

ADVERTISING & SPONSORSHIP



**IADE
TUNISIA**

INTERNATIONAL
AEROSPACE
& DEFENSE
EXHIBITION

11 - 15 MAY 2022

DJERBA-ZARZIS



AEROSPACE



DEFENCE

SPONSORSHIP OPPORTUNITIES

WHY 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.

CHOOSE YOUR PACKAGE OR CUSTOM-MADE FORMULA

Partner Sponsor

Strategic Sponsors

Promotion Options

Our team is at your disposal to advise and to accompany you in order to best meet your needs and to find the best formula for your communication strategy.

Of course there are several other options available, such as: Lanyards, press center, TV Lounge, B2B area, visitors' bags.... Custom-made services can also be offered to you according to your goals





Partner Sponsor

Maximise Your Visibility

Privileged Sponsorship

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

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.



If you require any further information, feel free to contact us

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
- Exhibitor's Badges
- Visitor's Badges
- Outdoor advertising

Participating

Business Chalet 100m² + 50m² terrace (space only)

Stand (space only)

Golf kart: will be available for private use.

Advertising

- An outside back cover in the Show Guide
- An inside 1st cover in the Show Guide
- An inside back cover in the Show Guide
- A full Ad page in the Show Guide
- The company profile in Show Guide (60 words)
- Sponsor welcome editorial in Show Guide (250 words)
- 1 Static banner - Hall main entrance
- 1 Static banner - Registration Area entrance
- 1 Static banner - Inside Registration Area
- An advertising on the registration area LED screen
- Branded Pedestrian Control Barriers
- Outdoor Kakemono
- Exhibiting Hall Vinyl Ceiling Banner (double-sided)

Invitations

- Gala Dinner Tickets
- Trade Visitor Tickets
- Public Day Tickets

HEADLINE SPONSOR

- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

✓
100m²
3

- ✓
-
-
-
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- 40
- 100
- ✓

30
300
100

400 000 €
*Including taxes

PREMIUM SPONSOR

- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

✓
64m²
2

-
- ✓
-
-
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- 30
- 50
- ✓

20
200
50

250 000 €
*Including taxes

GOLD SPONSOR

- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

-
50m²
1

-
-
- ✓
-
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- 20
-
- ✓

15
150
25

150 000 €
*Including taxes

SILVER SPONSOR

- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

-
42m²
1

-
-
-
- 2
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- 10
-
- ✓

10
100
15

100 000 €
*Including taxes

BRONZE SPONSOR

- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

-
24m²
-

-
-
-
- 1
- ✓
- ✓
-
-
-
- ✓
-
-
-

5
50
10

60 000 €
*Including taxes

Make your brand **CLEAR**
Welcome Gift

BRANDED GIVEAWAYS

BRANDED CAP

SET OF 1000 10 000 €

*Including taxes

BRANDED TEE SHIRT

SET OF 1000 15 000 €

*Including taxes

BRANDED SWEATSHIRT

SET OF 1000 15 000 €

*Including taxes

BRANDED KEY HOLDER (remove before flight)

SET OF 2000 10 000 €

*Including taxes

PACK L

1000 key holder + 500 cap + 500 Teeshirt

SET OF 1 18 000 €

*Including taxes

PACK XL

2000 key holder + 1000 cap + 1000 Teeshirt

SET OF 1 30 000 €

*Including taxes





KAKEMONOS OR LAMPPOST BANNERS

Dimensions: 1m (W) x 2.5m (H)

Opposite main entrance

SET OF
50

50 000 €

*Including taxes



FREE-STANDING CUBE

Dimensions: 2m (W) x 2.5m (H)

Your brand will be visible at the entrance.

SET OF
3

10 000 €

*Including taxes



50 FLAGS: ACCESS ROAD & PARKING

Dimensions: 1m (W) x 2m (H)

This is a great way to be seen by all attendees.

SET OF
50

50 000 €

*Including taxes



BRANDED CONTROL BARRIERS

Dimensions: 2m (W) x 1m (H)

Place your brand with this effective solution..

SET OF
50

22 000 €

*Including taxes



VISITOR BADGES & LANYARDS

Your brand will be visible by all attendees

35 000 €

*Including taxes



HANDLED FLOORPLAN

Dimensions: A3

ALL visitors will be given a floorplan

20 000 €

*Including taxes



DELEGATIONS PROGRAM

Your brand will be visible by all VIP & Delegations

20 000 €

*Including taxes



GENERAL PUBLIC TICKETS

Your brand will be visible at the entrance.

