

22. MINDEF SHUTTLE BUS / BUS STOP SHUTTLE SCHEDULES USD 5,000

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.



23. ON-LINE PRE-REGISTRATION USD 6,500

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.



24. PLATINUM LOUNGE USD 15,000

Another elite lounge whereby all foreign VIP Delegations wanting to pay courtesy calls to their Malaysian counterparts (who will all have offices at the PWTC during the show) will have to report at this lounge. The hostesses at the lounge will assist to arrange appointments, reconfirm appointments and coordinate appointments. This lounge will also be used as the waiting lounge for appointments whereby light refreshments will be served to all VIPs.

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.



25. PROCUREMENT INFORMATION CENTRE (PIC) USD 6,500

This is a 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 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.



26. 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 get 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.



27. 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.



28. VIP NETWORKING LOUNGE USD 9,500

Foreign VIPs will also seize the opportunity to meet with their counterparts from other countries who will also be attending DSA. The VIP Networking Lounge will be the venue for such meetings and discussions. This Lounge will be heavily utilised on the first two days of the show. Refreshments will be served and a hostess will be in attendance to coordinate meetings.

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.
- 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.



29. VIP WELCOME LOUNGE USD 15,000

An elite lounge dedicated for DSA VIP Delegations. Over 200 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 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.



30. VISITOR REGISTRATION USD 35,000

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

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.





13th DEFENCE SERVICES ASIA EXHIBITION & CONFERENCE
SINCE 1988
16 - 19 APRIL 2012
PWTC, Kuala Lumpur
Malaysia

THE GLOBAL DEFENCE SERVICES AND GOVERNMENT SECURITY EVENT

SPONSORSHIP PACKAGES

The DSA 2012 Sponsorship Campaign is designed with you, the customers in mind. We want to help you ensure your participation at DSA 2012 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 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 item/activity or event.

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

EXCLUSIVE ITEMS

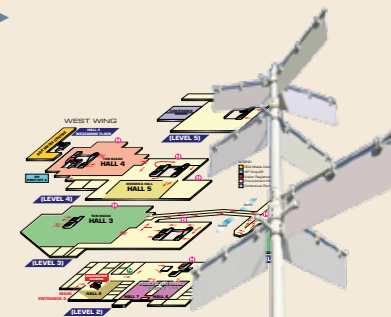
1. CARRIER BAGS USD 20,000
Quantity produced 20,000 pieces

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 USD 10,000
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 guidebook 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 10,000

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



Sponsorship packages for the DSA 2012 conferences and seminars are also available.
Kindly email: info@official-events.net

Fully Supported By:



A Member Of:



Organised By:



- 4. VISITOR LANYARDS**
- Package A: **USD 23,000**
 Size - 16mm - polyester
- Package B: **USD 26,000**
 Size - 20mm - polyester-smooth/linen
- Package C: **USD 29,000**
 Size - 25mm - 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 personnels.

- 5. VIP WELCOME GIFTS**
- Pre-show - Exhibitors targeting VIPs from the Asean region may want to Sponsor the Gift which DSA personnel will present to them during the Asean tours 3 months prior to DSA as part of the VIP publicity programme. The Sponsor will have their logo printed on the gift and presented along with basic company literature. **USD 6,500**
 - During show - Exhibitors may Sponsor the VIP Welcome Gifts which will be presented to each visiting VIP upon their arrival at their Hotel or at the exhibition centre. **USD 20,000**



EVENTS

- 6. DSA 2012 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 50,000**
- Sponsor benefits:
- Tournament goodies, promotional materials, signs and official clothing 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 30,000**
- 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 80,000**
- One of the main highlights of DSA will be its Opening Ceremony and Reception which will be hosted by the 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.

- 8. VIP DAILY LUNCHEONS USD 10,000 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.

BRANDING

- 9. BANNERS AT MEZZANINE LEVELS USD 6,500 IN EACH HALL**
- There are two mezzanine levels within DSA, one in Hall 1 and another in Hall 4. Sponsors may place a banner across the mezzanine level to create a highly visible presence.



- 10. DELEGATION COORDINATORS' UNIFORMS USD 15,000**
- Each Delegation Coordinator will be required to wear uniform so that they can be easily identified by the VIPs. The exclusive Sponsor may print their logo on the uniform and will ensure each VIP Delegation they escort visits the Sponsor's booth or gives out corporate literature to the visiting VIPs.



- 11. 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. Here are the packages:

- Package A: Exclusive sponsorship 20 units - One (1) Sponsor only **USD 13,000**
- Package B: 10 units - Two (2) Sponsors only **USD 6,500**
- Package C: 5 units - Four (4) Sponsors only **USD 5,000**



- 12. 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.

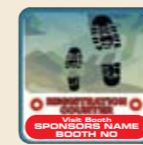


- Sponsoring one of these key information channels will include:
- A 50-word write-up at a premium position within the newsletter.
 - Banner ad placement on the newsletter with hyperlink to your website.

- 13. ESCALATOR BANNERS USD 3,500 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 their logos and booth numbers on the stairs 'in-step' leading up to their booths.



- 14. FOOT PRINT MARKING USD 10,000**
- A trail of "foot print" from the main entrance to the Sponsors' booth. The Sponsors' logos and booth numbers will be printed on the "foot print" as well.



- 15. LINK BRIDGE BANNER USD 10,000**
- 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.



- 16. OUTDOOR BILLBOARDS USD 6,500 EACH**
- 6m x 2.4m outdoor billboards promoting DSA 2012 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.



- 17. 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 18,000**
 - Package B: 150 pieces - Two (2) Sponsors only **USD 13,000**
 - Package C: 100 pieces - Three (3) Sponsors only **USD 10,000**



- 18. TRADE INVITATION FLYER USD 10,000**
- There will be two types of Visitor Invitations which will be produced:
- For distribution by all confirmed exhibitors - 100 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.

- 19. 'YOU ARE HERE' FLOOR PLANS USD 5,000**
- 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.

FACILITIES

- 20. CYBER SURFING KIOSKS USD 5,000**
- Highlight your company and raise awareness amongst the show participants by sponsoring the cyber kiosks. Your company logo will be displayed on the kiosk and the default page on each PC will be your own website.



- 21. MEDIA CENTRE USD 11,000**
- The DSA Media Centre will be heavily used throughout the entire 4-day 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.