SMAhome International Conference & Exhibition 2015

SM home by secutech

WHEN SMART HOME INNOVATION BECOMES REAL BUSINESS

Dedicated to Security, Monitoring, Automation Equipment & Devices for Homes

28-30 April, 2015

Taipei Nangang Exhibition Center,
Taipei, Taiwan

www.secutech.com/SMAhome

messe frankfurt

One Platform, **2 Business Patterns**

According to Allied Market Research, the global smart home market revenue of $4.8 billion in 2012 is expected to grow up to $35.3 billion by 2020. With such rapid growth, **SMAhome International Conference and Exhibition** targets exactly crucial purchasing parties among home automation channels and recently-formed digital business patterns. System integrators are the key customers for suppliers in traditional home automation channels; while in the new digital business model, retailer (online and physical), telecoms/ ISPs, home appliance makers and even ecosystem providers are the new customers whom suppliers should meet face-to-face. SMAhome is the ONE place that you could contact and connect with these TWO groups.
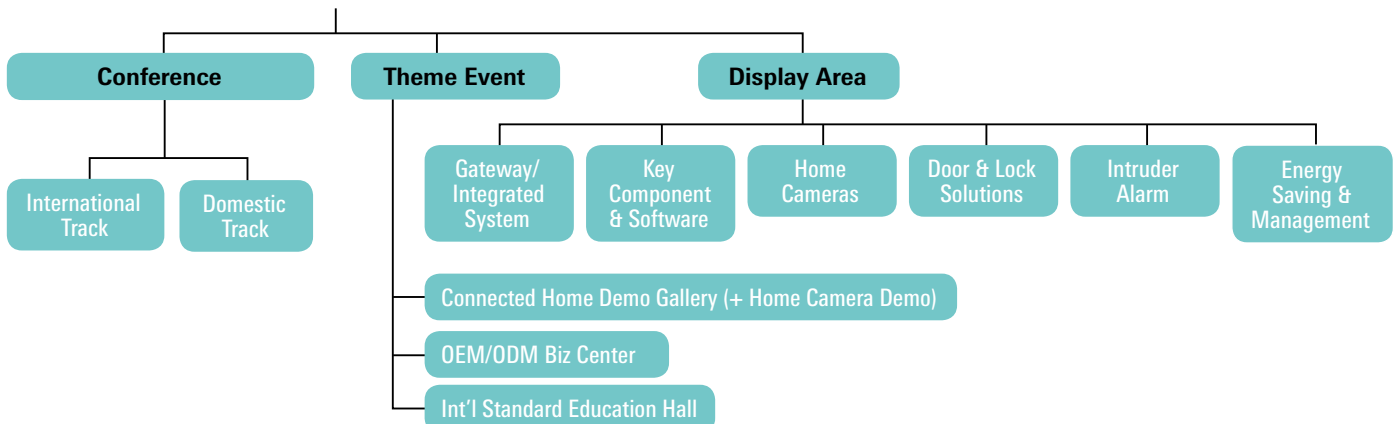
Smart Home Value Chain

Device Manufacturers + Software Design Houses

Ecosystem Players	Telecom/ ISP Cable Providers	Retailers	Home Appliance Makers	Alarm Monitoring	Distributors (Security / IT / Home Automation)
amazon	at&t	ACE	BOSCH	ADT	ADI / AVNET
Apple	BT redcare	amazon	GE	eps	ALLNET / HomeSeer
Google	COX	BEST BUY	hager	FRONTLINE SOLUTIONS	ANCHORTEX / INGRAM MICRO
Microsoft	LifeShield	COSTCO	Haier	G4S	AVAD
	NTT	CRUTCHFIELD	Honeywell	Monitronics	
	ROGERS	HOME DEPOT	LG	Protection1	**System Integrators (Security / IT / Home Automation)**
	SFR	kmart	Panasonic	vivint	ALARM.COM / STANLEY Security Solutions
	COMCAST	LABTECH DATA	SAMSUNG		Control4 / TELETEC
	Time Warner Cable	LOREX	somfy		ISYSTEM / TELULAR
	telenor connexion	Lowe's	TOSHIBA		NEXEVA
	verizon	maplin	Whirlpool		
		Walmart			**Architects**
		wupti			**Construction Companies**

After-builder Market (Individuals)	Builder Market (Users- Hotels, Villas, Condos)

SMAhome is Designated for Smart Home Key Players!

SMAhome INTERNATIONAL CONFERENCE AND EXHIBITION 2015

- **Conference**
  - International Track
  - Domestic Track
- **Theme Event**
  - Connected Home Demo Gallery (+ Home Camera Demo)
  - OEM/ODM Biz Center
  - Int'l Standard Education Hall
- **Display Area**
  - Gateway/ Integrated System
  - Key Component & Software
  - Home Cameras
  - Door & Lock Solutions
  - Intruder Alarm
  - Energy Saving & Management

It's One of Its Kind. The Trade-Fair Dedicated to Smart Home Equipment & Devices

To cope with the growing demand of connected home systems and devices, SMAhome is one premier B2B professional trade fair dedicated to smart home equipment & devices of security, monitoring and automation. In an aim to "**connecting the supply chains of smart home**," exhibitors at the fair can showcase product innovations with a comprehensive range from completed systems to DIY gadgets.

