



SECOND
INTERNATIONAL DEFENCE EXHIBITION
AND CONFERENCE, CELJE, SLOVENIA

International Platform for
Defense Technologies.

INVITATION TO PARTICIPATE

10-12 NOVEMBER 2026
CELJSKI SEJEM, CELJE, SLOVENIA

ORGANIZER



CO-ORGANIZERS



REPUBLIC OF SLOVENIA
MINISTRY OF DEFENCE



SLOVENIAN
ARMED FORCES

TECHNICAL
ORGANIZER

PROEVENT



Technological evolution THROUGH DISRUPTIVE TECHNOLOGIES

sidec 

WELCOME TO SIDEC

SIDEC, abbreviation for Slovenia International Defence Exhibition and Conference, is the first international defence industry event, taking place in Slovenia.

Located in Slovenia – the strategic crossroads of Europe, SIDEC offers unmatched access to Central and Southeastern European markets.

SIDEC 2026 will bring together key domestic and international stakeholders, representatives of armed forces, security agencies, and experts, emphasizing innovations and the development of advanced defense solutions.

SIDEC, a key meeting point connecting industry leaders, innovators, and decision-makers from across the globe.

Take part in SIDEC 2026!

AFTER A GROUNDBREAKING FIRST EDITION, SIDEC – THE INTERNATIONAL DEFENCE EXHIBITION AND CONFERENCE – RETURNS IN 2026 EVEN STRONGER!

178



COMPANIES AND ORGANIZATIONS IN THE EXHIBITION AREA

10.000



VISITORS IN FOUR DAYS

20



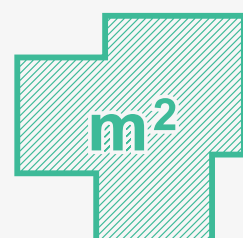
DIFFERENT COUNTRIES AMONG EXHIBITORS

1.500



DIFFERENT COMPANIES AND ORGANIZATIONS RAPPRESENTATIVES

10.000



SQUARE METRES OF EXHIBITION SPACE IN 3 HALLS AND OUTERN SPACE

∞



NUMEROUS CONTRACTS, PARTNERSHIPS, AND COOPERATION AGREEMENTS SIGNED

THE HEART OF DEFENCE INNOVATION IN EUROPE



SIDEC reflects the impact of geopolitical changes and current security challenges that the Republic of Slovenia has addressed. The tactics and operations of warfare, as well as approaches to global security, have evolved significantly.

Modern soldier equipment is becoming increasingly technologically advanced, necessitating a new approach and significantly greater investment in research and development.

With this event, the Ministry of Defence of the Republic of Slovenia and the Slovenian defence industry, organized within the Slovenian Defence Industry Cluster, are responding to this new reality. Recently, Slovenian scientific and research institutions have also successfully joined this developmental dynamic.

PLAY THE VIDEO



ORGANIZER



CO-ORGANIZERS



REPUBLIC OF SLOVENIA
MINISTRY OF DEFENCE

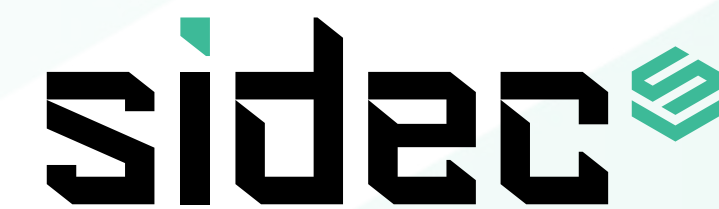


SLOVENIAN
ARMED FORCES

TECHNICAL
ORGANIZER



LOCATION



WHY SLOVENIA?

Slovenia lies at the crossroads of Central and South-Eastern Europe, so it is easily accessible from major European countries such as Italy, Austria, Hungary and Croatia. This location provides a convenient location, making it attractive to international defense industry players from Western and Eastern Europe.



WHO ATTENDS SIDEC?



Organizations presenting at the event will come from the following sectors:

- Weapon systems
- Vehicles and armored equipment
- Electronic and communication systems
- Missile defense systems
- Cybersecurity and cyber warfare systems
- Logistics and support
- Soldier protection systems
- Unmanned systems and autonomous technologies
- Advanced technologies and artificial intelligence ...

At the event, you will have the opportunity to meet:

- High-ranking officers from partner and foreign armies responsible for procurement processes at the decision-making level,
- International military attachés,
- International economic advisors, and
- Civilian experts in research and development.

