



EXHIBITION PROSPECTUS

11–13 SEPTEMBER, 2024

**MELBOURNE CONVENTION AND EXHIBITION CENTRE
VICTORIA, AUSTRALIA**

LANDFORCES.COM.AU

ORGANISER



PRINCIPAL SPONSOR



OVERVIEW

The biennial Land Forces International Land Defence Exposition is the premier gateway to the land defence markets of Australia and the region, and a platform for interaction with major prime contractors from the United States and Europe.

With strong commitment from the Australian Army and a substantial Asian, European and US industry presence, Land Forces provides an interface between Australian, regional and international industry on every level, from Defence Force customers to prime contractors, small to medium enterprises and start-up companies.

Every Land Forces includes:

- A comprehensive international industry exhibition (810 companies in 2022)
- A topical relevant conference program
- Structured networking events and functions
- Formal industry and delegation meeting request systems
- An Innovation Awards program
- STEM and Skilling programs

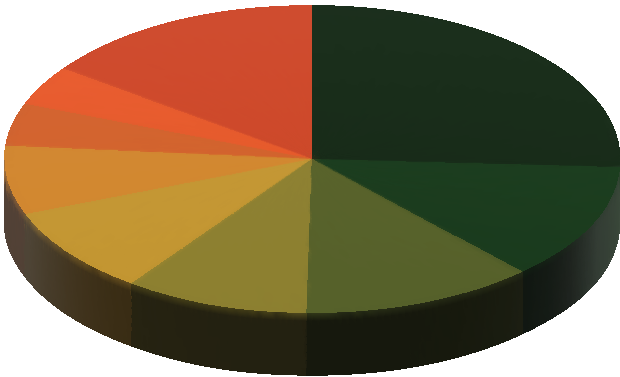
WHO ATTENDS LAND FORCES?

**Statistics from 2022 event.*

MORE THAN 20,000 TOTAL ATTENDANCES OVER THREE DAYS

	Percentage
Australia	91.4%
Other	8.6%

TRADE VISITOR INDUSTRY CATEGORY



● Sustainment, Logistics and Support	27.02%
● Certification and Consultancy	12.92%
● Military and Government	12.51%
● Armoured Vehicles and Systems	10.38%
● Aviation	9.28%
● Combat Systems and Security	7.54%
● Uncrewed Systems	4.64%
● Workforce Recruiting and Training	4.36%
● Other	15.6%



159

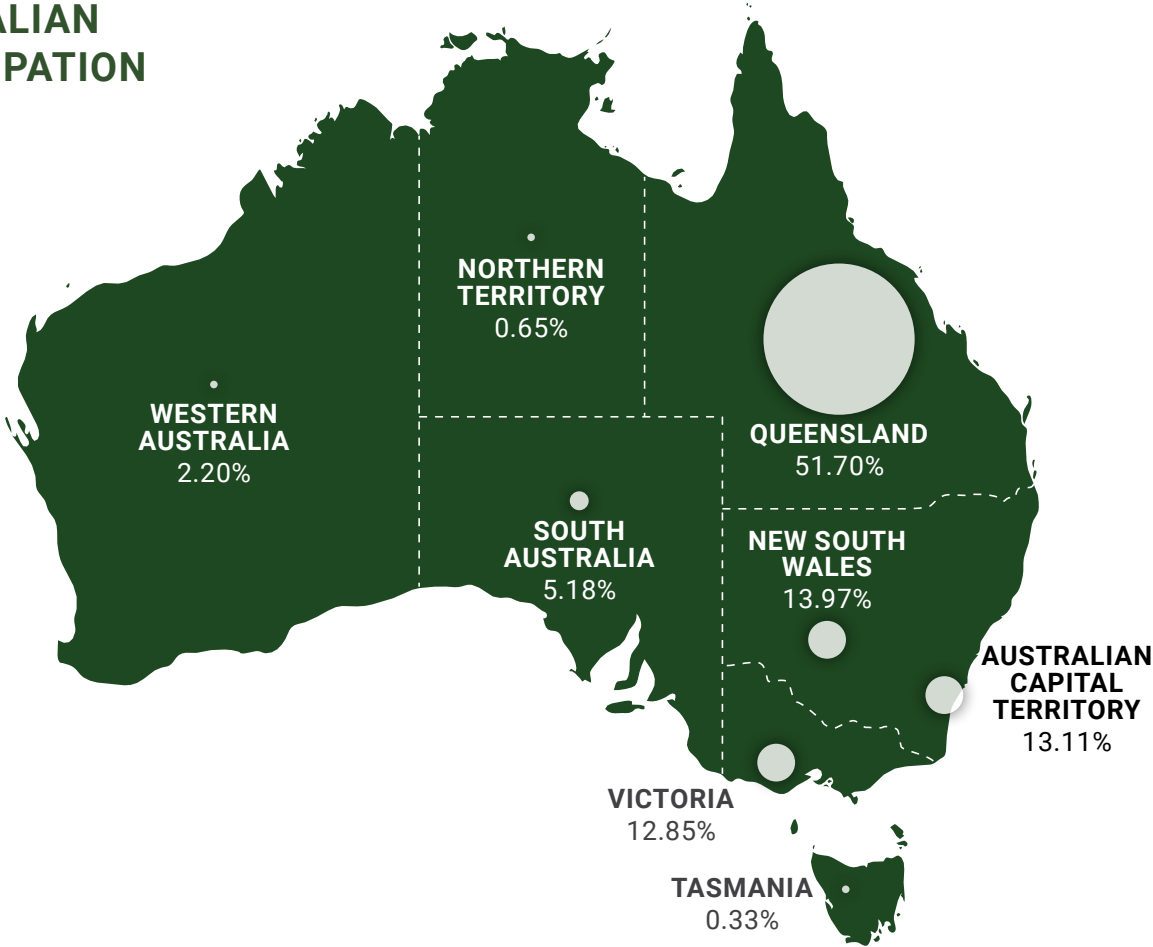
Defence, Government, Industry and Scientific Delegations from 30 Nations including Australia's Chief of Army and the Assistant Minister for Defence



