

secutech

THAILAND

International Trade Fair for Security, Fire and Safety



# GDSF Thailand 2012

Global Digital Surveillance Forum

## Event Prospectus

4 July 2012 | BITEC, Bangkok, Thailand

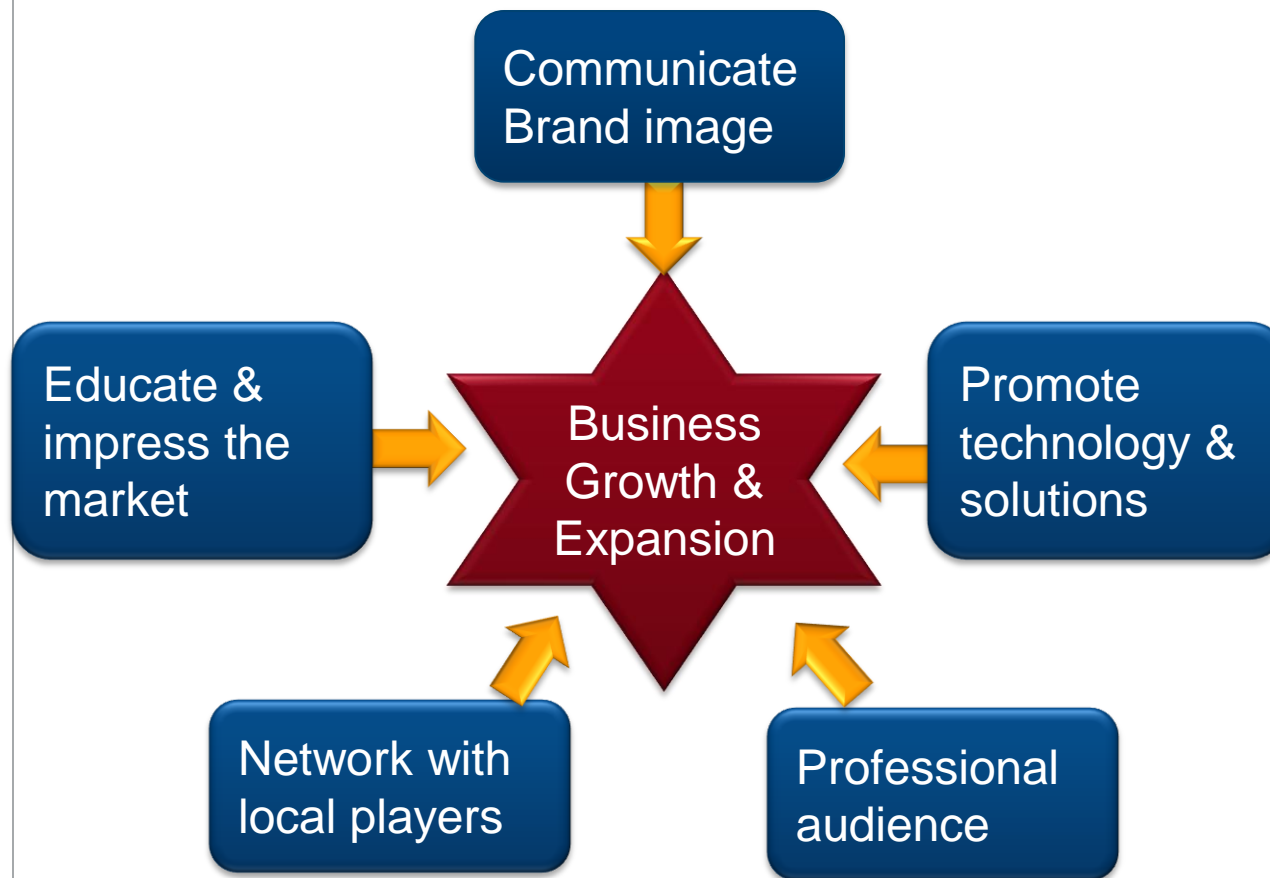
Organizer:  messe frankfurt

## Booming Opportunities in Thailand

1. **Security market is expected to grow 30% with IP leading the growth**
  - IP is expected to lead the growth in 2012 because its analytic and integration capabilities are in demand
  - National 3G launch and better networking infrastructure also encourage IP adoption
  
