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D S E I
J A P A N

**JAPAN'S ONLY FULLY INTEGRATED
DEFENCE EVENT**

**21 - 23 MAY 2025,
MAKUHARI MESSE**

www.dsei-japan.com

SPONSORSHIP OPTIONS

Silver Sponsor



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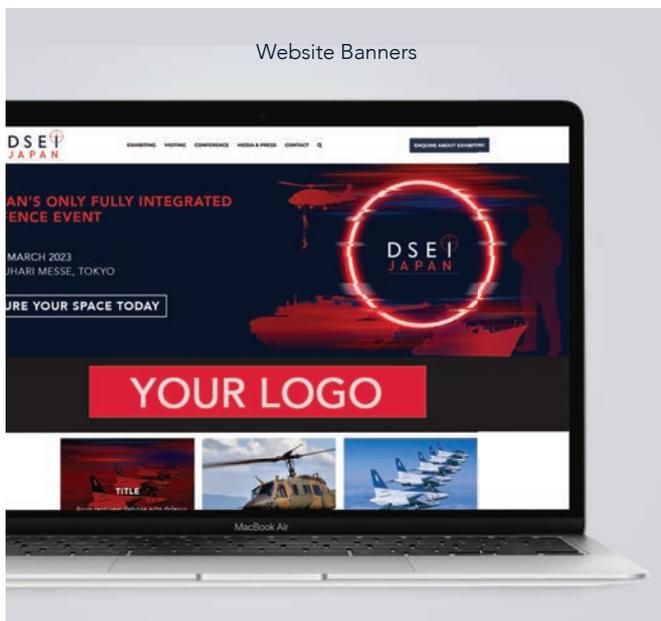
You have booked your stand – but so has every other exhibitor. How will you ensure that you stand out from the crowd and be remembered by every visitor that attends DSEI Japan? You can easily raise your profile with one of our cost-effective additional sponsorship opportunities, starting from \$250.

DIGITAL SPONSORSHIP OPPORTUNITIES

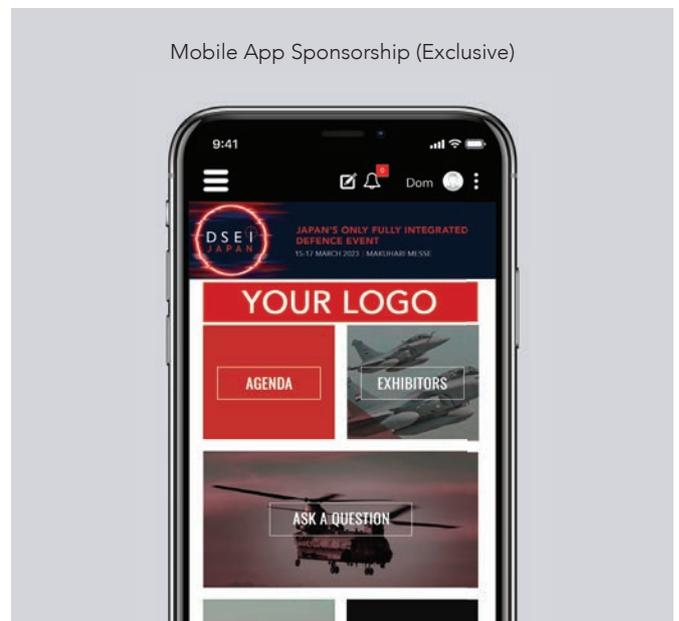
Online Registration Sponsor	\$5,000	Exclusive
Website Banners *	\$500 - \$1000 <i>per month</i>	3 companies
Visitor Email Sponsorship	\$2,000 <i>per email</i>	1 company per email
Enhanced Exhibitor Listing	\$250	Unlimited

