

Under The Patronage of H.H Sheikh Mohamed Bin Zayed Al Nahyan President of The United Arab Emirates



نافدكس NAVDEX

INTERNATIONAL DEFENCE EXHIBITION & CONFERENCE **IDEX**

20 - 24 FEBRUARY 2023 ABU DHABI, UAE

**SALES BROCHURE**



[www.idexuae.ae](http://www.idexuae.ae)

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# 30 YEARS SUCCESSFULLY CONNECTING THE GLOBAL DEFENCE INDUSTRY

IDEX and NAVDEX continues to drive fantastic benefits for an ever-increasing number of international decision-makers. From defence industry experts, governments, armed forces and military personnel...every corner of the global defence sector finds what they need at IDEX and NAVDEX.

IDEX and NAVDEX is the world leading platform you need to position your organisation as an industry leader, grant unprecedented access to the global defence market, policy and decision makers, extend your reach to thousands of prime market contractors, OEMs and international delegations and deliver unrivalled business opportunities.





# IDEX 2021

## IN FIGURES



**900<sup>+</sup>**  
EXHIBITORS

**35<sup>+</sup>**  
NATIONAL PAVILIONS

**150<sup>+</sup>**  
OFFICIAL DELEGATIONS

**80,000<sup>+</sup>**  
ATTENDEES

**59<sup>+</sup>**  
COUNTRIES PARTICIPATING

**155,000<sup>+</sup>** M<sup>2</sup>  
EXHIBITION & DISPLAY AREA

**500<sup>+</sup>**  
LOCAL & INTERNATIONAL  
MEDIA



**HEAR ABOUT THE**  
**SUCCESS OF IDEX 2021**  
**FROM OUR EXHIBITORS**

**H.E. Tareq Al Hosani**

CEO of Tawazun  
Economic Council

**Arafat Al Yafei**

CEO of LAHAB  
Military Services

**Andreas Rex**

Sales and Marketing  
Director at Streit  
Group



## **WHAT TO EXPECT AT IDEX 2023**

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### **OPENING CEREMONY**

The opening ceremony will witness the presence of VIPs and international delegations.

### **INTERNATIONAL DEFENCE CONFERENCE (IDC)**

IDC represents senior defence executives including Ministers, Chiefs of Staff, land forces and naval commanders from around the world, the event is the most important defence conference in the region.

### **IDEX AND NAVDEX START-UP ZONE**

A dedicated area for startups to demonstrate their newest solutions and technologies in the defense and naval industry. This is the perfect opportunity to freely promote your solutions in front of international exhibitors, visitors and journalists.

### **HIGH LEVEL ROUND TABLE DISCUSSIONS**

Group of high-level speakers and moderators gather together to present and discuss recent and critical topics about the defense and Naval industry.



# WHAT TO EXPECT AT IDEX 2023

## INNOVATION JOURNEY

The innovation dedicated area features the latest products and innovations servicing the whole Defence and naval Community.

Present your newest and most innovative products and solutions at the innovation dedicated zone in front of thousand of international and local visitors.

## IDEX WORKSHOP SESSIONS

Free to attend sessions discussing variety of interesting and engaging topics related to the defence sector including: Women and Youth in defense, space defense, and general defense related topics

## CO-LOCATED WITH NAVDEX

NAVDEX, the premier naval defence and maritime security exhibition for the Middle East and North Africa region takes place at ADNEC, at the same time as IDEX. Located on the waterfront at the ADNEC Marina, the event showcases the latest in naval, maritime and coastal security technology, equipment and crafts.



# IDEX 2023 VENUE AT ADNEC

IDEX takes place at the Abu Dhabi National Exhibition Centre (ADNEC), which is centrally located in Abu Dhabi, the capital of the UAE. The state-of-the-art exhibition centre is the largest centre of its kind in the Middle East, and includes:

- **12 INDOOR HALLS**
- **CENTRAL CONCOURSE**
- **ATRIUM AREA**
- **OUTDOOR CAPITAL PLAZA**
- **HOSPITALITY SUITES**
- **STATE-OF-THE-ART MEDIA CENTRE**
- **OPENING CEREMONY STAGE**
- **LIVE DEMONSTRATIONS MOBILITY TRACK**
- **NAVDEX EXHIBITION HALLS**
- **ON-WATER BERTHS**
- **FOOD & BEVERAGE OUTLETS**

The IDEX exhibition utilizes 100% of the exhibition centre utilising 133,000 sqm of event space, including:

- 12 indoor air-conditioned halls, the concourse and atrium spaces
- The central outside area, Capital Plaza with outside displays and exhibition stands/pavilions
- A purpose-built demonstration track located in front of the ADNEC Grandstand
- ADNEC new marina hall





# WHY EXHIBIT?



## EXPAND YOUR REACH

Extend your reach to thousands of prime market leaders, OEMs and international delegations



## MEET TOP LEADERS

Network with top international and local leaders in the defence industry



## POSITION YOUR BRAND

Position your brand as an innovative leader in defence technology solutions



## SHOWCASE YOUR TECHNOLOGIES

Showcase your innovative technologies through live demonstrations and product launches



## STAY IN THE KNOW

Get the latest updates on security technology before anyone else

## EXHIBITION OPPORTUNITIES

IDEX continues to attract a growing number of international decision makers from within the defence industry, from governments, armed forces and senior military personnel. Strong representation from GCC and the wider international community make IDEX the prime platform to reach such an important audience.



