



9 - 12 Sept 2025
Excel - London

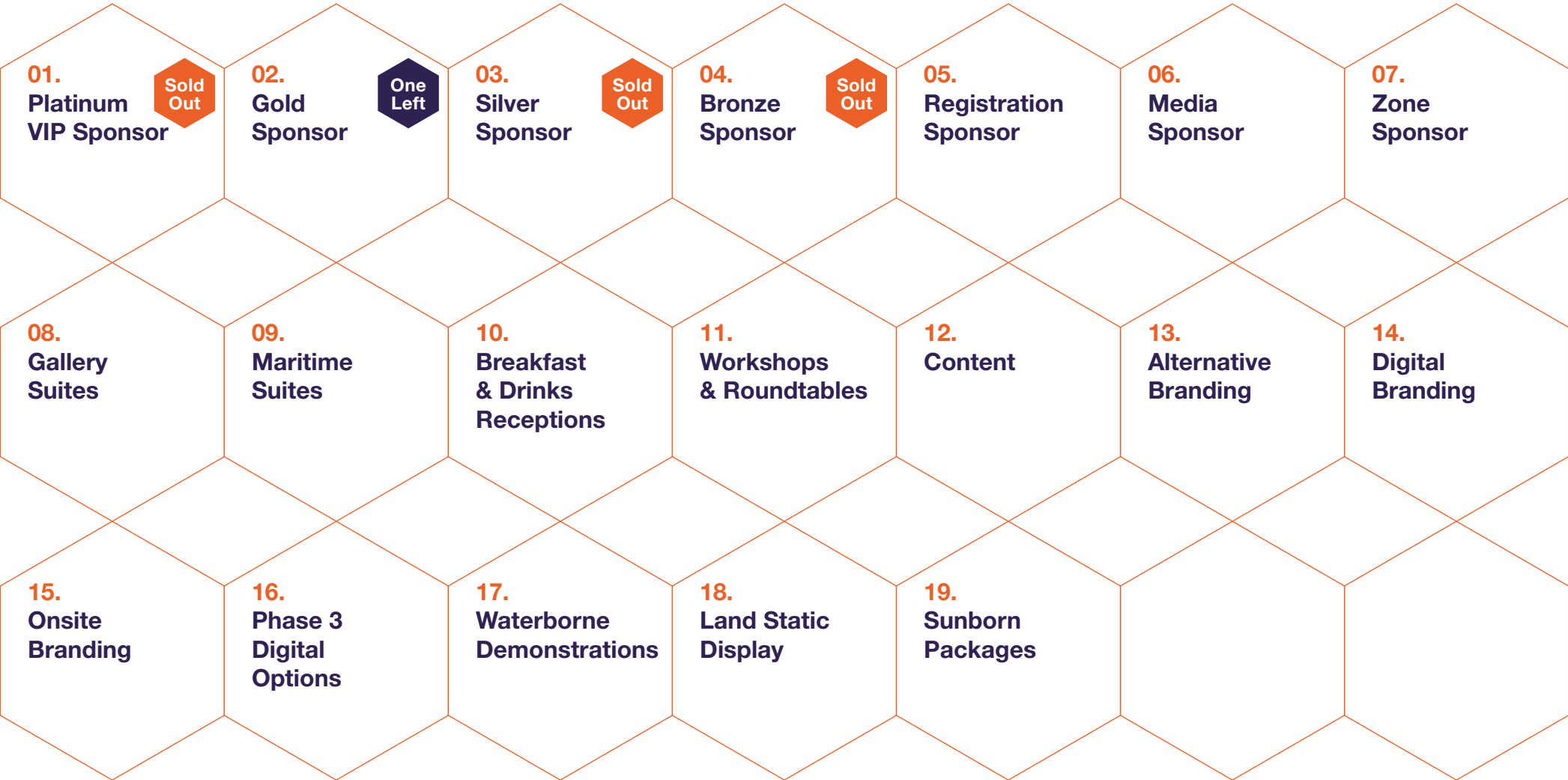
Sponsorship Opportunities



Contents

Work with us to elevate your brand at DSEI UK 2025.

From digital branding to speaking slots, and branding of entire Zones, choose from the variety of opportunities available to you to enhance your experience with our attendees.



01. Platinum VIP Sponsor

Exclusive

The most exclusive and all encompassing package.

Including pre- and at- event exposure with content, shared across multiple channels to our audiences, and branding rights across all VIP Delegate experiences.



Package includes:

Digital

- Content included in 3x emails to the DSEI UK database – thought leadership based content
- 1x email to DSEI UK database promoting your company as Platinum Sponsor – thought leadership based content
- 3x LinkedIn posts – thought leadership based content
- 5x thought leadership articles in the News section on the website
- Logo on visitor promotion emails
- Logo on home page
- Logo recognition on each page of website
- Extended profile

Physical

- VIP Area Sponsorship
- VIP Gold Lanyards
- VIP Drinks Headline Sponsor
- Option to place gift in VIP escort vehicles
- Branded t-shirt for delegation tour guides
- 1x advert across 3 digital hanging banners
- 2x speaking slots (panel)
- 1x flag at the West Entrance
- Physical logo and branding at all VIP entrances and VIP Lounge
- Headline spot on 'Thank you to our Sponsors' signage
- Highlighted stand location on onsite floorplan

Printed

- Company logo, with the words 'Platinum VIP Sponsor', on the Contents page of the Official Event Guide
- Company logo, with the words 'Platinum VIP Sponsor', at the top of the Sponsors page of the Official Event Guide

Sold Out



*We will design the Sponsor page to run across 2 pages, rather than one. The first page will feature Platinum, Gold, Silver and Bronze Sponsors and the second will feature the other sponsors (i.e. Forum Sponsors, etc.)

