



securika
Moscow

22-24 APRIL 2026

MOSCOW, CROCUS EXPO

**31st INTERNATIONAL EXHIBITION OF SECURITY AND FIRE
PROTECTION EQUIPMENT AND PRODUCTS**

ADVERTISING OPPORTUNITIES

Brought to you by:



ОРГАНИЗАТОР
ORGANISER



VIDEO
SURVEILLANCE



INFORMATION
SECURITY



ACCESS
CONTROL



DRONES AND
ANTI DRONE SYSTEMS



ALARM
AND WARNING



PERIMETER
SECURITY



FIRE
PROTECTION



LABOR PROTECTION,
PERSONAL PROTECTIVE
EQUIPMENT



BUILDING
AUTOMATION

ABOUT EXHIBITION

Securika Moscow is the **largest exhibition** dedicated to security and fire safety equipment and technologies in Russia and a large-scale platform for demonstrating the latest technical security equipment, as well as a hub space for a fruitful dialogue between professionals - representatives of government authorities, law enforcement agencies, industrial enterprises, businesses, structures of the non-state security sphere and many more.

In 2024 the largest domestic and foreign companies presented their products in **9 thematic sectors**.



securikaexpo.com
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marketing@ite.group



STAND OUT FROM THE COMPETITION AT SECURIKA MOSCOW 2025

Advertising opportunities of the exhibition is a great way attract attention to your products and services to the widest possible target audience, significantly increase visitor traffic to your stand, confirm your status as a market leader, strengthen the company's image and stand out among competitors not only at the exhibition but in the industry.

17000+

sq. m.
of floor space

305

exhibitors

17 000+

unique visitors

25

countries of the
world are
represented at
the exhibition

90 000+

email subscribers

130 000+

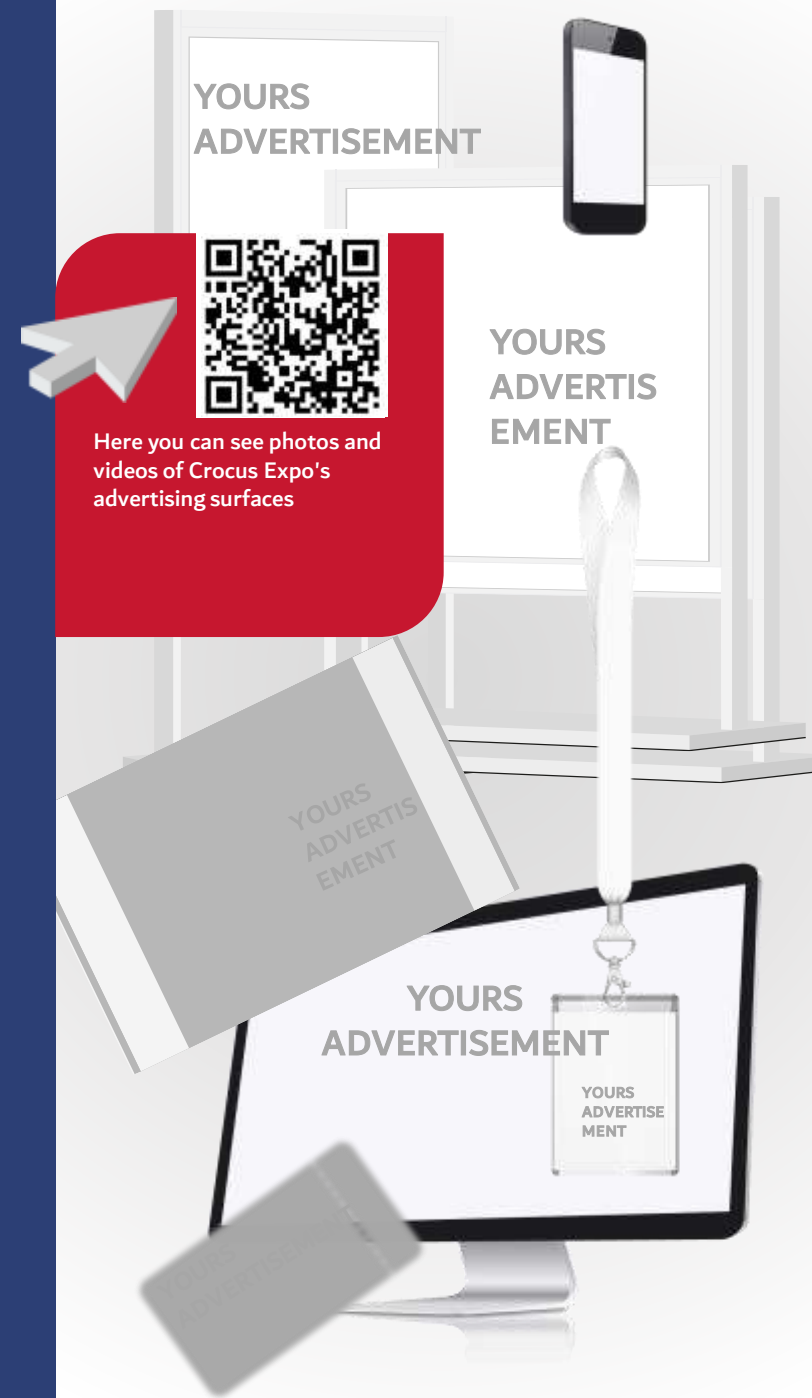
website visitors 3
months before the
exhibition



