



Premier sponsor:



16-18  
April 2024

Ciudad de México  
Centro Citibanamex



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Content Information  
CS-LE-A-DR-VV

Analysis points  
20.22---962081

Rescue Information  
CS-LE-A-DR-VV

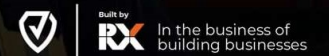
Analysis points  
20.22---962081

The largest exhibition of products and solutions of security in Latin America

[www.exposeguridadmexico.com](http://www.exposeguridadmexico.com)  
[www.exposeguridadindustrial.com](http://www.exposeguridadindustrial.com)



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# The largest exhibition of products and solutions of security in Latin America

Content Information  
CS-LE-A-DR-VV

Analysis points  
20.22---962961

AA.92022  
Accuracy  
safety

powered by **RX** In the business of building businesses

[www.exposeguridadmexico.com](http://www.exposeguridadmexico.com) **f** **in**

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## SHOWCASE

your latest innovations,  
technology, products and  
security solutions according  
to your needs



## DEVELOP

business relationships  
with the key players  
in the security  
industry of Mexico  
and the world



## INTERACT

with buyers, businesses,  
and end-users, who seek  
your personalized advice



	ESENCIAL	LITE	PLUS	PREMIUM	SELECT*
EMPERIA	✓	✓	✓	✓	✓
ATLAS	BRONCE	BRONCE	PLATA	PLATA	ORO
DASHBOARD	BÁSICO	BÁSICO	PRO	PRO	PRO
PLANO DE MANO	✗	LOGO	LOGO	LOGO	LOGO
DIRECTORIO	✗	✗	LOGO	½ PAG	1 PAG
REDES SOCIALES	✗	✗	✗	1 POST	1 POST
PRECIO	\$777	\$1,124	\$2,160	\$2,958	\$3,569



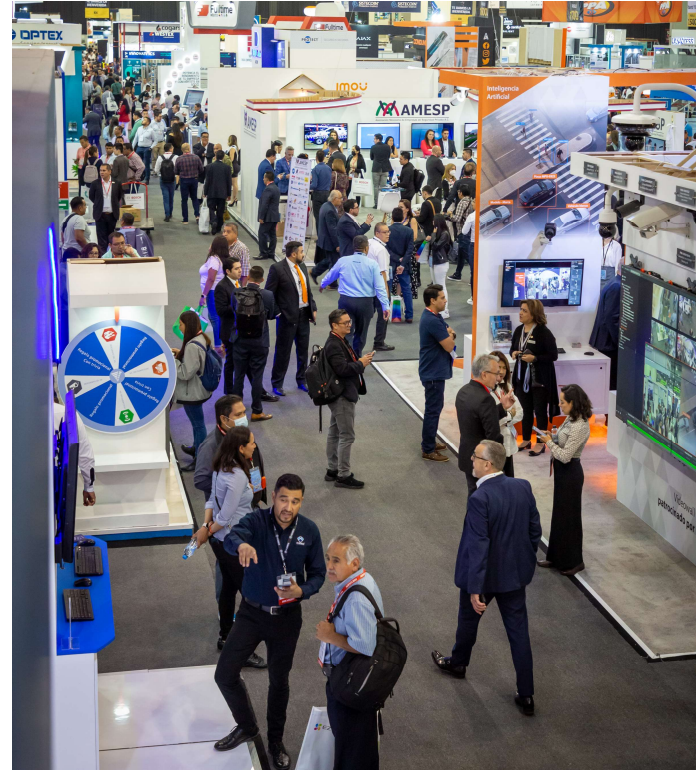
# Attendee profile

## Visitor

Our visitors are industry professionals looking for:

- Discover new companies, products and launches or innovations
- Prospecting and comparing as many suppliers as possible
- Update knowledge with conferences and educational sessions

From manufacturers to end users, our visitors are involved in planning and purchasing decisions.



