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

# Official Show Guide Advertising & Sponsorship





معـرض ومـــؤتـمـر الــدوحــة | Doha International Maritime الـدولـــي لـــلــدفـاع الـبــحــري | Defence Exhibition & Conference 04 - 06 MARCH www.dimdex.com ، مارس ٦- ،٤





# Welcome

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

Now in its eighth 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 an important role in supporting the information needs of visitors and the promotional needs of exhibitors. The Guide helps you attract more customers to your stand, maximise sales, develop prospects and create a powerful brand presence before, during and after the event.

There are exciting new initiatives available for DIMDEX 2024 and we look forward to helping you towards a successful show.



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#### MARKETING OPPORTUNTIES

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**88%** OF VISITORS TO TRADE SHOWS STATE IT IS IMPORTANT TO HAVE CORRESPONDING PUBLICATIONS

## AT THE SHOW Official Show Guide

The **Official Show Guide** is the complete and comprehensive guide to DIMDEX 2024 available to visitors at the event in print and digital formats. It is your No. 1 opportunity to reach buyers and is proven to help you promote your brand, make sales, and launch new products.

The **Official Show Guide** is the choice if you want to encourage visitors to your stand and generate sales leads.

COMPLETE & COMPREHENSIVE

#### CONTENT

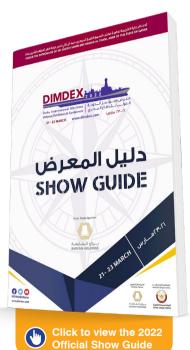
- Floorplan & Exhibitor A-Z
- Exhibitor Profiles
- Product & Country Indexes
- Event Features & Timetables

#### FORMAT

 A5 portrait, 140pp minimum, perfect-bound

#### CIRCULATION

• Buyers on-site



CONTENTS

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

#### OFFICIAL SHOW GUIDE | ADVERTISING AND SPONSORSHIP

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# DISPLAY ADVERTISING



### **DOUBLE PAGE SPREAD**

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

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EXHIBITOR A-Z		.tto 🚺	Section:	
COMPANY	ETAND	COMPANY	ETAND	1
ELECTROLAND	10.010	104A/COCKENET	HD 304+	
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ESETRON	H6-313b	KEH TRADING	HT-3276	
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### **FULL PAGE**

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

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LEXTROLIND	H8-4184	JOHN COOKINEL	H3-306a				
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#### HALF PAGE

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

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## QUARTER PAGE

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

## CONTENTS

# ADVERTORIAL FEATURES

Available in single or double page formats and best used by exhibitors with strong case studies to demonstrate success

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#### EXHIBITOR A-Z

STA	COMPANY	STAND	COMPANY
H3-2	JOHN COCKERILL	H5-418b	ELEKTROLAND
H6-2	KALLMAN WORLDWIDE	H4-109a	ELETTRONICA SPA
H7-3	KBH TRADING	H4-313b	ESETRON
NN H6-	KRAUSS-MAFFEI WEGMAN		ESHAILSAT - QATAR SATELLITE
S H6-	L3HARRIS TECHNOLOGIE	H4-209	COMPANY
H4-2	LACROIX	H6-223e	FLEX FORCE
H4-	LEONARDO	H5-314b	FORA GRUP SAVUNMA
HA	LOCKHEED MARTIN	H4-110a	GEM ELETTRONICA S.R.L.
5 H4-2	MAN ENERGY SOLUTION		AERONAUTICAL SYSTEMS, INC
S H7-	MAIDAAN TECHNOLOGIE	H3-400	
Н3-3	MARITIME SECURITY & DEFENSE	ASTS H3-105	GENERAL DIRECTORATE OF CC AND BORDERS SECURITY
H4-108, H4-	MBDA	H5-517a	GLOBAL BUSINESS PRESS PTE. LTD
H3-3	MD HELICOPTERS		GLOBAL INDUSTRIAL &
H5.4	MENSAN	H4-308	DEFENCE SOLUTIONS
HS-	METEKSAN	H7-124a	GULF BRIDGE INTERNATIONAL
н7.	MICRO-X ITD	H8-439	GULF HELICOPTERS COMPANY
H3-	MILAHA	H5-114	HAVELSAN
H4-	MILIPOL EQUIPMENT TRADING & SERVICES	H5-416c	HAVELSAN TEKNOLOJÍ RADAR (HTR)
	MILITARY POLICE FORCES	H6-326	HORIZON TECHNOLOGIES
	MINISTRY OF COMMERCE	H5-415c	HOYTEK
H7-	AND INDUSTRY - QATAR	H4-309c	IMAGIC EVENTS
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HS-S	MORAL GUIDANCE DIRECTORATE	H6-326	INTERNATIONAL DEFENCE TRAINING (ROYAL NAVY)
H6-	MOSECO TECHNOLOGY	H6-326	INZPIRE LTD
H4-5	NAVAL NEWS	H5-417a	IŞBIR
	NEXUS TRAINING SOLUTI	H4-211	IVECO
H7-	PTY LTD NORTHROP GRUMMAN CORPORATION	H3-205,	JADARA EQUIPMENT AND DEFENCE SYSTEMS CO.

#### TECHNOLOGICAL ADVANCEMENTS WITHIN THE DEFENCE SECTOR



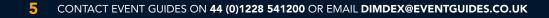
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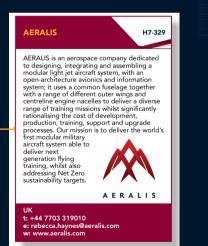
Single page advertorial



# ENHANCED ENTRIES

#### **Exhibitor Profile Upgrade**

Promote your logo and attract attention to your exhibitor profile in the Event Guide



#### Product Index Category Upgrade

Low cost option to sponsor a specific Product Category



#### **Stand Locator**

Purposefully designed to promote your stand location



#### Country Index Category Upgrade Low cost option to sponsor

D LIMITED	H7-123	GERMANY		
RALIA PTY. LTD	H7-123			
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LIMITED	H7-123			
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# Sponsorship Packages

Ensure your brand is the one that stands out by partnering with the **Official Show Guide**. Broaden your competitive advantage by increasing your credibility, visibility and deliver quality buyers straight to your stand.

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 strength and drive more buyers to your stand.

It's the perfect solution for standing out from the crowd.



Click to view the 2022 Official Show Guide

EMAIL DIMDEX@EVENTGUIDES.CO.UK OR CALL 44 (0)1228 541200 TO REQUEST FULL DETAILS AND VISUALS