

ADRIA SECURITY SUMMIT

CONFERENCE & EXHIBITION

powered by **intersec**

SPONSORSHIP BROCHURE

9 - 10 October 2024,
Convention Center Hills
Sarajevo, Bosnia and Herzegovina

GET STARTED

www.adriasecuritysummit.com

HIGHLIGHTS



SHOW DETAILS

Date 9 - 10 October 2024

Venue Convention Center Hills

Exhibitors 160+

Meetings 5,000+

Side Events 30+

Case studies 10

Startups/Scaleups: 10



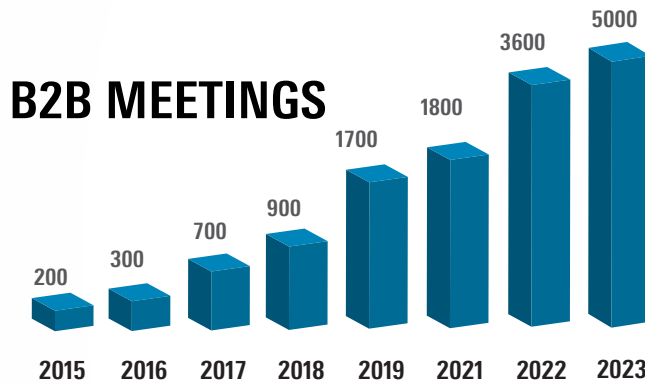
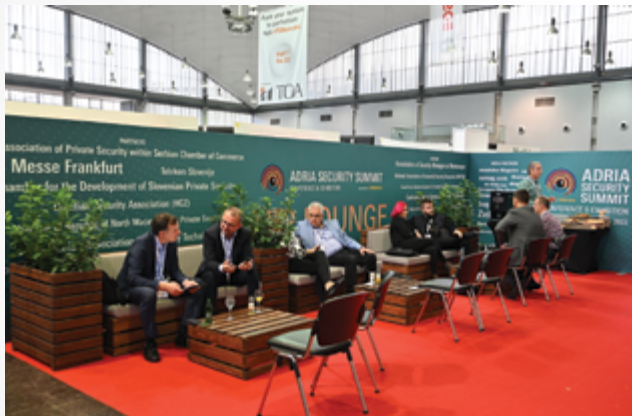
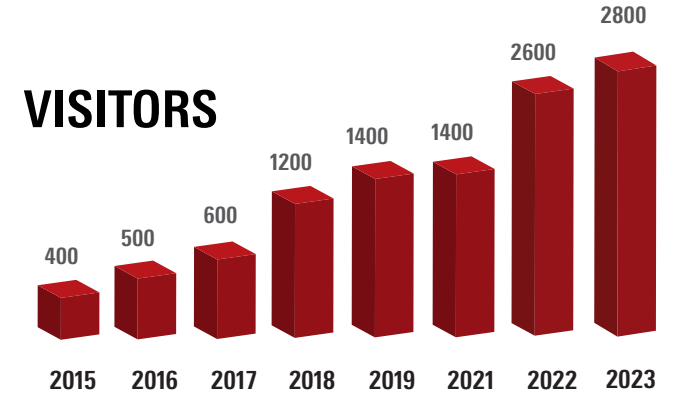
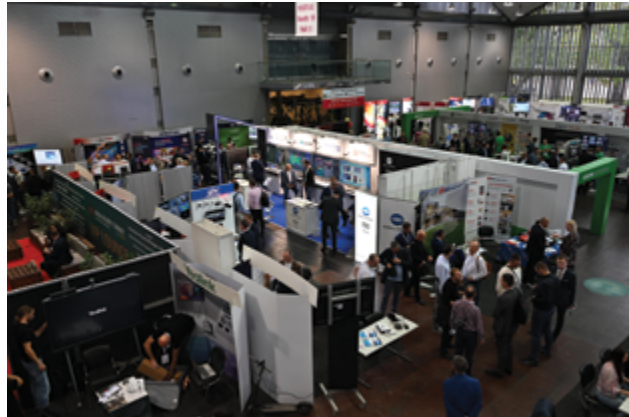
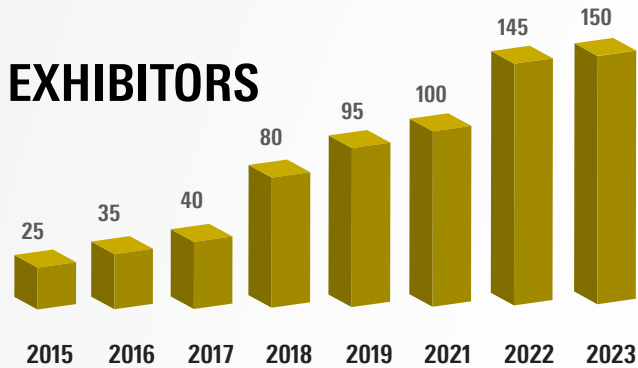
Adria Security Summit gathers all participants within the supply chain, from manufacturers to end users, involved in video surveillance, electronic and mechanical access control, intrusion detection, fire and safety, perimeter protection, manned guarding, security management, PA/VA systems, smart homes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

