

# ADRIA SECURITY SUMMIT

CONFERENCE & EXHIBITION

powered by **intersec**

8 - 9 October 2025,  
Hotel Aleksandar Palace,  
Skopje, North Macedonia

## EXHIBITORS & BRANDING GUIDE

Information – Exclusive Sponsorships



**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+



## Exhibition

Eligibility: Only companies with contracts can exhibit. Exhibitors cannot share or transfer their exhibiting privileges without permission, unless they have co-exhibitors approved by the organizer.

## Access

Registration & Entrance: Only registered individuals with print-at-home badges can access the event. Badges must be worn at all times. Registration is online prior to the event at [www.adriasecuritysummit.com](http://www.adriasecuritysummit.com). Exhibitors and sponsors get free registration while other participants are obligated to purchase.

## Food & Beverage

Policy: No outside food or drinks are allowed unless approved by the organizer. Exhibitors and sponsors and exhibitors get lunch vouchers. Other participants can buy lunch at the restaurant. Snacks and drinks are available at the Coffee & Snack Bar where coffee breaks in the morning/ afternoon will be held, too.

## Hotel & Accommodation

Reservations: Please visit <https://adriasecuritysummit.com> for information and bookings per special rates.

## Parking

Availability: Parking is available at multiple locations. It's free of charge. Please check the venue plan for parking locations.

## Freight & Deliveries

Instructions: Please contact the recommended freight companies on the event website for all materials and products to be delivered.

## Cash & Carry Policy

Sales: No on-site sales are allowed. Only future orders for billing, payment, and delivery are permitted.

## Photography / Video Regulations

Permissions: Cameras and video equipment are allowed. You can take photos/videos for company use, but must get permission before photographing other exhibitors' products. Please report any unauthorized photographing to security. The organizer will take photos and videos of booths and personnel for post-event promotional use.

## Sound Restrictions

Noise Level: Noise must not exceed 85 dB on the exhibition floor and in designated meeting areas, all following IAEE standards.

## Combustible Materials & Fire Safety

Prohibited Items: Materials that cannot be flame retardant are banned. Combustible materials must be completely flame-retardant. No open flames are allowed at the venue.

## Smoking & Alcohol

Restrictions: Smoking and alcohol are prohibited in the exhibition and conference areas. Smoking is allowed only at designated areas (e.g. Coffee & Snack Bar).



# Your Stand at Adria Security Summit



**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.

## Booth elements

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

\* Available at a price of 200 EUR.



**Booth Size:** Each exhibitor's booth is of the same measurements, size and design.

Its size is 10 m<sup>2</sup>: 3,3 \* 3 m (width \* length).

**Booth Features:** The organizer will set up all booth elements which consist of branded backdrop stand of 2 x 3 m, four chairs, two tables and a TV. Booth have an access to power supply and WiFi.

- **Monitor:** Each exhibitor will be provided with a monitor for playing their own promotional materials. Image quality and resolution of the monitor does not allow for the presentation of professional video surveillance systems. In

case of specific demands, the exhibitors are required to provide information about their needs and the organizer shall take necessary measures to provide additional equipment. Exhibitors also need to confirm that the monitor is required or that they will use their own monitor. Playback is done via owned laptops or USBs, and the organizer shall provide required additional equipment for establishing connection (cables, adapters etc.).

- **Setup:** Exhibitors may set up more than one exhibition showcase, panel or video wall at their own expense as well as present their products and services in the manner which does not affect the general appearance of the booth and visibility of branded background. Limited presentation of products and services with an additional electrical connection can be arranged with the organizer, while taking into account limited square footage of the booth and the concept of the event. All exhibitors who intend to add additional equipment are obliged to submit a draft of the entire stand to the organizer for an approval.

The backdrop can become the property of the sponsor. It is allowed to set up freestanding roll-up banners. The booths are separated by low partitions.

- **Goods:** The sponsor are responsible for the safety of their goods during the day. The organizer provides complete security services during the off-hours.

