

INTEGRATE



Exhibitor Briefing 2026

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AGENDA

- Introductions & Event Overview – Soren & Colin
- Selling Tips, Stand Design & Onsite Resign Process - Narelle & Kane
- Marketing Tips – Deb & Dina
- Exhibitor Registration – Lily
- Event App & Lead Scanning – Lily
- Operational Logistics - Phil
- Q&A - All

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Event Overview

Soren Norgaard, Event Director, Integrate

Colin Williams, Event Director, Security & Fire Security

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Integrate

- Been running since 2009 – The Home of Pro Integration for the AV Community AUS – NZ. In partnership with InfoComm. 2nd – 4th Sep.
- As a co-locate 5th time – Cross over audiences End Users
- What is on: Tech Talks, AVIA's & Networking Drinks, AETM K-12 Conference
- AV User Group
- AVIXA Women's Council Forum, Thurs 3rd Sep @ 3pm (Free)
- AETM K-12 Conference 2nd level 3
- CEDIA Forum - SMPTE Forum am & pm on the 3rd (Level 3)
- Microsoft The Future of the AI-Powered Workplace, 2nd Building the AV Workforce of Tomorrow 3rd, Lunch & Learn (Free) in Tech Talks Theatre (both 1pm start)
- Meeting rooms and demonstrations level 3 – 5, Audio demo's and more



Security

- Security Expo 40th year. ASIAL – Diversified Australia
- Wed – Thurs. 9:30 – 5:30 Fri 9:30 – 4:00
- Hall Change – Level 4
- Co-located – Fire Security (Crossover benefits)
- Exhibition, Conference, Gala Dinner - Product Awards
- Networking Drinks (Central Bar) opening evening
- Demo Rooms



Security ASIAL Conference

Strengthening security in an era of increased complexity and risk – strategies to stay change ready

The 2026 Security ASIAL Conference will examine how organisations can strengthen operational resilience while remaining agile and future focused. This theme explores practical strategies to build adaptive capability, integrate risk intelligence, leverage emerging technologies and cultivate leadership that thrives in uncertainty.

Delegates will gain actionable insights to enhance preparedness and position their organisations to respond decisively in a climate where change is the only certainty.

Fire Security Expo

Fire Security Expo is Australia's dedicated fire protection marketplace - built for the people protecting Australia's buildings, assets and critical infrastructure.

- New for 2026
- Fire Safety Theatre – delivered by Fire Industry Alliance
- Industry Insights Showcase

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Sales Tips and Re-Book Info

Narelle Orange, Client Manager, Integrate

Kane Langman, Client Manager, Security & Fire Security

Sales Tips

- Promote your presence in the lead up
- Engage with visitors – PHONES AND LAPTOPS AWAY!
- Don't forget to scan the lead via app
- Post event follow up is essential

Re-Book Info

- Communications will be coming soon with info on 2027
- Secure your location for next year ahead of time
- Our Sales team will be on site to assist – sales desk located at the rear of the hall
- Early Bird Pricing in place for re-booking exhibitors until October 15

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Marketing Tips

Deborah Boyle, Marketing Manager, Integrate

Dina Ahmad, Marketing Manager, Security & Fire Security

What Should I Do Pre-Event?

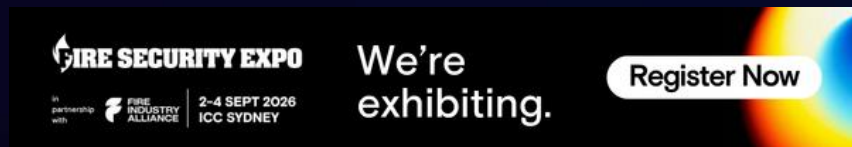
1. Complete your online exhibitor and product listings
2. Brief your team
3. Utilise the plug and play toolkit
4. Invite your customers and prospects
5. Share your presence on social media – remember to tag us
6. Tell us more!
7. Set up your App for lead scanning

Marketing Collateral

Where do I find marketing collateral?

We have put together a library of plug and play assets you can use to promote your participation.

