



BULGARIAN SECURITY SUMMIT

CONFERENCE & EXHIBITION

powered by **intersec**

EXHIBITOR MANUAL

28 - 29 October 2026, Sofia - Bulgaria

<https://bulgariansecuritysummit.com>

FORM SUBMISSION & DEADLINES

Please refer to the attached file for all forms. All forms must be submitted by their specified deadlines

REQUIRED FORMS

Booking Form (Contract)

The official agreement provided by the event organizer detailing terms and conditions for exhibiting.

Deadline: July 1, 2026 and due upon confirmation of participation.

Speaker & Registration Form

The official agreement provided by the event organizer detailing terms and conditions for participation in the conference program.

Deadline: July 15, 2026

OPTIONAL FORMS

(please contact us at summit@asadria.com for these forms)

Additional Equipment Order Form

For ordering furniture, display equipment, and other services.

The ordering will be available through the Sponsorship Dashboard.

Deadline: September 15, 2026

Invitation Letter for Visa Application

For international participants needing a visa to enter Bulgaria.

Deadline: August 15, 2026

SPONSORS AND EXHIBITORS REGISTRATION FORM

Bulgarian Security Summit 2026 powered by Intersec
OCT 28-29, Sofia, Bulgaria



COMPANY NAME

(Please write a full name)

SPONSORSHIP PACKAGE

ORDER PRICE

DIAMOND

30 sqm booth; 15 company representatives; 20 partner invites; a&S Adria lounge access; 8 lunch vouchers/ day; 4 a&S Adria Awards program applications; keynote speech; panel discussion representative; announcement during welcome/award session; side event; gifting an audience member; matchmaking app access; Buyer Club networking; lead-retrieval; on-site B2B support; post-event B2B support; profile on web and app; logo on: web, conference screen, magazine ad, badge, lanyard, expo & conference halls, and registration area banner; name on floor plan; LinkedIn post; photo album; promotion of speaking sessions in app; video testimonial; podcast/ webinar; article on web; product placement on web; welcome message via app; 15% special promotion discounts; an item in gift package.
Total services: 36

12,000 EUR

PLATINUM

20 sqm booth; 10 company representatives; 15 partner invites; a&S Adria lounge access; 6 lunch vouchers/ day; 3 a&S Adria Awards program applications; panel discussion representative; announcement during welcome/award session; side event; gifting an audience member; matchmaking app access; Buyer Club networking; lead-retrieval; on-site B2B support; post-event B2B support; profile on web and app; logo on: web, conference screen, magazine ad, badge, expo & conference halls, and registration area banner; name on floor plan; LinkedIn post; photo album; promotion of speaking sessions in app; video testimonial; podcast/ webinar; article on web; product placement on web; 10% special promotion discounts; an item in gift package.
Total services: 33

10,000 EUR

GOLD

10 sqm booth; 8 company representatives; 10 partner invites; 4 lunch vouchers/ day; 2 a&S Adria Awards program applications; side event; matchmaking app access; Buyer Club networking; lead-retrieval; on-site B2B support; profile on web and app; logo on: web, conference screen, magazine ad, and registration area banner; name on floor plan; LinkedIn post; photo album; promotion of speaking sessions in app; video testimonial; podcast/ webinar; article on web; 5% special promotion discounts.
Total services: 24

7,000 EUR

SILVER

10 sqm booth; 5 company representatives; 5 partner invites; 2 lunch vouchers/ day; a&S Adria Awards program application; matchmaking app access; lead-retrieval; on-site B2B support; profile on web and app; logo on: web, conference screen, magazine ad, and registration area banner; name on floor plan; LinkedIn post; photo album.
Total services: 16

3,800 EUR

BOOTH NUMBER

EXHIBITION SPACE INFO

Includes: 1x Backdrop (318 x 246), 1x Cube-table (60x60x60), 4x Chairs, 1x Table for promotional materials, * 1x 42" TV, 1x TV Stand). The organizer will set up all booth elements. NOTE: Delivery of additional equipment and other elements for product promotion can be arranged with the Organizer. All costs will be added subsequently. Detailed information is available on www.adriasecuritysummit.com

SHOW INFORMATION

CONTACT INFORMATION

- Event Organizer: a&s Adria Magazine & NAFTSO
- Email: summit@asadria.com or office@naftso.org
- Phone: +387 33 788 985 or +359 879 49 66 00
- Website: www.adriasecuritysummit.com