- **Booth Activity:** Booth activity of any kind must be confined within the exhibitor's contracted space so as not to interfere with traffic flow in the aisles or encroach into neighboring exhibits.

- **Co-Exhibitor:** Without prior Adria Security Summit's approval, exhibitors shall not be permitted to hand over or otherwise make available their rented stand or part to third parties, or exchange their rented stand or part there of with third parties, whether for payment or free of charge. Companies not mentioned in the admission confirmation shall not be advertised on the stand. Co-exhibitor is allowed, only with the additional permission of the organizer. Technical support team further assistance will be available to all exhibitors all the time.

Depending on the sponsorship package choice and accordingly signed contract, a few booth sample designs follow:



**NOTE:**

In case you need assistance with building your booth design, please get in touch directly with the summit's official third party suppliers, specialised in designing and equipping various events, building trade fair stands, and creating accompanying promotional elements.

Contact details:

PANEKS EXPO; T:+38923133188; E: mail: paneksexpo@yahoo.com  
PROEVENT SOLUTIONS; M: +389 77 552 777; E: milan@event.mk



## Regional Security Deserves It: a&s Adria Awards Second Edition

a&s Adria Awards Returning to Highlight Innovation and Leadership in Security

Following last year's successful debut, the a&s Adria Awards are set to return for their second edition at the Adria Security Summit 2025, taking place October 8–9, 2025, at Hotel Aleksandar Palace in Skopje. Organized by a&s Adria the awards aim to recognize and celebrate outstanding achievements in the regional security industry.

The 2025 edition of a&s Adria Awards will retain most of the original award categories, with some important updates. Notably, the Smart City Project category is being introduced for the first time this year, reflecting the growing importance of urban innovation in the security landscape.



Winners will be selected through a combined process of expert jury deliberation and public voting, ensuring that both professional insight and market relevance are reflected in the final results.

To further promote excellence, award winners will receive extended media coverage in the a&s Adria magazine and on its online portal.



**a&s ADRIA EXCELLENCE AWARDS SPONSOR**

**7,000 EUR**

Attendees: 350+ Available: 1  
 Become the official host of a&s Adria Excellence Awards program and make a strong brand awareness effect.

Includes:

- >> Branded stage
- >> Main display promotion
- >> Digital signage promotion
- >> Opening speech (2-minute)
- >> Closing remarks (2-minute)
- >> Award delivery to each winner on the stage
- >> Branding of summit officers' T-shirts (2 – 4 personnel)
- >> Gamification (optional)
- >> Side event presentation (30-minute) in Conference Hall
- >> Dedicated full-page ad in magazine
- >> Interview with designated representative in magazine (2-page)
- >> Banner in Thank You for Your Participation e-newsletter after the event

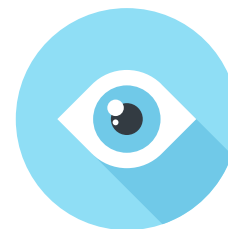
## a&s Adria Excellence Awards Categories



**Access Control**



**Video Surveillance**



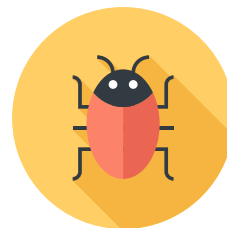
**Intrusion Detection**



**Fire Alarm**



**PA/VA Systems**



**Cyber Security**



**Software**



**Most Innovative Product**



**Best Case Study**



**Smart City Project**



**Security Manager of the Year**



## Side Events

- Sign in to more than 30 dedicated corporate events
- Contribute to the promotion of new products and services
- Showcase your offerings and source new ideas
- Stay ahead with the trends through useful workshops
- Gain knowledge from renowned security professionals

Organize your corporate events, seminars, promotions of products and services, or meetings with clients. Each hall is equipped with:

- >> TV or Projector
- >> Microphone and speakers
- >> WiFi



Hall	Seats	EUR/30 min
Sherlock Holmes	45	150
James Bond	45	150

### SIDE EVENT VIDEO PRODUCTION

Book a slot with our multimedia team and make a professional and memorable video of your side event presentation.

