



DEFENCE

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5th Exhibition & Conference | 18-19 April 2012
Bristol Marriott Hotel City Centre, Bristol, UK

EVENT BROCHURE

Organised in association with: Official Media





*1 Courtesy of AgustaWestland
*2 Courtesy of BAE Systems
*3 Courtesy of Supacat



Defence IT 2012

Defence IT is an interactive event, which uses panels of Ministry of Defence and defence industry leaders to discuss a range of topics, with a core aim: to allow the defence enterprise to make the most effective use of information.

About the Organisers



Shephard Media

shephardmedia.com

Shephard Media has provided intelligence to the aerospace and defence communities since 1981 through a range of leading international conferences and exhibitions and a world renowned publishing portfolio, including magazines, industry handbooks and online news services.

Digital Battlespace Magazine

As part of the delegate package, each delegate will receive one copy of *Digital Battlespace* at the event followed by a free 12-month subscription.

Digital Battlespace Handbook

Each delegate attending the event will also receive a free copy of the *Digital Battlespace Handbook*.

For advertising opportunities email Chris Richman on chris.r@shephardmedia.com

Special rates are available for sponsors and exhibitors.



UKCeB

ukceb.org

UKCeB's mission is to transform secure information sharing for through-life collaboration in defence acquisition and support. It is a not-for-profit membership organisation comprising over 600 individuals and 70 defence and aerospace companies, plus the Ministry of Defence (MoD) and related trade associations. It is both a catalyst and a facilitator, promoting joint industry/MoD collaboration.

Organised in conjunction with UKCeB

Defence IT 2012 will give organisations in the defence information technology sector a unique platform to showcase their products and services to a top-level industry and military audience.

A wide variety of sponsorship and branding opportunities enable you to make a long-term investment in your target audience and make sure they keep your product and service in mind for longer.

Conference

The conference programme, which is put together in collaboration with UKCeB, is aimed at increasing top-level industry and military attendance and creating an environment for networking with valuable potential and existing clients.

Venue

The Bristol Marriott Hotel City Centre is a prestigious conference and exhibition venue in Bristol situated near the DE&S headquarters and with easy access by land and air.

Who will you meet?

- > Original Equipment Manufacturers
- > Operational Planners
- > Programme Managers
- > Acquisition Officials
- > Computer Software and Hardware Suppliers
- > Systems Integrators
- > IT Training Organisations
- > Systems Analysts
- > Defence IT Professionals
- > Logisticians and Sustainment Personnel
- > Industry
- > Defence Logistics Organisations

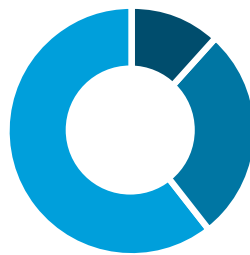
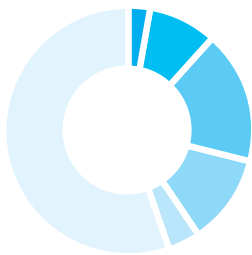
... from the following areas

- > Air Force
- > Navy
- > Army
- > MoD
- > Intelligence Agencies
- > Cyber Warfare Agencies

Defence IT 2011 attendees by:

Military rank

Industry level



- OF7
- OF6
- OF5
- OF4
- OF3
- Other Senior Military

- Director/CEO/President
- Manager
- Executive and Support



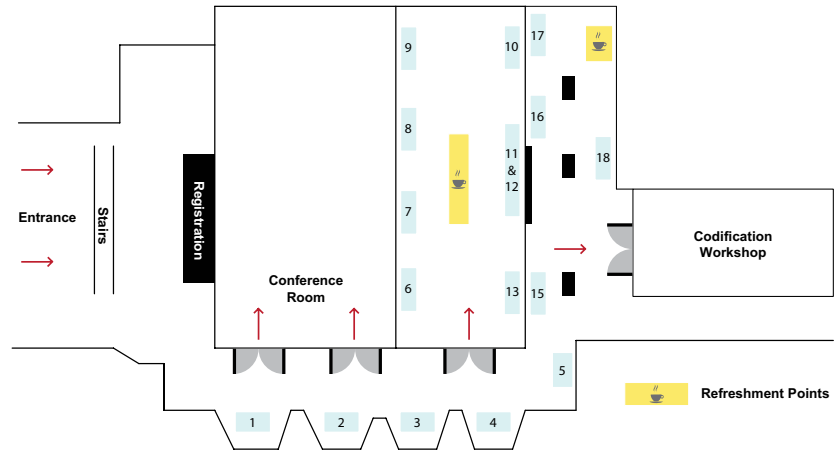
Exhibiting at Defence IT 2012

Exhibitor package

The event offers its valued exhibitors a number of benefits that will provide your company with the quality customer service you deserve.

3m x 2m display space **£2,500**

6m x 2m display space **£4,500**



Past sponsors include:

Boeing Defence UK

Deep-Secure

Detica

Elsevier

Finmeccanica

General Dynamics UK

Glue Reply

IBM

IFS Defence

Lamri

LSC Group

Miragroup

Miro Technologies

Namsa

Oracle Corporation

Paradigm

Rolls-Royce

Serena Software

Sims

The Salamander Organization

UKCeB

Signage Opportunities

Maximise your brand exposure at Defence IT 2012 by using a range of branding opportunities that are tailored to suit you and your brand, increasing the traffic to your stand and your presence at this important event.



For more information on exhibiting or sponsorship opportunities, contact:
Mark Dennington on +44 (0)1753 727008 or email mark.d@shephardmedia.com

Sponsorship Opportunities

Lead Sponsorship Opportunities

Gala Dinner	£25,000
Speakers' Dinner	£18,750
Registration and Refreshments on arrival on Day One	£18,750
Official Drinks Reception – at the end of Day One	£15,000

A standard lead sponsorship opportunity includes:

- › Official lead sponsorship recognition, including company logo on associated promotional literature, website and targeted email campaigns, plus conference acknowledgements
- › Display space in a prime location
- › Complimentary delegate places for the two-day conference
- › Additional delegate places for your company personnel at a discounted rate
- › Two complimentary stand-manner places for the two-day exhibition

Sponsorship Opportunities

Delegate Bags	£12,000
Delegate Folders	£10,000
Lunch Breaks – Day One or Day Two available	£10,000 per day
Refreshment Breaks – Day One or Day Two available	£10,000 per day
Delegate Badges	£10,000
Internet Area	£8,000
Delegate Lanyards	£10,000
Delegate Gifts	£7,500
Event Guides	£6,000
Quarter-page advert in the Event Guide	£1,000

A standard sponsorship opportunity includes:

- › Official partnership recognition, including company logo on associated promotional literature, website and targeted email campaigns, plus conference acknowledgements
- › Display space
- › Complimentary delegate places for the two-day conference
- › Additional delegate places for your company personnel at a discounted rate
- › One invitation to the VIP dinner (subject to taking place)

