

EVENT INTELLIGENCE BRIEF

EXPORT WITH PURPOSE. EXHIBIT WITH CONFIDENCE.



Expodefensa

December 2-4 2019 | Bogota, Colombia

WHY EXPODEFENSA?

Originally established as an industry showcase serving the internal security and external defense needs of Colombia, the event is expanding under the new management of COGES, organizer of Eurosatory (Paris) and Asia-Pacific Homeland Security (Singapore), to serve the greater tri-service (land, sea and air) defense and security needs of all South and Central America. Historically, the show has proven the ability to attract official delegations (in 2017, more than 77 delegations from 30 countries), which in turn attract more exhibitors. As its influence grows and the dynamics of the region continue to shift, Expodefensa is moving aggressively to widen the scope and scale of event programs to serve more industry decision-makers, opinion leaders, influencers. If you're looking to expand your defense and security business in Latin America, Expodefensa is your show!



WHY THE USA PARTNERSHIP PAVILION AT EXPODEFENSA?

Colombia ranks as the fourth highest defense spender in the Americas, and its high standards for military equipment ensure U.S. imports will continue to be the first choice of defense and security procurement officers.

The U.S. encourages this preference with significant foreign direct investment into Colombia — \$2.1 billion in 2017. Kallman Worldwide builds on that equity with more than a decade of experience working with the show and the organizers. Our USA Partnership Pavilion delivers more on the floor — and our Santiago-based Latin America office adds a home-field advantage with extra fluency in the language, culture and industry marketplace. From pre-show administrative, marketing and exhibitor services to on-site support and activities — media relations, networking, delegation tours, business center, exhibitor lounge and conference rooms and 24/7 trouble-shooting — Kallman clears the way for more success and sales in Latin and South America at Expodefensa.



STATS AND NUMBERS

The 2017 edition of EXPODEFENSA hosted **269** exhibitors from **34** countries - **72%** of those were international exhibitors. **12,500** professional visitors attended the show throughout the trade show days, as well as **74** Official Delegations from **30** countries.



Turn the page for details>

Data Source: <http://www.expodefensa.com.co/>

WHY THE USA PARTNERSHIP PAVILION?



PROFESSIONAL ATTENTION TO YOUR BUSINESS

The USA Partnership Pavilion is a prime location for promoting our nation's aerospace, defense, and security leadership at Expodefensa 2019. Tell us what you need to succeed, and we'll take care of the details — every step of the way. From building your stand and managing your exhibitor registrations to driving qualified traffic into the aisles so you can meet more buyers, Kallman's got you covered.



SPACE OPTIONS

TURNKEY STAND

STANDARD EARLY BIRD: US \$1,153/sqm

(Early Bird Pricing Available Through January 1, 2019)

Bring your products, promotions and people and move right in. Your ready-made stand includes:

- Hard Wall Panels
- Table with Chairs
- Lockable Reception
- Spotlights
- Wastebasket
- Literature Rack

Ask about upgraded features to create a more branded, polished presentation.

CUSTOM STAND

SPACE ONLY EARLY BIRD: US \$994/sqm (min 18sqm) | \$892.5/sqm (72+ sqm):

(Early Bird Pricing Available Through January 1, 2019)

Get in on the ground floor with this raw space option

DESIGN/BUILD: Turn that raw floor space into a showplace! Work with Kallman Creative Services to design and build a standout exhibit from the ground up. Whether your emphasis is on high-end hosting and hospitality or high-volume lead-generation, challenge our team to create the perfect scheme.

CORNER FEE FOR TURNKEY OR CUSTOM STAND: \$200



BRANDING AND SPONSORSHIP OPTIONS

Present a higher profile with exclusive sponsorship packages that spotlight your brand beyond your stand. Expodefensa 2019 options may include (ask your representative for details):

OPENING CEREMONY & WELCOME RECEPTION

Share the stage, and meet with U.S. distinguished visitors

MEETING POINT & LOUNGE

High traffic = high visibility through out the show

USA-COLOMBIA PARTNERSHIP RECEPTION

Coordinated with the U.S. Commercial Service an opportunity to network with leaders and high-ranking influencers in the aerospace and aviation fields.

CARPET STARS

Every step's a statement with branded, ground-level graphics

OFFICIAL LANYARDS

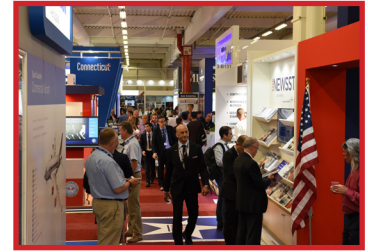
Link your brand with every badge

ADVERTISE

Stand out with display space in print and online in The Guide to USA Partnership Pavilion Exhibitors

CONFERENCE ROOM

In multiple meetings every day, your brand means business



LEARN MORE. SELL MORE. TAKE OFF.

CONTACT US TODAY TO RESERVE YOUR SPACE IN OUR PLACE.

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The USA Partnership Pavilion
is organized by



www.kallman.com