



**6th INTERNATIONAL EXHIBITION
ON COMPREHENSIVE SECURITY
IN HYBRID FORMAT:**

On-site + Virtual Platform



MOTOROLA SOLUTIONS

PRESENTS:



SEGURIDADEXPO[®]
by Fisa | CHILE

26 - 28 OCT. 2021

ESPACIO RIESCO, SANTIAGO - CHILE

www.seguridadexpo.cl

MADE BY



Think
safe!
365

EXHIBITION AND CONGRESS OF COMPREHENSIVE SECURITY IN HYBRID FORMAT:

On-site + Virtual Platform

SeguridadExpo will hold the exhibition in the best possible conditions, safeguarding the health and well-being of our collaborators, exhibitors, visitors and strategic allies. To this end, we will follow a strict Covid-19 protocol.

In addition, considering the travel restrictions that exist in the world today, we will be with you on all your devices through our virtual platform **SeguridadExpo Connect**.

We are committed more than ever to contribute to the reactivation of the economy and the development of the country through the generation of new business opportunities with the on-site and virtual transformation, with the irreplaceable power of the face-to-face and connected to the technological platform from anywhere in the world.



EXHIBITION

Live again the opportunities and experiences of direct and face-to-face contact.

Let's meet again in a safe environment with your collaborators, exhibitors and visitors.



MARKETPLACE

Participate with your company, products and services in the most complete interactive catalog of SeguridadExpo Connect:

Create your Exhibitor profile, customize and permanently update your booth.



NETWORKING

Interacts and schedules meetings with visitors and exhibitors in the on-site exhibition and on the virtual platform.



CONFERENCES, TALKS & WEBINARS

Access all the activities in person and via streaming.

Present your products/services, technology or innovations in a talk or live demonstration.

WHY PARTICIPATE? SEGURIDADEXPO

SeguridadExpo is the main international event of the sector in Chile, and attracts over 3,000 visitors due to its wide range of technological solutions in the sector and its interesting program of activities. The exhibition is divided into three halls: Public and private security; Industrial Safety, Occupational Health and Biosecurity and; Fire and Natural Disasters.

A GREAT BUSINESS CENTER:

- 3,000 SQM of exhibition for professional visitors
- Wide institutional support public and private sector
- Exhibition sectorized in 3 halls
- The power of the face to face and the digital platform
- To be part of the Security industry
- Boost your brand image by reaching more potential customers
- Spaces for face-to-face networking and through the virtual platform
- National and international prestige and trajectory
- Wide program of activities

Let's talk!



INTERNATIONAL HALL **FIRE & NATURAL DISASTERS**

Here are the exhibitors with technologies and equipment for emergency situations, rescue, prevention and risk reduction against threats caused by fire, natural disasters and hazmat. In its 2019 version, companies with products such as thermal cameras, pump cars, hazmat and reservoirs, scale material and ventilation, detection and extinction systems, among others, participated.



INTERNATIONAL HALL **PRIVATE & PUBLIC SECURITY**

In the international hall of Private & Public Security, visitors learn about the various technological innovations that are at the forefront, as well as products related to cybersecurity. In its 2019 version, companies with equipment and services such as communication and tracking systems participated; prevention, alarm display, shielding, detectors. And vehicles such as aircraft, helicopters, boats, police, land and unmanned were exhibited.



INTERNATIONAL HALL **INDUSTRIAL SAFETY, OCCUPATIONAL HEALTH & BIOSECURITY**

This show is focused on the main technologies and solutions for the prevention of risks in the workplace in terms of safety, occupational hygiene and personal protection. And it will have a strong emphasis on biosecurity, where you will find the latest trends on how to deal with safety at work today as a result of the experience of the Covid-19 health crisis facing Chile and the world.



THE TECHNOLOGICAL PLATFORM THAT WILL COMPLEMENT YOUR PARTICIPATION



Simultaneously with the exhibition and congress on site, our virtual platform will be online with exhibitor profiles through the interactive catalog and the transmission of the activities.

Take the experience further, connected from anywhere and from all your devices.



WHAT IS THE SEGURIDEXPO CONNECT MARKETPLACE?

Our online catalog with a quick and advanced search filter for easy navigation.

