



إيدكس IDEX



نافدكس NAVDEX

Under The patronage of

**H.H Sheikh
Mohamed Bin Zayed Al Nahyan**

President of the United Arab Emirates

SPONSORSHIP & BRANDING OPPORTUNITIES

25 - 29 January 2027

idexuae.ae

Organised By
ADNEC
مجموعة أدنيك GROUP

In association with
 UNITED ARAB EMIRATES
MINISTRY OF DEFENCE
 EMIRATES
COUNCIL


Strategic Partner
EDGE
إيدج

PRECISION
GUIDED
WEAPONS

THE MOST IMPORTANT DEFENCE EXHIBITION IN THE WORLD

IDEX is the world's premier defence exhibition, uniting a global community of industry leaders, government officials, and armed forces.

As a dynamic platform for showcasing cutting-edge technologies and fostering strategic partnerships, IDEX offers unparalleled opportunities to connect with key decision-makers and expand your global reach.

Stats to Include:

 **132,000+**
Visitors
+114% compared to previous edition

 **1353**
Exhibitors
+50% compared to previous edition

 **65+**
Countries
+10% compared to previous edition

 **860**
National & International Delegations

 **41**
International Pavillions

 **216**
UAE Companies
+50% compared to previous edition

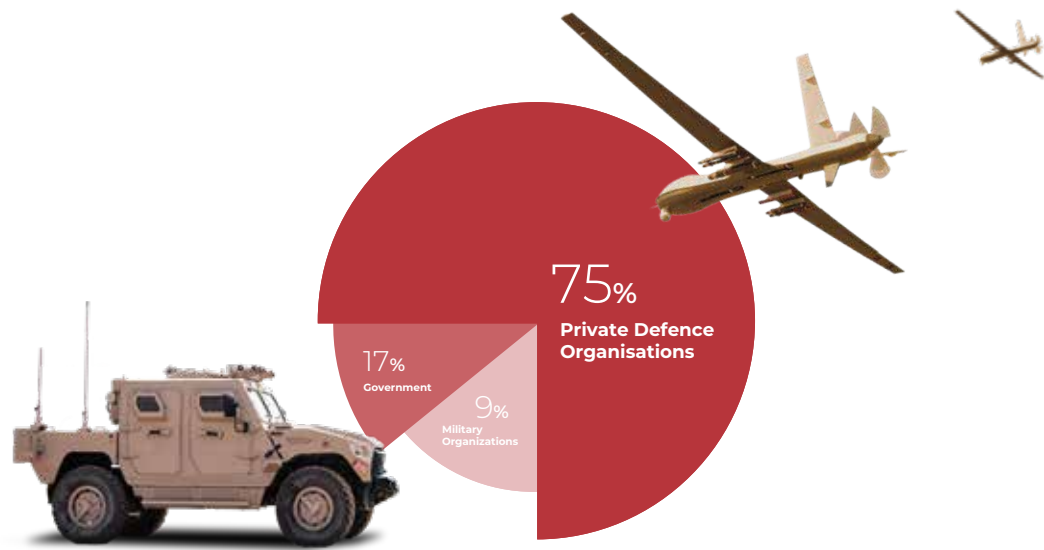
 **23.34** AED Billion
Deals Value
+50% compared to previous edition

 **165,000+** Sqm
Exhibition space
+24% compared to previous edition

Join The World Leading Defence Companies at IDEX 2027



IDEX attracts over 134,000 leaders across the globe



65+ Countries Attending

- | | | | | | | | | | | | | | | | | | | |
|--------|---------|--------------|----------|-------------|----------|---------|------------|--------------|-----------|-------------|----------|-----------|-------------|----------------|---------|--------|--------|--------|
| UK | Norway | South Africa | Columbia | China | Poland | Croatia | Jordan | UAE | India | Ivory Coast | Russia | Australia | Chille | Czech Republic | Bahrain | Italy | Greece | Egypt |
| Spain | Ukraine | Austria | Bulgaria | Netherlands | Denmark | Monaco | Belgium | Finland | Serbia | Portugal | Pakistan | Qatar | Switzerland | Argentina | Mexico | Canada | Sweden | Bosnia |
| France | Germany | Malaysia | Brazil | Japan | Slovakia | Estonia | Azerbaijan | Saudi Arabia | Singapore | Turkey | Nigeria | Slovakia | South Korea | Thailand | Hungary | USA | | |