# EXHIBITING OPTIONS



## INDOOR SPACE ONLY

Will comprise of an indoor area for larger stands and offers the maximum opportunities for creativity and exhibition for stand design and branding.



## HOSPITALITY SPACE CAPITAL SUITES

Perfect for private meetings, presentations or corporate hospitality. The indoor Capital Suites are located around the Concourse (1st floor).



## OUTDOOR SPACE

The space will comprise of an outdoor area and offers great stand visibility and a flexible display area for your products.

## TAKE ADVANTAGE OF THE UNIQUE SPONSORSHIP OPPORTUNITIES:

- Diamond Sponsor
- Platinum sponsor
- Gold Sponsor
- Delegation Lounge sponsor
- Exhibitor Gala Event
- IDEX Conference Sponsor
- Media Centre
- Media Pack
- IDEX E-Newsletter
- Wayfinding Digital Screens
- Event Wi-Fi
- Internet and Mobile Charger Kiosks Sponsors
- Information Booths Sponsors
- Mobile App Sponsor
- Visitor Carrier Bag Sponsor
- Exhibitor Welcome Pack
- Water Branding
- Exhibitor, VIP & Media Car Park Passes

## D INDOOR SHELL SPACE

A minimum 9 m<sup>2</sup> shell scheme stand comprises the space, carpet, walls, spot lights, electricity sockets, name board and furniture.

### Standard shell schem

#### Furniture:

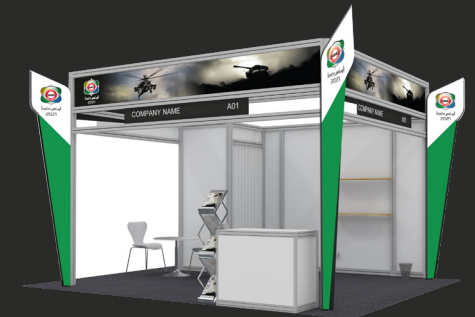
- 1 reception counter
- 1 table
- 2 chairs
- 1 dust bin



### Upgraded shell schem

#### Furniture:

- 1 reception counter
- stool
- 1 table
- 2 chairs
- lockable storage room and standing literature rack
- 2 wooden shelf
- 1 dust bin

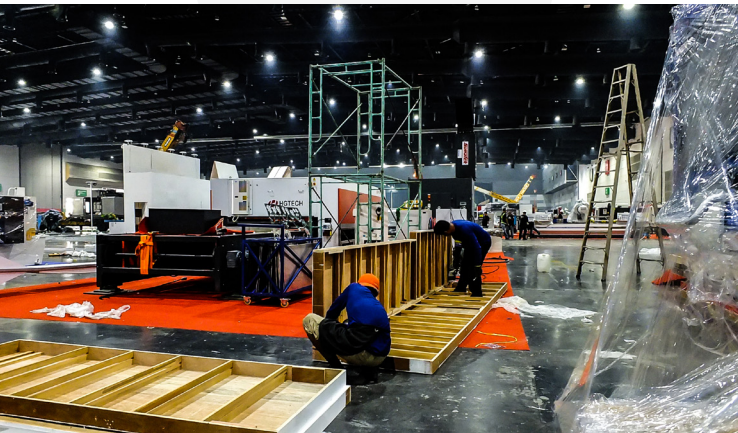


### Maxima shell schem

#### Furniture:

- 1 reception counter
- stool
- 1 table
- 2 chairs
- lockable storage room and standing literature rack
- 2 wooden shelf
- 1 dust bin

# EVENT SERVICES



## CATERING FOR CONVERSATIONS

### CATERING



Capital Hospitality, ADNEC's award-winning in-house caterer has extensive experience in catering for all types of events and have a reputation for exceeding clients' expectations. Food is often one of the most memorable and talked about components of an event and Capital Hospitality has a range of menus to suit all budgets, international cuisines and can cater for any dietary requirements creatively.

From stand catering, to receptions, lunches and side-events, Capital Hospitality can work with you to create stand-out experiences for your visitors or clients.

For more info, contact us on: [sales@capitalhospitality.ae](mailto:sales@capitalhospitality.ae)

## STAND OUT FROM THE CROWD

### EVENT PRODUCTION



ADNEC Services, an award-winning event services agency can breathe life into your brand by creating stunning stand design and build to elevate your brands presence at the show. The team will work with you to create a stand that brings your story to life, 'wows' and helps achieve your trade show objectives. In addition to this, ADNEC Services has a specialist media buying team to maximise your participation and deliver awareness both through the ADNEC venue media sites and via media buying opportunities internationally, regionally and locally.

For more info, contact us on: [info.adnecservices@adnec.ae](mailto:info.adnecservices@adnec.ae)

## DESTINATION ABU DHABI

### DESTINATION MANAGEMENT COMPANY



Capital Experience, a subsidiary of ADNEC, is a high-quality destination management company experienced at handling all aspects of business travel. They are experts in managing all travel arrangements including flights, hotels, visa and transfer services as well as organising exceptional excursions and once-in-a-lifetime experiences. Make the most of your visit to Abu Dhabi, whether you have a few hours or days at hand, Capital Experience are your destination partner.

For more info, contact us on: [info@capitalexperience.ae](mailto:info@capitalexperience.ae)



For more information about **sales and sponsorship opportunities** at **IDEX 2023**, contact:

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