



**03**  
NOVEMBER

**05**  
NOVEMBER

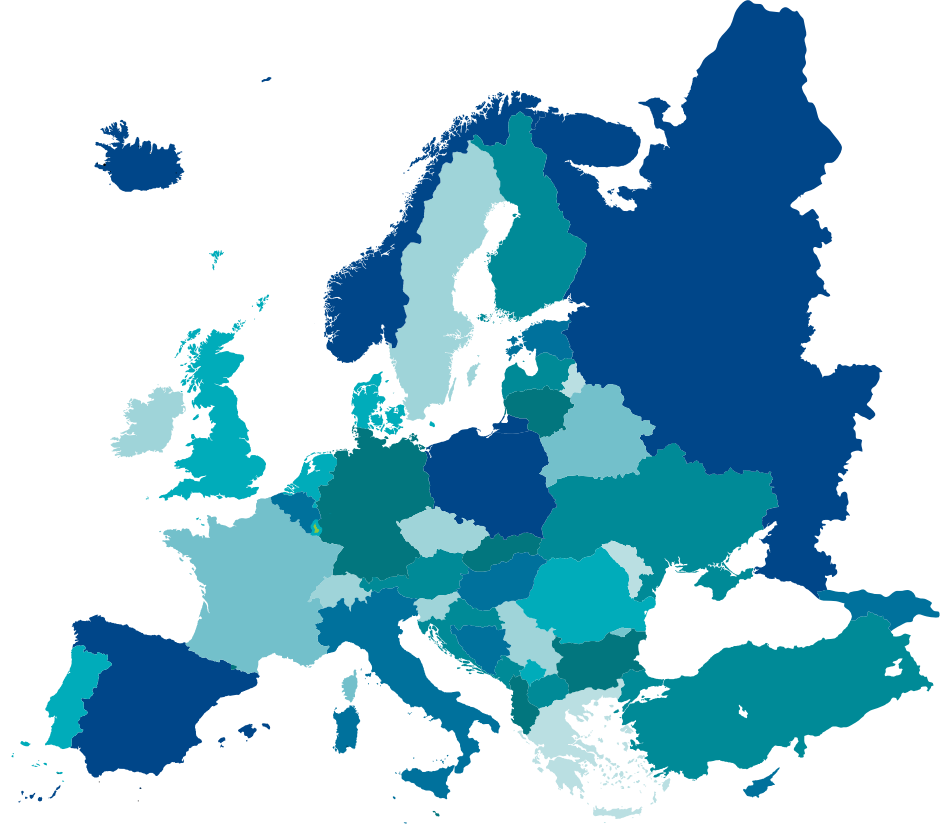
**'20**  
YEAR

# EXHIBITION & SPONSORSHIP **BROCHURE**

**Focus on The Future**

# Content

Organizer & Event partners	3
Goals	4
Mission	5
a&s Adria Magazine	6
Adria Security Summit	7
Industries & Businesses	8
Loyal Sponsors & Exhibitors	9
Sponsorship: Exhibition & Networking	10
Sponsorship: Conference	11
Sponsorship: Report	12
Sponsorship: Promotion	13
Sponsorship: Summary of Benefits	14
Navigation Lobby	15
Conference Program	16
Main Conference Hall	17
Exhibition & Networking Arena	18
Virtual Booth	19
B2B Networking Arena	20
Analytics & Reporting	21
Join Us	22



## ORGANIZER



*A professional magazine for providing total security solutions and a member of **a&s Magazines**.*

## EVENT PARTNERS



*Provide global industry leaders year-around comprehensive market analysis, in-depth reports, updated vertical applications as well as market trends under umbrella of **Messe Frankfurt** New Era Business Media.*



*With the help of 2400 employees, Messe Frankfurt organizes over 146 trade fairs worldwide, resulting in annual sales of around € 669 millions in 2017.*

## Goals

Educate on innovations and best practices within the security industry.

Provide an easy yet effective medium for long-term business networking.

Secure valuable leads to our sponsors.

# Mision



We strive to **educate** and provide **networking** opportunities to all interested parties ultimately helping them in accomplishing their future medium to long-term **commerce goals**.

Further, deploying **marketing** and **consulting** services on our end, parties receive immediate added value to their current business operations.

# a&s Adria Magazine

- As a **professional security magazine** for providing total security solutions, is a part of the portfolio of the world's largest security magazine group, **a&s Group**.
- Monthly publication for the region of the following countries of Southeastern Europe: **Bosnia and Herzegovina, Croatia, Kosovo, Montenegro, Macedonia, Slovenia, and Serbia**.
- Read by professionals who work in the security department or in general have contact with the term "security" on a professional or private base as well as for company managers who are daily exposed to increasing and varied security risks.
- Licensed representative of **Messe Frankfurt** New Era Business Media for the Adriatic region.



