

# THE GLOBAL DEFENCE SERVICES AND GOVERNMENT SECURITY EVENT



**14TH DEFENCE SERVICES ASIA**  
EXHIBITION & CONFERENCE

SINCE 1988

**14 - 17 APRIL 2014**  
PWTC, KUALA LUMPUR, MALAYSIA

## GET BRANDED AND BE NOTICED AT DSA 2014



[www.dsaexhibition.com](http://www.dsaexhibition.com)

Fully Supported By:



MALAYSIAN  
MINISTRY OF DEFENCE



MALAYSIAN  
ARMED FORCES



ROYAL MALAYSIA  
POLICE

A Member Of:



Endorsed By:



MALAYSIA EXTERNAL  
TRADE DEVELOPMENT  
CORPORATION

Official Media Partners:



ADJ



Official Hotel:

SERI PACIFIC HOTEL  
Kuala Lumpur

Organised By:



DEFENCE SERVICES ASIA  
EXHIBITION & CONFERENCE  
DSA EXHIBITION AND  
CONFERENCE SDN BHD  
(423338-14)



The DSA 2014 Sponsorship Campaign is designed with you, the customers in mind. We want to help you ensure your participation at DSA 2014 not only meets the goals you set but to provide you with so much more exposure, hence more than justifying your company's presence at the show.

Each sponsored/branded item or activity or event comes with specific target audiences in mind and will help provide excellent pre-show publicity, on-site publicity and branding as well as prolonged exposure even after the show! And these packages and programmes are not fixed to its original structure, we will be happy to work with you to custom-make a particular sponsorship/branded item, activity or event.

Please contact Peter J McKenna at [info@official-events.net](mailto:info@official-events.net) to discuss the wide range of opportunities available to you.

EXCLUSIVE ITEMS

I. CARRIER BAGS

USD 20,000 ▶

Quantity produced 20,000 pieces

Be the exclusive sponsor for the DSA Carrier Bags distributed to all Visitors at the Registration Counters and to members of the Press. With your choice of design on one side and information on DSA on the other, these Carrier Bags will ensure maximum exposure throughout the exhibition.



▶ 2. EVENT GUIDE OR GUIDE MAP

USD 12,000

Quantity produced 15,000 pieces

Besides the standard Show Directory, DSA will also be supplying to all Visitors and Exhibitors a handy Event Guide as to what's going on over the 4-day event including an easy reference floor plan. Sponsorship of this popular guide will include company logo and acknowledgement on the front cover and Sponsor's booth location and name will also be prominently shown inside the guide.

3. VIP AND VISITOR BADGES

USD 12,000 ▶

All Visitors at DSA will be registered and supplied with a Badge for easy identification as well as for security reasons. Get your brand exposed to EVERY VIP and Visitor at DSA by sponsoring this highly visible item. Your logo will be featured prominently on the Badge.







#### ► 4. VISITOR LANYARDS

USD 30,000

Size - 20mm - polyester-smooth/linen  
Quantity produced 25,000 pieces

Be one of the first brand names to be seen with your company's name prominently displayed on all Lanyards issued to DSA VIPs/Visitors when they register. This will include all MINDEF officials and police personnel.

#### 5. VIP CORPORATE TOKENS

- Pre-show - Exhibitors targeting VIPs from the Asian region may want to sponsor the Corporate Tokens which DSA personnel will present to them during the Asian tours 3 months prior to DSA as part of the VIP publicity programme. The Sponsor will have their logo printed on the token and presented along with basic company literature.

USD 10,000

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

USD 25,000



## EVENTS



#### ► 6. DSA 2014 VIP GOLF

DSA VIP Golf is an exclusive event, allows opportunity for captains of defence industry to socialise and network with Foreign and Local VIP Delegations.

##### PLATINUM SPONSOR

USD 55,000

Sponsor benefits:

- Tournament goodies, promotional materials and signs will be crested with the Sponsor's logo.
- Prominent Signs / Banners with the Sponsor's logo will be placed at the 1st and 10th Tee-Boxes.
- At the prize presentation dinner, Sponsor's logo to be featured on the main backdrop. MC will also acknowledge Sponsor at the beginning and end of the event. One Sponsor's representative will be seated at the VVIP Table and may be invited to give away some of the novelty prizes on stage.
- One Sponsor's representative will be included in each top 4 VVIP Flights.
- Additional 8 Balls @ 2 Flights will be allocated for Sponsor and their guests.

##### CORPORATE SPONSOR

USD 35,000

Sponsor benefits:

- Allocation of 2 balls for Sponsor or its guests.
- Acknowledgement by MC at the prize presentation dinner.
- Sponsor may request to be together in the same flight with one preferred VIP Delegation, however this is subject to the chosen VIPs' availability and consent.



