



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+

a&s Adria Awards Categories 9

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



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 ³	15%	10%	5%	-
	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	Exclusive Sponsorships ³ (Conference sponsor, a&s Adria awards, Lunch sponsor, Coffee & Snack station, B2B session, Personnel T-Shirts, Floor stickers, etc.).	15%	10%	5%	-
	Designated catalog available upon the request				
	Dedicated Branding Areas services. ³	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
3. Applicable discount



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

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