DSEI UK Sponsorship Opportunities 2025



02. Gold Sponsor

Max 3
Sponsors



Gold Sponsorship is a fantastic opportunity to showcase your brand pre- and at-event.

Giving you access to all the areas of the event to get you in front of the people you need.



Package includes:

Digital

- Content included in 1x email to your specific zone – thought leadership based content
- 2x email to DSEI UK database promoting your company as Gold Sponsor – thought leadership based content
- 3x LinkedIn posts – thought leadership based content
- 5x thought leadership articles in the News section on the website
- Logo on visitor promotion emails
- Logo on webpage highlighted as Gold Sponsor

Physical

- 1x advert across 3 digital hanging banners
- 1x hall entry banner highlighting Gold Sponsor
- 1x flag at West Entrance
- 1x speaking slot (panel)
- 1x speaking slot (individual)
- Prominent spot on 'Thank you to our Sponsors' signage
- Highlighted stand location on the onsite floorplan
- Logo on general signage
- 5x VIP Party invites

Printed

- Company logo, with the words 'Gold Sponsor', on the Sponsors page of the Official Event Guide

£95,000

03. Silver Sponsor

Max 5
Sponsors

Get your most powerful messages across by becoming a Silver Sponsor at DSEI UK.

Utilising each of our available channels, ramp up interest pre-event and enhance your at-event activation.



Package includes:

Digital

- Content included in 1x emails to the specific zone – thought leadership based content
- 1x email to the specific zone promoting your company as Silver Sponsor – thought leadership based content
- 2x LinkedIn posts – thought leadership based content
- 5x thought leadership articles in the News section on the website
- Logo on footer of 3x selected visitor promotion emails
- Logo on webpage highlighted as Silver Sponsor

Physical

- 2x advert across 1 digital hanging banner
- 1x hall entry banner highlighting Silver Sponsor
- 2x speaking slot (panel)
- Prominent spot on 'Thank you to our Sponsors' signage
- Highlighted stand location on the onsite floorplan
- Logo on general signage
- 4x VIP Party invites

Printed

- Company logo, with the words 'Silver Sponsor', on the Sponsors page of the Official Event Guide

Sold Out

04. Bronze Sponsor

Max 8
Sponsors

Become a Bronze Sponsor at DSEI UK to get your brand noticed at key points throughout the campaign. Not forgetting opportunities to stay front-of-mind whilst onsite.



Package includes:

Digital

- Content included in 2x emails to the specific zone – thought leadership based content
- 1x LinkedIn posts – thought leadership based content
- 5x thought leadership articles in the News section on the website
- Logo on footer of 1x selected visitor promotion email
- Logo on webpage highlighted as Bronze Sponsor

Physical

- 1x panel session slot
- Prominent spot on 'Thank you to our Sponsors' signage
- Highlighted stand location on onsite floorplan
- Logo on general signage
- 1x floor tile
- 3x VIP Party invites

Printed

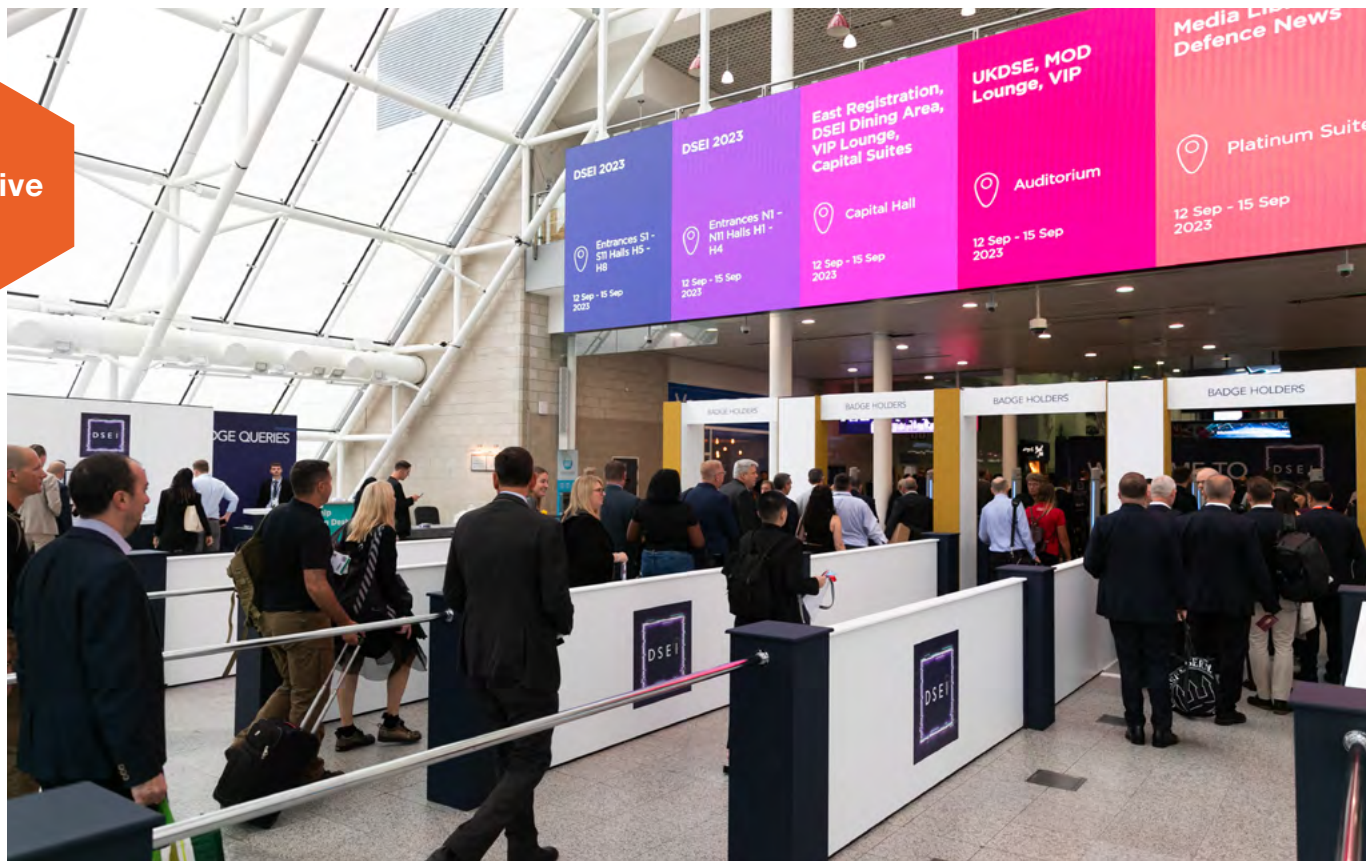
- Company logo, with the words 'Bronze Sponsor', on the Sponsors page of the Official Event Guide