**Price dependant of month of usage*

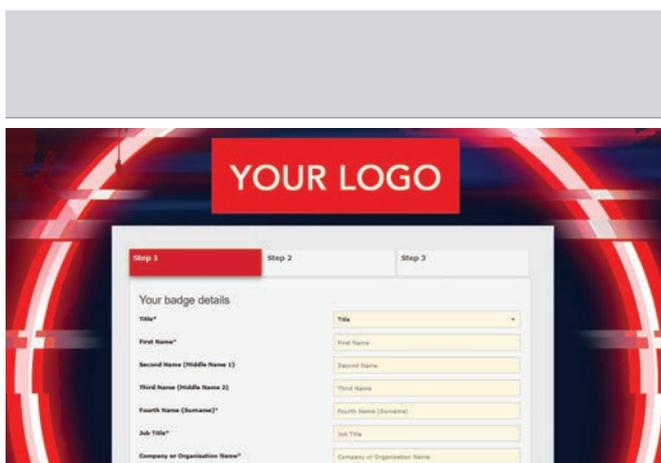
Website Banners



Mobile App Sponsorship (Exclusive)



YOUR LOGO



Online Registration Sponsor



Visitor Email Sponsorship

ONSITE SPONSORSHIP OPPORTUNITIES

Lanyards ¹		\$25,000
VIP Bags(700 VIP's) ²		\$17,500
Visitor Bags(12,000 people) ²		\$15,000
Badges	SOLD	\$15,000
Registration & Entrance		\$25,000
Branding on Entrance Stairs each stairway (x 3)		\$10,000
Show Guide Dump Bins Sponsor		\$5,000
Delegation Lounge	SOLD	\$25,000
Delegation & VIP Catering Area		\$20,000
Floor Tiles X 2		\$3,000
Feature Areas		POA
Logo on Show Guide Floor Plan (including YAH board if we have one) – 5 available		\$1000

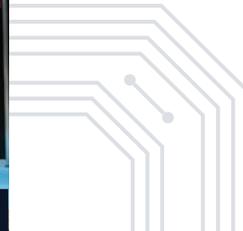


¹excluding production ²excluding production and stuffing





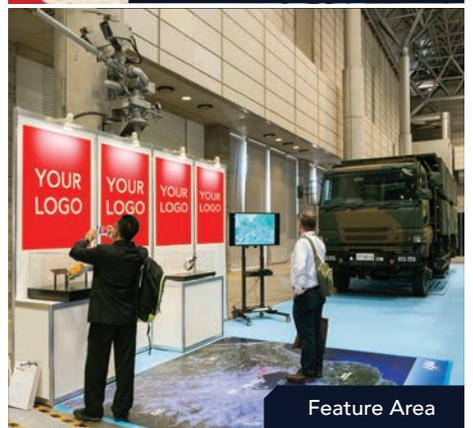
Delegation Lounge Sponsor



Logo on Show Guide Floor Plan



Delegation Lunch Sponsor



Feature Area



Floor Tiles



Feature Area

CONFERENCE SPONSORSHIP OPPORTUNITIES

The DSEI Japan Conference examines the key issues faced by the Indo-Pacific region to promote stabilisation and cooperation between nations, and also allows leading figures in Japan's military and defence industry to present and discuss their requirements and ambitions with the international defence community in an open forum.

In 2019, the conference welcomed over 1,300 high-level attendees.

<p>Conference Headline Sponsor</p> <ul style="list-style-type: none"> - 1 x Seminar theatre leadership session - 10 key note ticket passes - 1 x seat drop each day - Branding as 'Headline Sponsor' in theatres for duration - Branding as 'Conference Headline Sponsor' on website - 10 key note ticket passes 	\$50,000	Exclusive
<p>Seminar Thought Leadership Session¹ (60mins + 30mins networking)</p> <ul style="list-style-type: none"> - Choice of topic and format - Attendee invitation assistance - Space for post-session networking 	\$15,000	Limited
<p>Seminar Panel Session² (30mins)</p> <ul style="list-style-type: none"> - Choice of topic and format - Attendee invitation assistance 	\$7,500	Limited