IDEX Sponsorship Tiers



Sponsorship Tier Matrix

Category / Benefit	"Principal Partner By Invitation Only"	"Strategic Partner By Invitation Only"	"Category Sponsor USD 650,000"	"Associate USD 450,000"	"Premium USD 325,000"	"Platinum USD 250,000"	"Gold USD 175,000"	"Silver USD 125000"	"Bronze USD 75,000"
1. Exclusivity & Leadership									
Exclusive lanyard branding	Yes								
Delegations Lounge branding	Yes								
Logo on VIP Invitation Boxes	Yes	Yes							
Gala Dinner sponsorship	Yes	Yes							
Logo on visitor badges	Yes	Yes							
Exclusive title recognition	Yes	Yes	Exclusive Narrative						
Thought Leadership	Curated	Curated	Curated						
2. Marketing & Media Exposure									
Dedicated press release	Yes	Yes	Mention						
Exclusive EDM	3	2	1, post-event						
IDEX "In The Spotlight" series	Yes	Yes	Yes	Yes	Yes				
Show Daily Advertising	Cover page feature	Cover page feature	Exclusive interview	Exclusive interview	Exclusive interview				
Logo on IDEX campaign / homepage	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo on all event collateral	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
3. Digital Visibility & Tools									
Profile highlight on website / app	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo on stand (interactive map)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
4. On-site Branding & Recognition									
Logo on digital hall boards	Yes	Yes							
Purchasing right for exclusive venue branding assets	Yes	Yes	Yes	Yes	Yes				
Logo on Sponsor signage	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
5. Engagement & Hospitality									
Invitations for Gala Dinner	50	40	30	20	10				
IDC delegate passes	5	5	3	2	1				
Car Parking Passes	30	20	15	10	8				

SOLD

RESERVED

Platinum, Gold, Silver and Bronze tiers are awarded to companies that spend the equivalent total amount on sponsorship products listed in this brochure

IDEX Sponsorship Opportunities



IDEX Forward Pavilion

The Future of Defense Innovation

The IDEX Forward Pavilion (IDEX FWD) is the future-focused centerpiece of IDEX — a 1,000sqm+ immersive hub showcasing the world's most advanced defense technologies.

Handpicked by VCs, defense experts, and Ministries of Defense, up to 40 innovators will demonstrate mission-ready solutions across four operational zones:

- Command & Control Hub – AI, ISR, and mission systems
- Autonomy Zone – Drones, robotics, and unmanned platforms
- Cyber & EW Dome – Next-generation cyber and signal ops
- Space & Strategic Gallery – Satellites, comms, and orbit tech

At its core, the Forward Theater hosts keynotes, pitches, and MOD briefings, giving sponsors unparalleled visibility with global decision-makers.

IDEX FWD is more than an exhibition — it's a mission-ready innovation command center.

We're open to discussions with potential partners and sponsors — whether you are a global stakeholder, product innovation leader, VC, or a startup - talk to our team to explore how you can be part of IDEX Forward.

COMMAND & CONTROL HUB

COMMAND & CONTROL HUB

Exhibitor events

50,000 USD

Running your own event alongside IDEX?

Running your own event alongside IDEX? positioned alongside official content

Have it advertised on the official event website. You will receive the data of attendees registering for your activity through a dedicated registration form.

Stakeholder Roundtable & Whitepaper

50,000 USD

Running your own event alongside IDEX?

