



Hosted, Supported & Co-organised by :

MINISTRY OF DEFENCE & MINISTRY OF HOME AFFAIRS

28 - 31 MARCH 2022
MITEC, KUALA LUMPUR

ADVANCING INTO A NEW ERA OF DEFENCE AND SECURITY

BRANDING & SPONSORSHIP

FULLY SUPPORTED BY :



A MEMBER OF:

ENDORSED BY:

OFFICIAL PUBLICATION:

OFFICIAL ONLINE MEDIA PARTNER:

OFFICIAL E-SHOW DAILY NEWS & WEB TV:

OFFICIAL NAVAL MEDIA:

STRATEGIC PARTNER:

ORGANISED BY:





28 - 31 MARCH 2022
MITEC, KUALA LUMPUR

BE PART OF OUR ELITE SPONSORS!

There are many sponsorship and branding opportunities available at DSA & NATSEC Asia 2022 to further enhance your participation at the event. Our sponsorship programme is designed to offer a multitude of opportunities to your business as we provide a comprehensive overview of the entire market and industry.

Each sponsored event or item will come with its Right and Benefits which can be inclusive of widespread pre-show publicity, on-site signage and branding, event tickets, digital exposure and acknowledgements based on the particular event or items that has been selected.

We invite you to tap the branding and marketing power of DSA & NATSEC Asia 2022 by becoming a sponsor.

A HIGH-PROFILE SHOWCASE OF SOME OF THE WORLD'S LEADING EDGE TECHNOLOGIES, SYSTEMS, HARDWARE AND ELECTRONIC WARFARE.

ENHANCE YOUR BRAND AND PRESENCE AT DSA & NATSEC ASIA 2022

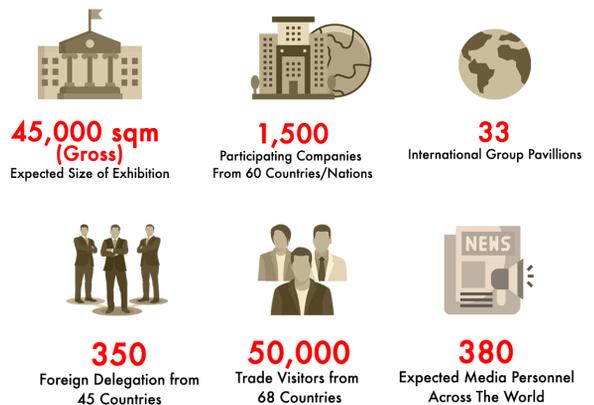
Why should you tap with us?

-  A Proven way to get your organization noticed by key decision makers
-  Strategic brand association, improve credibility and image
-  Integrates the message with the visitor experience
-  Impact on the visitor more powerful than any other marketing tool
-  A direct, cost-effective way to reach your target market
-  Stand out from your competitors
-  Unrivalled networking opportunities
-  Escalate marketing momentum and raise your industry profile

TRADE VISITOR ATTENDANCE
2010 - 2018



KEY FORECAST FIGURE 2022



174,756 TOTAL TRADE VISITORS, OLD & NEW WERE PRESENT FOR PAST 5 EDITIONS. 50,000 TRADE VISITORS ARE EXPECTED IN 2022.



TRANSPORTATION & FACILITIES

This facilities sponsorship ensures branding and recognition for your company throughout the event. Your company name will be broadcast over facility area as the sponsor - "Presented by (your company name)"

TF01
VIP Delegation Limousine
USD 16,000 per country

Limousine will be provided to the VIP Delegations hosted by DSA & NATSEC Asia throughout their stay in the country. Your logo will be displayed on the vehicles together with your corporate kits.

TF02
Shuttle Van
USD 20,000

A fleet of Shuttle Vans will be available to run to and from the event venue to shuttle exhibitors and visitors from designated parking area and closest LRT/MRT stations to MITEC. Be the exclusive transportation sponsor and your company will enjoy branding on the transport and bus stop signages. You will also receive the exclusive rights to insert your company literature in the seat pockets.

TF03
Media Centre
USD 12,000

With over 400 accredited media representatives from all over the world expected at DSA & NATSEC Asia 2022 and we will place them in a comfortable workspace with lounge facilities, free Wifi, free flowing coffee/tea and food. This area serves as their base where they spread out on assignment throughout the show. Media rep will also have access to media conference facilities and lounge area. Sponsor will enjoy high visibility branding rights surrounding the Media Centre and will be featured prominently



TF04
Registration Counter
USD 12,000

Sponsor the area in which every DSA & NATSEC Asia 2022 attendee begins their experience – the registration counter. Your company's name and logo will be prominently displayed in the surrounding area of the registration counter and the Form Filling Counter together with your promotional material.

