

7th

ALGERIA

Fire , Safety & Security Expo 2017

6-8 November 2017



See Yourself Here

The Key Event For Algeria

EXHIBITOR PROSPECTUS

Organized & Produced by
New-Fields

Phone: +971 (4) 268-6870, www.new-fields.com



THE FASTEST
THE \$8 BILLION
ALGERIA FIRE,
SAFETY AND SECURITY



What are you looking for in an Expo?

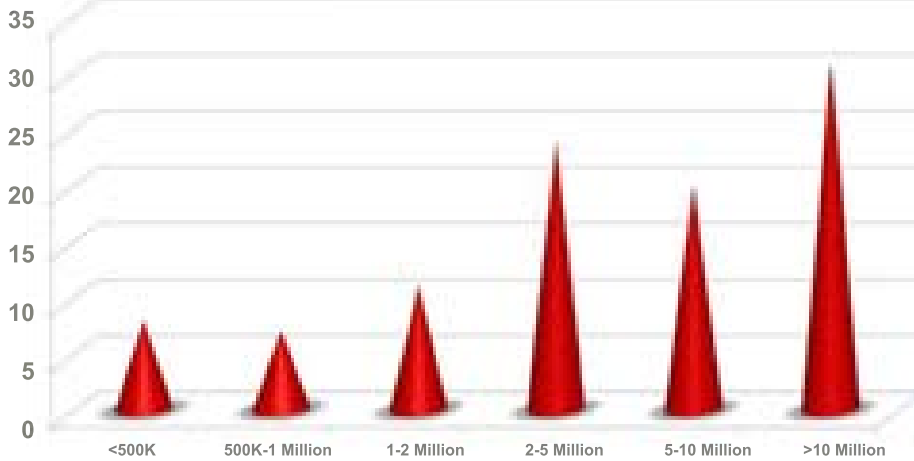
Quality leads and ROI

The 7th Algeria Fire , Safety & Security Expo 2017 attendees include professionals from more than 3000 companies representing approximately \$8 billion in purchasing power (based on 4000 attendees).

The 7th Algeria Fire , Safety & Security Expo 2017 is a buying show. Our attendees are decision makers from nearly every area of specially representing the Algerian Fire, Police, Rescue and Emergency Response Industry.

[Purchasing Budget]

6th Algeria Fire , Safety & Security Expo 2015 Date



[Job Function]