Sold Out

05. Registration Sponsor

Exclusive

From point of registration, to their first steps through the DSEI UK door, buyers, sellers, and VIPs will see your brand front and centre.



Package includes:

Digital

- 2x email to DSEI UK database promoting your company as Registration Sponsor – thought leadership based content
- 1x LinkedIn post to announce sponsorship
- Extended profile
- Logo on registration emails
- Logo on the sponsors web page
- Logo on the registration information web page

Physical

- Registration area sponsorship at East and West Entrances
- Exclusive sponsorship of West Entrance digital screen
- 1x advert across 3 digital hanging banners
- 1x flag at West Entrance
- Physical branding across registration areas
- Headline spot on 'Thank you to our Sponsors' signage
- Highlighted stand location on onsite floorplan

Printed

- Company logo, with the words 'Registration Sponsor', on the Sponsors page of the Official Event Guide

£120,000

06. Media Sponsor

Exclusive

Have your brand seen by some of the most important voices in the industry.

Catch their eyes at registration, in the months up to DSEI UK, and through exclusive opportunities at the Media Centre.



Package includes:

Digital

- Logo on automated holding and approved media emails
- 2x email to DSEI UK database promoting your company as Media Sponsor – thought leadership based content
- 1x LinkedIn post to announce sponsorship
- Extended profile
- Dedicated press release
- Logo on Media invites
- Logo on the Sponsors web page
- Logo on media registration page

Physical

- Sponsorship of pre-show media briefing
- Platinum suite / Media Centre wrap around
- Media Centre host in branded t-shirt
- Logo on welcome desk within the Media Centre
- Logo on signage within the Media Centre
- Logo on media lanyards
- 1x advert across 3 digital hanging banners
- 1x flag at West Entrance
- Headline spot on 'Thank you to our Sponsors' signage
- Highlighted stand location on onsite floorplan

Printed

- Company logo, with the words 'Media Sponsor', on the Sponsors page of the Official Event Guide

£95,000

07. Zone Sponsor

Exclusive

Seize the opportunity to become a sponsor of your specific Zone at DSEI UK.

Your branding will be prominently featured in all marketing materials and communications related to your chosen zone. Available zones include: Naval, Aerospace, Land, Manufacturing, Medical, Space, and Tech.



Package includes:

Digital

- Content included in 3x emails to the specific zone – thought leadership based content
- 1x LinkedIn post to announce sponsorship
- Mention in all social promotion relevant to Zone
- Extended profile
- Logo on the Zone web page
- Logo on Sponsors page
- Logo recognition on media

Physical

- Hall entrance banner for sponsored Zone
- Logo on all signage relating to the sponsored Zone
- 1x advert across 1 digital hanging banner
- Logo on 'Thank you to our Sponsors' signage
- Highlighted stand location on onsite floorplan
- 1x panel slot
- 2x floor tile within sponsored Zone
- Promoted Networking Hour (drinks must be acquired separately)

Printed

- Company logo highlighted as Zone Sponsor on relevant pages of the Official Event Guide and Official Route Planner

£45,000

08. Gallery Suites

Gallery Suites offer your company the chance to increase networking opportunities and entertain privately in your own space.



Early bird rate
DSEI UK 2023 onsite rebook rate only

Standard rate
From 15th September 2023

North Small	£22,500	£25,000
North Large	£30,000	£35,000
South Small	£25,000	£27,500
South Large	£35,000	£40,000
South Extra Large	£55,000	£60,000

North Gallery Suites
3 Remaining

South Gallery Suites
2 Remaining

*all South Gallery Suites have balconies



09. Maritime Suites

The Maritime Suites are a premium hospitality option for companies wishing to have a private area to host meetings, networking and presentations, as well as including an informal lounge area to entertain guests.

