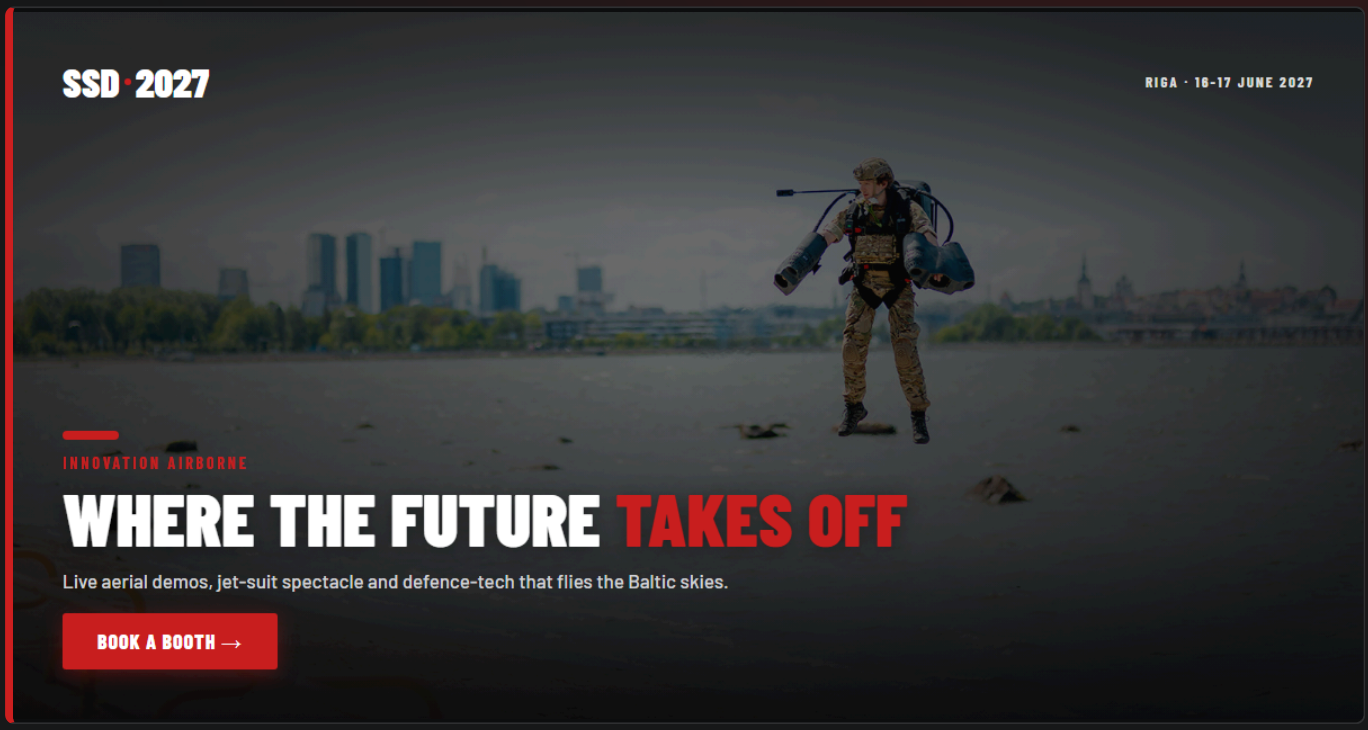
SSD·2027

16–17 JUNE 2027
ĶĪPSALA INTERNATIONAL EXHIBITION CENTRE, RIGA
SSDEXPO.COM



SUPPLY, SECURITY & DEFENCE EXPO 2027

THE BALTIC SEA DEFENCE EXPO

Securing the Baltic Sea Region. 16–17 June 2027, Ķīpsala International Exhibition Centre, Riga, Latvia. Where defence meets commerce on NATO's eastern flank.

Sold-out	**2,000+**	**150+**	**33**
FLOOR AT SSD2026	ATTENDEES ON THE FLOOR	EXHIBITORS	COUNTRIES REPRESENTED

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THE PROOF · SSD2026, TALLINN

A SOLD-OUT, PROVEN FLOOR

SSD2026 filled its floor in Tallinn. SSD 2027 takes that momentum to Riga.



SSD2026 was a **sold-out floor**: every stand spoken for and **2,000+ defence, security and resilience professionals** through the doors. That momentum now moves to Riga on **16–17 June 2027**.

