

Incident Live 2012

Emergency Service procurement comes alive!



**Introducing a completely new type of show
for the emergency services.**

The first show in which suppliers will be able to demonstrate their products. The interactive, hands-on event will appeal to all of the emergency services (public, industrial and military alike)
Incident Live will transform emergency services procurement forever.

The emergency services in the UK are coming under increasing pressure to deliver world class levels of operational delivery whilst at the same time being placed under severe budgetary pressure. Taking advantage of new technologies and products is one way in which that issue can be solved. Making the right product choice however is a complex and difficult task.

Exhibitions are a good way to examine new products that could lead to increases in operational capacity and delivery whilst also having the chance to share experiences with colleagues and interact in regard to the best possible solutions. One thing has always been missing from the current standard exhibition's though – the ability of operators to really experience and assess first-hand, in real-life the capability of the latest equipment. **That is until now!**



The two day event, scheduled for 12th and 13th June 2012 and hosted at the Millbrook Proving Ground in Bedfordshire, will enable operators from all of the emergency services (civilian and military alike) to personally experience the new vehicles and products targeted at operators.

Event theme

There are two themes to the show. These are **initial response**, which focuses on the vehicles needed to get rapidly to an incident, and **at the scene** where the focus moves to the actual equipment operators require. This includes lighting and scene protection (visual and critical), rescue equipment (specialist access, fire fighting and cutting equipment for example), protective clothing and life-saving medical intervention to deal with various incidents.



In the external exhibition zone visiting delegates will be able to experience something completely different to all the other events they have previously attended. From test driving the latest fast response vehicles to witnessing advanced new cutting tools, right through to simulated real-life disasters, service professionals will be able to experience first-hand the capabilities of the latest solutions.

The inside zone, resembling a more traditional exhibition will allow companies to display their products in a world class setting. Heralding a new and invigorating way of exhibiting 'Incident Live' will immediately set new standards within our sector.



"At the Scene" focuses on frontline response from kit, PPE to cutting equipment

Venue

Set in 700 acres of Bedfordshire countryside, Millbrook offers first class exhibition facilities for static displays as well as a unique road-testing facility that includes a high speed bowl, urban routes, a straight mile for performance testing and a testing off-road circuit. In addition, it can stage crash simulations, a temperature chamber, irregular road surfaces and laboratories capable of demonstrating equipment in a variety of industrial incident situations.



No other show will have the breadth and practical relevance of Incident Live.

Who will exhibit at 'Incident Live'?

All companies that are active suppliers (or would like to become active suppliers) of the emergency services – both civilian and military. From the vehicles used to arrive at an incident right through to the equipment deployed at the scene. Exhibitors will include specialist rescue equipment, HAZMAT, HART, CBRNe, USAR, PPE, communications, ladders, hoses, emergency resuscitation and many others such as specialist equipment, protective clothing, and incident safety kit.

Who will attend 'Incident Live'?

Decision-makers and key influencers in organisations from the following sectors:

- Police, Fire and Ambulance (military, public and private sectors)
- Highways Agency and recovery agents
- Coast Guard, Mountain Rescue and charitable rescue services (domestic and international)
- Health and Safety officers.

Incident Live will appeal to operators and procurement professionals alike, as each will be able to expertly assess the performance attributes from a first-hand perspective. Never before has there been an event where the whole purchasing process can be represented. Incident Live will be free to attend for qualified visitors.

In addition there will be a host of useful presentations, seminars and opportunities to network at 'Incident Live', delegates will be able to share common experiences with members of different emergency service providers and learn from real life operatives the latest techniques for ensuring safety.

Why exhibit at 'Incident Live'?

Incident Live will bring a new dimension to exhibitions for the emergency services. The opportunity to see and experience first-hand the latest technology on the market will be irresistible. Suppliers will be able to demonstrate in real-life the capabilities of the products and engage in meaningful dialogue with users directly. Exhibitors will be able to interact directly with attendees in a practical setting, generate new contacts and relationships. They will also be able to meet buyers from different areas of the services.



How will 'Incident Live' be promoted and marketed to the target audience?

Incident Live will be marketed in a variety of ways using the latest methodology available to exhibition organisers, including:

- Traditional trade advertising via owned and media partner journals
- Viral campaigns through Vortals (vertical market portals) in specific sectors
- Broad editorial coverage in the trade press – particularly in the Pavilion Publishing portfolio
- Direct marketing via email
- PR
- Webinars
- Database marketing and exploitation of the excellent email newsletter lists available to Pavilion
- Direct presentations to user groups, key service providers and government
- Affiliation with emergency services trade associations.

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The organisers

Pavilion Publishing, publishers of *FIRE* magazine, www.fire-magazine.com and *Policing Today*, www.policingtoday.co.uk are ideally placed to deliver a mould-breaking new event to the emergency services industry.

The Pavilion team are experienced content and event suppliers.

Our pedigree of delivering major events in many business to business sectors (counter terrorism, homeland security, vehicles, undersea defence and electrical retailing plus many others) make us perfect partners to deliver a unique show dedicated to the specific and ever-changing needs of the full range of emergency services, including highway recovery, coast guard and mountain rescue teams and health and safety professionals.

Incident Live will be a ground breaking event. If you have something different in mind to the options listed above, please get in touch with us.

We would welcome the opportunity to tailor a package specifically for you.



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Options for exhibitors:

• Internal Exhibition Stand

- Shell scheme 2 x 2 metres £880 ex-vat
- Shell scheme 3 x 3 metres £1980 ex-vat
- Shell scheme multiples thereof £220 per sq. metre

• External Exhibition

- 195 sq. metres £4,095 ex-vat
- 97.5 sq. metres £2,047.5 ex-vat
- 25 sq. metres £525 ex-vat

• Demonstration Area

- Shared (e.g. tracks, arenas)
- Exclusive (e.g. bespoke satellite demonstration)
- Technical facility (e.g. VTEC, Crash laboratory)
- Sponsorship opportunities

Prices for these individual opportunities on application

Key contacts:

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