

Promoted by

ABI Associazione
Bancaria
Italiana



Il Salone della Sicurezza

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

Milan, Allianz MiCo North Wing - 22 and 23 September 2026

Organized by

ABISERVIZI ABI
EVENTI

Media Partner

BANCAFORTE
innovation key

In collaboration with

ABI Lab

 **CERTFin**

 **FEduF**
Fondazione per l'Educazione
Finanziaria e al Risparmio

OSSif

#wesec





An event promoted, organised and backed by

ABI Associazione
Bancaria
Italiana



The Italian Banking Association (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 - 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
innovation key



Bancaforte.it (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

- **1st edition 22nd & 23rd September 2026**
- **Milan (Italy), Allianz Mico Nord** (Viale Scarampo - Gate 6, 2nd 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**

**SECURITY
AREAS
OVERSIGHT**

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



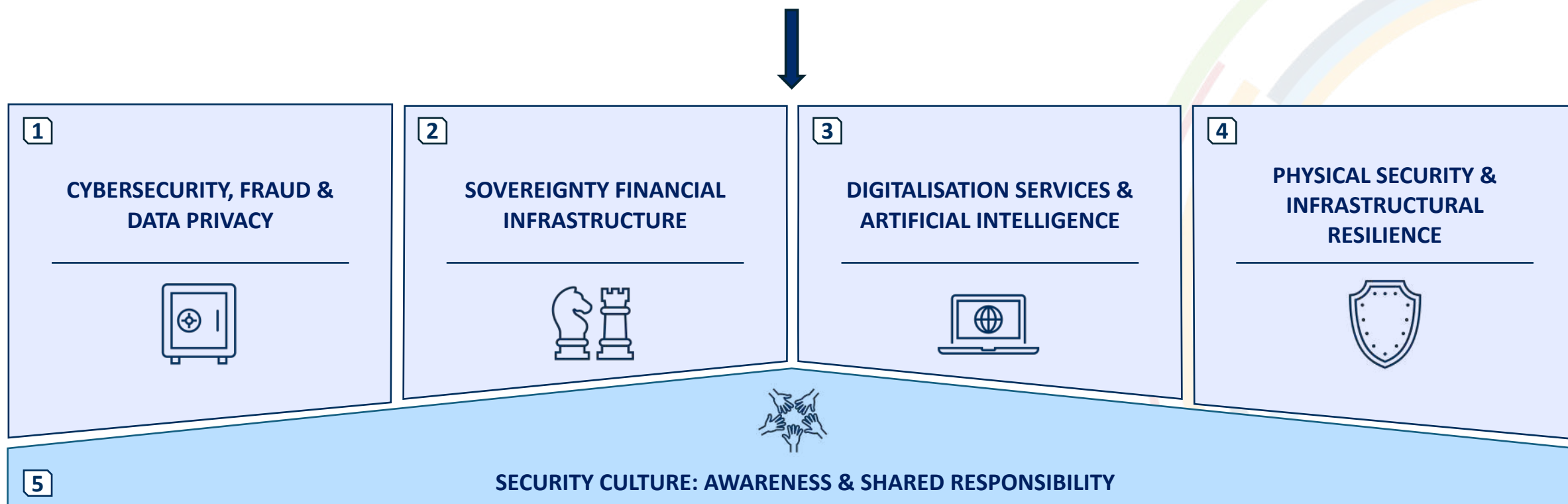
7. Demographic changes and imbalances



8. Talent and workforce management

WeSec, Il Salone della Sicurezza: The 5 thematic areas

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**





Thematic Areas Focus: potential topics

TOPIC

PHYSICAL SECURITY & INFRASTRUCTURAL RESILIENCE

- Fraud never sleeps. Neither do those who fight it
- Cyber Threat Intelligence
- Every new regulation is a constraint, but also a roadmap toward a more robust system
- International cooperation and financial security: collaboration models in a fragmented global landscape
- DORA
- ...

SOVEREIGNTY FINANCIAL INFRASTRUCTURE

- Cybersecurity is no longer just an IT issue. It is a matter of national—and corporate—security
- Cyber warfare and hybrid threats: impact on markets
- Technological sovereignty, AI platforms, and the cloud
- The evolution of public and private money and the impact on monetary sovereignty
- ...