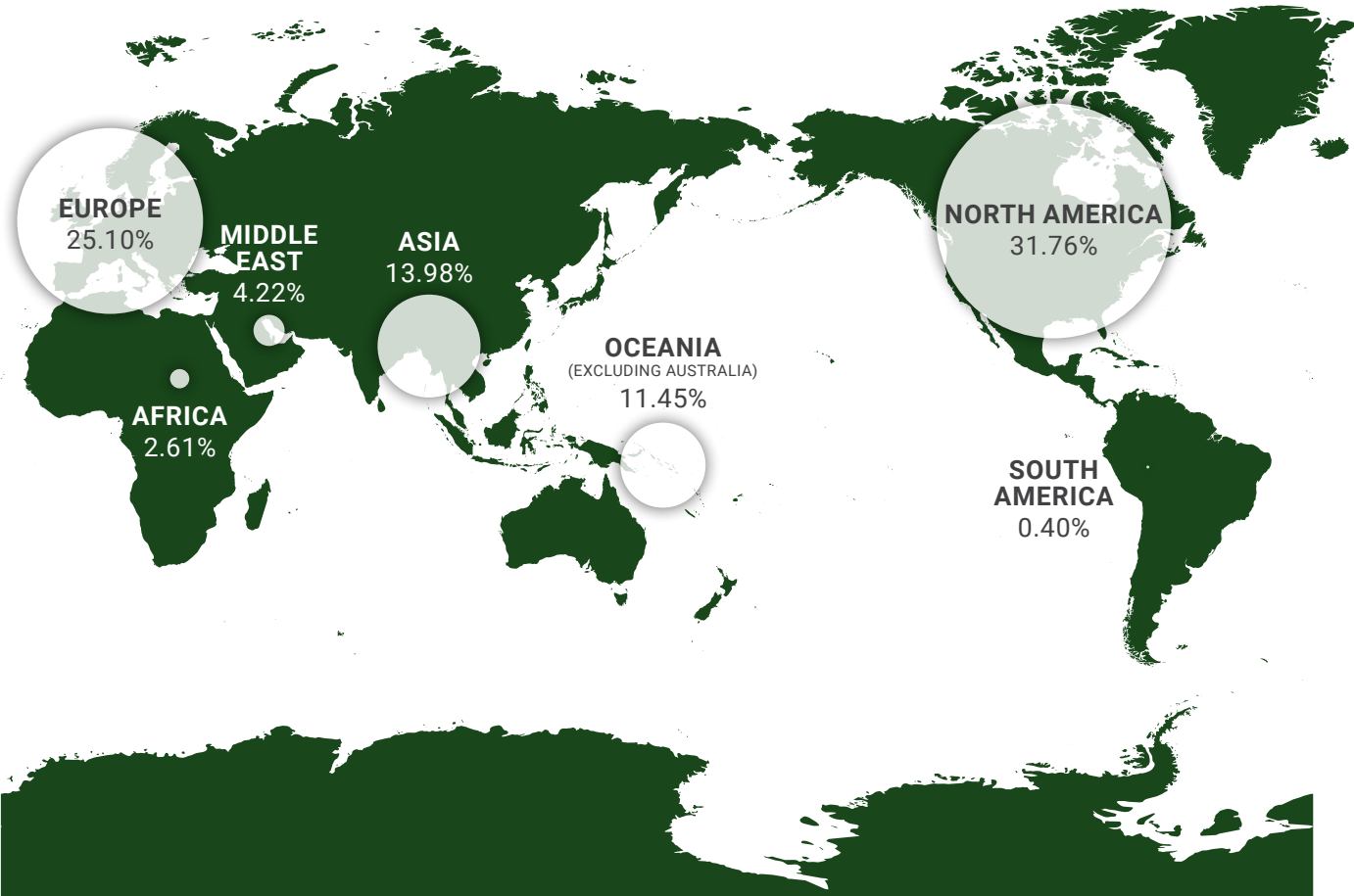
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Conferences, Symposia and Presentations from Defence, Government Agencies and Industry