**10,000+ ATTENDEES
JUST IN 2025**





HOW IS SIDEC ORGANIZED?

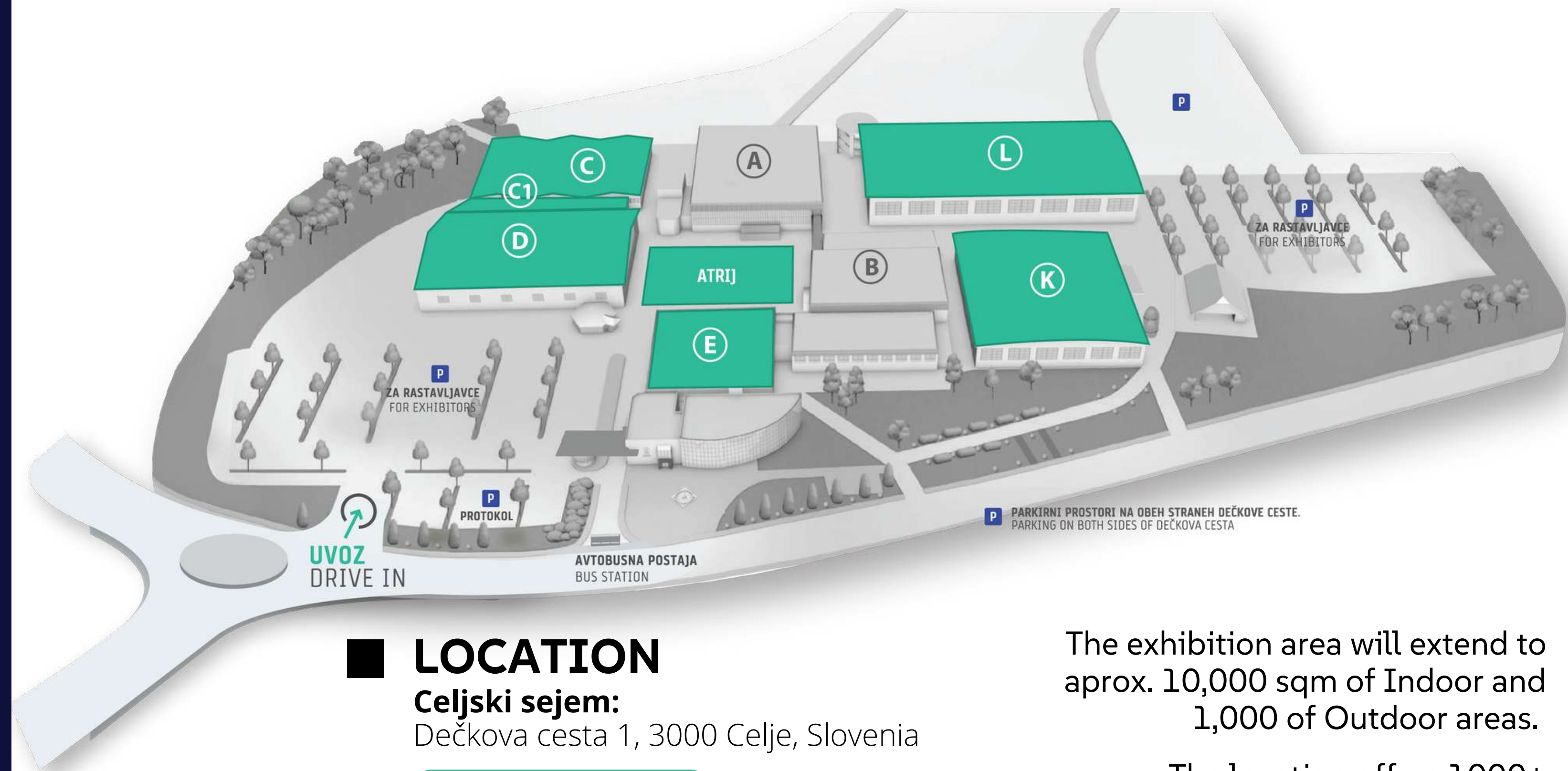


The event consists of an exhibition, a professional conference and Open Forum stage.

The event will include **a presentation of the most important technological solutions** that were created as a result of development activities under the auspices of the Ministry of Defense of the Republic of Slovenia, a **two-day professional conference** and a **programme on the Open Forum**, where projects and companies can showcase their novelties and solutions.

The purpose of the conference is to show the importance of these contents for the further development of the defense and security system as well as the protection and rescue system. At the same time, individual panels will discuss new paradigms that dictate the guidelines for the further development of defense technologies.





