



# Expodefensa 2017

Feria Internacional de Defensa y Seguridad  
International Defense and Security Trade Fair

EN

4<sup>th</sup> to 6<sup>th</sup> December 2017  
Bogota, Colombia



**Exhibition presentation**

**Stand offer**

**Business and  
communication tools**

**2017 Price list**

**Commercial  
Brochure**

[www.expodefensa.com.co](http://www.expodefensa.com.co)

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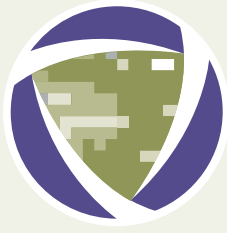


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# Expodefensa 2017

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International Defense and Security Trade Fair

## THE LEADING DEFENSE & SECURITY HUB FOR LATIN AMERICA & THE CARIBBEAN



### ADDRESSING THE DEFENSE & SECURITY CHALLENGES OF LATIN AMERICA

- 79% of the population living in urban concentrations
- Vast territories and complex environments (Andes mountain range, Amazonian forest, expanded coastal areas, extended travel distances, etc.)
- Strong and dynamic economic growth
- Major economic organizations: Pacific Alliance, Mercosur

#### EXPODEFENSA offers solutions to:

- 🛡️ ENSURE THE DEFENSE AND SECURITY OF COUNTRIES
- 🛡️ MAINTAIN OR RESTORE PEACE
- 🛡️ PREVENT AND COMBAT NATURAL AND INDUSTRIAL DISASTERS

The 6<sup>th</sup> edition of **EXPODEFENSA** exhibition will be held from **4<sup>th</sup> to 6<sup>th</sup> December in Bogota – Colombia**, in Corferias Exhibition Center.

**EXPODEFENSA 2017** is the international exhibition and point of reference for Latin America in terms of technological development and innovation for Defense and Security Forces (Air, Land and Naval domains).

After five editions, **EXPODEFENSA** is:

- A reference for Latin American & Caribbean Countries
- An international business platform for worldwide manufacturers

The MINDEFENSA - CORFERIAS - COGES alliance makes EXPODEFENSA a successful business platform with an exhibitors participation growth, high quality of stands, and a strong presence of Latin American and Colombian Official Delegations.

EXPODEFENSA addresses the concerns of governments and all public and private authorities, of the region:

- **Defense** in its three domains: Land, Air and Sea
- **Security** of goods, people, borders, critical infrastructure, and means of communication
- **Fight against** organized crimes, narcotics traffic and urban criminality



## 2015 KEY FIGURES

**232** exhibitors  
from 26 countries

**66%** international  
exhibitors

**10,390** international  
visitors

**55** official delegations  
from 27 countries

**4** Defense and Security Ministers  
from South America

International journalists



## DOMAINS COVERED BY EXPODEFENSA

### NATIONAL DEFENSE

- Weapons & Ammunitions
- Ground, Aerial and Naval Vehicles, Vessels & Aircraft
- Air Defense
- Communication & Information Systems and Cyber-defense
- Detection, Location, Acquisition and Deception
- Field Preparation, Detection of Hazardous Materials, CBRNe
- Fighting Organized Crimes & Narcotics Traffic
- Training and Simulation

### HOMELAND SECURITY

- Land & Maritime Border Control Issues
- Equipment for Security Forces
- Security of infrastructures and sensitive areas
- Security of communication and information systems, Cyber-security
- Urban warning, detection and surveillance
- Rapid intervention means
- Unmanned Systems & Robotics
- Bank and Fiduciary Security

### PEACEKEEPING AND CONFIDENCE RESTORATION

- Anti-Terrorism means
- Equipment for Armed Forces
- Equipment for Special Forces
- Intelligence and Jamming Devices
- Threat Detection
- Crowd Control
- Fighting Urban Criminality

### LOGISTICS FOR OPERATIONS

- Command Post and Crisis Management
- Equipment for Flood fighting, Earthquakes Recovery
- Operational Logistics, Supply, Transport
- Camps and Temporary Facilities
- Emergency and Operational Medicine, Health equipment
- Water Treatment

### SERVICES

- Private Security Services
- Technical Assistance, Transportation, Handling, Storage, Logistics Assets
- Consulting
- Professional Organizations, Chambers of Commerce and Industry, Ministries and Embassies

## WHO EXHIBITS?

International Manufacturers presenting tailored Defense and Security solutions for Latin American and Caribbean countries. These companies have the opportunity to make contact with decision makers on the continent and to explore new business opportunities. They are able to present high-tech products and proven solutions at controlled costs.