This is an exclusive opportunity for your company to leverage on IDEX access to local, regional and international network to invite key stakeholders to participate in a roundtable.

You will appear as the host and offer a welcome address, along with gifts and stationery for participants. Moderation of the session will be appointed by IDEX and we'll help to compile a whitepaper that will be distributed to relevant audience shortly after IDEX.



Gala Dinner Sponsor

SOLD

Stand out with this unique opportunity to sponsor one of the most exclusive nights in the industry.

- On-stage opportunity to address a welcome message to the distinguished guests (subject to IDEX / NAVDEX 2025 committee approval).
- Logo placed on materials, including invitations to the event
- Logo association with the event on all promotional channels
- 50 invitations to the Gala Dinner



MediaHub

150,000 USD

This exclusive opportunity gives one sponsor the privilege of branding the official Media Lounge of IDEX.

Stand out with this unique opportunity to sponsor one of the most exclusive nights in the industry.

- Exposure as Media Hub Sponsor
- Branding of the Media Hub
- Media brief distributed to attending media

Information desks sponsor

75,000 USD

This exclusive opportunity gives one sponsor the privilege of branding the official Media Lounge of IDEX.

IDEX information desks provide help to exhibitors and visitors alike. This is an exclusive opportunity for your company to become an exclusive Information Desks Sponsor and gain exposure throughout multiple locations.

Apart from branding of the desks, you'll get logo visibility online, as well as an opportunity to provide small giveaways, invitation cards to visit your stand/website. You can provide branded vests for staff to wear as well.

Visitor carrier bags & distribution units - SOLD

150,000 USD

Have your brand on the official IDEX carrier bag. This is not only an opportunity to stand out during the event, but also long after it has concluded. We will produce and distribute 10,000 sustainable bags to visitors



Hall 14 sponsorship

350,00 USD

New to IDEX, Hall 14 will showcase latest innovation and first time exhibitors.

This is an exclusive opportunity to highlight your innovation narrative, but also gain a large scale venue branding asset that is bound to be noticed.



Isle markers - IDEX

155,00 USD

Attendees use isle markers to navigate around IDEX.

This is an exclusive opportunity to have your logo and snappy tagline on all the isle markers, giving you unmatched exposure on the show floor

Isle markers - NAVDEX

75,000 USD

Attendees use isle markers to navigate around NAVDEX show floor.

This is an exclusive opportunity to have your logo and snappy tagline on all the isle markers, giving you unmatched exposure on the show floor

Stand isle extender - large (5×2)

7,500 USD

A 5×2m floor sticker adjacent to your booth offers that extra bit of visibility to let you stand out and attract more attention.

Only available to exhibitors with minimum 15 sqm stand size

Stand isle extender - small (3×2)

5,500 USD

A 3×2m floor sticker adjacent to your booth offers that extra bit of visibility to let you stand out and attract more attention.

