



6-9 MAY 2024
MITEC, KUALA LUMPUR

Hosted, Supported & Co-organised by:



MINISTRY
OF DEFENCE



MINISTRY OF
HOME AFFAIRS

DIGITAL BRANDING

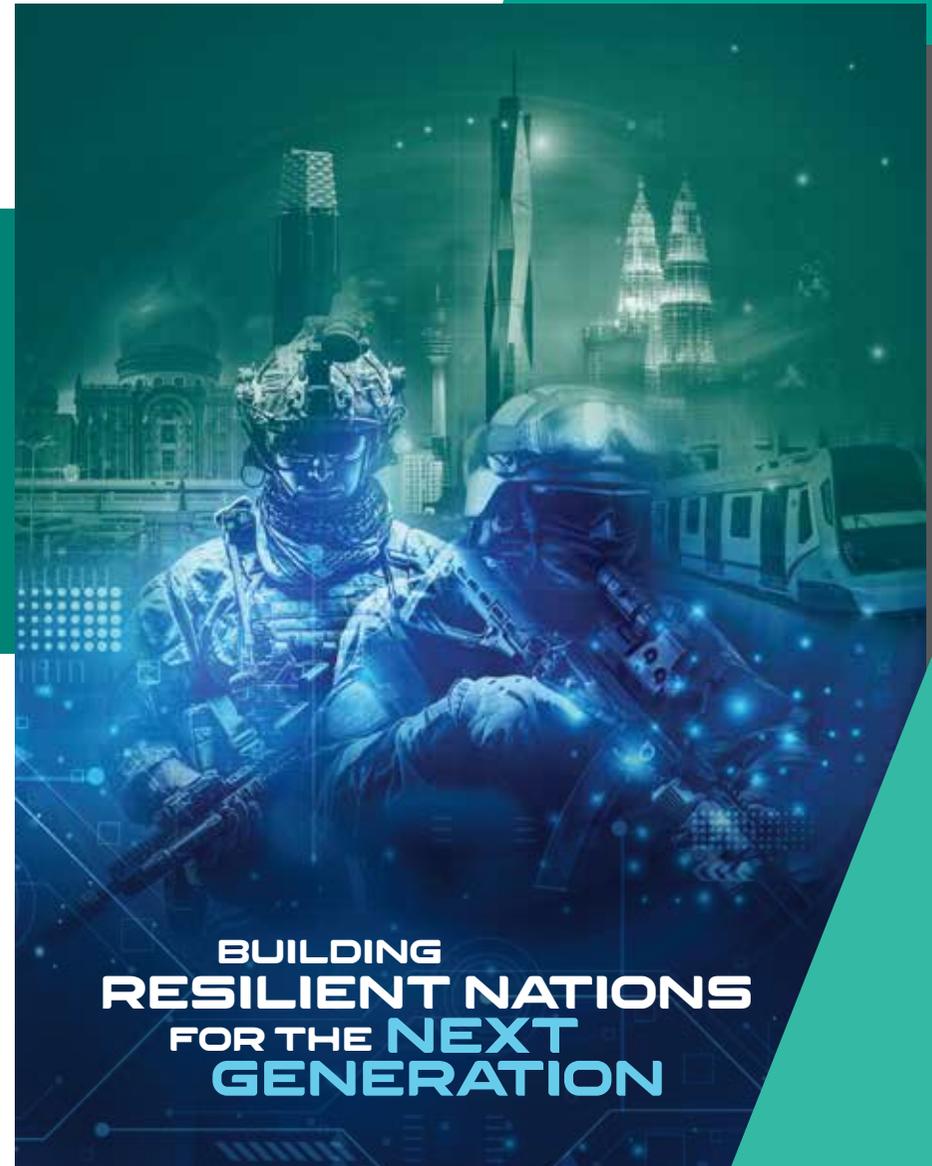
**5 MOST VALUABLE DIGITAL
SOLUTIONS FOR YOUR BRANDING**

ENGAGING MORE, ENLIVENING RESULTS!

We understand the importance of digital branding. We build experiences that redefine the way people can connect with brands and with each other because we want to create a lasting impression.

Our goal is to bring everyone in the industry together to further strengthen your brand's reach by developing effective marketing solutions to promote brand recognition among the right target groups.

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!



**BUILDING
RESILIENT NATIONS
FOR THE NEXT
GENERATION**

1. E-NEWSLETTER

More than 100,000 local and international opt-in subscribers covering the entire industry are waiting for your latest insights. This is the right platform for you to promote your latest products, technologies, and services. We are not just delivering your news to the right audience, we want you to also be updated on the deliverables of the news by providing you the performance marketing metrics report for each e-Newsletter deployed. Grab this opportunity to help you generate leads before, during, and after the show.

- 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.

MAIN CONTENT SPECIFICATIONS

Dimensions	700 Pixel (Width)
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, Quicklime, 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

TOP BANNER

MAIN CONTENT

SPONSORED CONTENT

BOTTOM BANNER



1.1 E-NEWSLETTER ADVERTISING OPPORTUNITY

TYPES	SIZE	USD
1. Top Banner On Top Of Main Content	700 px (W) x 250 px (H)	300
2. Sponsored Content 200 Words Write-up On A Dedicated Section In The Regular E-newsletter	700 px (W) x 500 px (H)	500
3. Bottom Banner At The Bottom Of E-newsletter	700 px (W) x 250 px (H)	250

2. E-NEWS BULLETIN

This platform is ideal for those who want their brand to be brought along with the latest DSA and NATSEC Asia 2024 news shared to over 100,000 recipients.

