

Promosso da

**ABI** Associazione  
Bancaria  
Italiana



# Il Salone della Sicurezza

The New ABI-ABIServizi event  
on Security, Geopolitics, AI & Infrastructure

Allianz MiCo Nord, 22nd – 23rd September 2026

Organizzato da



Media Partner

**BANCAFORTE**  
i n n o v a t i o n k e y



An event promoted, organised and backed by

**ABI** Associazione  
Bancaria  
Italiana



The Italian Banking Association ([www.abi.it](http://www.abi.it)) is a voluntary non-profit association that works to foster awareness of social values and conduct inspired by the principles of sound and proper entrepreneurship and the creation of a free, competitive market.

**ABISERVIZI**



ABIServizi ([www.abiservizi.it](http://www.abiservizi.it) - [www.abieventi.it](http://www.abieventi.it)) – ABI's multi-brand service company – is a benchmark for publishing, training, research and organisation of major events for the banking, financial and insurance sector and its main stakeholders.

**BANCAFORTE**  
i n n o v a t i o n   k e y



Bancaforte.it ([www.bancaforte.it](http://www.bancaforte.it)) is the digital-information ecosystem of ABIServizi, the portal dedicated to innovation, payments, security and technologies for the financial sector and its partners, and a media partner of the events organised by ABIServizi and promoted by ABI. A dedicated website, social media, DEMs and newsletters also allow for multi-target dissemination of content.

The event has been organised in collaboration with CERTFin, ABI Lab, Ossif e Feduf

Deloitte is knowledge partner for the initiative



# WeSec, Il Salone della Sicurezza: event-structure overview



## DATE AND LOCATION

- **1<sup>st</sup> edition 22<sup>nd</sup> & 23<sup>rd</sup> September 2026**
- **Milan (Italy), Allianz Mico Nord** (Viale Scarampo - Gate 6, 2<sup>nd</sup> floor). Modern, versatile and functional premises with advanced-technology systems designed for high-profile events and able to accommodate **more than 1,000 guests**. Roomy **exhibition spaces (3,000 sq.m.)** to set up stands and desks for partners



## FORMAT

- A free **fair-style** annual event with a **plenary round-table** format and **parallel deep-dive sessions**. **3,000 sq. m. of exhibition space** to accommodate the **partners'** stands and promote networking and engagement activities



## TARGET AUDIENCE

- Banks and Financial Institutions, Defence Players, Cybersecurity Companies, Payment Providers, Telco Providers, Cloud Providers, Digital-Identity Providers, Physical-Security Providers, IT-solution Suppliers, AI & ML Companies, Intelligence & Analytics Companies, Transport & Mobility Companies, Energy, Startup & Fintech Companies...



## CONTENTS

- Addressing **security challenges nationwide**, while taking a close look at the **5 Thematic Areas** and examining the **cross-cutting role** that **banks** play in **raising levels of awareness**



## KEY STAKEHOLDER

- Includes the involvement of **Institutions, ABI Members, relevant Players** from the main sectors in question, **Opinion leaders** and national and international **Experts**



Becoming the **most important system event** that places **Banks** and the **Financial Sector** as key actors for **security matters**, fostering **strategic dialogue** around the subjects of **cybersecurity, geopolitics, digitalisation** and **critical infrastructure** through:



## Future-facing outlook



The development of a **systematic future-facing approach** as regards **national security**, furthering **dialogue** and **discussion** in terms of **strategy**...

## Ecosystem



... with the **involvement of a diversified panel**: banks, institutions, regulatory bodies, suppliers of multi-sector products and services, sector associations, opinion leaders...

## Positioning



... consolidating the **key positioning** of the **financial sector** for the growth of the **Country System** and fostering **dialogue** with **Gen Z** and **citizens**

## The main macro trends for the banking industry

ABI has identified **eight macro trends within the banking industry** and linked them to these times of sweeping changes set in motion by the economic, social and technological challenges which are currently buffeting the Italian financial system.