6th Algeria Fire , Safety & Security Expo 2015 Date



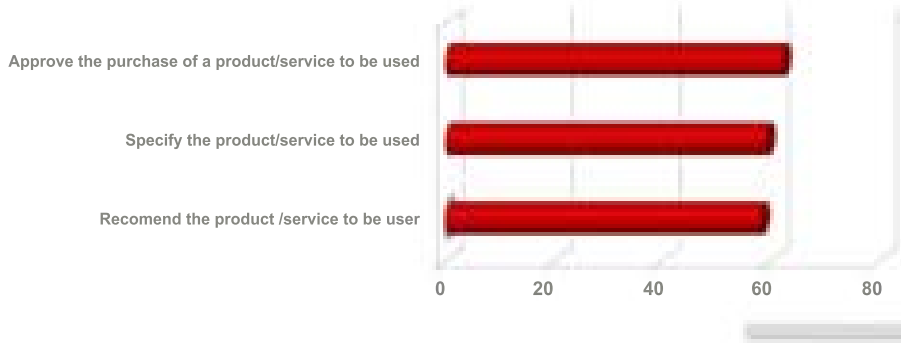


***A BUSINESS-
BUILDING
OPPORTUNITY THAT
IS SECOND TO NONE***



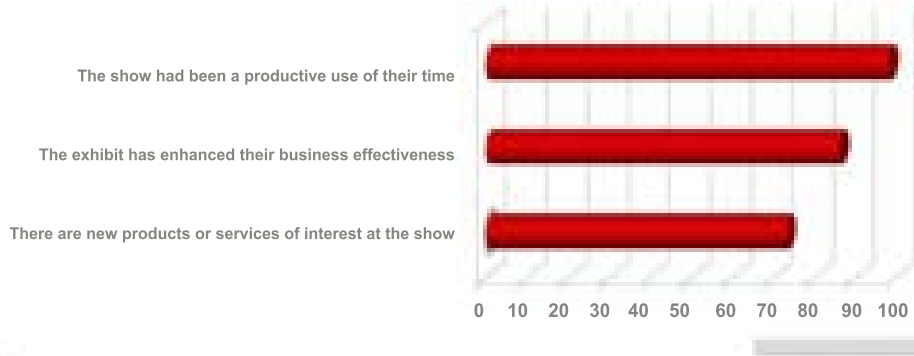
Role in Purchasing Product and Services

6th Algeria Fire, Safety & Security Expo 2015 Data



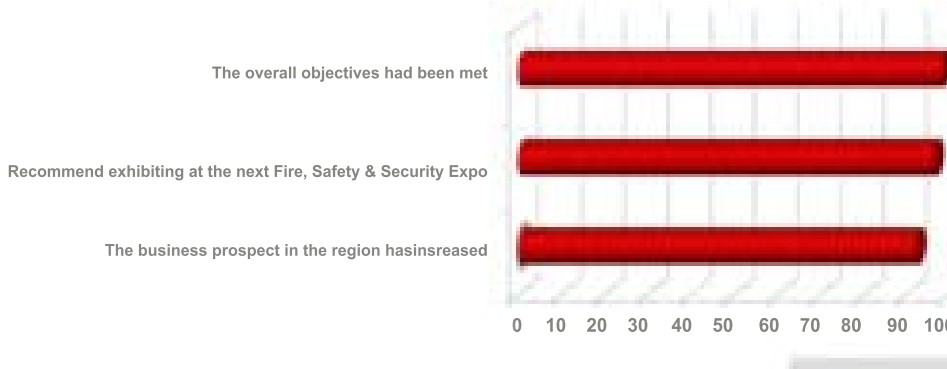
Visitors Information

6th Algeria Fire, Safety & Security Expo 2015 Data

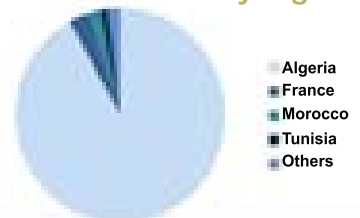


Exhibitors Information

6th Algeria Fire, Safety & Security Expo 2015 Data



Origin of the visitors by region



94.7%

of exhibitors met or surpassed their overall objectives in terms of establishing contacts for future sales.



***SHOWCASE YOUR
CAPABILITIES TO KEY
FIRE, SAFETY AND SECURITY
INDUSTRIES PROFESSIONALS***



Fire, Safety & Security Expo 2017

AEW is Algeria's only Fire, Safety & Security Expo of the year.

All of our focus is on ensuring that our attendees and exhibitors can get everything they need for the coming year in one place. Before, during and after the show, we are dedicated to providing you the most face-time possible with the largest group Fire, Safety & Security professionals in Algeria.

Exhibitors are an important part of our year long attendance-building campaign.

Our marketing efforts include:

- Highly targeted e-mail, fax and direct mail campaigns. AFSS and its partners have a membership base of more than 15,000 members. Our prospect database is the largest and most effective in the profession!
- Strategic Web exposure in The 7th Algeria Fire, Safety & Security Expo site. The official site is already up and running. Attendees can register now for 2017.

One-on-One Time with prospects and customers?

