



# Fire Safety North

EVENTCITY MANCHESTER • 10-11 OCTOBER 2017

Co-located with



# Health & Safety North

EVENTCITY, MANCHESTER • 10-11 OCTOBER 2017

# Fire Safety North debuts at EventCity, Manchester 10-11 October 2017



For information visit [www.firesafetyevents.com](http://www.firesafetyevents.com)

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The Standard in Fire Systems



# Fire Safety North

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## The premier fire safety show in the North of England

Following extensive feedback from delegates and exhibitors, Western Business Exhibitions (WBE) has taken the decision to launch Fire Safety North at EventCity Manchester. The overwhelming response has been that the North of England has been underserved in terms of providing free educational content and an exhibition focusing on the latest fire safety products in the market.

Fire Safety North will take place on 10-11 October and will be co-located with the long-established Health and Safety North event. WBE is focused on providing delegates with an unparalleled line-up of CPD accredited seminars delivered by industry leaders. As a result, our visitor profile delivers on every level of the buying chain, with a real focus on core markets including installers, engineers, fire safety officers, facilities managers, risk assessors, consultants and local governments.

Our events are different from the rest as we aim to provide exhibitors realistic means of measuring a return on their investment. All exhibitors benefit from proactive marketing of their stand in the months leading up to the event as well as live coverage and post show reporting through our publication Fire and Security Matters.

On a first come basis we also offer speaker slots to exhibitors in our popular Fire and Evacuation Theatre. We're happy to share the data of attendees to that session with company delivering the seminar and will also write a detailed editorial report on the FSM website and newsletter, which goes out to more than 40,000 subscribers. Make sure you book your stand early if you want to take advantage of this opportunity!

### Why EventCity?

- » 3000 free car parking spaces
- » Quality, affordable catering
- » Dedicated exhibitions venue
- » 5 hotels and 60 restaurants at the Trafford centre
- » Great transport links
- » Easy access for stand builders

### Fire Safety North benefits from comprehensive marketing support to drive the most relevant, highest quality visitors:

- » Partnerships with leading industry organisations
- » Wide ranging media partnerships
- » Extensive print advertising
- » Focused PR campaigns
- » Integrated direct & database marketing campaigns
- » Post, telephone and email
- » Intelligent use of Social Media.

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**Health & Safety North**  
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Our complete series is now set to be presented at three of the UK's most outstanding venues:

- Fire Safety North - 10-11 October 2017  
**EventCity, Manchester**
- The Fire Safety Event - 10-12 April 2018  
**NEC, Birmingham**
- Fire Safety Scotland - 12-13 September 2018  
**SEC, Glasgow**

## Who should exhibit?

Building management systems

Call points

Control panels

Detector testing

Detector servicing equipment

Emergency lighting

Emergency signage

Evacuation equipment

Extinguishers

Fire alarm equipment

Fire alarm installation

Fire alarm maintenance

Fire alarm / extinguisher panels

Fire alarm systems

Fire door shutters

Fire exit devices

Fire hoses

Fire resistant cables

Fire signalling systems

Fire suppression systems

Gas detection

Gaseous suppression systems

Heat detectors

Industry Associations

Integration software

Intelligent buildings

PA/VA

Passive fire protection

Portable fire extinguisher systems

Sprinklers

Structural fire solutions

Training providers

# Quality content drives quality audiences

Over the past 10 years we have consistently delivered the highest quality audiences by providing them with authoritative insight and innovative features. 2017 will be even better with an ever increasing level of support from the UK's leading voices in the fire sector.



Educational content of the highest content delivered by key industry leaders



Case study sessions that directly affect fire and evacuation



Institute of Fire Safety Managers will host an open meeting for fire safety professionals

Theatre sponsor



## Confirmed exhibitors include:



# Exhibiting options for your business

## Stand pricing options for Fire Safety North

**Shell Scheme** (all inclusive) **£315 per m<sup>2</sup>**  
Shell scheme, name board, lighting, carpet, electric socket, stand cleaning

**Space only** **£305 per m<sup>2</sup>**  
Includes carpet.

Discounts available on  
above rates when booked  
in conjunction with The  
Fire Safety Event,  
NEC Birmingham

## Your exhibitor marketing package

We understand that participating in Fire Safety North goes beyond the two days of the exhibition. Your exhibitor marketing package allows you to build brand awareness before the event, capture sales leads onsite and measure the ROI of your participation.

Your package includes:

- **Printed visitor tickets**
- **Email invitations**
- **Personalised online banners and unique tracking links**
- **PR support**
- **Visitor data capture through Visit Connect**
- **Enhanced online profile** (allowing visitors to find out more about your company when planning their visit to the show)
- **Full page advertisement in the official show catalogue**



**£995**

## Extending your reach to your customers

Beyond exhibiting at our events, Western Business Exhibitions, and our sister businesses can support you throughout your entire marketing campaign.

## Print and online advertising

As owners of some of the UK's leading industry magazines, Western Business Exhibitions are able to provide exhibitors with preferential rates and opportunities in our publications.



## Data rental

The strongest data rental service available on the industrial market, Tri-Media can provide data rental opportunities for both email and mailing targeted prospect buyers.

## Sponsorship opportunities

Show Guide Advertising, bag sponsorship, lanyards and onsite banners are just some of the ways you can make the most visual impact and stand out from the crowd and your competitors before, during and after the event.

## Your contacts

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