## WHO VISITS?

**EXPODEFENSA** attracts international visitors from governments, defense and security forces, and the industry. From all countries of the continent, EXPODEFENSA welcomes:

- Governments, institutions and public bodies equipping the armed forces, security forces and emergency response units
- Manufacturers, logistics operators and service companies in search of contracts and partnerships
- Private companies and organizations open to the public in need of security and protection equipment





# EXPODEFENSA: DISCOVER NEW MARKETS, COMMUNICATE AND SPEED UP YOUR COMMERCIAL DEVELOPMENT

## REGISTRATION ..... p.05

- Registration, file management, EXPODEFENSA services

## EXHIBITOR PACKAGE ..... p.07

## EXHIBITING OUTDOORS ..... p.08

- Outdoor bare area

## EXHIBITING INDOORS ..... p.08

- Indoor bare area
- Shell scheme

## DEVELOP YOUR BUSINESS ..... p.11

- Security and Defense Business Meetings
- Official Delegations and VIP visitors

## COMMUNICATION AND SPONSORING ..... p.12

- Communication tools
- Sponsoring tools

## PRICES ..... p.14

- All the prices to calculate your exhibition budget



## REGISTRATION

### YOUR REGISTRATION TO EXPODEFENSA

#### 1/ Admission request

- You shall first submit an online admission request (on our website or through the interactive PDF form.) You will then have to send your company registration document and the passport copy of your legal representative, and approve the General Terms of Sales.
- You have to send a copy of the KBIS (Business Registration Certificate) and your passport and to approve (legal representative) the General Terms of Sales.

#### 2/ Acceptance

- After the approval of your request, you will receive a login and password.

#### 3/ Sales administration

- Your Login and Password will allow you to access your registration order.

During all the preparation of the exhibition you will have access to your exhibiting company space with personal page (contract, invoice), exhibitor manual and forms.



# EXPODEFENSA 2017 HOW TO EXHIBIT?

## DIFFERENT WAYS TO EXHIBIT AT EXPODEFENSA

### DIFFERENT WAYS TO EXHIBIT AT EXPODEFENSA

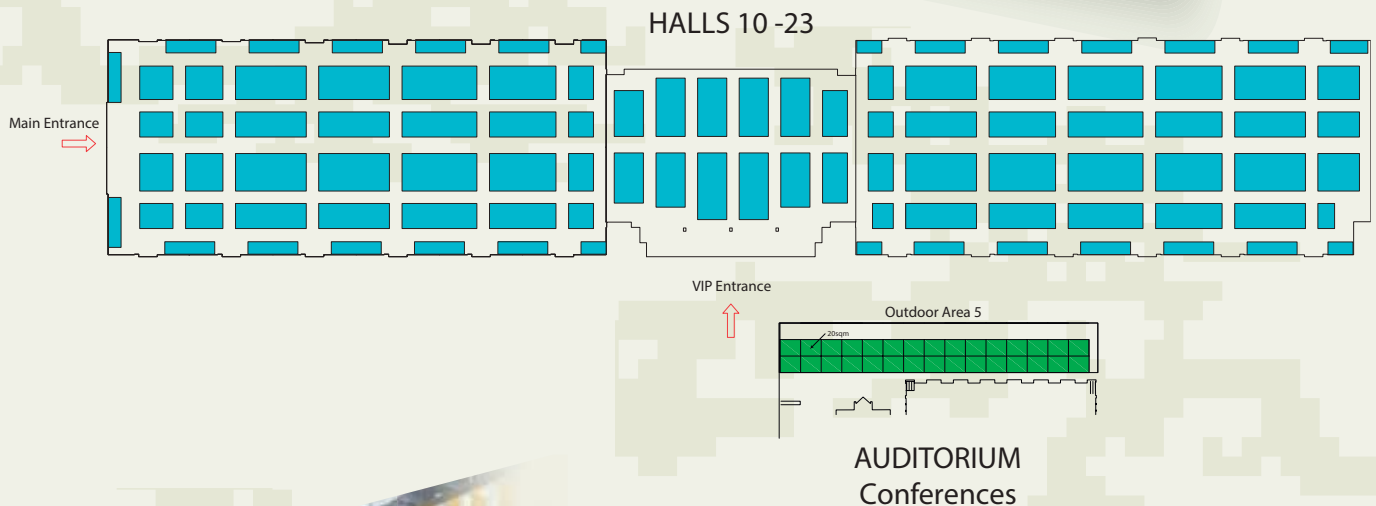
- **Direct exhibitor:** You book and occupy a specific space. You may accommodate one or more co-exhibitors (registration required)
- **Co-exhibitor:** You are "hosted" by a company (Direct exhibitor) to present your products or services at a direct exhibitor space

