



17TH DEFENCE SERVICES ASIA
EXHIBITION & CONFERENCE

SINCE 1988

20 - 23 APRIL 2020
MITEC, KUALA LUMPUR

Incorporating:

NATSEC
ASIA 2020

THE 2ND INTERNATIONAL EXHIBITION ON NATIONAL SECURITY FOR ASIA

Hosted, Supported &
Co-organised By:



MINISTRY OF DEFENCE
MALAYSIA



Supported By:



MINISTRY OF
HOME AFFAIRS



MALAYSIAN
ARMED FORCES

A Member Of:



MALAYSIAN INDUSTRY COUNCIL

Endorsed By:



MALAYSIA EXTERNAL
TRADE DEVELOPMENT
CORPORATION

Strategic Partner:



Official Online
Media Partner:



Official Destination
Management Company:



Official Online Show
Daily News & Web TV:



Official Publication:



Organised By:



DEFENCE SERVICES ASIA
EXHIBITION & CONFERENCE
DSA EXHIBITION AND
CONFERENCE SDN BHD
(623330-9)

**SPONSORSHIP
STRATEGIES**

www.dsaexhibition.com



Enhance your brand visibility and get recognised through our sponsorship programme!

The DSA & NATSEC 2020 Sponsorship Programme is designed for you as our Exhibitor in mind. We will definitely ensure that your participation at DSA & NATSEC 2020 will offer a multitude of opportunities to your business as we provide you a comprehensive overview of the entire market and industry.

Each sponsored/branded item, activity or event comes with specific target audiences in mind and we will help provide excellent pre-show publicity, on-site publicity and branding as well as prolonged exposure even after the show! These packages and programmes offer flexible rights and benefits, hence we can customize a sponsorship package, branded item, special activity or event to suit your particular needs.

Please contact **Peter J McKenna** at info@official-events.net to discuss the wide range of opportunities available to you.

EXCLUSIVE ITEMS

1. EVENT GUIDE / MAP

USD 15,000

Quantity produced **15,000 pieces**



DSA & NATSEC 2020 will provide Visitors and Exhibitors a handy Event Guide with brief information's on the four-day event which includes an easy reference floor plan. Your sponsorship of this popular guide will include your company logo and acknowledgment on the front cover, and your booth location and name prominently shown inside the guide.

3. VISITOR LANYARDS

USD 30,000

Quantity produced **25,000 pieces**



Be one of the first brand names to be recognized with your company's name prominently displayed on the Lanyards issued to VIPs/Visitors when they arrive on-site. These official lanyards displaying your logo will also be issued to MINDEF officials and police personnel working at DSA & NATSEC 2020.

2. VIP AND VISITOR BADGES

USD 15,000



Visitors will be provided with badges after registration for the purpose of security and identification. By sponsoring this highly visible item, it promotes and expose your brand to VIPs and Visitors at DSA & NATSEC 2020. Your logo will be featured prominently on the Badge.

4. VIP CORPORATE MOMENTOES

- Pre-show – Exhibitors targeting VIPs from the Asian region may want to sponsor the Corporate Mementoes which will be presented by the DSA personnel during the Asian tours 3 months prior to the show as part of the VIP publicity programme. As Sponsors, you will have your logo printed on the token and presented along with your basic company literature.



- During the show - Exhibitors may sponsor the VIP Corporate Mementoes which will be presented to the VIPs upon their arrival at the exhibition centre.

USD 10,000

USD 25,000

5. DSA & NATSEC 2020 VIP GOLF

This event is meant to offer captains of the defense industry a gigantic opportunity to socialize and build a strong network with Foreign and Local VIP Delegations.

PLATINUM SPONSOR

USD 60,000

Your benefits:

- Your logo will be used to create tournament giveaways, promotional materials and signs.
- Prominent Signs / ~~Banners with your logo~~ will be placed at the 1st and 10th Tee-Box.
- Your logo to be featured on the main backdrop at the prize presentation dinner and you will also be acknowledged by the MC at the beginning and end of the event. Your designated representative will be seated at the VVIP Table, and may be invited to give away some of the novelty prizes on stage.
- Your representative will be included in each top 4 VVIP Flights.
- Additional 8 Balls @ 2 Flights will be allocated for you and your guests.

