



# ISC BRASIL

**The largest connection hub in the security market in Brazil**

A journey for security managers and decision makers, integrating knowledge, experience, relationships and highly relevant business opportunities with the main players in solutions and technologies.

# A Global brand

A leading brand in Security events in the Americas

The main hub for business, innovation, and networking for the security market in Brazil.





# ISC Brasil 2024

ISC Brasil 2024 is undergoing a significant TRANSFORMATION, moving towards being an exclusive event for DECISION MAKERS and focused on delivering HIGH QUALITY CONTENT and networking opportunities. This change in format responds to the growing market demand for events aimed at the main verticals that use security solutions.

Recognized as the MAIN fair for INTEGRATED security solutions in Brazil, ISC Brasil seeks to meet the need for integration between brands for the effective execution of PROJECTS.

ISC Brasil 2024's new approach focuses on delivering the LARGEST CONTENT EVENT IN THE SECTOR, offering a strategic environment for decision-making for large buyers and driving collaboration that will shape the FUTURE OF THE SECURITY MARKET.



# What has changed?

## LOCATION: ANHEMBI DISTRICT (HALLS 1, 2 AND 3)

- Larger and well distributed floor plan.
- Congress with high-level content..



## DATE: SEPTEMBER 3rd TO 5th

Changing the date to the beginning of the month aims to maximize business opportunities, especially during the second half of the year.

## EVENT SCOPE: CONTENT AND NETWORKING

+ 100 hours of content and interaction.  
Exhibition of the main solutions and players in the segment.





# What has changed?

## NEW LOCATION

The largest Convention Center in Latin America! Renovated and expanded, there will be 03 fully restored auditoriums, more than 12 thousand m<sup>2</sup> of new modular halls and configuration for up to 24 rooms. With a modern structure and fully integrated, the space rises to the level of the largest business stages in the world.







# What has changed?

## A NEW PROPOSAL

### Exhibition

- New value proposition, focusing on content, qualifications and experience;
- New location, with international quality standards;
- New participation model, with sponsorship quotas (benefits package);
- Curated by industry players, to deliver more assertiveness to the target.(Focus Group/Pesquisa Onsite)

### Qualification

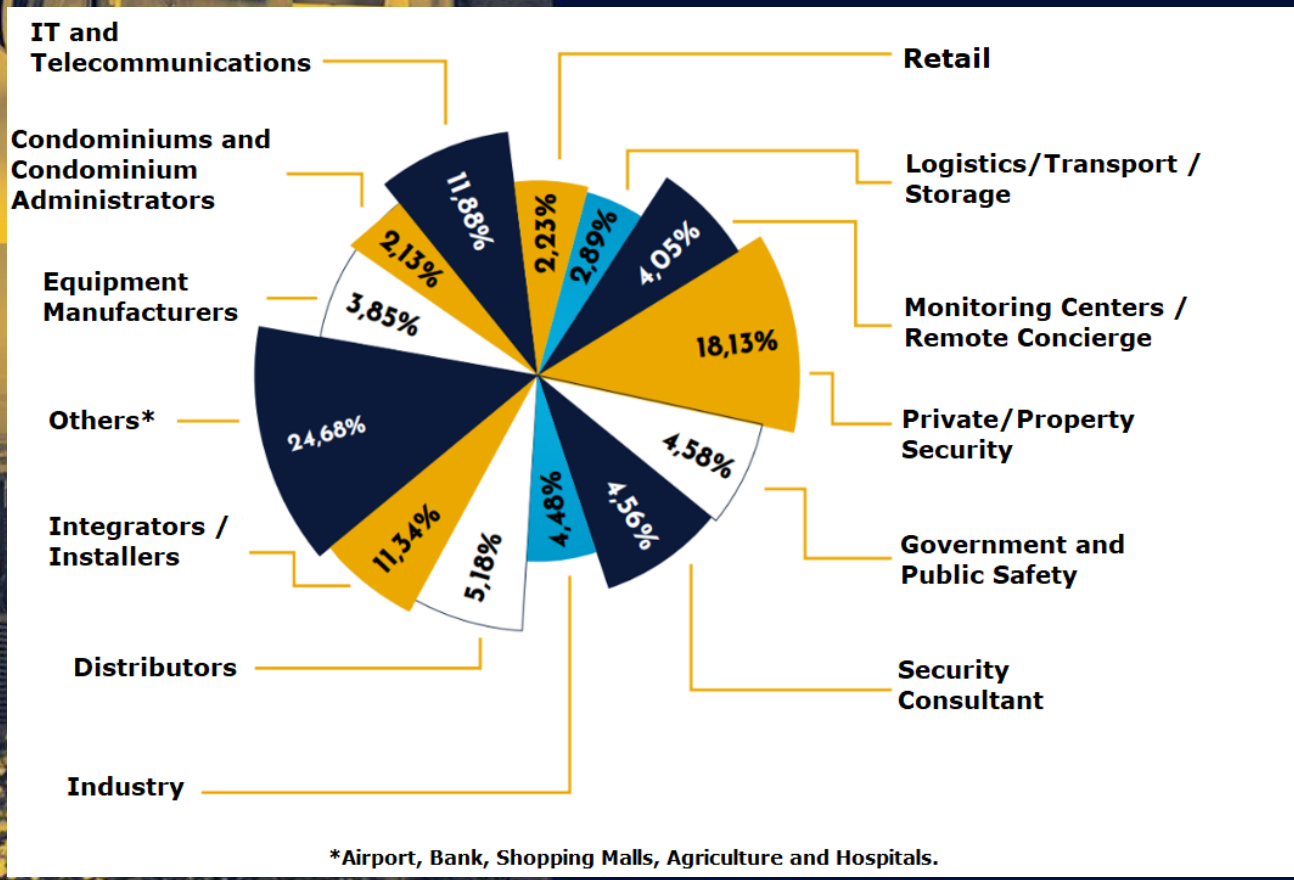
- Audience qualification, to increase exhibitors' ROI;
- Database update - aimed at decision makers.