AUSTRALIAN PARTICIPATION



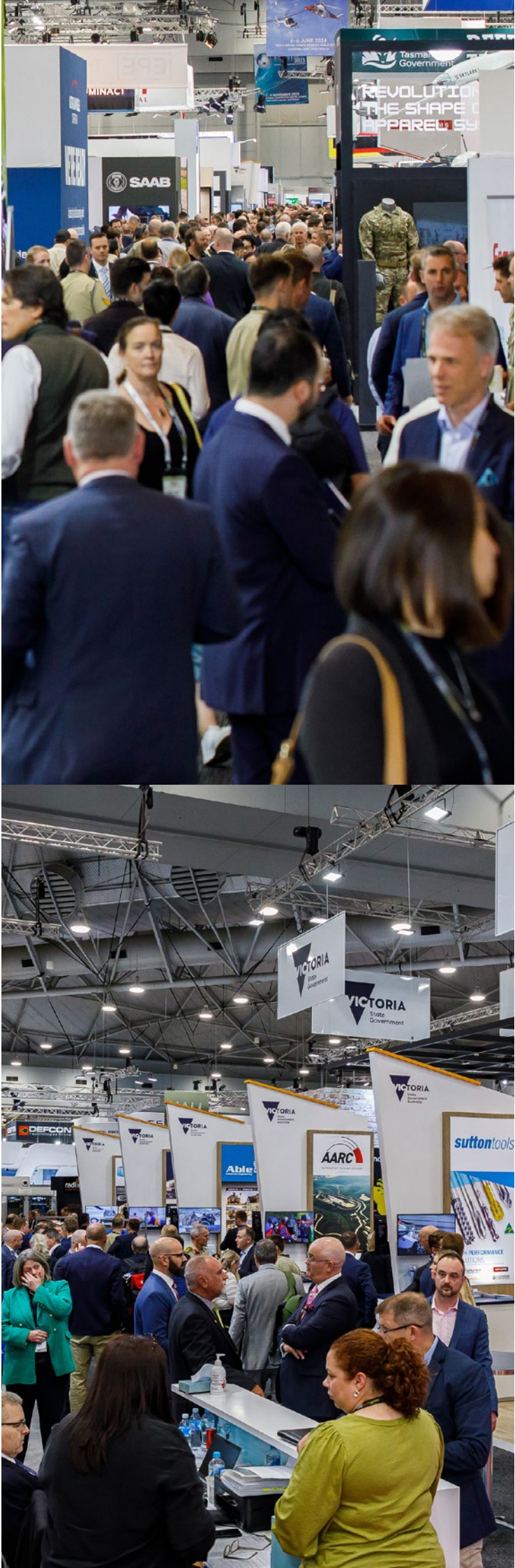
INTERNATIONAL PARTICIPATION BY MORE THAN 30 NATIONS





“It’s been a really energising event. I just want to extend a really sincere thanks from the Australian Army to all of our partners here, from all around Australia, all levels of government, from local, State and Federal, to our industry partners, whether they be micro, small, medium or indeed large international primes and all our international friends. And indeed, our partners in DST and Australia’s first-class institutions.”

Lieutenant General Simon Stuart, AO, DSC
Australian Chief of Army, speaking at Land Forces 2022



LAND FORCES 2022

WHO EXHIBITED



810
Participating Exhibitor
Companies from
25 Countries



25
Industry Sponsors

2022 HOST SPONSOR



2022 MAJOR INDUSTRY SPONSORS



CONFERENCES

40 Conferences, Symposia and Presentations from convenors including:



MEDIA ATTENDANCE



- 6 Media Partners
- More than 230 media reports and articles
- Audience reach of around 3 million people
- Advertising Space Rate equivalent of around \$386,000

PROMOTIONAL CHANNELS

Organiser AMDA Foundation Limited’s mission is to promote Australian industry via its suite of events. We extend these activities via our online platforms, website, industry e-newsletters, social media, with a primary focus on exhibitor industry news.