Head to your exhibitor services website to download

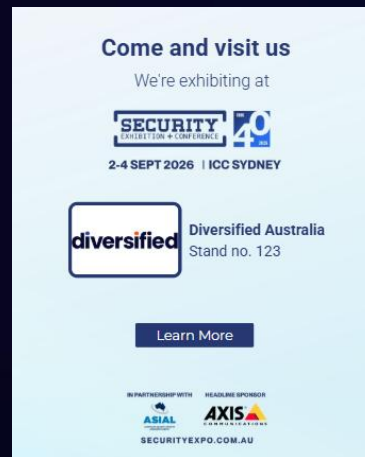
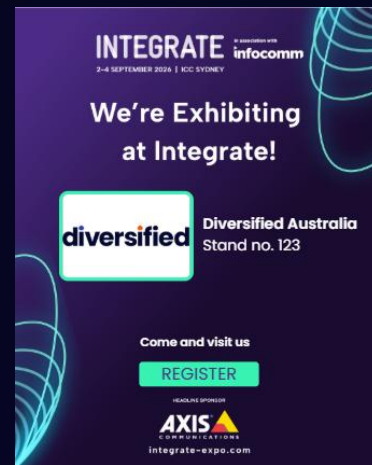


Invite Your Network

Let your customers and clients know you are exhibiting using Gleanin.

How it works:

- Request your branded assets from the team
- Click the link - you'll land on a simple sharing page
- Pick your channel - choose where you want to share
- Use the ready-made caption or personalise it in your own words
- That's it. Every registration through your link brings a potential visitor directly to your stand at no extra cost to you.



New Product, Activation or Giveaway?

Are you launching a new product, have something engaging or doing a giveaway on your stand?

Let us know so that we can let everyone know and drive additional traffic to your stand! We are here to help.

Share your plans by emailing our marketing team:

Integrate
Deborah Boyle
dboyle@divcom.net.au

Security Exhibition & Conference and Fire Security Expo
Dina Ahmad
dahmad@divcom.net.au

Show Attendee List Scam

We take privacy seriously and have strict policies in place.

Unfortunately, there may be scammers who try to impersonate us and offer fraudulent attendee lists for sale. If you receive such lists, please ignore and delete them immediately.

Diversified and our official vendors do not sell, rent or distribute attendee lists in any way, nor do we send e-mails via Gmail/Yahoo/Hotmail accounts. All official communication comes from a Diversified Australia email account (@divcom.net.au).

Any communication suggesting otherwise is not affiliated with Integrate, Fire Security Expo or the Security Exhibition & Conference. We recommend you do not click on any links from e-mails from these types of accounts or from any that look suspicious. All Diversified Australia preferred suppliers are included within our exhibitor website and portal.

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Event App, Lead Scanning and Staff Registration

Lily O'Malley, Customer Success Coordinator

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Step 1. Register your staff

Step 2. Purchase any additional tickets

Step 3. Set up your lead questions/auto thank you email

Step 4. Download the app and familiarise yourself before getting onsite

Practise scanning teammates, read through instructions on manual, gives you time to fix any issues before losing valuable time onsite

Step 5. Export your leads and begin reaching out!

Step 1 & 2 Registration and Ticket Purchase

All stand coords have received a link to the dashboard to register their staff and set up their lead questions

There is a short video available to explain the dashboard, in here you can also purchase function tickets, and download your leads post show

[Home](#) [Exhibitor Registration](#) [Lead Management](#) [Sign off](#)

Welcome to the Security & Fire Security 2026 Exhibitor Dashboard

This is your central hub for managing everything you need before and during the event.

Please view our video with tips on [how to navigate the Exhibitor Dashboard](#)

What you can do here:

- Register all staff working on your stand (required for app access and lead scanning)
- Set up your custom lead capture questions
- Purchase education tickets for your team and guests
- Download your leads after the event

Getting started: Your first priority is registering your team under the 'Exhibitor Registration' tab. Every staff member needs to be registered to receive their exhibitor credentials and to access the lead scanning app.

You don't need to register yourself – we've already done this for you. As Stand Coordinator, you automatically have lead tracker access and won't appear in the 'Exhibitor Registration' list.

