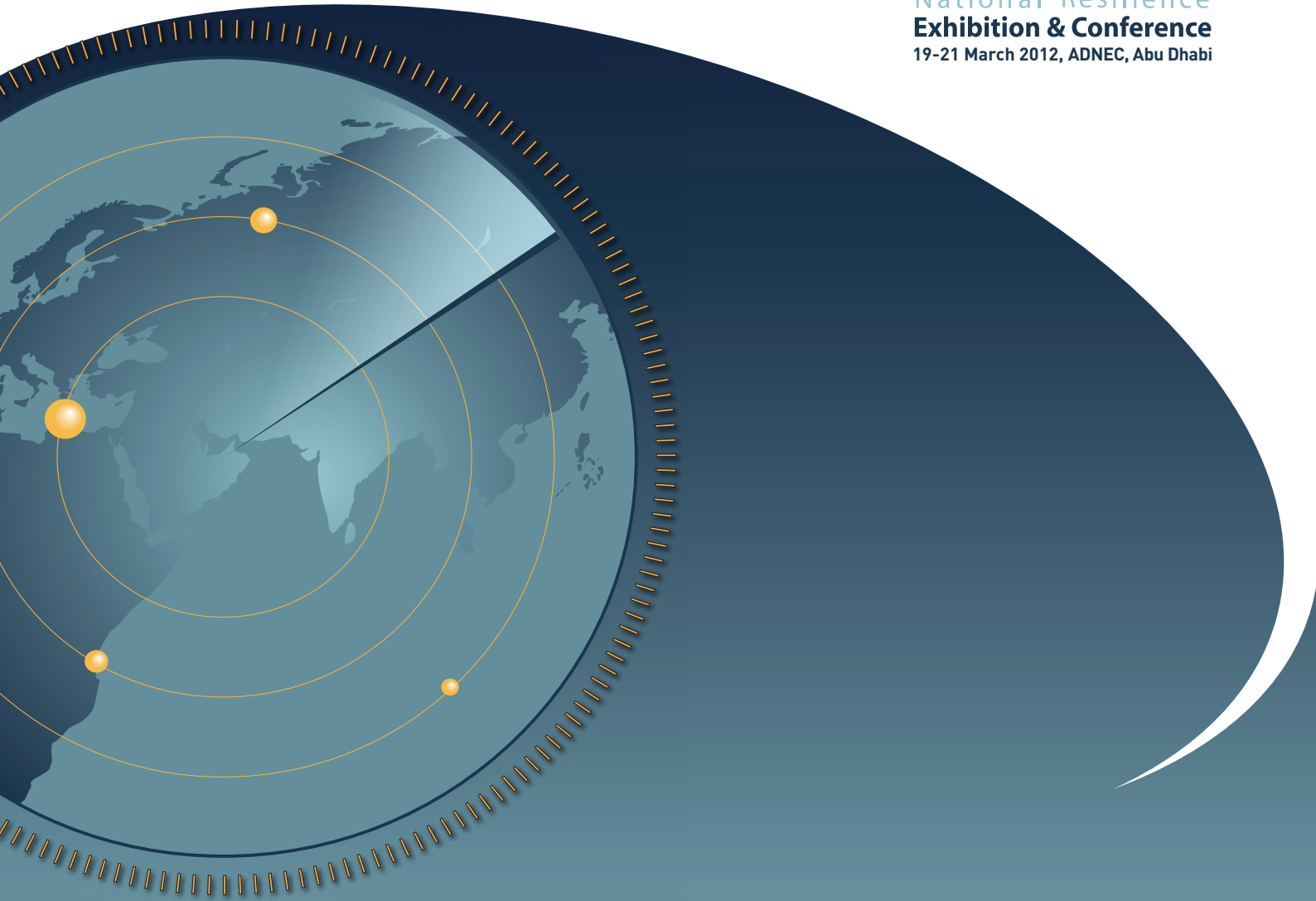


Together towards a safer world

Under the Patronage of
HH General Sheikh Mohammed Bin Zayed Al Nahyan
Crown Prince of Abu Dhabi and Deputy Supreme
Commander of the UAE Armed Forces



The definitive event for security and resilience in the Middle East



**Border and
Transport Security**



**Intelligence and
Threat Assessment**



**Critical
Infrastructure
Protection**



**Emergency
Preparedness
& Response**



**Counter
Terrorism**



**Resilience
(Crisis Management)**

About ISNR Abu Dhabi

The definitive event for Homeland Security and Resilience in the Middle East

ISNR Abu Dhabi (International Security & National Resilience) will be held from 19 to 21 March 2012, at the Abu Dhabi National Exhibition Centre, under the patronage of H.H. General Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, and supported by H.H Lt. General Sheikh Saif Bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Interior in the UAE.

