

**ADRIA SECURITY SUMMIT**  
CONFERENCE & EXHIBITION

powered by **intersec**

# SPONSORSHIP BROCHURE

8 - 9 October 2025

Hotel Aleksandar Palace  
Skopje, North Macedonia

[www.adriasecuritysummit.com](http://www.adriasecuritysummit.com)



## SHOW DETAILS

**Date** 8 - 9 October 2025

**Venue** Hotel Aleksandar Palace

**Exhibitors** 150+

**Participants** 3,000+

**Buyer Club Delegations** 100+

**Meetings** 5,000+

**Excellence Awards Categories** 12

**Panel Discussions** 4

**Keynote Speeches** 3

**Side Events & Workshops** 30+





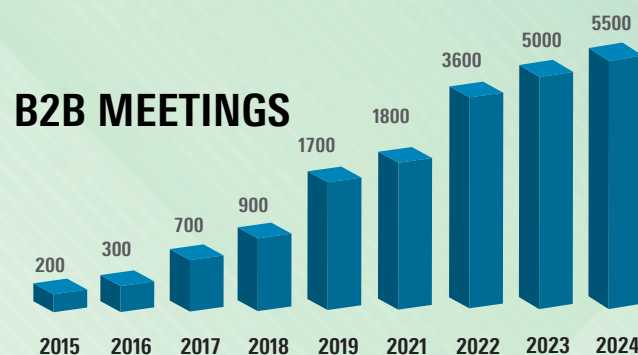
Adria Security Summit gathers all participants within the supply chain, from manufacturers to end users, involved in video surveillance, electronic and mechanical access control, intrusion detection, fire and safety, perimeter protection, manned guarding, security management, PA/VA systems, smart homes and building automation, cyber security, and ICT.



The event's organizer is a&s Adria, a professional magazine for providing total security solutions. It is a monthly circulating publication and a licensed representative of Messe Frankfurt New Era Business Media for the Adriatic region: Bosnia and Herzegovina, Croatia, Kosovo, Montenegro, North Macedonia, Slovenia, and Serbia.



Since 2017, Messe Frankfurt has partnered with our event, which is now known as Adria Security Summit powered by Intersec. Messe Frankfurt is Europe's largest trade fair, congress and event organizer. Its leading security trade show is Intersec Dubai with close to 1,300 exhibitors.





## By Country

Rest of world	22,14%
Croatia	18,72%
Slovenia	17,20%
Bosnia and Herzegovina	17,06%
Serbia	14,94%
North Macedonia	7,07%
Montenegro	2,87%

### Adria Security Summit 2024

Bosnia and Herzegovina	34.54%
Croatia	5.89%
Serbia	5.31%
Montenegro	4.93%
Slovenia	4.39%
North Macedonia	1.24%
Rest of the World	43.70%

## Type of Business

Manufacturer	17.45%
System Integrator	17.29%
Distributor	15.37%
End User	12.23%
Installer	11.22%
Service Provider	9.52%
Consulting/Project Management	4.00%
Software Development	3.50%
Government	2.85%
Technical and physical protection of people/ assets	2.65%
Other (Retailer, Software Engineering, Education, Software Engineering, Digital, Transformation)	3.93%

"Technology is something we cannot live without, it is here to help us as an imperative in today's life. The Adria Security Summit is the ideal place where users can get acquainted with professional solutions, as well as legal regulations for the use of security technologies. With long-term thinking, it's possible to choose the right brand that won't be an expense but an investment, because when it comes to security, it is priceless."

Vito Lalić, MOBOTIX Business Development Manager ADRIA at Konica Minolta Croatia

## Type of Industry

Video Surveillance	20.24%
Cyber Security	13.54%
Fire Alarm/Smoke and Gas Warning Equipment/Fire Protection and Evacuation	12.58%
Intrusion Detection and Theft Alarm Equipment	9.24%
IT/ICT	9.15%
Access Control and Time Attendance	8.68%
Smart Home/Smart and Safe Cities / Automation	6.98%
Perimeter Protection	5.24%
Mechanical Security Systems	4.13%
Education, Organization, Testing	2.61%
Fire and Rescue	2.25%
Public Address and Voice Alarm	1.68%
Other	3.67%

"This is one of the most important security events in the region, and it is crucial to ensure its continuity. It provides an excellent opportunity for service providers to present innovative solutions to both investors and end users. Also, within the industry, we have the chance to develop connections that can contribute to a higher level of security for all of us."