TF05
Platinum & VIP Networking Lounge
USD 20,000

These elite Lounge is exclusively designed for VIP delegations to have casual and official meeting with their counterparts in Malaysia and from other countries as well. The Lounge will also be used for waiting area for appointments. 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. Corporate materials of your choice to be displayed throughout the Lounge and unlimited access for Sponsor and their staff.

TF06
Visitor Information Counter
USD 20,000

As the name implies, this is the area where visitors can seek answers and assistance to make their DSA & NATSEC experience run as smoothly as possible. Staffed by friendly and knowledgeable personnel, the Visitors Information Counter will give visitors a place to find information about exhibitors, pick up show directory, and find out about their transport options. The sponsor can have signage recognition in and around the Visitor Service Centre.

TF07
Online Pre-Registration
USD 7,000

One of the most frequently visited page of the DSA & NATSEC Asia website! More than 10,000 pre-registrants are expected, and your branding received the extra exposure before the exhibition began.

TF08
Security Equipment
USD 30,000

A total of 10 X-ray machines, 10 walk-through metal detector and 20 hand-held scanner will be required for the purpose of screening process. You will have a standing banner stating your company's name, booth number and allowed to distribute your company literature.



BRANDING & ADVERTISING OPPORTUNITIES

Various outdoor and indoor branding and advertising packages are available for companies who intend to enhance their corporate branding.



Entrance Advertisement

Capture the attention of attendees even before they enter the exhibition halls as this offers tremendous exposure to all exhibitors, guests and delegates. Create an impact and brand attention for your company in a HUGE way when you sponsor this prominent location.

BA01

Main Entrance Advertisement (North Entrance – VIP Entrance) **USD 35,000**

BA02

Main Entrance Advertisement (South Entrance – Trade Visitors) **USD 35,000**

Hall Entrance Arch

BA03 Level 1 **USD 20,000**

BA04 Level 2 **USD 20,000**

BA05 Level 3 **USD 20,000**

BA06 Function Room Level 3 **USD 20,000**

BA07

Pillar Wraps **USD 6,000/pillar**

Attract visitors by displaying your branding within the exhibition halls. Companies may extend their company branding within the exhibition halls via Pillar Wraps. Rates are inclusive of production, installation, and dismantling for 4 sides of each pillar.

BA08

Display Board **USD 8,000**

Advertising options at the entrance to the exhibition halls is available for companies wishing to attract the attention. An excellent platform to reach your clients and indicate your stand number, visitors will know that you are exhibiting in this hall.

BA09

Hanging Banner **USD 8,000 per unit**

Lift your branding high up so that you can be seen from a distance. The Hanging Banners are one of the best platform to advertise as you cannot be missed! It will grab the attention of all as they will see your company name prominently displayed at the strategic locations. Massive visibility guaranteed.

Escalator Banners

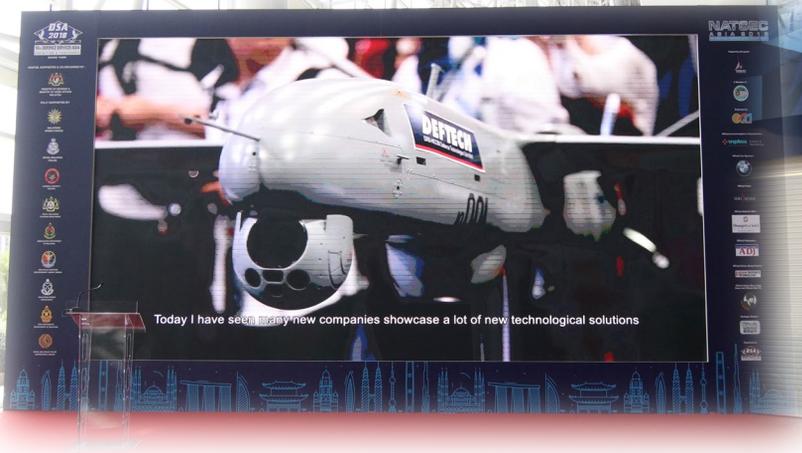
USD 5,000 per set

There are several sets of escalators located prominently at the main foyer for visitors and VIP to move from one level to another. Increase your company's visibility and catch the attention of everyone including VIPs and visitors .

