



# CANSEC

**CANADA'S PREMIER DEFENCE TRADE SHOW**

May 27-28, 2015  
EY Centre, Ottawa



## **ABOUT CANSEC**

CANSEC is Canada's premier defence trade show. A two-day event hosted at the end of May, CANSEC features 120,000 square feet of indoor exhibits by leading-edge companies, as well as an extensive outdoor static exhibition and display space.

The trade show continues to grow year-over-year and sells out months ahead of time, regularly drawing more than 10,000 registrants, more than 320 exhibiting companies, and more than a dozen international delegations.

In addition to the trade show - a good place to launch a new product! - CANSEC hosts meal events featuring senior government and Ministerial-level speakers, offering a unique opportunity for participants to network with colleagues and clients.

Attendance at CANSEC is limited to CADSI members, government (federal, provincial, municipal, foreign), military and emergency responder practitioners, thereby facilitating a quality vendor-buyer participant ratio.

### **THE 2014 SHOW SETS CANSEC TRADE SHOW RECORDS WITH 'THE MOST' IN THE FOLLOWING CATEGORIES...**

- exhibiting companies
- international official delegations and visiting Embassies
- luncheon keynote reception participants
- media sponsors
- Canadian trade commissioners

### **2014 SHOW HIGHLIGHTS**

- 120,000: exhibition space (square feet)
- 10,000: registered delegates
- 3,600: tickets sold for the evening reception, breakfast and luncheon keynote addresses
- 400+ (estimated): Business-to-Business/Business-to-Government exchanges
- 331: number of exhibiting companies
- 17: International official delegations in attendance (Argentina; Bahrain; Chile; Denmark; Equatorial Guinea; Israel; Italy; Kuwait; Mexico; New Zealand; Oman; Peru; United States; United Arab Emirates; United Kingdom), 13 Embassies with a total of 30 nations.
- 18+ estimated: number of Members of Parliament or Senators in attendance
- 7: Canadian Trade Commissioners in attendance (from Detroit, Halifax, Montreal, Ottawa, Toronto, Washington, Winnipeg)

## CANSEC 2015

The Canadian Association of Defence Industries (CADSI) is pleased to announce the expansion of the CANSEC sponsorship program to include more opportunities to increase your visibility, impact and engagement with key government, military and industry officials.

The 2014 event was an overwhelming success with over 10,000 qualified registrants. We anticipate an even better experience at CANSEC 2015 with increased participation from all stakeholders in the defence sector.



CANSEC 2015's sponsorship opportunities offer well-rounded benefits to promote your brand and product awareness with key decision-makers in the defence industry. Sponsorship options have been designed to assist CADSI members to achieve a variety of marketing objectives. CANSEC Exhibitors will have the opportunity to extend the reach of their company message beyond their exhibit presence and CADSI members who are not in a position to exhibit will have a variety of options to secure a strong presence at this prestigious event.

### Key Benefits of Participating as a CANSEC Sponsor:

- Opportunity to maximize your return-on-objectives by encouraging attendees within your target industry to visit your exhibit;
- Extend the reach of your message well beyond the tradeshow floor;
- Differentiate your company from the competition;
- Increase your credibility in the defence sector;
- Demonstrate your commitment to the Canadian defence industry by aligning your brand with CANSEC;
- Increase the impact of your message when launching a new product or service;
- Engage high-level officials by sponsoring one of the coveted networking events;
- Showcase your company not just at the event, but beforehand and long afterwards.

### Sample of CANSEC 2014 Sponsors

|                        |   |
|------------------------|---|
| CAE                    | DCNS                                      |
| Navistar Defence       | Thales                                    |
| General Dynamics       | Nammo                                     |
| Bombardier             | Microsoft                                 |
| Lockheed Martin        | Boeing                                    |
| Airbus Defence & Space | Sustainable Development Technology Canada |
| Rockwell Collins       | Seaspan Shipyards                         |
| DEW                    | Mannarino Systems & Software              |

### CANSEC NAVIGATION MAP SPONSOR (S)

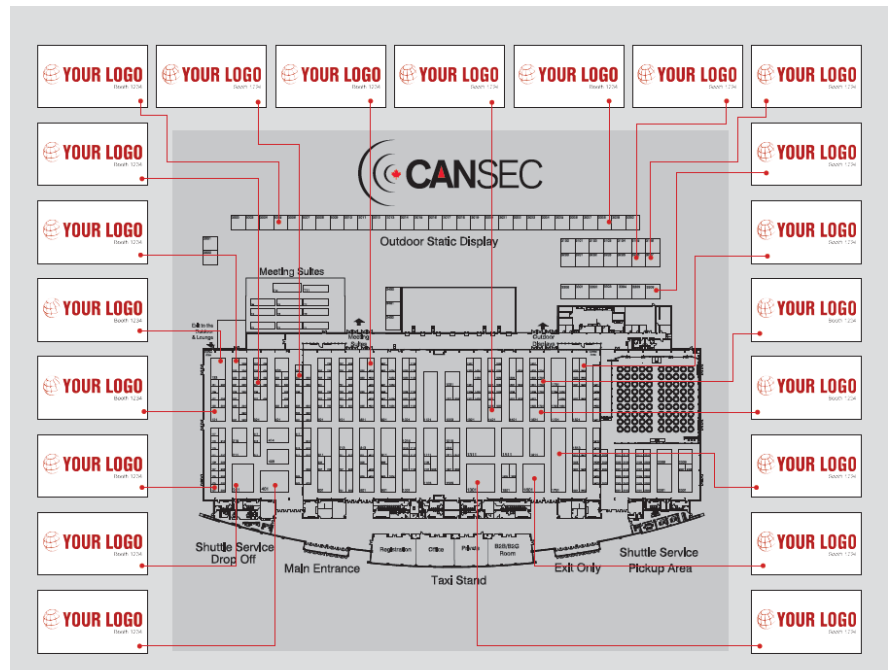
CADSI is pleased to launch our new handheld tradeshow map which will be provided to each delegate to provide navigation and event information for the duration of the event.

With 2014 boasting registration rates over 10,000 delegates, this opportunity will provide to our new 2015 Event Navigation Map Sponsors high impact exposure to industry, government and over 35 nations represented at the event.

Each sponsor will be branded on this key delegate tool and will have an approximate 4 inch x 2 inch dedicated logo space for your company. Your high viability logo will also feature a navigation arrow highlighting the location of your booth on the tradeshow floor.

CANSEC prides itself on providing high visibly sponsorships for our members at affordable prices. Similar sponsorships of this kind run approximately \$5,000+ for participation at comparable events. CADSI is pleased to offer this newly launched opportunity to our members at \$2,000 per logo location.

Navigation map will be a full color back to back reference tool with approximate dimensions of 30 inches x 16 inches. Space is limited and will be assigned on a first come basis.



#### Additional Navigation Map Sponsorship Benefits

- Company logo on CANSEC web site.
- Company logo on the CANSEC Mobile App sponsor recognition page.
- One complimentary ticket to the CANSEC evening reception (value (\$90.95)).
- Your logo will remain on the CANSEC web site for up to 1 year.

#### NAVIGATION MAP SPONSORSHIP - \$2,000 PER LOGO