# Attendee profile

## Club Elite

Club Elite is a program focused on supporting decision-making buyers to find products and/or services related to their business needs during their visit to the event with benefits and networking activities that create an extraordinary experience in a professional environment.

At the same time, this program helps exhibitors to distinguish these qualified visitors with a distinctive badge.



# Attendee profile

## Hosted Buyers one2one

A buyer's program that starts from the selection of Club Elite attendees with the following characteristics:

- C-Level, directors, and managers
- Interested in meeting new suppliers
- With specific needs of products/services that our exhibitors sell
- With a budget for medium-term projects

This program's primary goal is connecting exhibitors and buyers through one-on-one business meetings, putting together guaranteed business agendas, and covering travel expenses for these visitors to ensure their business experience at the event.







# Educational program

## Conference

Stages for law enforcement, security, and industrial safety + fire, presenting keynote sessions, panel debates, and interviews on current issues, best practices, and industry trends.

## Demonstrations

Spaces for sessions showing the application and live operation of security solutions.

## Experiences

Interactive stage for dynamic sessions that involve the participation of the audience.

## Coffee & Learn

Space for product-oriented business sessions sponsoring a coffee break or snack for attendees.





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# Opportunities

## Sponsorships

Boost your participation in the event with our sponsorships that extend the reach of your strategy before, during, and after it.

## Recommendations

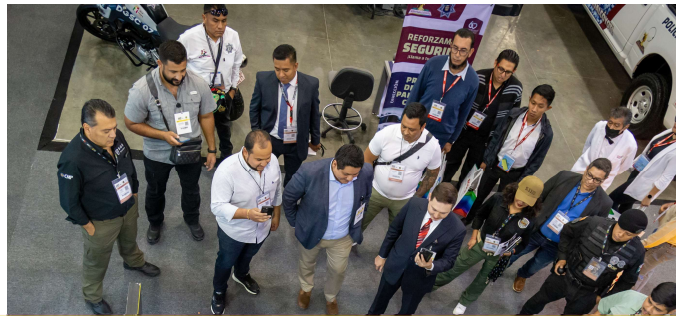
The recommendations-matchmaking provides customized suggestions. We compare the visitor's interests with the exhibitors' offer to make a "match." The visitor then receives the list of companies compatible with their interests.

## Stand design and assembly services

RX Solutions is an area specialized in supporting exhibitors in their stand design requirements, scenography, audiovisuals, and everything related to their participation in the expo.







Take a look at the  
2023 edition



[https://youtu.be/yD\\_1QVRD2Fs](https://youtu.be/yD_1QVRD2Fs)







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Premier Sponsor



# Expo Seguridad México Statistics

[www.exposeguridadmexico.com](http://www.exposeguridadmexico.com)