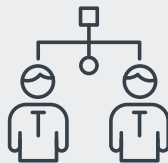
Create an exhibitor profile with company information, products and/or services, videos, RRSS and Web

250 minutes of video calls per booth

Free access to webinars

Get statistics on who visited your profile

Interact with visitors to the event, and schedule professional meetings



WHAT IS NETWORKING SEGURIDEXPO CONNECT?

The new and powerful technological space for meetings and business in the sector.

As a Marketplace Exhibitor you have access to other advantages of the platform:

Interact with customers and potential strategic partners and enhance sales management

Contact companies, governments in the region, decision makers and industry influencers

Schedule your professional meetings

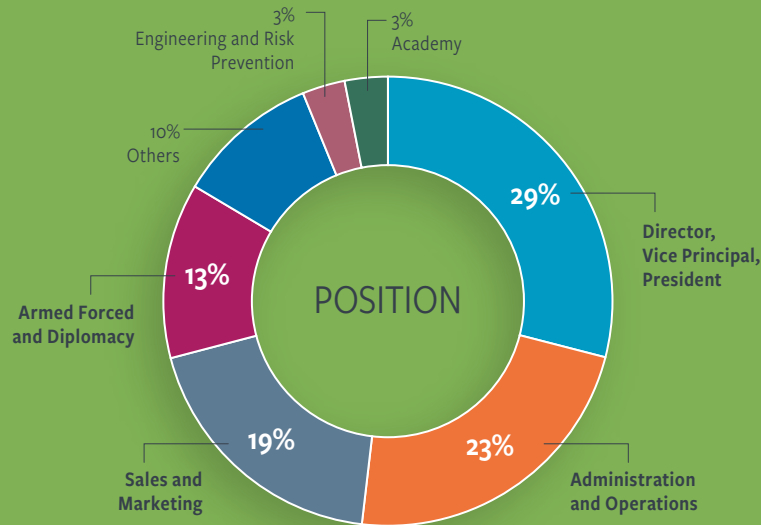
Participate in webinars, talks and other activities that will take place

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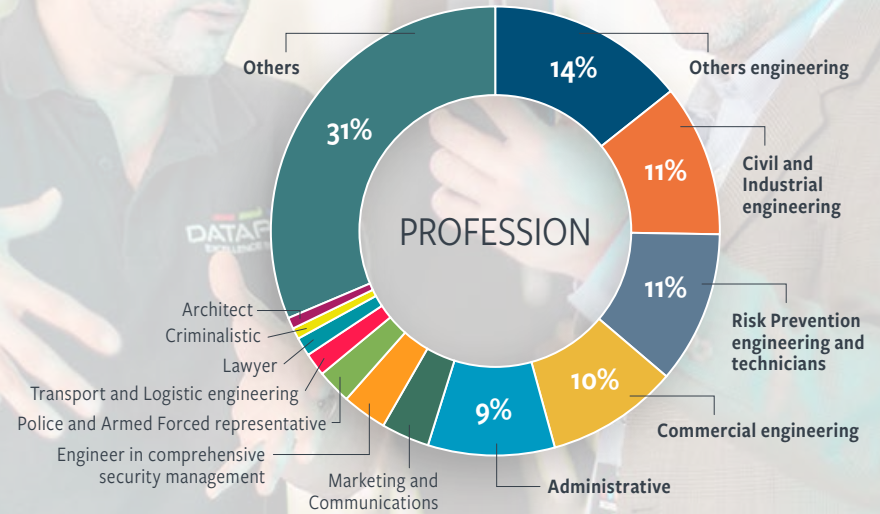


