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iMex 4 Debut Exceeds All Expectations

June 21, 2010 Milwaukee, WI The iMex 4 mega event, a new trade show comprised of four individual shows, Expo Seguridad, Mexico Safety Expo, NFPA Mexico Fire Expo and Facilities Mexico, exceeded pre-show attendance estimates by attracting nearly 19,000 end users, distributors, integrators and decision makers to the three day conference and expo. The iMex4 event took place in Mexico City, Mexico, April 20-22, 2010 at Centro Banamex.

The iMex4 "mega-show" combines security, fire protection, safety and facility management solutions, and is one of the largest events in the world, and the only one in Latin America, for professionals looking for education and the best products and services to secure, operate, manage and maintain their buildings and properties in Mexico and Latin America.

Andrea Ferrando, director of marketing for Expo Seguridad and Mexico Safety Expo, attributed much of iMex4's success to the large amount of valuable information offered at the show. "There is a great interest and demand in Mexico for education and information on security, safety and facility products and technologies said Ferrando, "Hundreds of exhibitors featured these solutions at their booths, and we offered a variety of educational sessions, conferences and seminars built around these interests. This had a big impact as nearly 19,000 visitors came to iMex 4."

Boasting 4 exhibit halls with more than combined 23,000 square meters, iMex 4, featured 475 national and international companies displaying the latest products and services, technological advances and solutions.

As iMex 4 ended, exhibitors expressed excitement for this year's event and were already preparing for 2011 during space selection for next year. To date the iMex 4 2011 trade show floor is already 65% sold. iMex 4 2011 will be held in Mexico City April 12-14, 2011. For more information please visit www.imex4.com

ABOUT IMEX 4

The iMex4 show is owned and managed by Giprex Mexico, ROC Exhibitions and Trade Press Media.

Giprex Mexico organizes Expo Seguridad Mexico, the show is endorsed by ALAS, SIA, CMIC, AMERIC, CNSP, AMESI, ASIS, AMBI, and CANIETI. (For more information please go to www.exposeguridadmexico.com).

Giprex Mexico also organizes the Mexico Safety Expo. This show is endorsed by AMHI, COSTAL and OIT. For more information go to www.safetymexico.com.

ROC Exhibitions, a privately held company and organizer of nine trade shows in United States and Mexico, is co-owner and manages NFPA, Mexico Fire Expo. For more information please visit www.nfpa.org/mfse.

Trade Press Media Group, a media company serving the facilities industry is the organizer of Facilities Mexico. Trade Press is co-owner of the NFMT Show (the National Facilities Management & Technology Conference), Facilities Midwest Expo and the Facility Decisions Show in the United States. Facilities Mexico is endorsed by IMEI. For information go to www.faciliitesmexico.com.