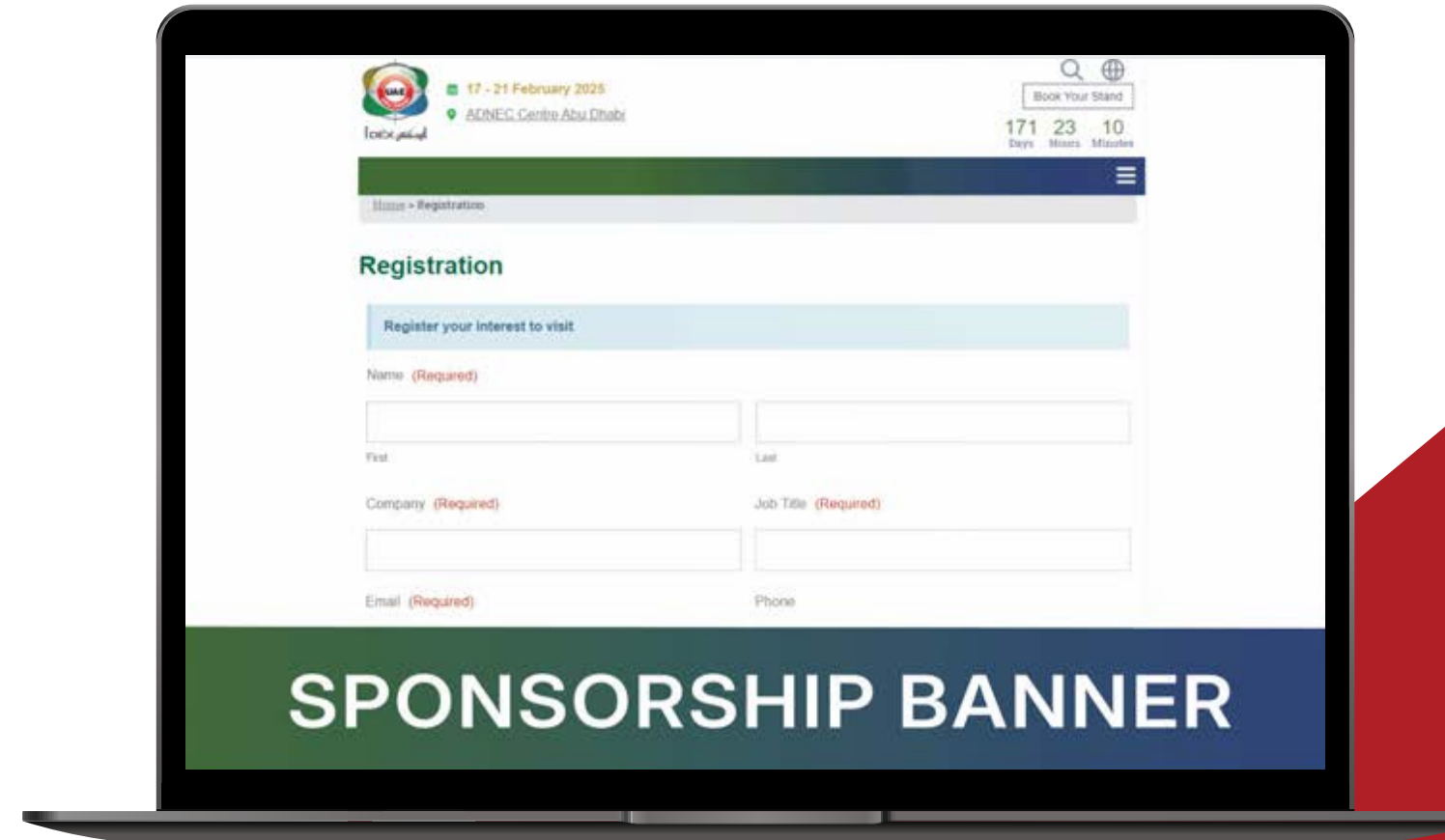


Registration sponsor

175,000 USD

A unique opportunity to be seen by every professional registering for IDEX through the official website. Sponsor will carry official title of "Registration sponsored by and will receive the following benefits:

- Logo on the registration page
- Clickable banner on the registration confirmation page
- Logo on registration confirmation email
- Logo on email containing the badge
- Logo on all registration desks at the venue