ADDITIONAL CONTACTS

EXHIBITION | BRANDING | B2B NETWORKING

Amar Pap – amar.pap@asadria.com

CONFERENCE

Damir Muharemović – damir.muharemovic@asadria.com

Seid Malanović – seid.malanovic@asadria.com

MARKETING

Seid Malanović – seid.malanovic@asadria.com

REGISTRATION | MOBILE APP & EVENT MANAGEMENT PLATFORM

Ilma Hodžić – ilma.hodzic@asadria.com

ON-SITE TECHNICAL SUPPORT

Muatez Fazlic – muatez.fazlic@asadria.com



GENERAL INFORMATION ABOUT THE CITY & COUNTRY

- City: Sofia, the capital of Bulgaria
- Currency: EUR
- Time Zone: Central European Time (UTC+2)
- Language: Bulgarian (English widely spoken)
- Emergency: 112

EVENT VENUE

INTER EXPO CENTER

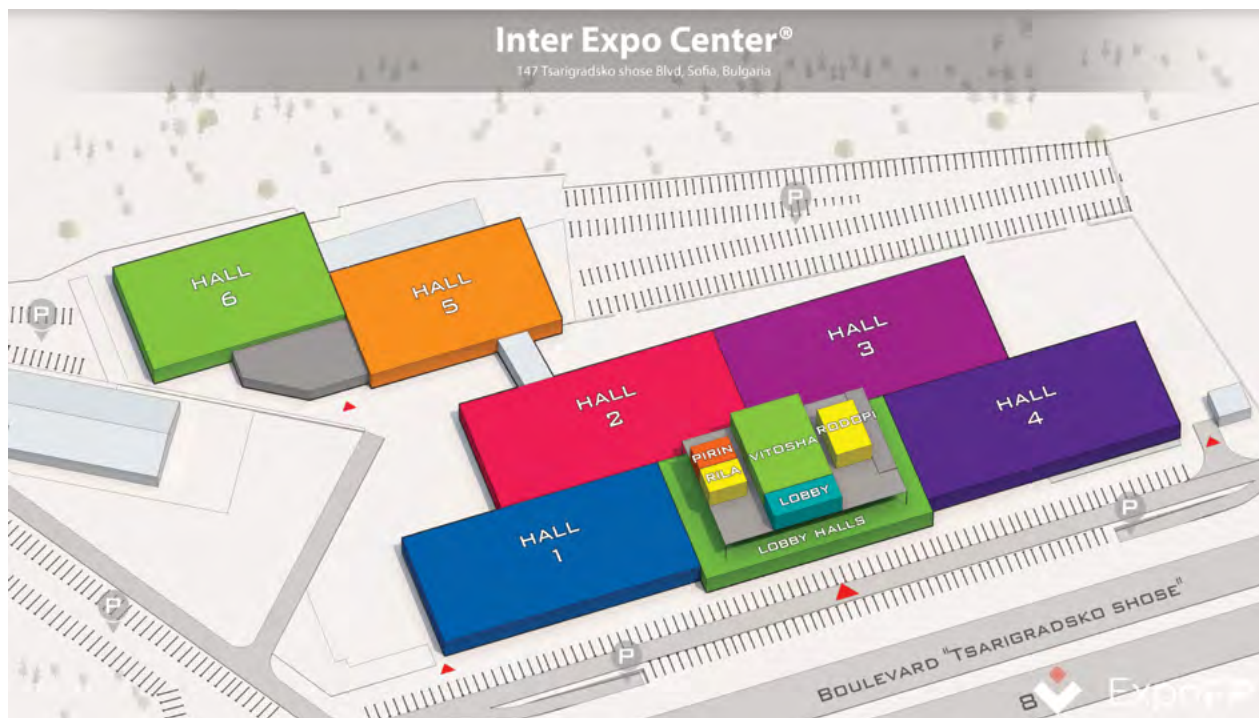
- Address: [7-mi 11-ti kilometer, Boulevard "Tsarigradsko shose" 147, 1784 Sofia, Bulgaria](#) – click to view on Google Maps

PARKING

Exhibitors will be provided with a free parking space for one vehicle per exhibitor.

TRANSPORTATION

- Sofia International Airport – 10 minutes by car or 15 minutes by public transportation
- Taxis are available.



IMPORTANT DATES AND SHOW SCHEDULE

ACTIVITY DATE

Booth Graphics Delivery	September 1, 2026
Exhibitor Registration Deadline	July 1, 2026
Booth Setup	October 27, 2026 (12:00–20:00)
Exhibition Days	October 28-29, 2026
Booth Dismantling	October 29, 2026 (18:00–20:00)
Booth Equipment Order Deadline	September 15, 2026
Visa Letter Request Deadline	August 15, 2026
Hotel Reservation	July 15, 2026

PREPARING FOR THE SHOW

EXHIBITOR REGISTRATION

All exhibitors should be registered under their respective companies in order to be visible under the company profile on the event app and website.

