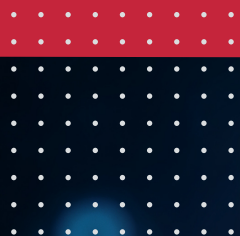




securika
Moscow

22 -24 April, 2026
Crocus Expo, Moscow

31st International Exhibition
Of **Security And Fire Protection**
Equipment And Products.



ОРГАНИЗАТОР
ORGANISER

Sponsorship Opportunities



Video
Surveillance



Access
Control



Alarm And
Warning



Fire
Protection



Building
Automation



Information
Security



Drones And Anti
Drone Systems



Perimeter
Security



Labor Protection,
Personal Protective
Equipment

securikaexpo.com



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Sponsorship Opportunities



How To Increase The Effectiveness Of Participation?

Sponsorship opportunities allow exhibitors to make themselves known to a wide audience of specialists both during and before the exhibition. Sponsor status is designed to enhance the marketing effect of participation and allows the company to obtain additional opportunities for market promotion.

The advertising options included in each sponsorship package are selected in such a way as to maximise the reach of the target audience and communicate the company's participation in the exhibition through different channels.

Utilise The Commercial Potential Of The Exhibition

- Strengthen your company's position in the market
- Highlight your participation among other companies, provide an advantage in the competitive environment
- Increase direct sales
- Strengthen the image of the company's successful brand

If you have any questions about partnership opportunities, please contact your manager.

The price of Affiliate packages is indicated without VAT

Sponsorship Opportunities



Mandatory Options

Communication support for partners

Please note, these options are included in all partner packages and are not mentioned further in each sponsorship package separately.

Advertising and PR materials

- Assignment of partner status and its positioning in co-operation with leading industry media outlets
- Mentioning the partner in the official press releases of the exhibition
- Logo placement on the acknowledgement page in the exhibition catalogue
- Preparation of news about the partnership with placement on the website
- Mention of the partner's company name in mailings to the exhibition visitor base during the exhibition cycle
- Partner's logo with status and active link on the main page of the site and in the "Partners" section, with output in the feed on the main page.



General Partner Of The Exhibition 17,180 EUR

The highest status and the opportunity to maximise the impact on the target audience through all communication channels.

The offer can be used by **only one company**. **Exclusive:**

- Wallpapering of the centre window of the first floor balcony in the foyer of the registration area, 5.56 x 3.8 m.
- Face lightbox in the registration area

At Crocus Expo during the exhibition

- Placement of the General Partner's commercial on LED screens in the foyer of Pavilion 3 (in rotation with the organiser's commercial and other partners, but not more than 3).
- Placement of the General Partner's logo on all billboards of the information and navigation system (except for the layout of the registration desk).
- Placement of the General Partner's logo on the front banner of the exhibition
- Placement of 15 trail stickers on the exhibition territory
- Provision of 2 promoter cards
- Allocation of the General Partner's stand and placement of the logo on the general plan of the exhibition, located in the foyer of Pavilion 3

Visitor registration

- Partner's logo placement on the badges of the visitors of the exhibition

Exhibition website

- Placement of a banner on the main page of the exhibition website 1366 * 114 pcl with an active link to the partner's website.

