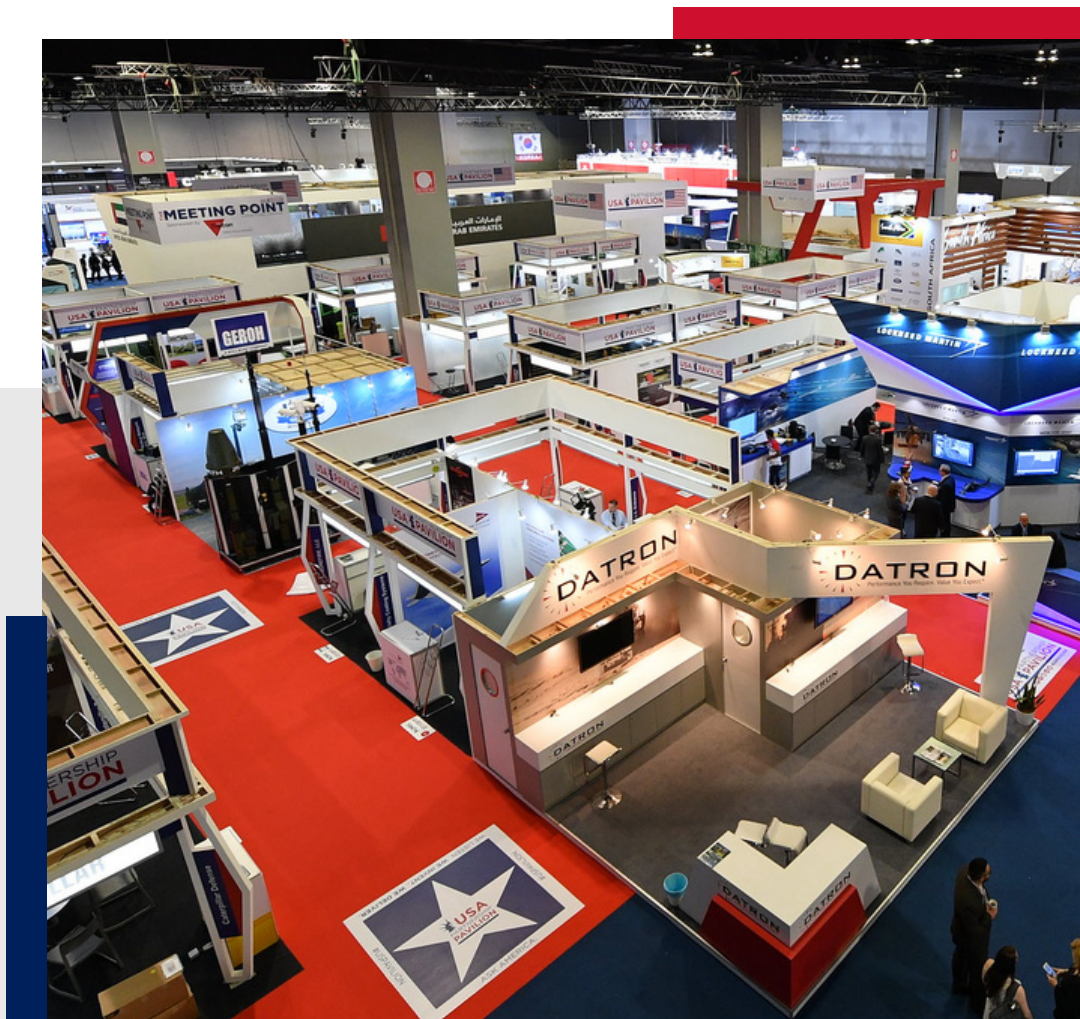


DSA 2024

Branding & Partnership Opportunities



Defence Service Asia
Exhibition and Conference
Kuala Lumpur, Malaysia
6-9 May, 2024

Impact

DSA and NATSEC Asia will return for another stellar showing in Kuala Lumpur from May 6 to 9, 2024, following the resounding success of the event in 2022. The previous event resulted in a staggering RM7 billion worth (US \$1.47 billion) of Memoranda of Understanding, Leaders of Agreement, and contracts by the Ministries of Defence and Home Affairs. Additionally, it attracted a whopping 35,567 trade visitors, 380 VIPs, 1,096 participating companies, and 20 international pavilions.

Capitalize on this captive audience and drive even more traffic, awareness, and business to your booth with our exclusive integrated branding and partnership packages.



