

**BRAND NEW
OPPORTUNITIES
FOR 2024**



6-9 MAY 2024
MITEC, KUALA LUMPUR

OFFICIAL EVENT PUBLICATIONS ADVERTISING SOLUTIONS

**MAKE SALES | GENERATE PROSPECTS | TARGET NEW MARKETS
INCREASE BRAND AWARENESS | PROMOTE STAND LOCATION**

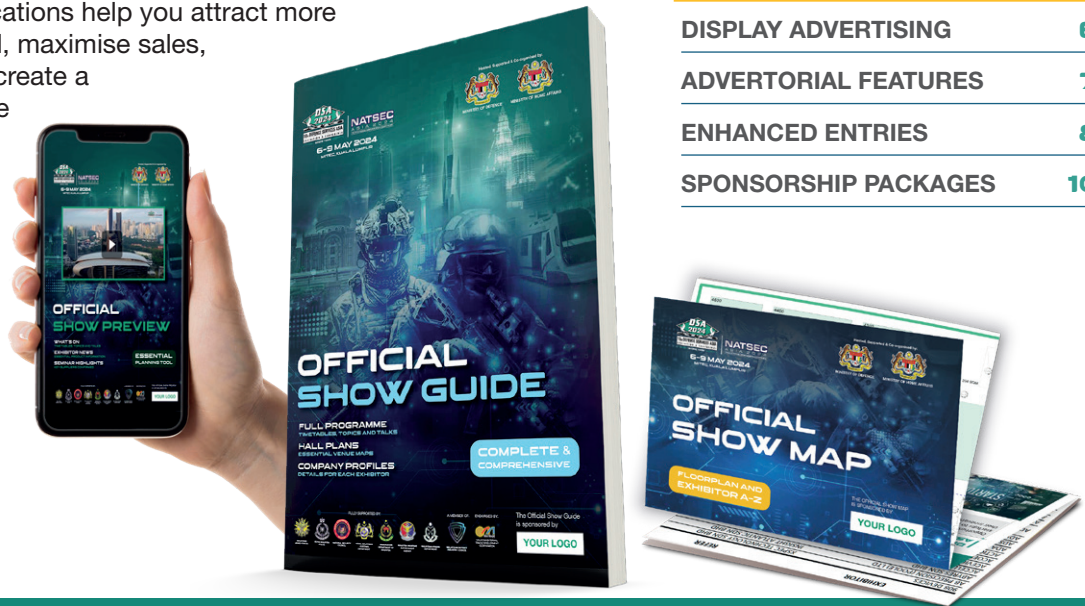


WELCOME

Hosted, supported and co-organised by the Ministry of Defence and Ministry of Home Affairs, Defence Service Asia Exhibition and Conference (DSA) is the biggest and most efficiently organised Defence and Homeland Security show in Asia showcasing world's most advanced technologies, systems, hardware and electronic warfare that the market has to offer.

The Official Event Publications help you attract more customers to your stand, maximise sales, develop prospects and create a powerful brand presence before, during and after the event.

There are exciting new initiatives available for DSA 2024 and we look forward to helping you towards a successful show.



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BEFORE THE EVENT... OFFICIAL SHOW PREVIEW

Published before the event, the **Official Show Preview** is a planning tool for visitors, featuring essential information including event highlights, the floorplan and exhibitor list.

Visitors use it to plan their time at the event, and many exhibitors take the chance to promote their products and stand location to buyers before they get to the venue.

ESSENTIAL
PLANNING TOOL



DIGITAL & INTERACTIVE

Include your video content and hyperlinks to generate even more sales leads



CONTENT

- Practical Planning Information
- Event Features & Highlights
- Exhibitor & Product News
- Exhibitor List & Floorplan

CIRCULATION

- Buyers onsite
- All pre-registered visitors
- Pre-qualified VIPs

FORMAT

- Digital magazine that auto fits to the screen size of any device - PC, tablet or phone

DISTRIBUTION

- Digitally via email
- Hosted for download on the show website
- Via social media

AT THE EVENT... OFFICIAL SHOW GUIDE

The **Official Show Guide** is the complete and comprehensive guide to DSA 2024, available to visitors at the event in print and digital formats. It is your No.1 opportunity to reach buyers and is proven to help you promote your brand, make sales, and launch new products.

COMPLETE &
COMPREHENSIVE



92%

of visitors to trade events state it is important that they receive an **Official Show Guide**

CONTENT

- Floorplan & Exhibitor A-Z
- Exhibitor Profiles
- Product Index
- Event Features & Timetables

FORMAT

- 240mm x 170mm portrait, 196pp, perfect-bound

CIRCULATION

- Buyers on-site
- Digitally via email
- Hosted for download on the show website
- Via social media

AT THE EVENT... OFFICIAL SHOW MAP

The **Official Show Map** is distributed to visitors upon arrival at the venue. It is a lightweight, pocket map featuring the very latest floorplan and complete exhibitor list. It is a handy navigational tool designed to be in the hands of buyers trying to find their route through the myriad of suppliers and product choices. It is the perfect solution to promote your location and drive visitors to your stand.