20<sup>o</sup>  
edition

- Electronic security
- Security systems
- Law enforcement



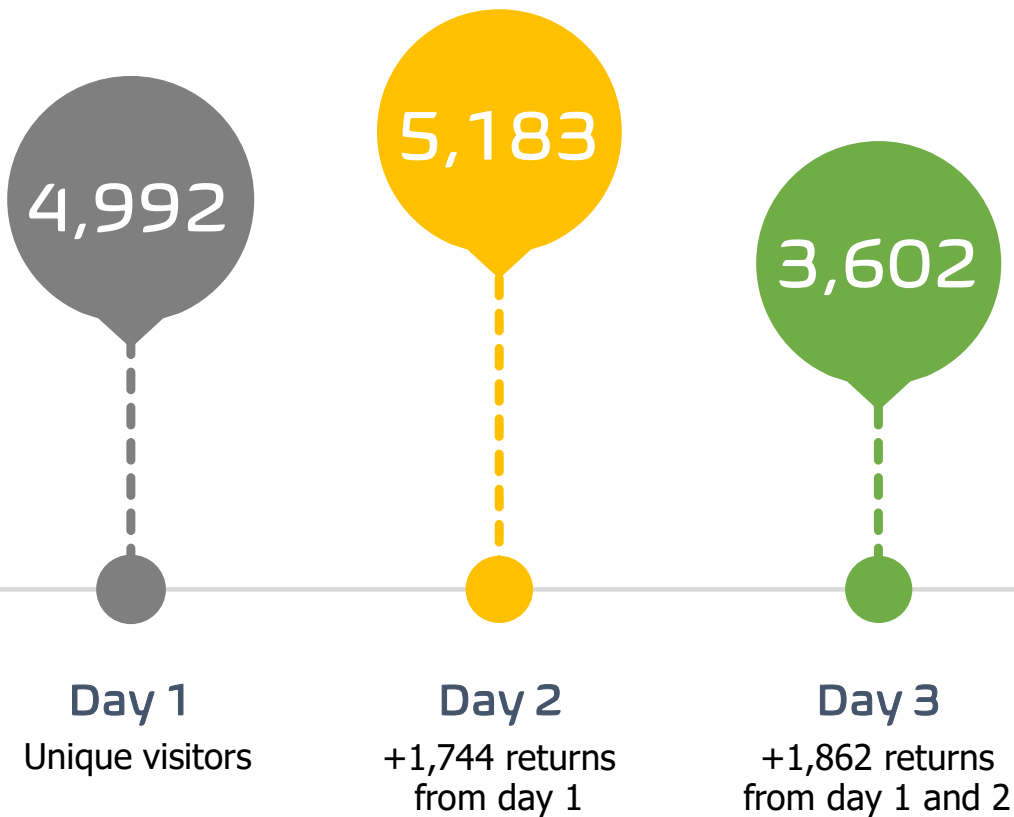
● **354 EXHIBITORS**  
Throughout the event

● **256 EXHIBITORS**  
At Expo Seguridad México

15,508  
attendees

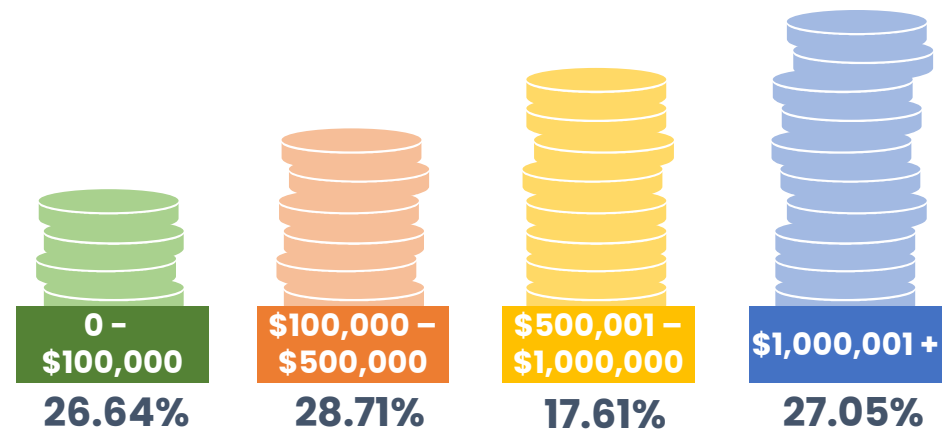
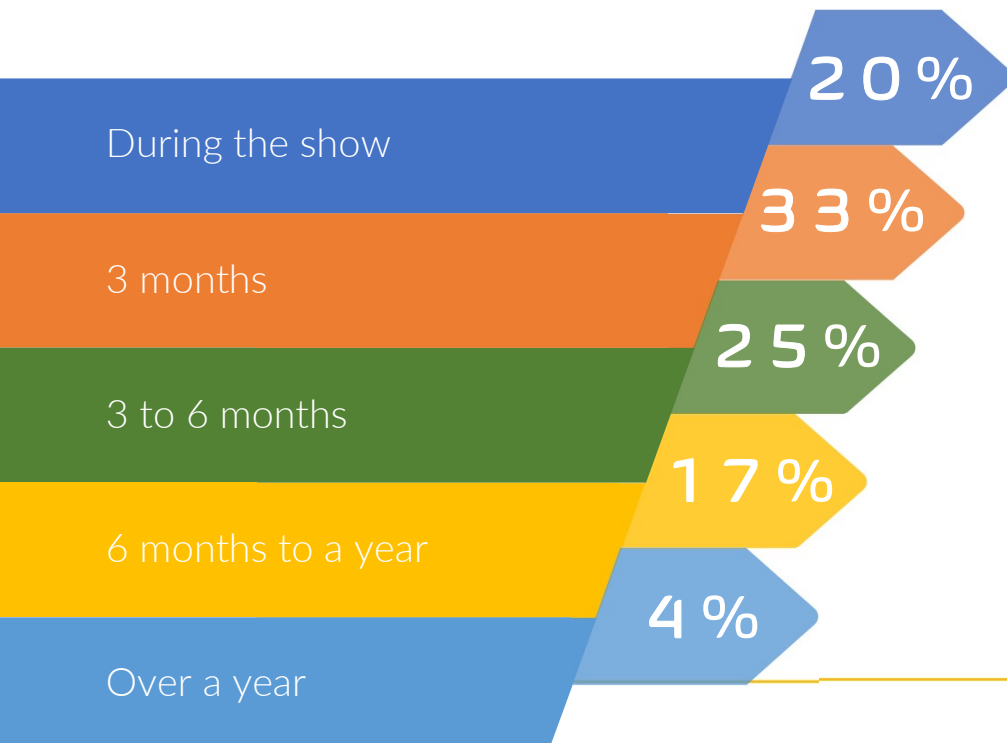
13,777 unique visitors  
at Seguridad México