NEW for 2025

The Maritime Suites will feature a concierge desk situated on the show floor, ensuring your clients can find your location easily.

Package details:

- Dedicated branding
- Dedicated AV
- Personal host
- 5x VIP passes
- Stylish construction
- Soundproof
- Furniture package
- Daily refreshments



Final look and feel of the Maritime Suites will be provided closer to the event.

“...the Maritime Suites provided everything that we needed to have a successful experience at DSEI UK.”

£55,000

10. Breakfast & Drinks Receptions

Breakfast and Drinks Receptions offer the chance to extend your networking opportunities and entertain privately in your own space.

Features	Rates
Breakfast x 50 people	£12,500
Breakfast x 100 people	£21,500
Drinks x 50 people	£12,500
Drinks x 100 people	£21,500

* All the above come catered and with furniture.
Full details provided upon enquiry



11.

Workshops & Roundtables

With our Workshops and Roundtable opportunities, you can gather the right people to test your theories, discuss pressing topics and more.



£30,000

Roundtables

- 10-15 attendees who are screened, qualified, and personally invited by the DSEI UK team
- Roundtable topic chosen by the sponsor
- 60-minute roundtable, which will have a moderator who facilitates the session. The roundtables are purely a conversation / engagement session, there are no presentations
- Breakfast / lunch included
- Profiles of the MoD / industry attendees provided beforehand
- Topic and target audience must be organised in advance with the DSEI UK team

Workshops

- Held in North Gallery Suite 12 as an invite only workshop
- Capacity of 34 people with furniture and AV provided
- Dimensions of room: 39ft x 25ft, 968sqft
- 90-minute duration
- Guest invites organised by the sponsor



Sold
Out

12. Content

As a Content Sponsor, you will have the opportunity to promote your brand to a wide audience of senior leaders and decision-makers across the defence sector.

DSEI UK 2025 will focus on the pivotal theme of 'Preparing the Future Force', reflecting the evolving needs of the UK's defence sector in an increasingly complex global landscape.

Key sub-themes driving DSEI UK 2025:

- **Securing Advantage: Agile Acquisition & Supply Chain Security**
- **Driving Advantage: Digital Transformation as a Force Multiplier**
- **Maintaining Advantage: Workforce Management & Talent Acquisition**

Position your brand at the forefront of these critical discussions and maximise your influence in the industry.



Keynote sponsor + cyber stratcom forum

4x keynote sessions per day

Logo recognition on all associated keynote promotion for that day, keynote recording, content hosted and promoted for two years post event, branding within Cyber Security Forum.

Pre-show 60 second voxpop on session and post-show review 12-month reflection on session marketed to all database + 2 forum sessions.

Exclusive

£95,000



Forum sponsor

Aerospace | Land (Sold) | Naval (Sold) | Space

Forum sponsor for entirety of the event, opportunity to act as moderator / panellist (2 included), seat drop (1 per day), logo to appear in all associated forum promotion, logo on holding slide, physical logo within theatre.

Exclusive

£50,000



Panel sponsor

Aerospace, Land, Naval, and Space to act as moderator / panellist, logo recognition on agenda, holding slides and website, audio recording of session and more.

Only available via Gold, Silver and Bronze Sponsorship

Sold Out



Solo speaking slot

1 x 20 min individual speaking slot.

Only available via Gold, Silver and Bronze Sponsorship

Sold Out

13. Alternative Branding

Catch the eye of attendees in amongst the bustle of DSEI UK.

Whether its helping them stay charged, or drawing attention to the skies of the Excel, there are plenty of ways subtly increase your touch-points with our audience.



£60,000

Delegate lanyards



£2,500

Floor tiles



£1,750

Right to rig



£10,000

Mobile charging point

14. Digital Branding

Help our audience stay connected.

Through our App and Wi-Fi sponsorship opportunities, you can align your brand to assisting the audience in connecting with others and meeting the right people to do business with.

App sponsorship

- The official event app and networking tool, available to all attendees to plan their event and allows attendees to connect and arrange meetings before and during the event
- Incorporates the floorplan and content schedule
- Available to all attendees and exhibitors
- Provides branding over 5-week period – pre-event, on-site, and post-event

£65,000

Wi-Fi sponsorship

Overall Sponsorship of the free Wi-Fi provided to all attendees within the Excel.

- Minimum of 3,000 concurrent devices
- Dedicated SSID & password
- All log-ins redirected to sponsor home page
- Custom landing page
- Logo on sign up form

£65,000

Uninterrupted service.
Powerful payments platform.
DOJO

help **LOGIN**

WELCOME TO EXCEL LONDON

To access our complimentary Wi-Fi service, please complete the following details and sign in either using your email address or your preferred social media account.

Please select the event you are visiting...

Sign in with email

Sign in with LinkedIn

☐ I confirm that I have read and agree to EXCEL London's [Terms & Conditions](#) *

☐ Optional: Tick this box if you would like to receive emails about EXCEL events, products and special ticket offers. You can unsubscribe at any time.

excel
LONDON

15. Onsite Branding

Take your branding to the next level.

There are a wealth of physical and digital branding opportunities to maximise your brand's exposure at DSEI UK.