Sponsorship Opportunities



Partner's commercial and pasting of the first floor balcony

General Partner Of The Exhibition **17,180 EUR**

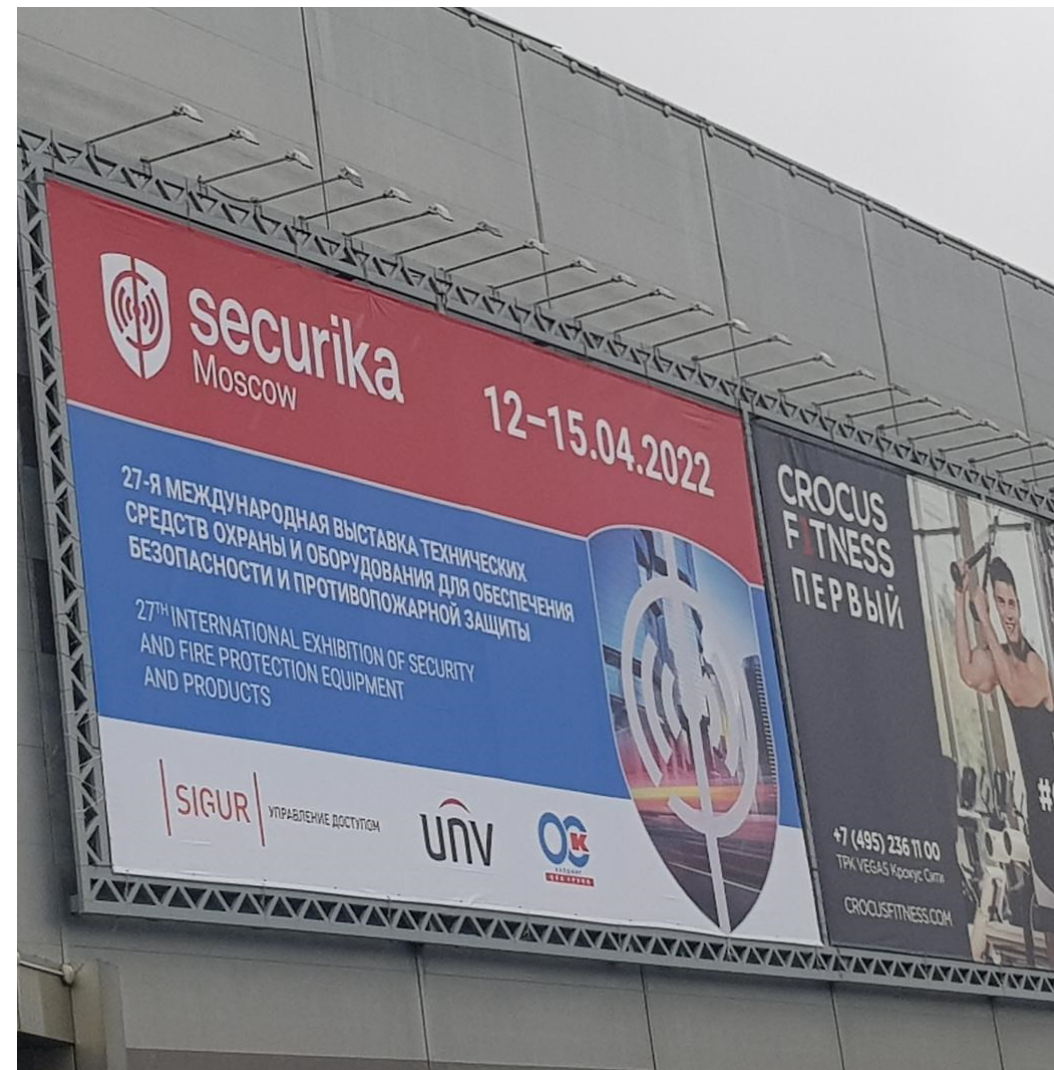
Exhibition Guide

- Placement of a full-colour advertising module on the 2nd cover of the exhibition guide.
- Placement of the Partner's logo in the footer on all pages of the exhibition guide.
- Placement of the Partner's logo on the hall plan with an arrow in the exhibition guide
- Highlighting the company name in the list of exhibitors in the exhibition guide in colour

PR campaign

- Placement of the Partner's logo in mailings to the visitor base
- Video interview with the partner's representative during the exhibition
- Placement of the interview on the exhibition website in a special section "Interviews with exhibitors"
- Right of welcome speech from the representative of the sponsor company
At the opening of one of the conferences held within the framework of the exhibition

Communication support of the exhibitor - see page 4.



Official Partner Of The Exhibition **15,035 EUR**

High status and exclusive offer with the most effective advertising opportunities of the exhibition are utilised. **Only one company** can take advantage of the offer.

