





**BALKAN  
SECURITY**  
EXPO 2025





Welcome to the „BALKAN SECURITY EXPO 2025" a prestigious showcase of security solutions and innovations. **The slogan „New solutions for new challenges" perfectly reflects the vision of this event - connecting the human factor, technology, and education to advance security.**

# KEY INFORMATION

→ Organizer	RABEK, in collaboration with S4 Glosec Global security d.o.o. and SECURITYSEE magazine
→ Date of occurrence	May 28 and 29, 2025
→ Venue	Belgrade Fair, Hall 2c, Belgrade, Republic of Serbia
→ Number of participants	100+
→ Participant contentment	Over 95% of participants regarded BSE 2024 as a significant event for professional development
→ Marketing Support	TopMarketing
→ Interactive program	Lectures, demonstrations, expert discussions, panel discussions, presentations, workshops...



# VIEW OF THE BALKAN SECURITY EXPO 2024

You can learn more about the Balkan Security Expo 2024 in the report available on the website [www.balkanexposec.com](http://www.balkanexposec.com)



# VISION FOR BALKAN SECURITY EXPO 2025

Based on participant feedback and the analysis of the first security expo, BSE 2024, we have identified several key directions for enhancing the second security expo, „Balkan Security Expo 2025". These steps aim to further improve the experience for exhibitors and visitors while strengthening the expo as a leading platform in the security industry:



We welcome your suggestions and feedback, which you can send to [katarina@balkanexposec.com](mailto:katarina@balkanexposec.com)



## Expanding the exhibition space:

To encourage the growth of both exhibitors and visitors, while further expanding and enhancing the exhibition sections.

## Greater internationalization:

Attracting a larger number of international exhibitors and speakers to elevate the expo's significance on a global level.

## Enhancing the interactive program:

Increasing the number of interactive events focused on practical skills and the application of innovations in the security industry, with certificates awarded to participants who successfully acquire the specific skills outlined in the program.

## Greater inclusion of the academic community:

Organizing dedicated sections for the academic community and the industry to strengthen the connection between academia and the security sector.

## Expo awards:

Introducing awards for the best innovations, the most interactive booth, and the best products or services, which would further motivate exhibitors to showcase their best offerings.

## Social responsibility:

Promoting social responsibility and raising awareness about the importance of security. The focus is on contributing to the community through initiatives that foster innovation, education, improved working conditions, and the empowerment of individuals and organizations in the field of security.

## Expanding media partnerships:

Expanding collaboration with media outlets, such as specialized security publications and digital platforms, to enhance the expo's visibility and attract new visitors and exhibitors.

# BENEFITS FOR SPONSORS

## MARKET EXPANSION AND INCREASED SALES

Access to new markets and generation of new business opportunities, as the expo brings together both the private and public sectors.



## ENHANCING BRAND RECOGNITION

The expo gathers stakeholders from various sectors of the security industry and offers sponsors an opportunity to strengthen brand presence before an audience that values innovation and reliability.



## PROMOTION THROUGH DIGITAL AND PRINT CHANNELS

Sponsors will gain visibility through promotion on the website, social media, printed materials, and expo screens, extending brand reach before, during, and after the event.



## CORPORATE SOCIAL RESPONSIBILITY

Support for an important international event, commitment to advancing security, and dedication to social responsibility.

## SPONSORSHIP PACKAGES

### GENERAL SPONSOR

- Number of packages: 2
- One full megaboard for your advertisement at the corner of Hall 2C
- Logo on 3 billboards on the footbridge (independently featured on both sides of one flag)
- Highlighting as a general sponsor at 2 strategic locations within the exhibition space
- Mention in all media statements (written texts and TV appearances)
- Advertisement in the exhibitor catalogue, 2 pages following the cover page
- 40 VIP tickets for your organization's representatives and clients
- Speech by a representative of the general sponsor at the expo opening
- Distribution of the sponsor's promotional materials
- Logo on the BSE 2025 security expo website
- Logo on promotional materials
- Logo on the press wall
- Logo on joint advertisements within the exhibition area and the interactive program hall
- Logo on a shared billboard in front of the footbridge with the sponsorship category indicated
- Broadcasting the company video on the video wall in the exhibition hall during the event
- Promotional posts on the expo's social media channels
- Sponsorship certificate as an official confirmation of your contribution to the success of BSE 2025
- 20% discount on GloSec services until May 29, 2026

