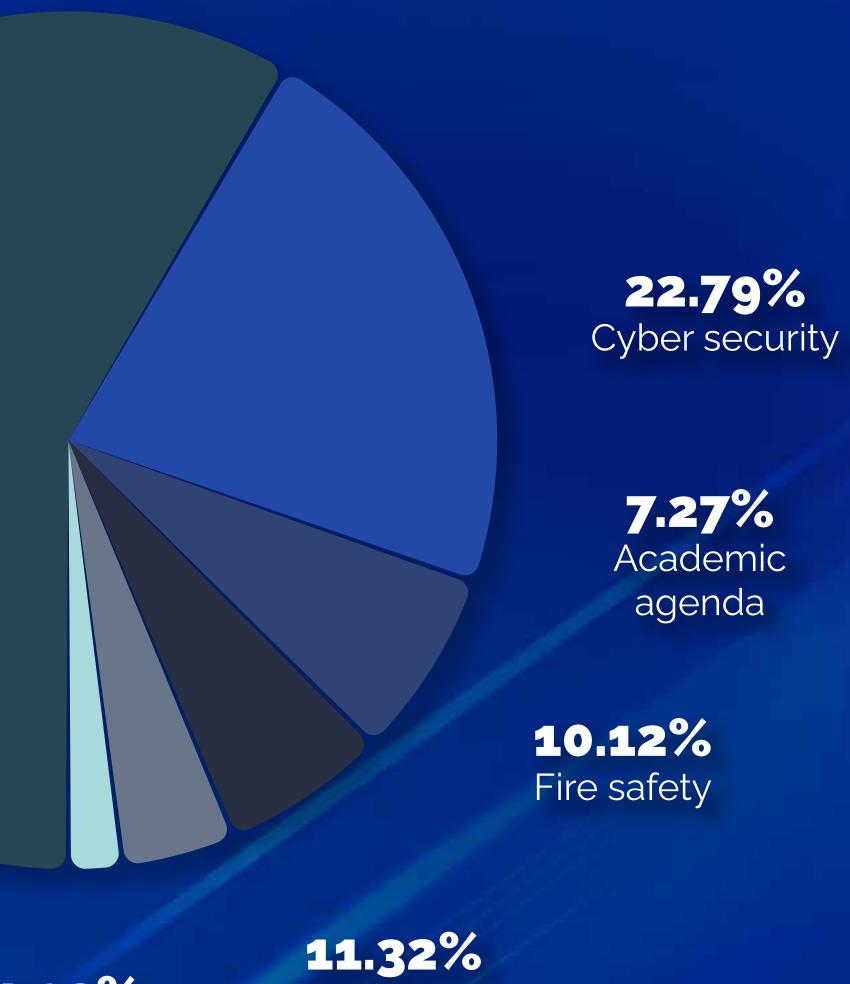






**61.15%**Electronic security

# SECTORS OF INTEREST



**1.93%**Others

11.32%
Industrial security

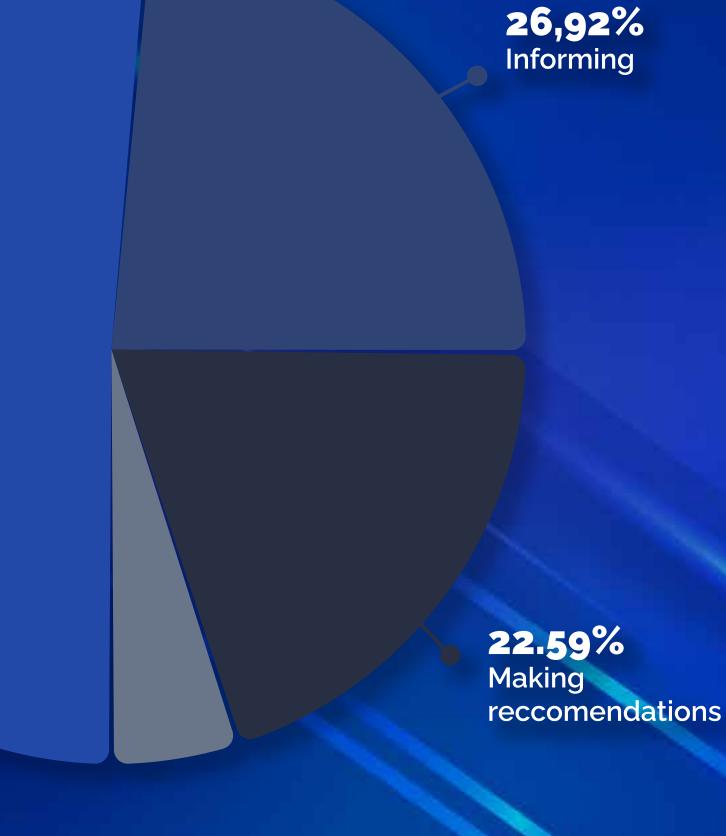
\* Multiple choice





# RESPONSIBILITY IN PURCHASING DECISIONS

58,75% In charge of making decisions



5,49% No influence on decisions







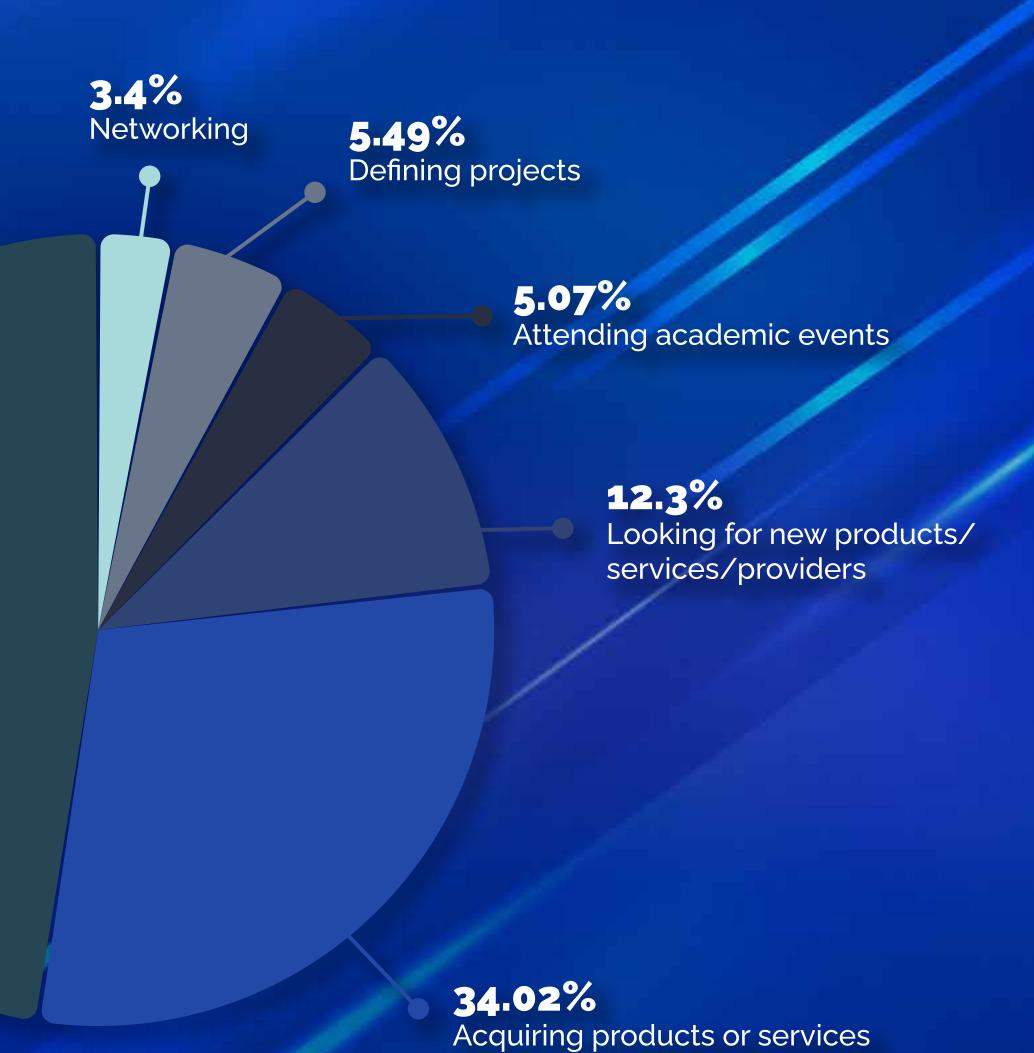






# PURPOSE OF YOUR VISIT

55.46%
Updating new technologies



\* Multiple choice





# CONFERENCES

Number of technical conference attendees

> Technical conferences













# EXPERIENCE 2024

## **NEW EXPERIENCES FOR 2024**

30th anniversary edition

Show case de innovacion | Rueda de negocios | Hosted buyer Program | Salon Especializado en fire & Safety Galeria Linea del tiempo - 30 años de feria.





