

Under The Patronage of H.H Sheikh Mohamed Bin Zayed Al Nahyan  
President of The United Arab Emirates.



إيدكس IDEX



نافدكس NAVDEX

17 - 21 FEBRUARY 2025

# SPONSORSHIP & BRANDING OPPORTUNITIES

Organised By

**ADNEC**  
مجموعة أدنيك GROUP

In association with



UNITED ARAB EMIRATES  
MINISTRY OF DEFENCE



مجلس التوازن  
TAWAZUN COUNCIL



[www.idexuae.ae](http://www.idexuae.ae)

## World of opportunities at IDEX & NAVDEX 2025

IDEX is the world's premier defence exhibition, uniting a global community of industry leaders, government officials, and armed forces. As a dynamic platform for showcasing cutting-edge technologies and fostering strategic partnerships, IDEX offers unparalleled opportunities to connect with key decision-makers and expand your global reach.



# IDEX 2023 in numbers

**132,000+**

Visitors

+114% compared to  
previous edition



**216**

UAE Companies

+50% compared  
to previous edition



**165,000+Sqm**

Exhibition space

+24% compared to  
previous edition



**65+**

Countries

+10% compared  
to previous edition



**1353**

Exhibitors

+50% compared  
to previous edition



**23.34 AED Billion**

deals value

+50% compared  
to previous edition



**41**

International  
Pavillions



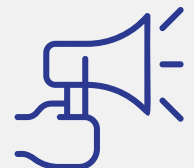
**860**

National &  
International  
Delegations



**1300**

Media



## IDEX Sponsorship Packages

	Principal Partner	Strategic Partner	Headline Sponsor	Associate Sponsor	Diamond Sponsor	Platinum Sponsor	Gold Sponsor
<b>Exclusivity</b>							
Exclusive title	✓	✓	Exclusive for chosen category				
Logo on badges of all attendee types	✓	✓					
Logo on IDEX international marketing campaign	✓	✓					
<b>Before the event</b>							
Exclusive press release announcing the partnership	✓	✓					
Logo as official sponsor on IDEX and NAVDEX website home page	✓	✓	✓	✓	✓	✓	✓
Logo and company profile on IDEX and NAVDEX Partners & Sponsors dedicated page	✓	✓	✓	✓	✓	✓	✓
Logo on all digital event collateral (brochures, show app, Post Show Report etc)	✓	✓	✓	✓	✓	✓	✓
Logo on visitor promotion campaigns	✓	✓	✓	✓	✓	✓	✓
Logo in "Thank you to our partners" post event campaign	✓	✓	✓	✓	✓	✓	✓
Logo on all promotional materials for IDEX and NAVDEX	✓	✓	✓	✓	✓	✓	✓
<b>During the event</b>							
Logo on Tier 1 sponsor signage	✓	✓	✓	✓			
Logo on Tier 2 sponsor signage	✓	✓	✓	✓	✓	✓	✓
Logo display at the main hallboard	✓	✓	✓	✓	✓	✓	✓
Logo display on Thank You To Our Partners and Sponsors signage	✓	✓	✓	✓	✓	✓	✓
<b>Additional benefits related to IDEX and NAVDEX</b>							
Logo inclusion on VIP invitation boxes	✓	✓					
CEO interview featured on the homepage	✓	✓					
Sponsor logo inclusion on post-event reports and thank you EDM	✓	✓	✓	✓	✓	✓	✓
Exclusive meeting with Ministry of Interior Committee during IDEX and NAVDEX*	✓	✓	✓	✓			
Access to Delegation Lounge	15	10	4	2			
Invitations to the IDEX and NAVDEX 2025 official opening ceremony	✓	✓	✓	✓	✓	✓	✓
Car Parking Passes	10	10	2	2	1	1	1
Complimentary invitations to the exhibitor gala event*	50	40	15	10	5	3	2
Engagement Boosters							
Value of bespoke venue advertising package	\$350,000	\$200,000	\$100,000	\$45,000			
Value of bespoke marketing package	\$250,000	\$200,000	\$50,000	\$35,000	\$50,000	\$35,000	\$20,000
<b>Investment</b>	<b>\$2,500,000</b>	<b>\$2,000,000</b>	<b>\$750,000</b>	<b>\$350,000</b>	<b>\$250,000</b>	<b>\$150,000</b>	<b>\$75,000</b>

Sold

Sold

Sold

\*Subject for approval

# IDEX Talks Sponsor

**USD 100,000**

An amazing opportunity to associate your brand with some of the most notable thought leaders in the industry.



Prominent stage branding



Speaker bags and/or gifts (to be provided by sponsor)



Interview with IDEX TV



Welcome address in the mornings to kick-off IDEX Talks for the day



Thank you email featuring sponsor sent to all attendees of IDEX Talks sessions after the event

# NAVDEX Talks Sponsor

**USD 100,000**

An amazing opportunity to associate your brand with some of the most notable thought leaders in the industry.