Stand	Checklist	
D37	Buy Function Ticket(s)	
Registration	☒ Exhibitor Registrations	1 Open

Step 3 Setting up your Lead Questions

Questions	Auto Thank You Email
New Question Setup	
Question *	
Response Type *	Multiple Choice (one answer) Multiple Choice (one or more answers) Single Textbox Comment Box Dropdown Box Rating 1-5 Yes / No True / False Number Date
Attachment	
Mandatory	
Hide	

Under Lead Management tab – you can use one of our suggested questions or you can customise your own

You can also set up an auto thank you email and include an attachment that every scan will receive immediately

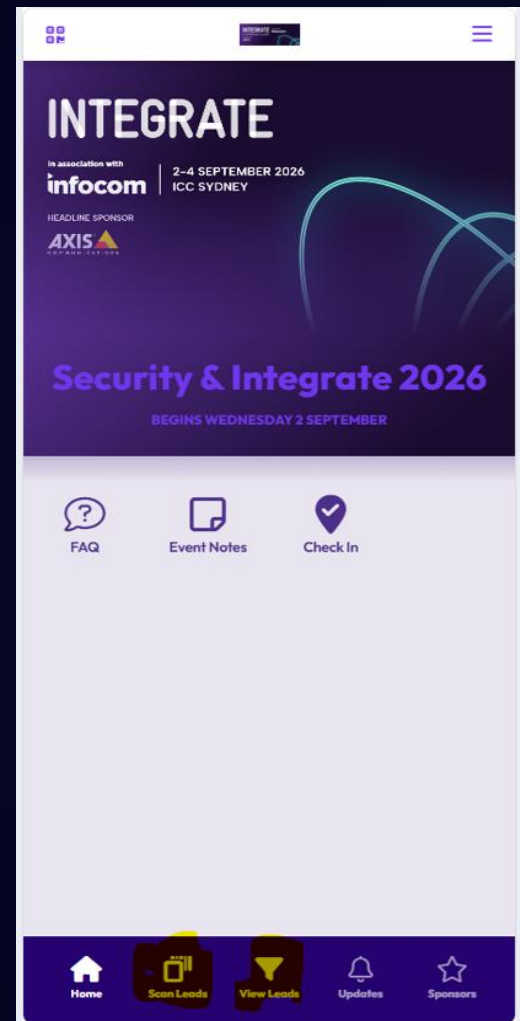
App doesn't capture who scanned a lead, so we suggest adding this as a question. Also, a notes section

Step 4 Download the App

Once the app is live, registered exhibitors will be sent instructions to download the app and a pin to login.

We have scaled it back this year, the most important parts to be familiar with is the lead scanning function (must allow camera access) and the view leads button.

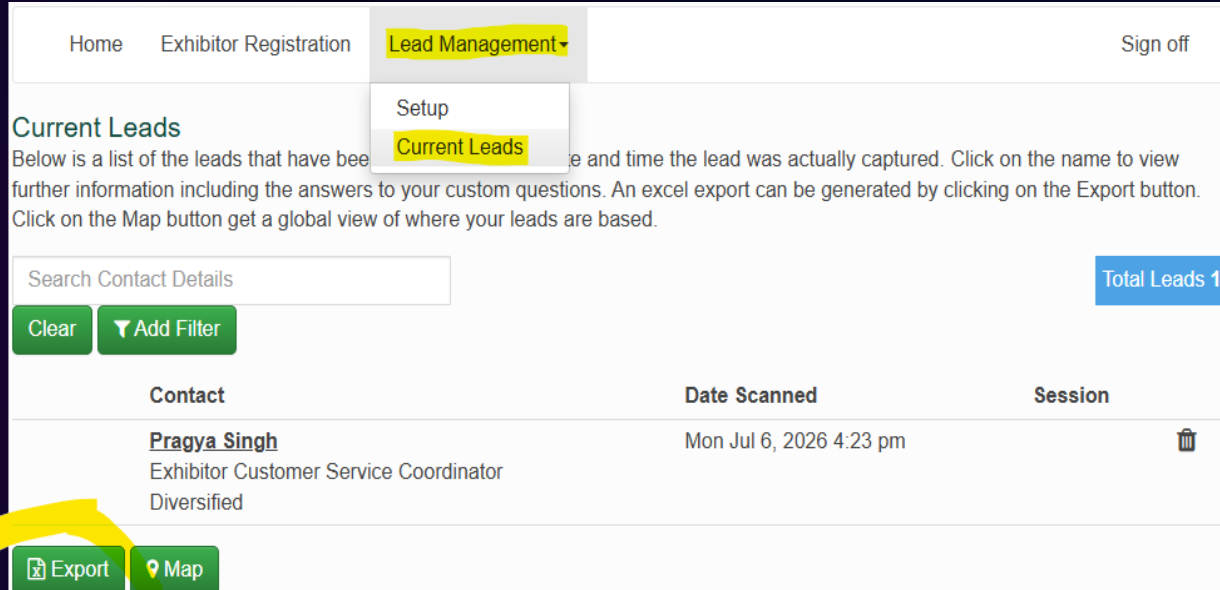
Can only view limited info in the app (name and lead question answers), Stand Coord needs to download the leads to see full contact info



