



NATSEC
ASIA 2024

6-9 MAY 2024

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Enhance your brand and presence at
DSA & NATSEC Asia 2024

BE PART OF OUR **ELITE SPONSOR PROGRAMME**

We invite you to tap the branding and marketing power of DSA & NATSEC Asia 2024 by becoming a sponsor.

Sponsorship plays an important role in achieving show objectives and gaining brand and company exposure in front of a key visitor audience. At DSA & NATSEC Aisa, we believe in providing companies with avenues to enhance their corporate standing in areas other than the set up of a conventional stand. The various sponsorship opportunities available are designed to do just that. We will work with you to understand your business objectives in order to create a sponsorship package designed specifically to help you in achieving goals you have set.

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

We will work with you every step of the way, first considering what you plan to achieve, and then crafting a product with the perfect fit, and finally, delivering the package for you 'on the day'.



Partner with **DSA & NATSEC**
Bring your brand to life



A **high-profile showcase** of some of the world's leading-edge technologies, systems, hardware and electronic warfare

Why should you tap with us?



A proven way to get your organization noticed by key decision makers



Integrates the message with the visitor experience



Strategic brand association, improve credibility and image



Highlight your brand to a captive audience and increase brand awareness



A direct, cost-effective way to reach your target market



Unrivalled networking opportunities



Differentiate your company and stand out from your competitors



Escalate marketing momentum and raise your industry profile

**BUILDING
RESILIENT NATIONS
FOR THE NEXT
GENERATION**

PREMIUM ENGAGEMENT

There are an array of networking events organized during DSA & NATSEC Asia for the benefit of attending delegates and companies. Sponsoring companies receive exclusivity and branding opportunities.

A1

OPENING CEREMONY & RECEPTION (EXCLUSIVE)

One of the major highlights of DSA & NATSEC 2024 will be its Opening Ceremony and Reception which will be hosted by the Malaysian Minister of Defence and Minister of Home Affairs and attended by the Ministers, Senior Members of Government, Armed Forces & Service Chiefs, International and Local VIP Delegations, Diplomats, Exhibitors, and Members of the Media. Their amazing presence will put your name and brand in the spotlight. As a sponsor, you will receive an allocation of invitation cards to the event to distribute to your executives and its guests. Investment Consideration: USD 85,000.

A2

VIP PRIVATE DINNER (EXCLUSIVE)

There are an array of networking event organized during DSA & NATSEC Asia 2024. 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 exposure opportunity at the venue. Investment Consideration: USD 60,000 per event.

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

A3

GRACING CEREMONY (EXCLUSIVE)

A welcoming ceremony will be held on the first day of the show where all the VIP Delegations and Participants gather at the lobby of the venue to commemorate the first day of the show. As a sponsor, you will be recognized and acknowledged at the start and end of the ceremony, and your logo will be visible throughout. Investment Consideration: USD 50,000.

A4

VIP DAILY LUNCHEONS

Exclusive Buffet will be arranged at the VIP Luncheon Hall located within the exhibition venue where all VIPs and Delegations will be having their lunch break daily. Branding at the entrance and via placards on buffet lines, buntings and banners will be tastefully put-up within the Luncheon Hall. As a sponsor, you will receive an allocation of luncheon invitations for your executive to attend. Investment Consideration: USD 15,000 each day.



Be the first to kick off the week!



A5 **VIP GOLF TOURNAMENT**
(EXCLUSIVE)

The exclusivity organized VIP Golf is one of the highlights of the DSA & NATSEC Asia. This event gathers 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 accompanying the sponsorship. Investment Consideration: USD 60,000.



A6 **VIP SHOOTING COMPETITION**
(EXCLUSIVE)

The exclusively organized VIP Shooting Competition is one of the highlights of DSA & NATSEC Asia. This event gathers captains of the defence and security 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 accompanying the sponsorship. Investment Consideration: USD 60,000.



EXHIBITION FACILITIES



This facilities sponsorship ensures branding and recognition for your company throughout the event. The sponsor's branding will be **prominently displayed** surrounding the facilities area.

GOVERNMENT OFFICE SUITES

Hundreds of meetings will take place in the Government Office Suites between the Malaysian Minister & Deputy Minister, Service Chiefs, Director Generals, and Secretary Generals with their counterparts. A fully equipped office, waiting area, and refreshments will be offered. Two Government Office Suites will be created, providing you with an excellent branding avenue for your organization. Sponsor's logo and branding will be prominently displayed at the surrounding area.