12,924 Visitors  
687 Club Elite  
129 VIP  
37 Hosted Buyer

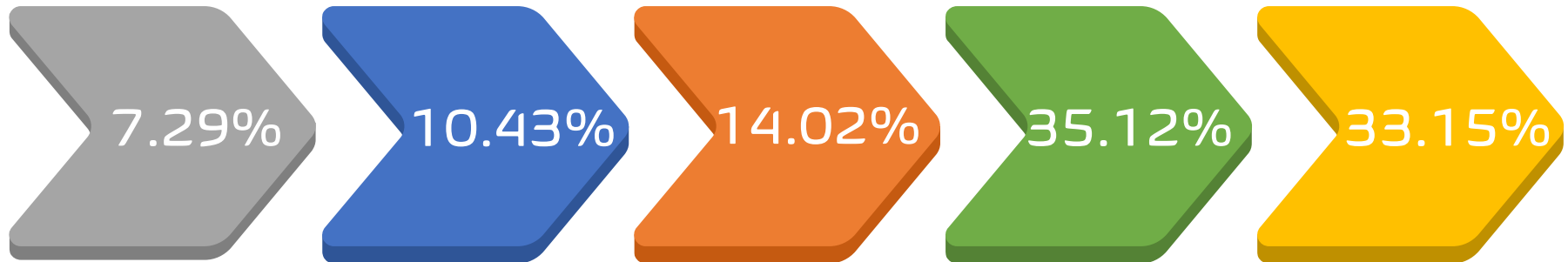




# Budget and next purchase



# Decision making role



● **Not involved**

Not involved in purchase or procurement process

● **Plan**

Define purchasing needs and goals

● **Investigate**

Compare suppliers and prospect alternatives

● **Recommend**

Endorses the best alternatives compatible with needs and objectives

● **Decide**

Make the final purchase decision



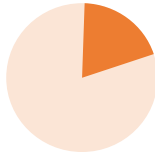
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# Job Position