Prominent stage branding



Speaker bags and/or gifts (to be provided by sponsor)



Interview with IDEX TV



Welcome address in the mornings to kick-off NAVDEX Talks for the day

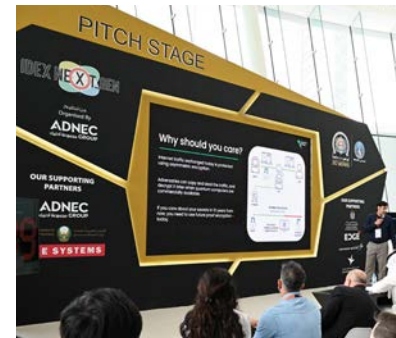


Thank you email featuring sponsor sent to all attendees of NAVDEX Talks sessions after the event

# IDEX NEXT\_GEN Sponsor

**USD 100,000**

Showcase your commitment to innovation and emerging talent



Prominent stage branding



A seat on the judge panel



Welcome address in the mornings to kick off the stage for the day



Opportunity to provide prizes for the startup pitch winner and the runner-up



Interview with IDEX TV



Thank you email featuring sponsor sent to all attendees of NEXT\_GEN sessions after the event

# CBRN Sponsor

**USD 50,000**

Discover the latest in chemical and biological defense at the new CBRN zone. Explore advancements in technology, research, procurement, and logistics.



The thank you email sent to all those attendees that visited the area

IDEX TV will also capture your engagement & support

# First Time Exhibitor Zone Sponsor

**USD 75,000**

Bigger than ever before IDEX 2025 will welcome the new Hall 14.



At its heart of Hall 14 there will be the new First Time Exhibitor Zone, which will highlight companies that have never exhibited at IDEX before. This is a great sponsorship opportunity to be at the forefront of companies that are looking to enter the region. You will get brand exposure online and onsite, as well as a feature in the thank you email sent to all first time exhibitors at IDEX.



## Exhibitor events

**USD 50,000**

Running your own event alongside IDEX?  
This is an opportunity to have it endorsed by IDEX and positioned alongside official content

Have it advertised on the official event website. You will receive the data of attendees registering for your activity through a dedicated registration form.

# Stakeholder roundtable & whitepaper

**USD 50,000**

This is an exclusive opportunity for your company to leverage on IDEX access to local, regional and international network to invite key stakeholders to participate in a roundtable. You will appear as the host and offer a welcome address, along with gifts and stationery for participants. Moderation of the session will be appointed by IDEX and we'll help to compile a whitepaper that will be distributed to relevant audience shortly after IDEX.



# Gala Dinner Sponsor 2 Available

**USD 75,000**

Stand out with this unique opportunity to sponsor one of the most exclusive nights in the industry.



Logo association with the event on all promotional channels



On-stage opportunity to address a welcome message to the distinguished guests  
(subject to IDEX / NAVDEX 2025 committee approval).



Logo placed on materials, including invitations to the event



50 invitations to the Gala Dinner

# Media Hub

**USD 150,000**

This exclusive opportunity gives one sponsor the privilege of branding the official Media Lounge of IDEX.

Exposure as Media Hub Sponsor

Branding of the Media Hub

Media brief distributed to attending media



# Information desks sponsor

**USD 75,000**

IDEX information desks provide help to exhibitors and visitors alike. This is an exclusive opportunity for your company to become an exclusive Information Desks Sponsor and gain exposure throughout multiple locations. Apart from branding of the desks, you'll get logo visibility online, as well as an opportunity to provide small giveaways, invitation cards to visit your stand/website. You can provide branded vests for staff to wear as well.



# Delegation Lounge



**USD 250,000**

IDEX Delegation Lounge welcomes over 850 official delegations from around the world. This is a premium opportunity for your brand to be at the forefront of this experience and have exposure throughout the lounge.



# IDEX TV

Launching at IDEX 2025, this is going to be our official video channel to cover the event and its highlights through interviews, daily features and product demos. IDEX TV content will be actively promoted to our global audience before, during and after IDEX, as well as saved on IDEX official Youtube channel.

# IDEX Official After-movie

**USD 50,000**

This opportunity will allow the sponsor to have their logo placed on the opening and closing titles of the video clip that will include main highlights and events of IDEX. This creative reel will be used for 18 months to build up interest for the next edition of IDEX.