Croatia	22,23%
Slovenia	20,71%
Serbia	17,57%
Rest of the world	16,26%
Bosnia and Herzegovina	12,28%
North Macedonia	8,66%
Montenegro	2,30%

Adria Security Summit 2023	
Slovenia	47.78%
Croatia	14.72%
Bosnia and Herzegovina	7.48%
Serbia	6.79%
North Macedonia	1.55%
Montenegro	1.34%
Rest of the World	20.33%

Type of Business

Manufacturer	20,41%
System Integrator	16,05%
Distributor	15,69%
End User	12,51%
Installer	10,79%
Service Provider	9,76%
Consulting/ Project Management	2,86%
Software Development	2,76%
Distributor & System Integrator	1,98%
Technical and physical protection of people / assets	1,93%
Government	1,64%
Wholesaler	1,15%
Other (Retailer, Software Engineering, Education, Software Engineering, Digital Transformation)	2,44%

We are extremely pleased with the Adria Security Summit, particularly for its facilitation of technical security development, enhanced customer proximity, and opportunities for social interaction with our current customers and business partners. This event combines competition and new networking prospects, fostering an environment where we anticipate gaining new customers.

Jože Škerbec, Director, Alarm automatika

Type of Industry

Video Surveillance	18,03%
Fire Alarm / Smoke and Gas Warning Equipment / Fire Protection and Evacuation	10,51%
Cyber Security	10,09%
Intrusion Detection and Theft Alarm Equipment	9,52%
Verticals	9,49%
Access Control and Time Attendance	8,20%
IT/ICT	7,71%
Smart Home / Smart and Safe Cities / Automation	6,80%
Perimeter Protection	5,32%
Mechanical Security Systems	4,21%
Fire and Rescue	2,55%
Education, Organization, Testing	2,09%
Public Address and Voice Alarm	1,62%
Other	3,87%



EXHIBITION AND NETWORKING

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



CASE STUDY EXCELLENCE AWARDS

Engage in a powerful and interactive program full of successful stories of implemented complex projects.

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.



STARTUP/SCALEUP

Review new businesses and values provided to the market.

SPONSORS 2015 - 2022





"I found this expo very interesting, especially because I can see many of our international partners and possible distributors. What I appreciate most is that it is easy to come, register, and find interesting booths."

Sebastjan Kepic, Sales Director, ČETRTRA POT

"We are highly satisfied and we can see that the quality is improving each year. The organization is top notch. It has been modernized year after year."

Ivo Pavičić, Regional Manager, Adriatic Region & Greece, D-Link

SPONSORSHIP OPPORTUNITIES

BENEFITS AS A SPONSOR (EUR)		Diamond 12 000	Platinum 10 000	Gold 7 000	Silver 3 500
EXHIBITION	Booth size	30m ²	20m ²	10m ^{2*}	10m ²
	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 on website	✓	✓	✓	✓
	Featured article on the website	✓	✓	-	-
	Featured logo on the floor plan	✓	✓	-	-
	Featured video on the floor plan profile	✓	✓	-	-
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		39	36	23	16

