Expodefensa 2019

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

EN

2nd to 4th December 2019
Bogota, Colombia

Exhibition presentation

Stand offer

Business and communication tools

2019 Price list

Commercial Brochure

www.expodefensa.com.co

Supported by

GOBIERNO DE COLOMBIA

MINDEFENSA

Organized by

CODALTEC
CORPORACIÓN DE ALTA TECNOLOGÍA

EUROSATORY

corferias
Generadores de Oportunidades y Progreso

Expodefensa 2019

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

ADDRESSING THE DEFENSE & SECURITY CONCERNS OF GOVERNMENTS AND ALL PUBLIC AND PRIVATE AUTHORITIES OF LATIN AMERICA

- **Defense** in its three domains: Land, Air and Sea (vast territories and complex environments)
- **Security** of goods, people, borders, critical infrastructure, and means of communication
- **Fight against** organized crime, narcotics traffic and urban criminality

EXPODEFENSA offers solutions to:

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

The 7th edition of **EXPODEFENSA** will be held from **2nd to 4th December in Bogota – Colombia,** in Corferias Exhibition Center.

EXPODEFENSA 2019 is the international exhibition of reference for Latin America in terms of technological development and innovation for Defense and Security Forces.

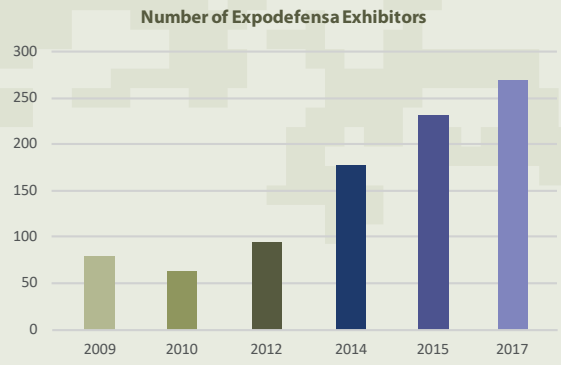
After six editions, **EXPODEFENSA** is:

- The leading Defense and Security Hub for Latin American & Caribbean Countries
- An international business platform for worldwide manufacturers

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

2017 KEY FIGURES

269 exhibitors from 34 countries
72% international exhibitors
12,500 international visitors
74 official delegations from 30 countries



EXPODEFENSA: DISCOVER NEW MARKETS, COMMUNICATE AND SPEED UP YOUR COMMERCIAL DEVELOPMENT IN LATIN AMERICA

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
- Equipment & Systems for Private 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.

- The whole industry of safety-security and land, air and naval defense
- Principal contractors and multinational industries
- Subcontractors in Defense and Security
- MRO's Chains (Maintenance, Repair and Operations)
- Innovative Companies and SMEs
- Suppliers of formation (training)
- Centers of tests and measurement, agencies of investigation
- International media

The exhibitors 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?

International visitors from governments, Defense and Security forces, Private Security actors, and the industry, from all the countries of the continent.

- 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

The visitors discover all the equipment and technological solutions responding to different Defense and Security needs of Latin American and Caribbean region.

EXPODEFENSA 2019
HOW TO EXHIBIT?