Step 5 Exporting Leads

To download leads, stand coordinator needs to go back into the dashboard and go to the current leads tab

Leads can be viewed and exported here to an excel file to share with your team



The screenshot shows a web application interface for 'Lead Management'. At the top, there are navigation tabs: 'Home', 'Exhibitor Registration', and 'Lead Management' (which is highlighted). A dropdown menu is open under 'Lead Management', showing 'Setup' and 'Current Leads' (which is highlighted). Below the navigation, the 'Current Leads' section is active. It contains a search bar labeled 'Search Contact Details' with a 'Clear' button and an 'Add Filter' button. To the right of the search bar, a blue box indicates 'Total Leads 1'. Below the search bar, there is a table of leads. The table has columns for 'Contact', 'Date Scanned', and 'Session'. The first row shows a lead for 'Pragya Singh', an 'Exhibitor Customer Service Coordinator' at 'Diversified', scanned on 'Mon Jul 6, 2026 4:23 pm'. At the bottom of the table, there are two buttons: 'Export' (with a download icon) and 'Map' (with a location pin icon). A yellow circle is drawn around the 'Export' button.

Contact	Date Scanned	Session
<u>Pragya Singh</u> Exhibitor Customer Service Coordinator Diversified	Mon Jul 6, 2026 4:23 pm	

Name, position, organisation, address, email, number, scan date and time, and lead question responses will be shown. Practise with your colleagues before getting onsite!

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FIRE SECURITY EXPO



Move In/Out Info and Contractors

Phil Batty, Operations Manager

Onsite Exhibitor & Contractor Information

INTEGRATE — Stand Build & Shell Stand Access Times

Sat 29 Aug 2:00pm–10:00pm Custom Stands – Space Only (72sqm and above Zone A and 100sqm and above Zone B)

Sun 30 Aug 8:00am–10:00pm Custom Stands – Space Only (36sqm+ Zone A&B)

Sun 30 Aug 10:00am–10:00pm Custom Stands – Space Only (All custom, Zone A&B)

Mon 31 Aug 7:00am–10:00pm All Custom Stand Builds

Tue 01 Sep 7:00am–4:00pm **All Custom Stand Builds to be built by 4pm**

Tues 01 Sep 7:00am–8:00pm Shell Scheme & Space Only

SECURITY —

Sun 30 Aug 2:00pm–10:00pm Custom Stands (72sqm+)

Mon 31 Aug 8:00am–10:00pm Custom Stands (27sqm to 54sqm)

Mon 31 Aug 10:00am–10:00pm Custom Stands (26sqm and below)

Tues 01 Sep 7:00am–4:00pm **All Custom Stand Builds to be built by 4pm**

Tue 01 Sep 7:00am–7:00pm All Shell Scheme & Space Only

HALL 4
Integrate

HALL 3

HALL 2

SHOW OPEN TIMES

Wed 2nd Sep 9:30am – 5:30pm
(exhibitor access 7:30am – 6:00pm)

Thu 3rd Sep 9:30am – 5:30pm
(exhibitor access 8:30am – 6:00pm)

Fri 4th Sep 9:30am – 4:00pm
(exhibitor access 8:30am – 10:00pm)



Pre Event Delivery & Set Up

Before you get onsite, here is some information you might need to finalise your planning:

- [Event Key Dates & Times](#)
- [FAQs](#)
- [Set Up requirements Space Only Stands](#)
- [Security Set Up Requirements - Shell Scheme & Walk on Package](#)
- [Fire Security Set Up Requirements - Shell Scheme & Walk on Package](#)
- [Deliveries](#)
- [Height Restrictions](#)
- [Vehicles on Display](#)
- [Sustainability and Green Exhibitor Accreditation](#)
- [WH&S Rules & Regulations & Checklist](#)
- [Public Liability Insurance](#)
- [Visa & Passport Requirements](#)
- [Foreign Labour](#)

Integrate Onsite Exhibitor & Contractor Information



Where to collect exhibitor badges?

