



AEROSPACE



DEFENCE

11 - 15 MAY 2022

DJERBA-ZARZIS

Serving Aerospace and Defense in Africa



THE 2022'S AEROSPACE & DEFENCE EXHIBITION DEPLOYING WINGS

Scheduled from 11th to 15 th May 2022 and taking place in the heart of the Gulf of Gabès in Djerba, International Aerospace & Defence Exhibition will deploy its wings for the second time.

The Driving Committee includes: Ministry of the National Defence, Ministry of the Interior, Ministry of Industry and SMEs, Ministry of Development, Investment and International Cooperation, Ministry of Commerce, Ministry of Transport, Ministry of Tourism and Handicrafts, The Civil Aviation and Airports Authority (OACA) and General Direction of Civil Aviation (DGAC).

WHY BECOME A PARTNER SPONSOR IADE 2022?

Become a sponsor of IADE 2022 and take advantage of the largest African gathering dedicated to civil and military fields

IADE will provide excellent opportunities to:

- Introduce your experience and innovation on a real exchanging platform
- Interact with high-level government officials and decision makers.
- Reap new business opportunities in Africa
- Enjoy great visibility at a reasonable budget
- Gain full access to the show's comprehensive programme, including all B2B, technical meetings, and panel presentations.



Privileged Sponsorship

IADE will customize an exciting sponsorship package that will meet your specific needs

FOR PERSONALISED OFFER, DO NOT HESITATE TO CONTACT US.

PARTNER SPONSOR is an exclusive sponsorship package including brand exposure to massive crowds, exhibit space for direct marketing, promotional awareness in the event program, printed materials and advertisements, corporate hospitality chalets for clients and much more.

Maximise Your Visibility

PARTNER SPONSOR NAME WILL BE ADDED TO OUR LOGO



Name & logo

Name & logo of the sponsor will be displayed prominently on the following promotional items :

- Brochure
- Show Guide
- Gala Dinner Invitation
- Exhibitors Party Invitation
- IADE Tunisia website
- Conference & Congress Media kits
- Press Kit & Media Center
- Trade Visitor Tickets
- General public Tickets
- Vip Invitation
- Official delegations Badges
- VIP Badge
- Exhibitor's Badges
- Visitor's Badges
- Outdoor advertising
- All IADE Tunisia giveaways: Pens, Notbook, Flash Drive, messenger bags

Show Guide

Your only logo in the first Show Guide's cover
A 2 full Ad pages in the Show Guide
The company profile in Show Guide (60 words)
Sponsor welcome editorial in Show Guide (250 words)

Participating

Fully equipped Business Chalet 100m² + 50m² terrace
Fully equipped Stand 100 m²
5 Branded Golf kart: will be available for private use.