### Content + Experience

- Top-notch content as the main value of the event;
- Presence of renowned Keynote Speakers;
- Relationship experiences between sponsors and security managers.

# Event audience

## VISITOR'S PROFILE



**47%**

of visitors are Managers, Directors, President/CEO or Vice President, in addition

**60%**

60% of visitors have decision-making power in the business (final decision-makers and recommenders).



# Event audience

## TOP 10 - PRODUCTS OF INTEREST

- 1º SURVEILLANCE CAMERAS
- 2º ACCESS CONTROL
- 3º AUTOMATION
- 4º ALARMS
- 5º SOFTWARES, VMS, ANALYTICS AND CENTRAL MONITORING
- 6º DRONES, ROBOTS AND AI
- 7º INTEGRATED SECURITY SERVICES
- 8º CONSULTING AND TRAINING
- 9º TELECOMMUNICATION / AUDIO
- 10º DISTRIBUTOR AND INTEGRATOR



# Marketing Actions

## ATTRACTING VISITORS

- Database update, with a focus on increasing the qualifications of participants;
- Promotional campaign aimed at communicating the new value proposition, designed for a more executive profile (managers);
- Advertisements in media of the industry, appealing to the most qualified target in Congress;
- PR actions with impact on trade media and larger media outlets;
- Paid digital media - Google Ads + Social Ads (Facebook, Instagram, Youtube and LinkedIn);
- E-mail communication ruler, oriented towards the conversion funnel of visitors and attendees;
- Activation of Influencers in the security sector. com tecnologia

# Marketing actions

## OUR DIGITAL REACH



**+ 198K**  
**CONTACTS**  
in database



**+ 29,9K**  
**FOLLOWERS**  
on the social  
networks



**+ 133 K**  
**USERS**  
in the website



**+ 4,3 MI**  
**OF IMPACTS**  
digital



NEW  
PARTICIPATION  
FORMAT



# The event

## LAYOUT

### Exhibition

- Standardized areas, from 100m<sup>2</sup> to 9m<sup>2</sup>, distributed in 71 sponsorship quotas;
- Areas of experience representing the chain, awards.
- Relationship areas, with the VIP Lounge;
- Space for Partners/Associations;
- Press room;
- Speakers Room.

### ISC Congress

- High-level content space, vertical, with 18 sponsorship shares (20m<sup>2</sup>);
- Central stage for 1500 people to present the Keynotes Speaker, dividing content into Innovation, Trends and Management tracks;
- Presence of international standard keynote speakers;
- Closed area, with exclusive access for congress attendees.



# The event

## EXHIBITION

### Exhibitors

71 exhibitors - main players representing the entire chain.  
(Manufacturers, distributors, integrators)

### Visitors

8,5 thousand professionals  
(7 thousand visitors + 1,5 thousand Congress attendees)

- Free entry for visitors to the exhibition.

# Exhibition

## COMMITMENTS

### Exhibition Space and Turnkey booth\*

- Exhibition area in a strategic location (according to quota).
- Booth Assembly included for dimensions 9m, 12m and 15m
- Electricity, Tx. City Hall and Cleaning

### Business

- Access to the Premium Club relationship lounge (according to quota)
- Emperia - Lead Capture
- Exclusive credentials for the ISC Brazil Congress (according to quota)

### Branding

- Digital Activation (Upgrade Master and Gold quotas)
- Exhibitor Dashboard (Analytical Report provides a view of visitor/buyer behavior based on the fair's own ecosystem).
- Physical activation in the pavilion (Upgrade according to quota - LED Panel, Banner, Sticker)



# Turnkey Booth Design (15m,12m and 9m)

Booth

## INTERMEDIATE

### DESCRIPTION OF BOOTH

- Partial perg. for locking, ceiling  
Height: 2.025m
- Embedded spot lighting
- 1.0x1.0m storage area

### FURNISHINGS

- 1 bistro table with disc base ref 4188/2420
- 2 white Jacobsen stools
- 1 MDF counter  
ref 1525 glass top with logo
- 3 glass shelves supported by  
triangle brackets
- 1 trash bin

### STORAGE AREA

- Spot light lighting
- 3-level octanorm shelves

### Note

The layout and content of each booth varies according to its location on the map and the size of the stand contracted.