DIFFERENT WAYS TO EXHIBIT AT EXPODEFENSA

DIFFERENT WAYS TO EXHIBIT AT EXPODEFENSA

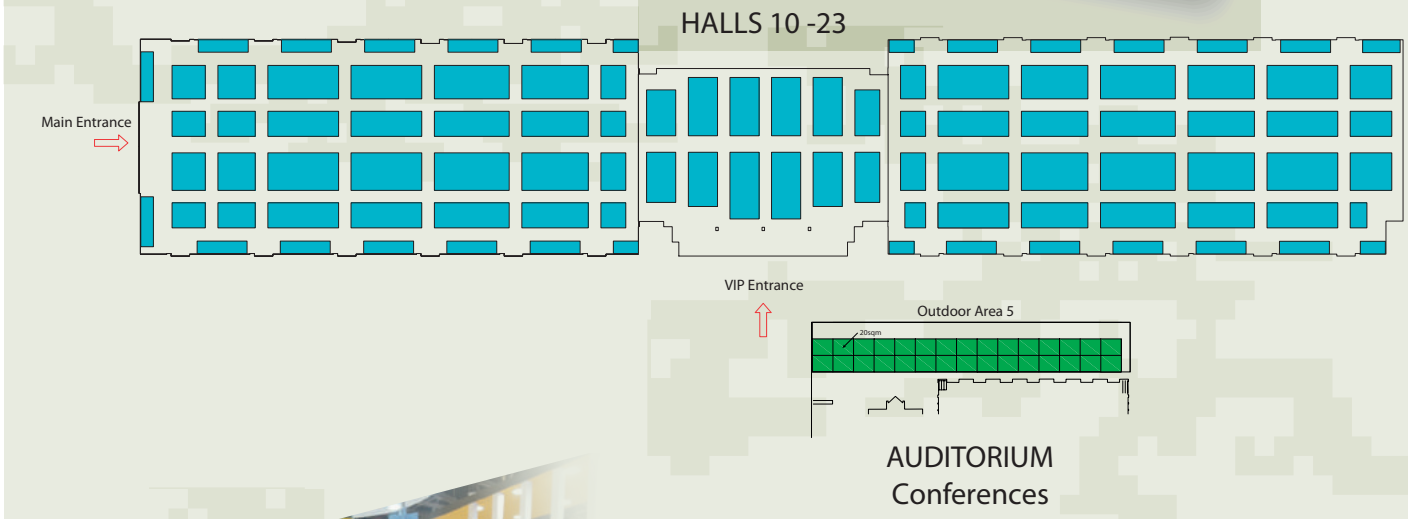
- **Direct exhibitor:** You book and occupy a specific space. You may accommodate one or more co-exhibitors (registration required)
- **Co-exhibitor:** You are "hosted" by a company (Direct exhibitor) to present your products or services at a direct exhibitor space

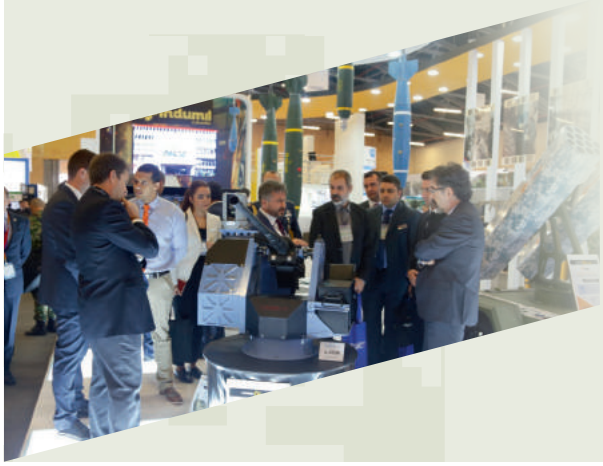
NATIONAL VISIBILITY

- **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 2019 EXPODEFENSA exhibition includes

- AN EXHIBITION HALL
- AN OUTDOOR EXHIBITION AREA





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 your 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.

EXHIBITOR PACKAGE

REGISTRATION FEES INCLUDE THE FOLLOWING SERVICES

COMMUNICATION TOOLS

- Printed invitation cards (unlimited)
- Customizable electronic invitations
- Exhibitor badges
- Presentation of your company and your products in the printed and distributed catalogue (5,000 copies free at the entrance)
- A press service and use of Press/Media mailboxes to target your communication on the media of your choice

BUSINESS TOOLS

- Defense and Security Business Meetings

ACTIVITIES

- Access to EXPODEFENSA conferences organized by CORFERIAS and MINDEFENSA

LOGISTICS AND SERVICES

- Stand cleaning
- On-site service provider coordination

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

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

Business meetings exhibitors and visitors to develop new lines of cooperation within Latin America and the Caribbean. The appointments take place at the exhibitors stands or in a specific area provided on the "Business Meetings" space.

EXPODEFENSA VIP EXPERTS

VIP Experts: Meet EXPODEFENSA key visitors

VIP Experts are representatives from national Defense or Security forces, Defense or Security Services of cities, Civilian and Homeland Security Ministries, Organizations and/or Procurement services and state or public and private companies. Examples of positions: Program Executive Officers, Program Managers, Head of Purchase and procurement, Chiefs of «Operations» and/or «Logistics» Divisions, Head Corporate Security & Risk Manager, Chief Security Officer, Security Manager searching for safety solutions and devices…

THE PRESS CENTRE – BROADCAST YOUR MESSAGES TO JOURNALISTS

The press centre: meet with accredited journalists

A media centre is to directly communicate with the international press and to optimize one's press coverage. Each accredited media has a press box that companies can use to leave their press releases and press kits.

