



2024 Land Forces

INTERNATIONAL LAND DEFENCE EXPOSITION

**MELBOURNE CONVENTION AND EXHIBITION CENTRE
VICTORIA, AUSTRALIA
11-13 SEPTEMBER 2024**

SPONSORSHIP PROSPECTUS

**AUSTRALIA'S LARGEST DEFENCE
INDUSTRY EXHIBITION**

LANDFORCES.COM.AU

ORGANISER



PRINCIPAL SPONSOR



EVENT OVERVIEW

The biennial Land Forces International Land Defence Exposition is the region's premier international industry event to showcase equipment, technology and services for the armies of Australia and the Indo Pacific region.

Land Forces incorporates a three-day conference program, international industry exhibition and formal networking functions.

The event provides a platform for engagement between Government, Defence, Army, Industry and academia on issues and capability for the Australian Army and the armies of Australia's international partners. It attracts companies, visitors and official delegations from around the world, creating potential export opportunities for Australian industry.

11–13 September 2024, Melbourne Convention and Exhibition Centre, Victoria, Australia.

www.landforces.com.au

LAND FORCES EVENT ORGANISER



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.

AMDA's major industry events contribute to the development of Australia's industrial, manufacturing and information/communications technology resources in the national interest, on an international scale.

They connect key players and drivers in Australian government, defence and industry with each other and with their counterparts from around the world.

LAND FORCES 2022 FEATURED

- More than 20,000 visitor attendances across three days
- 810 participating exhibitor companies from 25 countries
- 40 Conferences, Symposia and Presentations
- 159 Defence, Government, Industry and Scientific Delegations from 30 Nations including Australia's Chief of Army and the Assistant Minister for Defence

SPONSORSHIP

Land Forces 2024 sponsorship opportunities are designed to drive your message to an informed, engaged audience through:

- Pre-event and at-event promotion options
- Marketing and promotional materials
- Digital and physical placement
- Specialist networking functions

Packages can be tailored to meet your company's individual needs and marketing objectives. Use the opportunity to communicate directly with trade audiences over the course of the show or facilitate further business engagement via exclusive access to networking functions.

Set your company apart by securing a sponsorship product which helps to ensure your brand exposure is maximised across the event.

SPONSORSHIP BENEFITS

All sponsors of Land Forces 2024 receive the following benefits in addition to their specific sponsorship product entitlements:

- Acknowledgement in the official Event Guide
- Acknowledgement in the official Event App
- Logo and Hyperlink on the Land Forces 2024 website
- Logo on Sponsors boards in prominent locations throughout the exposition

Please note all prices quoted are in Australian dollars (A\$) and include Australian Goods and Services Tax (GST).



MAJOR INDUSTRY SPONSORSHIP

An opportunity reserved for invited major exhibiting companies, this level of sponsorship provides maximum exposure across the event. Your participation in this exclusive program gives you VIP access to official events and the highest profile branding on event collateral.

Benefits include but are not limited to:

- Maximum branding and signage opportunities including dedicated display panels within the exposition
- VIP badging for the Exposition including Delegations Lounge access.
- Official Function Invitations including major stakeholder and principal sponsor events.
- Exposure through AMDA social media and EDMs
- Increased access to key delegations

For more information on this package please contact the Land Forces Sales Team: expo@amda.com.au

INVESTMENT: PRICE ON APPLICATION



“CEA Technologies is proud to support AMDA Foundation as Major Industry Sponsor of both the Indo Pacific and Land Forces expositions. We were founded 40 years ago with the staunch belief that Australian industry has the skills, talent and dedication to design and build world-class defence technologies. This belief is reinforced with each and every AMDA Foundation exposition. We enjoy the professionalism, camaraderie and spectacle of the expositions, and we are always looking forward to the next one!”

Michael Burton
Head of Bids and Contracts
CEA Technologies

EXCLUSIVE SPONSORSHIPS

LANYARDS - SOLD

Lanyards are distributed to and worn by all Delegates, Exhibitors and Trade Visitors, which ensures a highly visible branding opportunity. This is one of the most sought-after sponsorship offerings at Land Forces.

BENEFITS:

- Logo and preferred colour to suit the co-branding with Sponsor brand and Land Forces
- Constant high brand visibility across the event
- Openly and prominently display your support of the industry

INVESTMENT: A\$25,000



EVENT GUIDE - SOLD

The Event Guide provides key information regarding the exposition including a full exhibitor directory, event schedule and floor plan.