**RX** Solutions



# Sponsorship

## PARTICIPATION QUOTAS

	MASTER		GOLD PARTNER		SILVER PARTNER		BRONZE PARTNER	
Exhibition Space and Turnkey Booth	quotas SOLD OUT	6 quotas	6 quotas	3 quotas	16 quotas	11quotas	6 quotas	8 quotas
Exhibition Space	100m <sup>2</sup>	70m <sup>2</sup>	50m <sup>2</sup>	40m <sup>2</sup>	30m <sup>2</sup>	15m <sup>2</sup>	12m <sup>2</sup>	9m <sup>2</sup>
Turnkey booth included*						X	X	X
<b>Business</b>								
Exclusive credentials – ISC Congress	15	15	10	10	5	5	5	5
Emperia – Captura de Leads	X	X	X	X	X	X	X	X
<b>Branding</b>								
Digital Activation	GOLD	GOLD	SILVER	UPGRADE	BRONZE	BRONZE	BRONZE	BRONZE
Exhibitor Dashboard	X	X	X	X	X	X	X	X
Led Panel – event entrance	X							
Totem Digital ENTRANCE - rotary insert Logo on the Printed Map Street Banner		X						
Totem Digital ENTRANCE - rotary insert Logo on the Printed Map			X					
Totem Digital AISLE - rotary insert Logo on the Printed Map				X				
Stand Identification Board Medium Floor Sticker (unit)					X			
Stand Identification Board Floor Sticker Booth						X	X	
Stand Identification Board								X





# The Congress

Connecting high-quality content to strategic experiences for networking and business generation, ISC Brasil emerges as the main corporate event to bring together managers, decision-makers and experts from the Integrated Security and Electronic Security sector in Brazil.

With a program full of technical and managerial content, presenting innovations and market trends at the exhibition through the main brands in the segment.





# The Congress

## Exhibitors

18 sponsorship quotas - Gold, Silver and Bronze\*  
(Manufacturers, distributors, integrators)

*\* exclusive conditions for exhibiting companies \**

## Congress Attendees

1,5 k decisors/ security managers

## Ticket Congress Attendees

Investment:

US\$ 300,00 (Access to content, Access to the VIP Lounge, Congressman Kit, Exclusive closing cocktail (sponsor+congressperson)).

# Why sponsor this event?

**1. Strategic Audience:** The new format of the ISC Brasil Congress has the exclusive target audience of decision-makers, managers and defining positions. We are bringing together the leaders who shape strategies and define the direction of the security sector in Brazil and around the world.

**2. Influential Personalities:** Be alongside the main personalities in the sector, both national and international. The congress will be attended by renowned experts, offering a unique opportunity to network with those who drive innovation and lead trends.

**3. Transformative Change:** By sponsoring the content of this event, your company will position itself as an integral part of a significant change in the security segment. We are committed to offering high-level content, full of management and knowledge, providing a unique and valuable experience for participants.

**4. Targeted and Differentiated Access:** Sponsorship of ISC Brasil content is not just an exposure opportunity; It is a targeted and differentiated gateway for the most strategic target audience. Your brand will be highlighted in an environment where conversations and connections shape the future of the industry.

**5. Join Vanguard:** By associating your company with this event, you not only sponsor it, but also become part of a vanguard that is pushing the security industry to new horizons. Your contribution not only promotes your brand, but also highlights your commitment to excellence and innovation.





# Content

## Strategic Partnership:

ASIS Internacional and ISC Brasil establish a strategic partnership to promote advancement and excellence in the security sector.

## ASIS experience:

ASIS International is a recognized global association, with expertise and an extensive network of qualified and influential professionals around the world.

## Expanding of Congress:

The partnership extends to the ISC Brasil 2024 congress, raising the level of the event and expanding its influence on the international security scene.



## Attracting International Decision Makers and Speakers :

The collaboration aims to attract a high level of international decision-makers and speakers to the congress, enriching the content and promoting high-impact discussions.

## Topics:

The congress will address relevant topics, including trends, global problems, innovative solutions and professional qualification initiatives, aligned with the demands of the security market.

## Strengthening the Professional Community:

The partnership strengthens the global community of security professionals by providing a platform to exchange ideas, develop partnerships and professional growth.

## Contribution to a Safer Future:

The congress serves as a vital space to discuss pressing issues and share best practices, contributing to building a safer and more resilient future across all security market verticals.

# Strategic Partnerships

MAIN ENTITIES IN THE SECTOR

**abinee**



**Fenavist**



# Strategic Partnerships

MAIN MEDIAS OF THE SECTOR



The logo for ISC BRASIL, featuring a yellow square to the left of the text 'ISC' in white and 'BRASIL' in white to its right.

**ISC** BRASIL

ISC 2024 IS COMING.  
GET READY FOR THE  
FUTURE OF  
INTEGRATED  
SECURITY.

The biggest connection hub in the Brazilian Security market, an immersive Journey for Security Managers and Decision-Makers.

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Anhembi Convention Center

**September 03-05**