**The *Salone della Sicurezza* focuses particularly on macro trends 1, 2, 3 and 6**



**1. Digitalisation and technological innovation**



**2. Cybersecurity, anti-financial crime and data protection**



**3. Regulation, compliance and taxation**



**4. Climate change and sustainability**



**5. Non-traditional competition**



**6. Internationalisation and geopolitical trends**

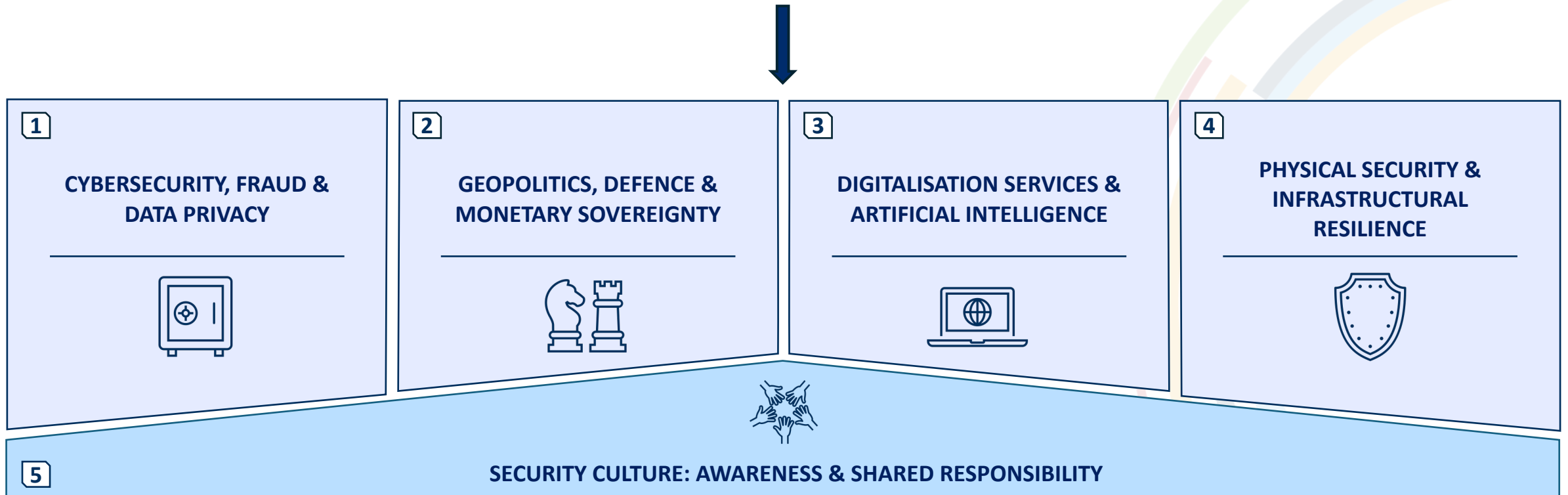


**7. Demographic changes and imbalances**



**8. Talent and workforce management**

**Important representatives** and **opinion leaders** will meet to explore and identify the most advanced strategies and technologies with a view to strengthening the security and resilience of the entire economic system, both nationwide and across Europe, fostering the **sustainable development of Italy and promoting dialogue with citizens**





## CYBERSECURITY, FRAUD & DATA PRIVACY



In today's **digital economy**, **cyber threats** and **fraud** are constantly **evolving**; this thematic area looks at how **banks protect customer data** and preserve **trust** via **prevention strategies, risk management** and raising levels of **awareness in users**

## Possible themes

- **Fraud trends** in the sector and effective **steps to counteract them**
- **New regulations**: from compliance to opportunities
- The **cyber-threat landscape** for the Italian financial sector
- **International cooperation** and **financial security**
- **Data protection** and **customer trust**
- **The role of fintechs and startups** in providing innovative security solutions
- ...

## Target partners

Banks and financial  
institutions

Telco  
providers

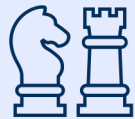
Cloud providers

Startups and  
Fintechs

Cybersecurity  
companies

IT-solution Suppliers

Payment providers



## GEOPOLITICS, DEFENCE & MONETARY SOVEREIGNTY

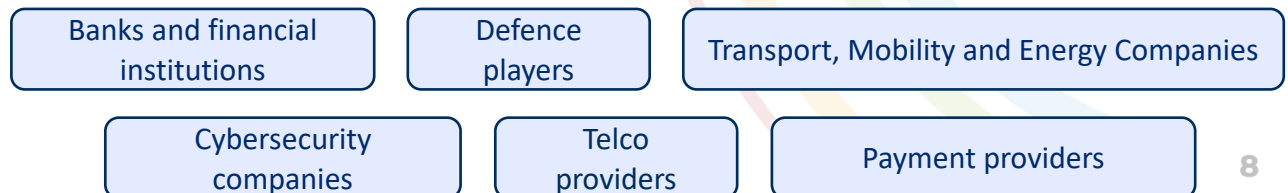


The **Italian financial system** operates in the **midst** of national and European **geopolitical dynamics**. This thematic area analyses the core **role** played by **banks** and **critical sectors** in **strategic national resilience**