OFFICIAL DELEGATIONS AND VIP VISITORS

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

Meetings with international high-level delegations such as Defense Ministers, Interior Ministers, State Secretaries, Chiefs of Staff, Armament Directors, Heads of Police and Rescue Departments, Security Managers of big industrial groups.

EXPODEFENSA 2019 CATALOGUE

The official exhibition catalogue: increase awareness of your company

The EXPODEFENSA exhibition catalogue is available in a printed version (3,000 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.

INVITE YOUR CLIENTS AND PROSPECTS TO THE EXHIBITION

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

ADVERTISING AND SPONSORSHIP

BOOST YOUR VISIBILITY AND REPUTATION

- To be more visible at the exhibition, Expodefensa provides a range of promotional and sponsorship tools that can be customized to your strategy, your communication and your budget.
- To order your sponsorship, fill in the dedicated form.

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

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: 563 USD/ex-VAT

CORNER (Option)

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

Unit price: 168 USD/ex-VAT

DOUBLE DECK/MEZZANINE (Option)

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

Price per sqm: 375 USD/ex-VAT

EXHIBITING OUTDOORS

OUTDOOR BARE SURFACE (20sqm MINIMUM): ARRANGE YOUR STAND TO REFLECT YOUR IMAGE

Price per sqm: 402 USD/ex-VAT

COVERAGE (Option)

Price per sqm: 125 USD/ex-VAT

UPPER FLOOR SURFACE AREA/ MEZZANINE (Option)

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

Price per sqm: 105 USD/ex-VAT

SHELL SCHEME PACKAGES - INDOOR

4 TYPES OF SHELL SCHEMES STAND FROM 9 TO 36SQM

The price includes the stand surface and equipment.
Participation package, corner, mezzanine are excluded

All stand descriptions are available online: www.expodefensa.com.co

SILVER PACKAGE OPTION 1

Price per sqm: 713 USD/ex-VAT

SILVER PACKAGE OPTION 2

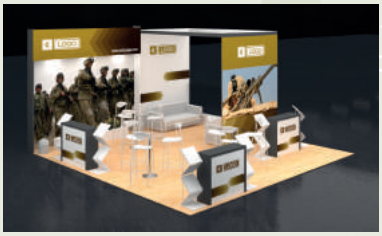
Price per sqm: 713 USD/ex-VAT

GOLD PACKAGE OPTION 1

Price per sqm: 753 USD/ex-VAT

GOLD PACKAGE OPTION 2

Price per sqm: 753 USD/ex-VAT



Non contractual photos

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.

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

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 conference 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 2019 PRICES

FOR TECHNICAL SERVICES, ACCESS TO THE WEBSITE
WWW.EXPODEFENSA.COM.CO/EXHIBITING/SURFACES-STANDS-PRICES

INDOOR SURFACE AREA		
Indoor bare surface (min. 18sqm)	Price/sqm	**USD 563**
Corner	Unit price	**USD 168**
Double Deck / Mezzanine	Unit price	**USD 375**
Stand "Silver Design 1"	Price/sqm	**USD 713**
Stand "Silver Design 2"	Price/sqm	**USD 713**
Stand "Gold Design 1"	Price/sqm	**USD 753**
Stand "Gold Design 2"	Price/sqm	**USD 753**
OUTDOOR SURFACE AREA		
Outdoor bare surface (min. 20sqm)	Price/sqm	**USD 402**
Coverage	Price/sqm	**USD 125**
Upper Floor Surface Area / Mezzanine	Price/sqm	**USD 105**
PARTICIPATION PACKAGES - MANDATORY		
Direct Exhibitor Participation Package from 9 to 15sqm	Set price	**USD 412**
Direct Exhibitor Participation Package from 16 to 40sqm	Set price	**USD 515**
Direct Exhibitor Participation Package from 41 to 80sqm	Set price	**USD 618**
Direct Exhibitor Participation Package + 80sqm	Set price	**USD 824**
Participation Package per Co-Exhibitor	Unit price	**USD 404**

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

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Information and registration:
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