**SET OF
50 000**

25 000 €

*Including taxes

ENTRANCE ARCH

Dimensions: 18m (W) x 8m (H)

Ensure that every visitor will see your brand.

49 000 €

*Including taxes

ENTRANCE SIDE BANNERS

Dimensions: 6m (W) x 3m (H)

Ensure that every visitor will see your brand.

**SET OF
4**

24 000 €

*Including taxes

EXIT ARCH

Dimensions: 18m (W) x 8m (H)

Ensure that every visitor will see your brand.

49 000 €

*Including taxes

PARKING ARCH

Dimensions: 18m (W) x 8m (H)

Ensure that every visitor will see your brand.

49 000 €

*Including taxes

KAKEMONOS ALONG AIRPORT ROAD

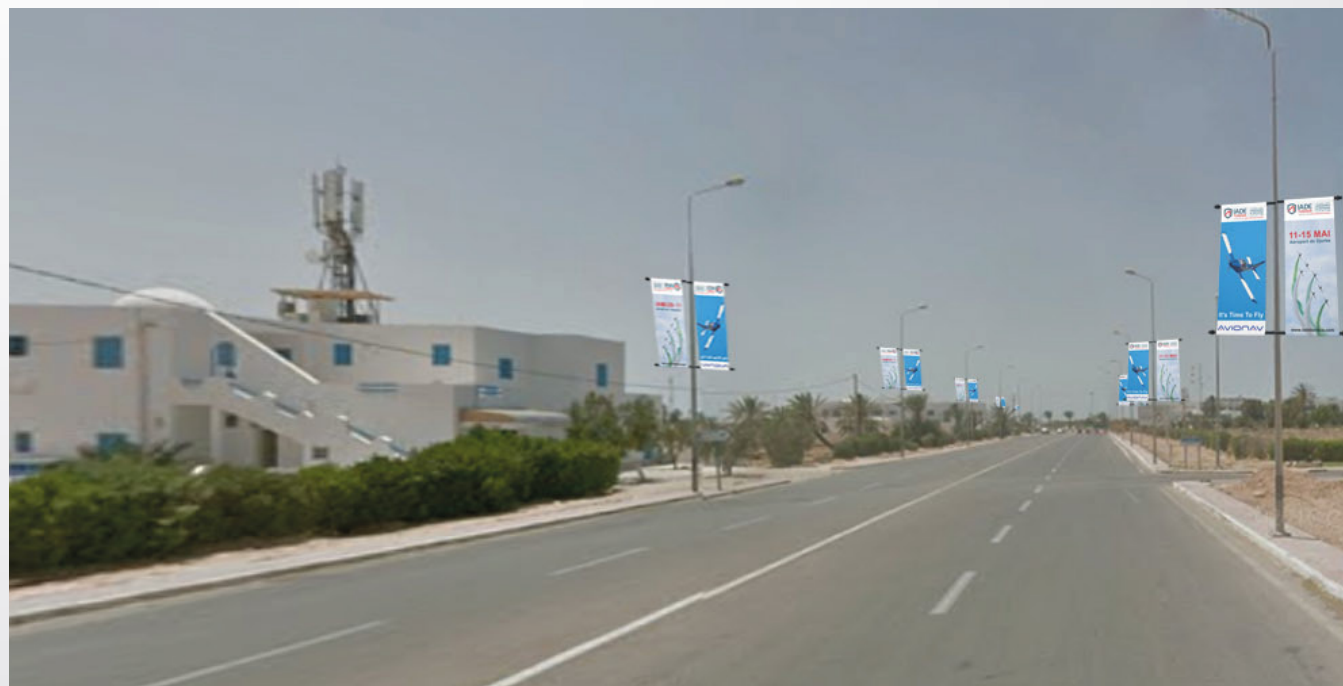
Dimensions: 0.82m (W) x 2m (H)

This is a great way to be seen by all attendees.

**SET OF
50**

35 000 €

*Including taxes



Make your brand CLEAR PRINCIPAL ENTRANCE

**2 BANNERS NEXT TO THE ENTRANCE
+ LOGO ON ENTRANCE ARCH**

Dimensions: 6m (W) x 4m (H)

This is a great way to be seen by all attendees.

25 000 €

*Including taxes



Put your message in front of every attendee who enters the show with this promotion options.