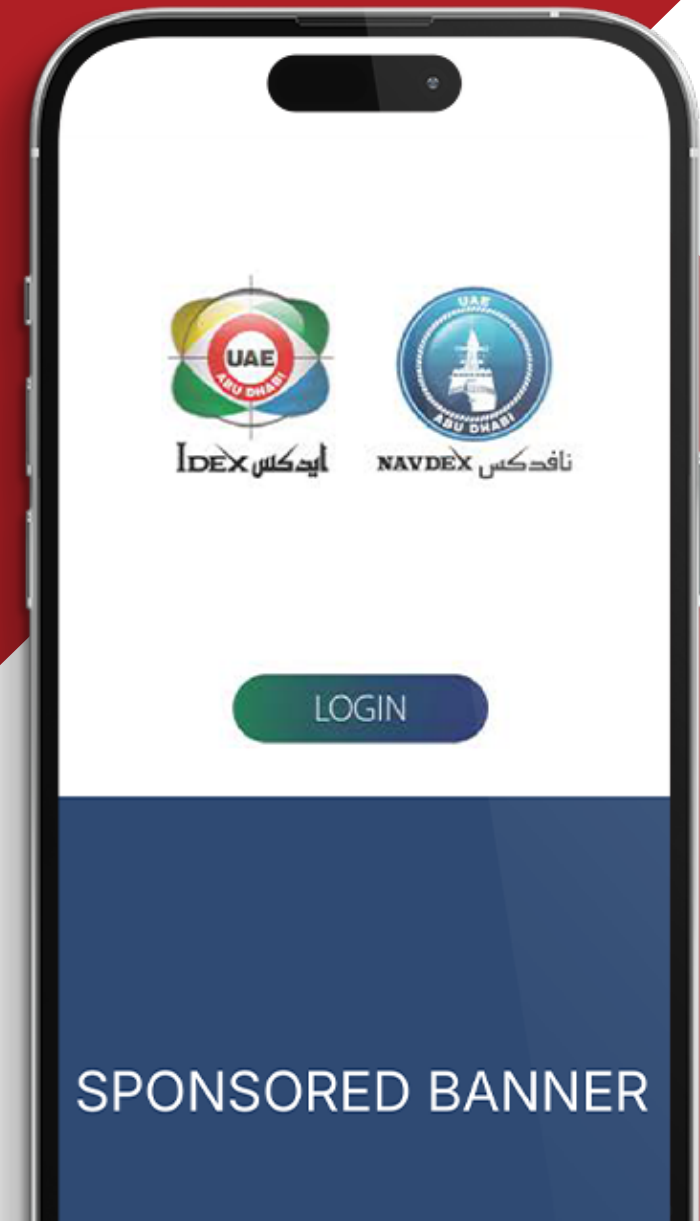


Mobile app sponsor

100,000 USD

Exclusive

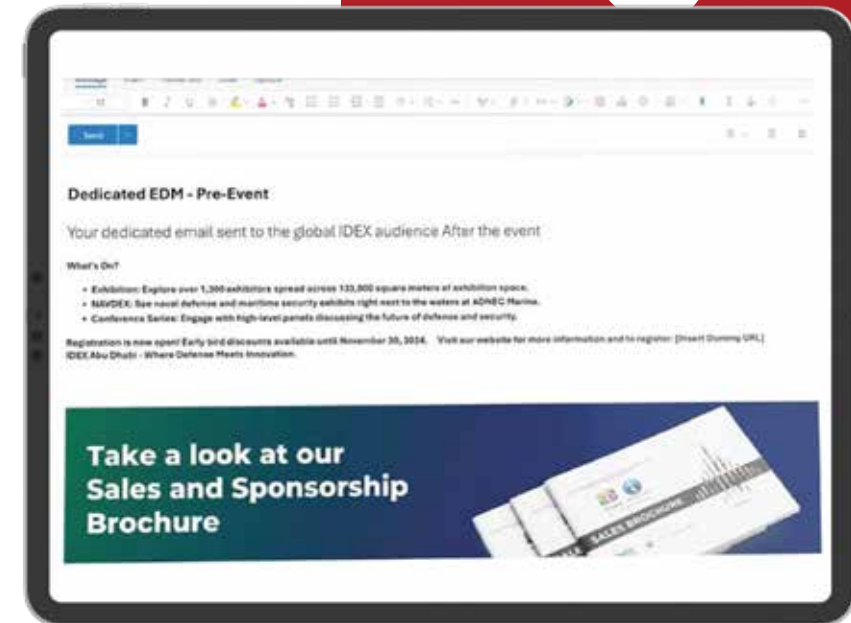
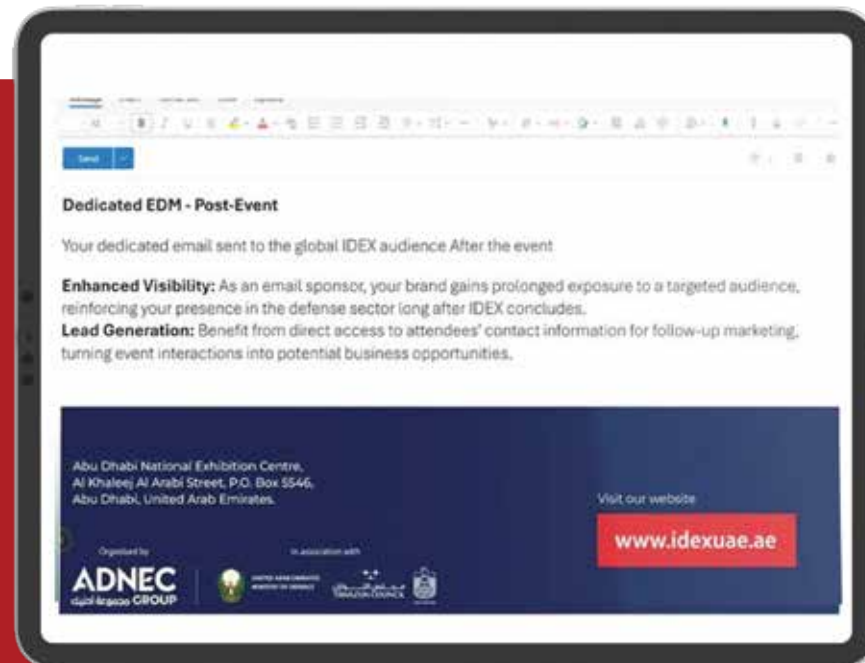
As an exclusive sponsor, your brand will be featured on the official IDEX 2025 mobile app, downloaded by thousands of attendees. Enjoysplash screen visibility, prime banner positions,



Dedicated EDM - Pre-Event

20,000 USD

Your dedicated email sent to the global IDEX audience before the event



Dedicated EDM - Post-Event

10,000 USD

2 Available

Your dedicated email sent to the global IDEX audience After the event

Banner on visitor promotion emails

5,000 USD

15 Available

We run regular email campaigns to engage with our database and update our audience on IDEX news and features. There is one banner position per campaign and it's highly recommended to multiply effect by taking multiple banners to maximise your exposure



Banner on homepage

5,000 USD

6 Available

1 of 3 rotating, monthly tenancy

Key banner position available on the IDEX official website homepage is offered on monthly tenancy. Up to 3 banners will be rotating for this position

Banner on Inner pages

5,000 USD

9 Available

1 of 3 rotating, monthly tenancy

This amazing banner position will be placed on 5+ IDEX website inner pages and is offered on monthly tenancy.