CONTENT

- Floorplan
- Exhibitor A-Z

FORMAT

- A2 folded to A6

CIRCULATION

- Buyers on-site
- Digitally via email
- Hosted for download on the show website
- Via social media

FOLD OUT MAP



96%

of visitors to trade events rate the
Floorplan as an important source
of information

DISPLAY ADVERTISING



Double page spread

Dominance of two pages to guarantee that you are seen on an exclusive basis



Include a video in all digital publications



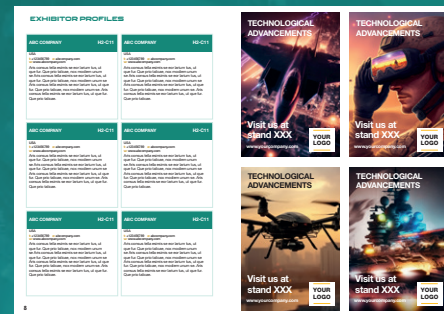
Full page

Exclusive ownership of a single page to promote your product or brand message



Half page

Mid-level advertising to promote your brand, solutions and stand number



Quarter page

Entry-level advertising to promote your brand, solutions and stand number

ADVERTORIAL FEATURES



Include a video in all digital publications

Available in single or double page formats and best used by exhibitors with strong case studies to demonstrate success

ADVERTORIAL

Technological advancements within the defence sector

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CLICK TO Play Video

VISIT US AT STAND XXX
WWW.YOURCOMPANY.COM
YOUR LOGO

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Double page advertorial

EXHIBITOR A-2

Company	Stand	Company	Stand	Company	Stand
98 DEVICES	4600	ACCOLLON PTE LIMITED	4600	ACTION TARGET	4600
ACCOLLON PTE LIMITED	4600	EXPLAITEM AUT	4600	98 DEVICES	4600
ACADEMY	4600	98 DEVICES	4600	ACCOLLON PTE LIMITED	4600
ACTION TARGET	4600	ACCOLLON PTE LIMITED	4600	EXPLAITEM AUT	4600
98 DEVICES	4600	ACADEMY	4600	98 DEVICES	4600
ACCOLLON PTE LIMITED	4600	ACTION TARGET	4600	ACCOLLON PTE LIMITED	4600
EXPLAITEM AUT	4600	98 DEVICES	4600	ACADEMY	4600
98 DEVICES	4600	ACCOLLON PTE LIMITED	4600	ACTION TARGET	4600
ACCOLLON PTE LIMITED	4600	EXPLAITEM AUT	4600	98 DEVICES	4600
ACTION TARGET	4600	ACCOLLON PTE LIMITED	4600	EXPLAITEM AUT	4600
98 DEVICES	4600	98 DEVICES	4600	ACCOLLON PTE LIMITED	4600
ACCOLLON PTE LIMITED	4600	ACTION TARGET	4600	ACCOLLON PTE LIMITED	4600
EXPLAITEM AUT	4600	98 DEVICES	4600	ACADEMY	4600
98 DEVICES	4600	ACCOLLON PTE LIMITED	4600	ACCOLLON PTE LIMITED	4600
ACCOLLON PTE LIMITED	4600	ACTION TARGET	4600	EXPLAITEM AUT	4600
EXPLAITEM AUT	4600	98 DEVICES	4600	ACADEMY	4600
98 DEVICES	4600	ACCOLLON PTE LIMITED	4600	ACTION TARGET	4600
ACCOLLON PTE LIMITED	4600	EXPLAITEM AUT	4600	98 DEVICES	4600
ACTION TARGET	4600	ACCOLLON PTE LIMITED	4600	EXPLAITEM AUT	4600
98 DEVICES	4600	98 DEVICES	4600	ACCOLLON PTE LIMITED	4600
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EXPLAITEM AUT	4600	98 DEVICES	4600	ACADEMY	4600
98 DEVICES	4600	ACCOLLON PTE LIMITED	4600	ACCOLLON PTE LIMITED	4600
ACCOLLON PTE LIMITED	4600	ACTION TARGET	4600	EXPLAITEM AUT	4600
ACTION TARGET	4600	98 DEVICES	4600	98 DEVICES	4600
98 DEVICES	4600	ACCOLLON PTE LIMITED	4600	ACCOLLON PTE LIMITED	4600
EXPLAITEM AUT	4600	EXPLAITEM AUT	4600	EXPLAITEM AUT	4600