## Premium

**USD 25,000**

4 videos:

- Pre-show corporate advert
- +
- Pre-show interview
- +
- Onsite interview
- +
- Onsite demo

## Standard

**USD 15,000**

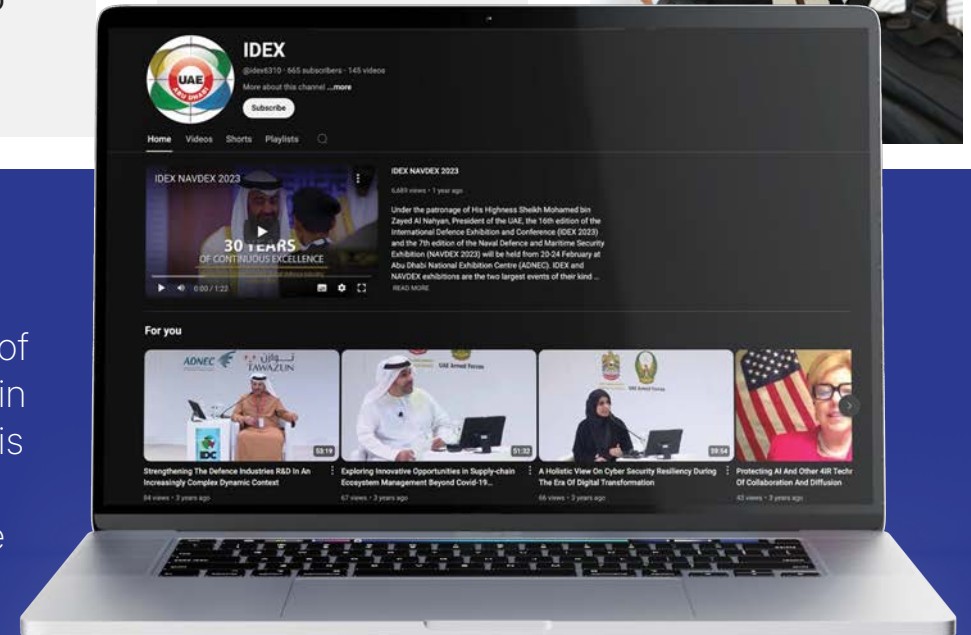
2 videos:

- Pre-show corporate advert
- +
- Onsite interview or
- Onsite demo

## Daily highlights

**USD 10,000**

10 seconds inclusion into daily highlights video

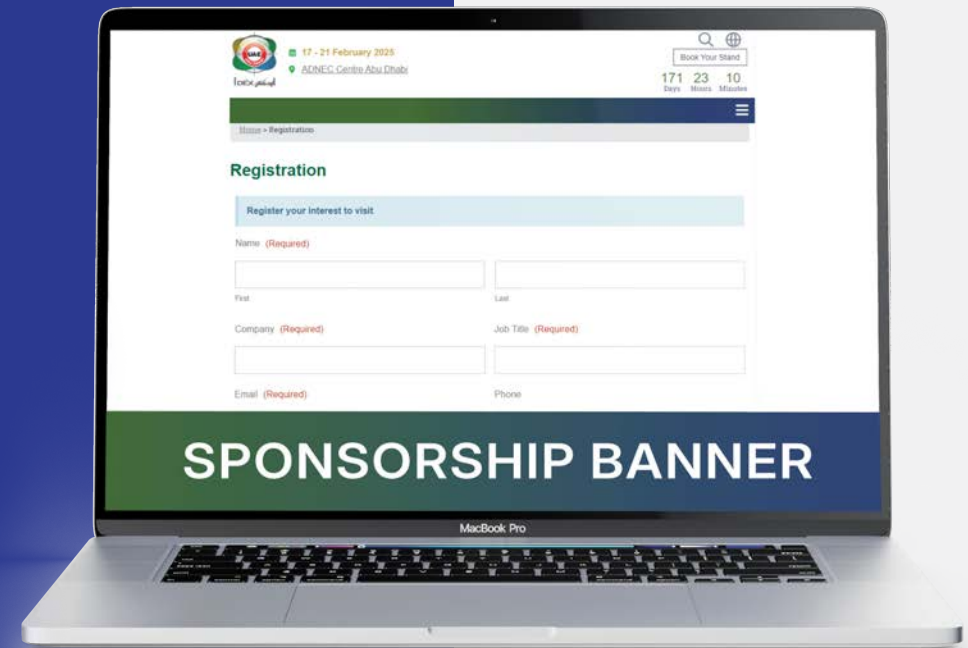


# Registration sponsor

**USD 175,000**

A unique opportunity to be seen by every professional registering for IDEX through the official website. Sponsor will carry official title of "Registration sponsored by" and will receive the following benefits:

- Logo on the registration page
- Clickable banner on the registration confirmation page
- Logo on registration confirmation email
- Logo on email containing the badge
- Logo on all registration desks at the venue



# Mobile app sponsor

Exclusive

**USD 100,000**

As an exclusive sponsor, your brand will be prominently featured on the official IDEX 2025 mobile app, downloaded by thousands of attendees. Enjoy splash screen visibility, prime banner positions, and official recognition.

