



INTERNATIONAL EXHIBITION FOR
NATIONAL SECURITY & RESILIENCE

21 - 23 MAY 2024

www.isnrabudhabi.com

ABU DHABI - UAE

ACCELERATING TRANSFORMATION IN THE NATIONAL SECURITY ECOSYSTEM



Strategic Partner

شرطة أبوظبي
ABU DHABI POLICE



Organised by

ADNEC
مجموعة أدنيك GROUP

In association with



وزارة الداخلية
MINISTRY OF INTERIOR



ISNRAbuDhabi

YOUR NATIONAL GATE TO INNOVATION AND CYBERSECURITY

ISNR Abu Dhabi is the region's most trusted platform bringing together national & cyber security officials, buyers and all supply chain stakeholders from public and private sectors, to conduct business, enhance industry leadership and showcase innovation to discuss & influence future projects.



INNOVATION



THOUGHT
LEADERSHIP



PUBLIC AWARENESS
& CAREER
DEVELOPMENT



BUSINESS

A PLATFORM DELIVERING HIGH VALUE FROM FIVE STRATEGIC DRIVERS



Offer VIP
experience to
your company
leaders

HIGH-CLASS
TREATMENT

THOUGHT
LEADERSHIP

Profile your top
speakers & influence
your industry in
front of a selected
audience



Benefit from an
exclusive exposure
before, during &
after the show

BRAND POSITIONING

INNOVATION

Reflect industry
disruption at the
exhibition



Let us be
your personal
relationship
broker

BUSINESS

MARKET LEADING PRODUCT SECTORS TO SHOWCASE YOUR BRAND AT ISNR



Tech & AI



Forensics



Critical
Infrastructure
and Resilience



Policing and Law
Enforcement



Traffic
Management
systems



Cyber
Security



National
Security



Border
Security



Antinarcotics



Fire and safety



K9



Mobility



Crime
Preventions



BENEFITS OF PARTICIPATING AT ISNR ABU DHABI 2024



Stand out and get engaged as a partner

Collaborate with us to develop win-win partnerships and enjoy exclusive support and benefits based on your specific objectives



Maximise your brand exposure

Expose your brand to targeted National & Cyber Security public and private stakeholders from the Middle East



Leverage solid marketing campaigns

Be part of our multi-channel PR and digital marketing campaign and leverage extra outreach before, during and after the event



Increase your digital impact

Highlight your company and product profile in the online directories to increase lead generation at your stand



Showcase your innovations

Effectively launch new products and be recognised by regional decision makers by participating in various initiatives, such as the Innovation Awards



Reach government decision-makers

Benefit from guided delegation tours with VIPs, officials and security leaders at your stand or at the special Innovation Showcase



Feel the power of the Delegation programme

Accelerate your business and benefit from the delegations visit programme offering direct access to over 200 delegations



Enhance your Thought Leadership

Demonstrate your industry leadership and avail a speaking slot at our forums



ISNR 2022 IN NUMBERS

The positive outcomes achieved by ISNR Abu Dhabi 2022 validate the success of the UAE leadership's vision for pioneering the latest sophisticated Artificial Intelligence, as well as national and cyber security capabilities. Through its unwavering commitment to advancing technological progress in the security field, this landmark event enables government agencies and private solutions providers to develop and implement next-generation innovations that will help security practitioners combat the threats faced by nations across the globe.

Hosting this important international event aligns with the UAE's ongoing efforts to enhance cooperation and promote international best practices to improve the quality of life of societies and promote their safety and stability.

**H.E. Major General
Dr Ahmed Nasser Al Raisi**

Inspector-General of the Ministry of Interior
and Chairman of the Higher Organising
Committee of ISNR Abu Dhabi 2022


30
Speakers



6
with UAE
Pavilions


300+
Media


19,493
Attendees


184
Exhibitors


13,712
sqm
Total Gross
space


8,308 sqm
Net occupied
space


118
Delegations


23
Sessions


هواص
ونحن
نبتكر ونبنى
Secure.
Together.