ARTIFICIAL INTELLIGENCE E NUOVE TECNOLOGIE

- Digital identity and enabling architectures: SPID, CIE, and EUDIW within the new eIDAS 2 framework
- AI and Agentic AI from an offensive and defensive perspective: advanced tools to strengthen the protection of the bank and its clients, or to launch more effective attacks?
- Quantum computing
- The value of information: AI and analytical tools for data-driven security
-

ARTIFICIAL INTELLIGENCE AND NEW TECHNOLOGIES

- Collaborative security: a winning partnership for territorial monitoring
- ATM security: attack trends and countermeasures
- Predatory crime in banking and other vulnerable sectors: trends and countermeasures
- Integrated security for a new strategic vision
- Critical infrastructure
- ...

SAFETY CULTURE: AWARENESS AND SHARED RESPONSIBILITY

- Digital awareness and the human factor: strengthening the first line of defense
- Security education: building a widespread and resilient culture
- Awareness for SMEs: cyber risks and fraud facing bank clients
- ...



WeSec, Il Salone della Sicurezza: Brand



Il Salone della Sicurezza



For the first edition of **WeSec – Il Salone della Sicurezza**, the communication strategy adopts a strong institutional and brand-driven approach, with the objective of establishing a distinctive, authoritative and recognisable identity from the very beginning.

The project is built around a new way of understanding security: no longer as a vertical or purely defensive discipline, but as a systemic dimension that connects cybersecurity, geopolitics, artificial intelligence, critical infrastructures, physical protection and security culture. This integrated approach highlights the role of ABI and the banking and financial sector in fostering stability, resilience and trust.

The logo visually translates this vision. The coloured arcs represent the different dimensions of the event: distinct yet interconnected elements converging around a shared core. Rather than a closed shield, the identity conveys an open, dynamic system capable of bringing together multiple perspectives and addressing complexity through connection.