BA10 Centre Level 1 to Level 2

BA11 North Level 1 to Level 2

BA12 South Level 1 to Level 1A



BA13
Video Wall **USD 50,000**

Large Video Wall located at the Main Atrium, high profile traffic guaranteed! This electronic wall will be placed on stage to highlight programs, daily event information, run video and commercial messages. Sponsor identity will be featured permanently, the electronic wall will be boxed up with sponsor logo, video advertisement of sponsor will intermittently be aired.

BA14
Information Board **USD 4,000 per unit**

With so many exhibit halls to get through, visitors frequently refer to, and appreciate, the Information Board that conveniently situated at strategic crossroads and entrances and exits around the show site. They are also able to refer to a one-page general layout plan that further helps orient themselves within the site. The sponsor will receive high-level branding and appreciation on each board.

BA15
Directional Signages **USD 6,000/package of 5 units**

DSA & NATSEC covers vast area with exhibit halls in 3 different level, a portion of outdoor displays, and other stand-alone features. Signages that will catch attention will be placed strategically at the pathway linking from one hall to another. Sponsors subtle branding can be carried on each of these signages. 20 units available. Limited to 4 sponsors only.

BA16
Promo Outdoor Billboard **USD 15,000**

Sponsor's logo will be featured prominently on the DSA 200 Promo Billboards that will be placed at MINDEF entrance, strategic location in Kuala Lumpur and Military Camp, 2 months prior to the show.

Outdoor Buntings

Outdoor Buntings will be placed all over MITEC's vicinity and main road leading to MITEC. The sponsor's logo and booth number will be printed on these Buntings to draw visitor's attention. Please contact us for more details.

BA17 Package A (Promo Buntings) **USD 25,000**

BA18 Package B (On-site Buntings) **USD 20,000**

BA19
Car Sticker **USD 15,000**

Make a bold statement with your business name through DSA 2022 promotional Car Stickers – the powerful sales tools that need to be a part of your marketing program. 8,000 car stickers will be printed.





BA20 VIP Ambassador's Uniforms
USD 25,000

VIP Ambassadors role are to guide and coordinate VIP Delegations while moving about the exhibition Halls. 300 VIP Ambassador will be required to wear uniforms so that they can be easily identified. To have this uniforms branded with your company logo would catch the attention of many especially VIP Delegations.

BA21 Lanyards
USD 30,000

Every participant, trade visitor, visiting delegate and working committee member in the Event will be appropriately badged. This badge will be worn around the neck with a lanyard. More than 50,000 lanyards are expected to be issued. Thus, this is an excellent brand exposure and promotion for the Sponsoring Company.

BA22 Exhibition Badges
USD 15,000

A unique, high exposure and exclusive opportunity to brand your identity along on DSA/NATSEC Exhibition Badges. These badges will be issued to the VIP Officials, Delegates, Exhibitors, Visitors, Committee Members, and Staff. This type of promotion has a long term impact, as through our experience quite a number will keep this badge as memento and decorate them on the wall after the show. Over 50,000 pcs will be printed.

BA23 Trade Invitation Flyers
USD 12,000

Take advantage of our pre-show promotion campaign by sponsoring the Trade Invitation Flyers. This invitation will be extended to our database from previously registered visitors and newly acquired data. Your logo and acknowledgement as Sponsor 'This Invitation is sponsored by ...' will be printed exclusively.

BA24 Event Side-Map
USD 15,000

15,000 pieces will be printed and distributed to all visitors as they arrive. Be the Sponsor to the most well-used guide at the show.

VIP Corporate Mementoes

Corporate Mementoes will be presented to all VIP Delegations attending DSA/NATSEC 2022 to appreciate this gracious attendance. As part of publicity DSA personnel along with Malaysian Government representatives will be doing ASEAN tours 3 months prior to invite ASEAN delegations personally. This token will be presented to the VIP during this tour visits and during the event. Sponsor's logo will be printed on the token and presented along with its company literature.

