

Global Digital

Surveillance Forum



## *IP– The Key to Future Security*

**1 June 2012**

**Co-organizer:**

Ministry of Public Security, Dept. of Logistics and Technique

**Organizer:** Messe Frankfurt New Era Business Media Ltd.

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# GDSF Hanoi is...

*The best platform for international prime manufacturers to present themselves*

*An annual event that quality Vietnamese security system integrators never miss out!*



*"This is the first time I attended such a professional security event comprising presentation and product demonstration in Hanoi. I gained a clear picture of technical operation from the seminar programs and experienced the product testing at the booth,"* expressed by Nguyen Thanh Hieu, a senior system integrator, an attendee at GDSF Hanoi 2011.

# 2012 Profile

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<b>Date</b>	1 June, 2012 (TBA)
<b>Venue</b>	Hanoi, Vietnam
<b>Scale</b>	11 limited sessions with theme gallery 90~120 attendees/ per session expected
<b>Target Audiences</b>	<ul style="list-style-type: none"><li>• Security System Integrators and Installers</li><li>• IT System Integrators</li><li>• Mechanical &amp; Electrical constructors</li><li>• End users:<ul style="list-style-type: none"><li>-Government procurement representatives</li><li>-Banks/Retailing/ Hotels</li></ul></li></ul>
<b>Target speakers</b>	<ul style="list-style-type: none"><li>• International Security Big Names</li><li>• Security Software and Solution Providers</li></ul>



# 2012 Event Design

## IP Security Solutions

Standing out from other Southeast Asian countries, Vietnam picks up IP concept and put into practice with an accelerating pace. Echoed to distributors and installers' demand for the total IP solutions from small-to-large scale, GDSF Hanoi 2012 will deliver a platform for IP Solution Providers to present the real-world case studies and best practices in various verticals.



## Scope of presentation:

### Track A\_Technical

- Video intelligent solutions: surveillance incorporates with VMS or CMS
- Hybrid projects: How IP and analogue surveillance work
- How to merge IP surveillance and IP access control

### Track B\_ Installation phase

- IP environment set up & installation workshop
- Considerations for choosing IP system

### Track C\_ Vertical market

- Case sharing for intelligent IP building systems
- Case study for city surveillance, traffic control..

# Agenda

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Agenda		
09:30~09:40	VIP speech	
09:45~10:00	Keynote speech	
10:00~10:40	A-1 _ IP Total Solution Provider	
10:40~11:00	----- Tea Break -----	
11:00~11:40	A-2	
11:45~12:25	A-3	
12:25~13:50	---- Lunch Break ----	
14:00~14:40	B-1	C-1
14:45~15:25	B-2	C-2
15:25~15:50	----- Tea Break -----	
15:50~16:30	B-3	C-3
16:35~17:15	B-4	C-4
17:15~17:30	----- Lucky Draw-----	



# MKT Campaign

*To maximize your marketing benefit, the organizer has the multi-faceted marketing channel to recruit targeted visitors from 6,000 local channel players list.*

## GDSF Hanoi Microsite



[www.secutechvietnam.com/gdsfhanoi](http://www.secutechvietnam.com/gdsfhanoi)