Ines Cero, Director, Alarm automatika





### EXHIBITION AND NETWORKING

Grow your business by generating leads and increasing brand awareness through a network of 3000+ participants.



### a&s ADRIA EXCELLENCE AWARDS

Witness the official recognition of stakeholders who have made remarkable contributions and elevated the overall security standards.

### KEYNOTE SPEECHES

Stay updated on recent industry challenges, solutions, and emerging technologies.



## PANEL DISCUSSION/PODCAST

Become informed on different approaches provided by experts relevant to the market trends.



## SIDE EVENTS & WORKSHOPS

Sign in to dedicated corporate events and gain information straight from firsthand professionals.



## CYBER SECURITY

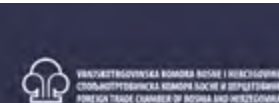
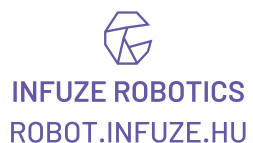
Engage in inspiring sessions emphasizing current challenges and solutions throughout both conference and exhibition programs.



## SPONSORS 2015 - 2024







## SPONSORSHIP OPPORTUNITIES

BENEFITS AS A SPONSOR (EUR)		Diamond 12 000	Platinum 10 000	Gold 7 000	Silver 3 800
EXHIBITION	Booth size	30m <sup>2</sup>	20m <sup>2</sup>	10m <sup>2</sup> *	10m <sup>2</sup>
	Company representatives	15	10	8	5
	Partner invites	20	15	10	5
	Access to the VIP lounge	3	2	1	-
	Lunch vouchers per day	8	6	4	2
CONFERENCE	Keynote speech	✓	-	-	-
	Case study presentation	-	✓	-	-
	Panel discussion representative	✓	✓	-	-
	Mentioned by the presenter during welcome/ award session	✓	✓	-	-
	Side event (30-minute)	✓	✓	✓	-
	Gift to one audience member (provided by the sponsor)	✓	✓	-	-
NETWORKING	Full matchmaking platform profile	✓	✓	✓	✓
	Buyer Club meetings 1-on-1 **	7	5	3	-
	Buyer Club booth visit (mins)	30	20	10	-
	Lead-retrieval application access	✓	✓	-	-
	On-site B2B support	✓	✓	✓	✓
	Post-event B2B support	✓	✓	-	-
	Award Ceremony invites	4	3	2	1
ONLINE & MULTIMEDIA	Company description on the website	✓	✓	-	-
	Logo on the website	✓	✓	✓	✓
	Company profile in the exhibitors list	✓	✓	✓	✓
	Featured article on the website	✓	✓	-	-
	Company name on the floor plan	✓	✓	-	-
	Logo on the conference main screen	✓	✓	✓	-

ONLINE & MULTIMEDIA	Video statement / testimonial for post-event digital marketing	✓	✓	✓	✓
	Product placement on the matchmaking platform	✓	✓	✓	✓
	Dedicated welcome message through the matchmaking platform	✓	-	-	-
	Dedicated social network post announcing sponsorship	Sponsored	Sponsored	Sponsored	Organic
	Podcast/ webinar	✓	✓	✓	-
	Photo album	✓	✓	✓	-
PRINT	Logo within the collective magazine ad	✓	✓	✓	✓
	Logo on the summit badge	✓	✓	-	-
	Logo on the summit badge lanyard	✓	-	-	-
	Logo on the press wall	✓	✓	✓	✓
	Logo on the entrance of exhibition & conference halls	✓	-	-	-
	Logo on the sponsors banner in registration area	✓	✓	✓	✓
SPECIAL PROMOTION	Discount on Increase Your Brand Awareness services (VIP dinner sponsor, Lunch sponsors, Refreshment break, B2B session, Personnel T-Shirts, Floor stickers, etc.). Total 15 items.	15%	10%	5%	-
		Designated catalog available upon the request			
	Discount on Dedicated Branding Areas services. Total 20 items.	15%	10%	5%	-
		Designated catalog available upon the request			
	Promotional item inserted into the gift package	✓	✓	-	-
TOTAL		38	35	23	16

\*Availability to buy the additional 10m<sup>2</sup>. Please contact the Organizer.