Organised by Reed Exhibitions, ISNR Abu Dhabi is a key addition to the global security events calendar and is acting as a platform to address homeland security challenges confronting the region's governments.

Since building a strong platform in 2008, the third edition of ISNR Abu Dhabi will continue to be the leading and most requisite security event for Middle East companies. It will provide the best solutions for the public and private sectors and civilian entities to detect, prevent, protect, respond to and recover from any threats posed by natural and manmade disasters, be it small in proportion or catastrophic.

ISNR Abu Dhabi aims at providing the necessary environment for decision makers in the Security Market to network and further discuss how to work together towards a safer world.

Organized in association with the UAE Ministry of Interior

The UAE Ministry of Interior is working exclusively with ISNR Abu Dhabi to bring regional and international delegations to participate in the event. As a result, ISNR Abu Dhabi will provide companies from related fields an excellent opportunity to showcase their work to local and international key players.

Date: 19-21 March 2012
Location: Abu Dhabi National Exhibition Centre (ADNEC)
Edition: Third
Show Frequency: Biennial
Website: www.isnrabudhabi.com



2010 Highlights

Gross Space: **15,800 sqm**

Net Area: **7,948 sqm**

Number of Exhibitors: **218** from **24** countries

Total Attendance: **8,747** from **59** countries

Official Delegations: **58** from **11** countries

Conference Attendees: **1,367**

Media: **207** Registered Media from **13** countries

Reach: **143** media hits and **30,966,285** media reach

Exhibitor participation: **48%** increase compared to 2008

Website visits: **398,889**



Participating countries

Australia, Bahrain, Belgium, Bosnia and Herzegovina, Canada, China, Finland, France, Germany, India, Italy, Kazakhstan, Lebanon, Pakistan, Republic of Korea, Singapore, South Africa, Spain, Switzerland, Taiwan, The Netherlands, United Arab Emirates, United Kingdom, United States of America

National Pavilions

Germany, Switzerland, Taiwan, USA, UK.

ISNR Abu Dhabi 2010: Achievements

AED 60 million: value of contract between the International Golden Group (IGG) and a European supplier of Security Systems related equipment. This equipment will modernize and enhance the existing Security Capabilities.

\$33 million: contract awarded by CNIA for Mobile Integrated Surveillance Systems to ICx Technologies.

AED 85 million: deal signed with Camber Corporation and Power Training

The security market in the Middle East region is entering a sustained growth phase with an increasing need being felt for sophisticated equipment to counter international terrorism, protect national borders and build disaster resilience.

- Defense budget of GCC countries and Jordan projected in 2012 – US \$68 billion
- Overall defense spending in Middle East to cross US\$ 100 billion by 2015
- Saudi Arabia alone accounts for nearly 60% of total defense spending in the region (US\$ 97 billion in 2010-2018 period)
- The UAE is in fourth place worldwide and is set to double from US\$ 5.5 billion to US\$ 10 billion in the next 10 years

The Next Decade's Largest National Markets

- The US will continue to be the dominant player in the HLS market, with about 35% of the global procurement in this field
- Saudi Arabia is the world's second largest market. This market grows out of the need to defend the Kingdom and their petro-chemical infrastructure from the threats of homegrown terror.
- By 2016 China will surpass Saudi Arabia as the 2nd largest player in the Global HLS-HLD market*
- Britain, Germany, India and France are the next largest players in the Global HLS-HLD market
- China, India, Turkey, Saudi Arabia and the UAE will exhibit the fastest market growth. This expansion comes from a combination of fast economic growth along with the increasing threats of terror elaborators.

Source: Frost and Sullivan; Homeland Security Research Corporation – HSRC

* HLS = Homeland Security, HLD = Homeland Defense



Participate at ISNR Abu Dhabi 2012

Expand Your Reach and Exhibit!

