

Press release

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## Intersec Buenos Aires 360°: tools for exhibitors to maximize their investment

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**The main exhibition of the security industry comes back in 2020 with a series of news and benefits for the participating companies to take advantage before, during and after the event. Get to know them in this article.**

Intersec Buenos Aires is getting ready for its 6th edition that will take place on August 26-28 this year in La Rural Trade Center of Buenos Aires. The event will gather once again the main players of the *Security, Safety & Fire* industry, with the aim of boosting business and offering training and professional updating activities.

But the 2020 experience will be much more than a four-day exhibition. Ezequiel Gorbarán, Project Manager, tells us that they have developed a series of tools “for exhibitors to use since the moment they confirm their participation and, this way, maximize their investment.”

Within the pack of benefits included in the booth hiring, there is a **digital marketing platform** from which they can create very easily their own micro-site of the event, send digital invitations to their contacts, customize banners to be used in their web pages, among others.

Besides, they have also **printed invitations** –the number they need to send to their customers-, **signatures** for emails, **images** to be posted in **social networks** and a **diffusion service** in all the exhibition channels: newsletters, social networks –Facebook, Instagram, Twitter and LinkedIn- and press releases.

The aim is that exhibitors interact with visitors since a long time before the event date and generate a previous and progressive *engagement* with their customers, that it ends in a meeting or concrete business within Intersec.

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In this sense, Gorbarán explains: "we value and promote in person, face to face meetings and for this reason Intersec Buenos Aires has become the most important celebration of the sector every two years. But at present it is both a social and a digital event, and with an intelligent combination of both worlds exhibitors can have innovative experiences and better business results."

"We wish that companies integrate Intersec Buenos Aires within their annual business plan and do not consider it as a great four-day event, because there is a lot more to do and to take advantage of. Because, all in all, we are a great marketing allied with a 360° proposal", concludes the executive. The exhibitors are also offered customized service and training to take advantage of all these resources.

Intersec Buenos Aires is organized jointly by Messe Frankfurt Argentina, the Argentine Chamber of Safety (CAS), and the Argentine Chamber of Electronic Security (CASEL). The ones who are interested in reserving a space should contact the Organizing Committee by email at [intersec@argentina.messefrankfurt.com](mailto:intersec@argentina.messefrankfurt.com) or by phone at (11) 4514 1400.

The exhibition is only for businessmen and professionals of the sector. With an invitation: free of charge. People under 16 years will not be admitted, even if attending with an adult.

**Further information:**

[www.intersecbuenosaires.com.ar](http://www.intersecbuenosaires.com.ar)

**Press information and photographic material:**

<https://ar.messefrankfurt.com/buenosaires/es/prensa/tecnologiaproduccion/intersec-ba/foto-video-prensa.html>

**Links to websites:**

[www.facebook.com/IntersecBuenosAires](https://www.facebook.com/IntersecBuenosAires) | [www.twitter.com/Intersec\\_BA](https://www.twitter.com/Intersec_BA)  
| [www.instagram.com/intersecbuenosaires](https://www.instagram.com/intersecbuenosaires)

**Safety, Security & Fire**

Safety and security are increasingly important basic needs and, therefore, stand for a growing global market. With eleven trade fairs, congresses and forums around the world, Messe Frankfurt brings together demand and supply worldwide with progressive, connected products, applications and services focusing on commercial security and the protection of buildings, spaces and people. The Safety, Security & Fire business cluster offers access to the dynamic markets of the Arabian Peninsula, Asia, Europe and South America. Further information on: [www.safety-security.messefrankfurt.com](http://www.safety-security.messefrankfurt.com)

**Background information on CASEL**

CASEL, Cámara Argentina de Seguridad Electrónica (i.e.: the Argentinean Chamber of Electronic Security), is the chamber of the security product manufacturers, importers, assemblers and service providers.

For more information, please visit our website at: [www.casel.org.ar](http://www.casel.org.ar)

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Fire Protection and Safety  
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**Background information on CAS**

CAS, Cámara Argentina de Seguridad, (i.e.: the Argentinean Safety Chamber) is a nonprofit focused on promoting the partnering spirit among business people engaged in manufacturing and marketing items or providing services associated to life and goods protection.

For more information, please visit our website at: [www.cas-seguridad.org.ar](http://www.cas-seguridad.org.ar)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* preliminary figures 2019

**Background information on Messe Frankfurt Argentina**

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Salón Moto, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia and Arminera, among others.

For more information, please visit our website at [www.argentina.messefrankfurt.com](http://www.argentina.messefrankfurt.com)

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