### Possible themes

- **The role banks play in supporting the economic-financial system**
- **Cyber warfare and hybrid threats: new hazards, hybrid attacks** and other adverse scenarios and the role of technology in **the national defence and resilience** of the financial system in the face of geopolitical tensions
- **Financial supply chain:** geopolitical-risk assessment, supplier diversification and operational redundancy, and public-private coordination for supply-chain protection
- **Evolution of public money and private money, and the impact on monetary sovereignty**
- ...

### Target partners





## DIGITALISATION SERVICES & ARTIFICIAL INTELLIGENCE



The **digital transformation** of the **financial sector** is one of the most **significant challenges** of the **decade**. This thematic area encourages a **strategic debate** on the **dichotomy** between the **ever-growing opportunities** stemming from **digital innovation** and the **risks** involved when **using them**

## Possible themes

- **Digitalisation of banking services:** opportunities for customers and enterprises, implementation challenges and technology investments
- **AI between attack and defence:** cutting-edge tools that enhance protection for the bank and its customers
- **Digital identity and enabling architectures:** SPID, CIE, Eudiw within the new frame of eIDAS 2
- **Safe digital onboarding:** integrating processes, technology and fraud prevention
- ...

## Target partners

Banks and financial institutions

Cybersecurity companies

Digital-Identity providers

Telco providers

Cloud providers

Tech players

AI & ML companies



## PHYSICAL SECURITY & INFRASTRUCTURAL RESILIENCE



Physical security and infrastructural resilience are a vital part of ensuring national systemic security. This thematic area investigates the centrality of physical security and protecting strategic assets as a way to nurture the operational continuity of the national financial system

### Possible themes

- **Participatory security:** a winning move to keep our territory safe
- **Trends for ATM attacks and countermeasures**
- **Predatory crime in banking and other high-risk sectors:** trends and countermeasures
- **AI and analysis tools** for data-driven security of the financial system
- **Integrated security for a brand-new strategic vision** that looks to boost the effectiveness and efficiency of **Corporate-Security governance**
- The **human factor** and **operational continuity:** skills, training and responsibilities of those involved in security policies
- **Resilience and third-party risk**
- **Importance of critical infrastructure and territorial security:** the role of the Mediterranean in the development of the Country and Europe
- ...

### Target partners

Banks and financial institutions

Digital Services companies

Intelligence & Analytics companies

Physical-security solutions providers

Transport, Mobility and Energy Companies



## SECURITY CULTURE: AWARENESS & SHARED RESPONSIBILITY



The **safety** of the **Country System** is reliant on the **awareness** and **responsibility** of all **those involved**. This thematic area aims to **cultivate security awareness** in **citizens** and **enterprises**, shining a light on the **safety-consciousness initiatives** launched by banks

## Possible themes

- **Cybersecurity Awareness, digital awareness and the human factor:** bolstering the first line of defence
- **Educating for security:** building a widespread and resilient security-conscious culture
- **Financial education and risk awareness:** banks' awareness strategies for retail customers on fraud, phishing, and online/cyber security
- **Role of institutions in promoting security awareness** at a systemic and intra-sectoral level, and in encouraging cooperation between strategic national sectors
- **Innovation as a strategic lever:** the importance of seeking out and promoting new cross-sector solutions in order to anticipate and combat emerging threats
- **Urban security:** citizen-education schemes about physical-threat prevention, personal protection, and the community's role in collective security
- **Internal security culture: training employees and suppliers in security management,** and the relevancy of ESG initiatives in corporate social responsibility
- ...