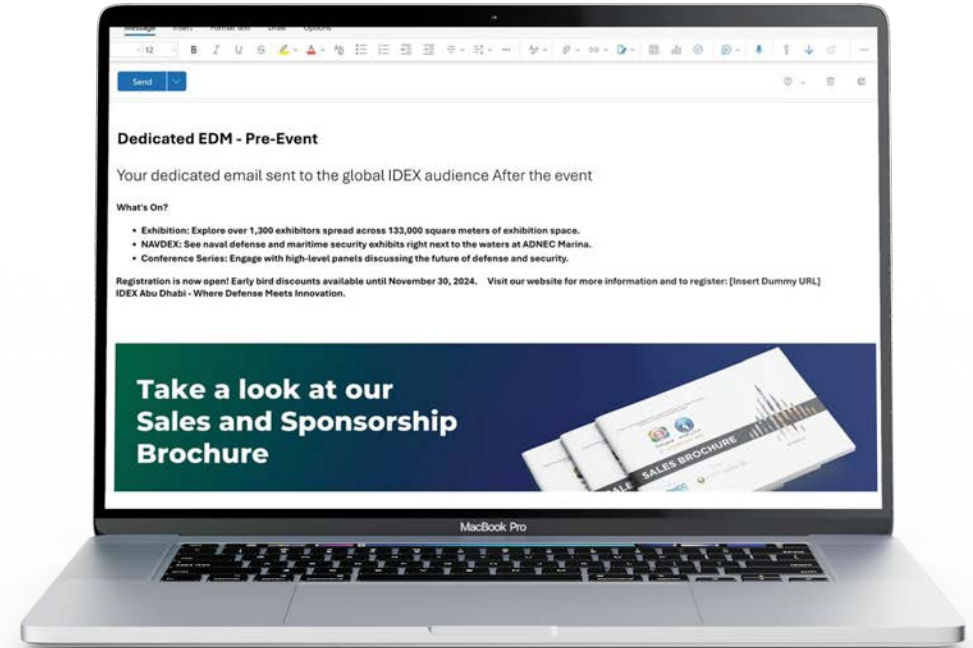


# Dedicated EDM - Pre-Event



USD 20,000

Your dedicated email sent to the global IDEX audience before the event

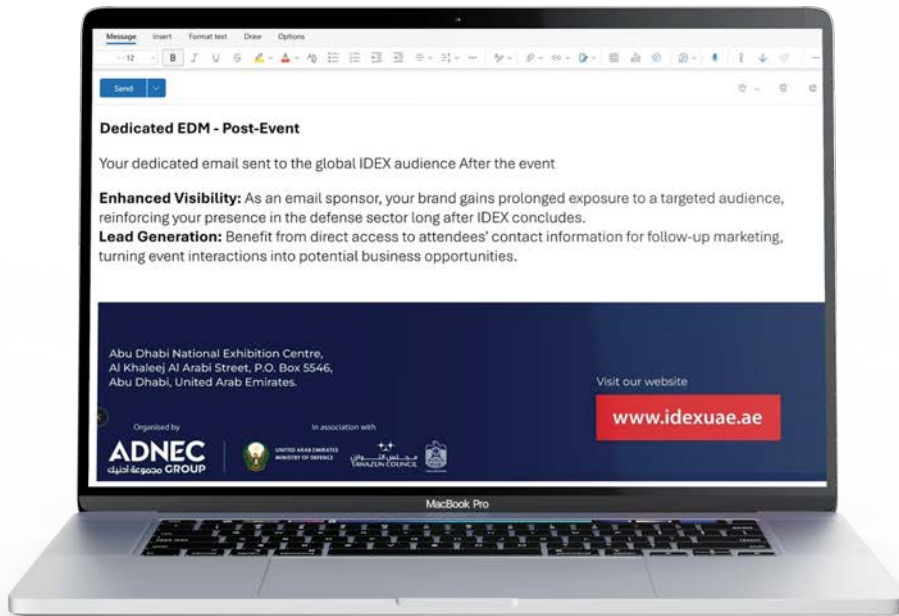


# Dedicated EDM - Post-Event

2 Available

USD 10,000

Your dedicated email sent to the global IDEX audience After the event

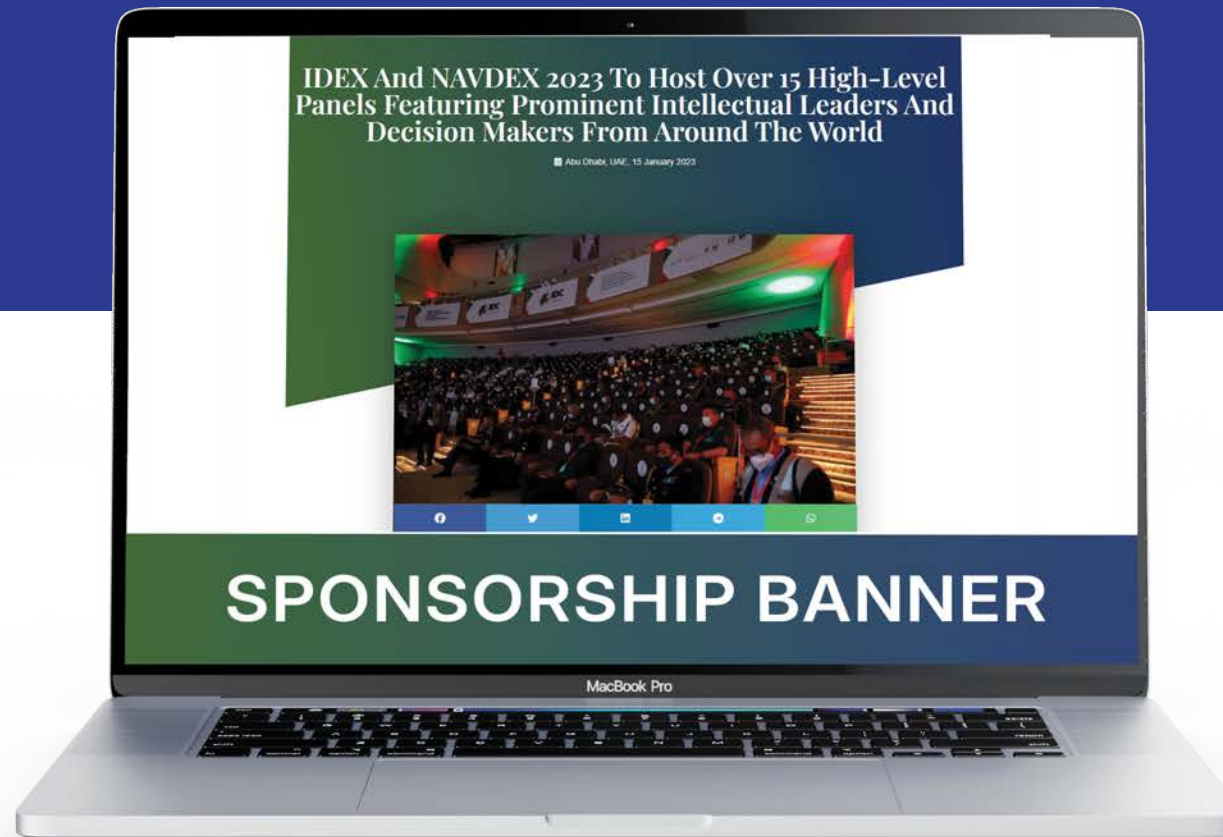


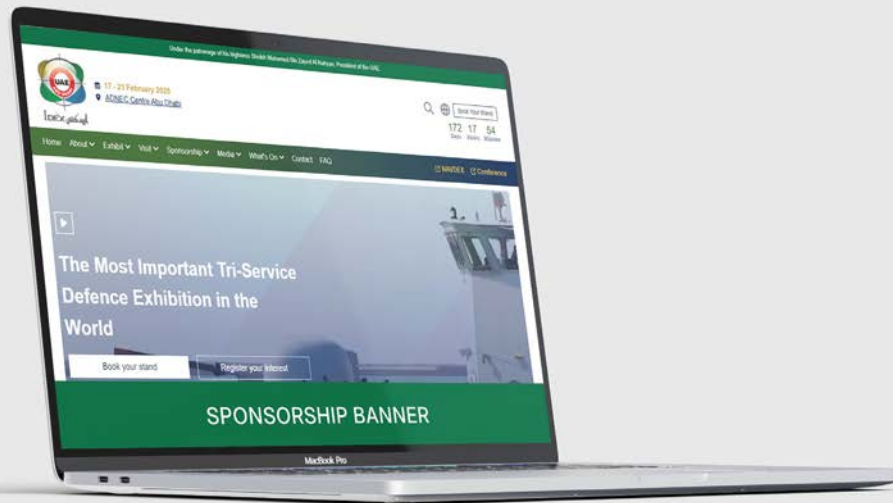
# Banner on visitor promotion emails

15 Available

USD 5,000

We run regular email campaigns to engage with our database and update our audience on IDEX news and features. There is one banner position per campaign and it's highly recommended to multiply effect by taking multiple banners to maximise your exposure





## Banner on homepage 6 Available

**USD 5,000** 1 of 3 rotating, monthly tenancy

Key banner position available on the IDEX official website homepage is offered on monthly tenancy. Up to 3 banners will be rotating for this position

