HELD UNDER THE PATRONAGE OF HIS EXCELLENCY, PRESIDENT ABDEL FATTAH EL-SISI
THE PRESIDENT OF THE ARAB REPUBLIC OF EGYPT, THE SUPREME COMMANDER OF THE EGYPTIAN ARMED FORCES

EGYPT DEFENCE EXPO
29 NOV – 2 DEC 2021
EGYPT INTERNATIONAL EXHIBITION CENTRE

EVENT BROCHURE

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#EDEX2021

THE 2nd EDITION OF EGYPT'S ONLY INTERNATIONAL DEFENCE EXHIBITION

EGYPT INTERNATIONAL EXHIBITION CENTRE
29 NOV - 2 DEC 2021

400 + EXHIBITORS
30,000 + VISITORS
FULLY-HOSTED VIP DELEGATION PROGRAMME

Headline Sponsor
FINCANTIERI

Platinum Sponsor
MBDA MISSILE SYSTEMS

Silver Sponsor
LOCKHEED MARTIN

Bronze Sponsor
HENSOLDT Detect and Protect.

Supported by
Ministry of Defence
Egyptian Armed Forces
Ministry of Military Production
جهاز مشروعات الخدمة الوطنية

Organised by
CLARION EVENTS

EDEX 2021

EDEX 2018 HIGHLIGHTS

VISITORS

30,141 VISITORS FROM **84** COUNTRIES

97%

OF VISITORS SAY THEY WERE SATISFIED WITH EDEX 2018

EXHIBITORS

376 EXHIBITING COMPANIES FROM **41** COUNTRIES

20 INTERNATIONAL COUNTRY PAVILIONS

88% **OF EXHIBITORS WERE SATISFIED OVERALL WITH THEIR EXPERIENCE AT EDEX 2018**

DELEGATIONS

62 OFFICIAL DELEGATIONS FROM **40** COUNTRIES

EDEX COVERAGE

315,979 PAGE VIEWS ON 2018 WEBSITE

OVER **700** NEWS STORIES ACROSS PRINT, ONLINE & TV

OVER **1,000,000** CIRCULATION FROM MEDIA PARTNERS

1,800 OUTDOOR ADVERTISING SITES ACROSS EGYPT

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JOIN EGYPT'S ONLY INTERNATIONAL DEFENCE EXHIBITION

Held under the patronage of His Excellency, President Abdel Fatah El Sisi, President of The Arab Republic of Egypt, The Supreme Commander of The Egyptian Armed Forces, Clarion Events is proud to present the 2nd edition of EDEX – Egypt Defence Expo 2021. The only tri-service defence exhibition in North Africa, EDEX is fully supported by Egyptian Armed Forces and presents a unique opportunity for exhibitors to showcase the latest technology, equipment and systems across land, sea and air.

WHEN& WHERE

29 Nov - 2 Dec 2021

Egypt International Exhibition Centre, Cairo

FIND OUT MORE AT

www.egyptdefenceexpo.com

VISIT EGYPT

Egypt is a fascinating country with some of the most enduring historical monuments on earth, which makes for an unforgettable travel destination. Make the most of your visit to Egypt by taking in more than just EDEX 2021.

VENUE

EDEX will once again take place in the impressive Egypt International Exhibition Centre in New Cairo, conveniently located near to Cairo International Airport and a number of hotels. This fully-equipped venue will ensure that all exhibitors and visitors have a smooth, enjoyable experience at the show.

WHO WILL ATTEND?

EDEX attracts a local, regional and international audience of key decision-makers from government, Army, Navy, Air Force and the defence industry.

There is a fully hosted VIP programme ensuring the key international VIPs and VVIPs are present at the show and fully engaged.

