



**Expodefensa**  
Feria Internacional de Defensa y Seguridad  
Bogotá, Colombia

DECEMBER 2-4, 2019  
BOGOTA, COLOMBIA



## EXPODEFENSA 2019 USA PARTNERSHIP PAVILION SPONSORSHIP OPPORTUNITIES

BELOW ARE RECOMMENDED PROGRAMS;  
ASK US ABOUT CUSTOMIZING A PACKAGE THAT BEST SUITS YOUR SPONSORSHIP NEEDS

### OFFICIAL USA PARTNERSHIP PAVILION OPENING CEREMONY DECEMBER 2, 2019

The USA Partnership Pavilion Welcome Reception and Opening Ceremony is the perfect option for those seeking to share the spotlight with high-ranking foreign and domestic government officials.

The ceremony will take place prominently within to the USA Partnership Pavilion on the morning of December 2nd. It will be followed by a VIP tour of the USA Partnership Pavilion. The ceremony itself will consist of brief remarks by top U.S. government representatives (who will recognize the sponsor of the ceremony) and Pavilion organizer, followed by the cutting of the ceremonial ribbon to open the USA Partnership Pavilion for business.

#### Sponsorship Features:

- Company name and logo on all printed event materials listing sponsors
- Recognition signage prominently displayed at the event
- Your company's name/logo displayed on the invitation
- Recognition as a sponsor during welcome remarks
- Company name and logo on the Kallman website and link to your website
- One full page color advertisement and logo in The USA Partnership Pavilion Visitors Guide
- Newsstand fixed advertisement or video



**SPONSORSHIP PACKAGE: \$4,000.00**

### USA PARTNERSHIP PAVILION NETWORKING RECEPTION DATE TBD

Sponsorship of the USA Partnership Networking Reception to be held in the USA Partnership Pavilion Meeting Point, during Expodefensa 2019. See below for sponsorship package details and benefits.

USA Partnership Pavilion Exhibitors are invited to network with private and public sector leaders over hors d'oeuvres and cocktails. Attendees include distinguished guests from U.S. & Colombian industry, government and armed forces.

#### Sponsorship Features:

- Company name and logo on all printed event materials listing sponsors
- Recognition signage prominently displayed at the event
- Your company's name/logo displayed on the invitation
- Invitations to use at your discretion to invite additional guests to the event (20 guests plus staff)
- Company name and logo on the Kallman website and link to your website
- One full page color advertisement and logo in The USA Partnership Pavilion Visitors Guide
- Your company's name/logo displayed on the invitation
- Newsstand fixed advertisement or video

**SPONSORSHIP PACKAGE: \$5,000.00**





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## MEETING POINT/EXHIBITORS' LOUNGE

As an amenity for our exhibitors and their invited guests, the USA Partnership Pavilion Meeting Point is used as an exhibitors' lounge and VIP area throughout the week.

Services provided include complimentary beverages and snacks, business support services (email, phone charging stations) and conference room bookings. Events such as the USA Partnership Pavilion Opening Ceremony and the USA Partnership Pavilion Networking Reception center around in the Meeting Point, bringing a captive audience into the space.

### Sponsorship Features:

- Company name and logo on all printed materials listing sponsors
- Recognition signage prominently displayed on entrance header
- Company name and logo on the Kallman website and link to your website
- One full page color advertisement and logo in The USA Partnership Pavilion Visitors Guide
- Company literature or promotional item may be displayed / distributed in the Meeting Point or Newsstand



**SPONSORSHIP PACKAGE: \$5,000.00**

## THE USA PARTNERSHIP PAVILION VISITORS GUIDE

The USA Partnership Pavilion publishes a digital and print version of *The USA Partnership Pavilion Visitors Guide*. We distribute thousands of copies in print to Pavilion visitors and online to international trade contacts.

		Inside Front Cover	Inside Back Cover	Outside Back Cover
Half Page	Full Page			
\$650.00	\$1,250.00	\$1,500.00	\$1,500.00	\$2,000.00
5.63" w x 4.38"h	5.63" w x 8.63" h	5.63" w x 8.63" h	5.63" w x 8.63" h	5.63" w x 8.63" h
• Every ad receives a special callout in the list of U.S. Exhibitors Index found in the beginning of the guide.				