ISNR 2022 - SELECTED BRANDS



WHO YOU WILL MEET AT ISNR ABU DHABI



GOVERNMENT SECURITY AUTHORITIES

- Ministries (Interior, Defense, Public Security, Justice, ICT ...)
- Law Enforcement Entities and Departments (Federal Police, DEA, Criminal Investigation, Secret and Intelligence Services ...)
- National Security Agencies (Coast guards, Critical Infrastructure Protection ...)
- Border Control Authorities (Immigration, Customs)
- Cyber Security Government Authorities and Agencies
- Special Forces
- Prisons
- Civil Defense
- Local and Regional Government Authorities



PUBLIC SECTOR END-USERS

- Airport & Port
- Central Banks & Financial Authorities
- Public Transportation
- Energy (Oil & Gas, Nuclear ...)
- Major Events & Crowded Places
- Utilities



SUPPLY CHAIN STAKEHOLDERS

- Private Security Companies
- Security System Integrators
- Security Consultants
- Security Training Companies
- Visitor profile



VISITOR PROFILE

- Official Government Delegations, Ministries
- Commanding Civil Defense Officers
- Police Academies
- Heads/Directors of Departments, Program Managers
- Director of Operations
- Technical Prescribers & Engineering Professionals
- Security & Loss Prevention Professionals
- Security Consultants
- Academics
- Commanding Police Officers
- Government Safety & Security Professionals
- Heads/Directors of National Security Agencies
- CEOs
- Director/Head of Security
- Purchasing Professionals
- Risk Management Professionals
- CISOs
- Security System Integrators
- Director/Head of IT, CIOs

STANDARD SHELL SCHEME STAND

4 m (L)X 3 m (W)X 2.5 M (H)

To avail this option please contact your ISNR sales manager

FLOOR FINISH

- Needle punch gray carpet

STRUCTURE

- 1 sqm storage room
- 2 pylons forex graphics 55 cm x 70 cm
- 2 wooden shelves clamped on the wall
- Contiguity partition in white laminate 2.40 m x 0.94 m

ELECTRICAL

- Lighting by 100 W spot, so be it 1 rail of 3 spots
- 1 triple outlet in the storage room

GRAPHICS

- Pylon - 55 cm l x 70 cm h foam board with sticker graphics qty 4nos
- Flag - 25 cm l x 13 cm h sticker graphics qty 2 nos
- Fascia - 195 cm l x 21 cm h sticker graphics qty 4nos
- Reception counter - 96 cm l x 86cm h sticker graphics qty 1no

FURNITURES

- 1 Shell scheme Reception counter 100 cm W x 50cm D x 85 cm H
- 1 Brochure stand
- 1 Round table
- 2 white chairs
- 1 Dustbin



9 SQM stand does not include storage room



12 SQM stand includes a storage room

UPGRADED SHELL SCHEME STAND

4 m (L)X 3 m (W)X 2.5 M (H)

To avail this option please contact your ISNR sales manager

FLOOR FINISH

- Needle punch gray carpet

STRUCTURE

- 1 sqm storage room
- 2 wooden pylons with vinyl graphics 60cm x 250 cm
- 2 wooden shelves clamped on the wall
- Contiguity partition in white laminate 2.40 m x 0.94 m
- Light Box with print and cut logo 120cm x 30cm

ELECTRICAL

- Lighting by 100 W spot, so be it 1 rail of 3 spots
- 1 triple outlet in the storage room
- Light Box with print and cut logo 120cm x 30cm

GRAPHICS

- Pylon - 55 cm l x 250cm h foam board with sticker graphics qty 6nos
- Fascia - 195 cm l x 21 cm h sticker graphics qty 4nos
- UAE flag - 25 cm l x 13 cm h sticker graphics qty 2nos
- Reception counter - 96 cm l x 86cm h sticker graphics qty 1no

FURNITURES

- 1 Shell scheme Reception counter
100 cm W x 50cm D x 85 cm H
- 1 Brochure stand
- 1 Round table
- 2 white chairs
- 1 Dustbin



MAXIMA SHELL SCHEME STAND

6 M (L)X 3 M (W)X 3 M (H)

To avail this option please contact your ISNR sales manager

FLOOR FINISH

- Needle punch Gray carpet

STRUCTURE

- 1 sqm storage room
- 2 wooden shelves clamped on the wall
- Contiguity partition in white laminate
- Vinyl Graphics fascia for company name 245 cm X 95 CM