LOCATION

Celjski sejem:

Dečkova cesta 1, 3000 Celje, Slovenia

[NAVIGATION](#)



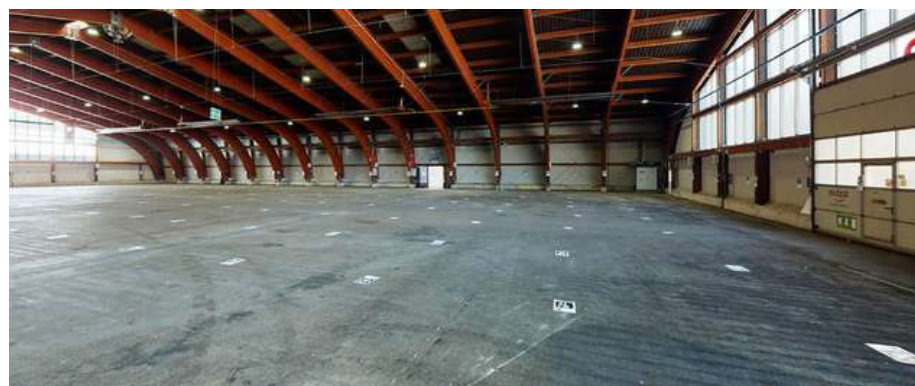
The exhibition area will extend to aprox. 10,000 sqm of Indoor and 1,000 of Outdoor areas.

The location offers 1000+ parking spaces.



■ **HALL K**
EXTENTION: **3,000 sqm**
HEIGHT: Up to **8.5 m height**

[VIRTUAL TOUR](#)



■ **HALL D**
EXTENTION: **2,967 sqm**
HEIGHT: Up to **10.6 m height**

[VIRTUAL TOUR](#)



■ **HALL C**
EXTENTION: **2,400 sqm**
HEIGHT: up to **5,8 m height**

[VIRTUAL TOUR](#)



■ **HALL L**
EXTENTION: **4,500 sqm**
HEIGHT: up to **6,7 m height**

[VIRTUAL TOUR](#)



■ **ATRIUM**
EXTENTION: **1,000 sqm**



■ **MODRA HALL**
SEATING: **500 people**



■ **MALA KONGRESNA HALL**
SEATING: **180 people**

WHY SHOULD YOU TAKE PART IN?



INTRODUCE YOURSELF TO INDUSTRY PROFESSIONALS

SIDEC will be an excellent opportunity to showcase the latest technologies and user solutions to the professional community in one place.



REACH END USERS

At SIDEC, representatives of partner and other armed forces, police, and security agencies that utilize the latest defense technologies and solutions will be present.



FIND NEW BUSINESS PARTNERS

SIDEC will bring together various companies, providers, research institutions, and other stakeholders in the field of advanced technologies in the defense industry under one roof.



DISCOVER THE TECHNOLOGIES OF THE FUTURE

SIDEC will feature the latest technological models and prototypes developed by the Slovenian defense industry and research sector, created under the auspices of the Ministry of Defense of the Republic of Slovenia.



GET INSTANT FEEDBACK

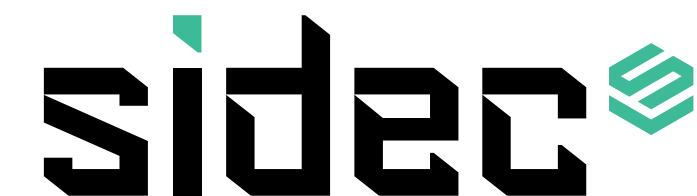
SIDEC offers a great opportunity for B2B meetings and gathering feedback from business partners and potential clients, helping you make informed business decisions more easily.



EXPLORE DEVELOPMENT TRENDS

Stay at the forefront of the latest information by attending the conference sessions, where four topical content areas will be presented.

MAIN FORMS OF PARTICIPATION



*Prices do not include the 22% VAT which is to be paid by the Client.

1. UNEQUIPPED EXHIBITION SPACE RENTAL*

INDOOR

Early-Bird**	270 EUR/sqm
Regular	300EUR/sqm

OUTDOOR***

Early-Bird**	135 EUR/sqm
Regular	150 EUR/sqm

*You can rent an exhibition space of various dimensions. The smallest exhibition space you can rent is 9 m2. All organizations participating in the exhibition space must pay a mandatory ecological fee of 2 EUR/m2.