Exhibitors will have the opportunity to meet the following VIP delegations and organisations:

- Defence and Security Ministers
- Chiefs of Staff, Chiefs of Army, Navy and Air Forces
- Coastguard Commanders
- Procurement Directorates
- Plans and Policies Departments
- Capability Development Directors
- Heads of MRO
- Marines and Special Forces
- Republican Guard Commands
- Critical National Infrastructure Authorities
- Defence & Security Contractors
- Academia and Research Organisations
- Associations and Industry Bodies

SPONSORSHIP PACKAGES

PACKAGES	HEADLINE SPONSOR (1 available) SOLD	PLATINUM SPONSOR (3 available)	GOLD SPONSOR (5 available)	SILVER SPONSOR	BRONZE SPONSOR
Superior add-on	1	1			
Deluxe add-on	1		1	1	
Branding on all general online and printed collateral	✓	✓	✓	✓	✓
Branding on all general onsite signage	✓	✓	✓	✓	✓
Dedicated hanging banner in exhibition hall	✓	✓	✓		
Sponsors welcome editorial in show guide	250 words	250 words	150 words	150 words	150 words
Dedicated e-blast to EDEX database	✓	✓	✓		
VIP Lunch passes	8	6	4	2	
Dedicated social media posts	5	4	3	2	1
Advert in Official Show Guide	✓	✓			
Push notifications on Official Event App	8	4			
Table at the Official Gala Dinner	✓				
TOTAL COST	~~$150,000~~ SOLD	**$75,000**	**$50,000**	**$25,000**	**$15,000**

SPONSORSHIP ADD-ONS

SUPERIOR ADD-ONS
(Headline & Platinum Sponsor)

- ~~Gala Dinner Sponsor~~ - SOLD
- VIP Delegation Lunch Sponsor
- ~~VIP & Visitor Lanyard Sponsor*~~ - SOLD
- Visitor Bag Sponsor*
- VIP Bag Sponsor*
- Registration Sponsor

DELUXE ADD-ONS
(Headline, Gold & Silver Sponsor)

- ~~Badge Sponsor~~ - SOLD
- VIP Registration Sponsor
- ~~Stand Locator Boards Sponsor~~ - SOLD
- Media Centre Sponsor
- Staff & VIP Host Polo Shirts Sponsor
- Directional Hanging Banners Sponsor

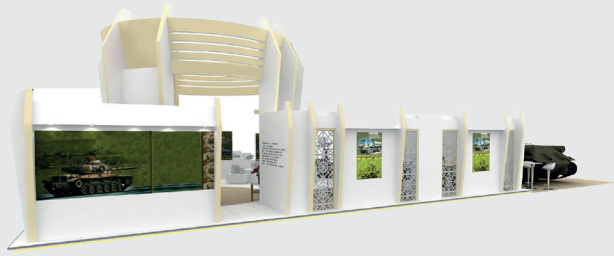
*Cost of production to be covered by sponsor

OVERVIEW OF EXHIBITING OPTIONS

SHELL SCHEME
$725 PER SQM

Shell scheme exhibition stands comprise of lighting, carpet, 13A socket and also include a table, three chairs, waste bin and a lockable counter. Each stand will also feature a fascia board with your company name on. The rest of the stand is up to you to brand as you wish.

SPACE ONLY
$625 PER SQM



Space only means that you will receive a raw space on the floor plan to build your own stand. You can use our appointed contractors to design and build your stand, or use your own contractors. All custom stands will require approval from the event organiser.

HOW CAN EDEX WORK FOR YOUR COMPANY?

- Position your brand in front of over 30,000 visitors
- Meet face-to-face with senior military and industry leaders from across the MENA region
- Strengthen your relationships with existing clients
- Keep up-to-date with the latest industry developments and procurement requirements in the local and regional defence industry
- Increase brand awareness with prominent onsite and online sponsorship
- Meet all three services (land, air and sea) in one place
- Showcase the latest technological innovations to both procurement and operational heads

"It's been a fabulous show for us; we didn't realise how big and successful it would be."
Mark Ritson, Director of Campaign Communications, BAE Systems

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