## Target partners

Banks and financial institutions

Cybersecurity companies

Payment providers

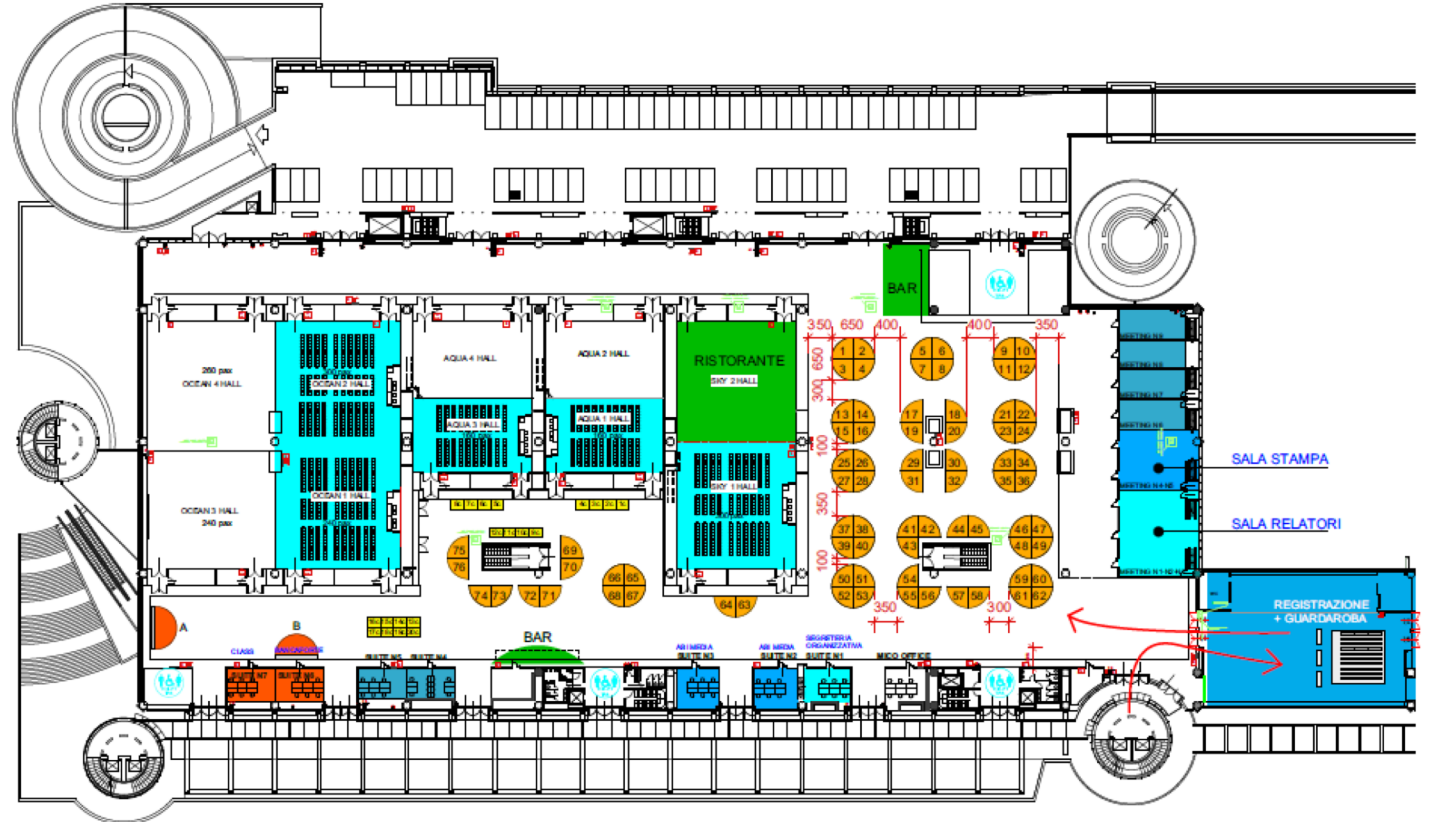
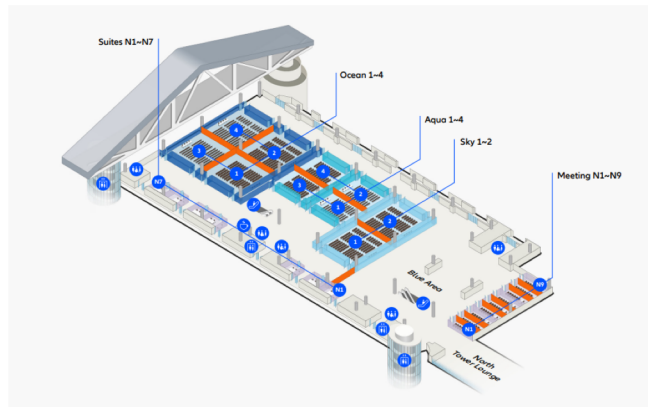
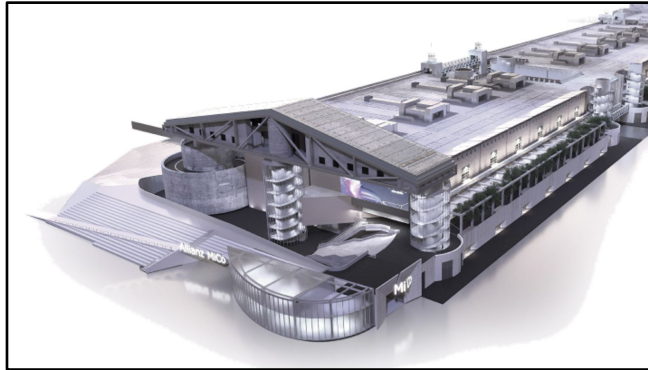
Telco providers