**ADS START AT: \$650.00 (Color logos are available for purchase)**

**FOR MORE INFORMATION ON SPONSORSHIPS CONTACT:**



**PETER KELLEY**  
peterk@kallman.com  
+1 201 251 2600 x109  
www.kallman.com





## Attract **Extra! Extra!** Attention

SHOWCASE YOUR BRAND AT THE HIGH-TRAFFIC CROSSROADS OF THE USA PARTNERSHIP PAVILION

When visitors and exhibitors look for the latest show and industry news they turn to the Newsstand, the information hub of the USA Partnership Pavilion.



### PRIME LOCATION

Located in front of the Meeting Point Exhibitors Lounge, one of the highest-traffic areas on site.



### INDUSTRY NEWS FEED

Live, scrolling display of real-time show and global industry headlines news & Twitter feed.



### TRADE PUBLICATIONS

Take-away magazines from the trade's top publishers, including show dailies.



In addition, Kallman Worldwide will promote your participation in the show & #USPavilion Newsstand on our social media networks!

To secure any of these sponsorships or to discuss a custom package, contact:

**PETER KELLEY**

+1-201-251-2600 x109  
PeterK@Kallman.com



www.kallman.com

## TWO NEW Opportunities

Participate as the Spotlight Sponsor of the Newsstand, or as an Exclusive Advertiser & share the screen with the show's best sources.

### NEWSSTAND SPONSOR

- Fixed position "Sponsored by" credit with logo on the Newsstand header
- 300 x 250 fixed banner ad on the Headline News display screen during programming
- 30- to 60-second video ad displayed a minimum of 8x per hour on the Headline News display screen

**\$2,500**

### NEWSSTAND ADVERTISER

- Category exclusive (first-come/first-served)
- 30- to 60-second video ad displayed a minimum of 8x per hour on the Headline News display screen

**\$1,000**

Sponsors may provide 100 copies of product literature. Literature must be delivered prior to the show opening. Advertiser supplies all creative - Call for specs. Ad materials are due three weeks before the show.





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## USA PARTNERSHIP PAVILION | SPONSORSHIP & ADVERTISING CONTRACT

**1. Company:** \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**2. Person Responsible for Planning:** \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

**3. Address to which Invoice should be sent (if different from above)**

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Country: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Invoice to attention of: \_\_\_\_\_ Email: \_\_\_\_\_

### 4. Requirements

Sponsorship Opportunities:

<input type="checkbox"/> Sponsorship of Pavilion Opening Ceremony	\$4,000
<input type="checkbox"/> Sponsorship of Networking Reception	\$5,000
<input type="checkbox"/> Sponsorship of Meeting Points/Exhibitors' Lounge	\$5,000
<input type="checkbox"/> Sponsor of The Newsstand	\$2,500
<input type="checkbox"/> Headline News Advertiser	\$1,000
Sponsorship Total	=USD\$ _____

Advertising Opportunities in the USA Partnership Pavilion VISITORS GUIDE

ORGANIZED BY KALLMAN WORLDWIDE

<input type="checkbox"/> Full Page Ad	\$1,250	<input type="checkbox"/> Half Page Ad	\$650
<input type="checkbox"/> Inside Front Cover	\$1,500	<input type="checkbox"/> Inside Back Cover	\$1,500
<input type="checkbox"/> Outside Back Cover	\$2,000		
Advertising Total			=USD\$ _____

**GRAND TOTAL**

**=USD\$ \_\_\_\_\_**

### 5. PAYMENT - CREDIT CARD

Print Name as it appears on credit card: \_\_\_\_\_

Check one:  MasterCard  Visa  American Express

Card Number: \_\_\_\_\_

Expiration date: \_\_\_\_\_ Amount to be charged: USD\$ \_\_\_\_\_

Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Print Name of Signing Authority: \_\_\_\_\_ Date: \_\_\_\_\_

**Two easy steps to apply**

1. Complete and sign the Sponsorship Contract Form

**Fax or email:**  
**+1 (201) 251-2760 x 109**  
**PeterK@kallman.com**

2. Select Payment Method

- Check** payable to Kallman Worldwide, Inc.
- Bank Transfer**  
Call for details
- Credit Card**

If paying by credit card, please complete the bottom portion with your credit card details

**Kallman Worldwide, Inc.**  
**4 North Street,**  
**Suite 800**  
**Waldwick, NJ 07463**  
**USA**

**SALES CONTACT:**

**Peter Kelley**  
**Sales Associate**  
**Kallman Worldwide, Inc.**  
Tel: + 1 (201) 251-2600  
x 109  
Fax: 1-201-251-2760  
PeterK@kallman.com  
www.kallman.com

