

Official Show Guide

Advertising & Sponsorship



MAKE SALES • GENERATE PROSPECTS • TARGET NEW MARKETS
INCREASE BRAND AWARENESS • PROMOTE STAND LOCATION

Welcome

Under the patronage and vision of His Highness Sheikh Tamim bin Hamad Al-Thani, Emir of the State of Qatar, Doha International Maritime Defence Exhibition & Conference, DIMDEX, is proudly hosted and organised by Qatar Armed Forces.

Now in its seventh edition, DIMDEX welcomes you to participate in this highly anticipated global event, that offers insights, solutions and procurement opportunities to maritime and defence leaders from around the world.

The Official Show Guide plays a central role in supporting both the information needs of visitors and the promotional needs of exhibitors. Many exhibitors advertise in the Official Show Guide to entice more customers to their stand, maximise sales, develop prospects and create a powerful brand presence during and after the event.

There are a number of **exciting new initiatives** now available and we look forward to helping you towards a successful DIMDEX 2020.

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CALL EVENT GUIDES ON 44 (0)1228 541200 FOR
DETAILS ON HOW TO BOOK YOUR ADVERTISING

PRICES*

SPONSORSHIPS	PRICE*
OVERALL SPONSORSHIP	11995
FLOORPLAN SPONSORSHIP	9995
EXHIBITOR PROFILES SPONSORSHIP	7995
PRODUCT INDEX SPONSORSHIP	5995
COUNTRY INDEX SPONSORSHIP	3995

CREATIVE SOLUTIONS

NEW SOLUTIONS SPREAD	4995
NEW Q&A FULL PAGE FEATURE PROMOTION	3995

ADVERTORIAL FEATURES

DOUBLE PAGE SPREAD	4995
FULL PAGE	3995

ENHANCED ENTRIES

NEW EXHIBITOR PROFILE UPGRADE	595
PRODUCT INDEX CATEGORY UPGRADE	495
COUNTRY INDEX CATEGORY UPGRADE	495
NEW STAND LOCATOR	395

DISCOUNTS FOR MULTIPLE INSERTIONS

*All prices quoted in GBP Sterling (£) E&OE

DISPLAY ADVERTISING	PRICE*
COVERS	
OUTSIDE BACK COVER	5995
INSIDE BACK COVER	4995
DOUBLE PAGE SPREAD	
DPS – GUARANTEED POSITION	5695
DPS – NO POSITION GUARANTEED	4895
FULL PAGE	
FULL PAGE – GUARANTEED POSITION	2895
FULL PAGE – NO POSITION GUARANTEED	2495
HALF PAGE	
HALF PAGE – GUARANTEED POSITION	1495
HALF PAGE – NO POSITION GUARANTEED	1295
QUARTER PAGE	
QUARTER PAGE – GUARANTEED POSITION	795
QUARTER PAGE – NO POSITION GUARANTEED	695

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AT THE SHOW

Official Show Guide

The **Official Show Guide** is the complete and comprehensive guide to DIMDEX, available FREE OF CHARGE at the venue. It represents the No. 1 route to every single buyer who visits the show and is the proven method to help you promote your brand, make sales, and launch new products. It contains unique company profile, contact details, product and brand information for every single exhibitor as well as the invaluable floorplan, exhibitor list, and an hour by hour timetable for all show features and seminars.

It also acts as the independent industry product and supplier directory used throughout the year and will be found on the desk of buyers long after the event has finished.

The **Official Show Guide** is the perfect solution to drive visitors to your stand and generate sales leads throughout the year.

COMPLETE & COMPREHENSIVE

Core Content

- Floorplan & Exhibitor A-Z
- Exhibitor Profiles
- Product Index
- Country Index
- Show features and timetables

