# SICHERHEITS EXPO Munich

## 30.6. + 1.7.2027 | MOC Munich

### Security technology trade fair for

Access Control

Video Surveillance

Fire Protection

Perimeter Protection

IT Security












## www.sicherheitsexpo.de

WORDS OF WELCOME FROM THE BAVARIAN STATE MINISTER OF THE INTERIOR, SPORT AND INTEGRATION
**JOACHIM HERRMANN**



## Cooperation between state and industry

„It is of particular importance to me to be able to offer companies a safe and secure business location and to protect all citizens from crime as fully as possible. The Bavarian state government has for many years implemented a proven security policy that includes the protection of our economy and the whole of our society. Only by cooperating closely can we succeed in effectively countering the numerous forms of modern crime.“

## 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 forward-looking 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.

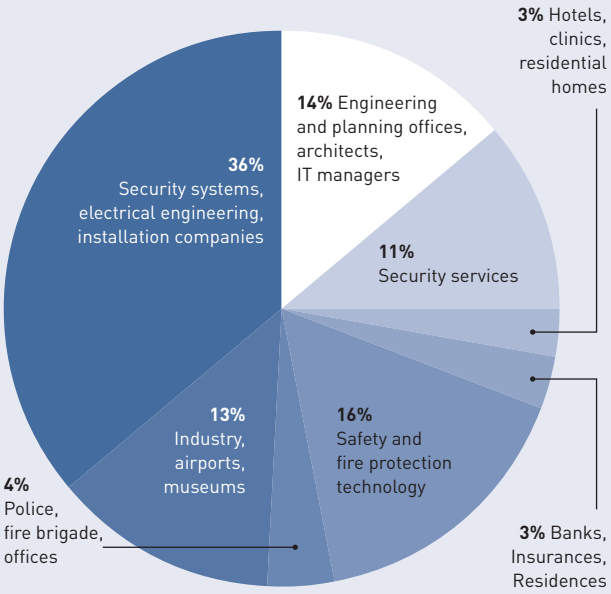
(According to AUMA trade fair objectives)

## Numbers – Data – Facts 2026

| | |
|---|---|
| Exhibition space | **4.900m²** |
| Exhibitors | **124** |
| and their countries | **10** |
| Visitors | **3.500** |
| and their countries | **28** |

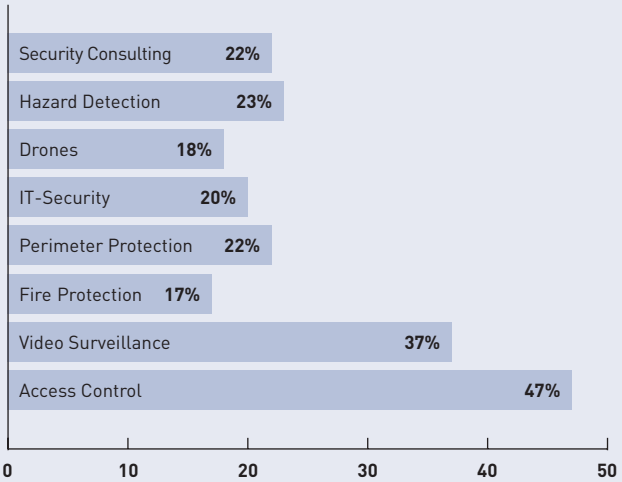


## Visitors come from the sector

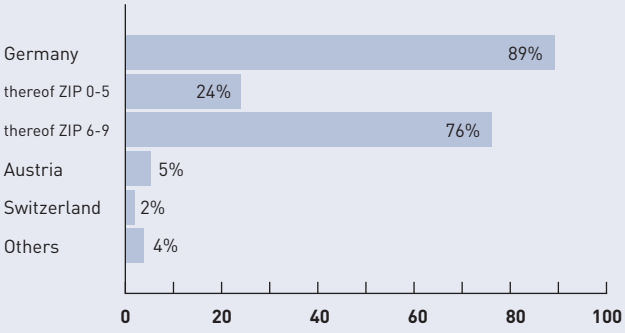



## Interest in trade fair offer

(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.

ASSA ABLOY



**FLORIAN DIETL**
REGIONAL SALES MANAGER SOUTH
**ASSA ABLOY DEUTSCHLAND GMBH**

„For us, the trade fair is the ideal venue to discuss current requirements for modern access control with security experts. Visitors can experience first-hand how flexible, networked locking technology enhances security, simplifies processes and integrates seamlessly into modern building concepts."

EVVA access to security



**AXEL OSSMANN**
SALES MANAGER
**EVVA SECURITY TECHNOLOGY GERMANY**

„The SicherheitsExpo is an excellent platform for holding interesting technical discussions and for presenting EVVA's mechatronic security solutions in their entirety."

KEBA Automation by innovation.



**FALK NESS**
SALES MANAGER
**KEBA HANDOVER AUTOMATION GERMANY GMBH**

„The strength of SicherheitsExpo lies in face-to-face dialogue. Here, conversations give rise to concrete projects, whilst innovative ideas lead to marketable security solutions."

MADA competence & experience in RFID



**HEIDI BRAUN**
SALES
**MADA MARX DATENTECHNIK GMBH**

„The SicherheitsExpo is a key meeting place for decision-makers and experts in the security sector. Face-to-face discussions on technological developments and current market trends provide valuable insights for future-proof solutions. For us, the trade fair is an ideal platform to showcase our expertise in the field of identification media and card systems as a reliable partner."

salto INSPIRED ACCESS



**HAGEN ZUMPE**
HEAD OF MARKETING
**SALTO GERMANY**

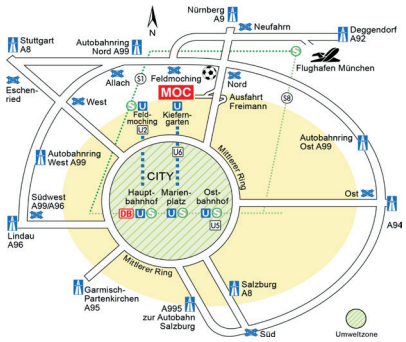
„The SicherheitsExpo is a key platform for Salto to showcase our forward-looking access solutions. As exhibitors, we demonstrate how our access and identity management, in conjunction with smart locker locking and logistics solutions as well as biometric facial recognition, combine security, flexibility and efficiency for our users."

Simons≡Voss technologies



**GABRIELE BRENDEL**
MARKETING COMMUNICATIONS
**SIMONSVOSS TECHNOLOGIES GMBH**

„The SicherheitsExpo has become a key element of SimonsVoss's industry presence and market development for the D/A/CH region. We have been using the trade fair, including the opportunity to give presentations, for years to showcase innovations and discuss them with our national and international sales partners and customers."




## Venue

MOC – Veranstaltungscenter
Lilienthalallee 40
80939 Munich / Germany

## Organiser

AFAG
WIR MACHEN MESSEN
WE CREATE FAIRS

AFAG Messen und Ausstellungen GmbH
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