Dear Lucia,

Please find enclosed an updated floor plan and general information about LAAD Security 2014.

**LAAD Security 2014**

International Exhibition for Law Enforcement, Homeland Security, Public and Corporate Security

2nd edition

April 08-10, 2014

Riocentro – Hall # 2

Rio de Janeiro – Brazil

Website: [www.laadsecurity.com](http://www.laadsecurity.com)

**Why Public and Corporate Security?**

The Brazilian Government sees the entry of weapons and smuggled goods across their frontier borders as the biggest threat to national security. Also the country is providing more resources for the police forces to help remove the organized crime in huge cities like Rio, São Paulo and many others. Multiple layers of surveillance coverage against Brazil's principal security threats (smugglers, pirates and criminal gangs) can present investment opportunities for the international security industry.

In addition, Brazil is hosting large scale events such as: Rio +20 (2012), the World Youth Day (WYD, July 2013 – also in the city of Rio), FIFA Confederations (2013); FIFA World Cup 2014 and the Summer Olympics in 2016 which present many more opportunities for keeping the venues & surrounding areas secure.

**FACTS & FIGURES – 1st edition**

The first edition of LAAD Security – Public and Corporate Security International Exhibition, held in 2012, was a success. Attended by authorities, exhibitors from Brazil and abroad, and qualified visitors, it showcased products, services, technology and solutions for the public security and corporate security industries.

The 2012 edition was a huge success – delivering the industry you need to see:

         **7,600** visitors: 33% public security and law enforcement, 36% corporate security, 31% armed forces

         **146** exhibitors from **14** countries

         **283** public security authorities, including the Justice Minister of the Federative Republic of Brazil

         **8** national public security councils and colleges

         **5** official delegations (ministers of justice and police chiefs) from Latin America: **Argentina, Ecuador, Panama, Paraguay and Uruguay**

**EXHIBITOR PROFILE**

LAAD Security has been designed for suppliers of security technologies, equipment and services to reach the Brazilian and Latin American marketplace.

         2012 Exhibitor’s List:

**146** exhibitors from **14** countries **– List available on this link:** <http://www.laadsecurity.com/english/home2/exhibitors-list.php>

Capitalizing on Brazil and Latin American region’s every increasing procurement of security services, LAAD Security puts you in front of the decisions makers.

**RATES ARE AS FOLLOWS:**

Space Only:        $685/m2

Shell Scheme:   $760/m2

Registration Fee: U$500

Indirect Exhibitor (Stand Sharer):  $140

**TO GET YOUR PREFERRED LOCATION**

1. In order of preference, please let me know the top 3 stand locations you would like and size required

- If there is a specific preference, for example an island, please notate this

2.  I will place the location on reserve based on date the request has been received

3. A contract will be sent over for signature to confirm your stand with an updated layout showing your position

Thank you in advance and we look forward to working with you on LAAD Security 2014!

Best regards,

**Pedro Henrique Vieira**

Senior Executive – LAAD

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