## E-blasting x 3 times



## Database call out/ SMS text



## Invitation card mailing

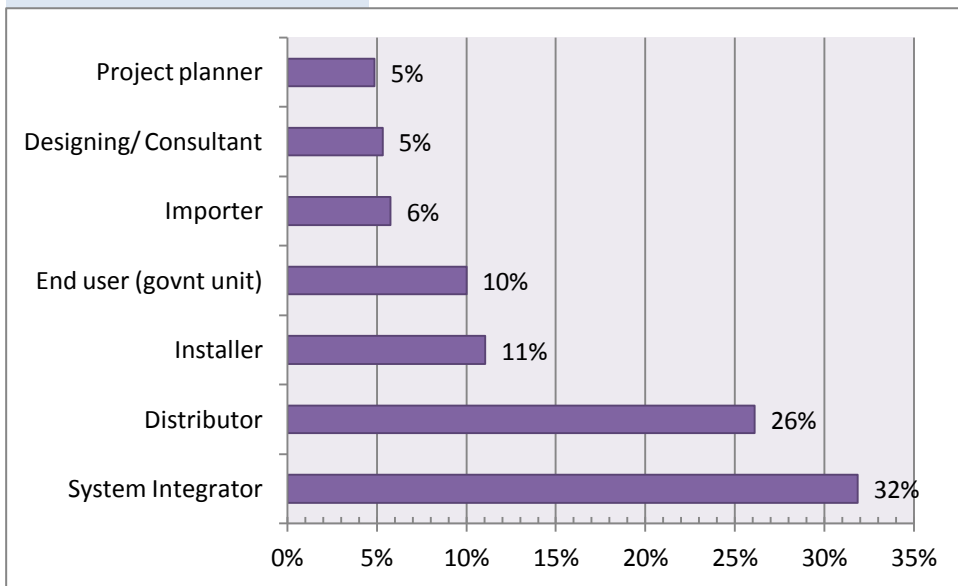


# 2011 Results

*GDSF Hanoi 2011 received highly positive responses from **162 local security distributors, system integrators, and end users.***

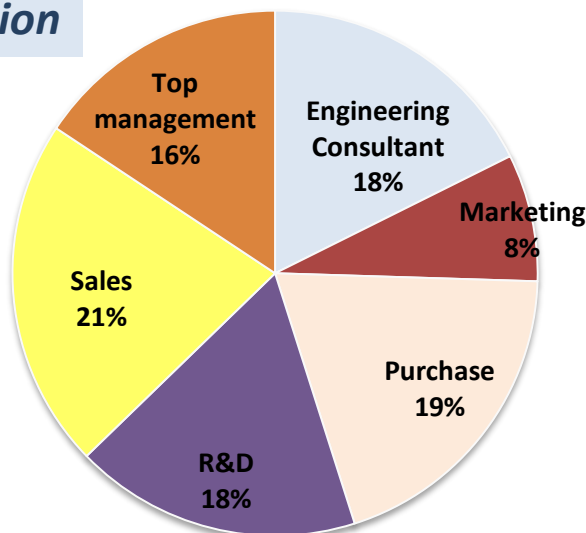
- Date: June 14, 2011
- Venue: Sheraton Hotel, Hanoi

## Business Nature



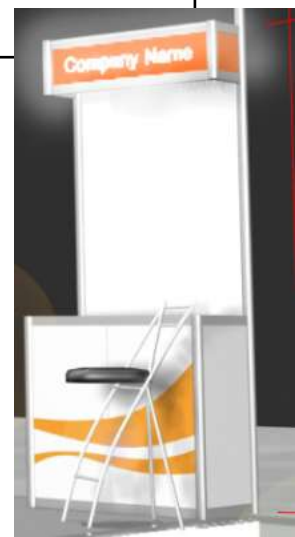
*\*Percentage in chart is larger than 100 as visitors can choose more than one answer*

## Job Position



# Prime sponsorship

<b>Cost</b>	<b>US\$ 3,000</b>
<b>Presentation Session</b>	<ul style="list-style-type: none"> <li>• 40-minute presentation session</li> <li>• Audience list of the presented session</li> </ul>
<b>Booth Demo</b> (pic1)	<ol style="list-style-type: none"> <li>1. Size: 1m(W) X 2.5m (H) X 1 partitions</li> <li>2. Fascia name: 0.7m(W) X 0.3m(H)</li> <li>3. Power supply: 220V-13A per sponsor</li> </ol>
<b>A&amp;S Vietnam</b>	<ol style="list-style-type: none"> <li>1. One page of company intro or case study (Submitted by sponsor in Vietnamese. The organizer does not cover the translation fee)</li> </ol>
<b>Forum Website</b>	<ol style="list-style-type: none"> <li>1. Logo featured on the main page at Prime position with linkage to company website</li> <li>2. Download link to the PPT file on the main page</li> </ol>
<b>Promotion Material</b>	<ol style="list-style-type: none"> <li>1. Logo appearing in all materials of the marketing campaign at Prime position</li> <li>2. Logo appearing in onsite decoration materials at Prime position</li> </ol>



# Gold sponsorship

<b>Cost</b>	<b>US\$ 1,000</b>
<b>Booth Demo</b> (pic1)	<ol style="list-style-type: none"> <li>1. Size: 1m(W) X 2.5m (H) X 1 partitions</li> <li>2. Fascia name: 0.7m(W) X 0.3m(H)</li> <li>3. Power supply: 220V-13A per sponsor</li> </ol>
<b>A&amp;S Vietnam</b>	<ol style="list-style-type: none"> <li>1. One page of company intro or case study (submitted by sponsor)</li> </ol>
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**Contact us now !**

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