WeSec, Il Salone della Sicurezza: communication campaign



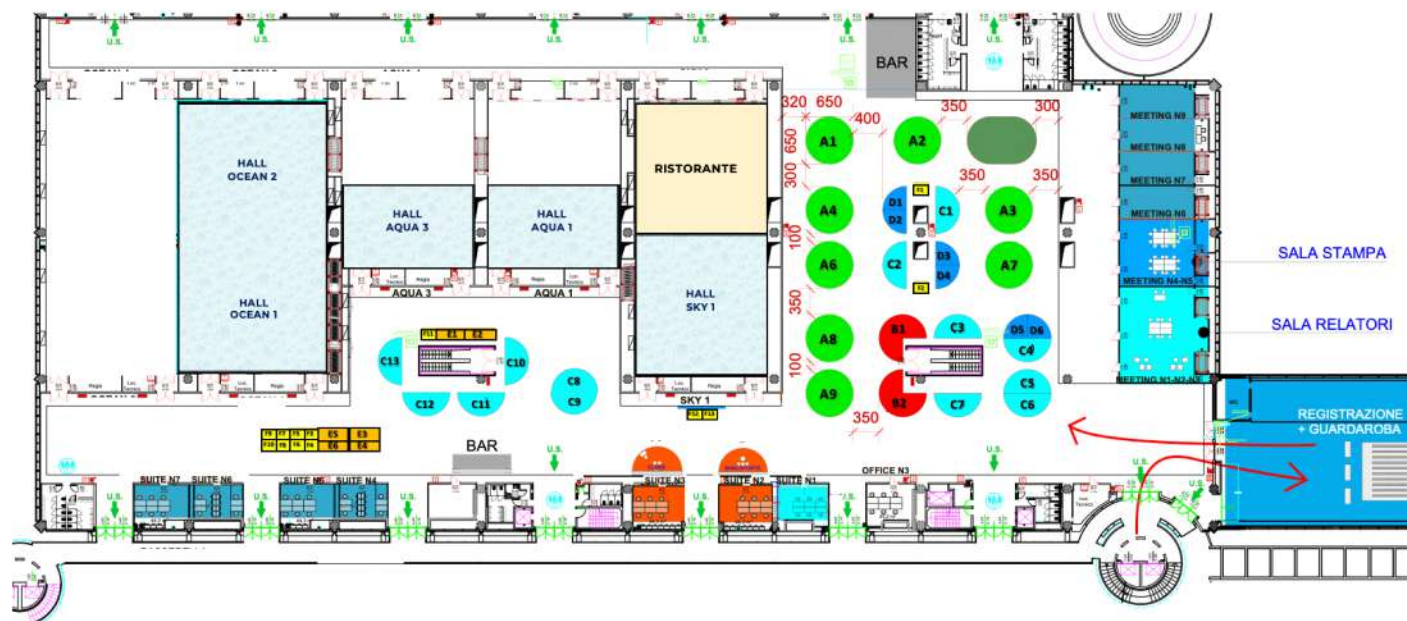
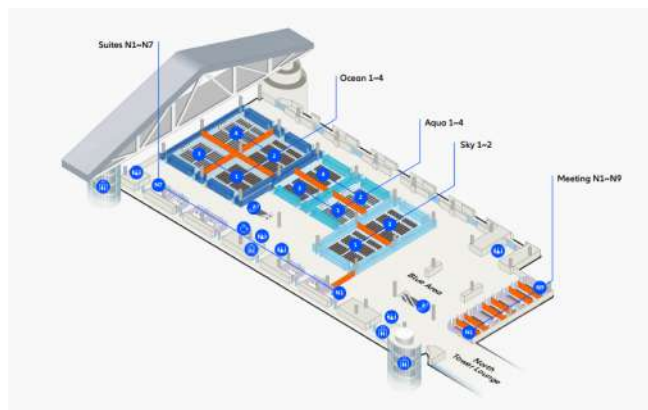
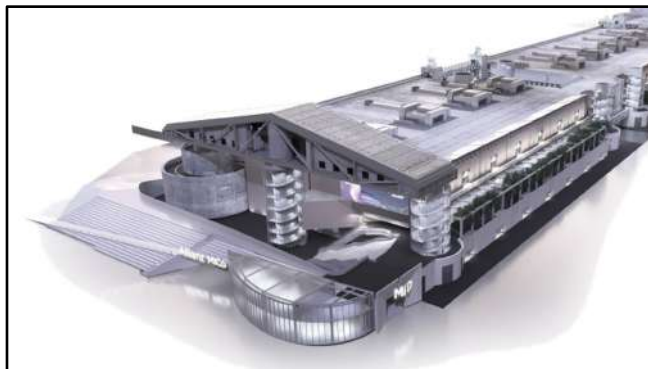
The communication campaign reinforces the same concept. In the institutional visual, the logo becomes the focal point of a coherent and recognisable visual system.

In the second execution, the different "voices" of security revolve around the concept of trust, presenting it as both the outcome and the foundation of a secure system. The headline, "Security has many voices. At WeSec, you'll find them all.", captures the essence of the event: a place where diverse expertise, perspectives and disciplines come together to shape a shared vision of security.



Allianz MiCo Nord (Gate 6 – 2nd floor)

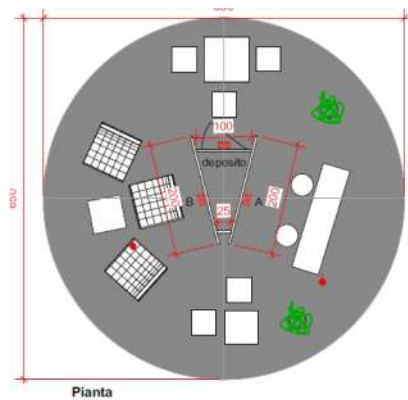
The Allianz MiCo Nord will be set up with **pre-outfitted stands** in a variety of sizes, **1 plenary hall**, **4 break-out rooms**, **1 room for the speakers**, **1 room for the press**, **6 small rooms reserved for partners** to make private appointments, **2 snack bars**, **1 restaurant** where tables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