¹ requires approval from conference producer

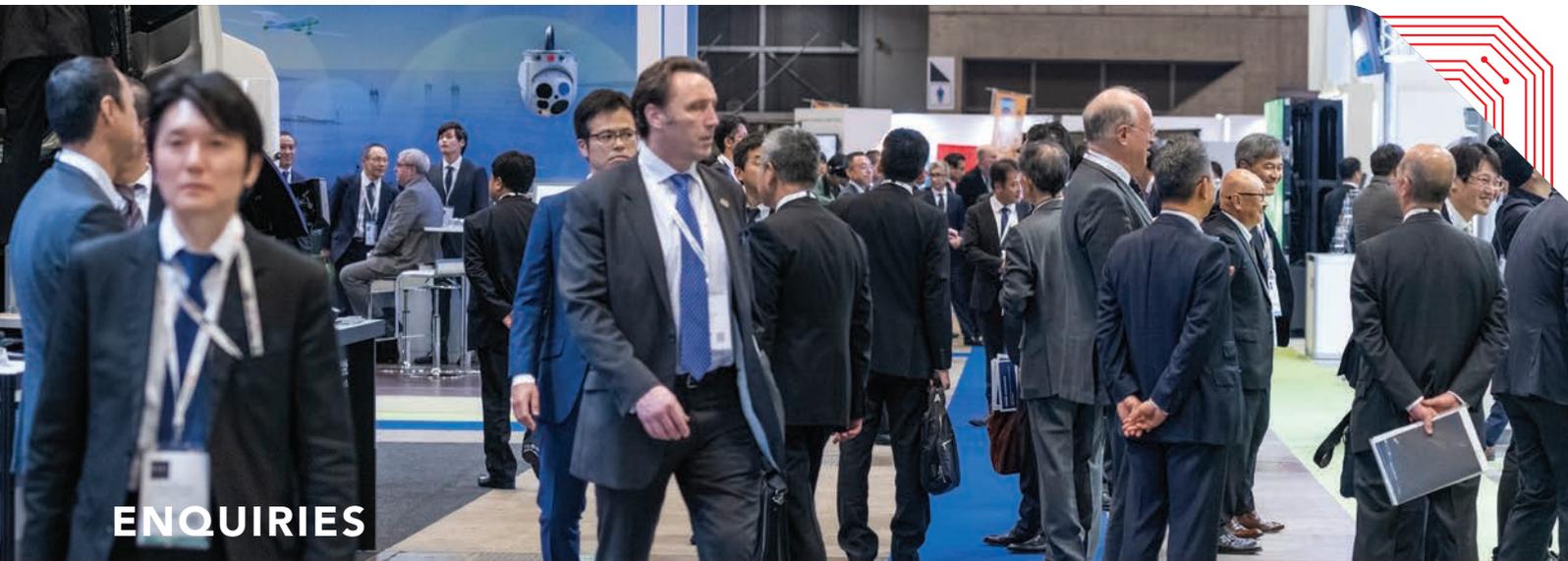
² Organised by sponsor including moderator, theme to be approved by DSEI Japan content team.



PREMIUM SPONSORSHIP PACKAGES

	HEADLINE SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	EXHIBITOR
Exclusive	✓					
Branding on all general online collateral	✓	✓	✓	✓	✓	
Branding on all general printed collateral	✓	✓	✓	✓	✓	
Branding on all general onsite signage	✓	✓	✓	✓	✓	
Speaking / moderator slot in Conference ¹	✓	✓				
Panel member slot in Conference ¹	✓		✓			
Dedicated e-blast to database pre-show	✓	✓	✓	✓		
Dedicated e-blast to database post-show	✓	✓	✓	✓	✓	
Exhibition Booth						✓
TOTAL COST	\$150,000	\$75,000	\$50,000	\$25,000	\$15,000	\$825/\$925 per sqm

¹ requires approval from conference producer



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