BA25
VIP Mementoes (Asian Tours) USD 10,000

BA26
VIP Mementoes (Arrival) USD 25,000





NETWORKING & BUSINESS EVENTS



VIP Golf

The exclusively organized VIP Golf is one of the highlights of the DSA & NATSEC Asia. This event gather captains of the defence industry to socialize, engage and build strong networks with Foreign Delegations and Local invited VIPs in a more relaxed and social atmosphere. The Sponsor of this event will benefit immensely from branding, public relations and networking opportunities that accompany the sponsorship.

NE08
Platinum Sponsor
USD 60,000

NE09
Corporate Sponsor
USD 35,000



NE01
Opening Ceremony
USD 85,000 (Exclusive)

One of the major highlights of DSA & NATSEC 2022 will be its Opening Ceremony and Reception which will be hosted by the Malaysian Minister of Defence and Minister of Home Affairs. This event will be attended by the Ministers, Senior Members of Government, Armed Forces & Service Chiefs, International and Local VVIP Delegates, Diplomats, Exhibitors, and Members of the Media. Their amazing presence will put your name in the spotlight.

NE03
VIP Daily Luncheons
USD 15,000 each day

Exclusive Buffet will be arranged at the VIP Luncheon area located within the exhibition venue where all VIPs and Delegations will be having their lunch daily. Branding at the entrance and via placards on buffet lines, bunting and banners will be tastefully put-up within the venue.

VIP Private Dinner

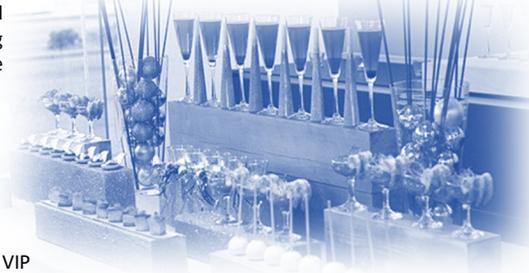
There are an array of networking events organized during DSA & NATSEC Asia 2022. Malaysian VIPS will host their counterparts and subordinates. This will be a very good opportunity for companies who are looking for an exclusive networking opportunities. Sponsor's representative will be allowed to be seated on each table including VIP Table besides branding opportunities at the venue. These are the following opportunities:-

NE04 Minister of Defence's Dinner	USD 60,000
NE05 Minister of Home Affairs's Dinner	USD 60,000
NE06 Inspector General of Police's Dinner	USD 50,000
NE07 Chief of Armed Forces's Dinner	USD 50,000

This package can be tailored based on requirement. Please contact us for more details.

NE02
Gracing Ceremony
USD 50,000 (Exclusive)

A welcoming ceremony will be held on the first day of the show where all the Ministers, Senior Members of Government, Armed Forces & Service Chiefs, Foreign and Local VVIP Delegates, Diplomats, Exhibitors, and Members of the Media gather at the lobby of the venue to commemorate the first day of the show.



Eurofighter Typhoon,
the very best
for **Malaysia**



Visit us at booth 20259

www.baesystems.com

BAE SYSTEMS



NATSEC
ASIA 2018

16 - 19 APRIL 2018
MITEC, KUALA LUMPUR, MALAYSIA

The Organisers of DSA and NATSEC would like to acknowledge and thank its
Official Event Sponsors and Branding Partners

AIRBUS

MBDA
MISSILE SYSTEMS

FNSS

BAE SYSTEMS



THALES



BAVARIAN NORDIC

NAVAL
GROUP

DEFTECH



SASTIND



PAEKA
Your team. Our drive.

UK
PAVILION



Czech Republic



Please join us by expressing your own appreciation to these world-class partners who have made this effort and have gone the extra distance to demonstrate their commitment to Malaysia and the region.

FNSS
Hall 1
Stand No 10250

FNSS
Hall 1
Stand No 10250

FNSS
Hall 1
Stand No 10250



30
16 - 19 APRIL
MITEC, KUALA LUMPUR

LEVEL 3
MORE EXHIBITS
HALLS 3B, 3C & 3A (NATSEC)

LEVEL 2
MORE EXHIBITS
HALLS 2B, 2C & 2D

LEVEL 1
MORE EXHIBITS
HALLS 1B, 1C & 1D

We will also be able to tailor and customize special sponsorship packages to cater to your need, specifications and expectations. Please contact our representatives to discuss the options.

For further enquiries on the sponsorship and advertising opportunities, please contact:-
Norliza Abd Manap at norliza@dsaexhibition.com
Peter J McKenna at info@official-events.net

* 6% Sales and Service Tax (SST) will apply to all the prices quoted.