3,354	150+	2,000+	200+
TOTAL REGISTERED	EXHIBITORS	VISITORS	GUESTS AT THE VIP DINNER

SSD2026 EXHIBITORS BY COUNTRY

33 COUNTRIES REPRESENTED

ESTONIA	13.4%	LITHUANIA	8.9%
FINLAND	11.2%	GERMANY	7.2%
LATVIA	11.2%	POLAND	6.7%
NORWAY	10.1%	NETHERLANDS	5.6%
SWEDEN	8.9%	OTHER	16.8%

A strong Nordic-Baltic core, with exhibitors and visitors from 33 countries in total.

» **Build on a proven floor. Book your stand at 2027@ssdexpo.com**

THE AUDIENCE & REACH

AN AUDIENCE THAT ALREADY KNOWS WHO YOU ARE

A verified, defence-focused audience, and a marketing engine that puts your name in front of it.

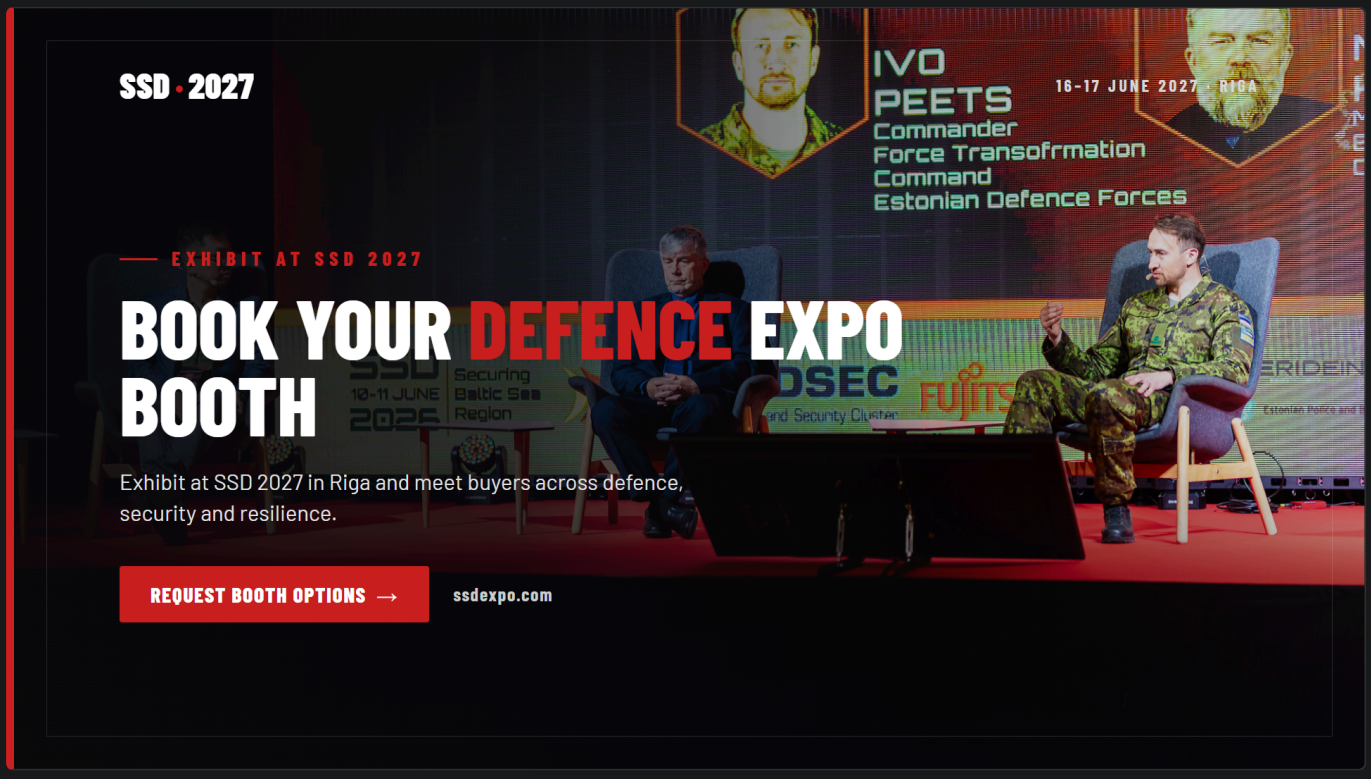
SSD reaches its market long before the doors open. Over the last 12 months **91,148 web users from 167 countries** engaged with the platform, led by organic search at 56% engagement. With 2027 moving to Riga, that reach lands where it matters: **Latvia is already the single largest market (15,688 users, 23.6%)**, with Estonia the most engaged audience at 60.6s average dwell.