### NATIONAL VISIBILITY

- **In a national pavilion:** This area allows you to exhibit together with other companies from the same country
- **Within an organized group:** You benefit from the group reputation (chamber of commerce, cluster, association, trade group, etc.)

### The 2017 EXPODEFENSA exhibition includes

- AN EXHIBITION HALL
- AN OUTDOOR EXHIBITION AREA





# EXHIBITOR PACKAGE

## REGISTRATION FEES INCLUDE THE FOLLOWING SERVICES

### COMMUNICATION TOOLS

- Printed invitation cards (unlimited) (p.12)
- Customizable electronic invitations (p.12)
- Exhibitor badges
- Entry in the printed and distributed catalogue (5,000 copies free at the entrance)
  - Presentation of your company and your products on ½ page, A5 format
  - Exhibitor name and contact information
  - Lines of text and pictures (numbers to be confirmed at registration)
  - 7 products and services list section
- A press service and use of Press/Media mailboxes to target your communication on the media of your choice (p.12)

### BUSINESS TOOLS

- Defense and Security Business Meetings (p.11)

### ACTIVITIES

- Access to EXPODEFENSA conferences organized by CORFERIAS and MINDEFENSA (p.13)

### LOGISTICS AND SERVICES

- Stand cleaning
- On-site service provider coordination
- Organizer Insurance - Ghislaine

*(See conditions in the Exhibitor Manual and in the General Terms of Sales)*

*See prices on page 14*





## EXHIBITING INDOORS

### INDOOR BARE SURFACE (18sqm MINIMUM): CREATE YOUR STAND REFLECTING YOUR IMAGE

- Based on 3sqm increments, you may reserve a surface area with a corner (if available)

**Price per sqm: 557 USD/ex-VAT**

### CORNER (Option)

- Enhance your visibility by choosing a stand location open on several sides
- If available and only indoors

**Unit price: 165 USD/ex-VAT**



## EXHIBITING OUTDOORS

### BARE SURFACE STAND: ARRANGE YOUR STAND TO REFLECT YOUR IMAGE

- You may book a minimum surface stand of 20sqm

**Price per sqm: 398 USD/ex-VAT**

### DOUBLE DECK/MEZZANINE (OPTION)

- Maximum construction allowed: 20% of the total floor surface

**Price per sqm: 370 USD/ex-VAT**









# SHELL SCHEME PACKAGES - INDOOR

## DESCRIPTION (Structure, Flooring, Electricity, Signage, Furniture)

BUSINESS DESIGN 1				
	9 sqm	18 sqm	27 sqm	36 sqm
	Carpet 1 table 3 chairs 1 lockable counter with exhibitor logo 1 plant Exhibitor logo sign Company image on wall (graphic) Electrical power & spot lights Waste basket	Carpet 2 tables 6 chairs 2 lockable counters with exhibitor logo 2 plants - 3 brochure racks Exhibitor logo sign Company image on wall (graphic) Electrical power & spot lights Waste basket	Carpet 1 cupboard 3 tables - 9 chairs 3 lockable counters with exhibitor logo 4 plants - 6 brochure racks Exhibitor logo sign Company image on wall (graphic) Electrical power & spot lights 2 Waste baskets	Carpet 1 cupboard - 1 storage room 3 tables - 9 chairs 3 lockable counters with exhibitor logo 4 plants - 6 brochure racks Exhibitor logo sign Company image on wall (graphic) Electrical power & spot lights 2 Waste baskets