OUR VISITORS

/ Main figures SeguridadExpo 2019



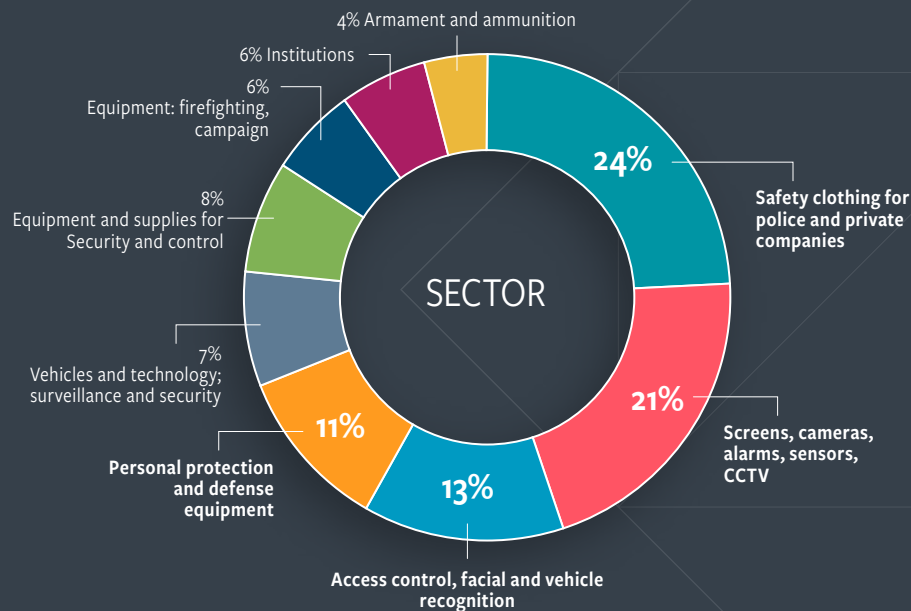
Nearly 5,000 visitors participated in the 2019 version of **Seguridad Expo**. There, decision makers from public and private institutions interacted with technological innovations and trends that the sector demands, as well as updating and improving their knowledge through the congress program.



Source: Classification based on ExpoSeguridad 2019 Visitors study, Fisa S.A.

OUR EXHIBITORS

/ Main figures SeguridadExpo 2019



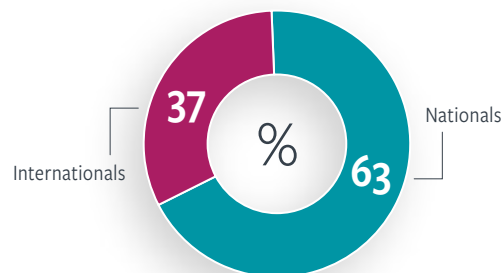
Source: Classification based on ExpoSeguridad 2019 Exhibitors study, Fisa S.A.

FACE TO FACE WITH DECISION MAKERS FROM THE PUBLIC AND PRIVATE WORLD

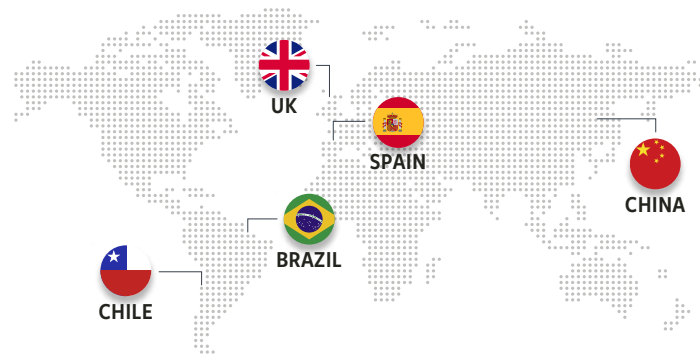
SeguridadExpo 2021 will offer its exhibiting companies its platforms for dissemination before and during the exhibition, where visitors will learn about the entire range of products and services, new technologies, innovations.

ORIGIN OF EXHIBITORS

/ Exhibiting Companies



/ TOP 5 participating countries



/ Main figures SeguridadExpo 2019

Fuente: Análisis de FISA en base a Estudio de satisfacción SeguridadExpo 2019.





AN EXTENSIVE PROGRAMME OF ACTIVITIES

Visitors of SeguridadExpo are attracted to the exhibition by an ambitious program of activities that takes place within the framework of the exhibition, where they share experiences, challenges and problems in the sector.

This is the meeting and analysis point for professionals related to public, private and labor security, and related to fire and natural disasters.

The activities that take place on SeguridadExpo on-site and through the virtual platform are:

- **Security International Congress**
- **Business Round Tables**
- **Technical-Commercial Talks**

CHILE

ONE OF THE MOST OPEN TRADE POLICIES IN THE WORLD

In the last 12 years, GDP growth has been 3% with 3% annual inflation being number 2 in GDP per capita in Latin America.

