



BULGARIAN SECURITY SUMMIT

CONFERENCE & EXHIBITION

powered by **intersec**

28 - 29 October 2026, Sofia, Bulgaria

**EXCLUSIVE
SPONSORSHIPS CATALOG**

www.bulgariansecuritysummit.com



Date October 28-29, 2026

Venue Expo Center, Sofia, Bulgaria

Exhibitors 100+

Participants 3,000+

Meetings 1,500+

Buyer Delegations 100+

Conference Sessions 40+

Side Events & Workshops 30+

Excellence Awards Program

B2B Arena & B2B team

Matchmaking platform & Mobile app.

CONFERENCE SPONSOR

5,000 EUR

The Bulgarian Security Summit Conference Program engages an expert audience involved in the security business, including manufacturers, consultants, system designers, system integrators, and end users. It features over 50 speakers and sessions across 4 conference halls, attracting hundreds of session attendees and thousands of website visitors.

Stand out at the event and be recognized as an “Official Conference Sponsor”

Includes:

- >> Web agenda
- >> Mobile app section branding
- >> Printed materials related to conference program
- >> Mention by moderator during opening ceremony
- >> Placing the logo on the main conference screen
- >> Social Media Announcement
- >> Participate in the opening ceremony (2 min speech)



Side Events

- Sign in to more than 30 dedicated corporate events
- Contribute to the promotion of new products and services
- Showcase your offerings and source new ideas
- Stay ahead with the trends through useful workshops
- Gain knowledge from renowned security professionals

Organize your corporate events, seminars, promotions of products and services, or meetings with clients. Each hall is equipped with:

- >> TV or Projector
- >> WiFi



Hall	Seats	EUR/50 min
James Bond	50	300
Sherlock Holmes	50	300

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

500 EUR/50 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

800 EUR

BULGARIAN SECURITY SUMMIT AWARDS SPONSOR **4,000 EUR**

The Bulgarian Security Summit Awards showcase the region's most innovative projects and solutions, evaluated by respected industry experts alongside public voting. This combined approach highlights a shared commitment to excellence across the industry.

The Awards feature multiple categories, with both jury and public votes used to assess more than 50 applications. The best projects are recognized on the Bulgarian Security Summit stage, as well as across digital channels and extended media coverage.

Sponsorship Includes:

1. Brand Visibility & Promotion

- Promotion across the event website and social media channels
- Brand presence on main conference displays
- Visibility in printed event materials
- Dedicated full-page advertisement in the official magazine
- Banner placement in the post-event "Thank You for Your Participation" newsletter

2. On-Site Presence & Branding

- Branding on Summit staff T-shirts (2 staff members)
- High-visibility presence throughout the main conference area

3. Speaking & Thought Leadership Opportunities

- Opening speech (2 minutes)

- Closing remarks (2 minutes)

- Dedicated side event presentation (50 minutes)

4. Awards Ceremony Exposure

- On-stage award delivery to winners, ensuring direct engagement and premium brand positioning during the ceremony

Bulgarian Security Summit Awards Categories



Access Control



Video Surveillance



Intrusion Detection



Fire Alarm



PAVA Systems



Cyber Security



Software



Most Innovative Product



Best Case Study

EXCLUSIVE SPONSORSHIPS

VIP LOUNGE SPONSOR

2,500 EUR

Attendees: 100+ Available: 1

The VIP Lounge is an exclusive space where industry leaders gather to network, relax, and conduct high-level discussions. Your brand will be at the forefront of this prestigious environment.

Includes:

- >> Lounge branding
- >> Mobile app section branding
- >> Branded welcome package
- >> Custom-branded staff
- >> Branded refreshments
- >> Social media integration with branded hashtag

Sponsorship Package	Discount
Diamond	20%
Platinum	15%
Gold	10%
Silver	5%

LUNCH SPONSOR Day 1

2,500 EUR

Attendees: 350+ Available: 1

Become the main host of the lunch on Day 1

Includes:

- >> Host Announcement
- >> Prominent signage in the restaurant
- >> Logo card placement at the tables
- >> Promotional reminder to all attendees via the Summit App
- >> Photo Cover



