

# Algeria Fire, Safety & Security Expo

15 - 17 January 2024

AFSS is Algeria's only Fire, Safety & Security Expo that also serve Libya, Mali, Mauritania, Morocco, Niger, & Tunisia

All of our focus is on ensuring that our attendees and exhibitors can get everything they need for the coming year in one place. Before, during and after the show, we are dedicated to providing you the most face-time possible with the largest group fire, safety and security professionals in Algeria.

**Exhibitors are an important part of our year long attendance-building campaign.**

**Our marketing efforts include:**

- Highly targeted e-mail, fax and direct mail campaigns. AFSS and its partners have a membership base of more than 15,000 members. Our prospect database is the largest and most effective in the profession!
- Strategic Web exposure in The 8th Algeria Fire, Safety & Security Expo site. The official site is already up and running. Attendees can register now for 2023.

**One-on-One Time with prospects and customers?**

**New-Fields' Algeria Fire, Safety & Security Expo has exclusive exhibit hours built in to the conference schedule.**

- We make sure time is on your side! Use your unlimited Expo passes to distribute to customers and prospects to make sure they visit you at the show.
- We make sure time is on your side! More than 45% of our attendees spend at least five hours exploring the Expo floor.
- You also have the opportunity to teach attendees what you know! Enhance your organization's reputation with an Expo educational session that advances the professional development of attendees and contributes to the workplace industry's body of knowledge.

**SERVING**

**Algeria**

**Libya**

**Mali**

**Mauritania**

**Morocco**

**Niger**

**Tunisia**

**92%**

of the exhibitors initialized  
and/or finalized deal at the show.

\*source 8<sup>th</sup> Algeria Fire, Safety & Security Expo 2017 Data

**96.8%**

Said will visit the  
Algeria Fire Safety & Security  
Expo 2023



Fact	Algeria	Libya	Tunisia	Niger	Mauritania	Mali	Morocco	Total
<b>Population</b> (Millions)	45	7	12	25	4	21	36	150
<b>GDP</b> (PPP)	\$465 B	\$71 B	\$115 B	\$29 B	\$23 B	\$45 B	\$260 B	\$1,011 T
<b>Generating Capacity</b> GWh	66,890	39,503	20,086	405	1,768	2,413	28,250	159,315



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## Customized Maximization of your Exhibit Experience?

**We have the exposure opportunities that will fit your budget and marketing goals.**

We have the exposure opportunities that will fit your budget and marketing goals. Whether you plan on spending \$5,000 or \$50,000, we will work to provide an exhibiting experience tailored to your needs!

## Advertising Opportunities

Pre- and post-show attendee mailing lists, pre-show e-mails to attendees, Show Directory advertising and Web ads are all available to boost your visibility before, during and after the show!

## What are your customers looking for in an Expo?

### The Future of AFSS

The 8th Algeria Fire, Safety & Security Expo attendees want to be on the cutting-edge of the industry as they plan coming year.

They want exhibitors who are looking to the future with the latest products and services available. Debut your newest offerings and gain the attention of the industry's purchasing powerhouses. Make their must have lists for 2023!

### Return of Investment

Dedicated professionals from all over Algeria and North Africa make a commitment to spend their time away from the office receiving the best educational programming the industry has to offer.

The combination of world-class educational sessions and a variety of networking opportunities provide our attendees with a comprehensive experience that addresses all of their professional needs. The addition of interaction with the leaders of the industry on the Expo floor enhances their experience. Your presence is a key ingredient in their ROI.

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**Algeria**  
**Libya**

**Mali**  
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### Producer

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