## Banner on Inner pages 9 Available

**USD 5,000** 1 of 3 rotating, monthly tenancy

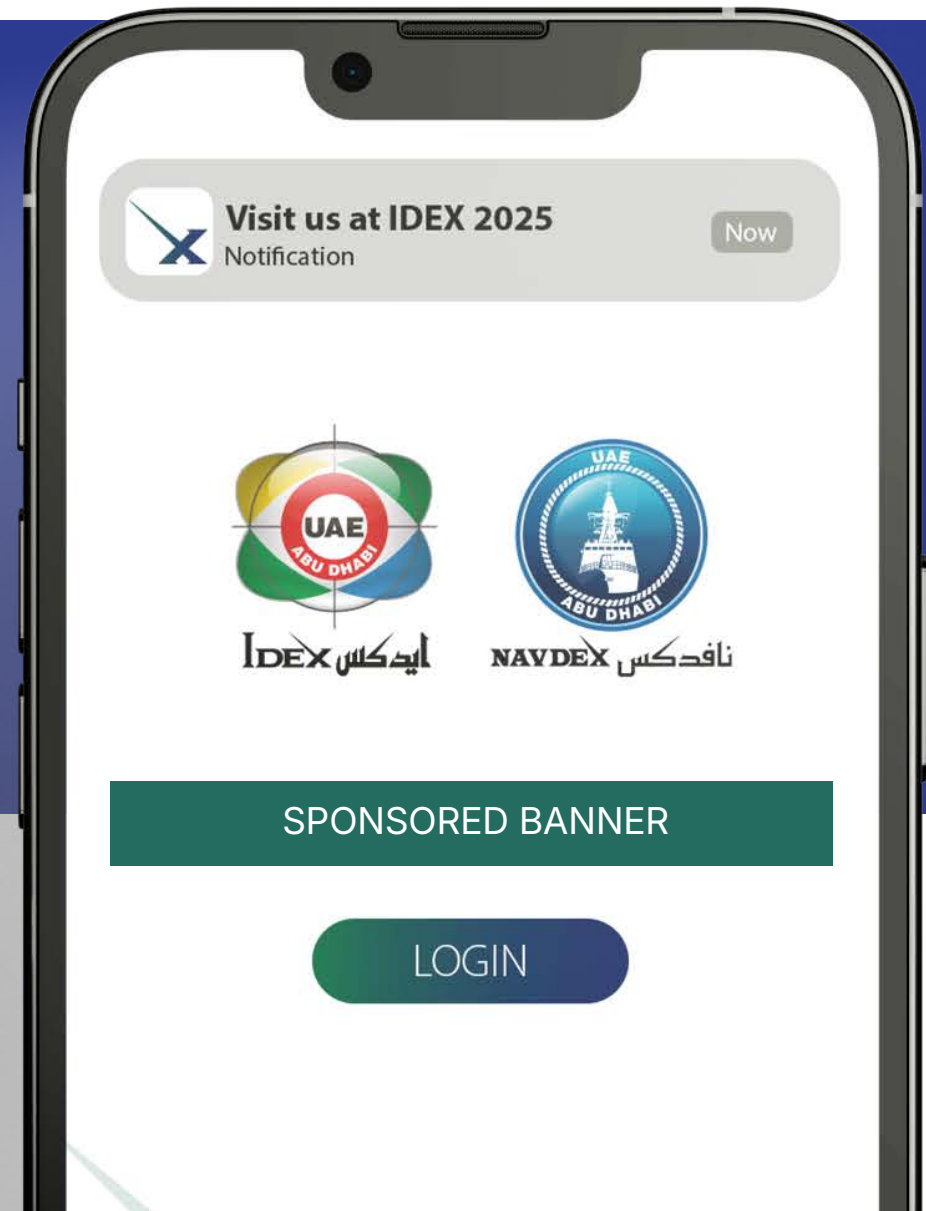
This amazing banner position will be placed on 5+ IDEX website inner pages and is offered on monthly tenancy. Up to 3 banners will be rotating for this position

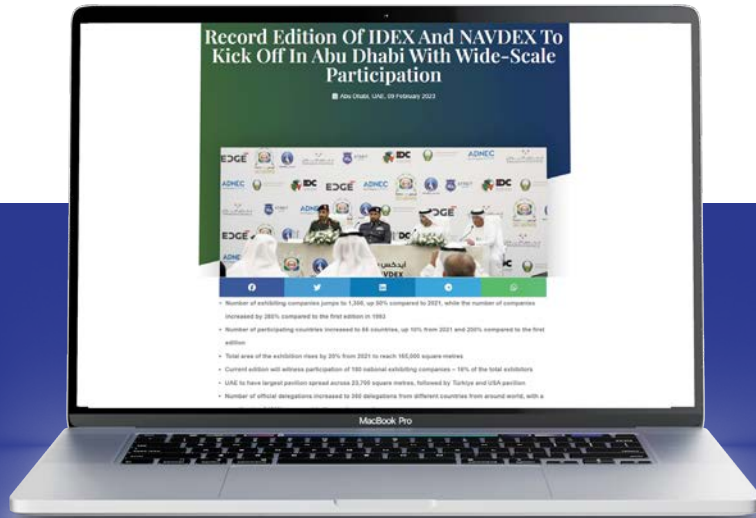
# Push notifications on mobile app

5 Available

**USD 5,500**

Available only once per day, sponsor push notification will be sent to all mobile app users. Running a special activation on your stand or doing a major product launch event? This is your chance to let everyone know!