Cloud providers

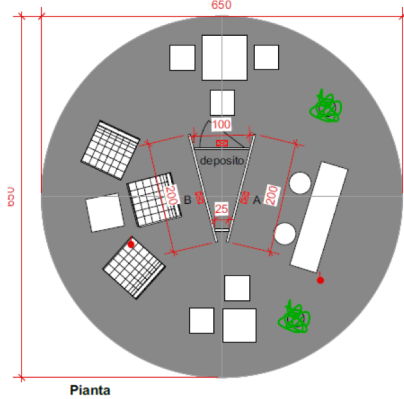


# Allianz MiCo Nord (Gate 6 – 2nd floor)

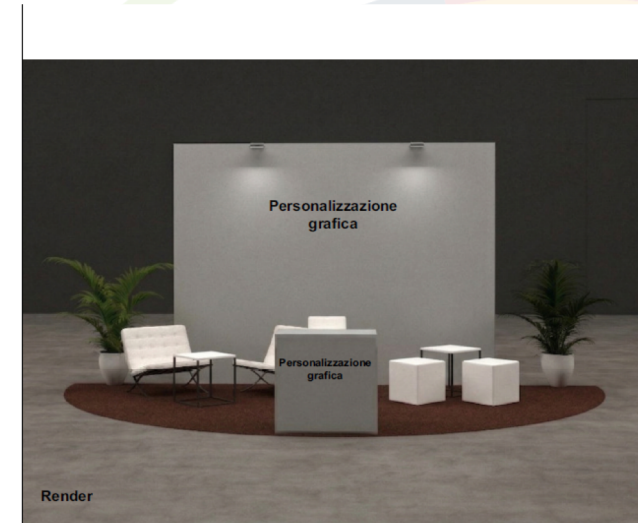
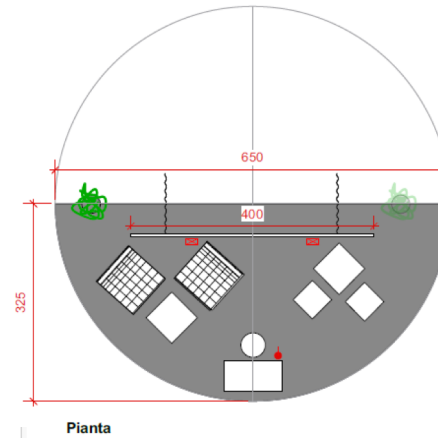
The Allianz MiCo Nord will be set up with **pre-outfitted stands** in a variety of sizes, **1 plenary hall**, **4 break-out rooms**, **1 room for the speakers**, **1 room for the press**, **6 small rooms reserved for partners** to make private appointments, **2 snack bars**, **1 restaurant** where tables can be booked to invite colleagues, partners and clients, and **1 depot** for exhibiting partners