Here is just a sample of the options we can offer.



15. Onsite branding

West entrance walkway from custom house



15. Onsite branding

West main Entrance



Exclusive

West Podium
6 Sheets
£10,000



Max 5
Sponsors

West Podium
Side Feature
£15,000



West Wall
Banner
£60,000



Max 2
Sponsors

West Podium
Triangle Banners
£15,000



Max 2
Sponsors

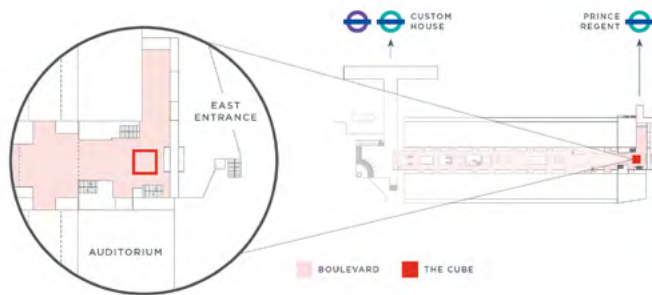
West Podium
Pyramid Doors +
Pyramid Banners
Package
£25,000

15.

East entrance - The Cube

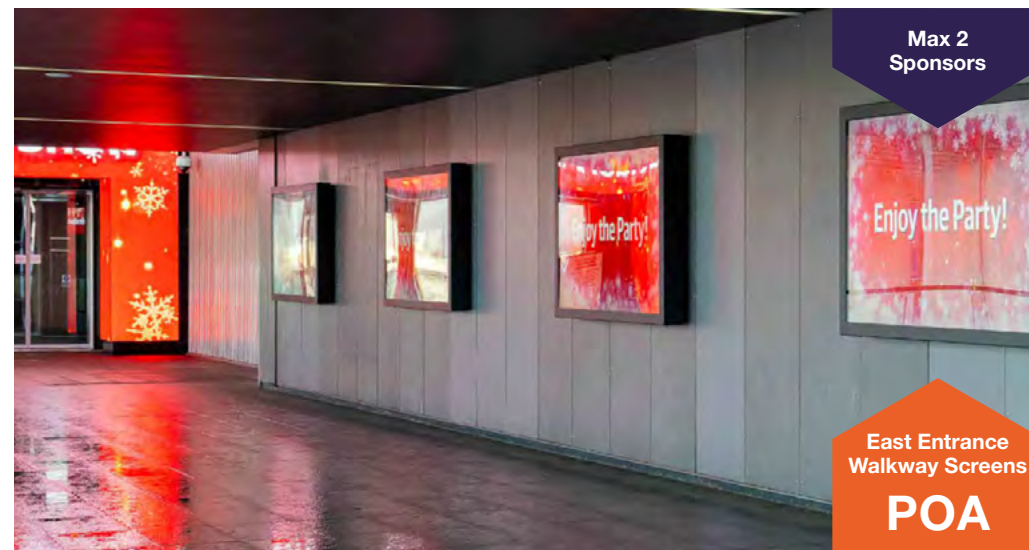
A huge digital ‘cube’ hangs at the East Entrance, unmissable to all attendees who enter from this side of the Excel.

This is open to be branded exclusively.



