



**Defence Exhibition Athens**  
International Defence & Security Exhibition

**6-8 May 2025**

# Sponsorship & Advertising Brochure



Under the Auspices of  
**HELLENIC MINISTRY  
OF NATIONAL DEFENCE**



Organiser



In Cooperation

Unlock unparalleled brand exposure and elevate your company's presence with DEFEA's premium sponsorship and advertising packages. Our offerings empower exhibitors to showcase their brand, ensuring heightened visibility not only during the show but also before and after, for sustained impact and lasting impressions.

## Sponsorship Packages

Sponsoring	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Sponsor logo on the homepage and run of site	✓	✓	✓	✓	✓
Sponsors logo at DEFEA's emails	✓	✓	✓	✓	✓
Sponsors logo at DEFEA's onsite and offsite signage	✓	✓	✓	✓	✓
Sponsors logo in DEFEA's generic and VIP invitation	✓	✓	✓	✓	✓
Sponsors logo in the show catalogue sponsors section	✓	✓	✓	✓	✓
Profile entry at the show catalogue	500 words	400 words	300 words	200 words	100 words
Advertising spot at the wall led	up to 2'	up to 2'	up to 1'	up to 1'	up to 1'
Gala Cocktail Invitations	10	7	5	3	2
VIP Exhibitor Passes	10	7	5	3	2
Printed advertising wall space	5x5m.	6x2,5m.	5x1,5m.	5x1,5m.	–
Advertising page at the show's catalogue	✓	✓	✓	–	–
Sponsors dedicated email to visitors	✓	✓	–	–	–
Sponsors logo at the show catalogue profile entry	✓	✓	–	–	–
Choice from PREMIUM	1	–	1	–	–
Choice from PRIME	1	1	–	–	–
Cost	100.000 €	60.000 €	30.000 €	20.000 €	10.000 €

## Prime Supplements

- **Visitor Lanyards**  
Company logo on the visitors' lanyards\*
- **Gala Reception Sponsor**  
Sponsors logo on the website, Sponsors logo at the gala invitation, Banner at the Reception Gala venue, Promotional Giveaways, 10 invitations for the Reception Gala
- **Show Catalogue Sponsor**  
Back cover advertising page, 2 color pages spread, logo at the front cover.

## Premium Supplements

- **Delegations Lounge Sponsor**  
Sponsors logo at the lounge's signage, distribution of marketing material at the lounge's reception desk.
- **DEFEA B2B Sponsor**  
Sponsors logo at the B2B signage, distribution of marketing material at the B2B reception desk.
- **DEFEA ACADEMY Sponsor**  
Sponsors logo at the DEFEA ACADEMY signage, distribution of marketing material at the DEFEA ACADEMY reception desk.
- **Media Center Sponsor**  
Sponsors logo at the media center signage, distribution of marketing material at the media center reception desk.
- **Mobile app Sponsor**  
Logo at the app home page, banner at the bottom screen
- **Exhibition Pen Sponsor**  
Company logo at the exhibition pens.  
Free distribution to visitors at the entrance.\*

## Other Sponsorships

- **Pocket Floor Plan Sponsor** ..... 12.000 €  
Back cover advertising page, logo at the front cover
- **Official Bag Sponsor** ..... 12.000 €  
Company logo at the official bag of the exhibition.  
Free distribution to visitors at the entrance.\*



\*Production and logistics covered by the sponsor

# Advertising

## Onsite Branding

### One-sided printed hanging banners main corridor

5x5m	4.500,00 €
4x5m	3.800,00 €
6x3m	3.300,00 €
6x2,5m	3.000,00 €
5x1,7m	1.800,00 €
5x1,5m	1.500,00 €
1x2m back lit	1.300,00 €

### Inside Halls

5x3m (2 per Hall)	5.000,00 €
10x3m (1 per Hall)	7.500,00 €

### Lobby 1

4x1	1.600,00 €
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## Official Catalogue Colored Ads

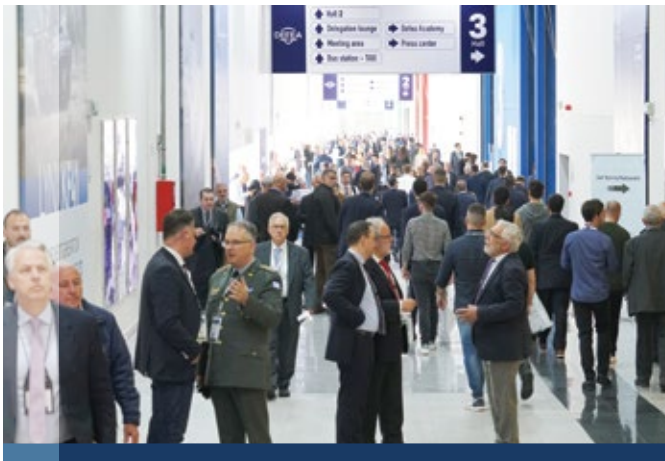
Single page	1.800,00 €
Front page opposite of inside cover	3.000,00 €
Inside front cover	3.000,00 €
Inside back cover	2.500,00 €



## We extend our gratitude to our 2023 sponsors and advertisers:

[www.defea.gr](http://www.defea.gr)   



For more information regarding the Sponsorship & Advertising Opportunities please contact:

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