Behind the traffic sits a working engine: **25,980 SSD-tagged defence and security subscribers**, **597,204 emails** sent in 12 months, and the strongest markets are **Latvia (15,688), Estonia, Finland, the US and the Netherlands**, driven across email, web and LinkedIn.

91,148
WEB USERS · LAST 12 MONTHS

25,980
TARGETED D&S SUBSCRIBERS

597,204
EMAILS SENT · LAST 12 MONTHS



SSD 2027 · NOW IN RIGA

ONE REGION. ONE EXPO. NOW IN RIGA.

16–17 June 2027 · Ķīpsala International Exhibition Centre, Riga, Latvia.

SSD 2027 moves to the **Ķīpsala International Exhibition Centre** in Riga, the heart of the Baltic Sea region and our largest online market. Building on a sold-out edition, our goal for 2027 is bigger still: **more exhibitors, more buyers, one defence marketplace** for NATO's eastern flank.



400+ EXHIBITORS EXPECTED IN 2027	**4,000+** VISITORS EXPECTED IN 2027	**16–17 Jun** 2027 · TWO DAYS ON THE FLOOR	**Riga** ĶĪPSALA INTERNATIONAL EXHIBITION CENTRE

THE BALTIC STATES ARE SPENDING RECORD AMOUNTS ON DEFENCE

€4.79 bn LITHUANIA · APPROVED 2026 DEFENCE BUDGET · 5.38% OF GDP	**€2.16 bn** LATVIA · 2026 DEFENCE BUDGET · 4.91% OF GDP, THE LARGEST IN ITS HISTORY	**€10 bn+** ESTONIA · PLANNED DEFENCE SPENDING 2026–2029

» **Claim your position on the Riga floor: 2027@ssdexpo.com**

SECTORS

BUILT AROUND DEFENCE, AND WHAT KEEPS IT RUNNING

Defence at the core, with the resilience sectors that secure the region around it.

DEFENCE & DUAL-USE

Connecting military, civil and industrial stakeholders to strengthen security and accelerate innovation in the Baltic Sea Region. Multi-domain systems across land, sea, air, cyber and space; civil-military tech transfer; cyber resilience; critical-infrastructure protection; and NATO-aligned procurement. You meet defence contractors, dual-use developers, drone and AI providers, and the buyers who specify them: NATO units, EU defence funds, and Baltic ministries of defence.

RESCUE

Resilient emergency response for national security. Aerial & remote rescue (drones, UAS), land rapid-response and mobile medical, maritime & flood response. Meets civil-protection agencies, first responders and government buyers.

ENERGY

Autonomous, resilient energy as the foundation of defence. Deployable & mobile power, storage and fuel cells, smart grids with cyber-physical resilience. Meets military procurement and critical-infrastructure operators.

SUPPLY CHAIN

Securing defence supply chains across the Baltic. Air, land and maritime/port logistics, smart warehousing, autonomous resupply and logistics cybersecurity. Meets NATO/EU procurement and infrastructure planners.

- Who you meet: government & defence procurement, primes & system integrators, dual-use innovators & SMEs, and critical-infrastructure operators.
- One region, one expo: defence and the resilience sectors that secure NATO's eastern flank, under one roof.

» **Find your sector at SSD 2027. Book your stand at 2027@ssdexpo.com**

WHY EXHIBIT AT SSD 2027

NOT JUST A BOOTH. A WAY INTO THE BALTIC SEA DEFENCE MARKET

A year-round visibility and relationship platform, not a two-day stand.

The work starts long before the doors open in Riga. Your company profile, newsletter reach to targeted defence and security subscribers, LinkedIn and featured stories build visibility weeks ahead, while **matchmaking** introduces you to relevant buyers and partners in advance, so your two days on the floor are spent in conversations that matter.

WHAT YOU GET

- Company profile across the SSD website and event channels
- Inclusion in the SSD newsletter to a targeted, opted-in audience
- Promotion through SSD's active LinkedIn following
- Featured stories that put your message in front of buyers
- Matchmaking: introductions before the doors open
- Sponsorship & add-on features for deeper engagement

WHO YOU MEET

- Government and military procurement officials from Baltic and Nordic countries
- NATO and EU security and defence representatives
- Senior leadership from police, border guard, coast guard and rescue services
- C-level decision-makers from defence, security and critical infrastructure
- Armed forces, operational end-users, defence primes and system integrators
- Dual-use innovators, investors and international partners

A DECISION-MAKER-DRIVEN AUDIENCE

AUDIENCE BY ROLE



60%+ are senior executives and operational end-users: direct access to the buyers, influencers and users across the defence and security ecosystem.