## Day highlights email

5 Available

USD 7,500

Every evening an email is sent out to all attendees of IDEX and NAVDEX with highlights of the day that has concluded. This is your opportunity to appear in this amazing campaign with an exclusive banner on one of the days.

You can purchase all 5 banners for the price of 4

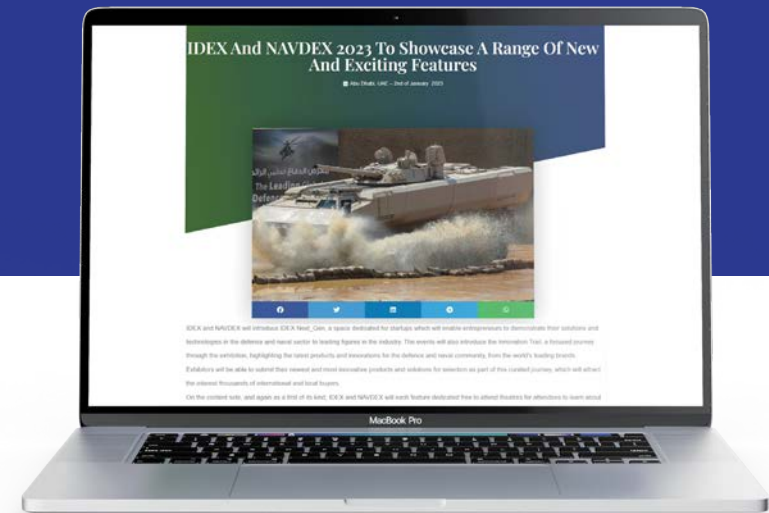
## What's hot at IDEX daily morning email

5 Available

USD 7,500

Every morning an email goes out to all attendees of IDEX and NAVDEX to build up the momentum for the day with features and highlights. This is your opportunity to appear in this amazing campaign with an exclusive banner on one of the days.

You can purchase all 5 banners for the price of 4



# Post Show Report Sponsor - Exclusive

USD 50,000

This opportunity will highlight your company as Post Show Report Sponsor. You will get logo placement on the report and the dedicated email campaign, as well as a page of ad inside of the report



# "You are here" Floor Plan Boards

**USD 75,000**

This is an exclusive opportunity for one brand to have exposure all around the venue. These large format boards will be positioned in several strategic locations around the venue. Your logo will be prominently present on these boards and your stand locations highlighted on the plan.



# Visitor carrier bags & distribution units

**USD 150,000**

Have your brand on the official IDEX carrier bag.  
This is not only an opportunity to stand out during  
the event, but also long after it has concluded.  
We will produce and distribute 10,000 sustainable bags  
to visitors



# Lanyards

**USD 175,000**

Ultimate branding opportunity for any event - Lanyards will put your logo on the neck of every single attendee.



Sponsor Logo



## Isle markers - IDEX

USD 175,000

Attendees use isle markers to navigate around IDEX. This is an exclusive opportunity to have your logo and snappy tagline on all the isle markers, giving you unmatched exposure on the show floor

## Isle markers - NAVDEX

USD 45,000

Attendees use isle markers to navigate around NAVDEX show floor. This is an exclusive opportunity to have your logo and snappy tagline on all the isle markers, giving you unmatched exposure on the show floor



## Stand isle extender - large (5x2)

USD 7,500

A 5x2m floor sticker adjacent to your booth offers that extra bit of visibility to let you stand out and attract more attention. Only available to exhibitors with minimum 15 sqm stand size

## Stand isle extender - small (3x2)

USD 5,500

A 3x2m floor sticker adjacent to your booth offers that extra bit of visibility to let you stand out and attract more attention.

# Hall Entrance Branding Package

This package allows you to have ownership level branding of the respective hall entrance. Each hall entrance includes:

- Concourse Hanging Banners (number varies per entrance)
- Digital Hall Board video slot to be rotating exclusively with IDEX branding and directional signage)
- Hall Columns (number varies per entrance)

Optional upgrade:

- Concourse Glass Banner (extra \$20,000 to each entrance and \$40,000 for 8 & 9)



	Hall 1	Hall 2	Hall 3	Hall 4	Hall 5	Hall 6	Hall 7	Hall 8 & 9	Hall 10	Hall 11	ICC
Concourse Hanging Banner	10	6	7	9	8	6	2	12	2	8	15
Hall Board	1	1	1	1	1	1	1	2	1	1	1
Columns outside	2	2	1	1	1	1	2	3	2	2	8
Columns inside	2	2	2	2	2	2	4	2	5	2	0
Rate card	\$75,000	\$65,000	\$55,000	\$60,000	\$58,000	\$53,000	\$85,000	\$100,000	\$80,000	\$67,500	\$125,000