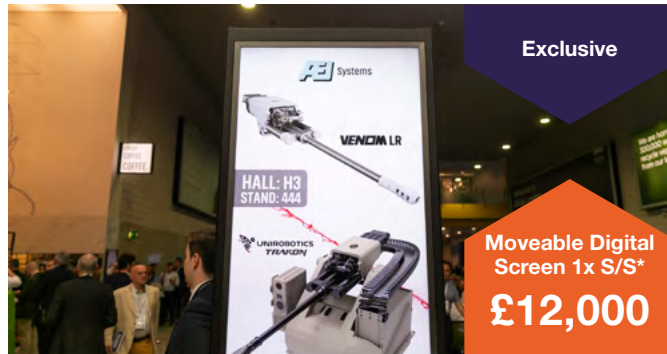
15. Onsite branding

East main entrance

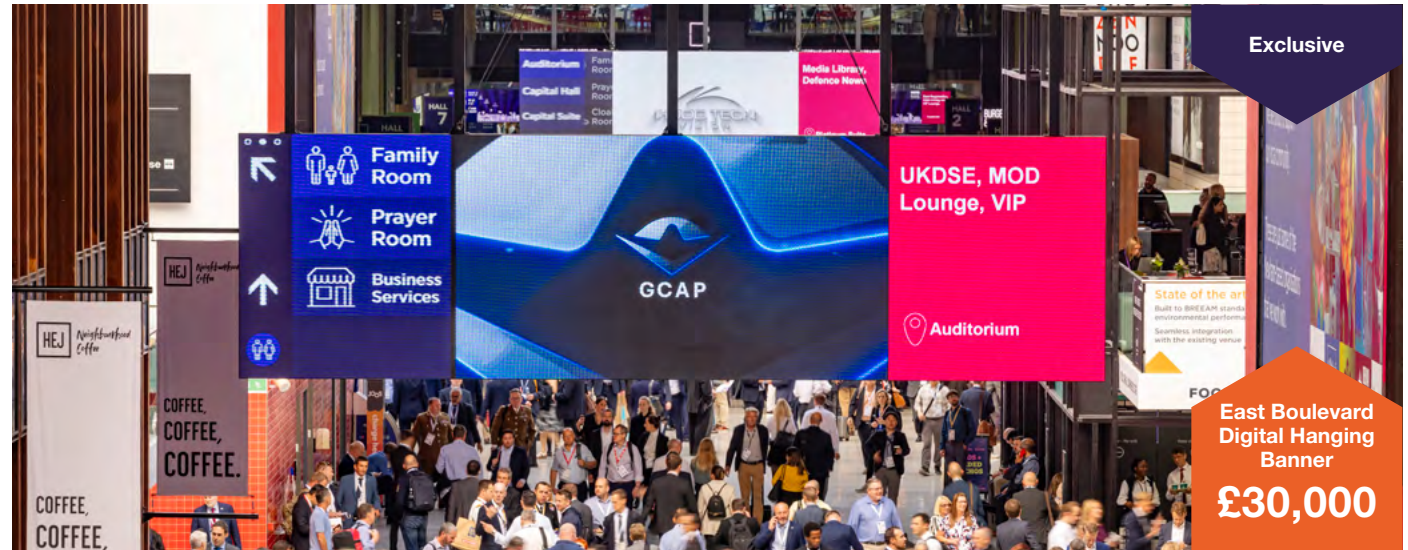


15. Onsite branding

Boulevard



* Locations tbc with ops can be boulevard or hall



15. Onsite branding

Boulevard - Seating

Take your branding to the next level by fully branding one of our seating areas within the main boulevard.



15. Onsite branding

Boulevard - Bridge bar

Take your branding to the next level by fully branding the entire signage area above the main bar within the boulevard.



POA

15. Onsite branding

Platinum suite

Full Wrap and Digital Screens

Part of Media
Sponsorship



15. Onsite branding

Hall entrances

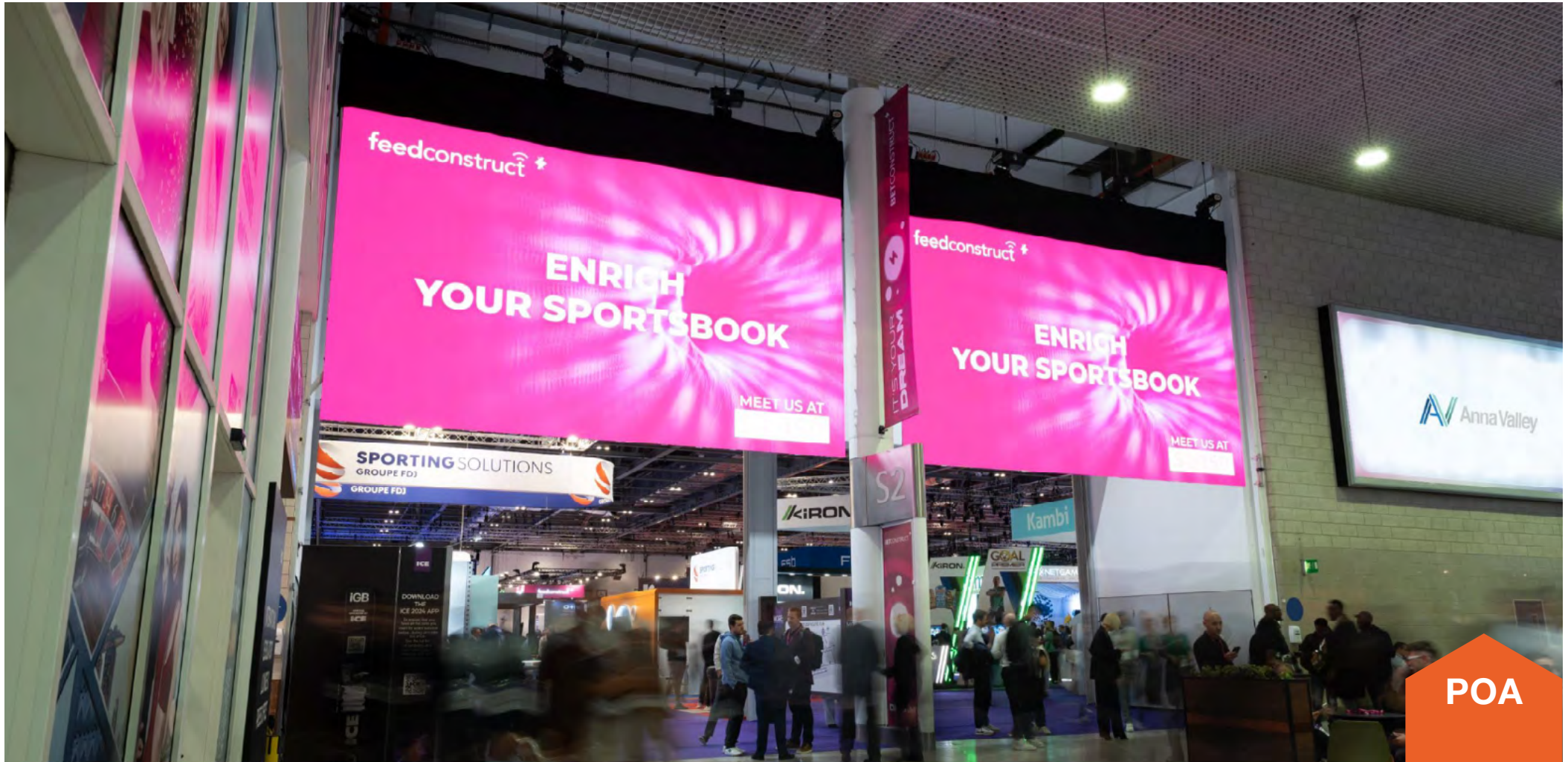
All exclusive opportunities



15. Onsite branding

Digital hall entrances

Improve your exposure at DSEI UK by upgrading the static banner option to a digital screen. This provides the ability to project multiple promotional messages throughout the boulevard.