#### 7. OPENING CEREMONY & RECEPTION

USD 85,000 ►

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

- Feature Sponsor's logo at the main backdrop prominently.
- Include one representative of Sponsor in VVIP Welcoming Party.
- 2 front row VIP seats.
- Thank you and acknowledgment by the MC as well as DSA Chairman Welcome Speech.
- Sponsor will be allowed to distribute Door Gifts (if any).
- Sponsor will be acknowledged in the Official Invitation Cards, including printing its corporate name and logo. (These will be printed 2 months prior to the event).



## 8. A) VIP DAILY LUNCHEONS

USD 15,000 EACH DAY ►

Exclusive buffet will be arranged at the VIP Luncheon area located within the exhibition centre. VIPs will be invited to have their lunch daily at DSA premises. The Sponsor for each luncheon will have their company's logo printed on the backdrop at the venue and may distribute company's literature. A table of 10 seats will be given to the Sponsors to invite their guests.

All necessary materials for this sponsorship to be provided by the Sponsors.

## B) VIP PRIVATE DINNERS

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



# BRANDING



## 9. HANGING BANNERS

FROM USD 7,000 ONWARDS

Sponsors may place Banners within DSA 2014 to create a highly visible presence.



## 10. ESCALATOR BANNERS

USD 4,000 PER SET ►

There are several sets of escalators within PWTC and Visitors as well as VIPs have to use these services to go from one hall to the next. Sponsors can place banners on these escalators to capture highly visible attention from VIPs and Visitors throughout the day.



## 11. LINK BRIDGE BANNERS

USD 15,000

Exhibitors especially those with booths located on the other side of PWTC (across the link bridge) should take up this sponsorship to display Overhead Banners all across the link way bridge to show their company's logo and booth number creating a grand visibility and presence.

## 12. VIP AMBASSADORS' UNIFORMS

USD 20,000 ►

Each VIP Ambassador will be required to wear a Uniform so that they can be easily identified by the VIPs and more importantly, the Exhibitors. The exclusive Sponsor may print their logo on the Uniform and we will ensure each VIP Delegation visits the Sponsor's booth.





### 13. DIRECTIONAL SIGNAGE

There will be 20 units of Directional Signage placed throughout PWTC to direct Visitors. Sponsor's logo and booth number will be printed. Packages are as follows:

- Package A  
Exclusive sponsorship, 20 units - One (1) Sponsor only USD 15,000
- Package B  
10 units - Two (2) Sponsors only USD 7,000
- Package C  
5 units - Four (4) Sponsors only USD 5,500



### 14. E-NEWSLETTERS

USD 1,600 PER NEWSLETTER

A vital part of the DSA marketing plan is our regular e-Newsletters that will be sent to our 50,000 database of DSA Visitors and Exhibitors.

Sponsoring one of these key information channels will include:

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

### 15. OUTDOOR BILLBOARDS

USD 7,000 EACH

6m x 2.4m Outdoor Billboards promoting DSA 2014 to be placed at strategic locations in Kuala Lumpur and close to Military camps 2 months prior to the show. Sponsors' logo will be featured prominently.



### 16. ROAD BUNTINGS

300 Road Buntings will be placed all over the vicinity of the PWTC as well as in prominent roads such as the road leading to and from the Malaysian Ministry of Defence as well as to the Military camps. Sponsors' logos and booth numbers can be printed on these Road Buntings:

- Package A  
Exclusive sponsorship, 300 pieces - One (1) Sponsor only USD 19,000
- Package B  
150 pieces - Two (2) Sponsors only USD 14,000
- Package C  
100 pieces - Three (3) Sponsors only USD 11,000



## ► 17. TRADE INVITATION FLYER

USD 12,000

There will be two types of Visitor Invitations which will be produced:

- For distribution by all confirmed Exhibitors - 50 pieces will be given to each confirmed Exhibitor for them to give out to their clients.
- For direct mail purpose by the Organiser to a database of 50,000 past show Visitors and newly acquired data.

Sponsor's logo will be printed on both.

- For type 1 - the Sponsor will have to be a non-defence or security company like a defence or security journal or magazine or association.
- For type 2 - sponsorship is opened to all exhibiting companies.

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

## 18. 'YOU ARE HERE' FLOOR PLANS

USD 6,000 ►

A total of 4 units located at key points at PWTC will be produced. This much used reference point is an excellent way to highlight your company's presence and exact location every time VIPs/Visitors refer to this guide.

Your company's logo and booth location will be highlighted on these plans with an acknowledgment also prominently displayed.



## ► 19. ON-LINE PRE-REGISTRATION

USD 7,000

One of the most frequently visited pages of the DSA website. Expected number of pre-registrants for the event is 5,000. By placing your logo here, you will enjoy high profile exposure to potential Visitors of DSA.