BUSINESS DESIGN 2				
	9 sqm	18 sqm	27 sqm	36 sqm
	Carpet 1 table - 3 chairs 1 lockable counter with exhibitor logo 1 plant Exhibitor logo sign Company image on wall (graphic) Electrical power & spot lights Waste basket	Carpet 2 tables - 6 chairs 2 lockable counters with exhibitor logo 2 plants - 3 brochure racks Exhibitor logo sign Company image on wall (graphic) Electrical power & spot lights Waste basket	Carpet 1 cupboard 3 tables - 9 chairs 3 lockable counters with exhibitor logo 4 plants - 6 brochure racks Exhibitor logo sign Company image on wall (graphic) Electrical power & spot lights 2 Waste baskets	Carpet 1 cupboard - 1 storage room 3 tables - 9 chairs 3 lockable counters with exhibitor logo 4 plants - 6 brochure racks Exhibitor logo sign Company image on wall (graphic) Electrical power & spot lights 2 Waste baskets


Non contractual photos



# SHELL SCHEME PACKAGES - INDOOR

## DESCRIPTION (Structure, Flooring, Electricity, Signage, Furniture)

EXECUTIVE DESIGN 1				
	9 sqm	18 sqm	27 sqm	36 sqm
	Floor	Floor	Floor	Floor - 1 storage room
	1 high table - 3 stools	2 high tables 6 stools - 1 sofa	1 storage room - 1 meeting area	1 meeting area - 3 high tables
	1 lockable counter with exhibitor logo	2 lockable counters with exhibitor logo	3 high tables - 9 stools - 2 sofas	9 stools - 2 sofas
	2 shelves - 1 plant	2 shelves - 2 plants	3 lockable counters with exhibitor logo	3 lockable counters with exhibitor logo
	Exhibitor logo sign Company image on wall (graphic) Electrical power & spot lights Waste basket	3 brochure racks Exhibitor logo sign Company image on wall (graphic) Electrical power & spot lights Waste basket	3 plants - 4 shelves 6 brochure racks Exhibitor logo sign Company image on wall (graphic) Electrical power & spot lights 2 Waste baskets	3 plants - 6 shelves 6 brochure racks Exhibitor logo sign Company image on wall (graphic) Electrical power & spot lights 2 Waste baskets

EXECUTIVE DESIGN 2				
	9 sqm	18 sqm	27 sqm	36 sqm
	Floor	Floor	Floor	Floor
	1 high table	2 high tables	1 storage room	1 storage room
	3 stools	6 stools - 1 sofa	1 meeting area	1 meeting area
	1 lockable counter with exhibitor logo	2 lockable counters with exhibitor logo	3 high tables	3 high tables - 9 stools
	2 shelves	2 shelves	9 stools - 2 sofas	2 sofas
1 plant	2 plants	3 lockable counters with exhibitor logo	3 lockable counters with exhibitor logo	
Exhibitor logo sign	3 brochure racks	3 plants - 4 shelves	3 plants - 6 shelves	
Company image on wall (graphic)	Exhibitor logo sign	6 brochure racks	6 brochure racks	
Electrical power & spot lights	Company image on wall (graphic)	Exhibitor logo sign	Exhibitor logo sign	
Waste basket	Electrical power & spot lights	Company image on wall (graphic)	Company image on wall (graphic)	
	Waste basket	Electrical power & spot lights	Electrical power & spot lights	
		2 Waste baskets	2 Waste baskets	

Non contractual photos



# DEVELOP YOUR BUSINESS

## Service included in the Exhibitor Package

### **DEFENSE AND SECURITY BUSINESS MEETINGS**

**Make your participation in the exhibition profitable by multiplying business contacts.**

EXPODEFENSA provides a service whereby business meetings between buyers and solutions suppliers can be scheduled prior to the exhibition. This service allows your company to detect potential buyers and develop new lines of cooperation within Latin America and the Caribbean.

This service is open to all exhibiting companies that wish to take advantage of a tailor-made business meetings schedule.

Fill in the dedicated online form to present your company. Three weeks prior to the exhibition you may select the companies you wish to meet. Then you have to validate the companies that have requested a meeting with you. The appointments take place at the exhibitors stands or in a specific area provided on the "Business Meetings" space.

