SICHERHEITS EXPO Berlin

22. + 23.9.2027 | STATION Berlin

Security technology trade fair for

- Access Control
- Video Surveillance
- Fire Protection
- Perimeter Protection
- IT Security









www.sicherheitsexpo.de

New market opportunities in the Berlin-Brandenburg capital region and the neighbouring regions

Berlin is home to ministries, government agencies, embassies, as well as numerous trade associations and international companies. With a population of around 6.2 million and over 475,000 businesses, the capital region offers significant market potential. These include 2,000 industrial enterprises, 1,000 security services, 125 system integrators and 2,500 electrical installation firms. The SicherheitsExpo Berlin opens up valuable business opportunities for exhibitors and provides direct access to relevant target groups. The catchment area also includes Mecklenburg-Western Pomerania, Saxony-Anhalt, Saxony and neighbouring regions of Poland.

The aim of the SicherheitsExpo

Secure. Innovative. Future-oriented.

Security that protects – technology that inspires
The SicherheitsExpo showcases the latest solutions in security technology for businesses, the public sector and private users. There is a particular focus on the protection of **critical infrastructure**:

industrial plants, utilities, banks, clinics, retail, railway stations, airports, museums, public authorities – and, of course, private areas.

From experts for decision-makers – The trade fair offers a high-calibre programme of presentations and is a meeting place for innovators in the industry. Here, everything revolves around forwardlooking technologies, effective protection and the economic benefits of investments – practical, informative and to the point.

The trade fair offering

Access Control
ID card systems, biometrics, turnstiles and barriers, building management, identification systems, electromagnetic locking systems, mechatronic systems, NFC, RFID, key management, security glass, security gates, security doors, time recording systems

Video Surveillance
CCTV, infrared cameras, camera management software, IP and network cameras, lenses, video archiving, video management software, video transmission

Fire Protection
Fire alarm systems, structural fire protection, fire doors, escape and rescue route systems, fire extinguishing technology, security cabinets and safes

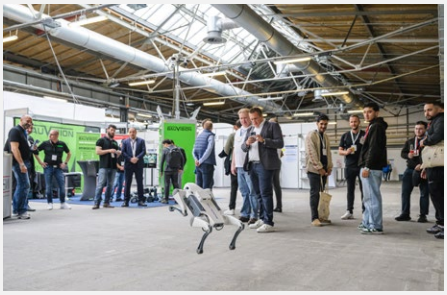
Perimeter Protection
Fence systems, gate systems, access barriers, barrier systems, ground detection, sensor technology, bollards, burglar alarm technology, alarm systems

IT Security
Lightning protection, data carrier destruction, protection against hacking, virus and spam protection, network security, data centre security, cyber security, encryption and cryptography technology

+ Drones/unmanned systems
+ Hazard detection technology
+ Security consulting and planning









Visitor Target Groups

- **Directors of corporate and company security**
- **Responsible safety persons and work security**
- **Fire protection officer and planner**
- **Insurances, public authorities, police and fire service**
- **Specialist electrical firms and installation companies**
- **Architects and facility managers**
- **Security consultants, security services, IT-managers**
- **ITK-Manager**



Your Benefits at a Glance

1. Product goals
Present your product innovations or prototypes, test the market acceptance of new offerings and position your products specifically on the market.

2. Communication objectives
Establish and deepen personal contacts, discover new customer groups and increase awareness of your company – including through the trade press. Use the trade fair to generate leads and gain an overview of the industry situation.

3. Distribution objectives
Expand your sales network, review trade levels and find new representatives – all in one place.

4. Market positioning
Explore new markets, test your competitiveness and sound out export opportunities

5. Visitors‘ objectives
- Identify new products and applications, compare prices and conditions, further training through lectures and workshops.
- Targeted search for products, inspiration for your own product and range design.
- Establish and maintain business contacts, identify the latest trends.

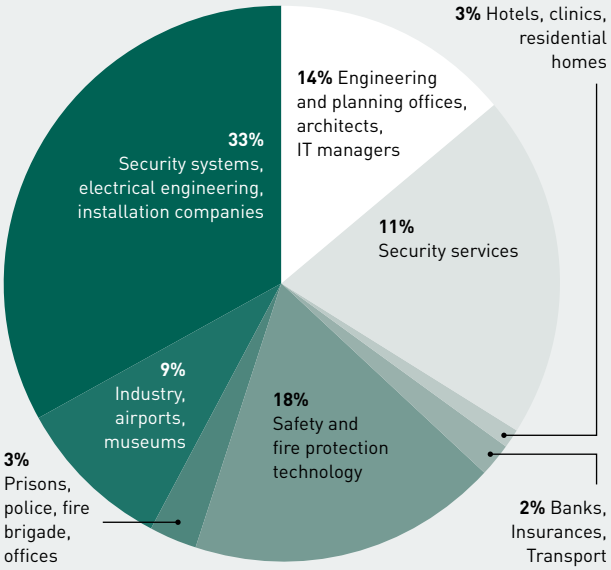
(According to AUMA trade fair objectives)

Numbers – Data – Facts 2025

Exhibition space	**3.900 m²**
Exhibitors	**67**
and their countries	**9**
Visitors	**1.800**
and their countries	**28**