# Entrance Capsule Branding Package

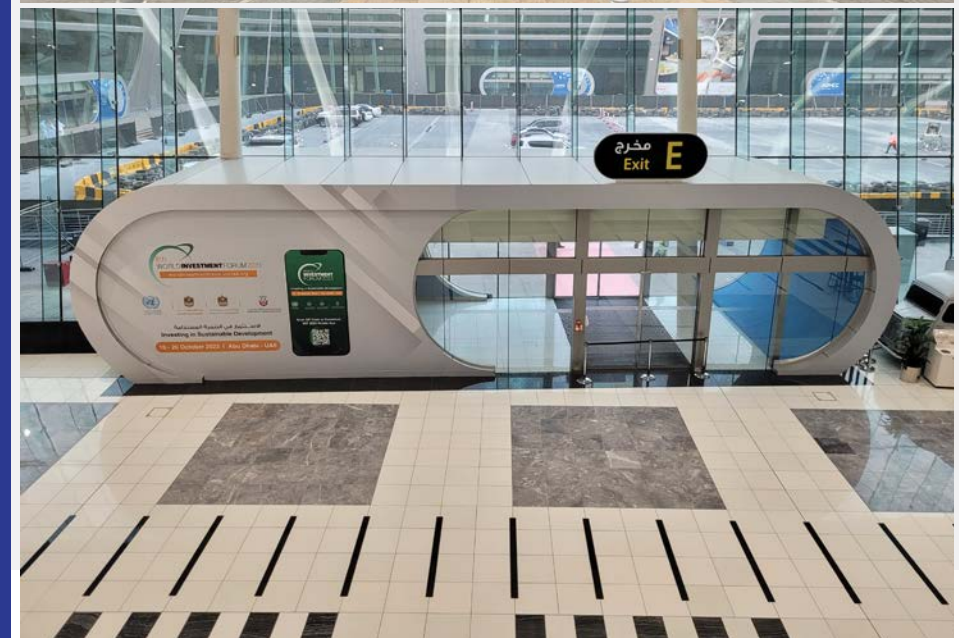
**USD 175,000**

This package allows you to have ownership level branding of one of the entrance capsules and have extensive presence on both inside facing the concourse and outside facing the Central Plaza area. Package includes:

- Door Capsule (both inside and outside)
- Sliding Doors and Glass Panels (both inside and outside)
- External Glass Panel

Capsules available:

A (inside only, POA), B, C, E, G, J, K



# Outdoor XL Branding Takeover Package

**USD 500,000**

This is a unique opportunity to take over the largest media positions facing Central Plaza area, including:

- Curved Glass Panel x 2
- Outside Mega Panel x 2



# Hall 14 sponsorship

USD 150,000

New to IDEX, Hall 14 will showcase latest innovation and first time exhibitors. This is an exclusive opportunity to highlight your innovation narrative, but also gain a large scale venue branding asset that is bound to be noticed.





# International Defence Conference 2025 Sponsorship Packages



	Lead Sponsor	Strategic Sponsor	Associate Sponsor	Knowledge Partner	Delegate bags sponsor	VIP Lunch Sponsor	Activation Sponsor (professional headshot)
<b>Before the event</b>							
Exclusivity	✓	✓					
Press release announcing partnership	Yes	Mention	Mention	Mention			
Logo on VIP invitations	✓	✓	✓	✓		Lunch invitations	
Logo exposure on IDC official website	✓	✓	✓	✓	✓	✓	✓
Logo and profile on Sponsors and Partners page	✓	✓	✓	✓	✓	✓	✓
<b>During the event</b>							
Curated speaking opportunity	Keynote	Keynote	Panel	Panel		Welcome speech	
Presence in the networking area (provided by IDC)	Kiosk	Kiosk	Table top	Table top	Bags distribution area	In the lunch area	Activation area
Delegate passes	15	10	5	3	2	1	1
Logo and recognition in printed Conference Program	✓	✓	✓	✓	✓	✓	✓
Advert in the conference program	Inside Front Cover	Outside Back Cover	Inside Back Cover	Full page	Full page	1/2 page	1/2 page
Logo on media wall	✓	✓	✓	✓			
Insert into delegate bag	✓	✓	✓	✓	✓		
<b>Additional benefits related to IDEX and NAVDEX</b>							
Dedicated EDM sent to IDC attendees	✓	✓					
Video interview with IDEX/NAVDEX TV	✓	✓					
Banner in IDC promotional emails	✓	✓	✓	✓			
Bespoke social media post on official IDEX social media channels	3	2	1	1			
<b>Investment</b>	<b>\$250,000</b>	<b>\$175,000</b>	<b>\$125,000</b>	<b>\$75,000</b>	<b>\$45,000</b>	<b>\$50,000</b>	<b>\$25,000</b>

## Bespoke package

We are open to creative ideas and building bespoke packages that suit your specific objectives. Talk to a member of our team about creating something tailor-made.



For more information on sponsorship opportunities,  
please contact

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+971 (0) 527 275 604

For more information visit:  
[www.idexuae.ae](http://www.idexuae.ae) | [www.navdex.ae](http://www.navdex.ae)

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