All Innovative Smart Home Equipment & Solutions Under One Roof

Home Security
HealthCare
Key Component
Energy Management
Auto Controlling & Integration
Multimedia
Accessory & Others

Home Security: Video Surveillance, Alarm Systems, Door Locks & Access Control, Video Door Phones

Auto Controlling & Integration: Intelligent Control Panels, Gateways/Hubs, Software & Platform

Energy Management: Thermostats & Sensors, HVAC control, HEMS, Smart Grid...

HealthCare: Nursing Care, Exercise and Health Monitoring...

Multimedia: Speakers, A/V system, Home Theater⋯

Key Component: SoC/ISP, Networking IC/Chips

Accessory & Others: Sockets, Switches, Cables, Structured Wiring

6 Themed Display Areas

Intrusion Alarm Zone
This zone showcases sensors, detectors and kits for automation, remote controlling and intelligent security. For self-monitoring service providers and home security kit vendors, this zone offers a wide range of choices.

Home Camera Zone
This area hosts an array of competent camera makers with profound background of security, consumer electronics and networking. Among the latest cameras designed for residence, "all-in-one camera" is one of many features to pop-up here!

Door Solution Zone
Fore buyers can find hardware and software relevant to the access control of residences in this area. Smart Locks, peephole cameras, video doorphone and other door solutions for homes are highlighted here.

Energy Management Zone
From thermostats, smart plugs, lighting control to smart meter systems and home energy management (HEM), this alley sheds lights on made-in-Taiwan innovations.

Integrated Solution Zone
The zone presents well-designed product innovations from network leaders as well as the integrated solution providers. Besides home automation platform, the brain of connected home system - hub/gateway is another highlights.
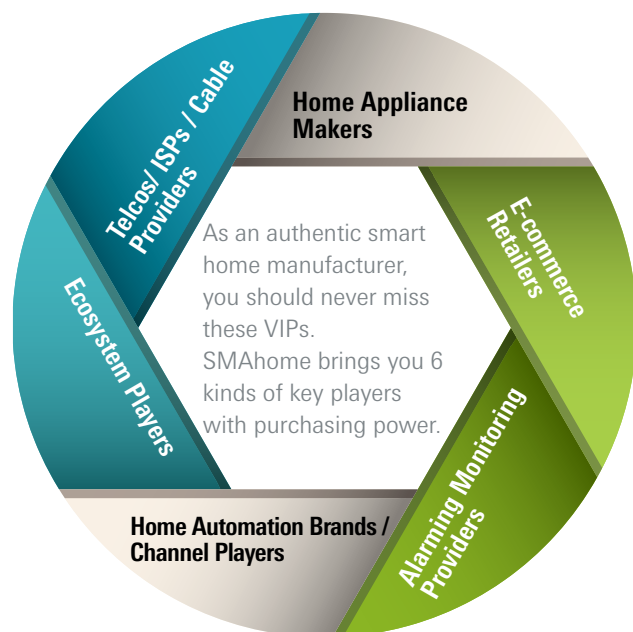
Key Component & Software Zone
SMAhome specially schemes this arena for competent IC chip and product design solution providers around the world. Featuring with the cutting-edge technologies of image sensor, SoC/ISP, sensor IC and remote control modules, this zone is to enhance the communication between manufacturers and chipset makers.
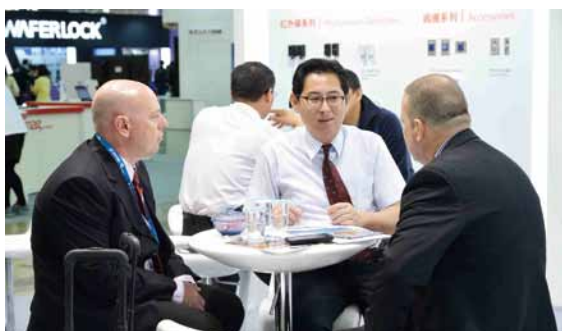
Meet 6 Groups of Decision Makers

Home Appliance Makers

E-commerce Retailers

Alarming Monitoring Providers

Home Automation Brands / Channel Players

Ecosystem Players

Telcos/ ISPs / Cable Providers

As an authentic smart home manufacturer, you should never miss these VIPs. SMAhome brings you 6 kinds of key players with purchasing power.
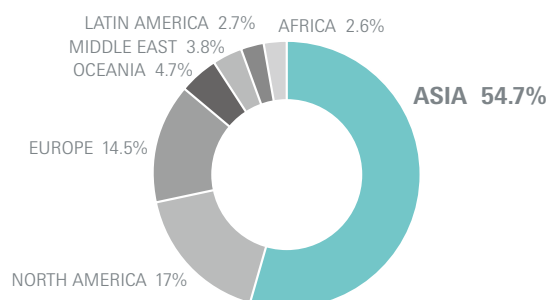