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CORPORATE SPONSOR

USD 35,000

Your benefits:

- 2 balls will be allocated for you or your designated guests.
- Acknowledgement by MC at the prize presentation dinner.
- You may request to join with one preferred VIP Delegation during the fly in flight; however this is subject to the chosen VIPs' availability and consent.



6. OPENING CEREMONY AND RECEPTION

USD 85,000

One of the major highlights of DSA & NATSEC 2020 will be its Opening Ceremony and Reception which will be hosted by the Malaysian Minister of Defence. This event will be attended by Ministers, Senior Members of Government, Foreign and Local VVIP Delegates, Members of the Diplomatic Corps, Exhibitors, and members of the press and government agencies. Their amazing presence will put your name on the spotlight. As an exclusive Sponsor, you will be entitled to:

- Feature your logo at the main backdrop prominently.
- Include your designated representative in the VVIP Welcoming Party.
- 2 front row VIP seats.
- Thank you and acknowledgement by the MC and during the DSA Chairman's Welcome Speech.
- Door Gifts are allowed to be distributed (if any).
- You will be acknowledged in the Official Invitation Cards, which includes printing your corporate name and logo (These will be printed 2 months prior to the event).



7. A) VIP DAILY LUNCHEONS

USD 60,000

Exclusive buffet will be arranged for VIPs at the VIP Luncheon area located within the exhibition centre. VIPs are invited for lunch throughout the four-day event at DSA premises. For each luncheon, your company's logo will be placed on the backdrop at the venue and you may distribute your company's literature. A table of 10 seats will be given to you to invite your guests.



All necessary materials for this sponsorship are to be provided by you.

B) VIP PRIVATE DINNERS

For more information for this package, please contact:-
Peter J McKenna at info@official-events.net

8. GRACING CEREMONY

USD 50,000

A welcoming ceremony will be held on the first day of the show where all the VIPs, exhibitors, visitors, member of the press and government agencies gather at the lobby of the venue to celebrate the first day of the show. As an exclusive sponsor, you will be entitled to:

- Branding in prominent location within the Gracing Ceremony location.
- Thank you and acknowledgement by the MC during the speech.
- Your company's logo will be featured on the Gracing Ceremony back-drop.
- You will be acknowledged in the Gracing Ceremony Invitation Cards, which includes printing your corporate name and logo (These will be printed 2 months prior to the event).
- Door gifts are allowed to be distributed (if any).



9. DIRECTIONAL SIGNAGES

20 units of Directional Signages are placed throughout MITEC for direction purpose. Your logo and booth number will be shown on the signages. Packages are as follows:



- **Package A -**
Exclusive sponsorship 20 units,
One (1) Sponsor only
USD 20,000

- **Package B -** 10 units,
Two (2) Sponsors only
USD 10,000

- **Package C -** 5 units,
Four (4) Sponsors only
USD 6,000

10. E – NEWSLETTER **USD 3,000 PER NEWSLETTER**

One of the vital part of the show's marketing plan is our e-Newsletters which will be sent to our database of 80,000 DSA & NATSEC Visitors and Exhibitors.

Sponsoring one of these key information channels will include:

- 50 - word write-up at a premium position within the Newsletter.
- Banner ad placement on the Newsletter with hyperlink to your website.



11. ESCALATOR BANNERS **USD 5,000 PER SET**

There are several sets of escalators within MITEC for visitors and VIP to move from one hall to another. Your banners can be placed on these escalators to increase your company's visibility and catch the attention of VIPs and visitors during their ride.



12. ONLINE PRE-REGISTRATION **USD 7,000**

One of the most frequently visited pages of the DSA & NATSEC website. Expected number of pre-registrants for the event is 8,000. By placing your logo here, you will enjoy profile exposure to potential Visitors of DSA & NATSEC.