\*\* Availability to schedule additional meetings. Please contact the Organizer.

DISCOUNT POLICY	3%	5%	10%	15%
Presales (Gold & Silver only)*	May 31 <sup>st</sup>	March 31 <sup>st</sup>	December 31 <sup>st</sup>	-
Loyalty Expo (years)	-	2-3	4-7	8
Loyalty Media 2024 (EUR)	1 000-2 499	2 500-3 999	4 000-7 000	7 000+

\*Given processed payment.





**CONNECT** with buyers and decision makers from all vertical markets. **GROW** your network and drive sales with 3,000+ participants from 50+ countries. **SHOWCASE** your products and services, source new ideas and be inspired. **POSITION** your company as an important regional player and develop your brand awareness.

### SHORT NOTES:

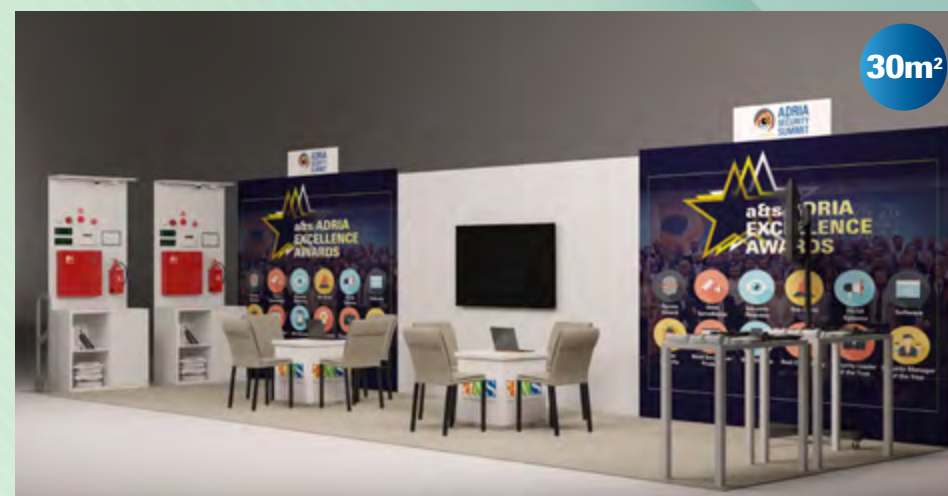
- Each exhibitor's booth is of the same measurements. Size: 10 m<sup>2</sup> (3 \* 3,3 m).
- The organizer will set up all booth elements.
- Exhibitors can book additional booths.

Download the **Sponsors and exhibitors registration form** from our website, fill out the PDF on your computer and email it back to us.

### Booth elements

No.	Element	Quantity
1	Backdrop	1
2	Cube-table	1
3	Chair	4
4	Table/Locker for promotional materials	1
5*	Min. 42" TV	1
6	TV stand	1

\* Available at a price of 200 EUR.





# a&s Adria Platform

Print edition

Digital edition

Website

Youtube channel

Social media platforms

Summit website

Summit app

Newsletter

## ORGANIZER



**Global Security Ltd.**

Hasiba Brankovića 3,  
71000 Sarajevo,

Bosnia and Herzegovina

Phone: +387 33 788 985

E-mail: [summit@asadria.com](mailto:summit@asadria.com)



## CONTACTS

### Project Management

[mahir.hodzic@asadria.com](mailto:mahir.hodzic@asadria.com)

### Sales & Marketing

[adis.hodzic@asadria.com](mailto:adis.hodzic@asadria.com)

[amar.pap@asadria.com](mailto:amar.pap@asadria.com)

### Conference Program

[seid.malanovic@asadria.com](mailto:seid.malanovic@asadria.com)

### B2B & Networking

[networking@asadria.com](mailto:networking@asadria.com)

### Operations

[muatez.fazlic@asadria.com](mailto:muatez.fazlic@asadria.com)

### Registration & Accommodation

[bekir.mehic@asadria.com](mailto:bekir.mehic@asadria.com)