EVENT PROMOTION PERIOD 30 June – 31 October 2022

WEBSITE

www.landforces.com.au

267,894 page views

55,041 Website Users from top five countries:

1. Australia
2. United States
3. United Kingdom
4. Germany
5. New Zealand

LinkedIn
Impressions: 548,206

EXHIBIT AT LAND FORCES 2024

NOTE: All prices include Australian Goods and Services Tax (GST).



CUSTOM STANDS (RAW SPACE)

Raw Space allows the exhibitor to design and build their stand to their own specifications.

Please note: A\$1100 (inc GST) non-refundable registration fee will apply when booking Raw Space.*

EARLY BIRD RATE**

A\$795 per m²

REGULAR RATE

A\$895 per m²

UPPER STOREY

on stands over 70m²:

Two-storey stands may be permitted at the discretion of the Organiser. If approved, they will incur an additional charge at the Upper Storey rate (one-metre increments only).

EARLY BIRD RATE**

A\$525 per m²

REGULAR RATE

A\$625 per m²



SHELL SCHEME STANDS

Available in units of 3m x 3m (9m²). All Shell Scheme units include:

- Fascia including company name and stand number
- 2.5m high with aluminium wall framing
- 1 x 10-amp power outlet
- Standard colour carpet
- Lighting

Please note: A\$550 (Inc GST) non-refundable registration fee will apply when booking Shell Scheme Stands.*

EARLY BIRD RATE**

A\$7,950 each

REGULAR RATE

A\$8,950 each

SPECIAL AUSTRALIAN SME RATE

A\$3,950 each

Australian SME Rate Shell Scheme Stands Limited to Qty 1 per company



SME SHOWCASE PODS

SME Showcase Pods are available in units of 2.5m x 1.5m (3.75m²). All SME Showcase Pods include:

- Fascia displaying the exhibiting company name
- Counter with lockable cupboard
- 1 x 10-amp power outlet
- Standard colour carpet
- 2.5m high with aluminum wall framing
- Brochure Stand
- Two stools

Please note: A\$550 (Inc GST) non-refundable registration fee will apply when booking Showcase Pods.*

SME SHOWCASE POD RATE

A\$1,450 per pod

SME Showcase Pods Limited to Qty 1 per company

* The non-refundable registration fee will be charged only once. If multiple products are purchased the higher fee will apply. The fee is in addition to the exhibition space rate.

** Early Bird Exhibitor Rate applies to exhibitors who submit a signed Exhibition Order Form on or before 31 March 2024.

HOW TO BOOK

1

Contact the Sales Team
expo@amda.com.au

2

Advise us of your preferred stand size / type and any details to be considered

3

The team will advise options, sizes and costs

4

On confirmation, submit the Exhibitor Order Form

5

The Sales Team will process and confirm your order

EMAIL THE SALES TEAM FOR MORE INFORMATION
OR TO BOOK YOUR SPACE TODAY: expo@amda.com.au



AMDA Foundation Limited is an Australian not-for-profit corporation established to promote the development of aviation and Australia's industrial, manufacturing and information/communications technology resources in the fields of aviation, aerospace, maritime, defence and security.

It achieves these goals by delivering Australia's most prominent and respected world-class biennial industry expositions as platforms for interaction between industry, defence, government and academia.

The major events conducted by AMDA include:

- **Avalon** Australian International Airshow and Aerospace & Defence Exposition
- **Indo Pacific** International Maritime Exposition
- **Land Forces** International Land Defence Exposition
- **RotorTech** Helicopter and Uncrewed Flight Exposition

The expositions are collaboratively conducted with a wide range of strategic stakeholders including the Australian Department of Defence, Australian Defence Force, Australian State and Federal governments and aviation, aerospace, maritime and defence industries and industry associations.

Each event incorporates:

- **Specialist conferences and symposia**, including conferences of major government and defence agencies, industry associations and international organisations;
- **An industry exhibition** featuring Australian and international companies, with formal business to business and business to government networking programs;
- **Australian and international delegations** from defence, industry, government and academic outlets with formal delegation access programs;
- **Small business and export development programs**;
- A prestigious **innovation awards program**;
- Programs promoting **STEM, careers and skilling**.

AMDA'S MISSION IS TO TAKE AUSTRALIA TO THE WORLD
BY BRINGING THE WORLD TO AUSTRALIA.

www.amda.com.au



AMDA FOUNDATION DELIVERS THE INDO PACIFIC REGION'S PREMIER INDUSTRY EXPOSITIONS:



airshow.com.au



indopacificexpo.com.au



landforces.com.au



rotortech.com.au

Each exposition is conducted in collaboration with relevant Defence, Government and industry, including:

- Australian Department of Defence
- Australian Defence Force
- State and Federal governments
- Aviation, aerospace, maritime and defence industries
- Industry associations



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PO Box 339, North Geelong Victoria 3215 Australia
P: +61 (0) 3 5282 0500 / E: expo@amda.com.au

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