Static Display

Possibility to display 2 aircraft: 1 passenger and 1 Cargo

Invitations

25 Gala Dinner for delegations
50 Exhibitors party
500 Trade Visitor Tickets
500 Public Day Tickets

Complimentary accommodation

Transfert and Hôtel accommodation 5*
for 5 sponsor representatives

Exhibiting Hall

INDOOR EXHIBIT AREA

Stand of 100 sqm fully equipped



Business Chalet

CHALET OUTDOOR ZONE

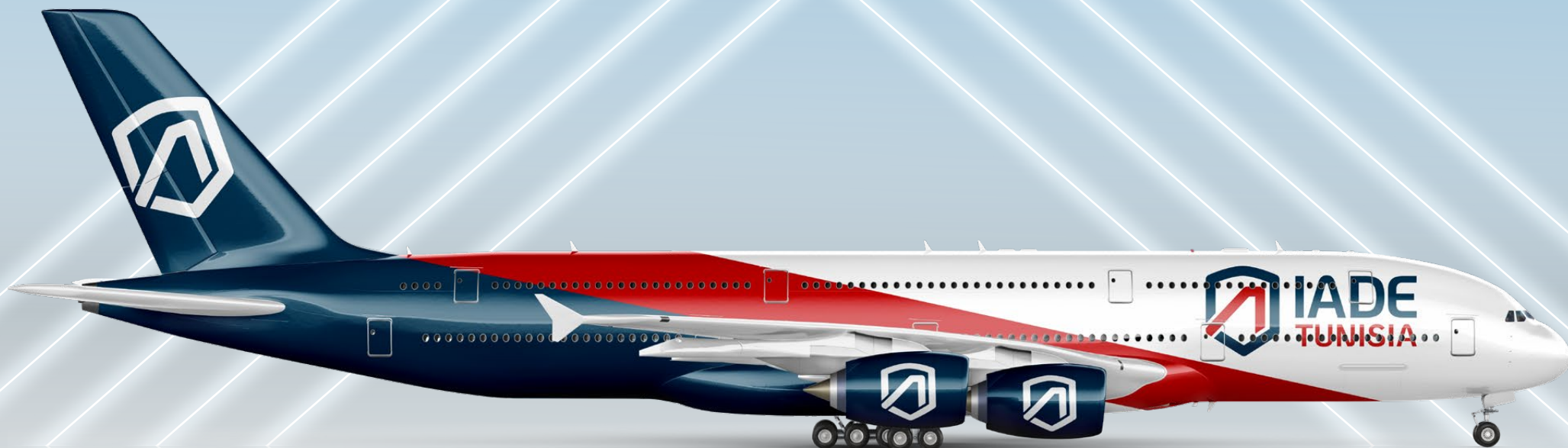
Chalet of 100 sqm fully equipped



Aircraft display

OUTDOOR EXHIBITING

2 Aircraft: 1 Passenger - 1 Cargo



If the sponsor is an **Airline company**

Possibility to display 2 aircraft:

1 passenger and 1 Cargo

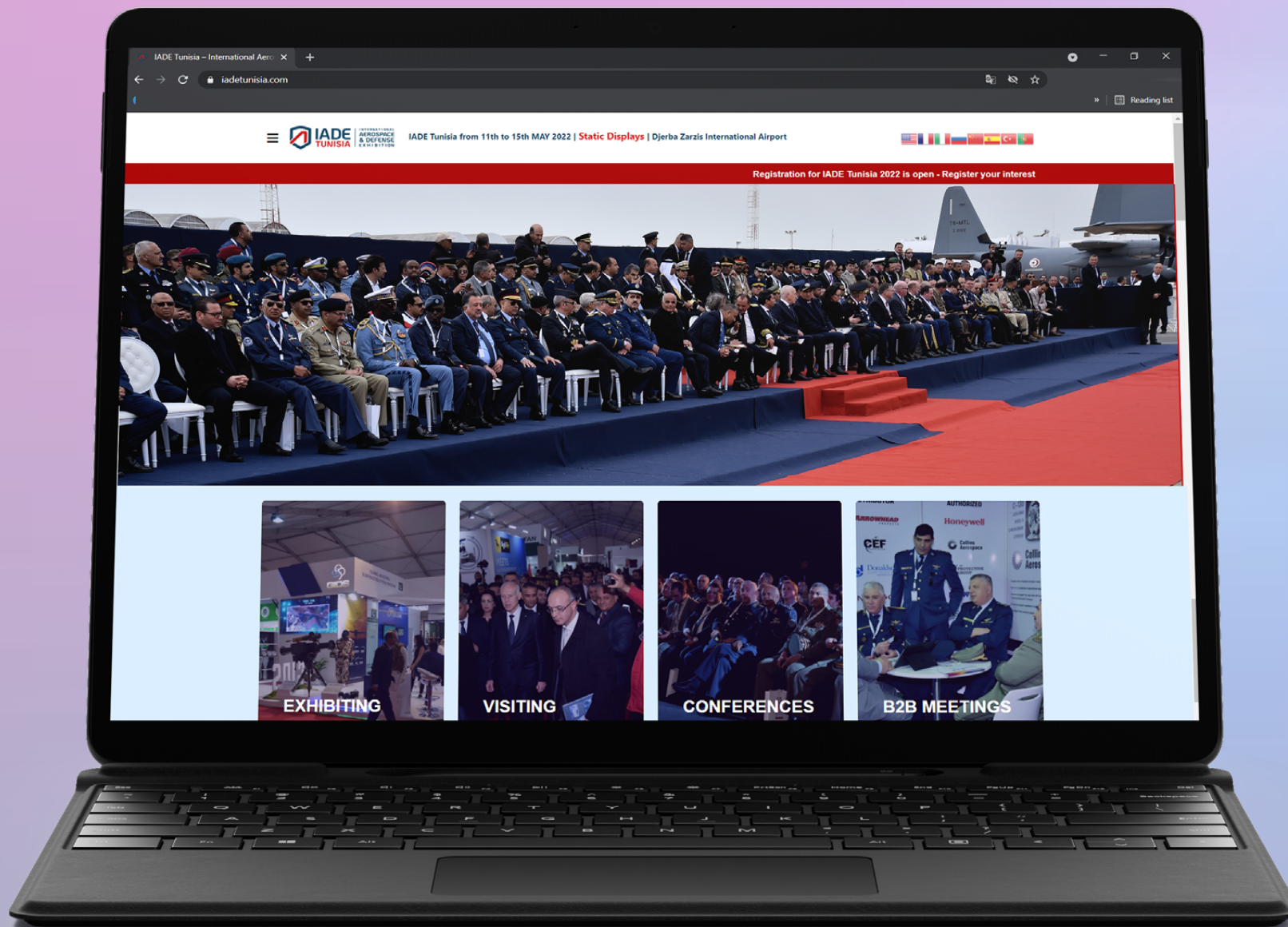
AIRCRAFT DISPLAY

Welcome Gift
G. PUBLIC VISITORS

FREE GIFTS DURING
GENERAL PUBLIC DAYS
**BRANDED
GIVEAWAYS**

2000
GIFTS



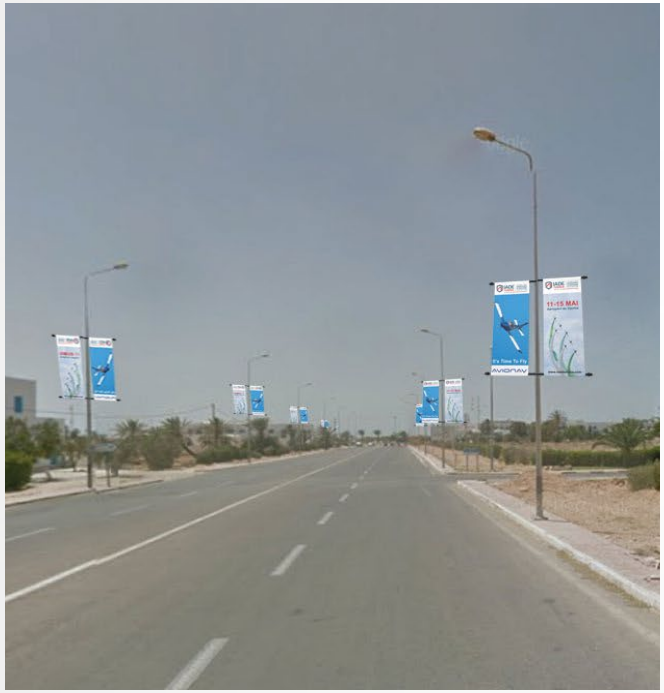


Websites Display Advertising

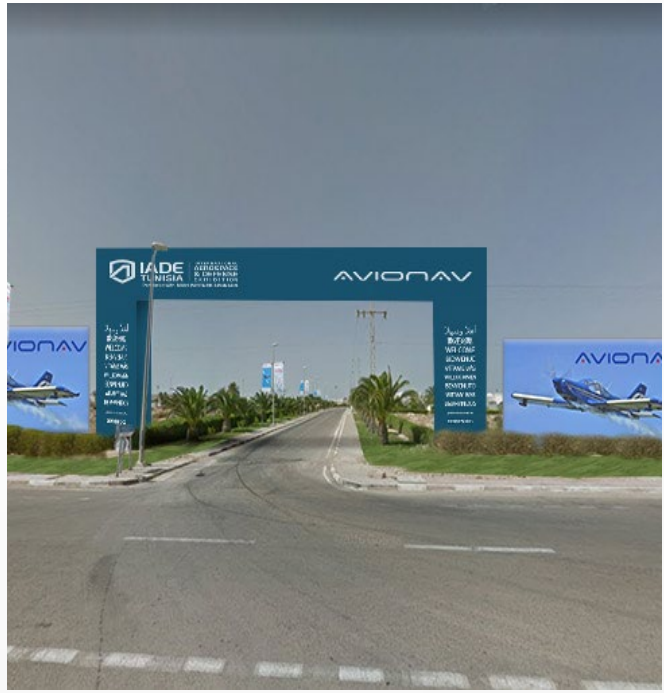
IADE website | B2B Meetings platform | Tickets sale

Run an exclusive, high-impact banner ad on the homepage and/or throughout the website to raise the number of impressions and build brand awareness. Standard and custom sizes available.

