



**6 - 8**  
April 2021  
Sands EXPO  
Singapore

# Milipol Asia-Pacific 2021

Sponsorships Opportunities  
&  
Communication Tools

[www.milipolasiapacific.com](http://www.milipolasiapacific.com)

ORGANISED BY

**COMEX** POSIUM  
SINGAPORE

**MP**  
MILIPOL

IN CONJUNCTION WITH

**CYBERTECH** ASIA  
CYBER | INNOVATION | ADVANCED TECHNOLOGIES | INVESTMENT OPPORTUNITIES

**CBRNe**  
WORLD

If you wish to further increase your exposure at Milipol Asia-Pacific 2021 we provide a variety of bespoke communication tools available which provide you with various options on sponsorship packages aimed at promoting your brand and products by increased visibility and delivering networking opportunities to suit all budgets.

Various sponsorships are listed below. For more information, or to make a suggestion of what you would like us to provide you should it not be listed, please contact Us at +65 6392 5328 or email to [sales@milipolasiapacific.com](mailto:sales@milipolasiapacific.com).

## NETWORKING OPPORTUNITIES

### Opening Ceremony & Buffet Lunch Reception - Contact us for options / price



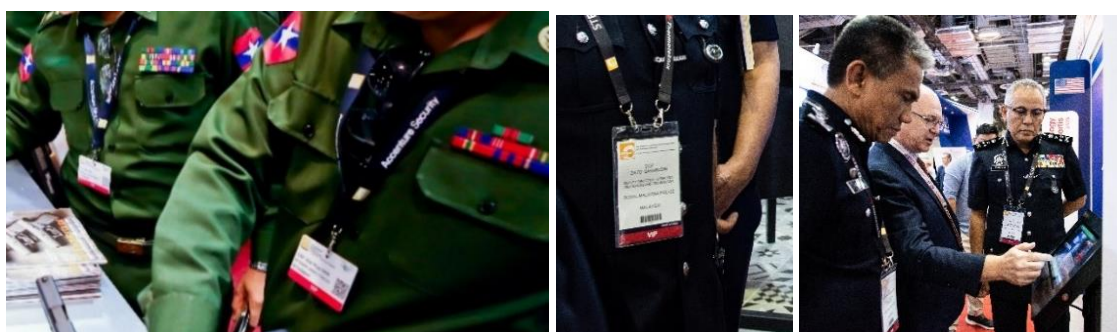
Senior VIP Guests and key security personnel from regional Governments, Defence and Security Agencies and members of the Media will be invited to attend the opening ceremony. This Opening Ceremony, with keynote addresses followed by a Marina Bay Sands buffet lunch held in our VIP Delegations' suite located within the Exhibition Hall offers the highest profile sponsorship available. Take advantage of this unique opportunity to network and showcase your brand to this targeted group of hugely influential VIP industry professionals.

### VIP Delegations Evening Reception (Exclusive Sponsor only) - Contact Us

The Milipol Asia Pacific Gala Reception will be held on the evening of the opening day for our VIP Delegations and key Government supporting agencies. This sponsorship offers a unique opportunity to deliver a welcome address and thereafter enjoy an unparalleled networking opportunity with all the invited guests providing an excellent backdrop for the Sponsor to gain maximum marketing and promotional mileage in a convivial setting. Location and format options are available upon request.

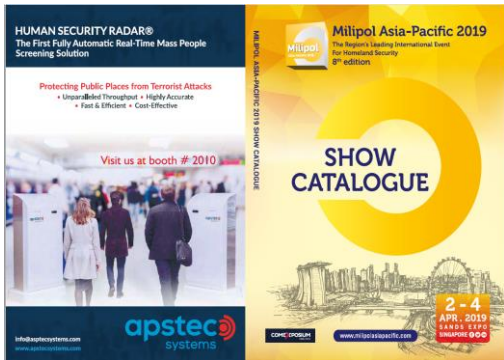
## PROMOTIONAL ITEMS

### Badge Lanyards - S\$9,000



This high visibility sponsorship provides the sponsor with the exclusive opportunity to personalise the event lanyards which are provided to ALL show participants with your brand. 8000+ lanyards are distributed from the show registration zone for entrance to the show for all the Visitors, Exhibitors, VIP, Press and Official VIP Delegations.

## Official Catalogue - S\$15,000



The Show Catalogue comprises of a combined Exhibitor's Directory & Conference Programme in A-5 Size, which will be distributed to all Visitors, VIP Delegations, Conference Speakers and Delegates, Exhibitors and accredited members of the Media. Over 7,000 copies will be produced and this catalogue remains thereafter in the offices of Public and Private sector security professionals as a useful industry reference guide for many months after the show... The Show catalogue therefore presents an excellent opportunity for the sponsor to raise their company profile whilst demonstrating their support to this critical industry. We offer a full page advert and a company profile to support your sponsorship in this catalogue.

## Official Catalogue - Advertising

### VISIBILITIES IN THE OFFICIAL CATALOGUE

Spread your visual throughout the official exhibition catalogue, the essential tool for visiting the event and as an after-show reference

Double Page Spread (DPS)	S\$5,000
Full Colour Page	S\$2,800
Half Page (Horizontal)	S\$1,800
First Page, right side	S\$3,800
Full Colour page facing Content page (Summary)	S\$3,500
Inside Front Cover	S\$4,000
Inside Back Cover	S\$3,500
Back Cover	S\$5,500
Belly Band (External Band)	S\$5,000
Bookmark (Technical fees excluded)	S\$5,000
Company Logo with directory	S\$450
<b>Floor Plan Handout</b>	
Company Logo on Floor plan layout	S\$800
Company Name Listing in Colour	S\$300
Full Page Full Color (A5) <i>*Limited space only*</i>	S\$2400

## Carrier bags - S\$9,000



Personalise the official show bag with your brand.