Exclusive:

- Partner's commercial and integration of corporate symbols into the service of charging stations for visitors of the exhibition

In Crocus Expo during the exhibition

- Branding of ribbons of visitors' badges, circulation from 8000 pcs. Production is included in the partner package price.
- Placement of the Official Partner's commercial on LED screens in the foyer of Pavilion 3 (in rotation with the organiser's commercial and other partners, but not more than that).
- Placement of the Official Partner's logo on all information boards -navigation system (except for the layout of the front desk labelling) registration desk)
- Allocation of the Official Partner's stand and placement of the logo on the general plan of the exhibition, located in the foyer of Pavilion 3
- Placement of the Official Partner's logo on the front banner of the exhibition
- Placement of the Official Partner's advertising layout on the general plan of the exhibition located in the foyer of Pavilion 3
- Placement of 10 trail stickers on the territory of the exhibition
- Possibility to distribute promotional materials of the Partner from the registration desk in the foyer of pavilion 3

Visitor registration

- Placement of the Partner's logo on the badges of the exhibition visitors

Exhibition website

- Placement of a banner on the main page of the exhibition website 435 x 80 pcl with an active link to the Partner's website



Official Partner Of The Exhibition **15,035 EUR**

Exhibition Guide

- Placement of a full-colour advertising module in the exhibition guidebook
- Placement of the Partner's logo on the hall plan with an arrow in the exhibition guide.
- Colour highlighting of the company name in the list of exhibitors in the exhibition guide exhibition

PR campaign

- Placement of the Partner's logo in the mailing list of the visitor base, two months before the exhibition.

Communication support for the exhibitor-see page 4.



Branding Exhibition Partner **12,890 EUR**

Focus of visitors' attention on the most visible advertising surfaces inside and outside the pavilion during the exhibition. Maximum number of points of interaction with visitor traffic: on-street parking area, visitor registration, entrances to halls, covered passage from the underground, recreation areas for visitors.

Branding partner status is granted to **only one company**.

The exclusive offer includes:

- Placement of a double-sided 8 x 12m banner with a partner's advertising module in the registration hall of Pavilion 3
- Placement of a 2 x 2.8 metre octanorm structure in front of the entrance to the exhibition hall
- Integration of the partner's corporate style into the design of the visitors' rest areas, * if such zones are available (logo, corporate symbols, corporate colours)
- Placement of the partner's layout on a street lightbox in front of the entrance to pavilion 3 from the side of the car park for private vehicles.

Advertising options:

- Placement of the partner's logo on the information and navigation system billboards, including the facade banner
- Placement of 4 A0 posters on the exhibition territory inside the pavilion

Communication support of the participant - see page 4.



Mailing List Sponsor

5,910 EUR

Promote your brand and company's products through an active PR campaign through the main digital channels of the exhibition - the website and e-newsletters and get the necessary information to your current and potential customers first.

All visitors to the exhibition are recipients of mailings and visitors to the exhibition websites. Get the maximum number of interaction points with your target audience in various formats through Securika Moscow's main digital channels.

The offer can be used by one company.

Offer includes:

- Logo inclusion in all e-newsletters and visitor base digests
- Inclusion of information about the company, brand and products in 3 mailings to the visitor base (materials for mailings are provided by the Sponsor: text of 350 characters, logo and photo).
- Inclusion of company banner in 3 mailings to the visitor base (Sponsor provides the banner).
- Banner 435*80 on the main page of the website 2 months before the exhibition.



Exhibition Partner From 4,830 EUR

Advertising on packages works both during the exhibition and long after the event, promoting your brands not only on the territory of the exhibition centre, but also outside it.

Promotion of your brands not only on the territory of the exhibition centre, but also outside it.

Branded bags are available to all visitors to the exhibition in the registration area and inside the exhibition halls. Visitors with the bags will become carriers of your brand advertising.

The offer can be used by **only one company**

The exclusive offer includes:

- Placement of partner's coloured logo on one side of the package circulation 10 000 pcs, production included in the price.

The exclusive offer includes:

- Distribution of partner's advertising materials in the registration area



*The example shows the calculation of thermoplastic bags, printing in two colours. The calculation can be adjusted according to the client's wishes.

Sponsorship Opportunities

Exhibition Partner From 9,665 EUR

Placing the company logo on the visitors' badge ribbons is a wide representation at the exhibition and an effective way to increase your brand recognition.