**€ 20 000 + VAT**

50% of the total amount within 10 days from the date of signing the Sponsorship Agreement

50% of the total amount at least one month before the expo

**Note:** The full amount must be paid before the start of the expo



## SPONSORSHIP PACKAGES

### DIAMOND SPONSOR

- Logo on one billboard on the footbridge (independently featured on both sides)
- Exclusive recognition as a diamond sponsor through standalone advertising within the exhibition hall
- Mention in all media announcements (written texts and TV appearances)
- Advertisement in the exhibitor catalogue, 1 page at the end of the catalogue
- 30 VIP tickets for your organization's representatives and clients
- Speech by a representative of the diamond sponsor at the expo opening
- Distribution of the sponsor's promotional materials during the event
- Logo on the official BSE 2025 security expo website
- Logo on promotional materials
- Logo on the press wall
- Logo on joint advertisements within the exhibition area and the interactive program hall
- Logo on a shared billboard in front of the footbridge with the sponsorship category indicated
- Broadcasting the company video on the video wall in the exhibition hall during the event
- Promotional posts on the expo's social media channels
- Sponsorship certificate as an official acknowledgment of your contribution to the success of BSE 2025
- 20% discount on GloSec services until May 29, 2026

**€ 15 000 + VAT**

50% of the total amount within 10 days from the date of signing the Sponsorship Agreement

50% of the total amount at least one month before the expo

**Note:** The full amount must be paid before the start of the expo

## SPONSORSHIP PACKAGES

### PLATINUM SPONSOR

- Logo on one side of a billboard on the footbridge (independently featured, with another platinum sponsor on the opposite side)
- Recognition as a platinum sponsor through shared advertising with other sponsors in the same category within the exhibition hall
- Mention in all written media announcements
- Advertisement in the exhibitor catalogue, 1/2 page at the end of the catalogue after diamond sponsors
- 20 VIP tickets for your organization's representatives and clients
- Distribution of the sponsor's promotional materials during the event
- Logo on the official BSE 2025 security expo website
- Logo on promotional materials
- Logo on the press wall
- Logo on shared advertisements within the exhibition area and the interactive program hall
- Logo on a shared billboard in front of the footbridge with the sponsorship category indicated
- Broadcasting the company video on the video wall in the exhibition hall during the event
- Promotional posts on the expo's social media channels
- Sponsorship certificate as an official acknowledgment of your contribution to the success of BSE 2025
- 15% discount on GloSec services until May 29, 2026

€ 10 000 + VAT

50% of the total amount within 10 days from the date of signing the Sponsorship Agreement

50% of the total amount at least one month before the expo

**Note:** The full amount must be paid before the start of the expo

## SPONSORSHIP PACKAGES

### GOLD SPONSOR

- Advertisement in the exhibitor catalogue, 1/4 page at the end of the catalogue after platinum sponsors
- 10 VIP tickets for your organization's representatives and clients
- Logo on the official BSE 2025 security expo website
- Logo on promotional materials
- Logo on the press wall
- Logo on shared advertisements within the exhibition area and the interactive program hall
- Logo on shared billboards in front of the footbridge with the sponsorship category indicated
- Broadcasting the company video on the video wall in the exhibition hall during the event
- Promotional posts on the expo's social media channels
- Sponsorship certificate as an official acknowledgment of your contribution to the success of BSE 2025
- 10% discount on GloSec services until May 29, 2026

€ 5 000 + VAT

50% of the total amount within 10 days from the date of signing the Sponsorship Agreement

50% of the total amount at least one month before the expo

**Note:** The full amount must be paid before the start of the expo

## SPONSORSHIP PACKAGES

### CUSTOM PACKAGE

**Flexibility:** Create a sponsorship package tailored to your specific goals and budget. Our team will collaborate with you to design a way to connect your brand with expo activities.