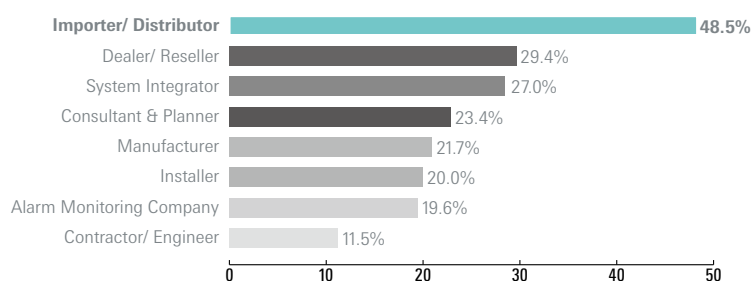# Market Place for Smart Home Pros

In 2014, SMAhome welcomed +2,000 global professionals from 91 countries and regions interested in purchasing security, monitoring and automation solutions for home. The success set a fundamental cornerstone to an even-more-exciting show in 2015.

- 30% visitors are from executive management
- 14% visitors are from purchasing dept.

Region Breakdown

LATIN AMERICA 2.7%
MIDDLE EAST 3.8%
OCEANIA 4.7%
AFRICA 2.6%
ASIA 54.7%
EUROPE 14.5%
NORTH AMERICA 17%

Business Nature

Importer/ Distributor	48.5%
Dealer/ Reseller	29.4%
System Integrator	27.0%
Consultant & Planner	23.4%
Manufacturer	21.7%
Installer	20.0%
Alarm Monitoring Company	19.6%
Contractor/ Engineer	11.5%

0 10 20 30 40 50

Notable Buyers in 2014

belkin Canon Chubb Home Security Comelit GROUP S.P.A.

Haier Inspired living Honeywell NALARM LOREX maplin The electronics specialist

NORBAIN NTT OPLINK PELCO by Schneider Electric SECOM

Swann Advanced security made easy Tecnoalarm TOSHIBA Leading Innovation tyco VidGuard

Visitor Profile

From the global brands to local dealers and everything in between,if you source, purchase or procure smart home products from original manufacturers, this show is for you. Especially recommend the show to international smart home professionals as the,

- Agent/ Wholesaler/ Distributor
- Importer
- System Integrator/ Designer
- Technical Engineer

Maximize Your Marketing Exposure

All-inclusive Media Promotions

Besides the 3-day exhibition, we provide pre-event marketing support in print (a&s SMAhome Magazine), and online (MySMAhome.com) to maximize your exposure across the smart home industry. SMAhome makes sure your unique products get noticed by industry heavyweights and channel players in our database.

- **Magazine:** Coverage of your company in +15 editions of a&s Magazine. Product Preview before the show in a&s SMAhome Magazine.
- **Website:** Exposure on secutech.com/SMAhome & mysmarthome.com
- **E-newsletter:** Special product features for SMAhome exhibitors
- **Social Media:** Exposure thru Facebook and twitter, with +1,000 followers
- **Invitation Flyers:** Dedicated invitation to 20,000 worldwide smart home pros

<MySMAhome.com>

<a&s SMAhome Magazine>

Smart home leaders in our database

Powered by Secutech, the 17-year professional security exhibition, SMAhome shares resourceful visitor base from security suppliers, distributors to system integrators. On the same stage, SMAhome exhibitors will have the chance to explore even more market opportunities by meeting security giants such as Bosch, Panasonic, Samsung Techwin, Schneider Electric, Siemens, etc.

SHOW DETAILS

Date
28 – 30 April 2015

Venue
Taipei Nangang Exhibition Center, Taiwan

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4 CONCURRENT SHOWS

secutech — In its 18th edition, secutech serves as one professional trade fair for electronic security with 500 exhibitors across the world.

CompoSec — The world's only expo and conference that explores the key components of security technologies

Fire & Safety — The best chance for international safety brands to enter into Asia's fire market

Info Security — Taiwan's largest and most influential event for network management and info security

Participation fee		
Raw space (min. 18 sqm)	One-side open	USD 308 / sqm
	Two-side open	USD 325 / sqm
	Three-side open	USD 341 / sqm
	Four-side open	USD 358 / sqm
Shell scheme (min. 9 sqm)	One-side open	USD 352 / sqm
	Two-side open	USD 369 / sqm
	Three-side open	USD 385 / sqm
	Four-side open	USD 402 / sqm
Booth sample of shell scheme		

Facilities provided in a shell scheme booth includes partitions, full covered carpet, 1 cabinet and 2 chairs, 1 power socket, 3 spotlights and 1 rubbish bin.

Safety + Security
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