



**BULGARIAN SECURITY SUMMIT**  
CONFERENCE & EXHIBITION

powered by **intersec**

October 28-29, 2026 – Sofia, Bulgaria

# SPONSORSHIP BROCHURE



### SHOW DETAILS

Date October 28-29, 2026

Venue Inter Expo Center, Sofia, Bulgaria



NAFTSO is a recognized representative employers organization of the private security sector in Bulgaria. The Association is the organizer of all successful national events of the private security industry in Bulgaria.



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 100+**  
**Participants 3,000+**  
**Meetings 1,500+**  
**Buyer Delegation 100+**  
**Conference Sessions 40+**  
**Excellence Awards Program**  
**Workshops and demo presentations**  
**Buyer Club**  
**B2B Arena & B2B team**  
**Matchmaking platform & Mobile app.**

# Premier Conference and Exhibition for Security Professionals in Eastern Europe



Romania



Greece



North Macedonia



Hungary



Moldova



Bulgaria



Türkiye



Serbia



Cyprus



Ukraine



# Sectors and Topics







## 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.



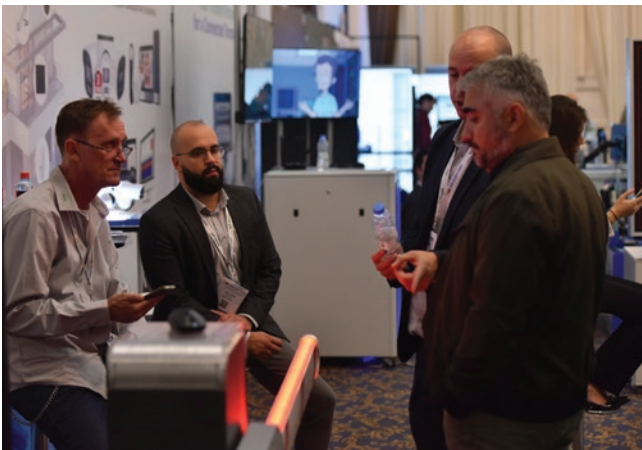
## NETWORKING

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



## BSS LOUNGE

A premium relaxation and meeting space — ideal for press interactions, private talks, and executive networking



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## SPONSORSHIP OPPORTUNITIES

BENEFITS AS A SPONSOR (EUR)		Diamond 12 000	Platinum 10 000	Gold 7 000	Silver 3 800
EXHIBITION	Booth size	30 sqm	20 sqm	10 sqm <sup>1</sup>	10 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)	✓	✓	✓	-
NETWORKING	Gift to one audience member (provided by the sponsor)	✓	✓	-	-
	Full matchmaking app profile access <sup>2</sup>	✓	✓	✓	✓
	Buyer Club speed networking 1-on-1	✓	✓	✓	-
	Lead-retrieval feature on matchmaking app	✓	✓	✓	✓
	On-site B2B support	✓	✓	✓	✓
ONLINE & MULTIMEDIA	Post-event B2B support	✓	✓	-	-
	Full dedicated company profile on the website and matchmaking app <sup>2</sup>	✓	✓	✓	✓
	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	✓	✓	✓	✓

ONLINE & MULTIMEDIA	Assigned speaking sessions on the dedicated company profile on the website and matchmaking app	✓	✓	✓	-
	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 10 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) <sup>1*</sup>	-	December 31 <sup>st</sup>	March 31 <sup>st</sup>	May 31 <sup>st</sup>





**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 \* 3,5 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.



## Side Events

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/45 min
Sherlock Holmes	50	250
James Bond	50	250

### 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

**800 EUR/45 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

**1,200 EUR**

## Exclusive Sponsorships

### REGISTRATION AREA

**1,300 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



### VIP DINNER SPONSOR

**2,600 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





# Exclusive Sponsorships

## 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

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





## Onsite marketing

- Specific program sponsorship opportunities
  - Lunch, Dinner, Conference sessions
- Conference and Exhibition Banners
  - Onsite banners in different dimensions positioned in exhibition and conference halls and other high-crowd areas.

## Online marketing

- Website
- Social Media Channels
- Newsletter promotion
- a&s Adria

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

## ORGANIZERS AND CONTACTS



**a&s ADRIA**  
The Professional Magazine Providing Total Security Solutions

NAFTSO:  
[office@naftso.org](mailto:office@naftso.org)

a&s Adria:  
[summit@asadria.com](mailto:summit@asadria.com)