

CALL FOR SPONSORSHIP



NUST ACADEMIC AND STARTUP PAVILIONS AT IDEAS 2024

SPONSORSHIP BENEFITS

We invite you to partner with us as a sponsor for IDEAS 2024, offering a unique platform to showcase your brand, products, and services to a global audience. Our sponsorship packages offer various benefits, including:

- ✓ Opportunity to connect with a target audience of international defence and security professionals and showcase your brand, products, and services to a global audience
- ✓ Brand visibility through logo display, advertising, and promotional material
- ✓ Networking opportunities with high-profile delegates, policymakers, diplomats, and defence procurement experts
- ✓ Formal acknowledgement as a Sponsor at IDEAS 2024
- ✓ Digital marketing + coverage at the Expo
- ✓ Logo + Name will be displayed on the official website, along with links to your organisation's website + social media account

SPONSORSHIP PACKAGES

BENEFITS	8 MILLION	6 MILLION	4 MILLION	1 MILLION	0.5 MILLION
	EXCLUSIVE PARTNER	PLATINUM PARTNER	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER
VIP PASSES	✓	✓	✓		
EXHIBITION SPACE	✓	✓	✓	✓	
	TOTAL COVERED AREA	CORNER PAVILION	CENTRAL PAVILION	PER STALL	
NETWORKING	✓	✓	✓	✓	✓
MARKETING COLLATERAL	✓	✓	✓	✓	✓
FORMAL RECOGNITION	✓	✓	✓	✓	✓

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