



Welcome to the exciting
2024 edition of the

DEFENCE SERVICES ASIA SHOW

and welcome to DSA TV

smart
digital

Smart Digital, the global experts in the deployment and delivery of Event TV for the Aerospace and Defence sector, are delighted to be reappointed as the official partner to DSA for the delivery of its on-site broadcast network which will serve as the principal communication medium at the show.

With a wealth of experience in delivering both the thought leading content and the bold and dynamic giant screen networks that punctuate the world's leading Aerospace and Defence Shows such as DUBAI AIR SHOW, FARNBOROUGH and EUROSATORY to name but 3, The deployment at DSA will be the biggest and boldest yet!! Broadcast across a network of more than 20 screen installations, DSA TV will ensure that no area of strategic value will be left unserved by a digital installation across the exhibition site.

This will allow the Organisers and exhibitors alike to communicate all across the vast show site and to do so in a dynamic and flexible way.

In addition to the broadcast of the Daily highlights and the key industry interviews and Breaking Show News, the opportunity is for an exclusive number of no more than 20 exhibitors and sponsors to feature on the network by way of the dedicated and bespoke airtime packages.

This facilitates the airing of your products, services or corporate information which features in every hour across every screen for all days of the show.

There are also a limited number of content sponsorships that centre around the Breaking Show News, the sponsorship of the flying display as well as the sponsorship of each Daily highlights package or the much-coveted end of show wrap which will allow for even more impact and visibility.

If you would like to get involved, or simply learn more, then please contact Tim Henderson via email on Tim.henderson@smart-digital.co.uk or via phone on + 44(0) 7906 066 216.

PLATINUM PACKAGE

\$15,950

3-minute airtime package in every hour across all screens
(6x30 or 12x15 second clips)

GOLD PACKAGE

\$10,950

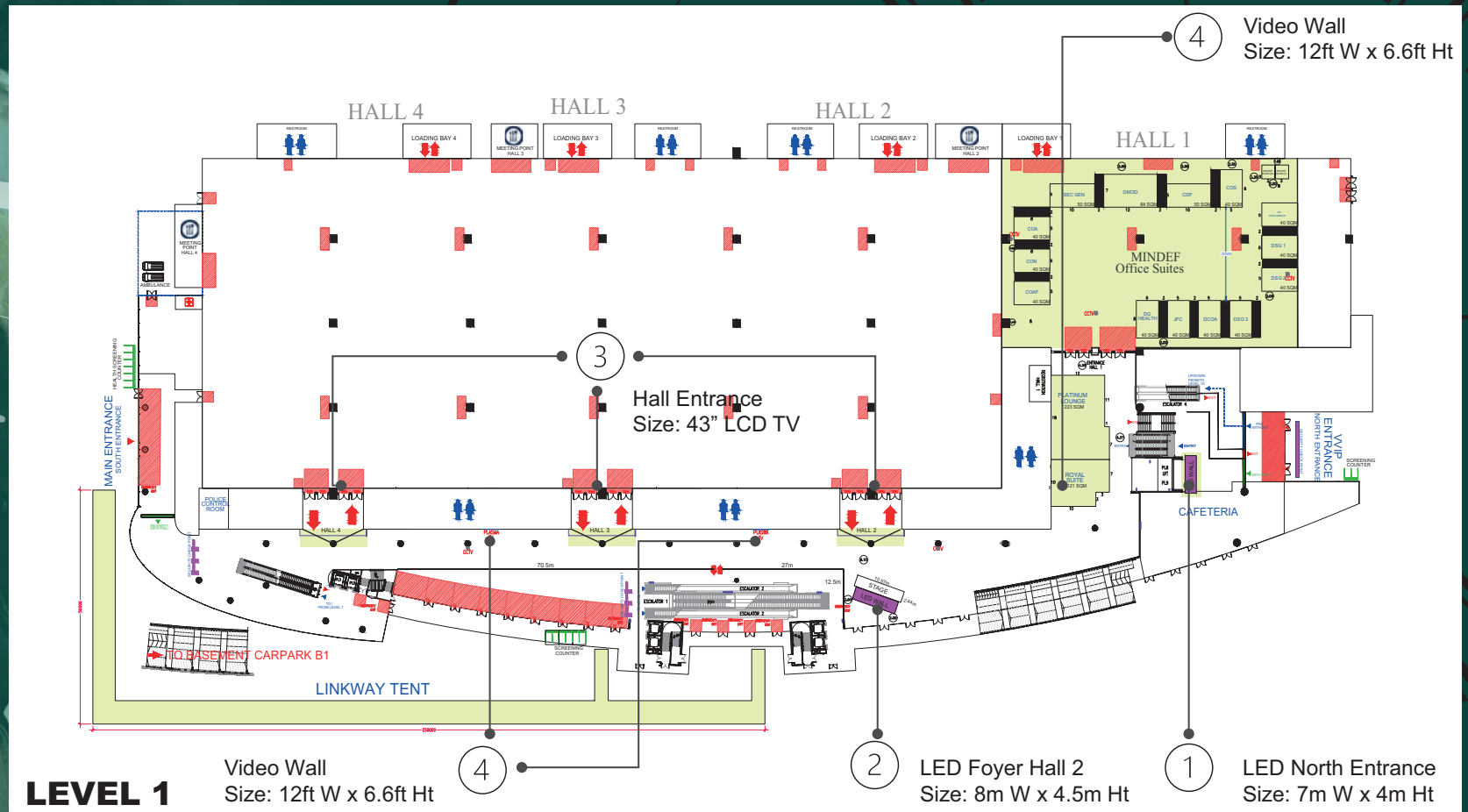
2-minute airtime package in every hour across all screens
(4x30 or 8x15 second clips)