# Adria Security Summit

- **Largest LEADING annual conference and exhibition** of the Adriatic region's security, safety and IoT industries.
- Provides participants with inspiration, tools, and know-how aimed at finding and taking full advantage of every opportunity to improve the state of security, safety and IoT.
- Participants' pool includes manufactures, distributors, system integrators, installers, end users, representatives of government security agencies, security managers, SME owners, and other decision makers.

**5000+**  
VISITORS

**320+**  
EXHIBITORS

**150+**  
PRESENTATIONS

**30+**  
COUNTRIES



**SARAJEVO**



**BELGRADE**



**ŠIBENIK**



**LJUBLJANA**



**SKOPJE**

# Industries & Businesses

Response rate percentage across:

## Type of Industry

Technical Protection & Solutions	41%
Security Services	23%
IT and Finance	12%
Government and Military	8%
Communication/ Transportation	7%
Engineering & Architecture	5%
Energy & Environment	4%

## Type of Business

End Users	24%
Manufacturers	18%
System Integrators	18%
Distributors	10%
Installers	16%
Service Providers	9%
Consultants	5%



# Loyal Sponsors & Exhibitors






























NOTE: Listed alphabetically.

# Sponsorship

## Exhibitor & Networking Arena

### BENEFITS AS A SPONSOR

	Diamond 6,000 EUR	Platinum 4,000 EUR	Gold 3,000 EUR	Silver 2,000 EUR	Bronze 1,000 EUR
Display of the company's main information to all virtual booth visitors					
Display of the company's intro video to all virtual booth visitors					
Search all exhibitors with their contact info and virtual booth numbers					
B2B Networking: Have the following number of available company's representatives for 1on1 meetings with all interested virtual booth visitors (1 representative is always on call available for on-demand requests while remaining representatives are there for prescheduled meetings.)	5	4	3	2	
Guaranteed number of scheduled 1on1 meetings with relevant leads	30	20	10	5	
Make available for download a number of the company's representatives' business cards to all virtual booth visitors	5	4	3	2	
Make available for download a number of different company's promotional materials to all virtual booth visitors	Unlimited	30	20	5	
Make available a contact form to all virtual booth visitors to submit their information as well as to upload their own business cards in .pdf, .jpg or .png format					
Receive a message from an interested virtual booth visitor					
Access to the database of all virtual event attendees with their contact info					
Filter all the attendees by first letters of the company's name, predefined industry niches the company is in, and/ or the country the company is headquarter in					

# Sponsorship

## Conference

































### BENEFITS AS A SPONSOR

	Diamond 6,000 EUR	Platinum 4,000 EUR	Gold 3,000 EUR	Silver 2,000 EUR	Bronze 1,000 EUR
Attendance at all sessions across all conference halls					
Opportunity to have a number of individual side events	4	3	2	1	
Opportunity to present a number of independent case studies	3	2	1		
Opportunity to hold a number of keynote speeches	2	1			
Attendance at the VIP virtual event panel session					

# Sponsorship














































## Report

### BENEFITS AS A SPONSOR

	Diamond 6,000 EUR	Platinum 4,000 EUR	Gold 3,000 EUR	Silver 2,000 EUR	Bronze 1,000 EUR
Number on all virtual booth visitors					
Detailed list with contact info on all virtual booth visitors					
Number of documents views					
Number of views per document					
Detailed list with contact info on all booth visitors who viewed the documents					
Number of video views					
Detailed list with contact info on all booth visitors who viewed the video					
Number of held 1on1 meetings					
Detailed list with contact info on all visitors who attended side events categorized by each					
Detailed list with contact info on all visitors who attended case studies categorized by each					
Detailed list with contact info on all visitors who attended keynote speeches categorized by each					

# Sponsorship

## Promotion

BENEFITS AS A SPONSOR	Diamond 6,000 EUR	Platinum 4,000 EUR	Gold 3,000 EUR	Silver 2,000 EUR	Bronze 1,000 EUR
Corresponding acknowledgments in all potential PR releases					
Company's info placement in the exhibitors' database & catalog					
Company's unique branding of the virtual booth					
Automatic email on each newly prescheduled 1on1 meeting prior to the event					
Automatic email on scheduled meetings each event day					
Automatic email on the agenda for the day on each event day					
Company's logo & short description placement on the Security Summit's website					
Brand promotion on the Security Summit's social networks					
Number of published sponsored articles on the Security Summit's website and social networks	4	3	2	1	
Dedicated Welcome email to all attendees					
Number of recorded statements being available at YouTube channel	3	2	1		
Company's logo placement at the entrance hall (lobby)					
Company's logo placement on every screen of virtual event platform by means of flags, banners, etc.					
Branded Thank You email, with attached company's promotional materials of up to 25 MB in size, to all attendees after the event					