16. Phase 3 Digital Options

New for
2025

With more space comes more opportunity.

Phase 3 of the Excel will be home to our Tech Zone - sure to be a buzzing arena throughout the 5-day event.

Enquire with us to have a digital walk through and see what it could mean for your brand.



16. Phase 3 digital options

New for
2025



Atrium hero wall



View from level 1 balcony



Atrium area



PPR deck view



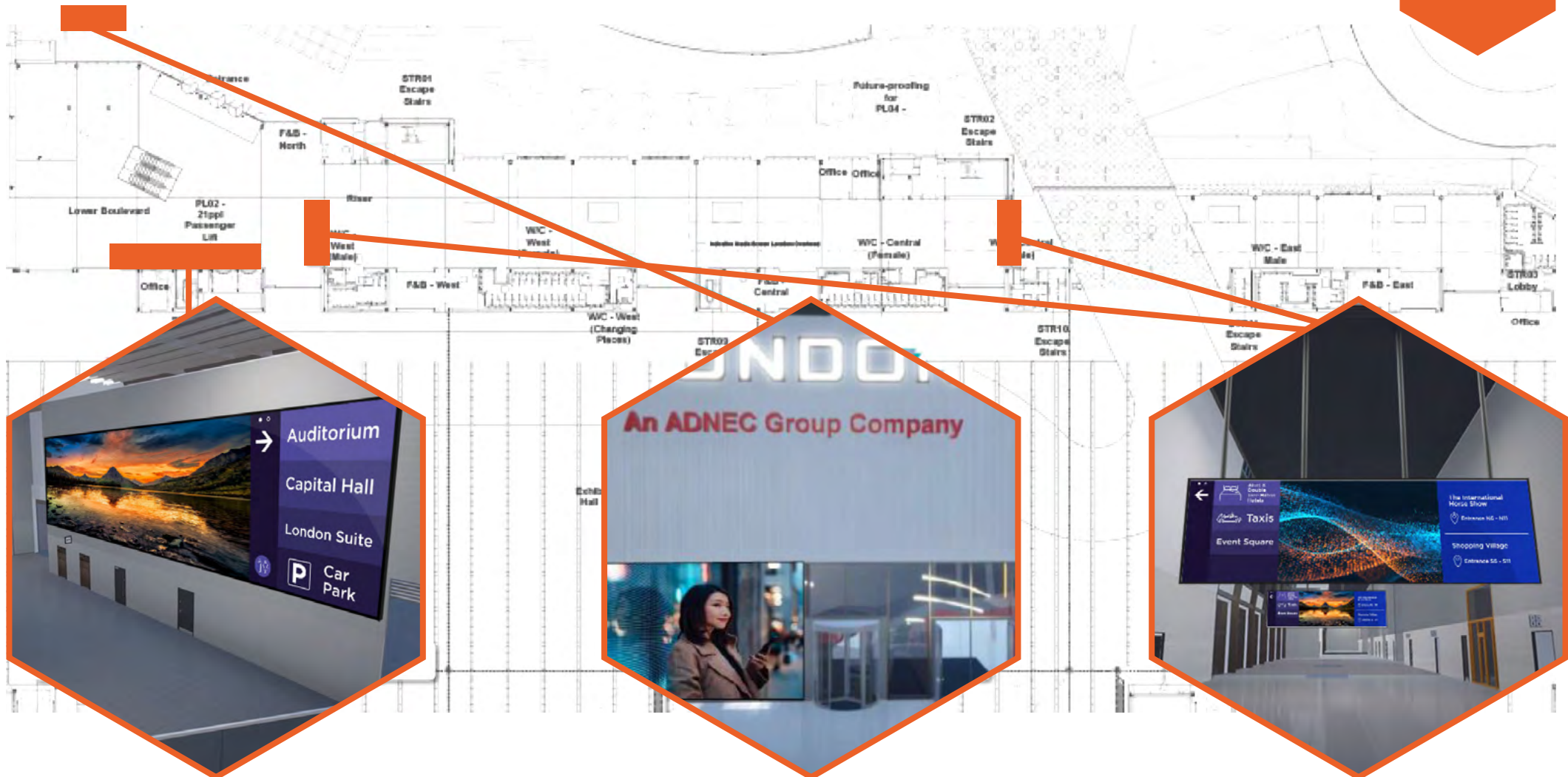
Level 1 entrance transparent led



Hanging screens

16. Phase 3 digital options

New for
2025



Atrium hero wall

Level 1 entrance

Hanging screens

17. Waterborne Demonstrations

Insert your brand into a thrilling experience for many attendees.

Waterborne Demonstrations take place twice a day in the Royal Victoria Dock alongside the exhibition halls. These offer the opportunity to showcase the capabilities of smaller vessels in a highly visual and interactive exercise.



18. Land Static Display

Situated within the Land Zone, this static display is an opportunity for you to display your state-of-the-art vehicle for those seeking information on the latest specs and designs.



