



MI SO

**MILITARY INFORMATION
SUPPORTING OPERATIONS**

DIGITAL CONFERENCES

A brand new series of digital events providing invaluable engagement and insight to the defence industry. These will allow delegates and their customers to remain informed of the latest requirement of armed forces worldwide.

MISO IS THE PREMIUM DIGITAL CONFERENCE FOR THE DEFENCE COMMUNITY.

Featuring a thought-leadership suite of one-to-one interviews with senior officials and discussion panels with leading voices from the Defence industry aimed at highlighting and addressing various operational requirements. These events will be attended digitally by a live international audience who can provide Q&A - Helping the defence community identify real-time business opportunities.

Our MISO Digital Conferences will look to cover everything from Talent Management & Skills, Artificial Intelligence (AI), Automations, and Cyber Defence to Space Defence.

Leveraging the global reach and audience of DSEI and DSEI Japan, MISO Digital Conferences are the perfect bridge between events and a must for everyone within the Defence community!



WHO WILL ATTEND

MILITARY

- Operational Requirements
- Capability Programme Development
- Technology/Platform Innovation
- Threat Forecasting

PRIME

- Product/Programme Delivery
- Tech R&D/Innovation
- Procurement / M&A
- Product/Business Development

SME

- Product Delivery
- Tech R&D/Innovation
- Business Development/Sales

HOW DOES IT WORK?

Broadcast via the DSEI TV studios, **MISO Digital Conferences** will feature TV presenters and studio guests providing thought-provoking commentary and answering delegates' questions between each session. Delegates will also have the opportunity to connect with the wider audience throughout the conference, enabling them to expand their networks.

Each MISO Digital Conference will offer:

- Keynote addresses from senior military officials
- Case Study presentations of the chosen technology
- Thought Leadership
- Panel Discussions
- High Ranking Interviews
- Selected Product Demonstrations

MISO is the premium thought-leader in the Defence Community, being the only digital conference with the ability to leverage the global success and database of DSEI and DSEI Japan. Our MISO Digital Conferences are the perfect opportunity to align your company with the leader in the defence networking sector.

MISO lends itself to a range of high-level sponsorship opportunities allowing you to leverage your brand with our reputation and global database to potential new customers and current clients who are in attendance, providing a deeper understanding of your company's key technological developments they require to meet their daily challenges.



HEADLINE SPONSOR

Becoming a MISO Digital Conference Headline Sponsor positions your brand alongside leading and thought-provoking MoD-led content. This highly exclusive and limited opportunity will provide the maximum amount of branding, content provision and industry analysis with lead generation options available.

Package Includes:

- Industry expert seat in the live studio as part of the commentary panel for your chosen MISO Digital Conference
- Opportunity to share insight and reaction from the live studio to the MoD-led keynote and panel sessions taking place
- Details of online delegates attending the content within your sponsored sessions subject to GDPR *
- Lead generation from On Demand viewings in the three months following the Miso Digital Conference
- Use of MISO branding in promotion content (promotional content to be approved by MISO Marketing team) as well as enhanced branding and visibility during the delivery of the content
- Thought-leadership presentation and thought-leadership piece of content on the specific topic on our MISO website (non-product or sales-focused)
- £5k LinkedIn paid promotion, highlighting your company as the Headline Sponsor executed by the MISO Marketing team with sponsor input on lead generation and/or brand promotion.
- 3 x LinkedIn post on DSEI and MISO pages
 - o 1 x Introducing company as our Headline Sponsor
 - o 1 x Post on thought-provoking leadership
 - o 1 x Post on a relevant topic where the Headline Sponsor are the experts (Non-sales focused)
- 1 x Email highlighting you as our Headline Sponsor for the MISO Digital Conference
 - o Including Gold positioning banners in our further emails about the event (3 Minimum)
- 1 x Seat on the panel discussion
- 30-second video advert to be played a minimum of 6 times

Price **without** lead generation or LinkedIn Campaign: £35,000

Price **with** lead generation and LinkedIn Campaign: £45,000

LEADERSHIP PRESENTATIONS

MISO Digital Conference Leadership Presentations will elevate your company's profile in front of current and future customers. By providing thought-provoking content on how militaries and governments can overcome current and future threats and challenges, you will be seen as a key part of the solutions required.