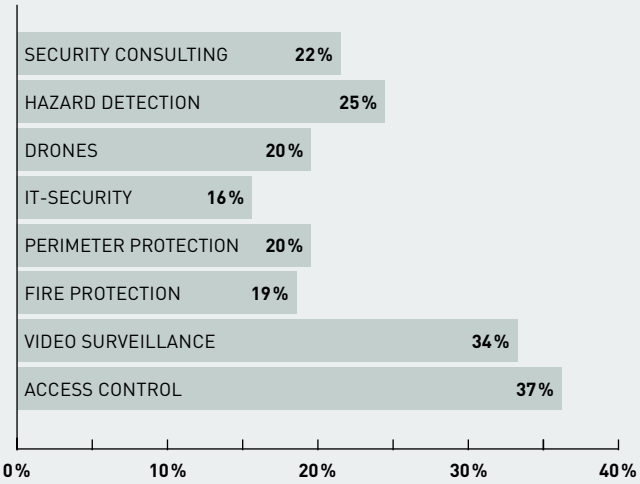


Visitors come from the sector

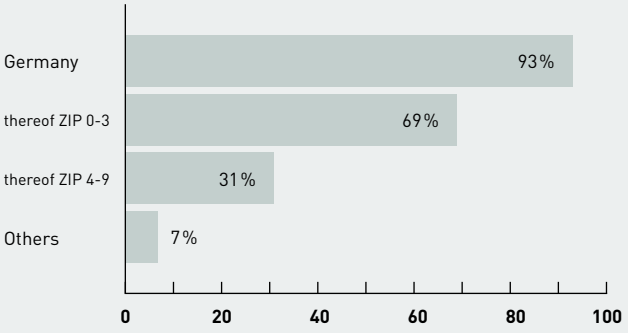


Interest in trade fair offer

(Multiple selections allowed)



3.500 visitors from 28 countries



Your all-inclusive package for successful trade fair marketing

→ **Free invitations for your target customers**
As an exhibitor, you will receive e-tickets to pass on to existing or new customers. Even if the tickets are redeemed, there are no additional costs for you!

→ **Showcase your expertise live on stage**
Present your latest security solutions in the lecture forum using your reference projects.

→ **Maximum reach for your trade fair appearance**
Take advantage of additional advertising opportunities such as newsletter and catalogue advertisements, roll-ups, sponsorship and more.

→ **Digital visibility on all channels**
Benefit from the attention on our social media channels.

→ **Establish customer contacts even before the trade fair**
Our trade fair newsletter allows you to draw attention to your offers even before the trade fair and arrange appointments with your customers.

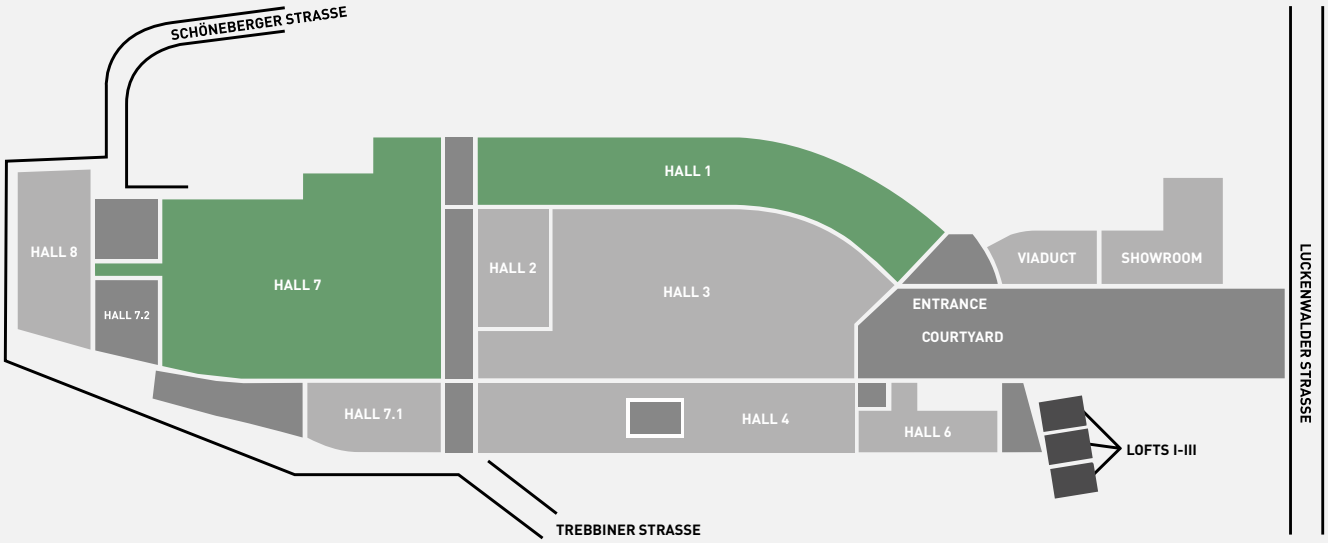
→ **Your target group invited with precision**
With smart online marketing, the organiser ensures that decision-makers from large and medium-sized companies are specifically invited to the trade fair – based on qualified and personalised address databases.

→ **Visibility in trade and leading media**
SicherheitsExpo is advertised in the most important trade journals, in the daily press and in trade fair calendars – so that your participation in the trade fair is visible right from the start.

STATION Berlin

STATION Berlin is one of the most extraordinary event venues in Europe. Its central location, excellent transport links and listed architecture make it an international hotspot. Opened in 1875 as Dresden railway station, it later served as a postal station and, during the division of Germany, was a vital link between West Berlin and the rest of Germany. Today, it combines history with modernity and offers a unique setting in which to present products and innovations to great effect.







Venue

STATION BERLIN

STATION Berlin
Luckenwalder Str. 4-6
10963 Berlin / Germany

Organiser

AFAG
WIR MACHEN MESSEN
WE CREATE FAIRS

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