In addition to being the Definitive Event for Security and Resilience in the Middle East, ISNR Abu Dhabi is a business hub that allows for the exploration of new markets and partnerships in the region.

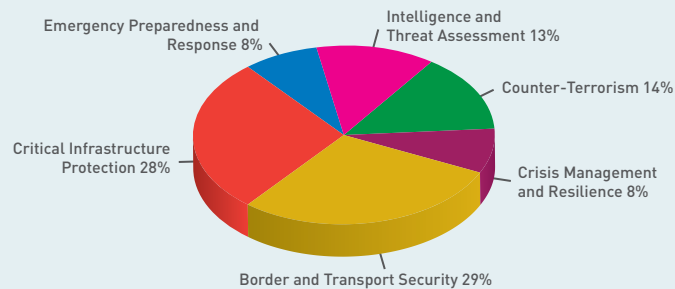
Exhibiting at ISNR Abu Dhabi will elevate opportunities such as:

- Meeting key government procurement officials
- Displaying your full solution to the security community
- Targeting specific procurement projects
- Launching and demonstrating new products
- Networking with peers in a concentrated business environment

"We want to provide first class security solutions to ensure further growth, prosperity and security to Abu Dhabi's leaders and inhabitants."

Ulrich Haverkamp, CEO and founder, Haverkamp

Exhibitors Profile



Border and Transport Security



Intelligence and Threat Assessment



Critical Infrastructure Protection



Emergency Preparedness & Response



Counter Terrorism

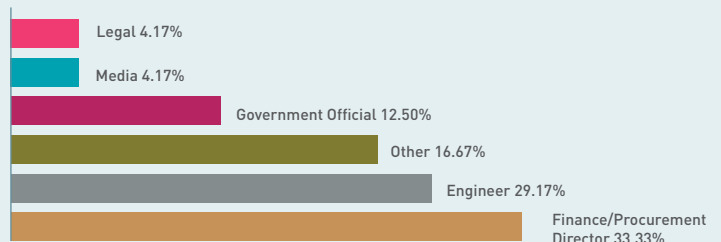


Resilience (Crisis Management)

Visitor Profile

The event will showcase the latest policies, practices and lessons identified from the security community, and offer a unique opportunity to view and test the latest security and preparedness solutions.

50% of visitors attend ISNR Abu Dhabi for networking and 50% for market knowledge



The growing success



2010 Edition Overview

ISNR Abu Dhabi Exhibition and Conference featured its second edition in March 2010, recording a 48% growth in the number of exhibiting companies, 15% increase in visitor's attendance and 17% rise in gross space compared with the 2008 edition.

This is due to the sector's estimated growth of over 50% - projected to reach AED 11.8 billion in 2013. The organizers are very optimistic regarding the event's growth success in UAE's thriving market.

Growth in 2010 Edition

	2008	2010	Growth %
Gross Space	13,464	15,800	17
No. Exhibitors/Co-exhibitors	147	218	48.2
International Exhibitors	45	60	33.33
Local Exhibitors	61	60	-1.6
Co-exhibitors	41	98	139
No. of Participating Countries	20	24	20
No. of Official Pavilions	3	5	67
Visitors	7,613	8,747	15
Visitors By Country	54	59	9.25
Registered Media	122	207	70

"At ISNR Abu Dhabi we forged a new joint venture partnership which means that we can expand into the UAE much quicker than we had originally planned. This has opened doors for us that we would have had to spend years knocking on."

Julie Halliday, Sales & Marketing Manager, SGW Consulting



Features & education

International Pavilions

ISNR Abu Dhabi 2012 has a variety of international pavilions representing companies from around the globe.

Visitors can interact with their peers from throughout the global community that provide a strong market potential in the MENA region.

Official Hosted Delegations

In coordination with UAE Ministry of Interior, the delegations are led by top officials such as the Ministers of Interior, Chiefs of Defense & Security, and Heads of National Security Organizations.

They also include senior officials involved in the development, selection and procurement of security systems and equipment in their respective organizations.

World-renowned Speakers at ISNR Abu Dhabi Conference

ISNR Abu Dhabi Conference, held in association with the Organizing Scientific Committee-Ministry of Interior, identifies new trends and the latest technologies and solutions in the security sector to put into best practice and successful application.