Includes:

- Video recording
- Video editing

**500 EUR/30 min**

**Do You want us to additionally promote your side event? We will:**

- >> Send an invite to all Summit participants
- >> Promote the event on the Summit website
- >> Promote the event on the social media channels related to the Summit
- >> Provide the photo coverage of the event

**800 EUR**

## Exhibition & Networking

- Generate leads and brand awareness for your business
- Connect with buyers and decision makers from all vertical markets
- Grow your network and drive sales with 3 000+ participants

- Find valuable partners and sign new deals
- Accelerate your business development with the constant footfall of quality peer professionals
- Check past editions [here](#)

### VIP LOUNGE SPONSOR

3,000 EUR

Attendees: 300+ Available: 1

The VIP Lounge is the exclusive space where industry leaders gather to network, relax, and conduct high-level discussions. Your brand will be at the forefront of this prestigious environment. Includes:

- >> Lounge branding
- >> Branded welcome package
- >> Custom branded staff
- >> Branded refreshments
- >> Social media integration with branded hashtag



### VIP DINNER SPONSOR

2,500 EUR

Attendees: 100+ Available: 1

Organize a welcome dinner for invited guests a night before the event starts.

Includes:

- >> 20 VIP Dinner tickets
- >> VIP Dinner Speech
- >> Branded Invitations
- >> Logo card placement at the tables
- >> Logo placement on Summit website
- >> Photo Cover



### LUNCH SPONSOR

3,500 EUR

Attendees: 700 Available: 2

Become the main host of the Lunch held on day one or day two.

Includes:

- >> Host Announcement
- >> Prominent Signage in Restaurant
- >> Logo card placement at the tables
- >> Promotional reminder to all attendees via Summit App
- >> Photo Cover



## REFRESHMENT BREAK

2,000 EUR

Attendees: 800 – 1,000 Available: 4  
Associate your brand with the relaxing ambience of the coffee break.

Includes:

- >> Host announcement
- >> Recognition via prominent signage during the break
- >> Promotional reminder to all attendees via Summit App
- >> Photo Cover



## B2B SESSION

2,000 EUR

Available: 1  
Number of meetings: 3000+  
Sponsor the B2B area where most of the business meetings will take place. Attendees will associate your brand with positive feelings of conducting negotiations and business talks, and getting the deals done.

Includes:

- >> Branded B2B session area
- >> Logo card placement at the tables
- >> Promotional material on tables (provided by sponsor)
- >> Photo Cover



## PERSONNEL T-SHIRTS

1,000 EUR

Our personnel count 20 members. Put your logo on their T-shirts and associate it with those who provide solutions and care about others.





## WATER BOTTLES

1,000 EUR

Bottle of water is one of the most desirable items for all the Summit attendees. Visitors take the bottles with them during the conference, exhibition visits, breaks, workshops and even b2b meetings. Make your company logo visible on the water bottle label as one of the most visible items during the Summit.

This opportunity includes 1,000 bottles (0,5l) that will be placed on different hot spots on the conference and exhibition premises.



## REGISTRATION AREA

1,200 EUR

Promote your company within the registration area where everyone will be able to print out the badge and get the badge lanyard. All Summit attendees will see your logo placement on:

- >> The header of main registration process banner
- >> All four sides of boxes containing badge lanyards
- >> The header of printed badge



## REGISTRATION PROCESS AND MESSAGES

1,000 EUR

Become the first point of connection between visitors and the Summit. All registered attendees will receive 3 to 5 messages from the organizer. Put your logo there and start a successful relationship.

- >> Total number of messages across all attendees: 6,000 – 8,000
- >> Banner within the registration form



## PHOTO ALBUM

200 EUR/30 min

Book a slot with our photographers and make professional and memorable photos of your team during the exhibition or in our photo corner.

Includes:

- >> Photo session at the booth
- >> Business portrait photos
- >> Minimum 50 professional photos



## FLOOR STICKERS

800 EUR

Available: 5

Guide the Summit visitors to your company's booth with prominent floor stickers that will be placed from the entrance throughout the exhibition hall.