**The Early-Bird period grants you applications within discounted prices only for applications up until February 10, 2026.

***In case of bad weather, the Organizer does not provide an alternative indoor space.

NOTE: The unequipped exhibition space is completely empty (without any floor covering, partition walls, furniture, nor fascia board) and can be equipped by the Exhibitors as they wish. You will be able to order additional equipment (floor covering, perimeter walls, tables, etc.) later via a form that will be available with the Exhibitors' Instructions, and for an offer you can contact the Technical Organizer's team: Edis Kaltak, edis.kaltak@proevent.si, +386 1 300 32 26.

2. PRESENTATION ON THE OPEN FORUM

Open Forum presentations	250 EUR/15 min.
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All participants who wish to present themselves in a more personal way can take advantage of the time at the so-called open forum, a stage fully equipped for your presentations (basic sound system, presentation screen, chairs, and stage). 15-minute slots are available. Clients can book the stage for one or several 15-minute slots.

3. ADDITIONAL FORMS OF PROMOTION

ON THE WEBSITE

Alternatively visible banner	980 EUR/banner
Logo with link	550 EUR/logo

AT THE EVENT

Jumbo poster - Dečkova street	2,000 EUR/piece
Jumbo poster - at the fairgrounds	1,600 EUR/piece
Own free-standing billboard	850 EUR/piece
Banner on Hall K	2,000 EUR/piece
Flag (front of Hall D or K)	500 EUR/piece
Advertisement of the LED screen	1,600 EUR/advert

IN THE PRINTED CATALOGUE

1/1 (one-page) ad	1,500 EUR/ad
1/5 (half-page) ad	980 EUR/ad
Logo	750 EUR/logo

SPONSORSHIP - GAIN A GREATER ADVANTAGE



	General Partner	Strategic Partner	Sponsor	Supporter
EXCLUSIVITY				
Exclusivity of the name/package	Exclusive, 1 package	3 packages	unlimited	unlimited
BEFORE THE EVENT				
Logo on the event website with a link to the Sponsor's website.	x	x	x	x
Sponsor introduction text on the event website (up to 350 characters including spaces).	x	x		
Banner on the homepage on event website (size: 1200 x 200 pixels).	x	x		
Logo in e-invitations and Organizer's thank-you message.	x	x	x	x
Announcement of sponsorship on the event's social media.	standalone post	standalone post	group post	group post
Highlighted post on Facebook/LinkedIn profile (once) and Sponsorship of the post.	x			
Logo in press release before the event.	x	x	x	
Sponsorship announcement in press release before the event.	x	x		
DURING THE EVENT				
<i>Exhibition space and access</i>				
Unfurnished (indoor) exhibition space.	200m2	150m2	50m2	
<i>Advertising spaces during the event</i>				
Jumbo billboard – Dečkova cesta (dim.: 400 x 300 cm, printing and installation included)	x			
Jumbo billboard – at the fairground (dim.: 500 x 240 cm, printing and installation included)		x		
Own free-standing panel (dim.: 70 x 100 cm)	x	x	x	
Banner – on the roof structure of Hall K (dim.: 500 x 200 cm, printing provided by the client, installation by the organizer)	x			
Flag – in front of halls D and L (dim.: 400 x 300 cm, printing provided by the client, installation by the organizer)	3			
Advertising on LED screen – main entrance (dimensions: 1152 x 384 px, advertisement provided by the Client, broadcasting by the Organizer)	max 10 sec (most repetitions)	5 sec		
Banner or free-standing panel in the Delegation Lounge (café in Hall K).	x	x		
<i>Official (e)printed materials of the event</i>				
Logo on Participants ID badges.	x	x		
Logo on the cover of the e-Catalogue.	x	x		
Logo on the Thank-You page to all Sponsors in the e-Catalogue.	x	x	x	x
Logo in the e-Catalogue.	x	x	x	x
Description of the Sponsor in the e-Catalogue.	x	x	x	
Advertisement in the event e-Catalogue.	2x full page	1x full page	1x half page	
	85,000.00 EUR	60,000.00 EUR	18,000.00 EUR	4,500.00 EUR

*Prices do not include the 22% VAT which is to be paid by the Client.