The conference also enhances the advanced position of the UAE in areas related to scientific and professional activities that support security, prevent crimes and achieve criminal justice.

Workshop

Gaining recognition, building communication bridges, and sharing the experiences of global experts in the field of information security, the workshops consist of hands-on training and discussions involving homeland security issues.

During previous show editions the workshops were held in association with UNICRI, the European Organization for Security, Emirates Driving Company, and the Telecommunications Regulatory Authority.



"The International Security & National Resilience Exhibition and Conference (ISNR) Abu Dhabi is an indication that the wise leadership in the UAE gives special attention to consolidating cooperation between government and private institutions, at national, regional and international levels, in areas related to security issues and readiness to cope with them".

Brigadier Saeed Salem Al Hanki, Chairman of the Organizing Scientific Committee of ISNR Abu Dhabi Conference - Ministry of Interior (UAE)

Enhance your brand's image

Do you want to share in the action at the Middle East's definitive event for security and resilience?

ISNR Abu Dhabi's sponsorship program offers you a variety of opportunities that will allow you to enhance your brand and corporate image and maximize your visibility among a highly targeted audience.

SPONSORSHIP PACKAGES	PLATINUM (2 sponsors)	GOLD (3 sponsors)	SILVER (5 sponsors)
PRINT ADVERTISING			
Logo on all marketing collaterals (brochure, flyers, posters, outdoor, etc.)	⊕	⊕	⊕
Logo on Gala dinner invitations	⊕	⊕	⊕
Logo on Exhibitor and Visitor ads	⊕	⊕	⊕
Logo on the cover of Official Show catalogue	⊕	⊕	⊕
Full page advertising in the Official Show catalogue	⊕	⊕	
Half page advertising in the Official Show catalogue			⊕
Logo on VIP invitations (by the UAE Ministry of Interior)	⊕		
Logo on the Visitor invitations	⊕	⊕	⊕
Logo on the ISNR Abu Dhabi bi-monthly newsletters	⊕	⊕	⊕
Logo on Post Show report	⊕	⊕	⊕
VENUE BRANDING			
Roll-up at the entrance of the Press centre	⊕		
Roll-up at the entrance of Majlis	⊕		
Floor Plan stand highlight	⊕	⊕	
Logo on Welcome banner	⊕	⊕	⊕
ONLINE			
Horizontal banner	⊕		
Video insertion	⊕		
Multi-page unit banner	⊕	⊕	
Logo with hyperlink on homepage	⊕	⊕	⊕
Logo on e-mailers to the target group	⊕	⊕	⊕
CONFERENCE			
Speaking opportunity in the ISNR Abu Dhabi Conference	⊕		
Invitation cards to attend all sessions at the conference	10	5	3
GALA DINNER			
Speech by the sponsor during Gala dinner	⊕		
Invitation cards to attend the Gala dinner event	10	7	4
PUBLIC RELATIONS			
Branding & name checks within the ISNR Global PR campaign	⊕	⊕	⊕
Interview during the exhibition	⊕	⊕	



Other sponsorship opportunities



Registration (Exclusive)

- Branding opportunity at the Visitor & VIP registration counters
- Logo on the Visitor Registration forms
- Logo on the registration section of the website
- Logo on the confirmation e-mail for pre-registered visitors
- Half page advertising in the Official catalogue

Media Sponsor (Exclusive)

- Branding Opportunities at the Press Centre hall
- Visuals to be provided by Sponsor for approval by the organizer
- Logo on the cover of the official catalogue
- Half page advertising in the Official catalogue
- 2 invitation cards to the official Gala Dinner
- Logo and collaterals included in Press Packs during press conference
- Sponsor branded give-aways for media at the press centre
- Interview during the exhibition

Conference Sponsor (Exclusive)

Brand association of the all-embracing conference attended by global industry players (two to three days promotion including stage branding (exclusive), e-mail invitations, brochures, notepads, etc.)

Information Counter (Exclusive)

Branding opportunity at the information counters (6 units - size 2x2 m) will be built by the main hall entrances)



"It is our intention to be at ISNR Abu Dhabi 2012 as a direct result of the contacts and sales leads generated by ISNR Abu Dhabi 2010. Further, the number, quality and proactiveness of those met in Abu Dhabi far exceeds those acquired from other exhibitions."

