



Security Exhibitions

Security exhibitions are usually unexciting with simply nothing new to see and with each and every stand showing off the same technologies. Viseum Disruptive Technologies counter just this - our international patents disrupt the usual monotonous security exhibition experience by showing visitors Viseum's innovative differentiation. This is good news for exhibition visitors but not good news for any other exhibitors.



Viseum at Security Exhibitions

The sales impact of presenting Viseum at a security exhibition is astonishing. The visual appearance of the overt Viseum IMC Camera is well known to attract visitors walking around a security exhibition. Once people come onto the stand they remain there for longer so they can learn more about it. Once they learn more about it they remain on the stand to listen about its success stories and watch it in operation. Having seen and heard of this success this encourages our exhibition visitors to imagine using Viseum to protect their estate and in turn become our customers.

The volume of more people coming to, and remaining on, the exhibition stand encourages more visitors onto the stand and in doing so bypassing all other stands along the way.



Exhibition Planning

Pre-exhibition Activities

To attract visitors to attend the event and to specifically visit the Viseum stand, announcements will be made about Viseum being at the event, as well as any other key figureheads. This will also be announced on the Viseum website and publicised also using our SEO techniques.

Our and our [Certified Corporate Partners'](#) contact databases will be used for targeting invitations. During the lead up to the event and integral to the invitation process, our website will focus more on having a key call-to-action for our website visitors to attend the event.

Our email signatures will also display invitations to the event.

Resources:

- Publicity announcements, website content preparations, blogs, etc.
- Staff to invite warm customers (emails and phone calls).
- Exhibition planning and delivery management for design of stand/table top, marketing material, demonstration kit and Certified Partner co-ordination.

Exhibition Activities:

Primary action is to rapidly qualify all visitors using key questions. Targeting all people at the event who are either entering the Viseum stand voluntarily, passing the Viseum stand, or where possible from around other parts of the exhibition e.g. conferences or competing stands. Event staff must invite and attract all visitors onto the Viseum stand. Gifts such as key rings, notepads, etc. with the Viseum brand can be given to visitors, and their contact details and relevant interests will be collected to build the event leads database.

Resources:

- Exhibition staff – 3 x Certified Partner staff to cover: demonstrations, focused discussions, lead capture, and visitor management. Maximum of 2 x Viseum staff depending on availability, performance of Certified Partner, and qualification on the exhibition.
- Tech support for demonstrations.






Post-exhibition Activities:

Publicising the success of the exhibition is essential in similar ways to the pre-event activities.




All qualified leads from the event must be followed up within 7 days and processed i.e. according to Viseum's standard sales process into pipeline, with next actions. Standard sales incentives apply to all sales staff.

Viseum Standard Sales Processes





Identified Live Project:

-  Viseum Product Solution introduction/education.
-  Project budgetary design (typically pilot and 1st phase deployment).
-  Quote bank.
-  Project meetings.
-  Order book.



Business Development:

-  Long term key account prospects.
-  Meetings and/or demonstrations.
-  Approved/Certified/Recommended/Specified Supplier lists.
 - Customised Product Solution CCTV Design.
 - Price list.

Sales Process Instructions






-  <https://www.viseum.co.uk/downloads/viseum-sales-qualification-processes.pdf>
-  <https://www.viseum.co.uk/downloads/sales-demonstrations.pdf>
-  <https://www.viseum.co.uk/downloads/viseum-sales-prequalification-questionnaire.docx>
-  <https://www.viseum.co.uk/downloads/project-delivery-test-options.pdf>

Resources:

-  Standard Certified Partner sales team for pipeline management.
-  Viseum staff will be available on a case-by-case basis to close well qualified sales as detailed.

Viseum Sales Targets:

The following is the minimum of well-qualified targets to be achieved during a typical 3 day exhibition:

-  Engage 5 industry influencers.
-  Educate 10 consultants.
-  Generate 50 business prospects.
-  Identify 10 additional key account prospects.
-  Identify 10 live projects.

> [Viseum Technology and Support Strengths](#) < This is a brochure presentation of our technical support and capabilities. It is very successful for Viseum sales training and provides our customers with confidence in our project support and delivery.



Legal Statement

We have invested heavily in the protection and policing of our intellectual property rights (IPR). Central to our business is the commercial protection we provide our partners in sharing these secured markets. We commit to the policing of this IPR in the following way: As with any infringement, its trade reseller is the primary target for legal action, which is, in turn, followed up by making the potential user aware of the infringing product's recall due to its illegal use. This is then followed up with full and complete legal action with the suppliers of such goods. This policy of proactive policing our markets in this way since 2002 has proven so successful that we have only ever identified one infringing party. A PLC entity was found to be trading with infringing goods and they can now no longer sell such goods into our international territories, nor can they secure investment due to this breach.

Viseum technology and software is protected by a number of intellectual property rights. Purchase of a Viseum-driven product from an authorized Viseum[®] supplier guarantees that it contains authentic Viseum[®] software, and carries with it a licence giving the purchaser permission to use the Viseum technology. Attempted use of Viseum[®] software without a valid license is in breach of international law.

Patents Granted European Patent > [EP 1 579 399](#) <, United States of America > [US 7,952,608 B2](#) <.

Registered Trade Marks Viseum[®] SafetyWatch[®]

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