19. Sunborn Packages

New for
2025

Extend your engagements beyond the Excel

From great reception and entertaining areas, space for seated meals and more, explore the opportunities available to you on Sunborn.



sunborn
LONDON



Image source: Sunborn



19. Sunborn packages

Take your networking to a new level with our Suite Packages.

If you are looking for a space to host a briefing or exclusive roundtables to impress, go no further. Situated on the top levels of the vessel, make the most of the theatre of the décor, and views of the London skyline, to provide your clients with an élite experience to network and do business.

New for
2025



Suites packages

Suite 1 (wheel house)

- Dedicated AV
- Meeting furniture (boardroom / casual)
- Large balcony
- Breakfast (15 people)
- Lunch (15 people)
- Evening drinks reception (capacity tbc)
- Host
- 5x VIP passes
- 2x parking spaces at Excel

£60,000

Suite 2 & 3 (executive suite)

- Dedicated AV
- Meeting furniture (boardroom / casual)
- Large balcony
- Breakfast (15 people)
- Lunch (15 people)
- Evening drinks reception (capacity tbc)
- Host
- 3x VIP passes
- 2x parking spaces at Excel

£45,000

Suite 4 & 5 (junior suite)

- Dedicated AV
- Meeting furniture (boardroom / casual)
- Balcony
- Breakfast (15 people)
- Lunch (15 people)
- Host
- 2x VIP passes
- 1 x parking space at Excel

£30,000

19. Sunborn packages

Make the most of the panoramic views with our Sky Deck Packages.

Come rain or shine, this stylish function space can be exclusively yours for 2 or 3 hour hire. Tailor your event how you like; invite guests to attend straight from their visit to DSEI UK to allow a continuation of discussion or meet here later in the evening for a more relaxed setting.

New for
2025



Image source: Sunborn

Sky deck packages

Sky deck plus (100 people)

- 3 hour rental
- Champagne on arrival
- AV
- Large balcony exclusive use
- Spirits, beers, wine and soft drinks
- Buffet
- Branded coasters

£25,000

Sky deck (100 people)

- 2 hour rental
- Prosecco on arrival
- AV
- Large balcony exclusive use
- Canapes and bowl food
- Beers, wine and soft drinks
- Branded coasters

£20,000

19. Sunborn packages

Enjoy exclusive balcony hire with our Bar Packages.

Whether you are looking to share a business announcement, or to provide your team with a distinctive experience to host clients, this is perfect for you to build an unforgettable event into your DSEI UK activation.

New for
2025



Bar packages

Bar plus (200 people)

- 3 hour rental
- AV
- Large balcony exclusive use
- Beers, wine and soft drinks
- Canapes and bowl food
- Branded coasters

£30,000

Bar (150 people)

- 2 hour rental
- AV
- Large balcony exclusive use
- Canapes and bowl food
- Beers, wine and soft drinks
- Branded coasters

£20,000

19. Sunborn packages

Allow your guests to grab some fresh air amongst taking in the views with our Deck 4 Packages.

As one of the larger capacity offerings available on Sunborn, manage your guestlist both in the lead up to DSEI UK, and during the additional networking opportunities available at the event – met someone new? Invite them to join you!

New for
2025



Image source: Sunborn

Deck packages

Deck 4 plus (200 people)

- 3 hour rental
- AV
- Large balcony exclusive use
- Beers, wine and soft drinks
- Canapes and bowl food
- Branded coasters

£25,000

Deck 4 (200 people)

- 2 hour rental
- AV
- Large balcony exclusive use
- Canapes and bowl food
- Beers, wine and soft drinks
- Branded coasters

£17,500

19. Sunborn packages

If you have a particular agenda that you would like to address, discover our **Meeting Room Packages**.

Available to reserve during the day, or into the evening, these packages are perfect for both smaller, more direct interactions, or larger, network-focused events.

New for
2025



Meeting room packages

Meeting room platinum

- 3 course lunch up to 75 people
- Beer, wine, soft drinks, tea, coffee (with meal)
- Standing or seated format
- AV
- EVENING HIRE: 90 mins, beer, wine, soft drinks, canapes / bowl food (100 people)

£25,000

Meeting room plus

- 3 course lunch up to 35 people
- Beer, wine and soft drinks
- Standing or seated format
- AV
- EVENING HIRE: 90 mins, spirits, beer, wine, soft drinks, canapes / bowl food (50 people)

£17,500

Meeting room

- Room only
- Boardroom / casual layout
- AV

£7,500

19.

Sunborn packages

Start your day or afternoon off the right way with our Breakfast and Lunch Packages.

Ignite conversation early, with the people you need, at a Breakfast Reception. This provides you with the opportunity to instil food-for-thought for your clients to take with them for the rest of the day.

Or reserve a Lunch Table for some much-needed respite from the busy halls of the Excel and regroup with those you choose.

New for
2025



Image source: Sunborn

Breakfast/Lunch packages

Breakfast reception (50 people)

- Breakfast buffet
- Tea, coffee and juices
- AV

From
£7,500

Lunch table (each)

- 10 seats
- 90 mins, house wine, beer and soft drinks
- 3 course meal

£1,750

Lunch table (each)

- 10 seats
- Buffet Lunch (maximum 60 mins)

£1,000

Thank you to our sponsors & strategic partners

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**DASSAULT
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