It is important to highlight that Chile has one of the most open trade policies in the world, with 29 trade agreements with 65 markets, which represents 67% of the world population and 88% of global GDP.



12 YEARS
GROWING
3%

29

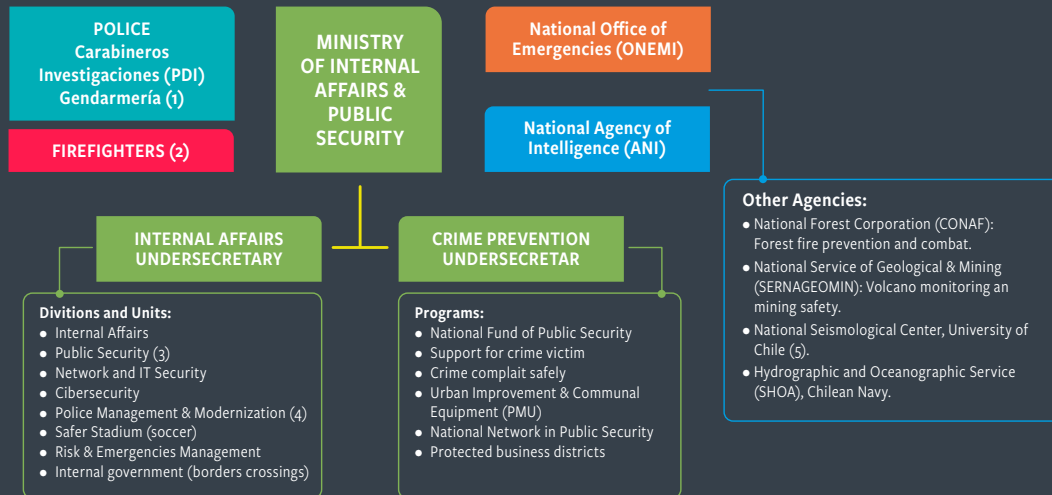
TRADE
AGREEMENTS



APEC
MERCOSUR
Pacific Alliance

A GENERAL OVERVIEW OF SECURITY SECTOR IN CHILE

/ MAIN INSTITUTIONS AND AGENCIES



(1) Under administration of Ministry of Justice and human Rights, as prison guards.

(2) Under coordination of Division of Risk and Emergencies Management (Internal Affairs Undersecretary).

(3) Includes departments of Public Order (police, private security); Organized Crime; Controlled chemical substances; Analysis & Statistics.

(4) Advises about administration, finance, investment and other topics related to Carabineros de Chile and Policía de Investigaciones (PDI).

(5) Provides data and information to ONEMI, SHOA and other institutions.

The main body related to the Security sector is the **Ministry of the Interior and Public Security**, which proposes to the President of the Republic the rules and actions on internal policies aimed at maintaining public order, security and social peace, and promotes and encourages regional, provincial and local development policies.

The fundamental areas of this ministry are the Undersecretary of the Interior and the Undersecretary of Crime Prevention. The Police Force and Investigation Police also report directly to it.

GOVERNMENTAL PLANS 2020 - 2022

Security is a fundamental pillar for all governments. That is why the Executive is planning to implement various security plans for the coming years.



CIBER SECURITY

CSIRT INCIDENT SYSTEMS
CREATION OF THE NATIONAL
CRYPTOLOGICAL CENTER
FULL DIGITIZATION OF THE
IMMIGRATION SYSTEM



RISK PREVENTION & CONTROL

NATIONAL POLICY FOR DISASTER
RISK REDUCTION 2020-2030
(1st Semester 2020)
NATIONAL SYSTEM FOR DISASTER
PREVENTION AND RESPONSE AND ITS
ASSOCIATED SERVICE



INTERNAL SECURITY & PUBLIC ORDER

MOBILE REMOTE SURVEILLANCE
IN ALL COUNTRY BY 2022 (1)
TELEPROTECTION SYSTEM
NATIONALLY

Source: 2020 Report Ministry of Internal Affairs & Public Security.