45,000

SQM OF EXHIBITION SPACE



1,200

EXHIBITORS FROM 60 COUNTRIES



50,000

TRADE VISITORS FROM 70 COUNTRIES



33

INTERNATIONAL GROUP PAVILIONS



400

OFFICIAL DELEGATIONS FROM 45 COUNTRIES



400

MEDIA PERSONNEL FROM ACROSS THE WORLD



Event Opportunities

Packages starting at \$3,000

Don't see an option that meets your needs? Bespoke packages available upon request.

EXHIBITOR'S LOUNGE: MEETING POINT FOR SUCCESS

Welcome to the USA Partnership Pavilion Exhibitor's Lounge, your exclusive space for networking and relaxation throughout the event. As an exhibitor or invited guest, indulge in complimentary beverages, snacks, and meals in a comfortable environment designed for fruitful meetings.

Partnership Features:

- Recognition on entrance signage and within the Meeting Point.
- Corporate branding on all USA Partnership Pavilion pre-show promotional materials, including both electronic and print. Additionally, company logo featured on event invitations and signage at the USA Partnership Pavilion Opening Ceremony and VIP Networking Reception.
- Exposure on the Kallman website with a link to your company's website.
- Access to conference room for up to 2 hours each show day.
- Opportunity to include branded giveaways in welcome package.
- Display promotional brochures at the Meeting Point Café to showcase your brand.

**EXCLUSIVE
PARTNER**

\$7,500

USA PARTNERSHIP PAVILION OPENING CEREMONY

Make a grand entrance be a partner of USA Partnership Pavilion Opening Ceremony. Enjoy benefits such as logo inclusion on VIP invitations, recognition signage, and an opportunity for a company executive photo-op on stage.

Partnership Features:

- Your logo prominently featured on invitations sent to VIP "distinguished visitors" for the USA Partnership Pavilion Opening Ceremony.
- Display of recognition signage behind the speakers' podium and in all photos of speakers.
- Inclusion in print and electronic pre-show promotional materials.
- Special mention of the partnership and introduction of your company executive during opening remarks.
- One company executive invited on stage for a photo-op with principals.

**PARTNER
PACKAGE**

\$5,000

4 AVAILABLE



USA PARTNERSHIP PAVILION VIP NETWORKING RECEPTION - SILVER

The USA Partnership VIP Networking Reception gives sponsors and U.S. exhibitors an opportunity to network with high-ranking U.S. regional VIPs, senior U.S. Embassy personnel, buyer delegations, and local business leaders.

Silver Partnership Features:

- Partner name and logo on event invitations and signage at the U.S. VIP Networking Reception.
- Corporate branding on all USA Partnership Pavilion promotional materials, electronic and print.
- Corporate branding on Kallman website with a link to your home page.
- Special recognition during the Induction as the Reception Sponsor.

**PARTNER
PACKAGE**

\$3,000

2 AVAILABLE

USA PARTNERSHIP PAVILION VIP NETWORKING RECEPTION - GOLD

The USA Partnership Pavilion VIP Networking Reception gives sponsors and U.S. exhibitors an opportunity to network with high-ranking U.S. regional VIPs, senior U.S. Embassy personnel, buyer delegations, and local business leaders.

Gold Partnership Features - all the benefits of Silver including:

- Corporate branding on reception napkins, signage on buffet tables, and seating areas.
- Opportunity to provide a short video looped on TV in the meeting point during the reception (content subject to Kallman Worldwide approval).
- Partnership perk includes a signature cocktail named after your company with a branded drink stirrer at our welcome reception bar. Your logo will be prominently displayed on a sign at the bar station, and you can showcase promotional materials on a nearby table.

**EXCLUSIVE
PARTNER**

\$7,000

USA PARTNERSHIP PAVILION VIP NETWORKING RECEPTION

Seize the Spotlight as the Exclusive Partner of the U.S. VIP Networking Reception. Step into the limelight and make a lasting impression by becoming the exclusive partner of the welcome reception. This unparalleled opportunity guarantees your brand maximum exposure and recognition among key industry players.

