

navdex.ae

# NAVDEX 2017

NAVAL DEFENCE  
AND MARITIME  
SECURITY EXHIBITION

## SPONSORSHIP BROCHURE

NAVAL DEFENCE EXHIBITION & CONFERENCE  
**19-23 FEBRUARY 2017**  
ABU DHABI NATIONAL EXHIBITION CENTRE - ADNEC  
ABU DHABI - UNITED ARAB EMIRATES



NAVDEX ناقدكس  
2017

معرض ومؤتمر الدفاع البحري  
**23-19 فبراير 2017**  
مركز أبوظبي الوطني للمعارض - أدنيك  
أبوظبي - الإمارات العربية المتحدة

Strategic Partner



شركة الإمارات للصناعات العسكرية  
EMIRATES DEFENCE INDUSTRIES COMPANY

Principal Partner



أبوظبي لبناء السفن  
ABU DHABI SHIP BUILDING  
ABDC 1-7

Organised by



IDEX LLC  
An ADNEC Group Company

Host Venue



ADNEC  
مركز أبوظبي الوطني للمعارض  
Abu Dhabi National Exhibition Centre

In association with



UNITED ARAB EMIRATES  
MINISTRY OF DEFENCE



UAE Armed Forces



# SPONSORSHIP OPTIONS ►

## PRINCIPAL SPONSOR (SOLD)



The ultimate sponsorship at NAVDEX 2015 delivers an unrivalled level of exposure prior to and during the event. This high visibility package is tailored to meet the exact requirements and goals of the sponsoring company.

### Principal Sponsor Positioning and Benefits:

- Logo and top banner on the homepage of the NAVDEX website
- Logo and 200-word corporate profile on the NAVDEX website sponsors page
- Logo on over 150 NAVDEX advertisements in trade publications
- Logo on all printed and distributed NAVDEX newsletters, leaflets and invitations
- Branding at the pre-show press conference
- Enhanced listing in the online 2017 exhibitor list
- 2 dedicated email blasts sent to all NAVDEX 2017 visitors and exhibitors
- 2 dedicated press releases sent to GCC newspaper media and international defence publications
- Logo on NAVDEX welcome signage, entrance doors and 'You Are Here' boards
- Full-page advertisements in the NAVDEX visitor guide and IDEX show guide
- Sponsor's of VIP networking lounge (including branding and unlimited passes)
- Sponsor's of Keynote Sessions Area (including one speaking slot)



## GOLD & SUPPORTING SPONSOR

The gold and supporting sponsors opportunities can play an integral part of a company's show strategy and wider business objectives, as well as delivering maximum return on investment.

### Gold and Supporting Sponsor's Positioning and Benefits:

- Logo on the homepage of the NAVDEX website
- Logo and 100-word corporate profile on the NAVDEX website sponsors page
- Logo on over 150 NAVDEX advertisements in trade publications
- Logo on all printed and distributed NAVDEX newsletters, leaflets and invitations
- Branding at the pre-show press conference
- Enhanced listing in the online 2017 exhibitor list
- 1 dedicated email blast sent to all NAVDEX 2017 visitors and exhibitors
- 1 dedicated press release sent to GCC newspaper media and international defence publications
- Logo on NAVDEX welcome signage, stand and 'You Are Here' boards
- Half-page advertisements in the NAVDEX visitor guide
- Daily passes to the VIP networking lounge
- Main Sponsor of NAVDEX networking event with unlimited passes



# ADDITIONAL OPPORTUNITIES ►

## GRAND STAND SPONSORSHIP \$35,000

The purpose-built grandstand will be placed next to the NAVDEX exhibition hall and will house Naval delegations and visitors as they watch the daily on-water demonstrations. The sponsor of this area will benefit from substantial and exclusive branding within this feature

## DIRECTIONAL SIGNAGE \$25,000

Directional signage will appear throughout the NAVDEX hall and provides visitors with all the information they need to get around. This is an opportunity for the Sponsor to highlight their stand and brand to all NAVDEX visitors.

## HALL BANNERS \$12,000

Guide visitors to your stand with your own banners within NAVDEX. The hall banner will be placed in a strategic location and will drive additional visitors directly to your stand.

## PONTOON MAP \$12,000

Visitors to NAVDEX will not want to miss the boats berthed on the pontoon. By sponsoring the map, you benefit from additional branding and have the opportunity to highlight your boat location.

## NAVDEX E-NEWSLETTER \$6,000

The official NAVDEX 2017 e-newsletters will be distributed to all VIPs, UAE Armed Forces, ministries, embassies, local and regional businesses and international industry professionals. The sponsor's logo, short corporate profile and hyperlink will be included in the pre-show newsletter.

For more information about sales and sponsorship opportunities at NAVDEX 2017, contact:

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For more information visit:  
[www.idexuae.ae](http://www.idexuae.ae) and [www.navdex.ae](http://www.navdex.ae)