The offer can be used by **one company only** The exclusive offer includes:

- Placement of the partner's coloured logo on the ribbons of visitors' badges, circulation 8000 pcs, production included in the price

Advertising options:

- Distribution of partner's promotional materials in the registration area

Communication support of the participant - see page 4.



Registration Partner **8,055 EUR**

Become the centre of attention and an integral part of the visitor's first interaction with the exhibition by obtaining the status of Registration Partner.

Only one company is granted the status of Partner of the exhibition registration area.

The exclusive offer includes:

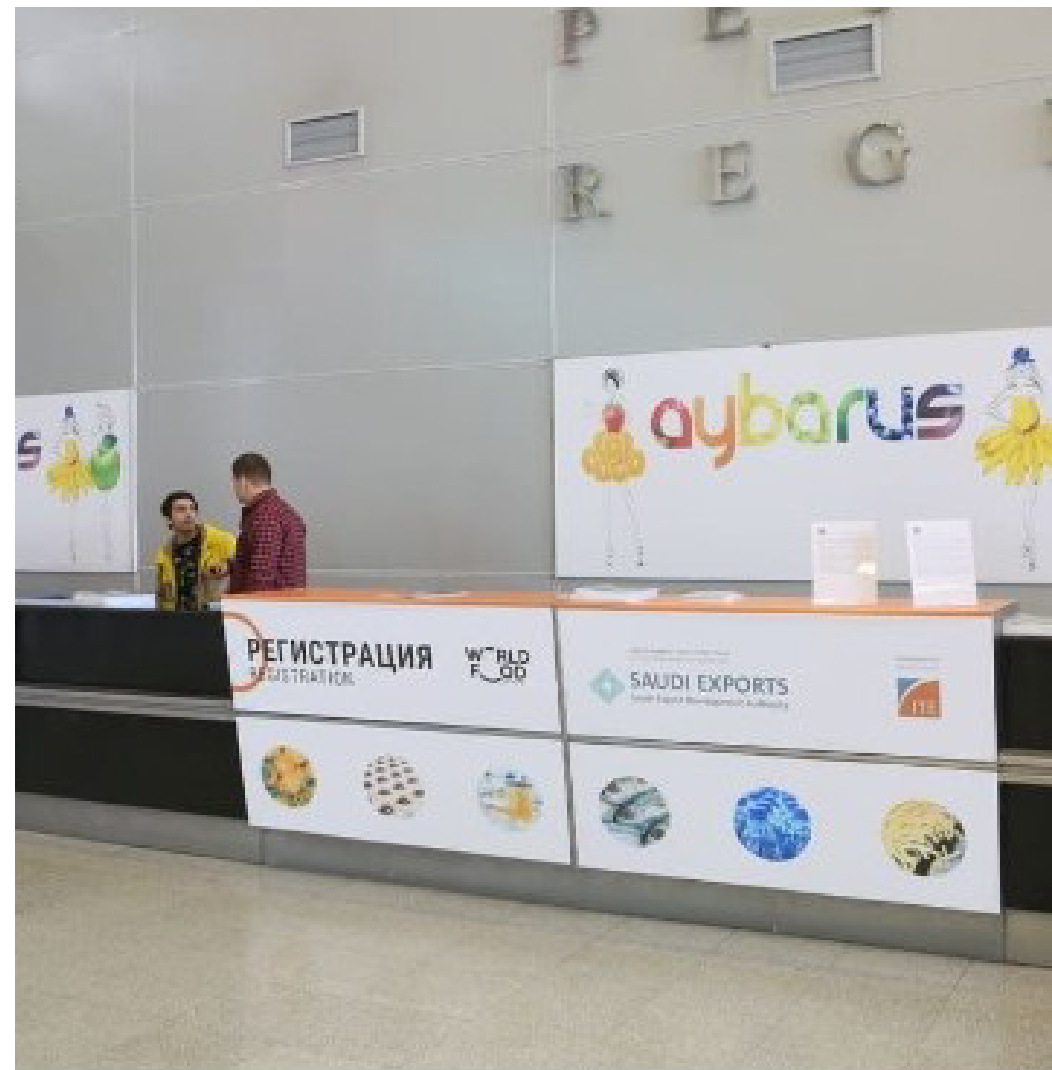
- Placement of the Partner's logo on all navigation constructions, including **exclusive integration of the Partner's corporate style into the design of the registration area for visitors:**