BENEFITS:

- Logo and acknowledgment on front cover
- Full back-page colour advertisement
- Colour feature section in Exhibitor Directory

INVESTMENT: A\$10,000



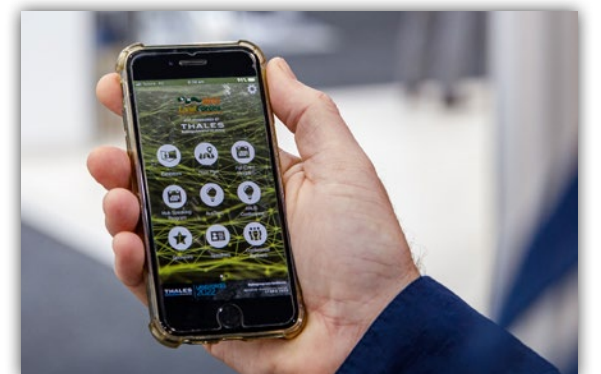
LAND FORCES 2024 APP - SOLD

The Land Forces 2024 App allows maximum visibility and is available to all Delegates, Exhibitors and Trade Visitors. Being the central point for event information, the app contains exhibiting company details, floor plans and the event program.

BENEFITS:

- Logo on App tile
- Branding on loading screen
- Logo on App homepage
- Logo on 'Download our App' page in Event Guide
- Logo on 'Download our App' signage throughout event spaces

INVESTMENT: A\$16,000



OFFICIAL EVENT & HOSPITALITY SPONSORSHIPS

DEFENCE & INDUSTRY DINNER

The Land Forces Defence & Industry Dinner is attended by key military personnel, VIP delegates and industry representatives. Representatives from the Australian Army, State of Victoria, States and Territories and Federal Government will attend this exclusive event, offering a professional engagement opportunity for senior leaders within defence, government and industry from Australia and overseas.

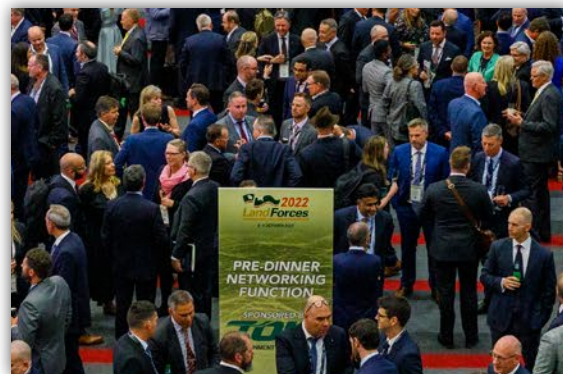
BENEFITS:

- Ten (10) Complimentary Guest invitations to the Official Defence and Industry Dinner
- Acknowledgements at dinner
- Branding across signage and presentations

INVESTMENT:

PRE-DINNER NETWORKING AREA - A\$9,000 (EXCLUSIVE)

DINNER - A\$12,000



PRE-DINNER NETWORKING AREA



DINNER

OFFICIAL NETWORKING FUNCTIONS

Networking sessions are held daily on the exhibition floor and take place surrounding the exhibition stand of the daily function sponsor. These sessions are effective informal networking opportunities that ensure significant exposure to your stand and increase brand awareness.

BENEFITS:

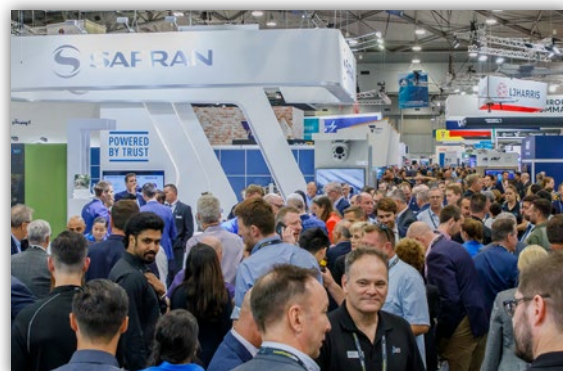
- Branding on beverage station
- Branding on table cards
- Acknowledgments in PA announcements leading up to and during the Networking Function

INVESTMENT:

DAY 1 - A\$15,000

DAY 2 - A\$15,000 - SOLD

DAY 3 - A\$12,000



OFFICIAL VIP LUNCHEONS

Hosted daily, the official VIP luncheons are an opportunity for brand exposure and networking with only senior representatives across Army, industry and government. The invitation-only luncheons are in cocktail format allowing for networking opportunities and are held across a two-hour period daily.

BENEFITS:

- Acknowledged as sponsor of the Land Forces' Official VIP Luncheons
- Sponsor signage (A5) on serving tables
- Three (3) complimentary invitations to applicable luncheon
- Sponsorship acknowledgement included on formal invitation

INVESTMENT: A\$9,000 PER DAY (3 AVAILABLE)

COFFEE CART

Coffee cart sponsorship presents your brand to thousands of trade visitors and exhibitors daily.