1. Includes the purchase of drones with security cameras, patent reading portals and monitoring centers.

ANNUAL EXPENDITURE & RELEVANT INVESTMENTS US\$M

Notas según presupuesto 2020 de Ministerio del Interior:

- Medios de pago electrónicos y uso de TI entre lo más implementados, principalmente por Bancos y Retail.
- Gastos en bienes y servicios, Red de Respaldo de Telecomunicaciones Ejército de Chile, Capacitación Protección Civil, Red Sismológica, adquisición de máquina, equipos, programas y equipos informáticos, etc.
- Ministerio de Obras Públicas planea licitar el sistema para Tsunamis en el 1º Trimestre del 2021, mientras la adquisición de los equipos de monitoreo de tornados es responsable la Dirección General de Aeronáutica Civil, DGAC (serían 6 radares de alcance medio (banda C) y dos radares de corto alcance (banda X).
- Gastos Operaciones, Inversiones, adquisiciones nacionales e importaciones.
- Gastos en Bienes (zapatos y vestuario de los brigadistas forestales) y servicios (como arriendo aeronaves para combatir incendios forestales); adquisición de vehículos, máquinas y equipos.
- Se coordinará con el Instituto Sismológico e informa sobre peligros volcánicos en Chile, en zonas definidas por la autoridad como áreas de peligro a susceptibilidad. Incluye gasto en bienes y servicios, y adquisición de máquinas y equipos. En Seg. Minera considera bienes, servicios y compra de prog. informáticos.
- Gasto e inversiones para Gestión en Seguridad Ciudadana, ANI, Red. Nac. De Seguridad Pública, Calle Segura, Innovación y Tecnología para Prevención del Delito, Seguridad en Mi Barrio, Denuncia Seguro, Control Cero Alcohol, Estadio Seguro, Frontera Segura, Violencia Rural, BID Fortalecimiento Seg. Pública, etc.
- Máquinas y equipos, vehículos, equipos y programas informáticos; inversión en infraestructura y unidades policiales.

CIBER SECURITY

| | |
|--|-----|
| Annual expenditure from national companies (1) | 160 |
| Digital Stops MOP Tender (500 points) (called 4th Quarter 2020) | 40 |

RISK PREVENTION & CONTROL

| | |
|---|----|
| Acquisitions and investment in the National Emergency Office (ONEMI) (2) | 10 |
| Tsunami Warning System and Tornado Monitoring (ONEMI - DGAC) (3) | 74 |
| Acquisitions and investments of the Chilean Fire Department (4) | 50 |
| Fire Management Program - National Forest Corporation (5) | 19 |
| National Volcanic Surveillance Network and the Mining Security Program Sernageomin (6) | 3 |