Sponsorship includes:

- One banner ad and hyperlink to your website.
- Your company's name and logo to appear on the confirmation email sent to all successfully pre-registered Visitors.
- Company name and logo to appear on all printed materials on the Pre-Registration information



13. E-SHOW GUIDE (MOBILE APP DIRECTORY) **USD 15,000**

Feature your brand in the DSA & NATSEC 2020 E-Show Guide (Mobile App Directory) and achieve maximum visibility. The e-Show Guide is created specifically for the event. The app will be made available for free on Google Play and App Store.

The e-Show Guide will serve the same purpose as the Show Directory as a tool for exhibitors to share company and product information to visitors who will be attending the show through mobile.

We highly recommend the interactive platform to be a medium of engagement between visitors and exhibitors. The app will be accessible to all visitors, exhibitors and VIPs of DSA & NATSEC 2020.

Types of advertisement available are as below:

- Exhibitor Highlights **US\$60**
- Enhanced Listing: Top of List **US\$120**
- Logo Placement **US\$85**
- Splash Page **US\$120**
- Top Banner (limited to 10 ONLY) **US\$240**



14. DSA & NATSEC 2020 NEWS BULLETIN **USD 3,000 PER ISSUE**

This news bulletin will have the latest updates on the show progress and will be published for four issues until the show. The printed bulletin will be distributed during our show visits to the visitors and exhibitors. The online version of the newsletter will be sent to our 80,000 exhibitors and visitors database.



Sponsoring one of the issues entitle you to:

- A 150-word write up at a premium position within the news bulletin.
- Half-page banner ad placement on the news bulletin.

15. OUTDOOR BILLBOARDS STARTING AT USD 6,000

Outdoor Billboards with the width and length of 6m x 2.4m to be placed at strategic locations in Kuala Lumpur and close to Military camps 2 months prior to the show for DSA & NATSEC 2020 promotional purpose. Your logo which is your point of identification will be featured prominently.



16. INDOOR SIGNAGES STARTING AT USD 3,000

A range of prominently- positioned, easily-viewed and highly effective indoor advertising signage locations ranging in size from four square meters onwards are available in the lobby areas of MITEC.

We would be honored to supply you with a quotation for specific locations. Our quotations are including production, installation and removal.



17. PROMOTIONAL BANNERS (INDOOR & OUTDOOR) FROM USD 8,000 ONWARDS

Organiser has identified key locations where you can produce and position various-sized advertising to promote your advertisement. This is proven whereby you can ensure that your advertisement stands out from the crowd, cost-effective, and delivers a clear marketing message.



18. ROAD BUNTINGS

300 pieces of Road Buntings will be placed all over MITEC's vicinity and prominent roads such as the road leading to and from the Malaysian Ministry of Defense and Military camps. Your logos and booth numbers can be printed on these Buntings to draw the attention of public.



- **Package A -**
Exclusive sponsorship 300 pieces
- One (1) Sponsor only
USD 20,000
- **Package B -** 150 pieces,
Two (2) Sponsors only
USD 15,000
- **Package C -** 100 pieces,
Three (3) Sponsors only

19. TRADE INVITATION FLYERS USD 12,000

There will be two types of Visitor Invitations produced:

- For distribution by confirmed Exhibitors - Confirmed exhibitors which are your clients will receive 50 pieces
- For direct mail purpose by the Organiser to a database of 50,000 past show Visitors and newly acquired data.

Your logo will be printed on both.

- For type 1 - non-defense or security company such as defence or security journal, magazine or association.
- For type 2 - sponsorship is opened to all exhibiting companies.

You will have back page colour advertisement in the Invitation Flyer. Acknowledgement of the Sponsor "This Invitation is sponsored by ..." will be printed.



20. VIDEO WALL

USD 30,000

Video Wall located at the high traffic main atrium area on stage plays a key role such as displaying significant information for Visitors and Exhibitors and play series of footages highlighting all events and activities throughout the show days. Your entitlement includes:

- Display of acknowledgment message on the screen during the 4-day show
- At intervals, several significant items will be played on video projection screen such as your video clips and/or advertisement supplied by you, live and recorded footages of ceremonies, other DSA-related activities and informational messages from the Organiser.
- Physical banners (artwork to be provided by you), will be affixed to both sides of the screen structure and front of the stage area in order to assure visibility from a variety of angles within the atrium area.