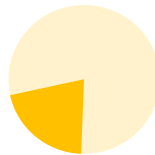
**PROPIETARIO | SOCIO | PRESIDENTE | CEO**  
22%



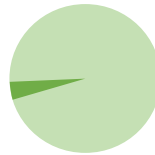
**VP | DIRECTOR | AREA LEADER**  
13%



**MANAGER | SUPERVISOR | BOSS | CONSULTANT**  
26%



**COORDINATOR | STOREFRONT | TECHNICIAN | ANALYST**  
30%



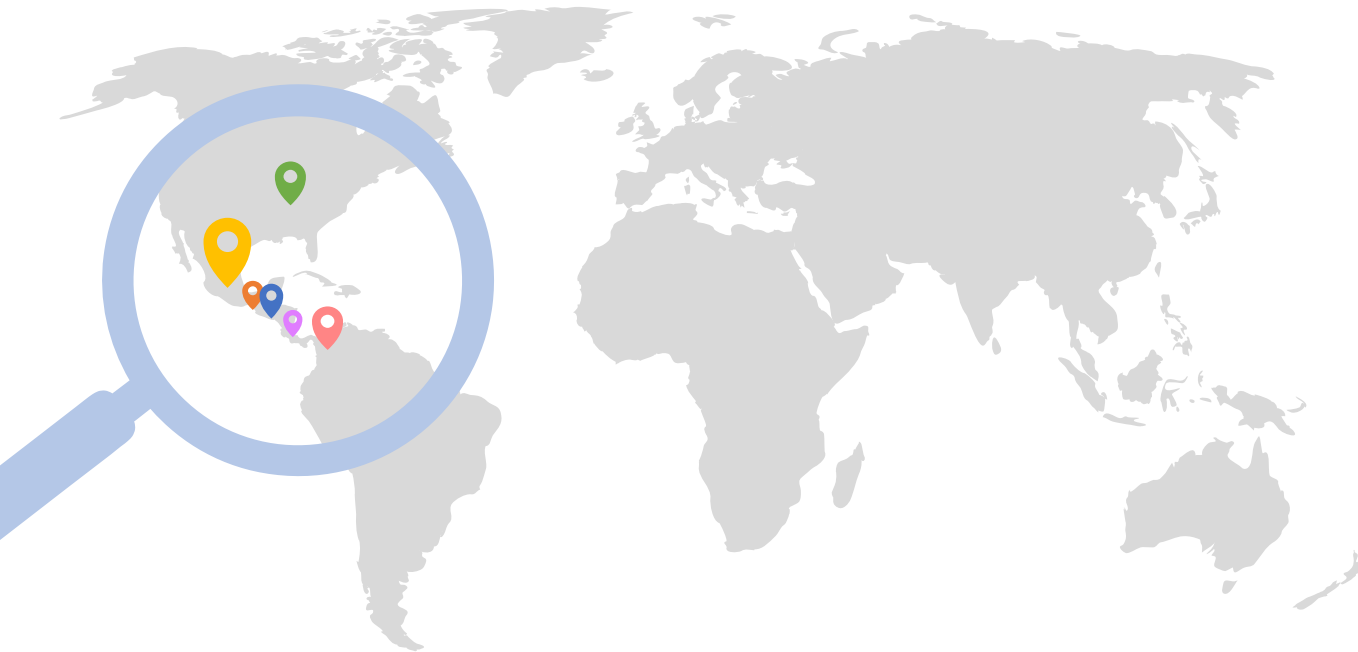