**Personalized opportunities:** Choose specific parts of the program to sponsor, such as panel discussions, workshops, cocktail receptions, opening ceremonies, gala dinners, etc...

**Promotion:** Highlight your brand through expo advertisements, the press wall, venue branding, social media platforms, and the exhibitor catalogu

**Product donation:** Sponsorship doesn't have to be monetary—contributions such as refreshments, coffee, vehicle transportation by automotive companies, LCD screens, etc., are also welcome.

**Community contribution:** Support the event through direct actions that showcase your corporate social responsibility.

\*Note: The custom sponsorship package is developed in agreement with the organizer, upon the request of a potential sponsor. The sponsorship category name will be determined based on the specific agreement.

### PRICE IN ACCORDANCE WITH THE SPECIFIC AGREEMENT

50% of the total amount within 10 days from the date of signing the Sponsorship Agreement

50% of the total amount at least one month before the expo

**Note:** The full amount must be paid before the start of the expo if the sponsorship is of a financial nature.

## FILE PREPARATION FOR PRINT

The sponsorship package prices include printing and installation. Sponsors are responsible for preparing their own print files and sending them to the organizer via email [katarina@balkanexposec.com](mailto:katarina@balkanexposec.com)

Additionally, there is an option to prepare print files through the expo's marketing partner, TopMarketing, in accordance with their pricing (contact: [office@topmarketing.rs](mailto:office@topmarketing.rs) or +381 69 2610 138; email subject line: PRINT PREPARATION BSE 2025)

### ADOBE PHOTOSHOP

File specifications for large formats (e.g., billboards, megaboards):

Scale: 1:10

Resolution: 300–500 dpi

File specifications for smaller formats (e.g., B2 posters): Scale: 1:1

Resolution: 100–150 dpi

Color mode: CMYK

Supported file formats:

Photoshop EPS – compressed with JPEG encoding

TIFF – compressed with LZW encoding

JPEG – maximum quality (12)

### ADOBE ILLUSTRATOR AND INDESIGN

File specifications: Scale: 1:10 for large formats (billboards, megaboards, panels) or 1:1 for small formats (posters, guides).

The file MUST NOT include: Bleeds, crop marks, registration marks, trim lines, print instructions, dimensions, or quantities.

**Each file should be saved separately (e.g., five posters require five separate files).**

All text must be converted to outlines.

Color mode: CMYK

Accepted file formats: PDF or EPS



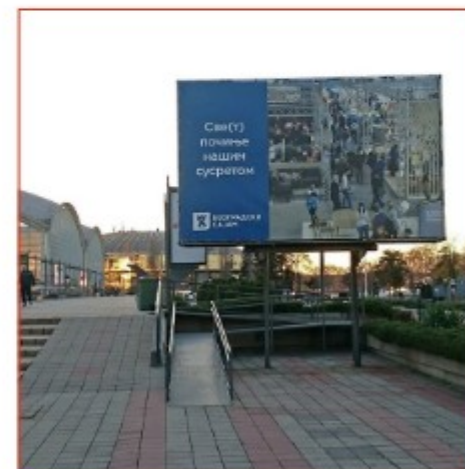
**Megaboards located at the intersection of Hall 2c**



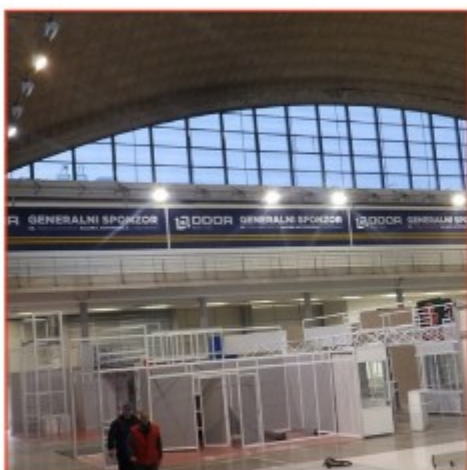
**Billboards on the footbridge**



**Shared outdoor billboards**



**Shared billboard in front of the footbridge**



**Advertising opportunities in Hall 2**



**Advertising opportunities in Hall 2**



**Example of promotional posters inside the hall**



**Example of a press wall**