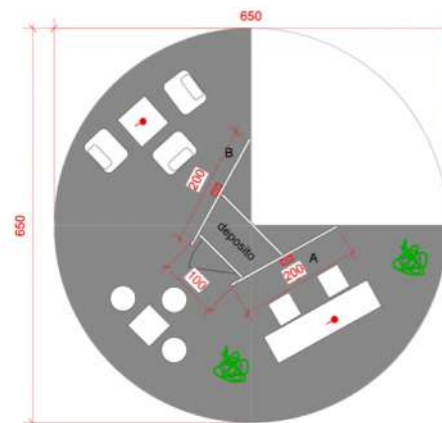


Renderings of the turnkey exhibition stands available to Partners

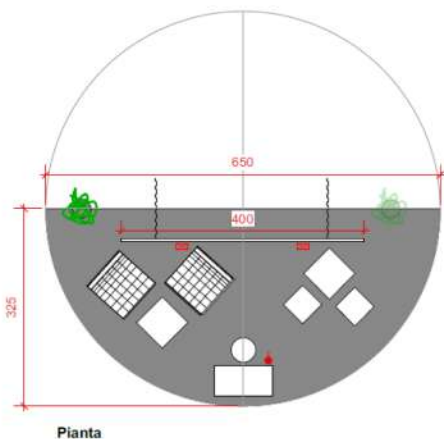
STAND PREALLEGSTITO - 36mq



STAND PREALLEGSTITO - 27mq



STAND PREALLEGSTITO - 18mq



Included in the packet:

- Desk personalisation
- Décor and carpets
- Floral arrangements

On the other hand, the following are excluded:

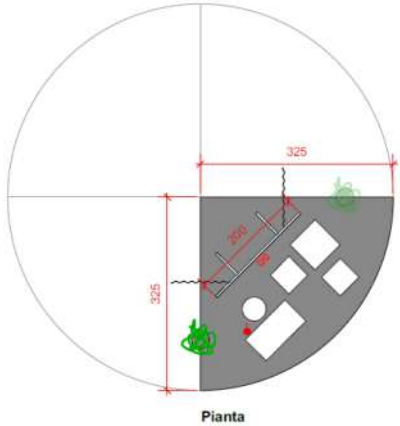
- Back panel personalisation
- Variations in the décor and carpet colour

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

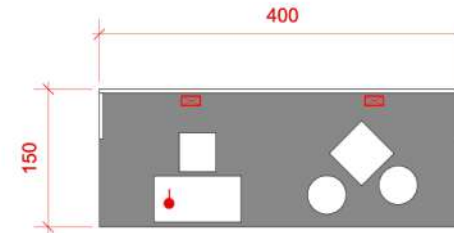


Renderings of the turnkey exhibition stands available to Partners

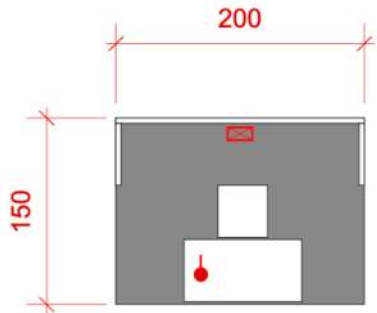
STAND PREALLEGSTITO - 9mq



STAND PREALLEGSTITO - 6mq



STAND PREALLEGSTITO - 3mq



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.

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

* Excluding Partner Fintechs & Startups



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 (2nd part on the morning of the 22nd 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 Parallele newsletter

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 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⁽¹⁾ & FINTECHS⁽²⁾ 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⁽¹⁾ & FINTECHS⁽²⁾ € 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.

⁽¹⁾ 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).

⁽²⁾ Offer valid for companies whose main activity consists in offering a product or service within a specific category (list obtainable from 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

ABI Associazione
Bancaria
Italiana



Join WeSec, il Salone della Sicurezza as Partner

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

Milan, Allianz MiCo North Wing – 22 and 23 September 2026

For more information, please contact your Key Account or
send an e-mail to:

abieventi@abiservizi.it

www.abieventi.it – www.bancaforte.it

Organizzato da

ABISERVIZI 

Media Partner

BANCAFORTE
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In collaborazione con

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Finanziaria e al Risparmio

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