LUNCH SPONSOR Day 2

2,500 EUR

Attendees: 350+ Available: 1

Become the main host of the lunch held on day two

Includes:

- >> Host Announcement
- >> Prominent signage in the restaurant
- >> Logo card placement at the tables
- >> Promotional reminder to all attendees via the Summit App
- >> Photo Cover



COFFEE & SNACK STATION **1,500 EUR**

Attendees: 800 – 1,000 Available: 4
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

**PERSONNEL T-SHIRTS** **1,000 EUR**

Support personnel will consist of 20 members
and be available to Summit attendees and
exhibitors during the two days of the event.
Place your logo on their T-shirts and associate
it with those who provide on-site support and
assistance to attendees and exhibitors.

**WATER BOTTLES** **1,500 EUR**

A branded water bottle is one of the most useful and
visible items throughout the Summit. Attendees carry
it with them across conference sessions, exhibi-
tion visits, workshops, breaks, and even B2B meet-
ings—ensuring continuous exposure for your brand.
Your company logo will be featured on the bottle la-
bel, turning a simple essential into a highly effective
branding tool visible throughout the entire event.
This opportunity includes 1,000 bottles (0.5L), dis-
tributed across key locations within the conference
and exhibition areas.

Please note: the sponsor is responsible for providing
the branded water bottles.



B2B SESSION

2,000 EUR

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



REGISTRATION AREA

2,000 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



REGISTRATION PROCESS AND MESSAGES

1,500 EUR

Become the first point of connection between visitors and the Summit. All registered attendees will receive 3 to 5 messages from the organizer. Put your logo there and start a successful relationship.

- >> Total number of messages across all attendees: 6,000 – 8,000
- >> Banner within the registration form
- >> Mobile app section branding



PHOTO ALBUM**200 EUR/30 min**

Book a slot with our photographers and make professional and memorable photos of your team during the exhibition or in our photo corner.

Includes:

- >> Photo session at the booth
- >> Business portrait photos
- >> Minimum 50 professional photos

**FLOOR STICKERS****800 EUR**

Available: 5

Guide the Summit visitors to your company's booth with prominent floor stickers that will be placed from the entrance throughout the exhibition hall.

Includes six Floor stickers.

(Price includes production and setup)

**EXCLUSIVE PROVIDER OF ON-SITE SECURITY****2,000 EUR**

For manned guarding and event security companies, this is surely the best way of showcasing your level of professionalism, hospitality, quality of service and commitment to high-level security.

Includes:

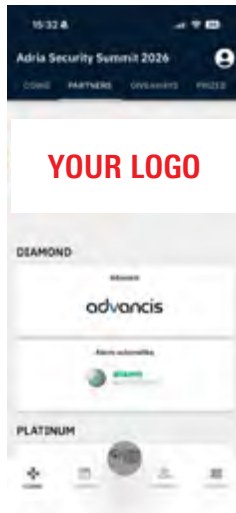
- >> Logo on security personnel equipment
- >> Announcement on Summit website
- >> Photo cover of personnel



GAMIFICATION SPONSOR

1,500 EUR

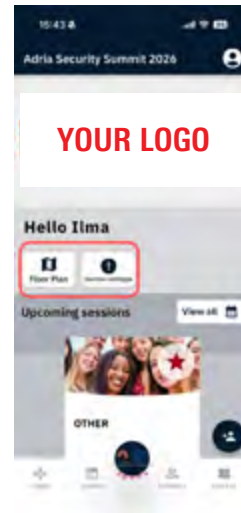
- >> Mobile app section branding
- >> Official announcement on the web and social media
- >> Delivery of rewards during the conference program
- >> Recognition as “Official Gamification Sponsor”



**APP HOMEPAGE
FEATURED PACKAGE**

1,000 EUR

Place your brand at the very first touchpoint of the event by featuring interactive buttons on the mobile app homepage. Showcase your product brochure (via direct link), enable a “Book a Meeting” option using your own scheduling tool (e.g., calendar link), or present a video, allowing attendees to instantly engage with your content and connect with their team.



Print Materials

Make sure your message reaches the hands of key stakeholders and decision-makers.

a&s Adria Magazine

Leading monthly security industry publication which covers the Adriatic region.

