

EVENT INTELLIGENCE BRIEF

EXPORT WITH PURPOSE. EXHIBIT WITH CONFIDENCE.



November 29 - December 1, 2021 | Bogota, Colombia

WHY COLOMBIA?

Colombia continues to upgrade equipment in all branches of the military, making it an attractive market for a variety of products and services:

- Upgrades, parts and support for the Blackhawk and Huey helicopter fleets.
- Construction of Command-and-Control Centers in Bogota and other cities.
- All type of equipment used for demining, especially light hand-held devices to be used in rugged terrains.
- Transport trucks, including regular (troop and cargo carrier), armored and tactical.
- Upgrades to fixed-wing aircrafts.
- Artillery: modernization of existing equipment and possible purchase of additional units.
- Riverine and maritime boats.
- Tactical and survival equipment.
- Radio communication systems.
- All types of tactical equipment as well as bomb disarming gear.
- Equipment for manual eradication of illicit crops.



13,000
participants from
47 countries



251 exhibitors
29 in the USA
Partnership
Pavilion



500+ sqm of the
USA
Partnership
Pavilion



72 media
agencies and
communication
members



75 official
delegations from
24 countries



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.



Turn the page for details>

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



THE USA PARTNERSHIP PAVILION

Kallman's flagship service always attracts a crowd. The USA Partnership Pavilion is America's on-site headquarter — a high-profile location for buyers to meet more suppliers, an on-site operations center for our exhibitors to maximize their exposure and impact at the show, and a networking hub for all to share ideas and insights.

SPEC YOUR SPACE

► TURNKEY PRICE - USD\$1,245/sqm (must be minimum 9 sqm)

Template designs and materials give your booth the uniform "look-and-feel" of the Pavilion while allowing you the flexibility to customize and scale your layout.

► SPACE ONLY PRICE - USD\$1,020/sqm (must be minimum 18 sqm)

Get in on the ground floor with this raw space option.

► CUSTOM BUILD

Work with Kallman Creative Services and challenge our award-winning team to turn that raw space into a showplace. Contact Lorena Troncoso at LorenaT@kallman.com or call +1 201-251-2600 ext. 165



PROFESSIONAL STAFF

Every USA Partnership Pavilion is staffed by an experienced event team dedicated to your success. Whether you need a liaison to the organizers, tech support, a contractor, caterer, translator or help tracking down a shipment, we're all here to help.

EXHIBITORS LOUNGE

Meet at "The Meeting Point," the gathering place for you and your guests to take a break from the show floor, refresh and recharge. Grab a cup of coffee and a snack from the Café or juice up your phone.

SPONSORSHIP OPPORTUNITIES

For sponsorship opportunities in Expodefensa 2021, please reach Claudia Caceres at ClaudiaC@kallman.com or by phone +1 (201) 251-2600 Ext.166



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