

LAAD

SECURITY 2014

APRIL 8-10, 2014
RIOCENTRO | RIO DE JANEIRO | BRAZIL

LAAD SECURITY

PROTECTION FOR ALL
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Organised by



LAAD
SECURITY
2014

APRIL 8-10, 2014
RIOCENTRO | RIO DE JANEIRO | BRAZIL

EVENTS IN BRAZIL: Defence and Security

LAAD
SECURITY
2014

LAAD
DEFENCE & SECURITY
2015

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Business Opportunities in the National Public Security

Brazil is the host country of 2 major world sporting events:

World Cup 2014

The host Cities: Belo Horizonte/Brasília/Cuiabá
/Curitiba/Fortaleza/Manaus/Natal/Porto Alegre
/Recife/Rio de Janeiro/Salvador/São Paulo

Investments:

- **US\$ 2,8 Billion in Security**
- US\$ 2,3 Billion in construction and modernization of stadiums
- US\$ 6,3 Billion in airports

* www.portal.tcu.gov.br

Olympic Games– 2016

Rio de Janeiro

Investments:

- **US\$ 1,4 Billion in Security**
- US\$ 10 Billion in the sports complexes
- US\$ 5 Billion in infrastructure

*www.portal.tcu.gov.br



LAAD SECURITY – Attendee Profile (1/3)

Police Forces

- ✓ Ministry of Justice and Subsidiary Institutions;
- ✓ State Departments of Public Security;
- ✓ Municipal Departments of Urban Security;
- ✓ Civil and Military Police State;
- ✓ Municipal Guards;
- ✓ Fire & Safety Departments;
- ✓ Armed Forces;
- ✓ Civil Defence;
- ✓ Forensic Science (CSI);
- ✓ Law Enforcement;
- ✓ Homeland Security.



LAAD SECURITY – Attendee Profile (2/3)

Public Services & Government Agencies

- ✓ Federal Revenue;
- ✓ Prison Service;
- ✓ Key infrastructure: water and sewerage, power, airports, ports, roads, railways, nuclear plants, petrochemical plants and others;
- ✓ State & City Governments;
- ✓ Public Prosecutors.



LAAD SECURITY – Attendee Profile (3/3)

Security Managers

- ✓ Enterprises;
- ✓ Sports Stadiums & Other Venues for Large-Scale Events.



Other Visitors

- ✓ Law Enforcement, Homeland Security & Public Security Associations;
- ✓ Consultants & Experts;
- ✓ Events Organizers;
- ✓ Academics;
- ✓ HR Specialists;
- ✓ Insurers & Risk Management Professionals;
- ✓ Press.

STRUCTURE OF POLICE AUTHORITIES IN BRAZIL

FEDERAL AUTHORITIES	National Secretariat of Public Security
	Special Secretariat for Large Sports Events
	Federal Police Department
	Federal Road Police Department
	Federal Railroad Police Department
STATE AUTHORITIES	State Secretariat of Public Security
	State Secretariat of Justice, Human Rights and Penitentiary Administration
	Military Police
	Civil Police
	Military Firefighters
	Forensic Science Services
MUNICIPAL AUTHORITIES	Municipal Secretary of Public Security
	Municipal Guard
	SAMU - Emergency Mobile Treatment Service

WHY BE PART OF LAAD SECURITY

Public and Corporate Security International Exhibition

1. Builds on the longstanding success of LAAD Defence & Security;
2. Organised by Clarion Events, a leading event organiser with a portfolio of defence and security shows and a strong international presence;
3. Includes the most successful visitor programmes already offered by LAAD Defence & Security: official delegates, guests, and meetings of the Brazilian Public Security and Police Councils;
4. Designed to provide a conducive environment for managers of public-sector agencies, consultants and industry professionals to exchange information, attend presentations and discuss solutions, innovations and the outlook for the industry in Brazil, Latin America and the world;
5. Second edition in 2014 (April 8-10).