50 kakemonos - Airport access road
Dimensions: 0.82m (W) x 2m (H)



2 Big Static banners - Beside main entrance arch
Dimensions: 6m (W) x 3m (H)



Logo in every registration area entrance arch



Photo taken on general public day

1 LARGE BANNER | RIGHT WALL
Dimensions: 6m (W) x 4m (H)



1 static banner inside registration zone
Dimensions: 3m (W) x 3m (H)



1 Advertising video - Left side registration desk
Dimensions: 6m (W) x 3m (H)



1 Big static banner - Back side entrance
Dimensions: 6m (W) x 4m (H)



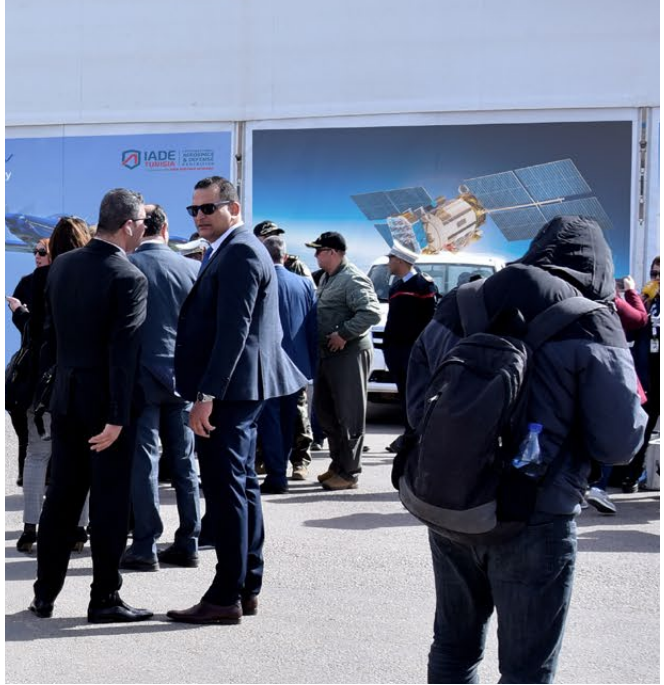
50 Branded Control Barriers left the walkway
Dimensions: 2m (W) x 1m (H)



10 Flags right the walkway
Dimensions: 1m (W) x 2.5m (H)



1 Static banner - Hall main entrance
Dimensions: 5m (W) x 4m (H)



Branded Airshow's podium
Dimensions: 12m (W) x 2.5m (H)



3 Tilted Cubes
Dimensions: 1.5m (W) x 1.5m (H)



10 Vinyl Ceiling Banner (double-sided)
Dimensions: 2.5m (W) x 1.5m (H)



Branded Static Floorplan
Dimensions: 2m (W) x 2.5m (H)



Logo - Conference promotional items



Branded wall - PRESS Center



Branded wall - VIP Lounge



Sponsor Logo - TV Studio





BRANDED VEHICLE

**GUEST TRANSPORTATION
CARS | BUS | TAXI GOLF CARS**
Get your brand moving amongst the airport,
hotels and the show.





VIP | OFFICIAL DELEGATION | EXHIBITORS

Your company logo prominently displayed will ensure your company maximum visibility to all VIP, Official delegations and exhibitors.



Branded Badge

Ensures your company receives maximum visibility

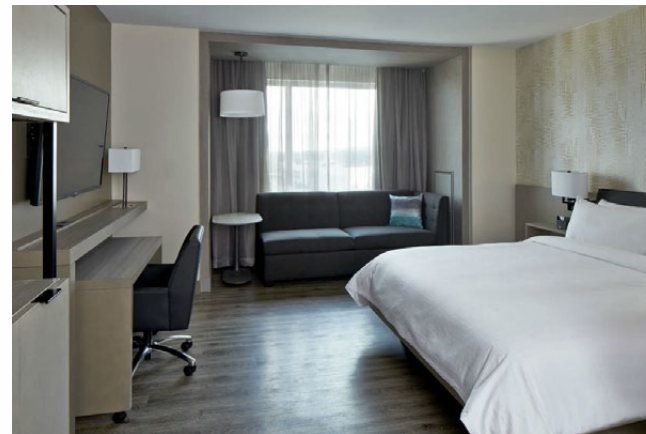
Partner sponsor logo (ONLY) will be printed on backside of every VIP, Official delegations and exhibitors badge



VIP Giveaways

Make sure your brand is in front of everyone

Sponsor can provide item and IADE Tunisia provide staff to distribute items.



Branded welcome message

Welcome note in hotel room - VIP Guest

A personalised welcome letter is printed and kept on the guest room to greet and welcome the guest to the hotel.



B2B Meetings platform

Targeted Banner Advertising

Partner sponsor name, logo and banners will be displayed on the B2B Meetings platform



Stay in the spotlight!
Sponsor logo on 1st place



IADE
TUNISIA

INTERNATIONAL
AEROSPACE
& DEFENSE
EXHIBITION

Organised By

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 **Chalfouh**
Enhancing global trade

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