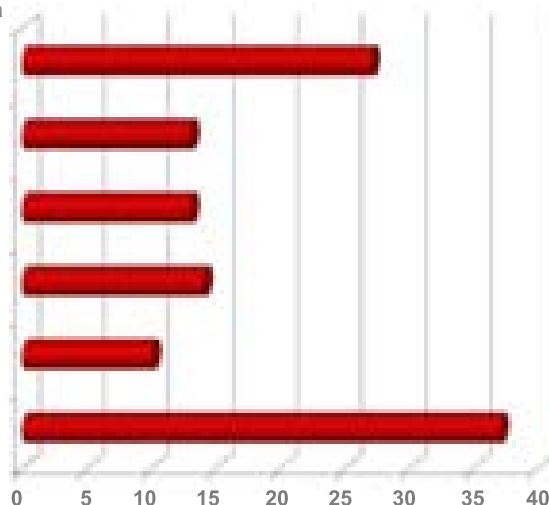
New-Fields' Algeria Fire, Safety and Security has exclusive exhibit hours built in to the conference schedule.

- We make sure time is on your side! Use your unlimited Expo passes to distribute to customers and prospects to make sure they visit you at the show.
- We make sure time is on your side! More than 45% of our attendees spend at least five hours exploring the Expo floor.
- You also have the opportunity to teach attendees what you know! Enhance your organization's reputation with an Expo educational session that advances the professional development of attendees and contributes to the workplace industry's body of knowledge.

Attendees Profiles

6th Algeria Fire, Safety & Security Expo 2015 Data

Architectural or Construction Organizations
Government Organizations
Engineering Services
Energy or Utility Organisations
Others (Oil/Gas Suppliers)
Commercial or Retail Organizations



92%

of the exhibitors initialized and/or finalized deal at the show.

*source 6th Algeria Fire, Safety & SecurityExpo 2015 Data

96.8%

Said will visit the Algeria Fire, Safety & Security Expo 2017

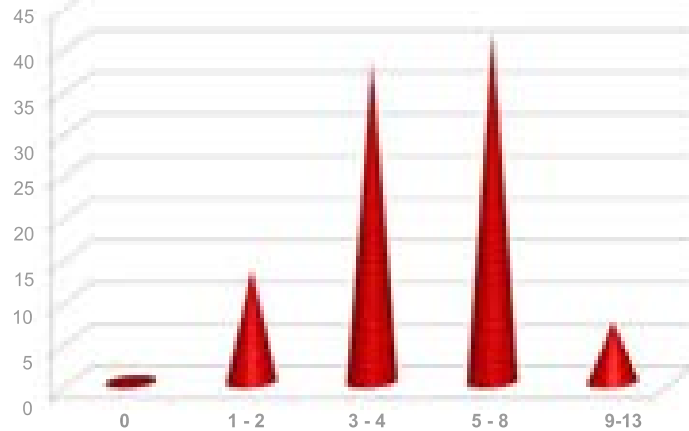


***THE ONLY
FIRE, SAFETY AND
SECURITY EXPOSITION
IN ALGERIA***



Hours Sent on the Expo Floor

6th Algeria Fire , Safety & Security Expo 2015 Data



Customized Maximization of your Exhibit Experience?

We have the exposure opportunities that will fit your budget and marketing goals.

We have the exposure opportunities that will fit your budget and marketing goals. Whether you plan on spending \$5,000 or \$50,000, we will work to provide an exhibiting experience tailored to your needs!

Advertising Opportunities

Pre- and post-show attendee mailing lists, pre-show e-mails to attendees, Show Directory advertising and Web ads are all available to boost your visibility before, during and after the show!

What are your customers looking for in an Expo?

The Future of AFSS

The 7th Algeria Fire , Safety & Security Expo attendees want to be on the cutting-edge of the industry as they plan coming year.

They want exhibitors who are looking to the future with the latest products and services available. Debut your newest offerings and gain the attention of the industry's purchasing powerhouses. Make their must have lists for 2017!

Return of Investment

Dedicated professionals from all over Algeria and North Africa make a commitment to spend their time away from the office receiving the best educational programming the industry has to offer.

The combination of world-class educational sessions and a variety of networking opportunities provide our attendees with a comprehensive experience that addresses all of their professional needs. The addition of interaction with the leaders of the industry on the Expo floor enhances their experience. Your presence is a key ingredient in their ROI.

Producer

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**One Interpreter
This November**