Includes six Floor stickers.

(Price includes production and setup)



## EXCLUSIVE PROVIDER OF ON-SITE SECURITY

2,000 EUR

For manned guarding and event security companies, this is surely the best way of showcasing your level of professionalism, hospitality, quality of service and commitment to high-level security.

Includes:

- >> Logo on security personnel equipment
- >> Announcement on Summit website
- >> Photo cover of personnel



## Online and Multimedia

Every sponsorship package includes several online promotional services such as logo placement on the official Summit website, company description in the exhibitors listing, profile on Summit App, an option to upload corporate videos on our social media channels, and others.

Want to distinguish your company brand?  
Send a message to more than 10.000  
email subscribers and all Summit visitors.

- >> Sponsored email sent to both databases – 500 EUR
- >> Sponsored Article in the Summit newsletter – 350 EUR

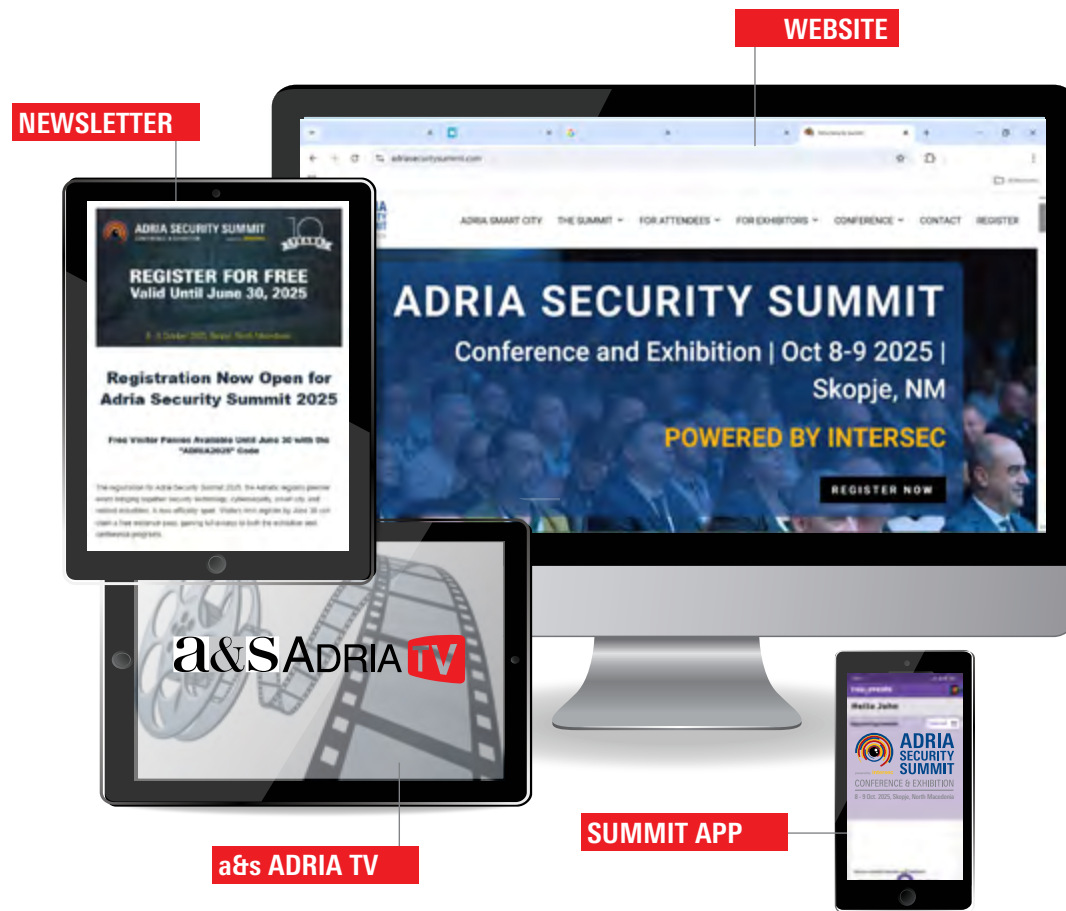
### Whitepaper

600 EUR / month

\* Includes [www.asadria.com](http://www.asadria.com) subpage, pop-up banner, newsletter.