Partnership Features - all benefits of Gold & Silver including:

- Partner name and logo on event invitations and signage at the U.S. VIP Networking Reception.
- Corporate branding on all USA Partnership Pavilion promotional materials, electronic and print.
- Corporate branding on Kallman website with a link to your home page.
- Special recognition during the Induction as the Reception Sponsor.
- Corporate branding on reception napkins, signage on buffet tables, and seating areas.
- Opportunity to provide a short video looped on TV in the meeting point during the reception (content subject to Kallman Worldwide approval).
- Partnership perk includes a signature cocktail named after your company with a branded drink stirrer at our welcome reception bar. Your logo will be prominently displayed on a sign at the bar station, and you can showcase promotional materials on a nearby table.

**EXCLUSIVE
PARTNER**

\$12,000

À LA CARTE PACKAGES

Packages starting at \$1,500

COFFEE SERVICE STATION

The Kallman Café at the Meeting Point is the premier hospitality hub for USA Partnership Pavilion exhibitors and their guests. This program provides an impactful opportunity to place your brand directly into the hands of thousands of defense industry leaders.

Partnership Features:

- Your company logo featured on hundreds of eco-friendly coffee cups distributed throughout the event. The cups will be produced and distributed by Kallman Worldwide.
- Coffee service is available to all pavilion exhibitors and their guests during all 4 days.

INVESTMENT

\$5,000

1 AVAILABLE

WATER SERVICE STATION

The Kallman Café at the Meeting Point is the premier hospitality hub for USA Partnership Pavilion exhibitors and their guests. This program provides an impactful opportunity to place your brand directly into the hands of thousands of defense industry leaders.

Partnership Features:

- Promote a 'greener' pavilion with your logo on hundreds of eco-friendly water cups. The cups will be produced and distributed by Kallman Worldwide.
- 2 water coolers strategically placed in the Meeting Point.

INVESTMENT

\$4,000

1 AVAILABLE

EXCLUSIVE PARTNER OF THE COFFEE & WATER STATION

Elevate Your Brand at the Heart of the Event! Be the Exclusive Partner of the Coffee and Water Station. The Kallman Café at the Meeting Point is the premier hospitality hub for USA Partnership Pavilion exhibitors and their guests.

Partnership Features:

- Dominant Presence: Your company logo prominently displayed on more than 1,000 eco-friendly coffee cups and water cups served at the Kallman Café throughout the event, amounting to over 1,000 cups.
- Comprehensive Reach: Enjoy widespread visibility as the go-to provider for essential beverages, accessible to all pavilion exhibitors and their guests over the entire 4-day duration.
- Maximized Impact: Showcase your commitment to sustainability with eco-friendly cup branding, reinforcing your brand message while contributing to a greener pavilion.

EXCLUSIVE PARTNER

\$12,000

HALL 3 ARCHWAY ADVERTISING: MAKE YOUR BRAND THE FIRST IMPRESSION

Position your brand front and center on the archway that forms the entry into Hall 3 (Level 1). This exclusive advertising opportunity guarantees visibility to thousands of attendees throughout the DSA exhibit hall.

Partnership Features:

- Prime Location: Your brand will dominate the wide archway, ensuring it's seen by thousands throughout the event.
- First Impressions Matter: Make a bold statement from the very first step attendees take into DSA 2024.
- Maximum Visibility: Your brand will be up close and personal for every individual entering Hall 3.

INVESTMENT

\$2,500

6 AVAILABLE

FLOOR DECALS



Partnership Features:

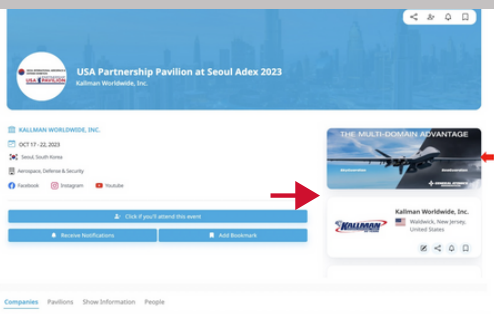
- Enhanced branding opportunity on floor decals with logo placement in the center, including booth # or QR code.
- Decals strategically placed at high-traffic intersections.

INVESTMENT

\$2,000

4 AVAILABLE

DIGITAL DIRECTORY



Partnership Features:

- Be the official partner of the USA Partnership Pavilion on the DSA 2024 Digital Directory, powered by Sourcehere.com.
- Your advert will occupy a prominent location at the top of the pavilion page (see red arrow for reference).

INVESTMENT

\$1,500

**SECURE YOUR
PARTNERSHIP PACKAGE
AT DSA 2024!**



CONTACT US

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