



The Indo Defence 2010 Sponsorship Campaign is designed with you, the customers in mind. We want to help you ensure your participation at Indo Defence 2010 not only meets the goals you set but to provide you with so much more exposure, hence more than justifying your company's presence at the show. Each sponsored item or activity or event comes with specific target audiences in mind and will help provide excellent pre-show publicity, on-site publicity and branding as well as prolonged exposure even after the show!

These packages and programmes are not fixed to its original structure as we will be happy to work with you to custom-make a particular sponsorship item/activity or event. Please contact Ms Erike Brigitha Malonda at e-mail: erike@indodefence.com or tel +6221 8650962 to discuss the wide range of opportunities available to you.

VIP, VISITOR & EXHIBITOR LANYARDS
USD 22,000
Quantity produced 25,000 pieces

Be one of the first brand names to be seen with your company's name prominently displayed on all lanyards issued to IDAM 2010 VIPs, exhibitors and visitors when they register. This will include all officials delegates and army personnel.

Offer open to one exhibitor only.

CARRIER BAGS
USD 20,000
Quantity produced 20,000 pieces

Be the exclusive sponsor for the souvenir bags distributed to all VIPs, exhibitors, visitors and to members of the press during the events. With your choice of design on one side and information on IDAM 2010 on the other, these carrier bags will ensure maximum exposure throughout the exhibition.

Offer open to one exhibitor only.

EVENT GUIDE
USD 5,000
Quantity produced 10,000 pieces

Besides the standard show directory, we will also be supplying to all visitors and exhibitors a handy event guide as to what's going on over the 4-day event including an easy reference floor plan. Sponsorship will include company logo and acknowledgement on the front cover and sponsor's booth location and name will also be prominently shown on the floor plan guide.

Offer available to 10 exhibitors only



OPENING CEREMONY & RECEPTION
USD 50,000

One of the main highlights of IDAM 2010 will be its Opening Ceremony and Reception which will be hosted by the Minister of Defence. As exclusive sponsor, you will be entitled to:

- Feature Sponsor's logo at the main backdrop prominently.
- Include one representative of Sponsor in VVIP Welcoming Party.
- 2 front row VIP seats.
- Thank you and acknowledgment by the MC as well as IDAM 2010 Chairman Welcome Speech.
- Sponsor will be allowed to distribute Door Gifts (if any).
- Sponsor will be acknowledged in the official invitation cards, including printing its corporate name and logo.



MEDIA CENTRE
USD 10,000

IDAM 2010 Media Centre will be heavily used throughout the entire 4 days by all members of press irregardless whether local or foreign. It will be fully equipped with all the relevant facilities in order to ensure members of the media are able to produce stories and articles about the event and file them to their editors on-line. Refreshments including lunch will be available to all press throughout the show.

Sponsorship includes:

- A special area within the Media Centre for your corporate literature and press materials. (Please note that other exhibitors will be allowed to drop off their press kits at the reception desk of the Media Centre).
- Prominent positioning of your company's logo/signage with acknowledgement of sponsorship.
- Full access for sponsor's staff to the Media Centre.
- Full details of all registered press will be provided after the show.

YOU ARE HERE FLOOR PLANS
USD -

Touch screen floorplan will be placed at these points at JiExpo Kemayoran, which will be much used as reference point and an excellent way to highlight your company's presence and exact location every time VIPs/visitors refer to this guide.



Sponsors benefit will include:

- * Sponsor's logo and booth location will be highlighted with an acknowledgement also prominently displayed.

Offer open to 5 exhibitors only.

DIRECTIONAL SIGNAGE
USD 10,000

There will be 15 units of directional signage placed throughout the exhibition hall. Sponsor's logo and booth number will be printed.

Offer available only for 2 exhibitors.





VIP WELCOME LOUNGE
USD 12,000

An elite lounge dedicated for IDAM VIP delegations. Over 200 are expected to attend. This exclusive sponsorship guarantees your company's profile will be exposed to the IDAM VIP Delegations.

This lounge is located at the VIP entrance of the show. All VIPs will be advised by their assigned Accompanying Officers to be briefed in this lounge as soon as they arrive at the show. Chilled juices will be served in this lounge. Other benefits include:

- Corporate materials of your choice to be displayed throughout the lounge.
- Unlimited access to you and your staff.
- A looped short video/corporate presentation on your company to be broadcast within the lounge.

All necessary materials for this sponsorship to be provided by the sponsor.



HANGING BANNER
USD 20,000

Total of 60 overhead banners all across the outdoor corridor all the way from Hall D to Hall A at the venue. Sponsor's logo and booth number will be featured prominently.

Offer available only for 1 exhibitors



TRADE INVITATION FLYER
USD 6,500

There will be two types of Visitor Invitations which will be produced:

- For distribution by all confirmed exhibitors - 100 will be given to each confirmed exhibitor for them to give out to their clients.
- For direct mail purpose by the organiser to a database of 40,000 past show visitors and newly acquired data.

Sponsor's logo will be printed on both. Acknowledgement of the sponsor in the front page.

Offer only available to 2 exhibitors only



VISITOR REGISTRATION
USD 25,000

The Visitor Registration counter area are located at the main entrance of Hal D and Hal A JIExpo Kemayoran and will be the only point of entry for Visitors. All eligible visitors must register here in order to get their badge and directory.

Sponsorship will include your company name and logo featured prominently on the panel above the visitor registration area and also at the form filling counters on both areas.

Sponsor's identity will also be featured at this area by way of decorating the existing pillars with light box posters of the sponsor.



VIP AND VISITOR BADGES
USD 10,000

All visitors at IDAM 2010 will be registered and supplied with a badge for easy identification. Get your brand exposed EVERY visitor by sponsoring this highly visible item. Your logo will be featured prominently on the badge.

Offer only available to 2 exhibitors.



VIP LOUNGE
USD 8,000

Foreign VIPs will also seize the opportunity to meet with their counterparts from other countries who will also be attending IDAM 2010. The VIP Networking Lounge will be the venue for such meetings and discussion. Refreshments will be served and a hostess will be in attendance to coordinate meetings.

The exclusive sponsor will have the following benefits:

- Corporate materials of your choice to be displayed throughout the lounge.
- Unlimited access to you and your staff.
- A looped short video/corporate presentation on your company to be broadcast within the lounge.

All necessary materials for this sponsorship to be provided by the sponsor.



OUTDOOR BILLBOARDS
USD 5,000 EACH

6 m (w) x 4 m (h) outdoor billboards promoting IDAM 2010 to be placed at entrance and surround JIEXPO Kemayoran during the show days. Sponsors's advertisement will be featured prominently.

