

# IT<sup>2</sup>EC

9 - 11 April 2024  
ExCeL, London

Advancing **defence training** through technology



100%

+8900211

“IT<sup>2</sup>EC is the go-to military training and simulation event that Hadean cannot afford to miss. Great content, productive conversations and high-quality leads.”

**John Cottrell,**  
Marketing Communications Manager,  
Hadean

## About the event

**IT<sup>2</sup>EC is Europe's largest training technology exhibition and conference for the military where the defence industry connect and where the knowledge which underpins current and future military technology solutions is shared.**

This three-day event gathers a broad selection of the defence industry's brightest minds from across Europe and beyond. Here, knowledge for the future of military training is shared and the technology which shapes it, can be experienced.

**IT<sup>2</sup>EC provides an ideal platform for organisations to:**

- | Showcase evolving product and service solutions
- | Monitor competitor and collaborator activities
- | Evaluate emerging trends and technologies
- | Network with new and existing connections
- | Discover new technology and shape future initiatives



## Venue 2024

**For April 2024 we are delighted to be returning to ExCeL, London.**

At IT<sup>2</sup>EC 2023 in Rotterdam, we welcomed a large number of first time exhibitors either as main stand holders or sharing companies. With considerable interest in our move back to London, IT<sup>2</sup>EC 2024 looks to host our largest event to-date. We will welcome a greater number of exhibiting companies alongside key influencers and decision makers from all areas of the supply chain.

With the central location of ExCeL and the recent addition of the Elizabeth Line serving Heathrow Terminals 2,3,4 & 5, travel around London has never been easier for our overseas visitors.

**EXCeL**  
LONDON

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‘IT<sup>2</sup>EC is a focused event for the military training and simulation community. The conference was highly targeted and relevant to the theme and topics it was trying to get across especially CTP. As a speaker for 2023, I feel the event was helpful in showcasing the ‘thought leadership’ element of my work in this field. My recommendation to anyone applying to speak at the show would be to ensure your paper title/theme is aligned with the core intent of the conference.’

**Robert Taylor,**  
Director,  
4GD Ltd

## Technical Conference

We know training technology is rapidly evolving with the advancements in AI, XR, big data analytics and quantum computing. This year we address the theme '**Enabling Operational Advantage Through Training & Simulation.**'

Taking a customer-centric view, IT<sup>2</sup>EC 2024 offers delegates the chance to explore the technologies shaping the future military landscape and examine how they can enhance training effectiveness for a fully integrated force.



### **An exciting show floor experience exploring Disruptive Technology**

With the development of simulated or synthetic training capabilities in the last decade there are significant changes to the way in which military personnel are trained. Although there are still barriers in the effective use of these technologies, DisTec aims to support and boost the transition of this and pave the way for start-up companies to showcase their solutions.

As an increasing number of smaller companies produce game-changing technologies and bring fresh competition to the market, but with limited budgets, DisTec offers them the perfect platform to share their knowledge with the wider community.

“IT<sup>2</sup>EC provided an excellent forum to validate solutions required within the defence industry. It was stimulating to view state-of-the-art technology whilst learning and understanding the future vision for so many companies. I thoroughly enjoyed the event and would certainly recommend this to anyone in the industry. I look forward to the 2024 edition in London next year”.

**Stephen Nelson,**

Programme Director

NATO's Next Generation of Modelling and Simulation

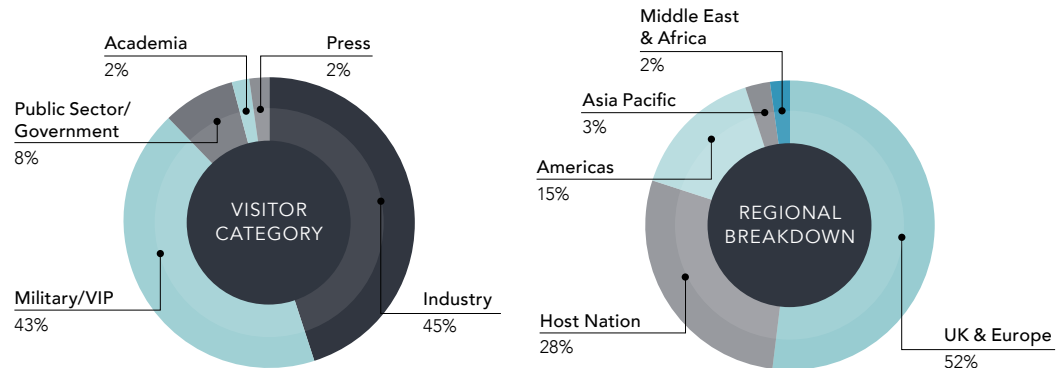




## Why exhibit and who attends?

Alongside prime full-service training providers, the event attracts an increasing number of technology start-ups, eager to showcase their innovative technology to the MS&T audience. Visitor delegate categories include those from the public sector, government and industry, alongside growing military and VIP delegations with plans to deliver greater numbers as we return to London.