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.

# FACILITIES

## 20. MEDIA CENTRE

USD 12,000 ►

The DSA Media Centre will be heavily used throughout the entire 4 days of DSA by all members of press irregardless whether local or foreign. It will be fully equipped with all the relevant facilities in order to ensure members of the media are able to produce stories and articles about DSA and file them to their editors on-line. Refreshments including lunch will be available to all press throughout the show.

Sponsorship includes:

- A special area within the Media Centre for your corporate literature and press materials. (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 on-line banner ad in the 'press room' section of the DSA website.
- Full access for Sponsor's staff to the Media Centre.
- Full details of all registered press will be provided after the show.





## ► 21. MINDEF SHUTTLE BUS/ BUS STOP SHUTTLE SCHEDULES

USD 12,000

There will be daily shuttles to and from the Malaysian Ministry of Defence during the 4-day period of the show. These buses will be transporting MINDEF officials to DSA. The Sponsor will have their logo printed on a banner on the body of the bus. The Sponsor will also be able to place corporate literature on all the trips of the shuttles.

The Bus Stop for these shuttles, one at PWTC and another at MINDEF displaying the shuttle time schedules will also carry the Sponsor's logo and booth number.

All necessary materials for this sponsorship to be provided by the Sponsor.

## 22. DEFENCE PROCUREMENT CENTRE (DPC)

USD 7,000 ►

This is an unique feature of DSA whereby procurement officials from ASEAN countries will be hosted to release procurement procedures to Exhibitors and Visitors during the show.

Sponsor's benefits:

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

All necessary materials for this sponsorship to be provided by the Sponsor.



## ► 23. SECURITY EQUIPMENT

A total of 5 x-ray machines, 5 walk-through metal detector gates and 10 hand-held scanners will be required during the 4 days at DSA. All participants of DSA, whether VIPs, Exhibitors, Delegates or Visitors will have to go through this security process in order to access the show. The Sponsors will have a Standing banner stating their companies' names and booth numbers. Personnel from the sponsoring companies may also distribute corporate literature.

## 24. PLATINUM LOUNGE & VIP NETWORKING LOUNGE

► USD 20,000

These elite lounges are for foreign VIP delegations to meet with their counterparts in Malaysia and also from other countries who will also be attending DSA. The Platinum Lounge will be the waiting area for appointments whereby light refreshments will be served to all VIPs. The hostesses at the lounge will assist to arrange appointments, reconfirm appointments and coordinate appointments at the VIP Networking Lounge which will be the venue for meetings and discussions.

The exclusive Sponsor will have the following benefits:

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

All necessary materials for this sponsorship to be provided by the Sponsor.







## ► 25. VIP DELEGATION LIMOUSINES

USD 16,000 PER COUNTRY

Each VIP Delegation hosted by DSA will be provided with a limousine during their stay in the country.

Sponsors' benefits:

- Sponsors' logo will be displayed on the vehicle door on the VIP side.
- Sponsors will be able to place their corporate kits in each VIP car.

All necessary materials for this sponsorship to be provided by the Sponsor.

## 26. VIP WELCOME LOUNGE

USD 17,000 ►

An elite Lounge dedicated for DSA VIP Delegations. Over 300 are expected to attend. This exclusive sponsorship guarantees your company's profile will be exposed to the DSA VIP Delegations.

This Lounge is located at the VIP entrance of the show. All VIPs will be advised by their assigned Accompanying Officers to be briefed in this Lounge as soon as they arrive at the show. Chilled juices and light snacks will be served in this Lounge.

Other benefits include:

- Corporate materials of your choice to be displayed throughout the Lounge.
- Unlimited access to you and your staff.
- A looped short video/corporate presentation on your company will be broadcasted within the Lounge.

All necessary materials for this sponsorship to be provided by the Sponsor.



## ► 27. VISITOR REGISTRATION

USD 40,000

The Visitor Registration counter area is located at the main entrances of PWTC and will be the only points of entry for Visitors. All eligible Visitors must register here in order to get their badge for access.

Sponsorship will include your company name and logo featured prominently on the panel above the Visitor Registration Area and also at the form filling counters. Sponsor's identity will also be featured at this area by way of decorating the existing pillars with light box posters of the Sponsor.

**BE A PART OF THE ELITE SPONSORS FOR DSA!**

Peter McKenna, with DSA's single largest exhibitor - Deftech.



Peter McKenna, DSA's Sponsorship Producer posing with the Malaysian Defence Minister at DSA 2012.

Sponsorship packages for the  
**DSA 2014 conferences and seminars are also available.**

Kindly email: [info@official-events.net](mailto:info@official-events.net)