A total of three (3) editions of the e-news bulletin will be published prior to the show. Make sure your brand is in one of these editions to ensure your brand awareness initiative hits the right targets.

DETAIL	USD	DURATION
<ul style="list-style-type: none"> Picture Size: 300 px (W) X 200 px (H) Picture Quantity: Up To 3 Picture Picture Format: PNG, JPG or JPEG Maximum Word: 250 Words 	1,000 Per Content	1 issue

SPONSORED CONTENT

REACH OUT TO SOUTH EAST ASIA USD 40 BILLION DEFENCE BUDGET

ASEAN countries are currently undergoing their military modernisation programme, although the phase varies between member states. A major factor that drives this initiative is due to the change in geopolitical trends that will shape ASEAN over the coming decade. These include: the shift towards a multipolar global power structure; unresolved and overlapping territorial and maritime claims; rising defence spending, displacement of people; domestic political processes; and various transnational issues. Maritime security challenges and other security concern are necessitating greater investment in a range of defence related sectors including training, facilities and equipment.

Over the last 15 years the total defence spending of countries in ASEAN has doubled in real terms, with Thailand and Indonesia, for example, showing military expenditure levels growing 10% annually. Vietnam has become one of the world's top 10 largest military equipment purchasers in the last decade. Singapore had a defence budget allocation of \$9.7 billion in 2018. Indonesia's allocation for military related expenditure was \$6.9 billion. Thailand spent \$5.7 billion and Vietnam \$3.4 billion. The Philippines defence budget totalled \$3 billion and Myanmar's \$2.4 billion. For several decades, Singapore has allocated some 6% of its GDP to defence, resulting in it possessing well trained-armed forces equipped with advanced equipment. This report looks at the defence spending trend of ASEAN member states for the past three years and forecast for future spending.

ASEAN DEFENCE BUDGET 2016 - 2019

COUNTRY	YEAR			
	2016	2017	2018	2019
BRUNEI	387.66	325	356	436.76
CAMBODIA	383	455	542	593.71
INDONESIA	7620	8250	7600	7700
MALAYSIA	4100	3600	3800	3400
MYANMAR	2340	2100	2030	2200
PHILIPPINES	3500	2760	3800	3600
SINGAPORE	10200	10300	10600	11400
THAILAND	5800	6100	6700	7200

Source: Asian Defence Journal (ADJ)



3. WEBSITE ADVERTISEMENT

The DSA and NATSEC Asia website has received over 1 million visits from unique visitors from around the world looking for our latest updates. Take advantage of this opportunity to market your brand with us!

3.1 FEATURED CONTENT SECTION

You will surely want your latest headlines to be included in our Exhibitor's Features page and linked to your website. Not only that, your news will also be available on our website landing page and across our social media channels

DETAIL	USD	DURATION
<ul style="list-style-type: none"> Picture size: 300 px (W) x 200 px (H) 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

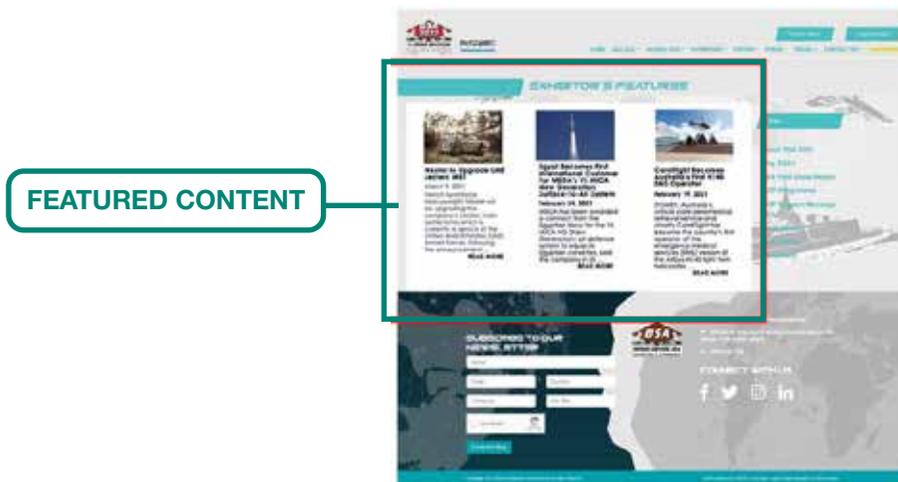
3.2 TOP BANNER & BOTTOM BANNER

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 - **1 k views**

**Average pageviews per month*

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



4. WEBINAR

Anyone from anywhere in the world may now connect to maintain relationships and engagement with industry stakeholders and buyers from different continents. Use webinars to reach out to the right target audiences with more in-depth information on your latest products and technologies. 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.



5. SOCIAL MEDIA CAMPAIGN

Social media is a critical tool for businesses to utilise as it is one of the most effective platforms to increase brand awareness and define your business's identity.

Leveraging on the high traffic of our social media channel is a great way to engage with industry players and buyers. Make a 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**

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