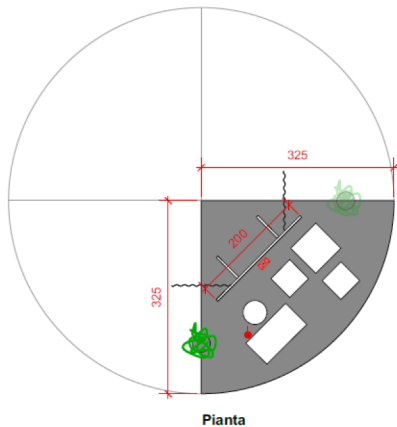
**STAND PREALLESITITO - 36mq**



**STAND PREALLESITITO - 18mq**



**STAND PREALLESITITO - 9mq**



***Included in the packet:***

- Desk personalisation
- Décor and carpets
- Floral arrangements

***On the other hand, the following are excluded:***

- Back panel personalisation
- Variations in the décor and carpet colour

*N.B.: the images of the décor are given by way of an example only*



# Benefits and customised packages included in the sponsorship

## BENEFITS COMMON TO ALL SPONSORSHIP PACKAGES:



- **Logo and company profile** on the website for the event
- **Logo/quote from the Partner on:** outfitting materials, promotion, and communication approach to the event (e.g., special ABIMedia DEMs and Bancaforte newsletters, posts on social-media channels, **Special feature** dedicated to the event on bancaforte.it)
- **List of pre-event registrants** who have provided appropriate authorisation (subject to sending to ABIEventi the signed agreement for acceptance)\*
- **List of post-event registered participants/attendees** who have provided appropriate authorisation (subject to sending the signed agreement to ABIEventi for acceptance) for post-event follow-up and networking activities\*
- **Customisable communication kit** for promoting the event on company channels and/or on personal profiles
- **Photo reportage** and **featured photos of speakers**
- **Dedicated administrative service** for assistance, general-information requests, reminders, sending documentation, receiving logos, etc.

\* Excluding Partner Fintechs & Startups

## BENEFITS BY TYPE OF SPONSORSHIP:



- **Speech** in Plenary and/or Parallel Sessions/Round Tables
- **Monitoring and reporting** on participants in the speaking Sessions
- **Publication of content of speeches** and other material on the conference website
- **Stand/Exhibition desk** for exclusive use, for demos, appointments, networking and engagement activities

## BANCAFORTE/COMMUNICATION BENEFITS BY TYPE OF SPONSORSHIP:



- **Posts** on LinkedIn (ABIEventi and/or Bancaforte profiles)
- **Articles** and news on the Partner put together by BF
- **Video interviews** put together by Bancaforte
- **“Event Special” dossier**
- **Publication of editorial contents in the weekly newsletter**
- **Skin** on Bancaforte
- **Banner** on newsletter or on bancaforte.it

## EXTRA BENEFITS, ON REQUEST:



- **Workshop lasting 45/60 minutes in place of the speech in a parallel session, or in addition + monitoring and reporting of workshop participants** (option for Main / Platinum / Golden Partner categories)
- **Customisation** with your brand **of the common areas** of the venues where the events are held (where applicable)
- **Option of sponsoring networking cocktails in the 3 F&B spaces in the expo area at the end of the first working day**
- **Innovation Workshop** powered by Bancaforte
- **Advertising** in ABI magazines and **Media-kit** on Bancaforte



# Sponsorship proposals

## MAIN PARTNERS

€ 45,000

BENEFITS INCLUDED IN ALL SPONSORSHIP PACKAGES (see page 14) +

- Pre-outfitted stand measuring 36 sq.m. The stand is necessary for Main Partner status
- no. 1 speech at the Plenary round table (2<sup>nd</sup> part on the morning of the 22<sup>nd</sup> of September) with participation of the Top Management
- no. 2 speeches Parallel Round Tables/Sessions
- Monitoring and reporting on participants in the speaking sessions
- Publication of content of speeches and other material on the conference website
- no. 1 video interview dedicated to the Partner carried out by Bancaforte\* (recording on day of the event or remotely. Publication in the Bancaforte Special dedicated to the event)
- no. 1 interview/article (around 4,000 characters) – by the editorial staff of Bancaforte – published in the Bancaforte Special dedicated to the event and in one of the newsletters\*
- no. 1 post on LinkedIn related to Bancaforte content (ABIEventi and/or Bancaforte profiles)
- no. 1 Partner skin on Bancaforte (online for 30 days)\*
- no. 1 Partner banner in the Bancaforte newsletter or on Bancaforte.it (30 days online)\*
- no. 1 advertising page in Bancaria