Mitipol Asia-Pacific 2021 carrier bags will offer an EXCLUSIVE opportunity for just one sponsor.

The Official Show Catalogue and other show information, plus the Sponsor's Corporate Promotion Materials will be inserted in the bags and distributed to all Trade Visitors, Conference Delegates and members of the Media at the point of Registration.

## VIP Delegation Welcome Bag (laptop bag) - S\$15,000



These Delegations Bags are issued as welcome bags to all VIP Delegations, VIP guests, Chiefs of Government supporting organisations and Conference Delegates. These cherished bags offer a highly visible and uniquely targeted exposure and branding opportunity for the Sponsor Company during the event and post event. The sponsor company will also have a set of its Corporate Promotional Materials inserted in the Bags. All visuals and corporate materials for insertion in the bag is subject to organiser's approval.

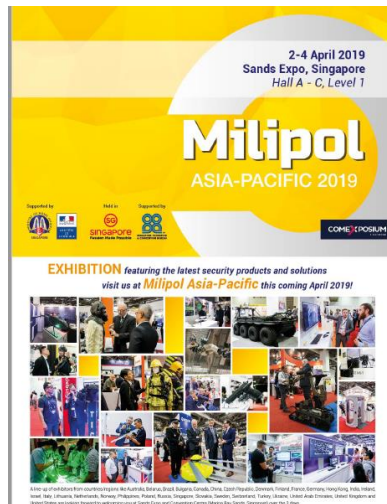
## VIP Delegation Coaches - S\$8,000



Official VIP Delegation are provided with luxury transport between the Venue and their Official Hotel. As a sponsor, you will enjoy exclusive branding rights on the interior and exterior of the buses as well as on transportation schedules.

## Visitor & VIP invitation cards - S\$8,000

Visitor Invitation card are issued for Exhibitors to invite their clients, partners and contacts to come and visit you at Milipol Asia-Pacific 2021. VIP invitation cards are exclusively meant for your high-ranking officials and ambassadors. Grab a chance to highlight your brand and having your logo on these invites...



## Registration Counters - S\$15,000



The Event Registration Counter is located at the Entrance of the Exhibition Halls where ALL our events visitors are required to register and collect their passes before getting access to the exhibition hall. All our event badges are issued at these registration counters so the sponsor will enjoy a significant level of exposure and visibility for all participants on arrival. The Sponsor's name and logo will be featured prominently on the backdrop at the Registration Counter and form filling Counters.

## Brochure Stands at Entrance - S\$500 Each

Opportunities for your brochures and flyers to be picked up by visitors as they enter the hall or when they check in at the registration counter.

## Delegations' Suite - S\$30,000 exclusive



Associate your company with the welcoming of over 350 Official Delegations and VIP guests.

Access to the VIP Delegations Suite is for our invited VIP Delegations from the Law Enforcement, Internal State Security, Defence and Civil Defence agencies across the Asia Pacific region. VIPs are invited to use the Suite over the 3 day show to network and enjoy their daily 3-course buffet lunch and refreshments.

The Sponsor will achieve maximum exposure and Brand Recognition through the prominent banners displayed in the Delegations Suite and on the Suite's Entrance Arch. A lunch table is reserved daily for the sponsors to dine with the Delegations of their choice

## Conference Sponsor - Contact Us



The Milipol Asia Pacific Conference will again cover the current themes, threats and trends that are shaping and defining the region. Over 300 Delegates who are Senior Executives and Decision Makers from Government and Private Industry will attend to hear International speakers share their unique experiences and best practice in this world class event. Contact us for a Customised Sponsorship that meets your objectives.

## Technology Seminar Sponsor - Contact Us



Promote your products and services!

Technology Seminar will be held within the Exhibition Halls. Trade and Professional Visitors get to attend these free-to-attend Workshop Sessions conducted by Exhibitors presenting and demonstrating their latest products and technologies. Sponsor Companies will have their Names and Logos displayed at the Entrances to these Workshops to welcome the Visitors as well as on the Backdrops of the Workshops.

## Press Centre - S\$6,000



Stand out and promote your company to the region's leading media. Become the unique sponsor of the Press Centre, meeting place of all the international trade press.

## Location Boards and Direction Charts - S\$1,000 Each

Visitors will refer to Location Board to get an orientation of the Exhibition Hall and the Floor plan. These Board will be located at strategic points. It will feature the Sponsoring Exhibitor and indicate where its location is.

## Visitors' Seating Area - S\$5,000



Several Areas within the Exhibition Hall will be designed as "Visitors Seating Area" for the benefits of Trade Visitors who need to take a rest or sit with others to catch up. Sponsors will get excellent exposure to users of these areas through its Banner Display together with their gratitude for providing these seating areas!

## Aisle Letters (Overhead Banner) – Contact Us



An Exceptional way to be seen!

Your logo and exhibitor booth number hung above the aisle to direct visitor traffic to your location. All visuals are subject to organiser's approval.

## Floor titles - Contact Us



Guide visitors to your stand!

Increase your visibility at the exhibition with customised floor tiles with your logo and booth number.

## Floor Plan & Programme Board (outside Main Entrance) - Contact Us



Display your brand on these huge Floorplan's just outside the entrance doors which provides your brand increased visibility before the show visitors even enter the Exhibition hall at Milipol Asia-Pacific 2021.

## WEB OPPORTUNITIES

### On-line visitor registration Pack - S\$5,000

The Organisers are expecting an estimated 8,000 + Trade Visitors to the 2021 Event. Many of these Trade Visitors will be pre-registering online for their Passes. A Sponsor Company will have its Name and Logo displayed as the Sponsor for Online Registration and the Auto-Acknowledgment.