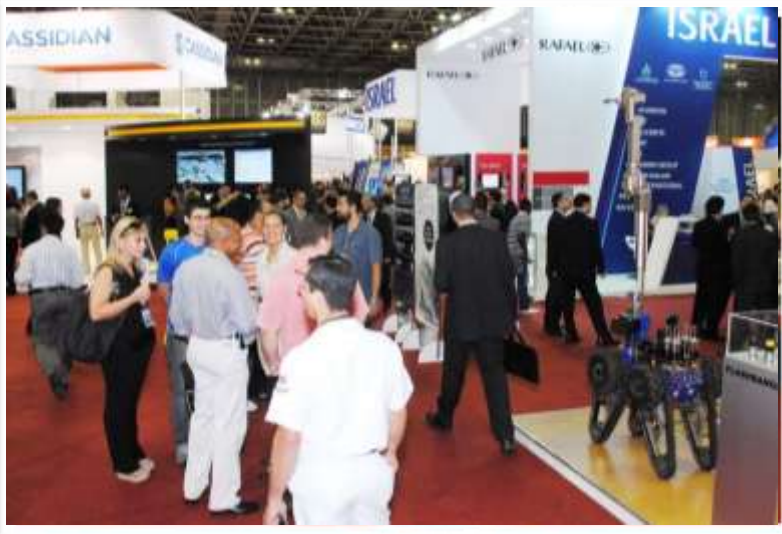
WHY BE PART OF LAAD SECURITY Public and Corporate Security International Exhibition



“Events like this, where government officials and authorities mingle with industry leaders, assure enhanced management, better operational services and improved intelligence.”

*José Eduardo Cardozo
Ministry of Justice, Brazil*

Opening Ceremony – LAAD Security 2012



HIGHLIGHTS OF LAAD SECURITY 2012:

- ✓ **14** supporting institutions;
- ✓ **283** authorities in attendance;
- ✓ **7,600** unique visitors;
- ✓ **5** official delegations from Latin America:
Argentina, Ecuador, Panama, Paraguay & Uruguay;
- ✓ **146** exhibitors from **14** countries;
- ✓ **154** media stories (7.2 million readers);
- ✓ **46 minutes** on radio & TV*.

** Jornal Nacional (TV Globo) – April 10, 2012
2 minutes 2 seconds of positive exposure*



HIGHLIGHTS OF LAAD SECURITY 2012: 14 SUPPORTING INSTITUTIONS



SOMANDO FORÇAS

RIO DE JANEIRO STATE
GOVERNMENT



NATIONAL COUNCIL OF HEADS OF
CIVILIAN POLICE FORCES



NATIONAL COUNCIL OF MILITARY
POLICE AND MILITARY FIRE CORPS



NATIONAL COUNCIL OF
MUNICIPAL GUARDS



NATIONAL COLLEGE OF
SECRETARIES OF PUBLIC SECURITY



NATIONAL COUNCIL OF MUNICIPAL
SECRETARIES AND MANAGERS OF
PUBLIC SECURITY OF THE STATE OF
RIO DE JANEIRO



NATIONAL LEAGUE OF THE
MILITARY FIREFIGHTERS
FROM BRAZIL



NATIONAL COUNCIL OF
HEADS OF FORENSIC
SCIENCE SERVICE
ORGANISATIONS



FEDERATION OF INDUSTRIES
OF RIO DE JANEIRO STATE

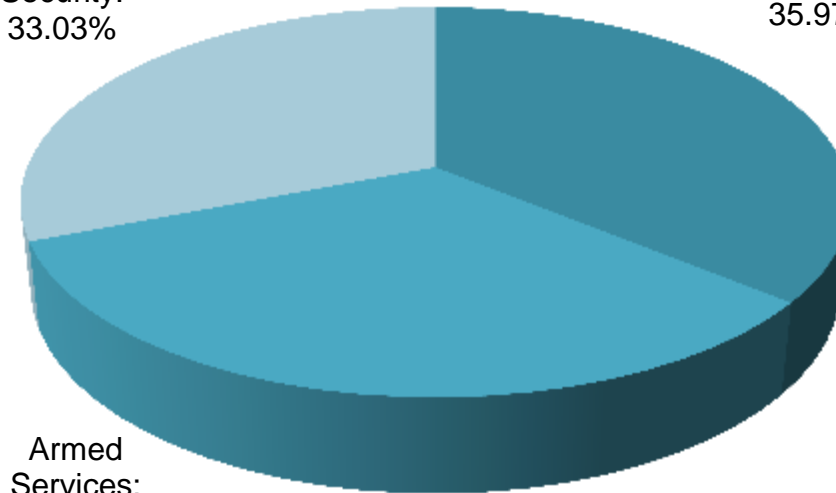
Plus five supporting industry associations : ABIMDE, ABIT, ABRID, ABSEG, ABRABLIN.