B1

MINDEF OFFICE SUITES (EXCLUSIVE)

Office suites for Minister, Deputy Minister, Secretary General, Chief of Defence Force, Chief of Army, Chief of Navy, Chief of Air Force, Chief of Staff, Director General of Defence Intelligence, Joint Force Commander, Director General of Health Service and Deputy Secretary General. Investment Consideration: USD 60,000.

B2

MOHA OFFICE SUITES (EXCLUSIVE)

Office suites for Minister, Deputy Minister, Secretary General, Inspector General of Police, Director General of Coast Guard, Director General of Immigration, Director General of Prison, Director General of Customs and Director General of Fire & Rescue Department. Investment Consideration: USD 60,000.

B3

PLATINUM & VIP NETWORKING LOUNGE (EXCLUSIVE)

Exclusive access & networking opportunities with invited delegates and branding recognition at the surrounding area. These Platinum & VIP Networking Lounge is exclusively designed for VIP Delegations to have casual meeting with their counterparts. The Royal Lounge, which will be constructed next to the Platinum Lounge, will also feature the sponsor's branding. As a sponsor, your executives will receive special access passes to use the Platinum Lounge. Investment Consideration: USD 40,000.

B4

SECURITY EQUIPMENT

A total of 10 X-Ray machines, 10 walk-through metal detector and 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 literature. Investment Consideration: USD 30,000.

B5**VISITOR INFORMATION COUNTER**

Staffed by friendly and knowledgeable personnel, the Visitor Information Counter attracts plenty of traffic during showdays. High visibility branding rights at the surrounding area. Investment Consideration: USD 20,000.

B7**REGISTRATION COUNTER**

Sponsor the area in which DSA & NATSEC Asia 2024 trade visitors begins their experience. Sponsor's logo and branding will be prominently displayed in the surrounding area of the Registration Counter and the check-in kiosk together with your promotional material. Investment Consideration: USD 20,000.

B9**INFORMATION BOARD**

With so many exhibit halls to get through, visitors frequently refer to, and appreciate the information boards that are conveniently situated at strategic crossroads and hall entrances and exits around the show side. The sponsor will receive high level branding and appreciation on each board. Investment Consideration: USD 20,000 (package of 3 units).