**INTERN | TRAINEE | ASSOCIATE | ASSISTANT**  
4%



**INDEPENDENT PROFESSIONAL**  
5%



# Attending countries

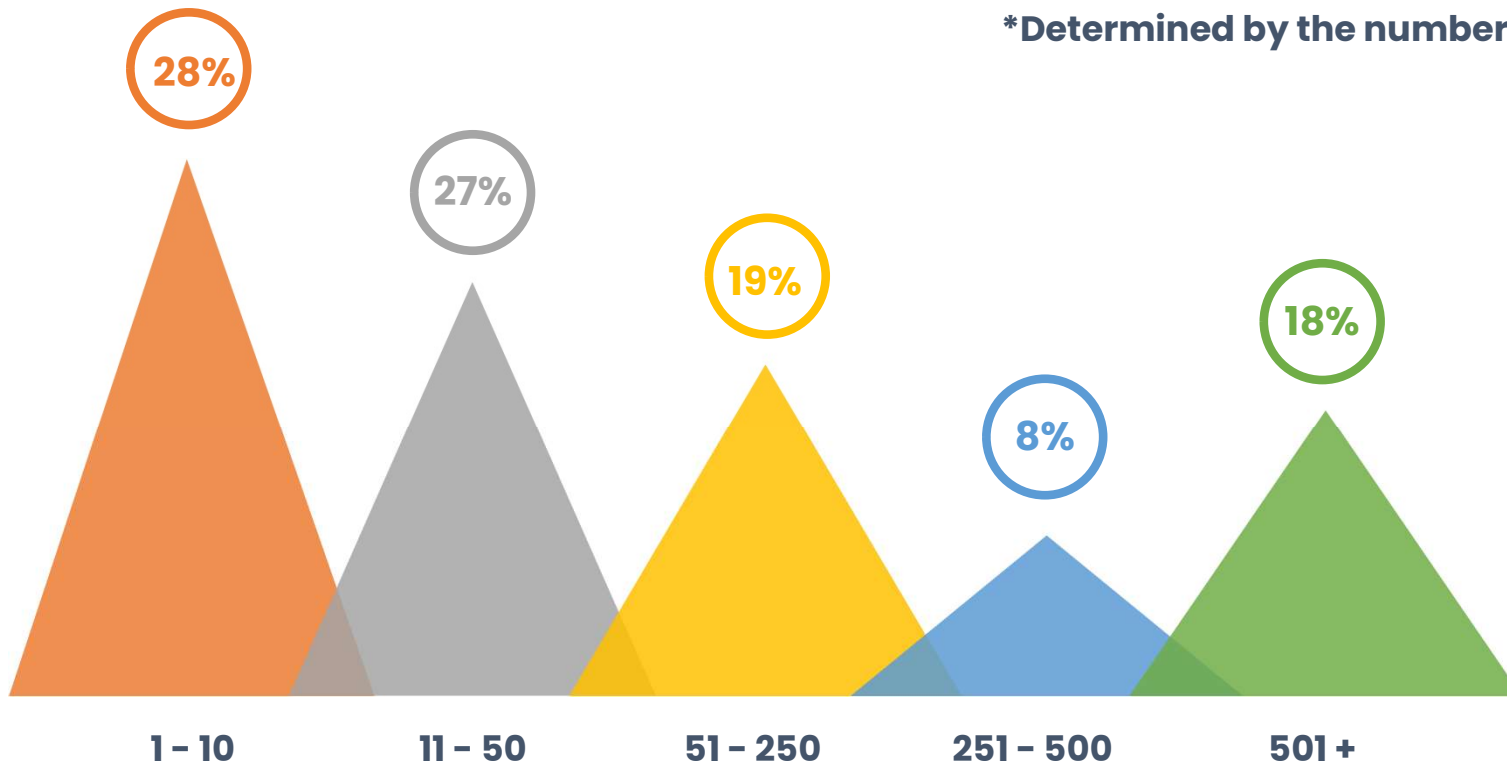


México	13,085
USA	19%
Colombia	14%
Martinique	9%
Salvador	6%
Guatemala	6%
Costa Rica	5%
Ecuador	4%
Panama	3%
China	3%
Chile	3%
Peru	2%
Rep Dominicana	2%
Brasil	2%
España	2%
Nicaragua	1%
Otros	18%