- Registration desk 2.96 x 1.54 m, 1 pc
- Wall panels 2.98 x 1.2 m, 2 pcs.
- Column 3,17 x 3 m, 1 pc

Advertising options:

- Placement of the Partner's logo on the badges of the visitors of the exhibition
- Highlighting the stand of the Official Partner and placing the logo on the general plan of the exhibition, located in the foyer of Pavilion 3. exhibition plan located in the foyer of pavilion 3
- Placement of the Partner's logo in the text of the electronic mailing- invitation for the visitors of the exhibition, two months before the exhibition.
- Placement of the layout 1/1 in the exhibition guidebook
- Placement of the Partner's logo on the hall plan in the exhibition guide.
- Colour highlighting of the company name in the list of exhibitors in the exhibition guide
- Distribution/placement of the Partner's advertising materials at the registration desk of the exhibition.
- Possibility to provide uniforms with the Partner's company symbols for registrars (at the Partner's request).

Communication support for the exhibitor-see page 4.



Partner Electronic Registration

4,830 EUR

Registration is mandatory for all visitors without exception. 97% of visitors register on the website in advance, which gives the Partner the opportunity to influence the target audience of the exhibition even before the event.

Get maximum attention to the company's brand through promotion on the most visited page of the exhibition website - the page "Get a ticket" page.

Only one company can benefit from the offer

Exclusive offer includes:


- Placement of the partner's logo on the page of electronic registration, section "Get an e-ticket" section
- Placement of a 1366 *114 pcl end-to-end banner on the internal pages of the website, including the e-registration page, section "Get a ticket"

Advertising options:


- Placement of Partner's logo in the mailing list of the visitor base
- Placement of the Partner's logo on badges of the exhibition visitors
- Placement of the company's logo with a pointer arrow to the stand on the exposition plan in the exhibition guide catalogue

Communication support of the exhibitor - see page 4.

Sponsorship Opportunities



LOGOTYPE



LOGOTYPE

ПОСЕТИТЕЛЬ

Рекомендуем распечатать ваш электронный билет во избежание некорректного считывания штрихкода с экрана телефона

Для прохода на выставку приложите билет штрихкодом к турникету

После прохождения турникетов сохраните билет и используйте штрихкод для обмена контактами на выставке

При возникновении проблем с проходом на выставку обратитесь на стойку регистрации в фойе павильона

Ваш именной билет дает право на посещение экспозиции и бесплатных мероприятий деловой программы в течение всей даты работы выставки и не подлежит передаче другим лицам. Вход на выставку только для специалистов. Соблюдение «Правил посещения» обязательно, ознакомиться с правилами можно на сайте выставки.


30-Я МЕЖДУНАРОДНАЯ ВЫСТАВКА ТЕХНИЧЕСКИХ СРЕДСТВ ОХРАНЫ И ОБОРУДОВАНИЯ ДЛЯ ОБЕСПЕЧЕНИЯ БЕЗОПАСНОСТИ И ПРОТИВОПОЖАРНОЙ ЗАЩИТЫ

23-25 апреля 2025
Россия, Москва, Крокус Экспо, павильон 3, зал 15

23-24 апреля 10:00 – 18:00
25 апреля 10:00 – 16:00

securika-moscow.ru

ПОСЕТИТЕЛЬ



СТАНЦИЯ МЕТРО «Мякинино»
выход к павильонам

1 ПАВИЛЬОН 2 ПАВИЛЬОН 3 ПАВИЛЬОН 15 ЗАЛ

65-66 км МКАД

Проезд до места проведения

На автомобиле: Москва, пересечение МКАД (внешняя сторона, 65-66 км) и Волоколамского шоссе.