HIGHLIGHTS OF LAAD SECURITY 2012: 7,600 unique visitors

- ✓ Ministry of Justice and its agencies
- ✓ State Departments of Public Security
- ✓ Municipal Departments of Urban Security
- ✓ Police Forces (Federal, State, Municipal)
- ✓ Fire Brigades

Public Security:
33.03%

SECTORS



Corporate Security:
35.97%

- ✓ Public Service Utilities
- ✓ Key Infrastructure
- ✓ Logistics
- ✓ Oil & Gas
- ✓ Security Service Providers

HIGHLIGHTS OF LAAD SECURITY 2012: 146 EXHIBITORS FROM 14 COUNTRIES



Brazil

China



Germany



Italy



Russia



Denmark



Ireland



Netherlands



Spain



UK



France



Israel



Poland



USA



HIGHLIGHTS OF LAAD SECURITY 2012: LIST OF EXHIBITORS (1/2)

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> ▪ ABIMDE - BRAZILIAN DEFENCE & SECURITY MATERIALS INDUSTRY ASSOCIATION ▪ ABIT - BRAZILIAN TEXTILE & APPAREL INDUSTRY ASSOCIATION ▪ ABRABLIN - BRAZILIAN BULLETPROOFING ASSOCIATION ▪ ABSEG - BRAZILIAN ASSOCIATION OF SECURITY PROFESSIONALS ▪ ADS GROUP LIMITED ▪ AEL SISTEMAS S/A ▪ AERO SEKUR S.P.A. ▪ AGORA SOLUÇÕES EM TELECOMUNICAÇÕES LTDA. ▪ AGX TECNOLOGIA LTDA. ▪ ALCON ENGENHARIA DE SISTEMAS ▪ ALTADONA ▪ ALVARION LTD ▪ ARES AEROESPACIAL E DEFESA S.A. ▪ ARESA MARINE SL ▪ ARGUS THERMAL IMAGING ▪ ARMALITE ▪ ATECH ▪ AURIN ▪ AXON CABLE SAS ▪ BCA TÊXTIL LTDA ▪ JIUZHUYANG INFRARED SYSTEM CO., LTD ▪ BEIT ALFA TECHNOLOGIES LTD. ▪ BLUEBIRD ▪ BLUMAR ▪ BMW DO BRASIL LTDA. | <ul style="list-style-type: none"> ▪ BOEING COMPANY ▪ CASSIDIAN ▪ CELLEBRITE ▪ COBHAM TACTICAL COMMUNICATIONS AND SURVEILLANCE ▪ COLT DEFENSE LLC ▪ CONDOR ▪ CONSOLITE FORENSICS LTD. ▪ COUNTER TERROR EXPO ▪ COVIDENCE A/S ▪ CRISTANINI S.P.A. ▪ CSECO (CAMPBELL/HARRIS SECURITY EQUIPMENT CO) ▪ DAMEN SHIPYARDS ▪ DASSAULT AVIATION FOR GIE RAFALE INTERNATIONAL ▪ DEFENSA SISTEMAS DE SEGURANÇA LTDA ▪ DGS ▪ DZETA FLUGHAFEN SERVICES ▪ DIGITRO TECNOLOGIA LTDA ▪ DIMENSÃO COMÉRCIO DE PRODUTOS DE SEGURANÇA LTDA. ▪ DISTRICAR IMPORTADORA E DISTRIBUIDORA DE VEICULOS LTDA ▪ DSEI EXPO ▪ ELITE DEFENSE, INC ▪ EMBENTION ▪ EMGEPON ▪ ESRI | <ul style="list-style-type: none"> ▪ ETCO-CONSULTORIA, COMÉRCIO, REPRESENTACOES E SERVICOS TÉCNICOS LT ▪ EUROAVIONICS GMBH & CO. KG ▪ EUROSATORY 2012 - COGES ▪ EVERIS AEROESPACIAL & DEFENSA ▪ FLIR SYSTEMS BRASIL COM. DE CÂMERAS INFRAVERMELHAS LTDA ▪ FMS ENTERPRISES MIGUN LTD. ▪ FORÇAS ARMADAS EM REVISTA ▪ FOSTER + FREEMAN ▪ GEHR INTERNATIONAL & CIA. LTDA. ▪ GENERAL DYNAMICS C4 SYSTEMS ▪ GENERAL DYNAMICS UNITED KINGDOM LIMITED ▪ GEONAUTICS INTERNATIONAL LTD ▪ GICAT ▪ GILAT SATELLITE NETWORKS LTD. ▪ GLOBAL TECH ▪ GRUPO EDEFA ▪ HACKING TEAM ▪ HECKLER & KOCH - GB ▪ HERTA SECURITY ▪ HESCO BASTION LTD ▪ HGH SYSTÈMES INFRAROUGES ▪ IAI DO BRASIL ▪ IBRASAT - TELECOM. E INDÚSTRIA LTDA. ▪ IMBEL - INDÚSTRIA DE MATERIAL BÉLICO DO BRASIL ▪ IMS INNOVATION AND MEASUREMENT SYSTEMS ▪ INCOSEG |
|--|--|--|