### Pop-up banner

400 EUR / month





# Print Materials

Make sure your message reaches the hands of key stakeholders and decision-makers.

## a&s Adria Magazine

Leading monthly security industry publication which covers the Adriatic region.

Double page .....	1.300 EUR
Full page .....	860 EUR
Half page .....	480 EUR
Sponsored Article .....	400 EUR
Insert Add-Ons (sponsors' production) ...	500 EUR

The magazine a&s Adria is read by professionals who work in the security department or are engaged with the general security on a professional or private basis, as well as by the company managers, who are daily exposed to increasing and varied security risks.

## Guide Map

All Summit participants will be able to get the Guide Map at designated points within the registration area.

Back Cover Ad (limited to only one sponsor) .....	800 EUR
Highlighted booth area on the map (limited to only ten sponsors) .....	200 EUR
Highlighted company name on the list (limited to only ten sponsors) .....	150 EUR

Guide Map is the main information tool for Summit participants. It covers the information about the agenda, complete exhibitors list, venue and floor plans. Promote your brand within it.



Service	Amount	Price (EUR)
Side Events Sherlock Holmes Hall	30 min	150
Side Events James Bond Hall	30 min	150
Side Events Video Production	30 min	500
Side Events Additional Promotion	No limit	800
VIP Dinner Sponsor	1	2,500
Lunch Sponsor	2	3,500
Refreshment Break	4	2,000
B2B Session	1	2,000
Personnel T-Shirts	1	1,000
Registration Area	1	1,200
Registration Process and Messages	1	1,000
Photo album	30 min	200
Floor Stickers	5	800
Exclusive Provider of On-Site Security	1	2,000
Summit Officer	No limit	300

<b>Sponsored email sent to a&amp;s Adria email subscribers and all Summit visitors</b>	No limit	<b>500</b>
<b>Sponsored Article in the Summit's newsletter</b>	No limit	<b>350</b>
<b>Whitepaper on a&amp;s Adria official website</b>	Month	<b>600</b>
<b>Pop-up banner at Summit's official website</b>	Month	<b>400</b>
<b>Double Page Ad in a&amp;s Adria Magazine</b>	No limit	<b>1,300</b>
<b>Full Page Ad in a&amp;s Adria Magazine</b>	No limit	<b>860</b>
<b>Half Page Ad in a&amp;s Adria Magazine</b>	No limit	<b>480</b>
<b>Sponsored Article ad in a&amp;s Adria Magazine</b>	No limit	<b>400</b>
<b>Insert Add-Ons (sponsors' production) in a&amp;s Adria Magazine</b>	1	<b>500</b>
<b>Back Cover Ad in Guide Map</b>	1	<b>800</b>
<b>Highlighted booth area on the map within Guide Map</b>	10	<b>200</b>
<b>Highlighted company name on the list within Guide Map</b>	10	<b>150</b>
<b>VIP Dinner Ticket</b>	On request	<b>200</b>
<b>Custom Video Reportage</b>	No limit	<b>On request</b>
<b>Refreshment Point</b>	2	<b>1,200</b>
<b>Wi-Fi</b>	1	<b>1,200</b>





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**Opening hours:**

October 8: 08:00 – 18:00

October 9: 08:00 – 18:00



powered by **intersec**

# ADRIA SECURITY SUMMIT

CONFERENCE & EXHIBITION

**Hotel Aleksandar Palace**  
**Skopje, North Macedonia**  
**October 8<sup>th</sup> - 9<sup>th</sup>, 2025**



**Welcome to the Southeast Europe's leading event for security professionals.**



10  
YEARS

ORGANIZER

**a&s ADRIA**

The Professional Magazine Providing Total Security Solutions

**Global Security Ltd.**

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