Общественным транспортом: станция метро «Мякинино» (Арбатско-Покровская линия) – выход к павильонам выставочного центра.

Адрес выставочного центра

143401, Московская область, Красногорский район, г. Красногорск, ул. Международная, д. 16 (Павильон 1), д. 18 (Павильон 2), д. 20 (Павильон 3).

Exhibition Partner

9,130 EUR

Make your company stand out in the general exposition of exhibitors by obtaining the status of Exhibition Partner

Your company's branding integrated into the design of the entrance to the exposition hall will attract the attention of the exhibition guests from the first minutes of their visit.

The design of the entrance group makes it possible to cover the entire visitor traffic. visitor traffic, because everyone without exception goes to the exhibition bypassing the access control system - turnstiles.

The exclusive offer includes:

- Branding of turnstiles in front of the entrance to the exhibition hall, 6 pcs.
- Branding of the glass entrance group in front of the entrance to the exhibition hall, 2 central panes, double-sided gluing.

Advertising options:

- Placement of the partner's logo on the front banner
- Placement of 10 signposts in the exhibition hall
- Lightbox in the registration area, 1 front side
- Placement of Partner's banner 435 * 80 on the website one month before the exhibition
- Placement of the Partner's logo in the Partner's block in the visitor mailings
- Placement of the company logo with a pointer arrow to the stand on the exposition plan in the exhibition guide catalogue

Communication support of the exhibitor - see page 4.

Sponsorship Opportunities



Partner Of The Official Exhibition Guide

4,295 EUR

The exhibition guide is a unique publication of the exhibition, which contains a list of exhibiting companies, the exposition plan and a description of the business programme.

Each exhibitor receives the guidebook, and one copy is given free of charge to each visitor. Many visitors keep and use the guidebook in their work after the end of the exhibition. The print run is 8,000 copies.

Only one company can take advantage of the offer

Exclusive offer includes:

- Placement of the Partner's logo with indication of status on the catalogue cover (1st cover) and in the footers on each page
- Branding of information cubes for distribution of catalogues (construction 1m * 1m)

Advertising options:

- Company highlighting on the exposition plan and in the alphabetical list of companies
- Placement of advertising layout of 1/1 page in the catalogue (3rd cover or 1 colour page)
- Distribution of Partner's advertising materials in cubes with the guide (materials provided by the Sponsor)

Communication support of the exhibitor - see page 4.



DIGITAL- Packages

Promote your brand and company products through an active PR campaign with the help of digital channels of the exhibition - website and e-newsletters.

The offer can be availed by **several companies**.

Advertising Package Premium

3,760 EUR

Advertising options:

- Partner logo placement with status and active link on the home page of the website in the "Partners" section of the website
- Interview dedicated to participation in the exhibition with placement on the website
- Mention of the company name in mailings to the visitor base (3 times within 2 months before the exhibition, 70 000+ unique contacts)
- Mention of the company name in the official press release with publication on the websites of information partners of the exhibition (20+ media)
- Placement of partner's news on the exhibition website (material for publication is provided by the partner).

Additional:

- ½ of the advertising page in the guidebook
- Logo placement on the acknowledgement page in the exhibition catalogue
- Placement of the Partner's logo on the hall plan with an arrow in the exhibition guide.
- Colour highlighting of the company name in the list of exhibitors in the exhibition guide.
- 2 promotional badges

Sponsorship Opportunities

Advertising Package Standard

2,150 EUR

Advertising options:

- Interview dedicated to participation in the exhibition with placement on the website and social networks
- Mention of the company name in mailings to the visitor base (2 times within 2 months before the exhibition, 70 000+unique contacts)
- Mention of the company name in the official press release with Publication on the websites of information partners of the exhibition (20+ media)
- Placement of partner's news on the exhibition website (material for publication is provided by the partner).

Additional:

- ½ of the advertising page in the guidebook
- Placement of the Partner's logo on the hall plan with an arrow in the exhibition guide.
- Colour highlighting of the company name in the list of exhibitors in the exhibition guide.
- 1 promotional badge



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For all questions related to partnership
opportunities, please contact
securika@ite.group.



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