SILVER PACKAGE

\$7,950

1-minute airtime package in every hour across all screens
(2x30 or 4x15 second clips)

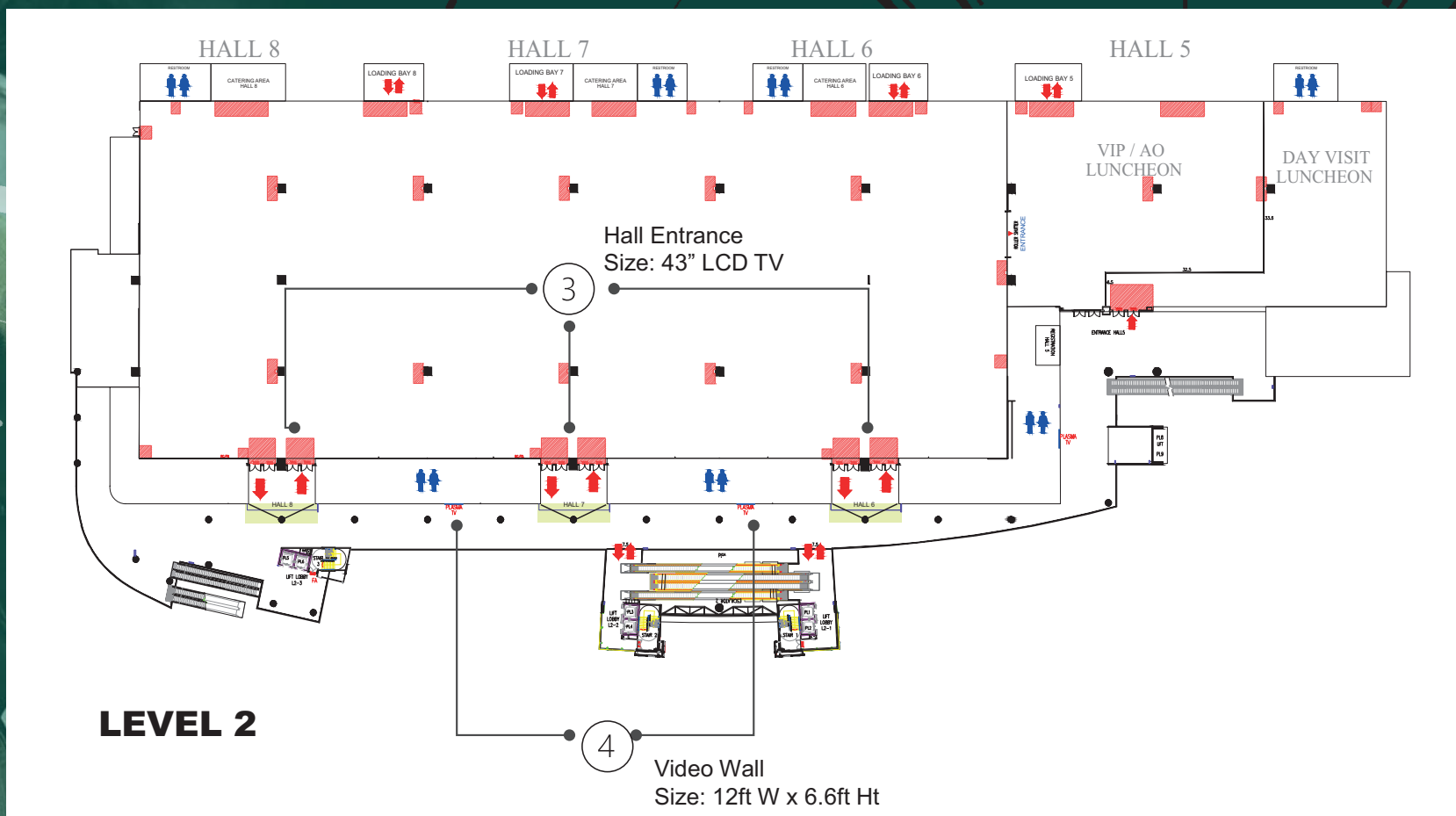
SCREEN LOCATIONS - LEVEL 1



Left: LED screen - North Entrance
