

DIGITAL BRANDING

5 most effective digital branding channels for your business

Hosted, Supported & Co-organised by :



MINISTRY OF DEFENCE & MINISTRY OF HOME AFFAIRS

BE SEEN BE SIGNIFICANT IN THIS INDUSTRY

We would like to make sure each and everyone in this industry stay connected by making impactful marketing solutions to the right audiences.

Our solutions aim to act as a catalyst for the local & international exhibitors, buyers from various industry sectors to implement digital solutions for their businesses and participation in DSA and NATSEC Asia.

By positioning your brand centrally in the digital platforms, it makes up the need of the usual interactions during trade days. Take advantage of this opportunity to **BE SEEN, BE SIGNIFICANT IN THIS INDUSTRY!**



1

E-NEWSLETTER

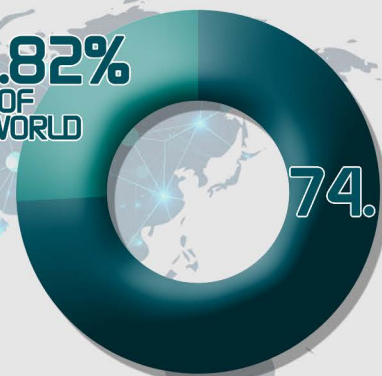
Our monthly E-newsletter are sent to over **100,000** local and international opt-in subscribers covering the entire industry. While keeping the key buyers updated of what is happening, you are now able to promote products, technologies and services through the e-newsletter. This campaign is an effective way to announce your latest products, services, events, and more. You will also receive a performance marketing metrics report for each e-Newsletter deployed. *Grab this opportunity* to help you generate leads before, during and after the show.

HIGH TRAFFIC OF
WEBSITE VISITOR

148,047 PAGEVIEWS

VISITED FROM **151** COUNTRIES

25.82%
REST OF
THE WORLD



74.18%
ASIA

1.1

E-NEWSLETTER CAMPAIGN

USD 1,000 PER CONTENT *recommended*

- Basic customised e-Newsletter sent to targeted database with call-to-action button.
- You provide a ready-to-send HTML and we take care of the rest.
- Lead generation will be provided.

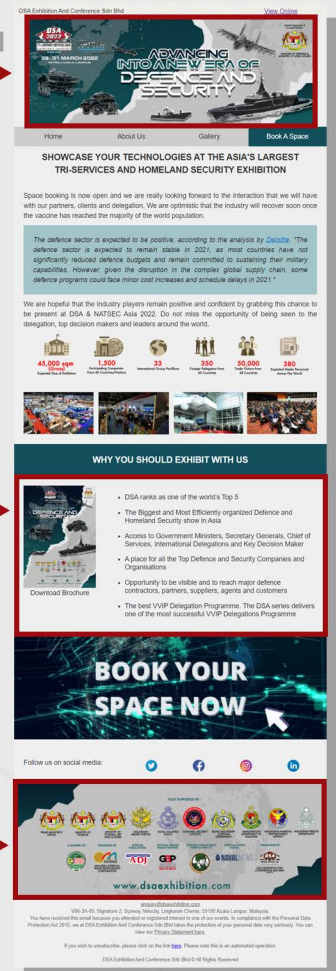
E-NEWSLETTER SPECIFICATIONS

Dimensions	700 pixels (width) File Size 300kb
Format	HTML with static images (JPEG/GIF/PNG) ONLY
Images	Max file size allowed: 1,000.00 KB Animated Gifs are not recommended (due to Outlook only displaying the first frame of the animation).
Fonts	No custom fonts. (Unless they are contained within images) Use only system fonts for compatibility.
Notes	Rich Format Elements (E.g. Flash, QuickTime, Javascript, form & data capturing scripts) are not accepted. PDF materials are NOT accepted. Email Subject Line may be proposed but subject to organiser's decision.
Hyperlink	One URL link per ad

1.2

E-NEWSLETTER ADVERTISING OPPORTUNITY

Types	Size	USD
1. Top banner On top of main content	700 (w) x 250 (h)	300
2. Sponsored content Short write-up on a dedicated section in the regular e-Newsletter	100 words limit with call-to-action button	500
3. Bottom banner At the bottom of e-Newsletter	700 (w) x 250 (h)	250

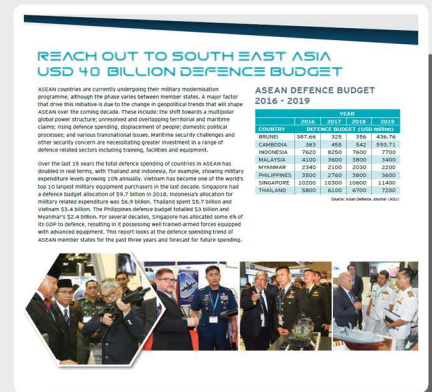


2

E-NEWS BULLETIN

Widen your brand awareness by participating in our E-News Bulletin. Three(3) issues of E-News Bulletin will be produced prior to the show and will be sent out to more than **100,000** targeted recipients. Your brand will be positioned along with the latest and updated news of DSA and NATSEC Asia 2022.