Once you enter the foyer on level 2, go to the customer service and/or registration desks to print your badge.

For fastest entry have your QR codes from your confirmation email ready – we can also search by name.

A lanyard will be provided, please keep your badges visible, and on you at all times.

During move in & move out you will be required to wear a high visibility vest and enclosed shoes

HALL 1
Security

Security and Fire Security Onsite Exhibitor & Contractor



Where to collect exhibitor badges?

Once you enter the foyer on level 4, go to the customer service and/or registration desks to print your badge.

For fastest entry have your QR codes from your confirmation email ready – we can also search by name.

A lanyard will be provided, please keep your badges visible, and on you at all times.

During move in & Move out you will be required to wear a high visibility vest and enclosed shoes

Onsite Exhibitor & Contractor Information

Exponet – Power / lighting / shell stand builds / furniture

Integrate Service Desk by Kiosk 2, front of Hall 2

Security & Fire Security Expo – Desk located by kiosk front of hall 6

Gel Events – Logistics / loading dock scheduling / forklifts / storage

Integrate Service Desk on the loading dock, front of Hall 2

Security & Fire Security Expo – Desk located on loading dock, rear of hall 6

Clifton Productions – Rigging/ truss/ truss lighting/ banners

Integrate Service Desk by Kiosk 2, front of Hall 2

Security & Fire Security Expo – Desk located by kiosk front of hall 6

ICC Sydney – Security/First aid/ On stand catering / Cleaning / Internet lines

Service desk on Level 2 foyer near Hall 4

ICC Sydney has Complimentary WI-FI – Connect to "ICC Sydney Guest" network, select "Complimentary Wi-Fi". Enter your name and email, agree to Terms & Conditions then select 'Get Free Internet'.

Onsite Exhibitor & Contractor Information

Move out information is in the same place as your key dates and times.

Compulsory to wear enclosed shoes and hi vis – we can provide vests

There will be a move out newsletter from our Ops Manager dropped on every stand on the last day

INTEGRATE – MOVE OUT

Fri 04 Sep 4:00pm – Show Closes

4:00pm – 11:59pm Move out commences

4:30pm–10:00pm - Shell/Space stand product removal only (The ICC Car Park can be reached by using lift 6 & 12 at the front of hall 1 & 3).

4:30pm – Exhibitor product packaging storage return

6:00pm – Gel Events to commence space stand build storage return

6:00pm – Stand power to be switched off

6:00pm–11:59pm Loading dock access for small & medium size vehicles with a booking with Gel Events

6:00pm–11:59pm Space stand contractor access to commence stand dismantles

8:00pm–11:59pm Loading dock access for large vehicles with a booking with Gel Events

Sat 05 Sep 7:00am–7:00pm Space stand contractors to continue dismantle & Gel Events to reload freight

Sat 05 Sep 7:00am–7:00pm Rigging contractors to remove banners, truss & truss lighting

Sun 06 Sep 7:00am –2:00pm Space only contractors to continue dismantle & Gel Events to reload freight

7:00am – 6:00pm Loading Dock access

SECURITY & FIRE SECURITY EXPO – MOVE OUT

Fri 04 Sep 4:30pm–10:00pm Shell/Space stand product removal only

5:00pm – Exhibitor product packaging storage return

6:00pm – Space stand build storage return

6:00pm–11:59pm Loading dock access for small & medium size vehicles with a booking with Gel Events

6:00pm–11:59pm Space only stand contractors to commence dismantle

8:00pm–11:59pm Loading dock access for large vehicles with a booking with Gel Events

Sat 05 Sep 7:00am – 4:00pm Space only stands and contractors to continue dismantle & Gel Events to reload freight

7:00am – 4:00pm Rigging contractors to remove banners, truss & truss lighting

7:00am – 6:00pm Loading Dock access

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Any Questions?