

FIREX
INTERNATIONAL

AW////
TECHNOLOGY

EXHIBITOR SPOTLIGHT

"We strongly believe that FIREX provided us with the perfect opportunity to interact with our core market."

- AW Technology

ABOUT AW TECHNOLOGY

AW Technology is the leading independent provider of technology to the fire detection and alarm industry.

While based in the United Kingdom, the company operates globally, developing over the last few years into a worldwide business due to its commitment to providing quality technology solutions to the entire fire detection and alarm industry. The company's highly experienced, multi-disciplinary engineering team has a proven track record of developing technically and commercially successful products that have been responsible for many innovations in widespread use today.

In addition, it has an extremely strong and proven product portfolio of world-class test tunnels. It is also committed to investing in new technologies and innovation, which is why the company provided an industry exclusive preview of its new 9000 Series Carbon Monoxide Calibrator at FIREX International 2019.



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Chris Atkiss
Business Development Manager

ABOUT FIREX INTERNATIONAL

FIREX International is the UK's largest hub for the fire safety sector. In 2019 it welcomed thousands of global professionals from 73 countries, boasting a **combined annual purchasing budget of £6.3 billion.**

Visitors come from construction, manufacturing, government and more, representing the whole spectrum of fire safety professionals, with the goal of sourcing innovative products, gathering the latest fire protection updates and learning best practice from industry bodies.



AW Technology at FIREX 2019

Why FIREX International - what did you find most valuable about exhibiting in 2019?

Given that our market is spread out across the globe, the ability to speak with our existing and potential clients from across the world in one room is incredibly valuable for us.

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At FIREX there's also a huge opportunity for us to conduct our own market-research and discover what the industry wants to see from us as technology creators. This feedback is incredibly valuable and helps

us shape our products and services more effectively and efficiently.

What were the primary business goals for your company at FIREX 2019?

We like to be flexible in our approach to exhibitions, and FIREX 2019 was no different. We identified several different goals and objectives, which included generating interest in our products and services, identifying new opportunities within the industry, liaising with our existing domestic and international clients and launching our new 9000 Series Carbon Monoxide Calibrator to the market.

We were delighted with the response we received and look forward to building on this momentum in the coming year leading up to FIREX 2020.

Do you feel that FIREX 2019 helped you achieve these goals?

We strongly believe that FIREX 2019 provided us with the perfect opportunity to interact with our core market.

Subsequently, this helped us achieve a number of our key goals and ambitions from the exhibition. In particular, we were very pleased with the market's reaction to our 9000 Series Carbon Monoxide Calibrator and the capability to collect this feedback first-hand was incredibly beneficial for us and a more reliable indicator than other methods.



How did you promote your involvement in FIREX in the lead up to the show? How did you collaborate with the FIREX marketing team?

Our marketing strategy incorporated the use of social media to promote our presence and we also created specific PR

articles for our website and FIREX's own channels.

The social media content we shared regarding the exhibition was also retweeted by the FIREX accounts, which helped increase our reach pre, during and post event.

For FIREX 2020, we're looking to continue this and hope to work closely again with FIREX's marketing and PR teams to effectively promote our presence.

How do you find events when compared to other types of marketing?

In terms of their capability to directly interact with the movers and shakers from your industry, events such as FIREX are incredibly important to us. We work hard to incorporate FIREX as a key part of our overall marketing strategy and we feel this gives us the best possible opportunity to benefit.

What kind of return on investment did you achieve from exhibiting at FIREX 2019?

FIREX continues to be an integral part of our commercial operations. In previous years, we have utilised the exhibition to create greater awareness within the industry about our products and services. In terms of ROI, we have once again been delighted with the feedback and response that we received and we're currently working hard to capitalise on the interest generated in our world-class test tunnels.

Looking Forward

Are you planning on launching any new products in the next 12 months?

Yes. As previously mentioned, we have already provided a preview at FIREX to our new 9000 Series Carbon Monoxide Calibrator and we will be launching this exciting new product to the market in 2020.

The 9000 Series utilises the latest technology, and combined with AW Technology's expertise in the industry, delivers a truly pioneering approach towards calibrating Carbon Monoxide detection products.

The product is ideally suited to be used for calibrating and testing CO alarm and detection products in high volume manufacture and is supported by the very latest software to ensure maximum output and performance.

Will you be returning to FIREX 2020?

Yes, in fact AW Technology already has a stand booked for FIREX 2020.

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We are already working hard to create our exhibition plans to ensure we enjoy another successful event!

And as we are looking forward, what do you see as the biggest industry trend in the coming 12 months?

The focus on innovation. The industry needs to keep developing and improving to ensure it keeps pace with the world around us. As construction, infrastructure and engineering projects become more complex, all areas of the industry from testing, to design right through to delivery must innovate, to ensure people across the world can be safe in their homes and workplaces.

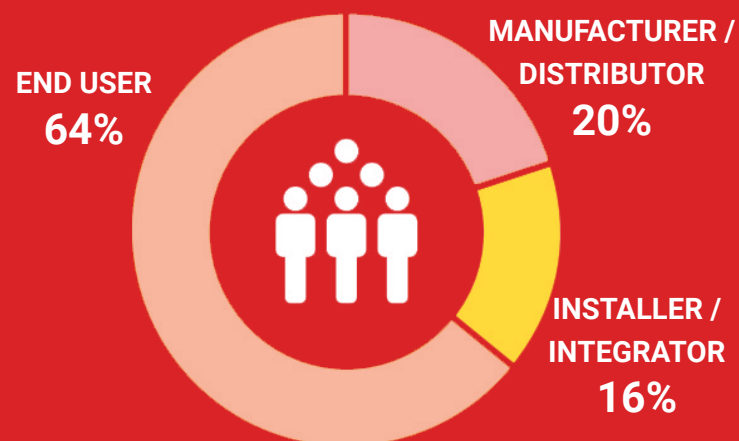
FIREX 2019

4% increase in visitor numbers

£6.3 billion combined visitor spending power

42% with a budget over £500,000

VISITOR BREAKDOWN



[Learn more >>](#)

SAVE THE DATE



FIREX International 2021 **12-14 July 2021, ExCeL London**

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