B6**MEDIA CENTRE**

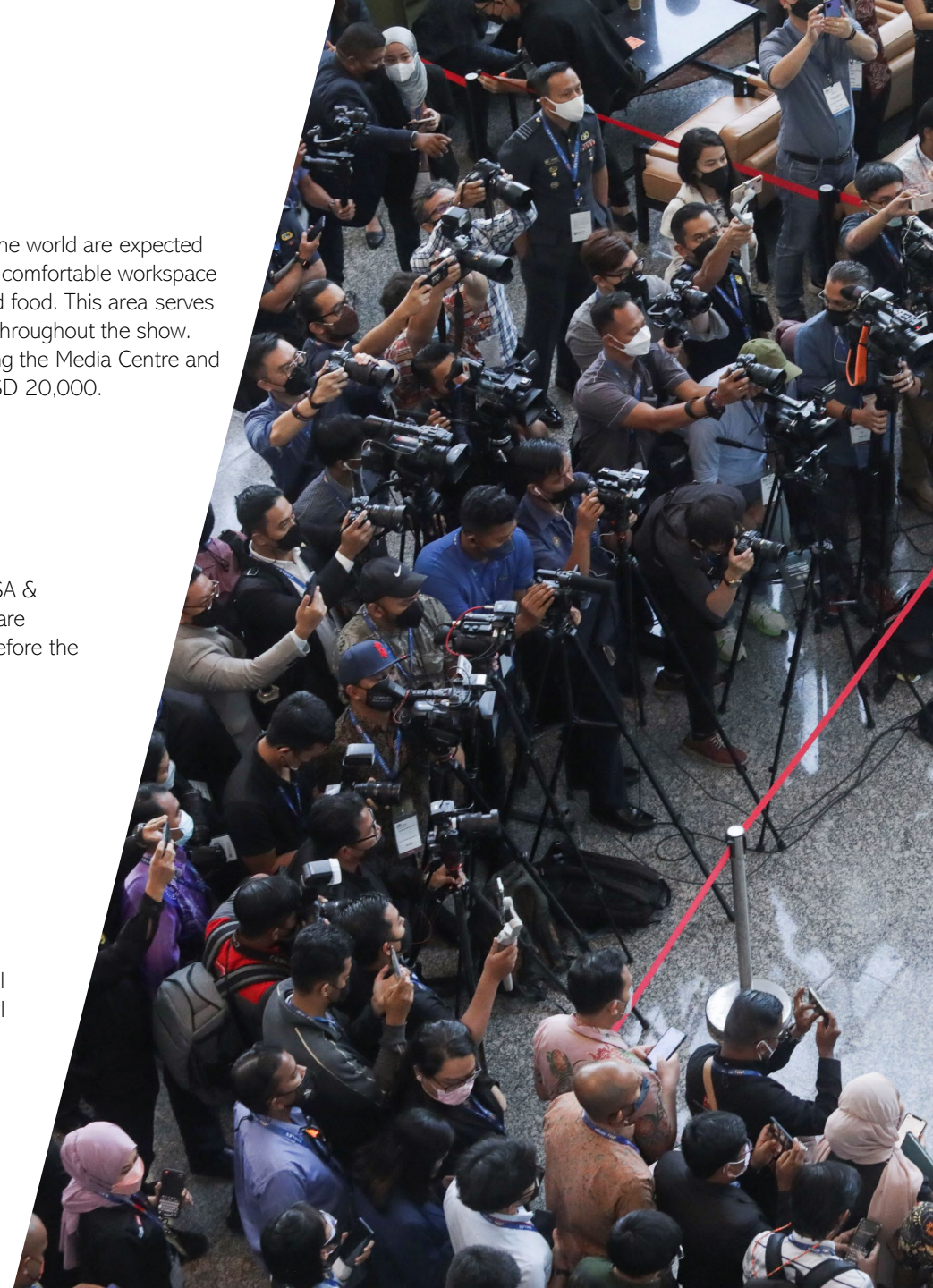
Over 400 accredited media representatives from all over the world are expected at DSA & NATSEC Asia 2024 and we will place them in a comfortable workspace with lounge facilities, free WiFi, free flowing coffee, tea and food. This area serves as their base from where they spread out on assignment throughout the show. Sponsor will enjoy high visibility branding rights surrounding the Media Centre and will be featured prominently. Investment Consideration: USD 20,000.

B8**ONLINE PRE-REGISTRATION**

Sponsor one of the most frequently visited page of the DSA & NATSEC Asia website! More than 10,000 pre-registrants are expected, and your branding will receive extra exposure before the exhibition began. Investment Consideration: USD 10,000.

B10**DIRECTIONAL SIGNAGE**

DSA & NATSEC covers vast area with exhibit halls in 3 different levels, 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. As a sponsor, your subtle branding can be carried on each of these signages. Investment Consideration: USD 15,000 (package of 20 units).



PREMIUM VISIBILITY



C1

LANYARDS

Every participant, trade visitors, visiting delegate and working committee member in the event will be appropriately badge. This badge will be worn with a lanyard. 50,000 lanyards are expected to be issued. This is thus an excellent exposure and promotion exercise for the sponsoring company. Investment Consideration: USD 40,000

C2

VIP AMBASSADOR'S UNIFORM

VIP Ambassadors role are to guide and coordinate VIP Delegations visiting the exhibition halls throughout the show. 300 VIP Ambassadors will be required to wear uniforms so that they can be easily identified. To have this volunteer uniforms branded with your company logo would catch the attention of many especially VIP Delegations. Investment Consideration: USD 25,000.

C3

EXHIBITION BADGES

A unique, high exposure and exclusive opportunity to brand your identity along with DSA & NATSEC badges. These badges will be issued to the VIP Officials, Delegations, Exhibitors, Trade Visitors, Committee Members, and Staff. This type of promotions 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 80,000 pcs will be printed. Investment Consideration: USD 15,000.

C4

DELEGATES BAGS

The Delegates Bags will be issued to the Official VIP Delegation members and senior members of the Ministry of Defence, Ministry of Home Affairs and related Government agencies. Investment Consideration: USD 15,000.