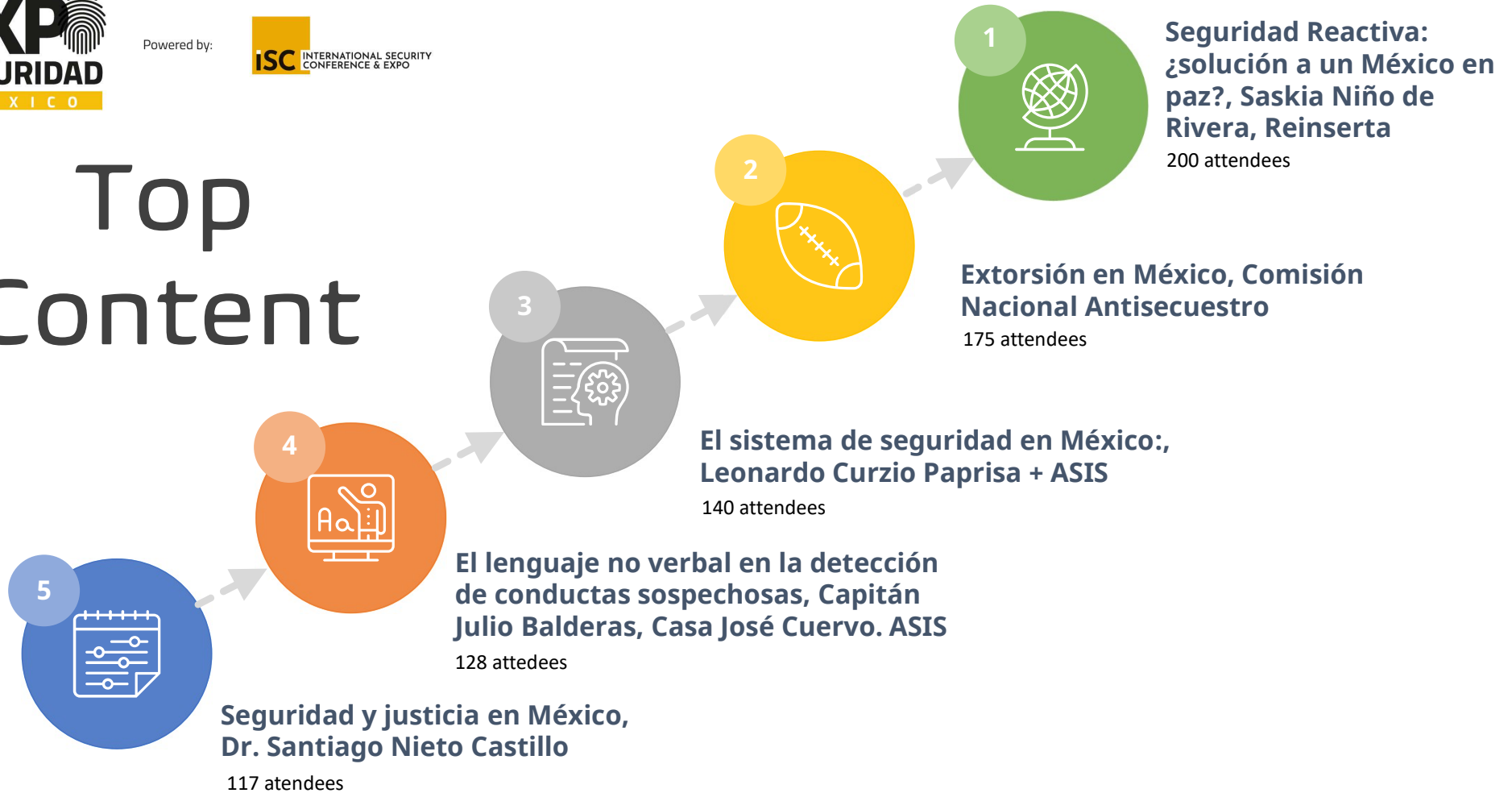


# Company size

\*Determined by the number of employees



# Top Content





**EXP**  
SEGURIDAD  
MÉXICO

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**SIA**  
SECURITY INDUSTRY ASSOCIATION

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**ISC** INTERNATIONAL SECURITY  
CONFERENCE & EXPO



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# Conect with us!



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