LARGE BANNER | LEFT WALL

Dimensions: 3m (W) x 3m (H)

A great way to be seen by all attendees.

15 000 €

*Including taxes



LARGE BANNER | RIGHT WALL

Dimensions: 6m (W) x 4m (H)

This banner is highly visible on arrival

SET OF
1

20 000 €

*Including taxes

or Full branded wall (3 Banners: 18mx4m)

SET OF
3

40 000 €

*Including taxes



Put your message in front of every attendee who enters the show with this promotion options.

BRANDED REGISTRATION DESK

Dimensions: 6m (W) x 1.5m (H)

BANNER BEHIND BADGING DESK

Dimensions: 6m (W) x 4m (H)

A great way to be seen by all attendees.

39 000 €
*Including taxes



Put your message in front of every attendee who enters the show with this promotion options.

BANNERS BETWEEN DOORS

Dimensions: 3m (W) x 3m (H)

A great way to be seen by all attendees.

15 000 €

*Including taxes



LARGE LED DISPLAY | LEFT WALL

Dimensions: 5m (W) x 3m (H)

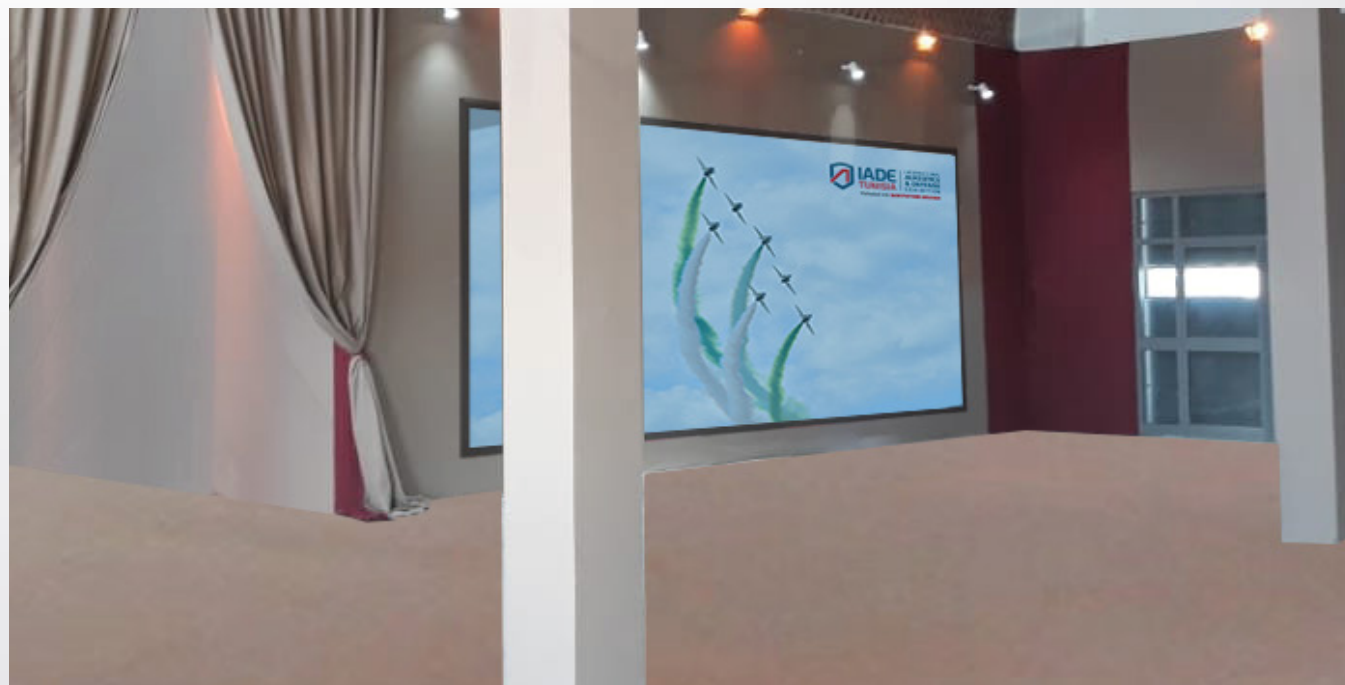
A great way to be seen by all attendees.

AS FROM

4 800 €

*Including taxes

Check availability with the production team



Put your message in front of every attendee who enters the show with this promotion options.