Up to 3 banners will be rotating for this position

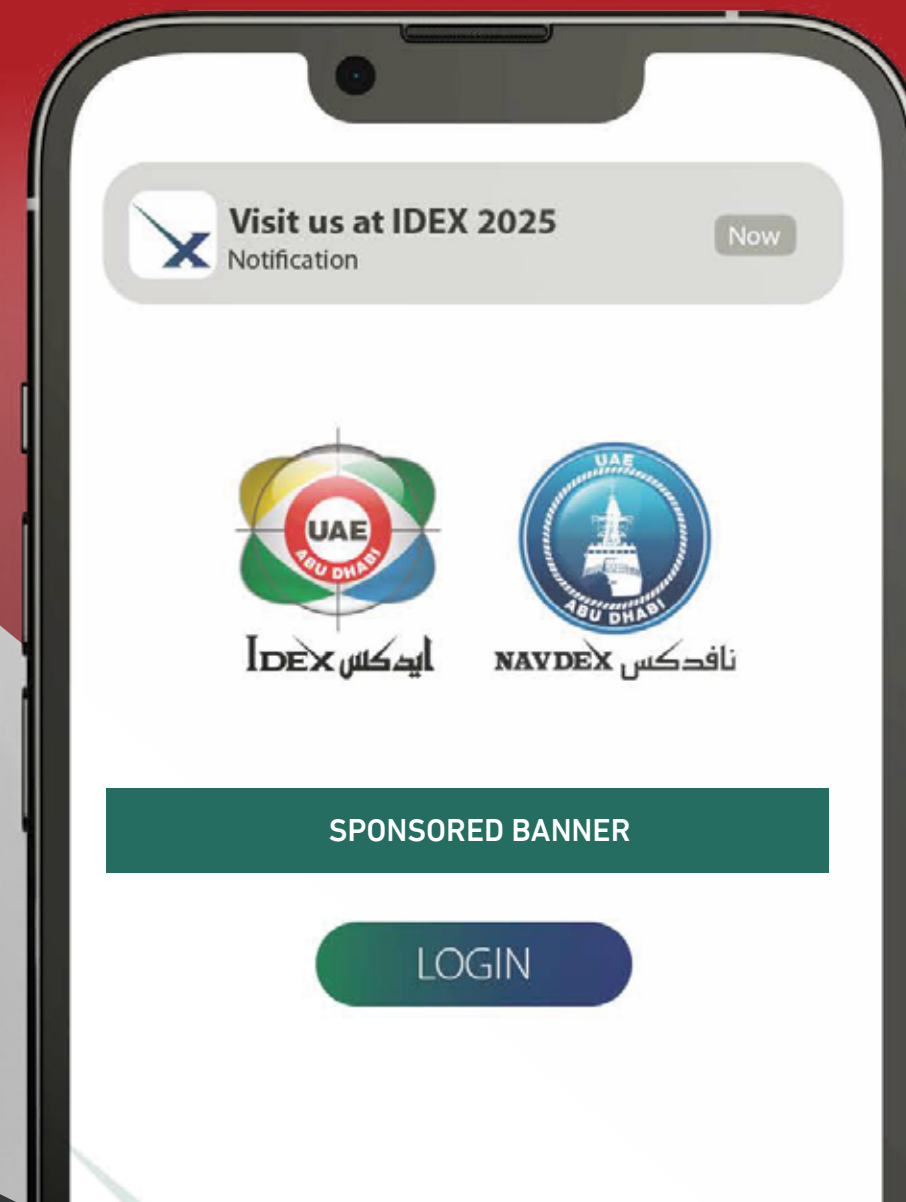


Push notifications on mobile app

5,500 USD

5 Available

Available only once per day, sponsor push notification will be sent to all mobile app users. Running a special activation on your stand or doing a major product launch event? This is your chance to let everyone know!



Day highlights email

7,500 USD

5 Available

Every evening an email is sent out to all attendees of IDEX and NAVDEX with highlights of the day that has concluded.

This is your opportunity to appear in this amazing campaign with an exclusive banner on one of the days.

You can purchase all 5 banners for the price of 4

What's hot at IDEX daily morning email

7,500 USD

5 Available

Every morning an email goes out to all attendees of IDEX and NAVDEX to build up the momentum for the day with features and highlights.

This is your opportunity to appear in this amazing campaign with an exclusive banner on one of the days.

You can purchase all 5 banners for the price of 4



Post Show Report Sponsor - Exclusive

50,000 USD

This opportunity will highlight your company as Post Show Report Sponsor. You will get logo placement on the report and the dedicated email campaign, as well as a page of ad inside of the report



IDEX Official English Show Daily

Starting from 1,500 USD

Maximize your brand visibility throughout IDEX with our exclusive Show Daily advertising. The Show Daily is the premier publication distributed on-site each day of the event, delivering essential updates, highlights, and must-see moments directly into the hands of attendees, exhibitors, and VIPs.