ADVERTISING TOOLS EXHIBITIONS

EUR without VAT

1. Company's logo + arrow to the booth location in route planner and navigation board	380
2. Company's name highlighted in the exhibitor list	200
3. Brand-promo package: paragraph 1+2	500
4. Advertisement page A4 in route planner	800
5. Advertisement page 1/2 A4 in route planner	450
6. Two-page advertising spread	1,400
7. Advertisement page, 3 rd page	1,300
8. Advertisement 4 th page	1,500
9. Banner placement at the main page 435 * 80 pcl, 1 month	520
10. Banner placement at the main page 1366 * 114 pcl, 1 month	790
11. Distribution of materials in exhibition halls, 3 days	450
12. Distribution of materials at the reception desk , 1 day	450



OUTDOOR ADVERTISING(3 PAVILION)

	EUR without VAT
1. Advertising banner on a façade of pavilion 3, 18 x 9	10,500
2. Advertising construction 2x3 m	860
3. Advertising construction 3x3 m	1,120
4. Advertising construction 4x3 m	1,420
5. Advertising construction 6x3 m	1,980
6. Construction with a delta-shaped base, side - 2x3	1,530
7. Construction with a rectangular-shaped base, side - 2x3	1,860
8. Advertising on a street light box, 1 side of 1.23x2.5 m	490



INDOOR ADVERTISING, pavilion 3

	EUR without VAT
1. Advertising on wall panels in registration areas of pavilion No. 3 * 3 *	860
2. Registration desk branding, 2.96x1.54 m	950
3. Turnstile branding in front of exhibition hall, 6 turnstiles	1,700
4. Column branding 3.17 * 3 m (in the registration area)	1,100
5. Video advertising above the entrance to the hall, 17x1 m	1,420
6. Stickers on the glass above the entrance hall 15, 2.8x1.5 m, one-sided	950
7. Stickers on the glass above the entrance hall 15, 2.8x1.5 metres, two-sided	1,100
8. Sticker 5.56 x 3.8 m on a glass second floor showcase	3,300
9. Two-sided advertising banner on hangers, 8x12 m	6,600
10. Floor sticker, 1x1 m	220



INDOOR ADVERTISING, pavilion 3

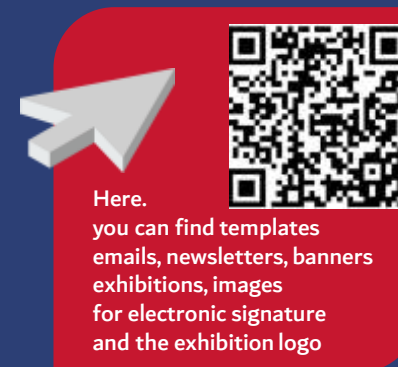
	EUR without VAT
1. Lightbox in the registration area, 1.15x1.95m, towards the exhibition halls	850
2. Lightbox in the registration area, 1.15 x 1.95m, towards the exit from the pavilion	600
3. Portable advertising banner in registration area, 1x2.9 m	420
4. Portable advertising banner, 2x2.9 m	600
5. Portable advertising banner, 3x2.9 m	720
6. Portable advertising banner, 4x2.8 m	830
7. Portable advertising banner, 6x2.8 m	1100



FREE MARKETING OPPORTUNITIES

To increase visitor footfall to your company's stand and improve the commercial efficiency of your participation in the exhibition, we recommend using free ready-made advertising tools that we have been developed especially for you. All details of the free marketing opportunities can be found on the exhibition website in the Exhibitors section on the 'Promote Your Stand' page.

Please send news, photos and illustrations as well as your company logo to be placed on the website to the Marketing Manager: Karina.Vorontsova@ite.group.



01

PROMOCODE

Registration for the exhibition is paid. You need to provide a unique promocode to your company's customers and partners so they can avail of the free e-ticket to the exhibition. You can get a promocode from the exhibition organisers.

02

DISTRIBUTION OF TICKETS WITH PROMO CODE TO YOUR PARTNERS

Send an invitation of your company's stand to your customers and partners. It is desirable to place the invitation on the company letterhead, previously supplemented with your company's data: company name, stand number, pavilion number, promocode, etc.

03

LOCATION BANNER AND NEWS ABOUT YOUR COMPANY'S PARTICIPATION AT THE EXHIBITION

Place a banner and news about your participation at the exhibition on your company's website to attract more visitors to your stand.

Actively announce your participation at the exhibition on your website. Download the template, complete it with your stand number, a unique promocode, information about your products and post it on your company's website.

A banner with your company's unique promocode will be sent by the Organiser.

04

DISTRIBUTION OF PRINTED INVITATIONS

Send a printed invitation to your partners and clients. For information about printed invitations, please contact the exhibition coordinator.

05

INVITATION TO THE EXHIBITION IN YOUR ELECTRONIC SIGNATURE

Place an invitation to your company's stand in your email signature.

06

POSTING YOUR COMPANY'S NEWS ON THE SECURIKA MOSCOW WEBSITE

We offer an opportunity to send news of your company to be placed on the Securika Moscow exhibition website. News may contain information about innovative developments, new products/services, or important events of your company. This will help with additional promotion of your company leading up to the event.



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**For any marketing inquiries
please contact:**

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