- Meet the right buyers around the Baltic Sea, not just a booth
- Built on a proven, sold-out event, not a first-time gamble

» **Book your stand at 2027@ssdexpo.com or on ssdexpo.com/exhibitors. Prices and packages are on the next page.**

EXHIBITOR PACKAGES & NEXT STEP

SECURE YOUR PLACE AT SSD 2027

Booking is open now. Riga, 16–17 June 2027.

Every package is a **turnkey stand**: built, lit, powered and connected before the doors open, so your presence is a single line on an invoice. Choose **Essential** for a complete ready-made stand, or **Premium** for a premium location, your own branding on the walls and a place in the SSD media campaign. **Stands are allocated in the order bookings are confirmed.**



ESSENTIAL

Ready-made stand with essential furniture and services.

4 M²	9 M²	12 M²	16 M²
€2,600	€5,850	€7,800	€10,400

INCLUDED

- Grey carpet and 2.5 m walls
- Branded stand or counter with 2 barstools
- LED lights, brochure stand, sign with country flag & booth number
- Electricity 1.0 kW + Wi-Fi
- Logo on the SSD website
- Setup and dismantling included
- 7 invitations (value €75/ticket)
- From 12 m²: 2 m² storage room, meeting table + 3 chairs



PREMIUM

Fully branded stand in a premium location, with stronger visibility.

4 M²	9 M²	12 M²	16 M²
€3,800	€8,550	€10,800	€15,200

THE ESSENTIAL SET-UP, PLUS

- Premium location on the floor
- 2.5 m walls printed with your company branding
- Custom colour carpet
- Part of the SSD media campaign
- Daily cleaning included
- 1 VIP pass (value €1,000), 2 VIP passes with 16 m²
- 15 invitations (value €75/ticket)
- From 9 m²: TV + wall mount, meeting table + 3 chairs
- From 12 m²: 2 m² storage room with a door; 16 m² adds 3 showcases

List prices per stand, excluding VAT. Images show the 9 m² stands and are illustrative; the final specification depends on the confirmed booth location. Other sizes, floor space without furniture and outdoor display areas for vehicles and heavy demos are quoted on request. Your SSD contact confirms your stand and price in a personal proposal.

01

PICK YOUR STAND

See what is free on the live floorplan, **map.ssdexpo.com**, Hall A and Hall B, updated in real time.

02

GET YOUR PROPOSAL

Write to **2027@ssdexpo.com**. You receive a personal proposal with stand number, package and price.

03

CONFIRM & PAY

Exponaut OÜ invoices; payment by bank transfer **within 7 days**. The stand is yours on payment.

BOOK YOUR STAND

2027@ssdexpo.com

ONLINE

ssdexpo.com/exhibitors

PARTNERSHIP LEVELS

LEVEL OF ACCESS, VISIBILITY & IMPACT

For companies that want more than a stand.

Partnership levels combine **indoor exhibition space** with **VIP access, curated matchmaking, side events** and a place in the **conference programme**. Each level is shaped with you around your goals for SSD 2027.

PARTNERSHIP BENEFIT	PARTNER €15,000	PREMIER €25,000	STRATEGIC €50,000	EXECUTIVE €75,000
Official SSD Partner status & recognition	◆	◆	◆	◆
Professional invitations to SSD2027	25	50	100	Unlimited
VIP passes: dinner, lounge & VIP matchmaking	2	5	8	10
Media visibility & branding	Featured	Featured	High visibility	Tailor-made
Indoor exhibition space included (up to)	20 m²	40 m²	80 m²	100 m²
Opportunity to organise a thematic side event	–	◆	◆	◆
Strategic content collaboration: conference programme	–	–	◆	◆
Curated matchmaking & stakeholder introductions	–	–	◆	◆
Premium location priority	–	–	◆	◆
Executive side event: VIP reception, workshop etc.	–	–	–	Co-organised
Official product launch / partnership signing ceremony	–	–	–	◆

Prices excluding VAT. Exhibition space refers to floor space only; booth design, construction, furniture and additional technical services are quoted separately. Conference participation, side events and strategic content collaboration are subject to programme relevance, availability and SSD approval.

» **Discuss your SSD 2027 partnership at 2027@ssdexpo.com**

SECURING THE BALTIC SEA REGION

SSD·2027 · ONE REGION, ONE SSD EXPO

WHO EXHIBITED · SSD2026

150+ EXHIBITORS ALREADY ON BOARD

The companies that filled the sold-out SSD2026 floor in Tallinn. Join them in Riga, 16-17 June 2027.



» Add your company to the SSD 2027 wall. Book your stand at 2027@ssdexpo.com