To obtain this, the event organizer provides an email invitation to one of the exhibitor representatives after which he/she registers himself/herself and the rest of the team. Exhibitor/sponsor by July 1, 2026 must deliver the email contact of a person responsible for creating a company profile on the platform and register the rest of the team.

BADGES

The badges will be sent to the registered emails one month before the event starts. Badges should be printed at home or at the office and shown upon entry.

MOBILE APP

The Bulgarian Security Summit uses run.events as an event platform, allowing participants to download a mobile app for a better user experience and scan the leads for easier connectivity during and after the show. We recommend downloading the app a month before the event and start exploring the participants and scheduling meetings. Download the mobile app for your [Android](#) or [iOS](#) device.

DESIGNING THE BOOTH GRAPHICS

The templates for booth graphics are available in the website's Download area. It includes two elements:

- [Top Backdrop Template](#)
- [Backdrop Template](#)
- [Double-booth Backdrop Template](#)
- [Triple-booth Backdrop Template](#)

All elements should be designed by the exhibitor and delivered to the organizer no later than September 1, 2026. The visuals should be designed following the specifications:

- CMYK color mode
- Image resolution: 150 dpi
- File format: PDF
- No fonts (Create outlines)

Should you have any questions, feel free to reach out to the Design & Multimedia Team at dino.kolubara@asadria.com (Dino Kolubara).

IMPORTANT:

- Label all materials with your company name and booth number.
- Notify the forwarder of any oversized or fragile items in advance.
- If necessary, please keep organizer in an email copy to announce in advance.

PREPARING FOR THE SHOW

BOOTH CONSTRUCTION

The organiser provides booth setups for all exhibitors except those whose booths will be built by exhibitors themselves based on an agreement with the organiser. Exhibitors can access their booths from October 27, 2026 at noon.

STANDARD BOOTH PACKAGE

Includes:

- Backdrop
- Table
- Additional table/cabinet for promotion
- 4x chairs
- Electricity pocket
- Wi-Fi network
- TV monitor (additionally charged)



PREPARING FOR THE SHOW

Exhibitors may construct their own booths, subject to prior approval from the Organizer.

To proceed, please contact the Organizer, who will connect you with the official contractor responsible for booth construction and ensure compliance with all technical and safety requirements.



PREPARING FOR THE SHOW

EXHIBITION RULES & REGULATIONS

- Exhibitors must follow safety, branding, and space regulations as outlined in the Booking Form.
- 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.
- Exhibitors must remain within the allocated booth space.
- All exhibitors are responsible for ensuring that no counterfeit or unlicensed products are displayed.
- No on-site sales are allowed. Only future orders for billing, payment, and delivery are permitted.
- Noise Level: Noise must not exceed 85 dB on the exhibition floor and in designated meeting areas, all following IAEE standards.
- Materials that cannot be flame retardant are banned. Combustible materials must be completely flame-retardant. No open flames are allowed at the venue.

FOOD & BEVERAGE POLICY

- No outside food or drinks are allowed unless approved by the organizer. Exhibitors and sponsors will be provided with lunch vouchers on the first day of the exhibition and based on their package. The restaurant is located in the exhibition hall.
- Smoking and alcohol are prohibited in the booth

ADDITIONAL PROMOTION

Sponsors and exhibitors interested in enhancing their visibility through exclusive sponsorship packages or branded area placements are encouraged to follow the guidelines outlined in their agreement with the Organizer.

All promotional materials must be submitted no later than September 15, 2026.

To explore available opportunities, please refer to the [Exclusive Sponsorship Catalog](#).

For the additional marketing activities, please use our "[Download center](#)" to assist in your activities.

EXHIBITION SERVICE POINTS

- Technical Support
- B2B Matchmaking Support
- Organizer's Office
- Registration Desk

CONFERENCE

- The conference program spans across three halls, the Main Conference Hall and two side event halls.
- The Main Conference Hall is located next to the Exhibition Hall 2, while the side event halls are connected to it. There will be clear signs that will direct the participants to each hall, respectively.
- The official conference program starts at 10:00 AM on October 28, 2026. The complete agenda is available at the official [event agenda](#).

BULGARIAN SECURITY SUMMIT AWARDS

Bulgarian Security Summit Awards is an exclusive initiative dedicated to promoting industry excellence and advancing innovation across the region. All exhibitors are eligible to submit up to two applications free of charge. The submission deadline is August 15, 2026.





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ORGANIZERS

a&S ADRIA

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