



ADRIA SECURITY SUMMIT

CONFERENCE & EXHIBITION

powered by **intersec**

October 7-8, 2026 - Zagreb, Croatia

SPONSORSHIP BROCHURE



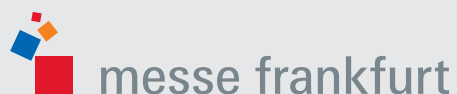
SHOW DETAILS
Date October 7-8, 2026
Venue Zagreb Fair - Zagreb, Croatia



Annual conference and exhibition for physical security, cyber security, IoT, ICT, smart solutions, automation and mobility in the Adriatic region.



A professional magazine for providing total security solutions. It is a monthly publication and a licensed representative of Messe Frankfurt New Era Business Media for the Adriatic region.



Europe's largest trade fair, congress and event organizer including Intersec Dubai, one of the leading security industry trade shows in the world.



Exhibitors 150+
Participants 3,000+
Buyer Club Delegations 100+
Meetings 2,000+
Excellence Awards Categories 10
Panel Discussions 10
Keynote Speeches 3
Side Events & Workshops 30+

REGIONAL PARTNERS



STRATEGIC PARTNERS



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 2025

| | |
|------------------------|--------|
| North Macedonia | 56,03% |
| Serbia | 9,69% |
| Bosnia and Herzegovina | 5,98% |
| Croatia | 5,39% |
| Slovenia | 2,97% |
| Montenegro | 2,82% |
| Rest of the World | 17,11% |

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

Showcasing the latest security products and solutions through fully equipped stands that serve as a central meeting point for product discovery, live demonstrations, and direct business engagement



CONFERENCE

Bringing together top industry leaders through visionary and dynamic conference sessions.



KEYNOTE SPEECH

The Summit's main stage hosts leading global experts delivering strategic insights, breakthrough innovations, and future trends shaping the security industry.



PANEL DISCUSSION

Industry leaders exchange perspectives on key challenges and emerging opportunities, offering practical takeaways and a 360° view of the market.



AWARDS PROGRAM

A celebration of excellence honoring outstanding technologies, projects, and contributions that elevate security standards across the region.



SIDE EVENT

Exclusive gatherings, workshops, and partner-hosted sessions that dive deeper into specialized topics and foster meaningful collaboration.



PODCAST

Live-recorded conversations with innovators, executives, and visionaries discussing trends, success stories, and behind-the-scenes insights.



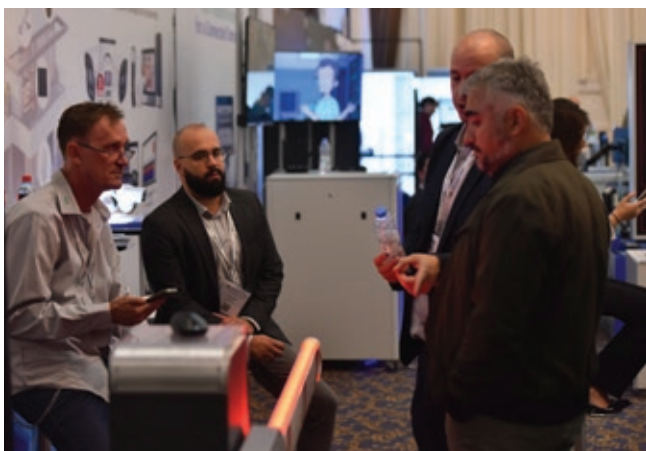
NETWORKING

Designed for high-value connections, the Summit offers structured and informal opportunities to meet decision-makers from across the Adriatic region and beyond.



B2B ARENA

A dedicated matchmaking zone for scheduled business meetings between solution providers and qualified buyers.