2. **Flood Rebuild + increased security importance**
  - Government already approved 120 billion Baht (USD 4 billion) for rebuild projects.
  - Board of Investment (BOI) provides incentives to attract foreign investment
  - Private business is expect to replace and upgrade security systems
  
3. **Hot Verticals:**
  - Government sector: transportation & city surveillance .
  - Commercial sector:

<b>Industrial estates</b>	New ones under development; BOI incentives attracts more
<b>Retail &amp; Shopping malls</b>	<ul style="list-style-type: none"> <li>- 4 large shopping malls in Bangkok will be completed by 2013. ECC: Bt2.9 billion for 1st mall in Chiang Mai &amp; 2 more under planning.</li> <li>- more than 100 international brands set up retail network within 3 years</li> </ul>
<b>Hotels &amp; condominium</b>	land developers keep on launching new projects. For example, Bangkok Land (4 projects/Bt3 billion), Infinite Real Estate (5 projects/Bt2.55 billion), Tulip Group (Bt 4 billion)

GDSF Thailand is your best platform to impress Thailand's market with your innovative IP solutions!



## GDSF Thailand 2012 Plan

<b>Date</b>	4 July, 2012 (2 <sup>nd</sup> day of the show)
<b>Time</b>	10:10 ~ 16:25
<b>Venue</b>	Bangkok International Trade and Exhibition Centre (BITEC)
<b>Session</b>	7 sessions, 40 minutes per session
<b>Target Audience</b>	350 audiences expected <ul style="list-style-type: none"><li>• Security system integrators</li><li>• IT system integrators</li><li>• Consultants, designers, installers</li><li>• Distributors, importers, dealers</li><li>• Large-scale end users: such as real estate developers, constructors, shopping mall, retails, hotels, franchise, banks, factory, facility &amp; building owners</li></ul>

## Presentation Scope

- ✓ Trends in technology and Thailand's market
- ✓ HD surveillance solutions: benefits & challenges
- ✓ Surveillance systems beyond security
- ✓ Integrated solutions for different vertical markets
- ✓ Transmission & storage solutions
- ✓ Enhancing business management with software & VMS
- ✓ Case studies and experience sharing

## GDSF Thailand 2012 Planned Timetable

Time	4 July, 2012
10:10~10:50	<b>Session GD1 – Reserved</b>
10:50~10:55	----- Session Change & Short Break-----
10:55~11:35	<b>Session GD2 – Reserved</b>
11:35~11:40	----- Session Change & Short Break-----
11:40~12:20	<b>Session GD3 – Reserved</b>
Lunch	No lunch provided.
13:30~14:10	<b>Session GD4</b>
14:10~14:15	----- Session Change & Short Break-----
14:15~14:55	<b>Session GD5 – Reserved</b>
14:55~15:00	----- Session Change & Short Break-----
15:00~15:40	<b>Session GD6</b>
15:40~15:45	----- Session Change & Short Break-----
15:45~16:25	<b>Session GD7</b>

## Sponsor Package

<b>Pre-event</b>	Logo appearing on website, all promotional materials related to the event, and onsite decoration materials
<b>GDSF Session</b>	One 40 minute presentation session to discuss in-depth new technology and share your advances and case studies
<b>Post-event</b>	<ul style="list-style-type: none"><li>- Audience list of the presented session for you to further establish relationship after the forum</li><li>- Event briefing to be included in post-show editorial in <i>a&amp;s</i> Asia and partner media publications</li></ul>

**Sponsorship: USD 3,000 / per session**

*\* Special offers are available for Secutech Thailand 2012 exhibitors*

## Marketing Campaign

- Co-promote with associations to precisely invite target audience
- Pre-show & post-show editorials in a&s magazines, international & local publications
- Press release to international and Thai media
- Send out 20,000 invitation, show preview, and show news update
- E-marketing: event introduction on websites and e-newsletter
- Telemarketing & winfax

**Impress Thailand's market with your innovation & brand and gain a strong foothold through the most professional platform!**

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## GDSF Thailand 2011 Review

- 7 sessions, attracted 300 audience

- Sponsors:       

- **Audience profile:**

Key security installers, system integrators, IT system integrators, users from government, construction, retailing, banking, telecom, industrial park, and many more.

- **Audience feedback:**

The top 3 interested vertical applications are buildings, retailing, and hotels; 80% of the audience are most interested in hearing about new technologies