WE LOOK FORWARD TO YOUR
PARTICIPATION



FAIR EXHIBITION

INQUIRY



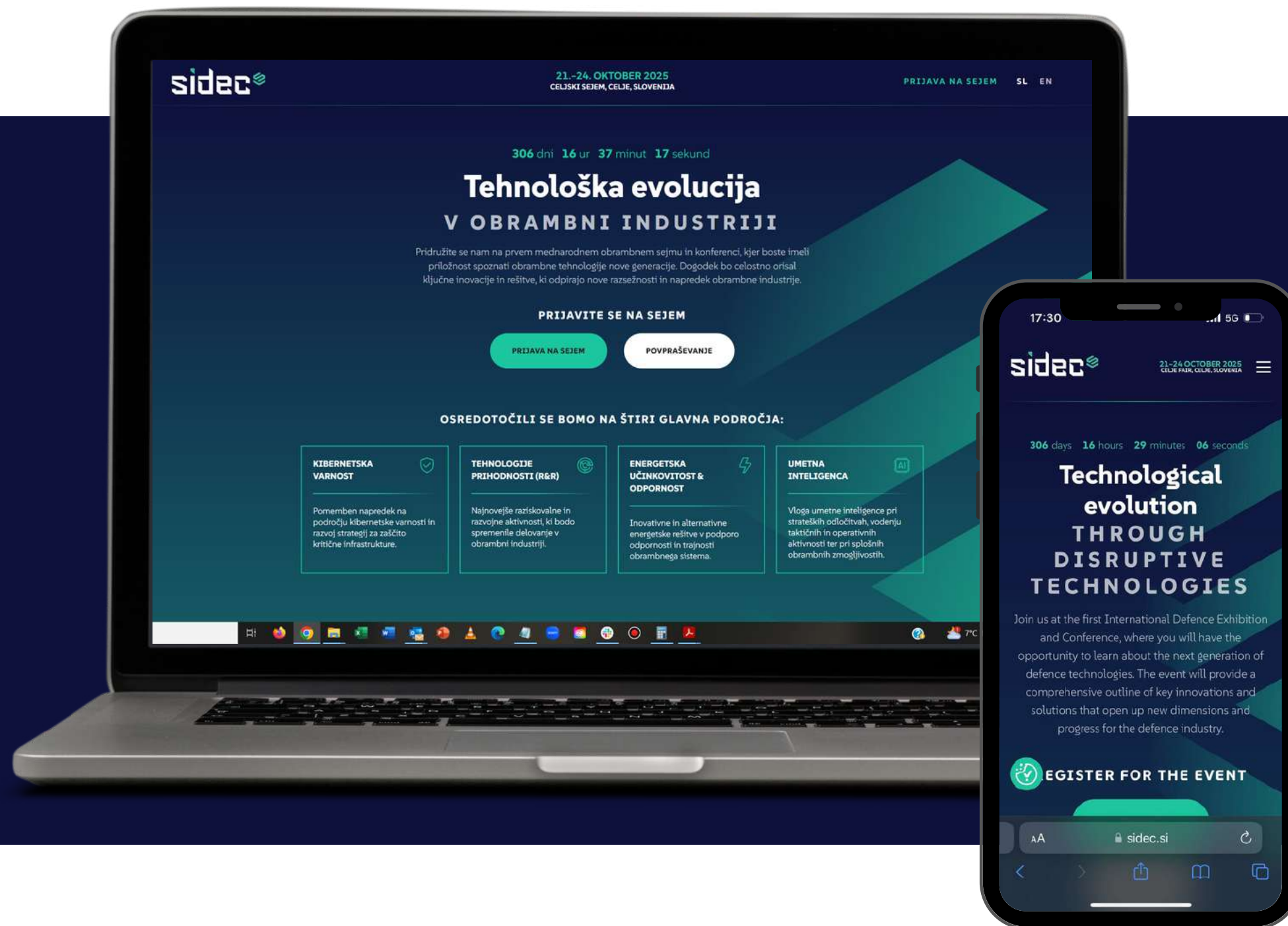
APPLICATION



Entry to the event is **FREE** for visitors.

The exhibition and professional conference will be **closed to the general public**, so attendance will only be possible by invitation and **prior registration**.

CONTACTS



TECHNICAL ORGANIZER

Proevent, d. o. o.
Dunajska cesta 10
1000 Ljubljana
Slovenia

Exhibition Space Rental and Quotations

Mr. Jaka Avbelj
jaka.avbelj@proevent.si
+386 1 300 32 05

Exhibition Space Planning and Additional Equipment

Mr. Edis Kaltak
edis.kaltak@proevent.si
+386 1 300 32 26



www.sidec.si



info@sidec.si



[sidec-slovenia](https://www.linkedin.com/company/sidec-slovenia)