### **OFFICIAL DELEGATIONS AND VIP VISITORS**

**Official Delegations: meet Latin American & Caribbean decision-makers and contractors**

This is a potentially strategic service for your company. It shall be managed and followed up by your company staff in charge of high-level visits, starting from October - November 2017.

International high-level delegations such as Defense Ministers, Interior Ministers, State Secretaries, Chiefs of Staff, Armament Directors, National Security Directors,

Heads of Police and Rescue Departments, Security Managers of large industrial groups are invited by the Colombian Ministry of Defense or by the organizer to participate to the exhibition.

This service is open to all companies presenting working systems and complete solutions, who exhibit on at least a 20sqm indoors or a 40sqm outdoors, can request Official Delegations.

Fill the online form for visit requests in your exhibitor space. These requests are essential to inform the delegations about the manufacturer wishes. The heads of delegations make the final decision about the schedule of their visit.

### **EXPODEFENSA GUESTS**

EXPODEFENSA guests are representatives from Civilian and Homeland Ministries, Organizations and/or Procurement services, commercial companies. Most of them are issued from their national Defense or Security forces, or also from Defense or Security Services of cities and state or public and private companies. They are considered as key visitors.

They are Program Executive Officers, Program Managers, Head of Purchase and procurement, Chiefs of «Operations» and/or «Logistics» Divisions, key personnel from Technical Test Centers, Head Corporate Security & Risk Manager, Chief Security Officer, Security Manager searching for safety solutions and devices.



# COMMUNICATION AND SPONSORSHIP



Communication tools  
(services included in the  
exhibitor package)

## **INVITE YOUR CLIENTS AND PROSPECTS TO THE EXHIBITION**

You can order professional invitation cards to invite your contacts and potential clients. You can also use customizable and easy-to-use electronic invitations. You can send these invitations to your clients and prospects lists using your own data base. Visitors can pre-register online and will obtain their final badge immediately at the entrance of the exhibition.

Fill in the order on the online form.

## **THE INTERNATIONAL PRESS CENTRE & PRESS/MEDIA MAILBOXES - BROADCAST YOUR MESSAGES TO JOURNALISTS**

A media center will be available to accredited journalists. It is a privileged space to directly communicate with the international press and to optimize one's press coverage.

Each accredited media has a press mailbox that companies can use to leave their press releases and press kits.

Go to the press center with your exhibitor badge and drop your press releases (the Exhibitors will have free access to the Press Centre).

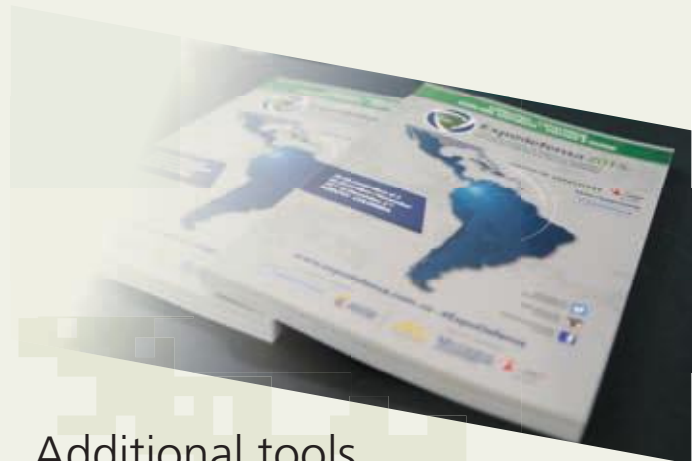
## **EXPODEFENSA 2017 CATALOGUE**

The EXPODEFENSA exhibition catalogue is available in a printed version (5,000 copies distributed onsite). It features all the companies which take part in the event.

You have full freedom to decide on the content you wish to publish to describe your business. The EXPODEFENSA catalogue remains available for two years and is the reference for Latin American and Caribbean buyers working in the Defense and Security sectors.

Fill in the "Catalogue" form online.

***Advertising in the catalogue: please refer to the price list (p.14)***



## **Additional tools**

### **EXHIBITOR CONFERENCES - TALK ABOUT YOUR PRODUCTS**

Take advantage of the professionals and visitors attending EXPODEFENSA to present your products and your innovations to a high level audience. During 20 minutes, you can promote your company and your products on a topic of your choice in an open space entirely equipped with a screen, an overhead projector, and a microphone.