HIGHLIGHTS OF LAAD SECURITY 2012: LIST OF EXHIBITORS (2/2)

- INMARSAT LTD
- INTEGRATED MICROWAVE TECHNOLOGIES (IMT)
- INTER DYNAMIC GROUP
- ISDS INTERNATIONAL
- ISRAEL EXPORT INSTITUTE
- IVECO MAGIRUS BRANDSCHUTZTECHNIK GMBL
- IWI
- JSC
- KRYPTUS SOLUÇÕES EM SEGURANÇA DA INFORMAÇÃO
- LAAD DEFENCE & SECURITY 2013
- LENCO ARMORED VEHICLES
- LOCKHEED MARTIN
- LOSBERGER
- LUDLUM
- MAAVARIM GROUP
- MAN LATIN AMERICA IND E COM DE VEÍCULOS LTDA
- MC JEE LTD
- MEGATECH
- MERCEDES-BENZ DO BRASIL LTDA.
- MICROSOFT CORPORATION
- MITREN
- MOTO HONDA DA AMAZÔNIA LTDA
- MRA INDÚSTRIA DE EQUIPAMENTOS ELETRÔNICOS
- MULTSTOCK LTDA

- NEI TRANSFORMAÇÕES
- NETCOM MALAM TEAM INTERNATIONAL
- NICOMATIC SOUTH AMERICA LTDA
- ONERA - THE FRENCH AEROSPACE LAB
- OSCAR ISKIN E CIA LTDA
- OSHKOSH DEFENSE
- PANASONIC DO BRASIL LIMITADA
- PANHARD GENERAL DEFENSE
- PELICAN PRODUCTS INC.
- PHASE ENGENHARIA IND. E COM. LTDA
- PIAP_INDUSTRIAL RESEARCH INST FOR AUTOMATIONS AND MEASUREMENTS
- POLY DEFENSOR
- POWERPACK REPRESENTAÇÕES E COMERIO LTDA
- PRO4TECH
- PROENGIN & BIOAMERICA
- PROTECOP
- RAFAEL - ADVANCED DEFENSE SYSTEMS LTD
- RC SERVIÇO DE CONSULTORIA E ACESSORIA MILITAR E DE DEFESA LTDA
- REMOTEC/NORTHROP GRUMMAN
- REMPLOY FRONTLINE
- REVESCAP
- REVISTA FORÇAS ARMADAS
- REVISA SERVIÇOS AERONÁUTICOS
- REVISTA TECNOLOGIA & DEFESA
- RF COM
- RHEINMETALL AG CORPORATE SECTOR DEFENCE
- SAFE BOATS