# Sponsorship

## Summary of Benefits

- LIVE conference program  
Keynote speech,  
Case studies,  
Side Events.
- Exhibition Networking Arena  
Brand Awareness,  
Prescheduled 1on1 virtual meetings,  
On-demand 1on1 virtual meetings,  
New Relevant Leads,  
New Collaboration & Partnerships.
- B2B Networking Arena,
- Insights into innovations within the industries,
- Market Research & Product Placement,
- In-depth Reporting,
- **COST-EFFECTIVE compared to a live event.**

# Navigation Lobby



- Agenda
- Conference Halls
- Exhibition & Networking Arena
- B2B Networking Arena
- Info Desk

NOTE: The graphics represents a work in progress example and is a subject to change.

# Conference Program



Get insights and inspiration from people who are reimagining the way we think about and perceive security and safety.



Understand the latest trends in security, safety, and IoT.



Engage and interact with the speakers and attendees.



Take the opportunity to give a speech and share your innovative ideas.



# Main Conference Hall



Enjoy all sessions, keynote speeches, case studies,  
and side events in 3D environment.

NOTE: The graphics represents a work in progress example and is a subject to change.

# Exhibition & Networking Arena



**B2B Networking:** Enjoy your prescheduled as well as on-demand 1on1 meetings with all interested virtual booth visitors (1 representative is always on call available for on-demand requests while remaining representatives are there for prescheduled meetings.)

*NOTE: The graphics represents a work in progress example and is a subject to change.*

# Virtual Booth

Introduction  
video/ image

Company's  
logo



Start prescheduled  
1on1 meeting

About company

Review a calendar  
on speaking  
engagements

Schedule a new  
1on1 meeting

Check for  
on-demand  
1on1 meeting

Download compa-  
ny's promotional  
materials &  
business cards

Upload of visitors'  
business cards

NOTE: The graphics represents a work in progress example and is a subject to change.



# B2B Networking Arena



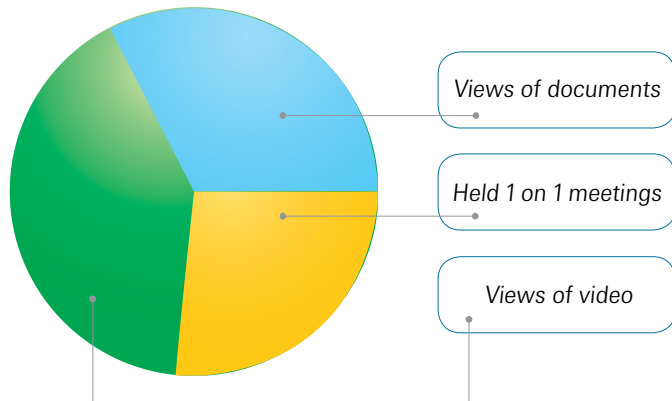
Any attendee can find relevant leads and initiate 1on1 meetings with other attendee colleagues, too.

# Analytics & Reporting

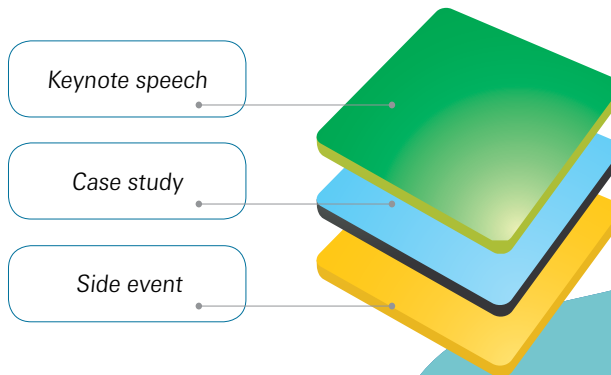
## Proven ROI on leads in numbers.

Sponsorship: Report contains all relevant details per sponsorship package.

**Total Number of Booth Visitors**



**Detailed Visitors' Contact Info per**





# SECURITY SUMMIT

Virtual Event  
CONFERENCE & EXHIBITION

**Join Us!**



**SAVE**   
**DATE**   


**03**  
NOVEMBER

**05**  
NOVEMBER

**'20**  
YEAR

ORGANIZER



EVENT PARTNERS



**GLOBAL SECURITY Ltd.**

Safeta Zajke 115c, 71000 Sarajevo  
Bosna i Hercegovina  
Phone: +387 33 788 985;  
Fax: +387 33 788 986;  
E-mail: [summit@asadria.com](mailto:summit@asadria.com)