BUYER CLUB

An exclusive program including representatives of national and private organizations, allowing them to meet and connect with exhibitors.



a&s ADRIA LOUNGE

A premium relaxation and meeting space hosted by a&s Adria — ideal for press interactions, private talks, and executive networking



ADRIA SECURITY SUMMIT

powered by **intersec**

SPONSORS 2015 - 2025



SOLD

| BENEFITS AS A SPONSOR (EUR) | | Diamond 12 000 | Platinum 10 000 | Gold 7 000 | Silver 3 800 |
|--|--|-------------------|--------------------|--------------------|-----------------|
| EXHIBITION | Booth size | 27 sqm | 18 sqm | 9 sqm ¹ | 9 sqm |
| | Company representatives | 15 | 10 | 8 | 5 |
| | Partner invites | 20 | 15 | 10 | 5 |
| | Access to the a&s Adria lounge | ✓ | ✓ | - | - |
| | Lunch vouchers per day | 8 | 6 | 4 | 2 |
| CONFERENCE | a&s Adria Awards program application | 4 | 3 | 2 | 1 |
| | Keynote speech | ✓ | - | - | - |
| | Panel discussion participation | ✓ | ✓ | - | - |
| | Mentioned by the presenter during welcome/ award session | ✓ | ✓ | - | - |
| | Side event (45-minute) | ✓ | ✓ | ✓ | - |
| | Gift to one audience member (provided by the sponsor) | ✓ | ✓ | - | - |
| NETWORKING | Full matchmaking app profile access ² | ✓ | ✓ | ✓ | ✓ |
| | Buyer Club speed networking 1-on-1 | ✓ | ✓ | ✓ | - |
| | Lead-retrieval feature on matchmaking app | ✓ | ✓ | ✓ | ✓ |
| | On-site B2B support | ✓ | ✓ | ✓ | ✓ |
| | Post-event B2B support | ✓ | ✓ | - | - |
| ONLINE & MULTIMEDIA | Full dedicated company profile on the website and matchmaking app ² | ✓ | ✓ | ✓ | ✓ |
| | Logo on the exhibitors list on the website | ✓ | ✓ | ✓ | ✓ |
| | Company name on the floor plan | ✓ | ✓ | ✓ | ✓ |
| | Dedicated LinkedIn post announcing participation | ✓ | ✓ | ✓ | ✓ |
| | Photo album | ✓ | ✓ | ✓ | ✓ |
| | Logo on the conference main screen | ✓ | ✓ | ✓ | ✓ |
| Assigned speaking sessions on the dedicated company profile on the website and matchmaking app | ✓ | ✓ | ✓ | - | |

| | | | | | |
|---------------------|--|-----------|-----------|-----------|-----------|
| ONLINE & MULTIMEDIA | Video statement / testimonial for post-event digital marketing | ✓ | ✓ | ✓ | - |
| | Podcast/ webinar | ✓ | ✓ | ✓ | - |
| | Featured article on the website | ✓ | ✓ | ✓ | - |
| | Product placement within the dedicated company profile on the website | ✓ | ✓ | - | - |
| | Dedicated welcome message through the matchmaking app | ✓ | - | - | - |
| PRINT | Logo within the collective magazine ad | ✓ | ✓ | ✓ | ✓ |
| | Logo on the summit badge | ✓ | ✓ | - | - |
| | Logo on the summit badge lanyard | ✓ | - | - | - |
| | 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 | | 36 | 33 | 24 | 16 |

1. Additional 9 sqm can be secured for a promo price of 2 000 EUR.
2. Hyperlink to the official website, full contact details, logo, brand description, designated representatives

| DISCOUNT POLICY | 15% | 10% | 5% | 3% |
|---|--------|---------------------------|------------------------|----------------------|
| Presales (Gold & Silver only) ^{1*} | - | December 31 st | March 31 st | May 31 st |
| Loyalty Expo (years) | 8+ | 4-7 | 2-3 | - |
| Loyalty Media 2025 (EUR) | 7 000+ | 4 000-6 999 | 2 500-3 999 | 1 000-2 499 |

*Based on the process payment.*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: 9 m² (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.





a&s Adria Platform

Print edition

Digital edition

Website

Youtube channel

Social media platforms

Summit website

Summit app

Newsletter

ORGANIZER



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