Ad Type	Unit Rate (USD)
Full Page Colour	6,000 \$
Strip Ad	1,500 \$
Front Section & Page	12,000 \$
Double Page Spread	10,000 \$
Gatefold	15,000 \$
Half Page Colour	4,000 \$
Bellyband	7,000 \$

Featured Exhibitor

10,500 USD

Total of 10 Available

Stand out where it matters most. The Featured Exhibitor listing places your company at the top of the exhibitor directory, ensuring maximum visibility to attendees browsing the platform. Your profile will be highlighted with priority placement and visual distinction, driving higher engagement, meeting requests, and brand recall.

Featured Product

4,500 USD

Total of 20 Available

Put your innovation in the spotlight. The Featured Product position elevates your product listing above the standard entries, giving it premium placement and a highlighted layout in the directory.

deal for product launches or strategic showcases, this feature ensures your solution captures the attention of buyers, media, and partners.

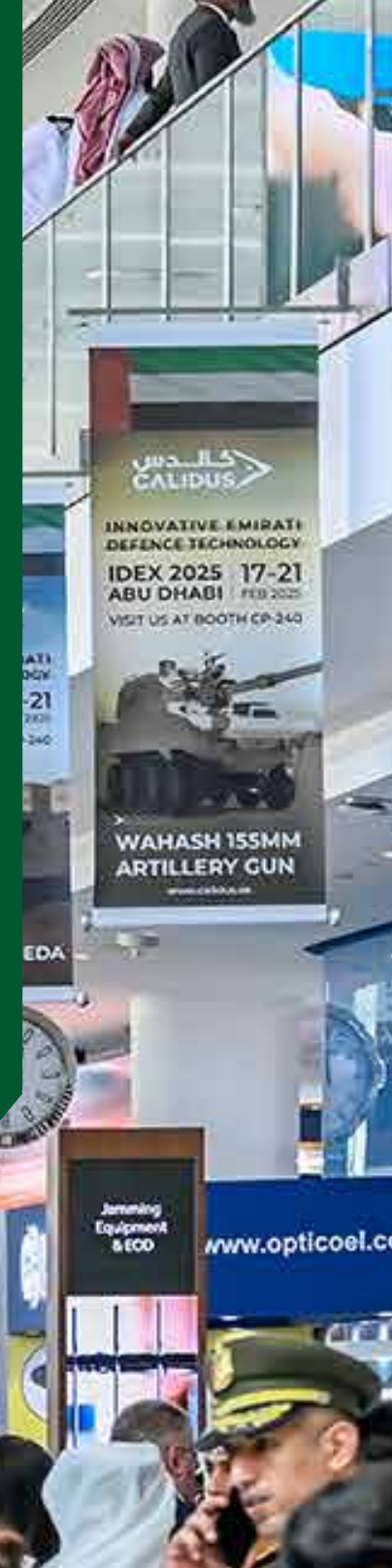
3D Stand on Interactive Map

50,000 USD

Total of 5 Available

The IDEX interactive floor plan launched in 2025 and was met with exceptional user adoption. Used by over 168,000 unique users, it delivered 429,400 actions and 137,000 searches during the month of the event.

We offer 5 companies a unique opportunity to have their stands appear in full 3D render in accordance with their actual booth design. Note that designs must be submitted at least 4 weeks prior to the event.



Bespoke Packages

We are open to creative ideas and building bespoke packages that suit your specific objectives. Talk to a member of our team about creating something tailor-made.



FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT

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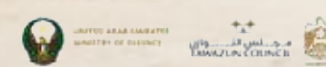
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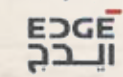
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