4 SIDES TOWER BANNER

Dimensions: 2m (W) x 5m (H)

Your brand will be visible at the entrance.

SET OF
4 SIDE

15 000 €

*Including taxes

PEDESTRIAN CONTROL BARRIERS

Dimensions: 2m (W) x 1m (H)

Place your brand with this effective solution

SET OF
30

22 500 €

*Including taxes

FREE-STANDING CUBE TV TOWER

Dimensions: 2m (W) x 2m (H)

Your brand will be visible at the entrance.

SET OF
1

9 000 €

*Including taxes

STATIC & DYNAMIC DISPLAYS

Undoubtedly, the stars of the show are the flying aircraft that take centre stage to deliver an electrifying mix of displays both in the air and on the ground.

Flying Display: A wide range of diversified aircrafts will be lighting up the skies. From vintage to fast jets and aerobatics to large commercial airliners, all of which showcase the latest in innovation and technology.

Static Displays: visitors by showing your aircraft, vehicle or telecommunications material on the ground with the spectacular outdoor static and equipment area.



OLD AIR TRAFFIC C.TOWER BANNER

Dimensions: 5m (W) x 15m (H)

Your brand will be visible at the open space.

SET OF
1

35 000 €

*Including taxes



FREE-STANDING CUBE SMALL

Dimensions: 1.5m (W) x 1.5m (H)

Your brand will be visible at the entrance.

SET OF
3

15 000 €

*Including taxes



GUEST TRANSPORTATION

CARS | BUS

Get your brand moving amongst the airport, hotels and the show.

QUANTITY
5

10 000 €

*Including taxes



TAXI GOLF CARS

SET OF 5 buggies

Get your brand moving amongst the crowded chalet and static line

SET OF
5

12 500 €

*Including taxes



BANNER BACK SIDE ENTRANCE

Dimensions: 6m (W) x 4m (H)

Your brand will be visible at the registration area exit.

SET OF
1

10 000 €

*Including taxes

BANNER BACK SIDE ENTRANCE

Dimensions: 7m (W) x 6m (H)

Ensure that every visitor will see your brand in open area.

SET OF
1

12 000 €

*Including taxes



HALL STATIC BANNER

Dimensions: 5m (W) x 4m (H)

Your brand will be visible at the Hall entrance.

SET OF
1

10 000 €

*Including taxes



CONFERENCE

IADE Tunisia is divided into three major zones: Civil Aviation, Defence & Space. Each zone has a seminars program dedicated to the challenges of that particular domain, running a series of panels throughout the first three days of the show.

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

- Conference program
- On both sides of the stage
- Entrance to the conference room
- Distribute flyers and giveaways: Pens, Notbook, Flash Drive, messenger bags

CONFERENCE SUPPORTER

Give your company the opportunity to be associated as an industry leader with branding on all our collateral pieces, relevant signage and visitor marketing communications.

 **25 000 €**

*Including taxes



DINNER GALA DELEGATION

GALA DINNER SPONSORSHIP
A fantastic way to showcase your brand.

50 000 €

*Including taxes

The Exhibitors Party & Gala Dinner are organised by IADE Tunisia and are by invitation only
Your brand will be displayed on Invitations and welcome sign on every table...



EXHIBITORS PARTY

EXHIBITORS PARTY SPONSOR
A fantastic way to showcase your brand.

30 000 €

*Including taxes

Make your brand CLEAR DEDICATED SPACES

B2B MEETINGS AREA

Branded walls

20 000 €

*Including taxes

MEDIA CENTER

Branded walls

20 000 €

*Including taxes

VIP LOUNGE

Branded walls

20 000 €

*Including taxes

TV STUDIO

Panels include logos behind the speakers

5 000 €

*Including taxes

Put your message in front of every attendee who enters the show with this promotion options.



Make your brand **CLEAR**
WATER SPONSOR



WATER BOTTLE SPONSORSHIP
All water bottle will be distributed for free
during the professional days

SET OF
50 000

25 000 €

*Including taxes

Make your brand
CLEAR
even from **HERE!**



IDEAL
TUNING



IADE
TUNISIA

INTERNATIONAL
AEROSPACE
& DEFENSE
EXHIBITION

Organised By

IADE

Consulting Partner



Head office

16 rue Attarchia Ariana Supérieur 2080 Tunis, Tunisia

Phone : +216 55 023 000

Fax : +216 71 706 807

+216 52 88 84 38

+216 55 02 30 00

www.iadetunisia.com