AUGUST 21st - 23rd Bogota D.C., Colombia

### NEW SHOWROOM

Specialized work and fire safety showrooms have been designed with a major focus on protecting humans and their workspace, in response to Latin American concerns over the implementation of global solutions and good policy practices and preventing human and environmental risks.



Anticipate, recognize, assess and control risks that may affect work safety. Products, equipment and systems used to prevent work-related accidents and illnesses.



Protection for individuals, assets and facilities; fire and active and passive equipment and systems management, control and prevention; weather-related disaster relief.



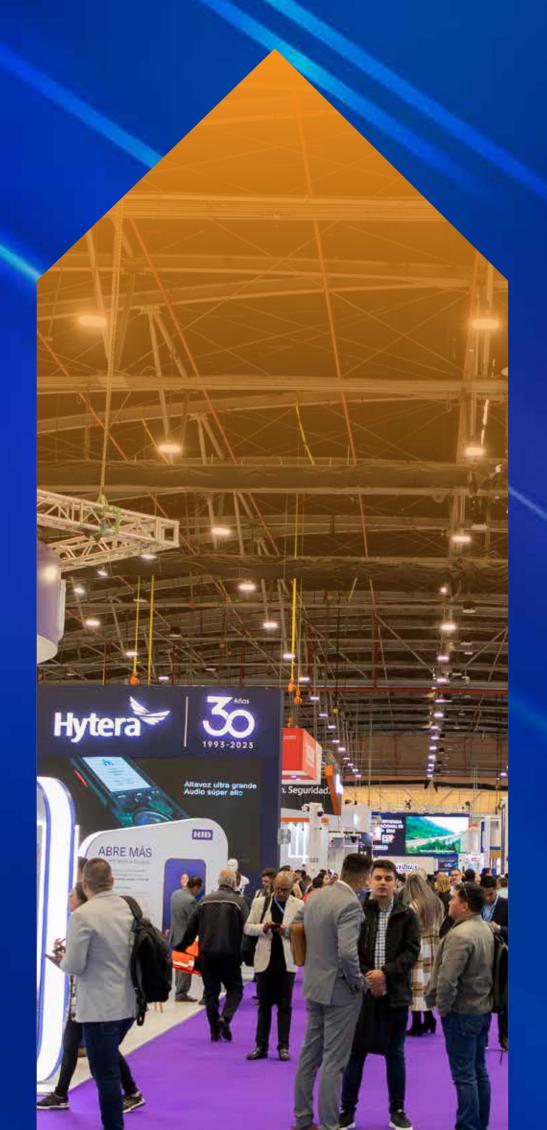












### BASIC STAND:

- Dividing panels
- Stand name
- Single-phase power outlet (depends on the area)
- General pavilion carpeting
- Furnishings 1 desk + 3 chairs (for 9 sq. meter stands)
- Merchandise entry facilities Transitional customs free zone

## DIGITAL MARKETING

- Publication of noteworthy news in the website and in social media
- Info in social media
- Directory of Exhibitors E-directory lodged in the Fair website
- Virtual stand Lodged in the Fair website







WWW.SECURITYFAIRCOLOMBIA.COM

#### TECHNICAL DATA SHEET:

Edition: 30 Years

**Date:** August 21 to 23, 2024

**Venue:** Corferias – Bogotá

**Rooms:** 11 to 19

**Visiting hours:** 10:00 a.m. – 6:00 p.m.

#### ADRIANA MÁRQUEZ

#### **Commercial Director**

E-mail: amarquez@securityfaircolombia.com

**Cel.**: 310 334 16 69 | Tel.: +57601 7039104 - 7042492

#### PATRICIA ACOSTA

#### **ESS+ Director**

E-mail: pacosta@securityfaircolombia.com

**Cel**.: 310 884 84 66 | Tel.: +57601 7039104 - 7042492

#### IFEMA - MADRID

#### ANA SÁNCHEZ-TERÁN

**International Expansion Management** 

International Project Manager

E-mail: asteran@ifema.es

**Cel**.: 34 627 37 01 18