Right: LED screen - Foyer Hall 2



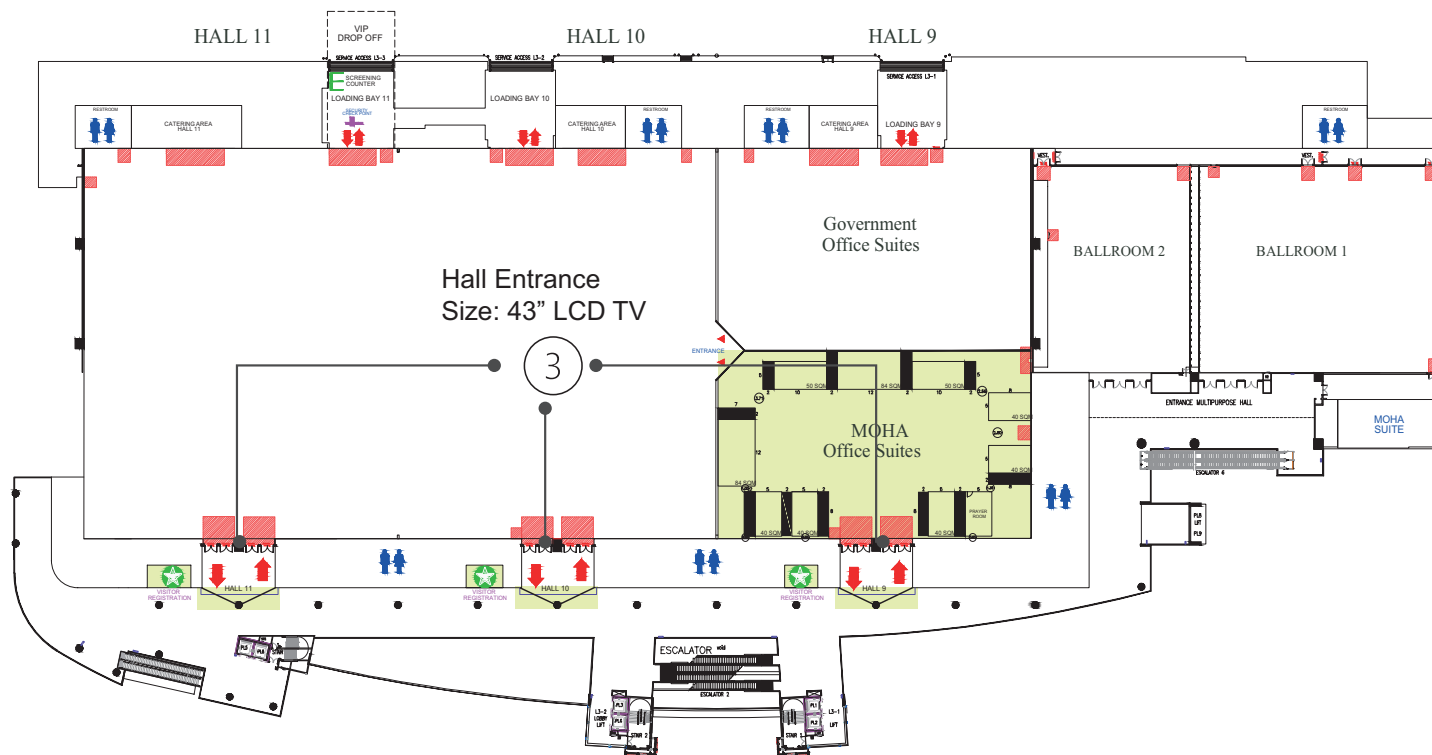
SCREEN LOCATIONS - LEVEL 2



Left: 43" LCD TV
Right: Video Wall



SCREEN LOCATIONS - LEVEL 3



LEVEL 3