Format

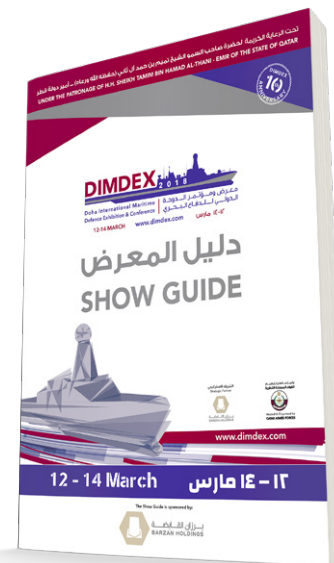
- A5 format
- 136pp, perfect-bound

Circulation

- Available to all attendees

Distribution

- 2,500 copies available free on site



92% OF VISITORS TO TRADE EVENTS STATE IT IS IMPORTANT THAT THEY RECEIVE AN OFFICIAL SHOW GUIDE



Click to view the 2018 Official Show Guide

NEW MARKETING OPPORTUNITIES

CALL EVENT GUIDES ON 44 (0)1228 541200 FOR
DETAILS ON HOW TO BOOK YOUR ADVERTISING

SOLUTIONS SPREAD

PERFECT FOR
EXHIBITORS WITH A
BESPOKE APPROACH

NEW
FOR
2020

KEY SOLUTIONS

STRATEGIC INNOVATION

BAE SYSTEMS
INSPIRED WORK

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Advanced technology
to protect what matters most

We provide advanced defence and security
solutions to our customers and partners
across air, land and sea to help them achieve
mission success.

Visit us at DIMDEX stand H5-214
www.baesystems.com/DIMDEX

BAE SYSTEMS
INSPIRED WORK

NEW MARKETING OPPORTUNITIES

Q & A FULL PAGE FEATURE PROMOTION

INTERVIEW
BASED
ADVERTORIAL

NEW
FOR
2020

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SOLUTIONS Q&A



Philip Moore,
President of Atkins

ATKINS
MEMBER OF THE
SNC-LAVALIN GROUP

Providing answers to the industries critical questions

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ATKINS
Member of the SNC Lavalin Group

For more information
visit stand H3-304 at
DIMDEX 2020

RETURNING FAVOURITES



DOUBLE PAGE SPREAD

Dominance of 2 pages to guarantee that you are seen on an exclusive basis



FULL PAGE AD

Exclusive ownership of a single page to promote your product or brand message



QUARTER PAGE AD

Entry level advertising to promote your brand, solutions and stand number



HALF PAGE AD

Mid-level advertising to promote your brand, solutions and stand number

RETURNING FAVOURITES

ADVERTORIAL FEATURES

AVAILABLE IN SINGLE OR DOUBLE PAGE FORMATS AND BEST USED BY EXHIBITORS WITH STRONG CASE STUDIES TO DEMONSTRATE SUCCESS

ADVERTORIAL

Excellence in procurement with Brazan Holdings

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For more information visit
their stand at DIMDEX 2020



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www.dimdex.com

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ENHANCED ENTRIES

[illegible]

SOLUTIONS INDEX

H7-288

LOOKING FOR
SUBMARINES?

VISIT **YOUR BRAND**

on stand xxx

H4-1048

LOOKING FOR
NAVAL FLEETS?

VISIT **YOUR BRAND**

on stand xxx

H4-1048

LOOKING FOR
TORPEDOS?

VISIT **YOUR BRAND**

on stand xxx

H7-288

LOOKING FOR
LIFE BOATS?

VISIT **YOUR BRAND**

on stand xxx

H7-288

LOOKING FOR
YACHTS?

VISIT **YOUR BRAND**

on stand xxx

H4-1048

LOOKING FOR
ALARM SYSTEMS?

VISIT **YOUR BRAND**

on stand xxx

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www.dmdex.com

**NEW
FOR
2020**

STAND LOCATOR ADVERTISEMENT

*Simple and effective
way to encourage more
visitors to your stand*

Sponsorship Packages

Ensure your brand is the one that stands out by partnering with the **Official Show Guide** for sponsorship.

Sponsorship is a powerful and distinct marketing opportunity that allows you to connect directly with senior decision makers by associating your brand with the strength, authority and credibility of DIMDEX. Not only will you create a competitive differentiation, you will also benefit from a stronger brand presence across all show sectors, cross-selling to buyers you otherwise would not reach. It's the perfect solution for standing out from the crowd.

The sponsorship packages offer different individual benefits. Each one is designed to maximise brand awareness, afford the opportunity to develop new relationships, provide a platform to convince existing customers of your leadership and drive more buyers to your stand.



Click to view the 2018
Official Show Guide

SPONSORSHIPS

PACKAGE	PRICE*
OVERALL SPONSORSHIP	11995
FLOORPLAN SPONSORSHIP	9995
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PRODUCT INDEX SPONSORSHIP	5995
COUNTRY INDEX SPONSORSHIP	3995

*All prices quoted in GBP Sterling (£) E&OE

Contact jody.bates@eventguides.co.uk or call 44 (0)1228 541200 to request full details and visuals.