## PLATINUM PARTNERS

€ 34,000

BENEFITS INCLUDED IN ALL SPONSORSHIP PACKAGES (see page 14) +

- Pre-outfitted stand measuring 27 sq.m. The stand is required for Platinum-Partner status
- no. 1 speech during the Plenary Closing Session with the participation of the Top Management (excluding the institutional part)  
+ no. 1 speech during the Parallel Round Tables/Sessions  
or no. 2 speeches Parallel Round Tables/Sessions
- Monitoring and reporting on participants in the speaking sessions
- Publication of content of speeches and other material on the conference website
- no. 1 video interview with the Partner put together by Bancaforte\* (recording on day of the event or remotely. Publication in the Bancaforte Special dedicated to the event)
- no. 1 interview/article (around 4,000 characters) – by the editorial staff of Bancaforte – published in the Bancaforte Special dedicated to the event and in one of the newsletters\*
- no. 1 post on LinkedIn related to Bancaforte content (ABIEventi and/or Bancaforte profiles)
- no. 1 Partner skin on Bancaforte (online for 30 days)\*
- no. 1 Partner banner in the Bancaforte newsletter or on Bancaforte.it (30 days online)\*

## GOLD PARTNERS

€ 19,000 / € 23,000

BENEFITS INCLUDED IN ALL SPONSORSHIP PACKAGES (see page 14) +

- Pre-outfitted stand measuring either 9 sq.m or 18 sq. m.
- no. 1 speech during the Parallel Round Tables/Sessions
- Monitoring and reporting on participants in the speaking sessions
- Publication of content of speeches and other material on the conference website
- no. 1 interview/article (around 4,000 characters) – by the editorial staff of Bancaforte – published in the Bancaforte Special dedicated to the event and in one of the newsletters\*
- no. 1 post on LinkedIn related to Bancaforte content (ABIEventi and/or Bancaforte profiles)
- no. 1 Partner skin on Bancaforte (online for 30 days)\*
- no. 1 Partner banner in the Bancaforte newsletter or on bancaforte.it (30 days online)\*

*N.B.: the Bancaforte benefits must be used within 2 months of closure of the event*

*Costs are exclusive of VAT*



# Sponsorship proposals

## SILVER PARTNERS

€ 14,000 / € 17,000

BENEFITS INCLUDED IN ALL SPONSORSHIP PACKAGES (see page 14) +

- **Pre-outfitted stand measuring 9 sq.m. or 18 sq.m.**
- **no. 1 interview/article** (around 4,000 characters) – by the editorial staff of **Bancaforte** – published in the Bancaforte Special dedicated to the event and in one of the newsletters\*
- **no. 1 post** on LinkedIn regarding Bancaforte content (ABIEventi and/or Bancaforte profiles)
- **no. 1 Partner banner** in the Bancaforte newsletter or on bancaforte.it (30 days online)\*

## BRAND PARTNERS

€ 5,000\* / € 6,500

BENEFITS INCLUDED IN ALL SPONSORSHIP PACKAGES (see page 14) +

- **no. 1 article** (around 3,000 characters) – by the editorial staff of **Bancaforte** – published in the Bancaforte Special dedicated to the event and in one of the newsletters\*
- **no. 1 post** on LinkedIn related to Bancaforte content (ABIEventi and/or Bancaforte profiles)
- **no. 1 Partner banner** in the Bancaforte newsletter or on bancaforte.it (30 days online)\*

**Pre-outfitted exhibition corner measuring 3 sq.m.\***

## MEDIA PARTNERS

**There are several collaboration options.**

Please send an email to [abieventi@abiservizi.it](mailto:abieventi@abiservizi.it) if you want to be a media partner of the event. We will examine your applications and then get in touch with you

**WHO CAN BE A MEDIA PARTNER?**

Economic and communications media. Online press, publications, magazines, radio and TV

*N.B.: the Bancaforte benefits must be used within 2 months of closure of the event*



# Sponsorship proposals

## STARTUPS <sup>(1)</sup> & FINTECHS <sup>(2)</sup> TOP € 8,000

BENEFIT COMUNI A TUTTI I PACCHETTI DI SPONSORIZZAZIONE (see pag. 14, excluded list of registered participants and attendees) +