Package Includes:

- 30-minute pre-recorded or live educational presentation (Subject must be approved by MISO Content team)
- 15-minute live Q&A
- 30-second Video advert to be played a minimum of 3 times
- Lead generation from those who watch your sessions during DSEI or on demand three months following the event
- Sponsor listing
- Use of MISO branding in promotion content (promotional content to be approved by MISO Marketing team)
- Joint thought-leadership piece of content on the specific topic on our MISO website (non-product or sales-focused)
- 3 x LinkedIn post on DSEI and MISO pages
 - o 1 x Introducing company as our Leadership Presentation sponsor
 - o 1 x Post on thought-provoking leadership
 - o 1 x Post on a relevant topic where the sponsor is the expert (Non-sales focused)
- Silver positioning in our emails about the event (3 Minimum)
- £2.5k LinkedIn paid promotion, highlighting your company as the Leadership Presentations executed by the MISO Marketing team with sponsor input on lead generation and/or brand promotion.

Price **without** lead generation or LinkedIn Campaign: £12,500

Price **with** lead generation and LinkedIn Campaign: £17,500

PANEL SESSION SPONSOR

The exclusive opportunity is limited to only one industry supplier representative per panel session *

Package Includes:

- Join representatives from the military and academia as well as international buyers as they discuss in a live setting or virtually the most pertinent and relevant issues facing today's armed forces
- Panellist seat on a 45-minute long panel discussion
- Sponsor listing
- 1 x 30-second video advert to be played a minimum of 3 times
- 1 x LinkedIn post on DSEI and MISO pages
 - 1 x Introducing company as our Panel Session sponsor
- Bronze positioning in our emails about the event (3 Minimum)
- Use of MISO branding in promotion content (promotional content to be approved by MISO Marketing team)
- £2.5k LinkedIn paid promotion, highlighting your company as the Panel Session Sponsor executed by the MISO Marketing team with sponsor input on lead generation and/or brand promotion.

*Exclusive to stream sponsor only and cannot be bought separately

Price without paid media: £7,500

Price with paid media: £12,500

PRODUCT DEMONSTRATIONS

An opportunity to pre-record or film live content that demonstrates your product/services. It provides you with an opportunity to showcase products in ways not possible in a live event such as seeing equipment used in real-life scenarios.

Package Includes:

- 25-minute product demonstration video
- 15-minute live Q&A
- 1 x 30-second video advert to be played a minimum of 3 times
- Sponsor listing
- Lead generation from those that watch your session during the conference and for three months following the event
- £1k LinkedIn paid promotion, promoting your product, executed by the MISO Marketing team with sponsor input on lead generation and/or brand promotion.

Price **without** lead generation or LinkedIn Campaign: £7,500

Price **with** lead generation and LinkedIn Campaign: £10,000

MEDIA SPONSOR PACKAGE

Leverage social media and our email database to raise your brand awareness.

Package Includes:

- Joint thought-leadership piece of content on the specific topic on our MISO website (non-product or sales-focused)
- 3 x LinkedIn post on DSEI and MISO pages
 - 1 x Introducing company as our Leadership Presentation sponsor
 - 1 x Post on thought-provoking leadership
 - 1 x Post on a relevant topic where the sponsor is the expert (Non-sales focused)
- Secondary positioning in our emails about the event (3 Minimum)
- Use of MISO branding in promotion content (promotional content to be approved by MISO Marketing team)
- First-choice for being an additional panellist where required

Price: £5,000

VIDEO ADVERT

Provide a 30-second branded advert to be played during the breaks of our MoD-led content or add this to one of our other sponsorship package.

Package Includes:

Price: £1,500

- Your 30-second advert played a minimum of 3 times
- Your advert will be viewed by all that are waiting for the next session to begin
- When the content sessions are repeated on the MISO Digital Platform your advert will still be part of the recording
- Sponsor listing