- SAFRAN
- SANTOS LAB COMÉRCIO E INDÚSTRIA AEROESPACIAL LTDA
- SAVOX COMMUNICATIONS LTD.
- REVISTA SEGURANÇA & DEFESA
- SELEX GALILEO
- SEMAWORLD
- SILLIS
- SOS SUL RESGATE COMERCIO E SERVIÇOS DE SEG. E SINALIZAÇÃO LTDA
- SPACECOM MONITORAMENTO S.A
- SUNTECH S.A.
- TENCATE DEFENSE & TACTICAL
- TORO VES
- TRACIP
- TRUEPOSITION, INC
- TURBOMECA DO BRASIL LTDA
- UK TRADE & INVESTMENT DEFENCE & SECURITY ORGANISATION
- ULTRAMAR
- VERARI DO BRASIL COMÉRCIO DE EQUIPAMENTOS LTDA
- VERINT SYSTEMS LTD
- VOLARE / MARCOPOLO
- VTQ VIDEOTRONIK GMBH
- WANDER CASE
- WEATHERHAVEN
- WELSER
- XMOBOTS



LAAD SECURITY 2014 was also the occasion for meetings of Brazil's main public security and police councils:

	43rd Ordinary Meeting of the National College of State Secretaries of Public Security
	ENCHOI – National Meeting of Heads of Public Security Intelligence Organisations – Regional Stage – South/Southeast
	36 th Ordinary Meeting of the National Council of Heads of Civilian Police Forces
	1 st Ordinary Meeting in 2012 of the National League of the Military Firefighters from Brazil
	16 th Board Meeting of the National Council of Heads of Forensic Science Service Organisations
	1 st Meeting of the Executive Committee of the National Council of Municipal Guards
	Meeting of National Council of Municipal Secretaries & Managers of Public Security from the State of Rio de Janeiro



36th Ordinary Meeting of the National Council of Heads of Civilian Police Forces



43rd Ordinary Meeting of the National College of State Secretaries of Public Security



1st Ordinary Meeting in 2012 of the National League of the Military Firefighters from Brazil



Meeting of National Council of Municipal Secretaries & Managers of Public Security from the State of Rio de Janeiro



1st Meeting of the Executive Committee of the National Council of Municipal Guards



16th Board Meeting of the National Council of Heads of Forensic Science Service Organisations

LAAD SECURITY 2014 - Exhibitor Investment

INVESTMENT	2012 – 2013 <i>Until April 30th, 2013</i>	2013 <i>From May 1st, 2013 Until December 31th, 2013</i>	2014 <i>Payment from January 1st, 2014</i>
Raw space	U\$ 650/m ²	U\$ 685/m ²	U\$ 720/m ²
Shell scheme*	U\$ 725/m ²	U\$ 760/m ²	U\$ 800/m ²
Payment details	50% on booking 25% on October 10 TM , 2013 25% on January 10 TM , 2014	50% on booking 25% on October 10 TM , 2013 25% on January 10 TM , 2014	100% on booking

REGISTRATION FEE:

- Direct Exhibitor: US\$ 500
- Indirect Exhibitor: US\$ 200

**Shell Scheme: modular shell structure, wall panels, name board, 3 spotlights/9sqm, carpet, 1 round table, 2 chairs, 1 bin, 1kva/9sqm, 1 fire extinguisher/20sqm and cleaning during the entire show period.*



CLARION EVENTS: About us

- ✓ 65 years of experience in promoting and organising trade shows, events and conferences;
- ✓ The UK's leading privately held event organiser;
- ✓ More than 200 exhibitions, conferences and other events every year around the world for a range of sectors, such as defence and security, leisure and entertainment, finance, retail, games, art and energy;
- ✓ Global presence: Brazil, Germany, Netherlands, Singapore, South Africa, Turkey, United Arab Emirates, United Kingdom and United States.

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