- Pre-outfitted exhibition corner measuring 3 sq.m.
- no. 1 speech during the Parallel Sessions/Round Tables
- no. 1 article (around 3,000 characters) – by the editorial staff of **Bancaforte** – published in the Bancaforte Special dedicated to the event and in one of the newsletters\*
- no. 1 post on LinkedIn regarding Bancaforte content (ABIEventi and/or Bancaforte profiles)
- no. 1 Partner banner in the Bancaforte newsletter or on bancaforte.it (30 days online)\*

Option of receiving the **List of registered participants and attendees** (on-demand benefit)

## STARTUPS <sup>(1)</sup> & FINTECHS <sup>(2)</sup> € 4,000

BENEFIT COMUNI A TUTTI I PACCHETTI DI SPONSORIZZAZIONE (see pag. 14, excluded list of registered participants and attendees) +

- Pre-outfitted exhibition corner measuring 3 sq.m
- no. 1 article (around 3,000 characters) – by the editorial staff of **Bancaforte** – published on the Bancaforte Special dedicated to the event and in one of the newsletters\*
- no. 1 Partner banner in the Bancaforte newsletter or on bancaforte.it (30 days online)\*

Option of receiving the **List of registered participants and attendees** (on-demand benefit)

## INFORMATION SESSIONS

The plenary sessions/parallel sessions are moderated by ABI/academics/journalists and do not necessarily involve the use of presentations. Positioning and speakers are subject to approval by ABIMedia.

<sup>(1)</sup> Offer valid for innovative startups in operation for less than 24 months, filed on the register of companies in the special section for Innovative Startups (see Italian Law No. 221 of 18 December 2012).

<sup>(2)</sup> Offer valid for companies whose main activity consists in offering a product or service within a specific category (list obtainable from [abieventi@abiservizi.it](mailto:abieventi@abiservizi.it)) and which were incorporated after 2010 and have fewer than 50 employees in Italy.

N.B.: the Bancaforte benefits must be used within 2 months of closure of the event



# On-demand services and benefits

## Services / Benefits

## Price list

**1 speech** during one of the **Parallel Sessions/Round Tables**, included in the schedule of works and organised by ABIMedia and/or related bodies + monitoring of and reporting on session participants (option for Main / Platinum / Golden Partner categories)

€ 8,000

**List of registered participants and attendees**

€ 3,000

**1 private meeting room for one day** (9 am to 6 pm) for business appointments (subject to availability)

€ 1,400

**1 private meeting room for half a day** (9 am to 1 pm or 2 pm to 6 pm) for business appointments (subject to availability)

€ 800

**1 Innovation Workshop lasting 90/120 minutes** to be held during the year 2026 and which will be a follow-up activity on the themes addressed during the *Salone*, or on other topics of interest to the banking and financial sector. The workshop may be coordinated by a Bancaforte journalist and will be streamed on Bancaforte.it. [HERE IS THE BROCHURE](#) with all the details about the **Innovation Workshops and the media-amplification packets on bancaforte.it**

€ 15,000

**1 traditional video interview (lasting 3 minutes)** held remotely with the Top Managers of the Company, carried out by the Bancaforte editorial staff and published in the Special dedicated to the Event on Bancaforte.it

€ 2,500

**1 article (3,000 characters)** written by Bancaforte editorial staff and based on an initial text supplied by the Partner for insertion into the Special dedicated to the Event on Bancaforte.it

€ 500

**1 written interview (4,000/6,000 characters)** about strategies and solutions held/produced by Bancaforte editorial staff with the Partner's Top Management and published in the Special dedicated to the Event on Bancaforte.it

€ 1,500 / 1,800

**1 Workshop lasting 45/60 minutes in place of the speech in a parallel session, or in addition** + monitoring and reporting of workshop participants (option for Main / Platinum / Golden Partner categories)

€ 15,000

**Customisation of common areas** on the premises of Allianz MiCo Nord (project currently being defined)

Promosso da

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Italiana



# Become a partner of Il Salone della Sicurezza!

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For more information, contact your Key Account  
or send an email to: [partner@salonewesec.com](mailto:partner@salonewesec.com)

[www.abieventi.it](http://www.abieventi.it) – [www.bancaforte.it](http://www.bancaforte.it)

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