Two opportunities are available: one in the Delegations Lounge and one on the exhibition floor.

BENEFITS:

- Sponsor Branding on Coffee Cart
- One (1) Digital Display adjacent coffee cart, playing sponsor content approved by organiser
- Opportunity for branding on coffee cups (supply of cups not included)

INVESTMENT: A\$8,000 PER LOCATION

LAND FORCES CONTACT

If you are looking to enhance your sponsorship or have specific marketing objectives, we can tailor a package to set your company apart and help exceed your goals.

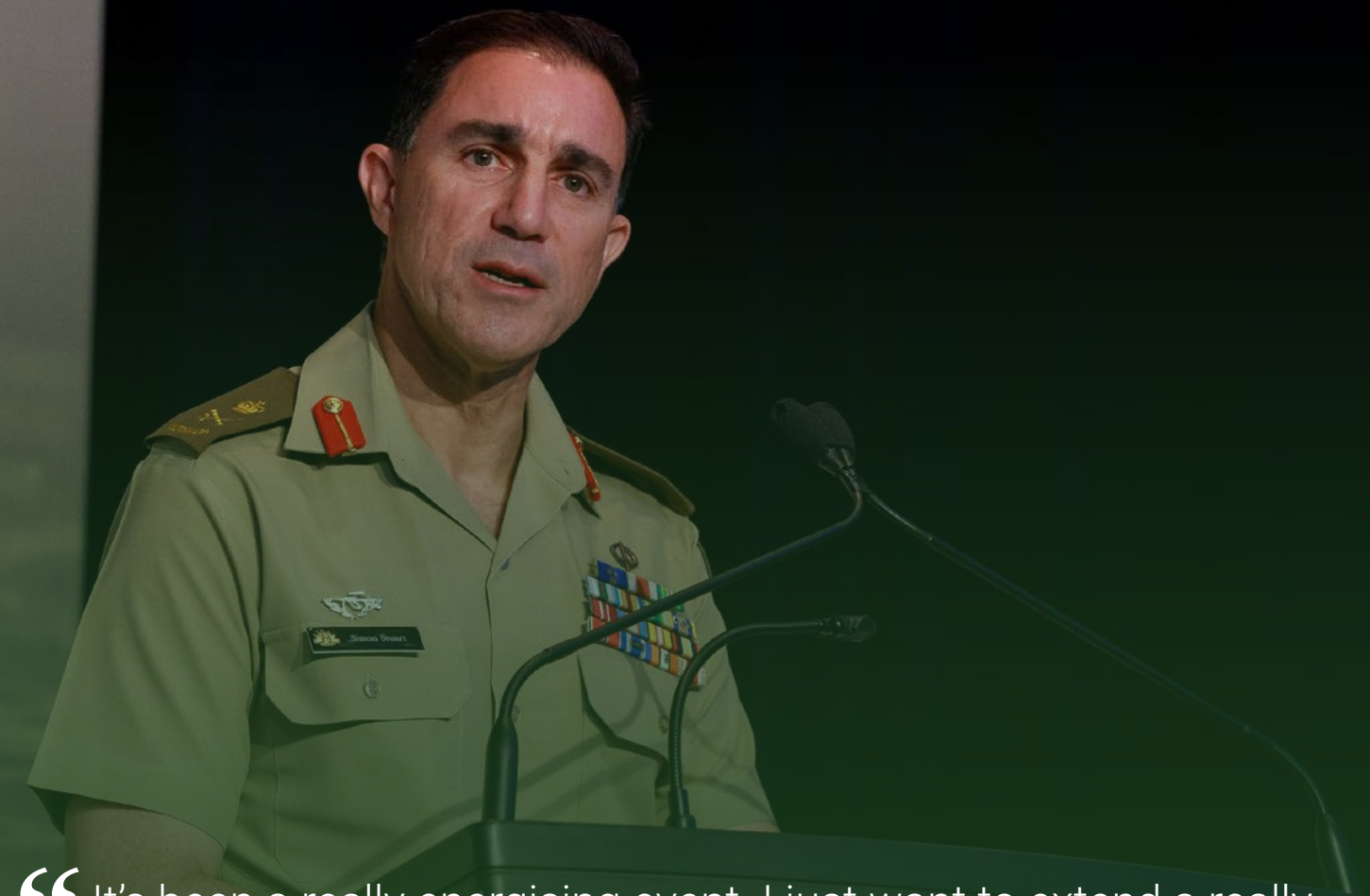
Contact Callum Johnson from the AMDA Sales Team who can ensure your brand exposure is maximised at Land Forces 2024.

Callum Johnson

Sponsorship Manager
AMDA Foundation Limited

cjohnson@amda.com.au | [+61 474 558 291](tel:+61474558291)





“ 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



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