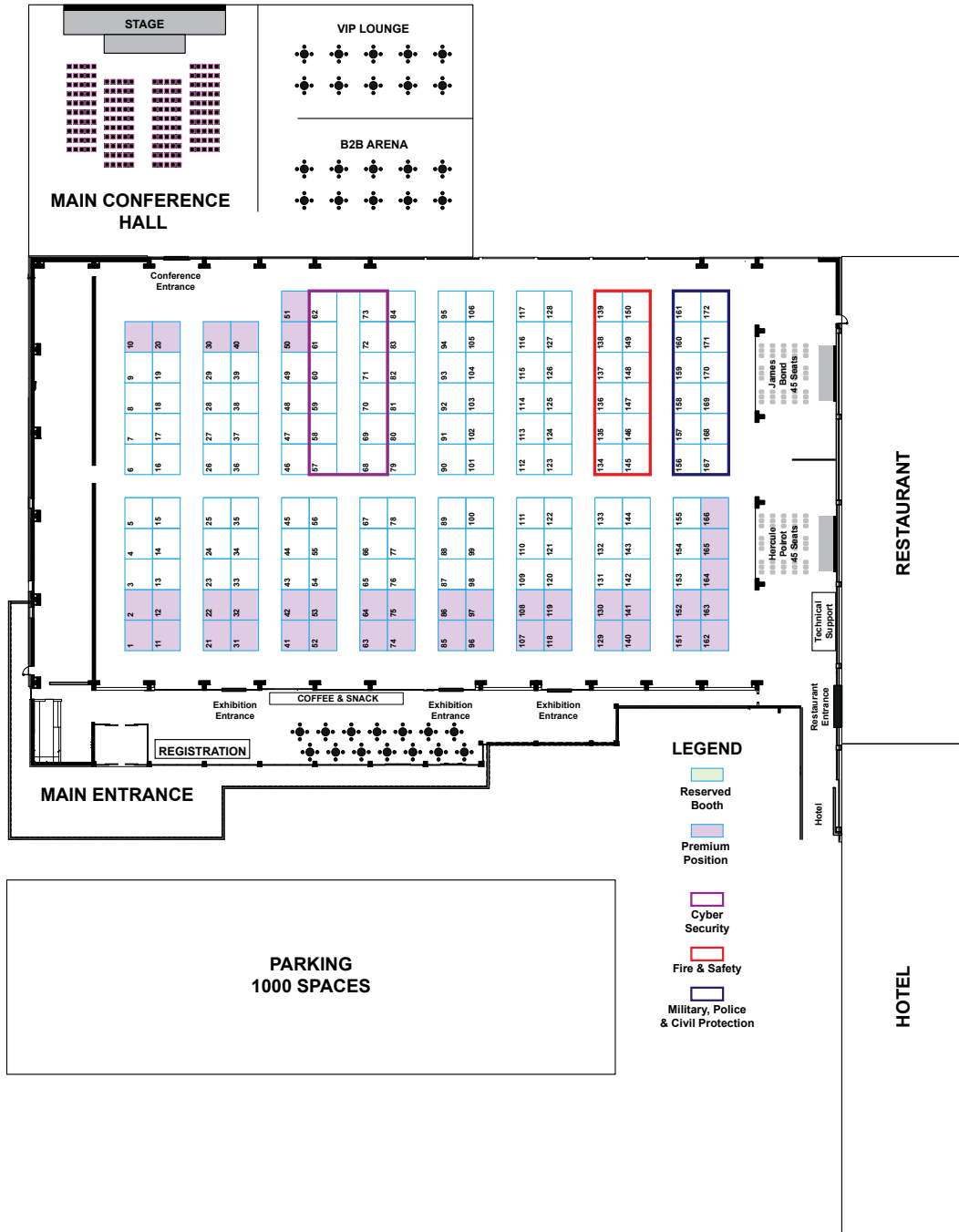
*Availability to buy the additional 10m². Please contact the Organizer.