Post show statistics show that satisfaction across both exhibitor and visitor groups was high and although predominantly a European audience, numbers from the US show a positive growing interest this year.



# meetme

Connecting our community



## Networking at IT<sup>2</sup>EC

We know how important our networking occasions are to our event delegates and this year will be no exception with two popular receptions during the event.

Our traditional offsite networking evening will be held on Tuesday 9 April whilst our Exhibitor Drinks Reception will be held on the show floor on 10 April towards the end of the day.

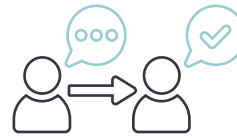
## meetme

Connecting our community

As an exhibitor at IT<sup>2</sup>EC, you will have access to our online meetings portal enabling you to pre-arrange meetings ahead of and during the event itself. Our leading military training and simulation suppliers, along with senior leaders in defence will use this platform, providing you with a key engagement opportunity.



Search for  
business contacts



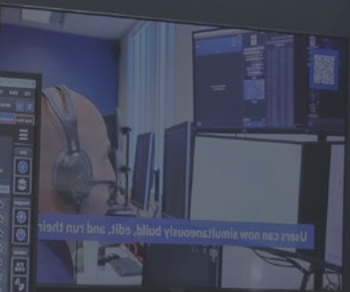
Request  
meetings



Access the dedicated  
business lounge



AP-1000



“IT<sup>2</sup>EC 2023 was an insightful experience. Bringing together some of the brightest and most innovative minds from all over the world, to share knowledge, ideas, and experience.”

**Sanjay Khetia,**  
Director UK & EMEA,  
PLEXSYS Interface Products



## Stand pricing

Make IT<sup>2</sup>EC your platform to showcase your products and innovation to a diverse defence audience within the supply chain.

### First time exhibitor?

Those new to IT<sup>2</sup>EC can access a subsidised package comprising a fully furnished 6m<sup>2</sup> stand with power from £4175.

Package Type	Space Only (per m <sup>2</sup> )	Shell Scheme (per m <sup>2</sup> )	First Time Exhibitor (per m <sup>2</sup> ) Shell Scheme Package
Before 8 Dec 2023	£525	£ 600	-
Full rate	£625	£700	£600

### Exhibitor Care Programme - Enhancing your Exhibition Experience

Designed to maximise your organisation's ROI, we offer a comprehensive benefits programme across five core areas; from pre-show marketing solutions and PR services to promote news and product launches even before the event, to personalized onsite photography and videography.



Awareness



PR



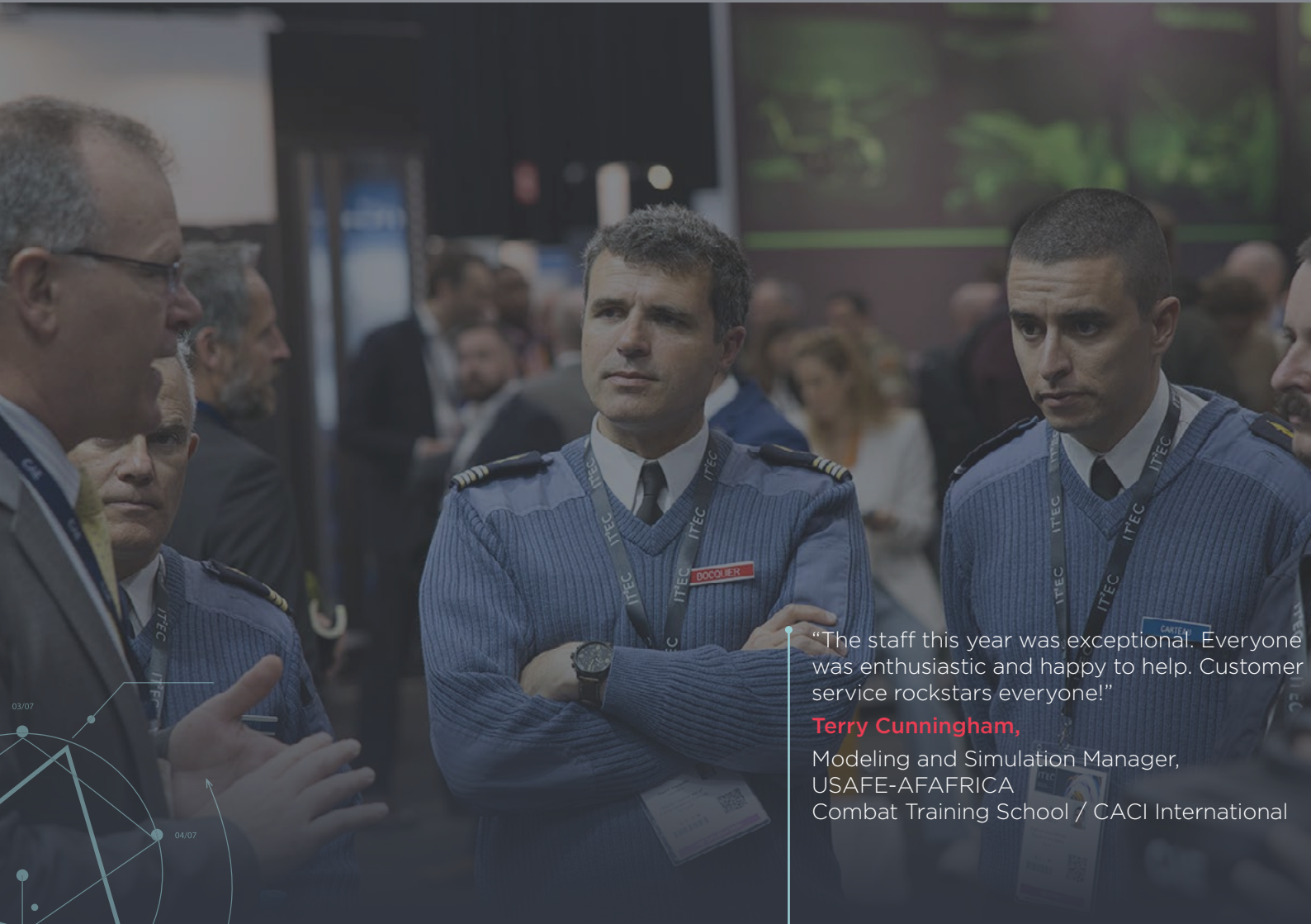
Design



Social



Technology












“The staff this year was exceptional. Everyone was enthusiastic and happy to help. Customer service rockstars everyone!”

**Terry Cunningham,**  
Modeling and Simulation Manager,  
USAFE-AFACRICA  
Combat Training School / CACI International



## Sponsorship

This is your opportunity to take your participation at IT<sup>2</sup>EC one step further. Take advantage of a number of exciting new options London, ExCeL has to offer. Become an Official Sponsor\* at IT<sup>2</sup>EC 2024 and ensure you are seen by the most influential figures from across the defence training technology industry.

- |   |                            |   |                           |
|---|----------------------------|---|---------------------------|
|  | Offsite Networking Evening |  | DisTec Theatre            |
|  | Lanyards                   |  | VIP/Speaker Lounge        |
|  | Delegate Catering Area     |  | Hanging Banners (various) |
|  | Delegate Packs             |  | Communication Sponsor     |
|  | Conference Theatres        |   |                           |

### All Official Sponsor packages include:

- Access to all conference sessions
- Access to the exclusive offsite networking evening
- Branding as Official Sponsor on IT<sup>2</sup>EC 2024 promotional material
- Logo and profile on IT<sup>2</sup>EC 2024 event website
- Branding as Official Sponsor within Show Guide
- Branding as Official Sponsor displayed onsite

\* Price on application



## Contact us

IT<sup>2</sup>EC will take place at the ExCeL Centre, London Docklands. For more information on how your organisation can participate at the event please contact one of our team members.

### Exhibition/Sponsorship

-  Samar Jaafar  
Event Manager
-  [samar.jaafar@clarionevents.com](mailto:samar.jaafar@clarionevents.com)

### Marketing

-  Vicky Crane  
Brand Marketing Manager
-  [vicky.crane@clarionevents.com](mailto:vicky.crane@clarionevents.com)

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