Dr. Philippe Evrard, Director, Quantar Solutions Ltd

Other sponsorship opportunities



Please Note:

Visuals and ready fabricated material should be provided by the sponsor to organizers for quality approval.

Production of all mentioned material are at the cost of the sponsor apart from welcome banners, press centre backdrop, conference collaterals and the badges (these are provided by the organizer).

Sponsorship opportunities are offered on a first-come first-served basis.

Gala Dinner (Exclusive)

Extensive promotion during the Gala Reception (invitations, roll-ups and branded give-aways)

Lanyard (Exclusive)

Branded lanyards distributed to all ISNR Abu Dhabi participants – worn by all, seen by all

Participant Badge (Exclusive)

Logo on the badges as well as car parking passes for VIPs, Visitors and Exhibitors

Visitor & Delegate Bag (Exclusive)

Branded exhibition bags distributed to all ISNR Abu Dhabi participants (sponsor logo placement on one side of the bag)

Pocket Floor Plan (Exclusive)

Logo printed on the Pocket Floor Plans, distributed to all ISNR Abu Dhabi attendees at the information counters

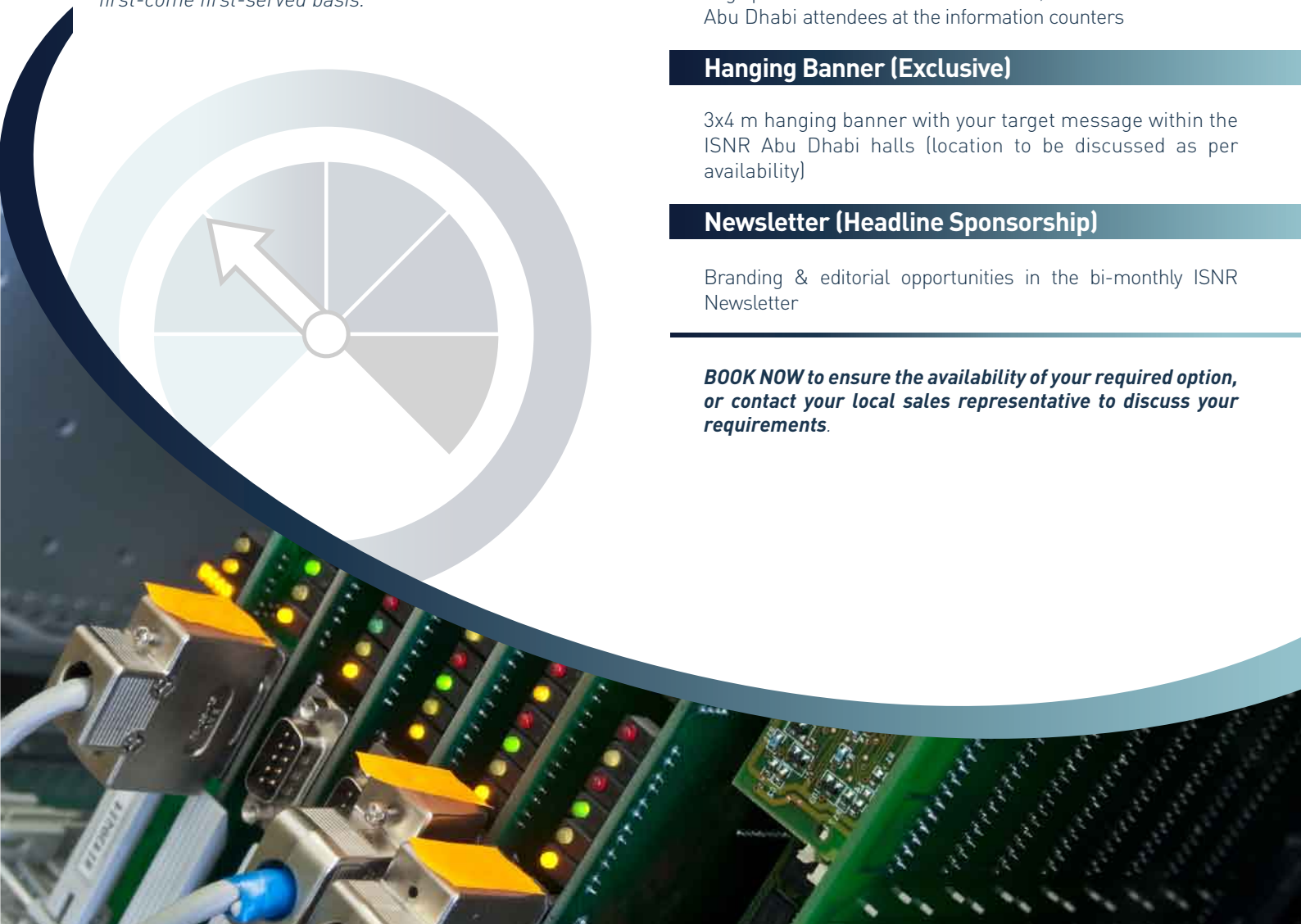
Hanging Banner (Exclusive)