They are open to all visitors and other exhibitors. The conferences program is featured on our website, in the Visitor Guide, on the "Conferences" signs, in the Visitor newsletters and in the specific conference program distributed at the entrance to the exhibition.

*If you have any further questions, contact EXPODEFENSA Exhibitor Support.*

## EXPODEFENSA Conferences

To address new Defense and Security issues, EXPODEFENSA brings together decision-makers, operational staff and manufacturers at international conferences on targeted subjects.

This service is for exhibitors, visitors and the media. Please **register online at <http://www.expodefensa.com.co>** in the Conference & Workshops section. To sign-up for a conference, you will be asked to provide an individual email address (not a collective one).

 **ADMISSION IS FREE TO MOST CONFERENCES**

*Additional Services: please refer to the price list (p.14)*



## ADVERTISING AND SPONSORSHIP

### BOOST YOUR VISIBILITY AND REPUTATION

To be more visible at the exhibition, COGES International provides a range of promotional and sponsorship tools that can be customized to your strategy, your communication and your budget.

To order your sponsorship tools, fill in the dedicated form.

*If you have any further questions, contact EXPODEFENSA Exhibitor Support.*





# EXPODEFENSA 2017 PRICES

**FOR TECHNICAL SERVICES, ACCESS TO THE WEBSITE  
[WWW.EXPODEFENSA.COM/EXHIBITING/SURFACES-STANDS](http://WWW.EXPODEFENSA.COM/EXHIBITING/SURFACES-STANDS)**

<b>INDOOR - OUTDOOR SURFACE AREA</b>		
Indoor bare surface (min. 18sqm)	Price/sqm	USD 557
Corner	Unit price	USD 165
Double Deck / Mezzanine	Unit price	USD 370
Stand "Business Design 1"	Price/sqm	USD 690
Stand "Business Design 2"	Price/sqm	USD 690
Stand "Executive Design 1"	Price/sqm	USD 720
Stand "Executive Design 2"	Price/sqm	USD 720
Outdoor bare surface (min. 20sqm)	Price/sqm	USD 398
<b>PARTICIPATION PACKAGES - MANDATORY</b>		
Direct Exhibitor Participation Package from 9 to 15sqm	Set price	USD 408
Direct Exhibitor Participation Package from 16 to 40sqm	Set price	USD 510
Direct Exhibitor Participation Package from 41 to 80sqm	Set price	USD 612
Direct Exhibitor Participation Package + 80sqm	Set price	USD 816
Participation Package per Co-Exhibitor	Unit price	USD 400
<b>COMMUNICATE IN THE CATALOGUE</b>		
Up to 7 lines	Set price	Free
7 products and services section included	Set price	Free
3 pictures + 5 lines of text	Set price	Free
Extra lines	Set price	USD 33
Extra products and services section	Unit price	USD 33
Extra picture	Unit price	USD 480

All prices are exclusive of VAT. VAT non-refundable is applicable on all services

### COMMUNICATE IN THE CATALOGUE

Four-colour logo in the exhibitor alphabetic directory - printed	Unit price	USD 480
Four-colour logo in the exhibitor alphabetic index - printed	Unit price	USD 394
Four-colour logo in the products & services index - printed	Unit price	USD 394
Four-colour logo in the exhibitor index by country - printed	Unit price	USD 394

### ADVERTISING IN THE CATALOGUE

Inside front cover	Set price	USD 2 240
Opposite to the contents page	Set price	USD 1 800
Inside back cover	Set price	USD 2 000
Back cover	Set price	USD 3 800
Four-colour page	Set price	USD 1 120
Four-colour half page	Set price	USD 560

All prices are exclusive of VAT. VAT non-refundable is applicable on all services





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Feria Internacional de Defensa y Seguridad  
International Defense and Security Trade Fair

**4<sup>th</sup> to 6<sup>th</sup> December 2017**  
**Bogota, Colombia**

**Information and registration:**  
**[www.expodefensa.com.co](http://www.expodefensa.com.co)**

## Your contacts:

### Sales & Marketing


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### Exhibitors Support team

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