ITEM	DETAIL	USD	DURATION
SPONSORED CONTENT	<ul style="list-style-type: none"> Picture size: 300 (w) x 200 (h) pixels Picture quantity: Up to 3 picture Picture format: PNG, JPG or JPEG Maximum of 250 words 	\$1,000 per content	1 issue



3

WEBSITE ADVERTISEMENT

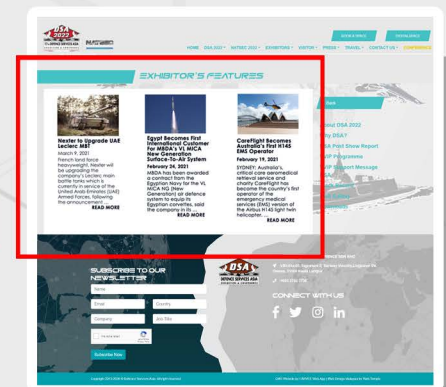
Stand out in a big way where your brand is seen by unique visitors from all over the world who seeks the latest updates from us.

3.1

FEATURED CONTENT SECTION

Feature your most latest news at our **Exhibitor's Features** page and have the original content to be linked to your website. This news will be previewed at our website landing page as well. The same content will be posted across our social media platforms.

ITEM	DETAIL	USD	DURATION
FEATURED CONTENT	<ul style="list-style-type: none"> Picture size: 300 (w) x 200 (h) pixels Picture format: PNG, JPG or JPEG 20 words preview at landing page. 80 words description in Exhibitor's Features page 	\$800 per content	1 YEAR



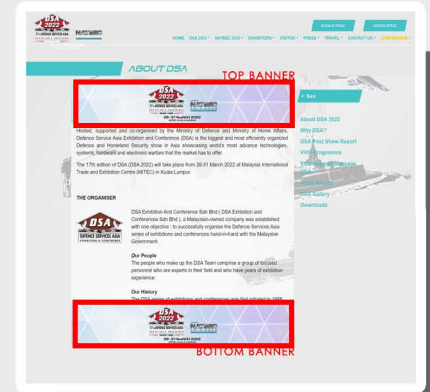
3.2

TOP BANNER & BOTTOM BANNER

Put your advertisement in any of our most popular pages below:

- I. Book A Space - **3.5k views**
- II. About DSA - **2k views**
- III. Exhibitor Profile - **1.5k views**
- IV. Downloads - **1k views**

*Average pageviews per month



ITEM	DETAIL	USD	DURATION
Top banner	<ul style="list-style-type: none"> • Ad Size : 678 (w) x 178 (h) pixels • Ad format: PNG, JPG, JPEG or GIF 	\$1,200 each banner	6Months
Bottom banner		\$800 each banner	

4

WEBINAR

ENTITLED TO A COMPLIMENTARY SPEAKER SLOT

Explaining your product or discussing a specific topic to educate the market can be a challenge when events could no longer provide the necessary platform for your business. Turn your event digital to keep the relationship and engagement with industry stakeholders and buyers. There are different types of approach, depending on your needs.

***Special package to discuss further with our marketing personnel**

Options	Details
Sponsored one-off webinar	<ul style="list-style-type: none"> • A one off event, usually based around a topic like an industry update, knowledge sharing, with sponsor who receive the leads. • Exhibitor get the sole opportunity to be the sponsor for dedicated session hosted by Organiser, delivered by exhibitor with top government officials or industry leaders as invited speakers. • Pre-webinar branding and promotion across various platforms: EDM, social media, website • Advertisements on web conference page and/or short advertisement before viewing the web conference • Compilation of Q&A for the session.
Small meetups (limited to 10 attendees)	<ul style="list-style-type: none"> • Get opportunities to have a private exclusive meeting with industry stakeholders and top decision makers in Malaysia hosted by Organiser.
Webinar series	<ul style="list-style-type: none"> • More than 1 webinar with similar theme, it can be a training series, several webinars with linked topics etc., the aim is to establish credibility on a specific topic and keep a group of loyal followers. E.g. Webinar week.



SOCIAL MEDIA CAMPAIGN

Leveraging on the high traffic of social media in this era, this channel is a great way to engage with audiences. Make presence and interact with our followers across our social media channels; Twitter, Facebook, Instagram, and Linked In.

Entitle to a complimentary social media campaign with a subscription to any of the digital branding package.



Defence Services Asia



Defence Services Asia



@DSAMalaysia



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DIGITAL BRANDING

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