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

DISCOUNT POLICY	3%	5%	10%	15%
Presales (Gold & Silver only)*	June 1 st	April 1 st	February 1 st	-
Loyalty Expo (years)	-	2-3	4-7	8
Loyalty Media 2023 (EUR)	1 000-2 499	2 500-3 999	4 000-7 000	7 000+

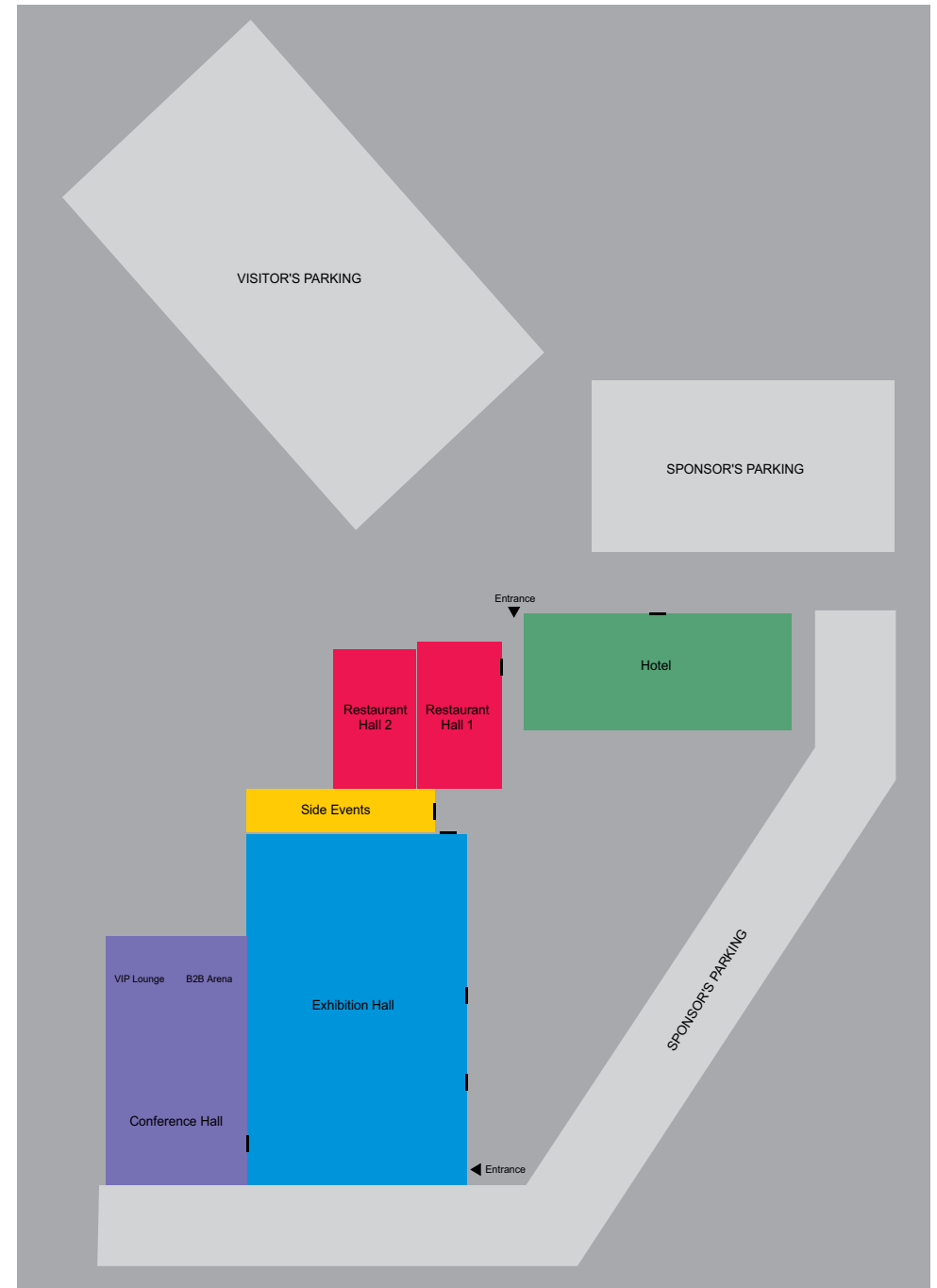
*Given processed payment.

Conference / Exhibition / Side Events Floor plan



Venue Plan

PREMISE



a&s Adria Platform

Print edition

Digital edition

Website

Youtube channel

Social media platforms

Summit website

Summit app

Newsletter

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