C5

VISITOR BAGS

Distributed at DSA & NATSEC Asia 2024 upon exhibitors and visitors' registrations providing excellent brand visibility both on arrival and throughout the show. Total of 10,000 bags to be printed for each sponsor. Investment Consideration: USD 15,000 (limited to 3 sponsors).

C6

EVENT SITE MAP

Distributed to visitors as they arrive. Sponsor advertisement at inside front cover or outside back cover of the sitemap booklet. Be the Sponsor to the most well-used guide at the show. Investment Consideration: USD 15,000.

BRAND AWARENESS



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

D1

ENTRANCE ADVERTISEMENT

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

D1A NORTH ENTRANCE (VIP/Delegation entrance)

Investment Consideration: USD 35,000 (EXCLUSIVE)

D1B SOUTH ENTRANCE (Trade Visitors Entrance)

Investment Consideration: USD 35,000 (EXCLUSIVE)

D1C EAST ENTRANCE LEVEL 3

Investment Consideration: USD 35,000 (EXCLUSIVE)

D1D HALL ENTRANCE ARCH

Investment Consideration: USD 20,000 per unit
(9 units available)

D2

ESCALATOR BANNER (EXCLUSIVE)

Capture the attention of attendees even before they enter the exhibition halls as this offers tremendous exposure to exhibitors, delegates and guests. Create an impact and brand attention for your company in huge way when you sponsor this prominent location. Investment Consideration: USD 30,000 (package of 10 units)

D3

DISPLAY BOARD

Advertising options at the entrance to the exhibition halls is available for companies that wishing to attract the attention. An excellent platform to reach your client and indicate your stand number, visitors will know that you are exhibiting in the hall. Investment Consideration: USD 8,000 per unit (9 units are available)

D4

FLOOR TRAILS ADVERTISEMENT

If your goal is to get customers to see your message, put your branding/logo on a floor trails advertisement.

D4A – Large size 1m x 4m

Investment Consideration: USD 1,500/unit

D4B – Medium size 1m x 1m

Investment Consideration: USD 1,000/unit

D5**LED VIDEO WALL (HEADLINE SPONSOR)**

Large LED video wall located at the Main Atrium; high profile traffic guaranteed! The Sponsor's identity will be wrapped and displayed prominently, giving high visibility to the audience. As a sponsor, you will receive an exclusive airtime of 120 seconds per hour to broadcast their corporate videos, products and messages. The event highlights, event schedule, event information, video footage, and commercial messages will be shown on this electronic video wall. Investment Consideration: USD 50,000.

PRE-PROMOTIONS CAMPAIGN**D6****TRADE INVITATION FLYERS (EXCLUSIVE)**

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 (sponsor name)' will be printed exclusively. Investment Consideration: USD 12,000.

D7**CAR STICKER (EXCLUSIVE)**

Make a bold statement with your business name through DSA & NATSEC Asia 2024 promotional car stickers – the powerful sales tools that need to be part of your marketing programme. 3,000 car stickers will be printed and distributed 3 months before the show date. Investment Consideration: USD 10,000.

D8**OUTDOOR BUNTINGS (EXCLUSIVE)**

Outdoor bunting 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. Investment Consideration: USD 20,000 (package of 30 units).

Please contact us for more details.

D9**PROMO BILLBOARD**

Take this opportunity to brand your company hugely and create an impact by sponsoring the DSA & NATSEC Asia 2022 Promo Billboard located at the MINDEF and other strategic locations, 3 months prior to the show. Sponsor's logo and product photos will be featured along together with other sponsorship benefits (non-exclusive) included in this package.

*Please contact us for more details.
Locations are subject to availability.*

**D9A 20ft (H) x 40ft (W) BILLBOARD**

Location: Infront of MINDEF HQ (500k monthly viewer).
Investment Consideration: USD 20,000.

D9B 30ft (H) x 20ft (W) BILLBOARD

Location: Jalan Semarak (3mil monthly viewer).
Investment Consideration: USD 20,000.

D9C 20ft (H) x 20ft (W) TEMPORARY BOARD

1 month promotion campaign at various locations.
Investment Consideration: USD 5,000 per unit (20 units are available)

Get in touch

About sponsoring DSA & NATSEC Asia 2024

We will also be able to tailor and customize special sponsorship packages to cater to your need, specifications and expectations.

Bring your brand to life with;



Contact us

We are here to support you.
For further enquiries on the sponsorship and advertising opportunities, please contact:-

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