ELECTRICAL

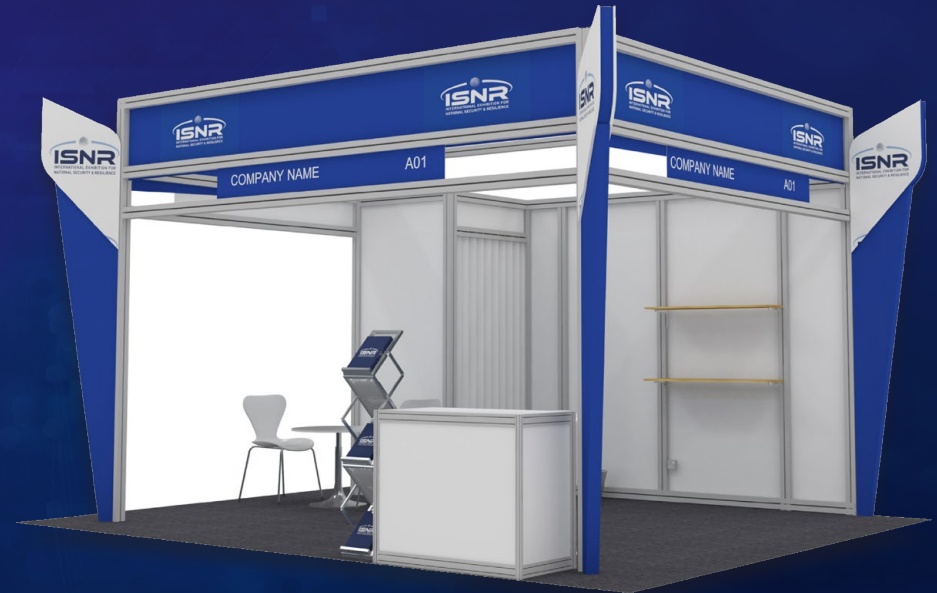
- Lighting by 100 W spot , so be it 1 rail of 3 spots, 6 Arm light
- 1 triple outlet in the storage room
- 13 Amp Socket - 220 v , 1No
- Light box fascia 150 cm x 75 cm, 3 Nos

GRAPHICS

- Front fascia 250 cm l x 60 cm h foam board with sticker
- Graphics qty 1no
- Side fascia 190cm l x 60 cm h foam board with sticker
- Graphics qty 2nos
- Falg - 65 cm l x 33cm h sticker graphics qty 2 nos
- Reception counter - 96 cm l x 86cm h sticker graphics qty 1no
- 226 cm l x 300cm h foam board with sticker graphics qty 1no

FURNITURES

- 1 Shell scheme Reception counter
100 cm W x 50cm D x 85 cm H
- 1 Brochure stand
- 1 Round table
- 2 white chairs
- 1 Dustbin



OUTDOOR SPACE (Minimum 50m²)

Outdoor exhibition space will comprise of the outdoor space marked out to the required dimensions: no walls, platforms or electricity are provided.



INDOOR EXHIBITION SPACE (Minimum 12m²)

Indoor exhibition space will comprise of indoor space marked out to the required dimensions: no walls, platforms, or electricity are provided. Height allowed is up to 4 metres: higher is subject to approval and may incur additional charges.

YOUR NATIONAL GATEWAY TO INNOVATION AND CYBERSECURITY

HOSPITALITY SPACE – CAPITAL SUITES

Capital suites are unfurnished and decorated to a high standard including carpeting. Suites are priced individually and are available for the same tenancy period as space-only stands.



FIRST-TIME EXHIBITOR STAND PACKAGE

A 6m² (3m x 2m) shell scheme stand comprises of the space, carpet, walls, 2 x 50w spot lights, 1 x 13A socket (220V), name board, one table, two chairs.

Note: This package is a) limited to one 6m² stand per company and b) only available to companies who have not exhibited at previous editions of ISNR.

We are honoured to be a part of ISNR Abu Dhabi 2022 to support efforts to strengthen Abu Dhabi's standing as a global hub for attracting global decision-makers and experts in the fields of national security and resilience and consolidating the event's standing as the most prominent international exhibition specialising in this vital field.

This international event represents an exceptional opportunity to discover new solutions and highlights the role of the Abu Dhabi Police in creating an innovative and safe city, through the implementation of cutting-edge technology and the latest developments in robotics and AI.

Major General Eng. Nasir Sultan Al-Yabhouni
Director of GHQ Affairs Sector - Abu Dhabi Police



SPONSORSHIP OPPORTUNITIES

Get maximum brand exposure and reach government officials, buyers and influencers in the region. Based on your specific marketing objectives and target business audience, ISNR Abu Dhabi offers a wide selection of partnership opportunities, customisable to fit your needs, including PR exposure, prime speaking opportunities or exclusive activities through innovative campaigns before, during and after the event.



MEDIA PARTNERSHIP

Become part of the events Media Partnership for ISNR 2024, and gain the advantage of having a high-value exposure for a wide range of the industry key players and influencers. This mutual benefit will help you in gaining high recognition on all relevant marketing channels.



For more information about sales and sponsorship opportunities at ISNR 2024, contact:

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Visit our website:

www.isnrabudhabi.com