Double page	1.340 EUR
Full page	950 EUR
Half page	550 EUR
Sponsored Article	600 EUR
Insert Add-Ons (sponsors' production)..	800 EUR

The magazine a&s Adria is read by professionals who work in the security department or are engaged with the general security on a professional or private basis, as well as by the company managers, who are daily exposed to increasing and varied security risks.



Online and Multimedia

Every sponsorship package includes several online promotional services such as logo placement on the official Summit website, company description in the exhibitors listing, profile on Summit App, an option to upload corporate videos on our social media channels, and others.

Want to distinguish your company brand?
Send a message to more than 10.000
email subscribers and all Summit visitors.

- >> Sponsored email sent to both databases – 500 EUR
- >> Sponsored Article in the Summit newsletter – 350 EUR

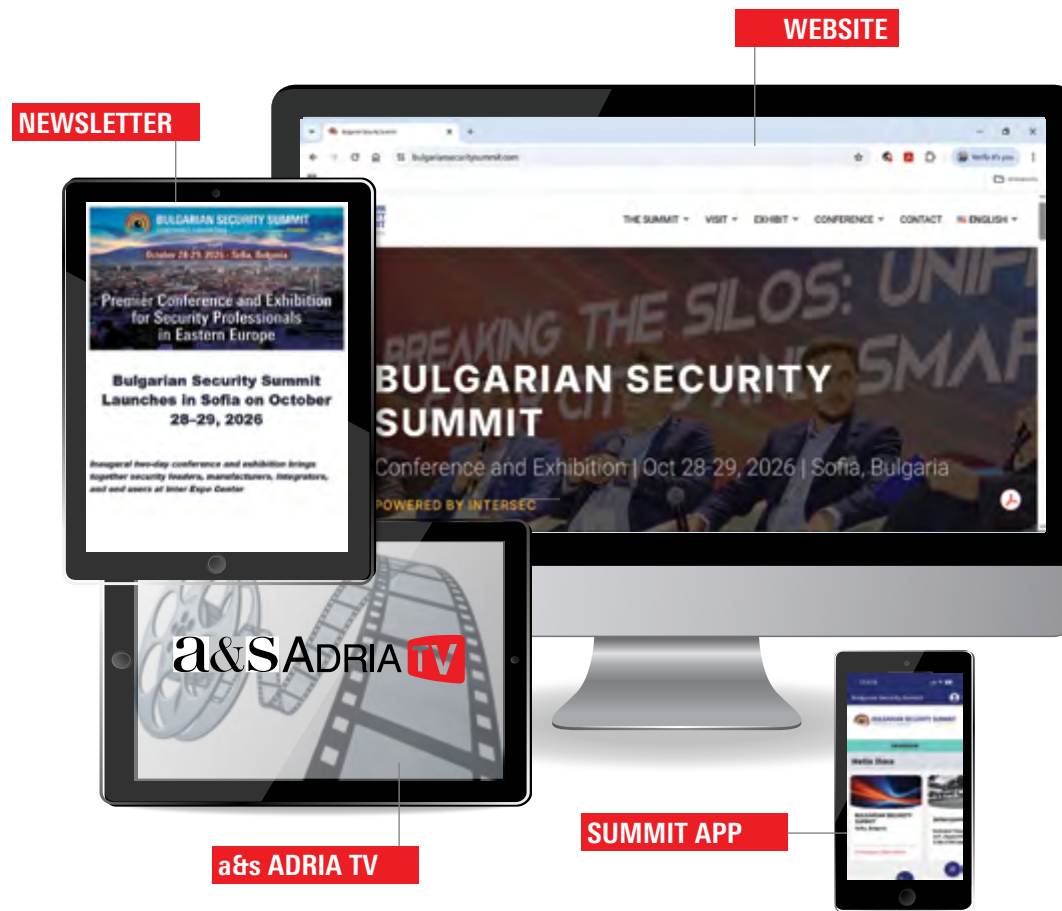
Whitepaper

800 EUR / month

* Includes www.asadria.com subpage, pop-up banner, newsletter.

Pop-up banner

600 EUR / month



ORGANIZERS

a&S ADRIA

The Professional Magazine Providing Total Security Solutions

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