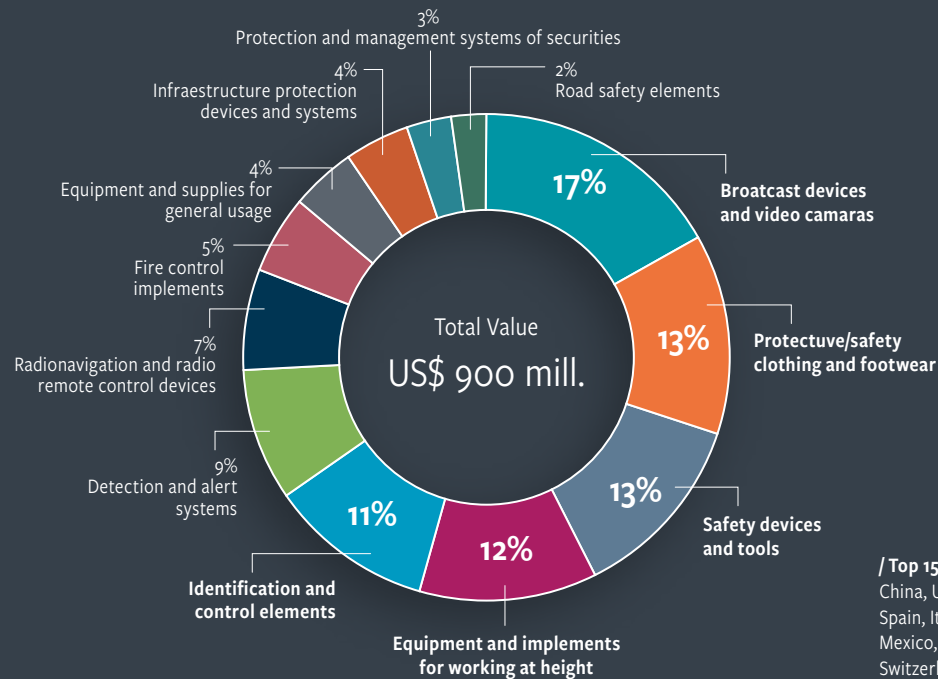
INTERNAL SECURITY & PUBLIC ORDER

| | |
|---|----|
| Crime Prevention and other programs of the Interior Ministry and Public Security (7) | 34 |
| Acquisition and investment initiatives in Carabineros, PDI, Gendarmería (8) | 80 |

Fuente: Análisis de FISA utilizando el presupuesto 2020 por institución y agencias mencionadas.



MAIN IMPORTS CHILE 2019




/ Top 15 (country of origin):
China, USA, Germany, India,
Spain, Italy, Holland, Brazil,
Mexico, Taiwan, Austria, Israel,
Switzerland, Vietnam, France.

SQM ON EXHIBITION + PROFILE ON THE VIRTUAL PLATFORM

A

BASIC BOOTH


USD 385 + TAX x sqm
From 9 sqm



B

EQUIPPED BOOTH


USD 402 + TAX x sqm
From 9 sqm



C

NET AREA

USD 275 + TAX x sqm
Over 50 sqm



[See details of alternatives](#) 

| ADDITIONAL RATES FOR PREFERENTIAL LOCATION | HEADSIDE ISLAND | 3 free sides: USD 855 | 2 free sides: USD 640 |
|---|-----------------|-----------------------|-----------------------|
|---|-----------------|-----------------------|-----------------------|

ADVERTISING GRAPHICS: CHOOSE THE IDEAL COMPLEMENT FOR YOUR BOOTH

| Full color advertising header: Image of 295 x 75 cms | Full color traffic floor graphic: Image of 150 x 55 cms | Advertising header + full color high traffic floor graphics |
|---|--|--|
| Unit Cost: USD 309 | Unit Cost: USD 193 | Unit Cost: USD 424 |



Booth reference image with additional graphics. Each design is the responsibility of the exhibitor.


HOW TO PARTICIPATE?

- > SQM ON EXHIBITION
- > OFFICIAL SPONSORSHIPS
- > ADVERTISING SPACES

Let's talk!

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OFFICIAL SPONSORSHIPS

SOLD!

PRESENTS

Exclusive main sponsor category



SOLD!

INVITE

Exclusive sponsor category



INTERNATIONAL CONGRESS

USD 4,285 + TAX

Shared sponsorship category, 3 companies per area:

Fire and natural disasters.

Public and private security.

Industrial safety, occupational health and biosecurity.

ADVERTISING SPACES

EXCLUSIVE!

LIVE SHOWROOM BRANDING

Showroom Live by (Sponsor's name) + full brand presence

USD 3,900 + TAX

Exclusive space where companies participating in SeguridadExpo will be able to make their products and technologies through live demonstrations and broadcast by the virtual platform.

EXCLUSIVE!

NETWORKING COFFEE BRANDING

Networking Coffee by (Sponsor's name)
+ full brand presence

USD 3,000 + TAX

Is the ideal space for a professional and face-to-face meeting, where commercial relationships between clients will be strengthened.

1 page Ad. in the Official Catalogue
USD 428 + TAX

Half page Ad. in the Official Catalogue
USD 330 + TAX

Top banner on website (homepage)
USD 570 + TAX

Inner website banner
USD 500 + TAX

MAIN SPONSOR PRESENTS



INVITE



CONGRESS INTERNATIONAL SPONSOR



SUPPORTED BY



INVITED



OFFICIAL MEDIA



MEDIA PARTNERS



COLLABORATOR





**CONNECTED TO THE
SECURITY CHALLENGES FOR
THE NEW WORLD**

Let's keep in touch

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PRESENTS:



On-site + Virtual Platform

INVITE:

