

# IDEX NEXT\_GEN

Powering the next generation of defence and security solutions

## THE CONCEPT



IDEX, the world's #1 global defence and security event, attracts upwards of 130,000 professionals from the global defence and security community every edition.

The 2023 edition sees the launch of **IDEX NEXT\_GEN**...the brand new startup platform and a core part of the identity of IDEX 2023.

**IDEX NEXT\_GEN** offers a platform for up to 100 startups from all over the world – looking to meet with investors, network with VVIPs from the global defence sector, form partnerships and, through our pitch competition, have a shot at a cash prize to accelerate their business.

## THE DETAILS



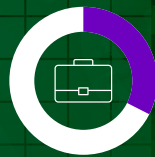
Each startup receives:



A ready to go purpose designed pod in a premium strategic high traffic location within IDEX



Their brand in front of hundreds of thousands of relevant defence and security professionals



The opportunity to network with hundreds of top investors looking for their next partnership



Entry to the IDEX NEXT\_GEN Pitch Competition – pitch against the very best global startups



The shot at a significant prize fund to turbo charge their brand



## ALIGN YOUR BRAND WITH THE IDEX NEXT\_GEN REVOLUTION THROUGH ONE OF OUR SPONSORSHIP PACKAGES

**IDEX NEXT\_GEN | Title Partner | \$150,000**

**Exclusive for one brand**

- ▶ Your logo displayed in parallel with the IDEX NEXT\_GEN logo on all relevant communications, onsite signage within the IDEX NEXT\_GEN area and digital
- ▶ Senior Executive to present the Top 3 startup prizes at the conclusion of the Pitch Competition
- ▶ Senior Executive to be Lead Judge on the judging panel for the finals of the IDEX NEXT\_GEN Pitch Competition
- ▶ Exclusive video interview pre-event to be distributed through all channels
- ▶ Exclusive interview and photo opportunity in Day 2 of the IDEX Show Daily highlighting your support of the IDEX NEXT\_GEN initiative
- ▶ Your brand on the homepage of the IDEX website
- ▶ Your brand on the dedicated IDEX NEXT\_GEN page on the IDEX website and mobile app
- ▶ Your brand and 100-word profile on the Sponsors page of the IDEX website
- ▶ Exclusive EDM announcing your sponsorship of IDEX NEXT\_GEN
- ▶ Your brand on the logo footer of all event EDMs
- ▶ 2 x Social Media post across all channels announcing your headline partnership of IDEX NEXT\_GEN
- ▶ Senior Executive quote in dedicated Press Release announcing IDEX NEXT\_GEN

**IDEX NEXT\_GEN | Associate Partner | \$75,000**

**4 packages available**

- ▶ Your logo included as Associate Partner on all communications related to IDEX NEXT\_GEN and on the onsite signage in the IDEX NEXT\_GEN area
- ▶ Senior Executive to participate on the judging panel for the preliminary rounds of IDEX NEXT\_GEN
- ▶ Quote in the Show Daily Day 3 within the content about IDEX NEXT\_GEN
- ▶ Social Media post announcing your sponsorship of IDEX NEXT\_GEN
- ▶ Your branding on the dedicated IDEX NEXT\_GEN page on the IDEX website and mobile app
- ▶ Your brand and 50-word profile on the Sponsors page of the IDEX website
- ▶ Logo on EDM to full database referencing IDEX NEXT\_GEN

**TO SECURE YOUR PACKAGE CONTACT**

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