21. VIP AMBASSADORS' UNIFORMS USD 25,000

VIP Ambassadors will be required to wear Uniform to be recognized by the VIPs and the Exhibitors. To ensure visit of VIP delegations to your booth, you are highly encouraged to print your logo on the uniforms and make the best out of the opportunity.



22. 'YOU ARE HERE' FLOOR PLANS USD 4,000 PER UNIT



A total of 8 units located at key points at MITEC will be placed as reference point. This is an excellent way to highlight your company's presence and exact location to guide VIP/Visitors.

Your company's logo and booth location will be highlighted on these Plans with an acknowledgement that will also be prominently displayed.

23. MEDIA CENTRE

USD 12,000

The Media Centre will be used thoroughly throughout the entire show days by local and foreign members of the press. It will be fully-equipped with relevant facilities for media members to produce stories and articles about DSA & NATSEC 2020 and file them to their editors via online. Refreshments including lunch will be provided to the press throughout the show.

Sponsorship includes:

- For the collection of press materials and corporate literature a special area will be arranged within the Media Centre. (Please note that other Exhibitors will be allowed to drop-off their press kits at the reception desk of the Media Centre).
- Prominent positioning of your company's logo/signage with acknowledgement of sponsorship.
- One online banner ad in the 'Press Room' section of the DSA website.
- Full access for your staff at the Media Centre.



24. BUS WRAP

USD 12,000

Shuttles will be provided to and from the Ministry of Defence in order to transport the Officials to the venue. Banner with your logo will be placed on the body of the bus.

You are also allowed to deliver corporate literature, supplied by you, during the trips.

There will be two bus stations which are at MITEC and MINDEF with shuttle schedules shown.



25. SECURITY EQUIPMENT

During the 4-day event, a total of 8 x-ray machines, 8 walk-through metal detector gates and 15 hand-held scanners will be required for the purpose of screening process. You will have a standing banner stating your company's name and booth number. Personnel from your company may also distribute corporate literature.



Equipment and technicians provided by sponsor in lieu of payment Value of Sponsorship Exposure = **USD 20,000**

26. PLATINUM LOUNGE & VIP NETWORKING LOUNGE USD 20,000

These elite Lounges are designed for foreign VIP delegations to meet with their counterparts in Malaysia and from other countries as well. The Platinum Lounge will be the waiting area for appointments whereby light refreshments will be provided. The hostesses at the lounge will assist to arrange, reconfirm and coordinate appointments at the VIP Networking Lounge which will also be the venue for meetings and discussions.

As exclusive sponsors, you will have the following benefits:

- Corporate materials of your choice to be displayed throughout the Lounge.
- Unlimited access to you and your staff.

Corporate materials for the area must be supplied by you.



27. VIP DELEGATION LIMOUSINES USD 16,000 PER COUNTRY

Limousine will be provided to the VIP Delegations hosted by DSA throughout their stay in the country.

Your benefits:

- Display of your logo on the vehicle.
- Allowed to place your corporate kits in the VIP cars.

Corporate materials for the vehicles must be provided by you.

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28. VISITOR REGISTRATION USD 40,000

Main entrances which will be the only point of entry for visitors of MITEC will be used as visitor registration counter. Eligible visitors will receive their badges for access upon complete registration.

Sponsorship will include your company name and logo featured prominently on the panel above the Visitor Registration Area and at the form filling counters. To highlight your identity, existing pillars will be decorated with light box posters featuring your company.





BE A PART OF THE ELITE SPONSORS FOR DSA

Customised sponsorship packages for the DSA & NATSEC 2020 conferences, seminars and other events, activities and locations are available.

Contact Peter J McKenna for details.
Kindly email: info@official-events.net

6% of Sales and Service Tax (SST) will be applicable to all the prices quoted.