Technological advancements within the defence sector

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CLICK TO Play Video

YOUR LOGO

VISIT US AT STAND XXX
WWW.YOURCOMPANY.COM

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Single page advertorial

ENHANCED ENTRIES

EXHIBITOR PROFILES

<p>ABC COMPANY H2-C11</p> <p>USA t: +12502789 e: abc@company.com www.abc-company.com</p> <p>Atis consuec fella semis se eor tarum tus, ut que fu. Que pro talcae, non modum unum se. Atis consuec fella semis se eor tarum tus, ut que fu. Que pro talcae, non modum unum se. Atis consuec fella semis se eor tarum tus, ut que fu. Que pro talcae, non modum unum se. Atis consuec fella semis se eor tarum tus, ut que fu. Que pro talcae, non modum unum se. Atis consuec fella semis se eor tarum tus, ut que fu. Que pro talcae, non modum unum se.</p>	<p>ABC COMPANY H2-C11</p> <p>USA t: +12502789 e: abc@company.com www.abc-company.com</p> <p>Atis consuec fella semis se eor tarum tus, ut que fu. Que pro talcae, non modum unum se. Atis consuec fella semis se eor tarum tus, ut que fu. Que pro talcae, non modum unum se. Atis consuec fella semis se eor tarum tus, ut que fu. Que pro talcae, non modum unum se. Atis consuec fella semis se eor tarum tus, ut que fu. Que pro talcae, non modum unum se.</p>
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<p>ABC COMPANY H2-D23</p> <p>USA t: +12502789 e: abc@company.com www.abc-company.com</p> <p>Atis consuec fella semis se eor tarum tus, ut que fu. Que pro talcae, non modum unum se. Atis consuec fella semis se eor tarum tus, ut que fu. Que pro talcae, non modum unum se. Atis consuec fella semis se eor tarum tus, ut que fu. Que pro talcae, non modum unum se. Atis consuec fella semis se eor tarum tus, ut que fu. Que pro talcae, non modum unum se.</p> <p>ABC COMPANY</p>	<p>ABC COMPANY H2-C11</p> <p>USA t: +12502789 e: abc@company.com www.abc-company.com</p> <p>Atis consuec fella semis se eor tarum tus, ut que fu. Que pro talcae, non modum unum se. Atis consuec fella semis se eor tarum tus, ut que fu. Que pro talcae, non modum unum se. Atis consuec fella semis se eor tarum tus, ut que fu. Que pro talcae, non modum unum se. Atis consuec fella semis se eor tarum tus, ut que fu. Que pro talcae, non modum unum se.</p>

Exhibitor Profile Upgrade
 Promote your Logo and attract attention to your exhibitor profile in the **Show Guide**

PRODUCT INDEX

COMPANY	STAND	COMPANY	STAND
AIRBORNE SYSTEMS		AIR SPACE SURVEILLANCE	
 <p>DEFENCE COMPANY 8067C www.defencecompany.com</p>		<p>COMPANY 6070 DEFENCE COMPANY 8067A COMPANY 4060 DEFENCE COMPANY 8067C COMPANY 6070 DEFENCE COMPANY 8067A COMPANY 4060 DEFENCE COMPANY 8067C</p>	
AIR TRAFFIC CONTROL SYSTEM		AIRPORT SURVEILLANCE AND CONTROL	
<p>DEFENCE COMPANY 8070 DEFENCE COMPANY 8067A DEFENCE COMPANY 4060 COMPANY 8067C COMPANY 6070 DEFENCE COMPANY 8067A DEFENCE COMPANY 4060 DEFENCE COMPANY 8067C</p>		<p>DEFENCE COMPANY 8067C</p>	
AUTOMATIC FLIGHT CONTROL SYSTEM		COMMERCIAL AIRCRAFTS	
<p>DEFENCE COMPANY 8070 DEFENCE COMPANY 8067A DEFENCE COMPANY 4060 COMPANY 8067C COMPANY 6070 DEFENCE COMPANY 8067A DEFENCE COMPANY 4060 DEFENCE COMPANY 8067C</p>		<p>DEFENCE COMPANY 8067C MODERNIZATION & CONVERSION - AIRCRAFT & EQUIPMENT COMPANY 6070 DEFENCE COMPANY 8067A COMPANY 4060 DEFENCE COMPANY 8067C COMPANY 6070 DEFENCE COMPANY 8067A COMPANY 4060 DEFENCE COMPANY 8067C</p>	
HELICOPTERS		MILITARY AIRCRAFTS	
<p>COMPANY 8070 DEFENCE COMPANY 8067A COMPANY 4060 DEFENCE COMPANY 8067C COMPANY 6070 DEFENCE COMPANY 8067A COMPANY 4060 DEFENCE COMPANY 8067C</p>		<p>DEFENCE COMPANY 8067A COMPANY 4060 DEFENCE COMPANY 8067C COMPANY 6070 DEFENCE COMPANY 8067A COMPANY 4060 DEFENCE COMPANY 8067C</p>	

Product Index Category Upgrade
 Low-cost option to sponsor a specific product category in the **Show Guide**

SPONSORSHIP PACKAGES

Ensure your brand is the one that **stands out** by partnering with the Official Publications. Broaden your competitive advantage by increasing your credibility, visibility and deliver quality buyers straight to your stand.

The sponsorship packages offer different individual benefits.

Each one is designed to maximise brand awareness, afford the opportunity to develop new relationships, provide a platform to convince existing customers of your strength and drive more buyers to your stand.

It's the perfect solution for standing out from the crowd.



Email DSA@EVENTGUIDES.CO.UK or call **44 (0)1228 541200** to request full details and visuals.