3x4 m hanging banner with your target message within the ISNR Abu Dhabi halls (location to be discussed as per availability)

Newsletter (Headline Sponsorship)

Branding & editorial opportunities in the bi-monthly ISNR Newsletter

BOOK NOW to ensure the availability of your required option, or contact your local sales representative to discuss your requirements.



Welcome to Abu Dhabi

Abu Dhabi city bursts with dazzling business-cum-leisure facilities ranging from state-of-the-art convention centre, luxurious hotels, spas, designer golf courses, theatres and very soon, some of the world's most famous museums particularly the Guggenheim and Louvre. Year-round sunshine, pristine beaches, spectacular sand dunes and pulsating cosmopolitan lifestyle await every guest in Abu Dhabi.

Such idyllic setting cuddles this emirate known around the world for its massive oil reserves and majestic mosques with towering minarets. These, combined with the distinct Arabic hospitality and mystique - and world-class infrastructure - make Abu Dhabi an excellent destination both for the experienced and novice traveler.

Venue

Since its opening in 2007, the Abu Dhabi National Exhibitions Centre (ADNEC) is considered as the largest exhibition venue in the Middle East. With 12 state-of-the-art fully connected exhibition halls, the Atrium and the Concourse totaling 73,000 square metres, ADNEC welcomes over one million visitors and hosts over 100 events every year.

For more details, please contact ADNEC Call Centre at 800 ADNEC (23632), or visit www.adnec.ae



Statements about ISNR Abu Dhabi

- "Best way to see companies, evaluate products" (32%)
- "Offers the best networking opportunities" (20%)
- "Meet key government authorities" (14%)
- "The widest selection of exhibitors" (11%)
- "Best place to see new products and trends" (11%)
- "Provides high learning intention" (7%)
- "Has the participation of the industry's leading exhibitors" (4%)

International Sales Contacts

United Arab Emirates

Nehme Shehab
Tel: +971 2 409 0346
E-mail: Nehme.Shehab@reedexpo.ae

China

Ivy Zhang
Tel: +86 10 5933 9266
E-mail: ivy.zhang@reedexpo.com.cn

France

Stephanie Ferey
Tel: +33 141 904 670
E-mail: sferey@reed-export.fr

Germany

Rahel Hilker
Tel: +49 211 556 2821
E-mail: rahel.hilker@reedexpo.de

India

Sachin Jadhav
Tel: +91 22 6771 6615
E-mail: sachin.jadhav@reedexpo.co.uk

Italy

Alessandro Biasotti
Tel: +39 02 57403340
E-mail: alessandro.biasiotti@internationalshow.it

Japan

Takako Nakazono
Tel: +81 3 5575 7510
E-mail: nakazonot@reedexpo.co.jp

Russia

Olga Gasser
Tel: +7 499 650 7840
E-mail: pr@b2bworldevents.com

Singapore

Theresa Len
Tel: +65 6780 4592
E-mail: theresa.len@reedexpo.com.sg

Spain

Rosa Ana Martínez
Tel: +34 93 226 48 70
E-mail: promoexpobcn@ya.com

UK

Rossella Giaquinto
Tel: +44 208 910 7199
E-mail: rossella.giaquinto@reedexpo.co.uk



Network globally at ISNR Abu Dhabi 2012



www.isnrabudhabi.com

Organized by:

 Reed Exhibitions



وزارة الداخلية