



MINISTRY OF DEFENCE

UK Ministry of Defence  
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# Defence Research 2010

## Annual Conference & Exhibition

23 & 24 March 2010 – Birmingham International Conference Centre

**Defence Research 2010** is the only official UK MOD event to present the whole of the MOD's £450 million annual research investment to industry, academia and other suppliers, alongside key members of the MOD and Armed Services. The MOD is offering businesses and organisations the opportunity to deal directly with the entire defence research community through exhibition, networking and sponsorship.

**science | innovation | technology** (SIT) is the MOD organisation responsible for the science and technology research needed to keep the Armed Forces one step ahead of the enemy, in an arena where the cycle of new technology and counter-technology is measured in months and weeks. To meet this challenge the MOD is fundamentally changing how it does business to become more agile, open and innovative. Find out more at [www.science.mod.uk](http://www.science.mod.uk)

Promote your organisation's capabilities and examine partnering and funding opportunities at the UK's largest arena for promoting innovation and technology in the field of defence – call **0845 270 7066** or email [exhibitions@defenceresearch.co.uk](mailto:exhibitions@defenceresearch.co.uk)

REGISTER FREE NOW: [www.defenceresearch.co.uk](http://www.defenceresearch.co.uk)



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## Celebrating Innovation in the Defence Sector – A Foreword from DTIC

**Defence Research 2010** is a combined conference (supplier briefing) and exhibition. It is the main event in our supplier engagement programme and we are particularly keen to develop our supplier networks to include new suppliers which are innovative, smaller-scale or academic and from outside the traditional defence market.

Defence research is primarily delivered by industry and academia, contracted through the SIT Defence Technology and Innovation Centre (DTIC) and Defence Equipment and Support (DE&S). This conference and exhibition presents plans for delivering defence research in the next few years and is the only event where the programme will be discussed in its entirety.

**Defence Research 2010** will draw together key decision makers working across the MOD, including SIT, DTIC, DE&S, ECC (military customer), Dstl and the Centre for Defence Enterprise (CDE). It will also incorporate suppliers, from Prime and sub-contractors to SMEs, academia, research organisations and individuals.

## Why Exhibit at Defence Research 2010

Over 1000 key decision makers and real influencers operating across the defence research market attended Defence Research 2009.

Drawing together an audience consisting of representatives from across the MOD, as well as Prime Contractors and academia, the Defence Research exhibition created an exciting forum for the entire industry to examine future opportunities and advancements in technology which could be harnessed to develop the MOD's operational capacity.

The Defence Research exhibition was the first, official MOD event of its size to focus specifically on research and development (R&D), creating a unique platform for academia, SMEs, Prime Contractors and MOD representatives to engage with, debate and understand the changing needs of a modern-day defence sector.

## Audience Diversity – Breakdown by Sector for Defence Research 2009

- MOD** Various agencies including DTIC, Dstl, Defence Technology Centres and Centre for Defence Enterprise
- Industry** Prime Contractors, sub-contractors and SMEs
- Academia** Universities and colleges

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## Sponsorship and Exhibition Opportunities

Suppliers are invited to participate in **Defence Research 2010**. Limited opportunities are available. These are highlighted below for your consideration.

### Why Exhibit?

- Access to key decision makers working across the UK MOD R&D sector
- Exposure within a high-profile event with quality delegates
- Opportunity to network and exchange ideas with industry experts
- Ideal platform from which to promote your capabilities and new innovative technologies
- Raise your corporate profile and demonstrate your commitment to working within the defence research sector
- Develop new business/investment opportunities
- Fully understand the key influencers directing investment into R&D in the defence sector

### Sponsorship Package – Four Opportunities Allocated

- 45-minute presentation slot within one of the conference arenas
- Corporate logo carried on all marketing collateral announcing you as a key sponsor of the event
- Corporate logo and weblink to be carried on the event website announcing you as a key sponsor of the event
- 5x3m shell scheme exhibition stand to be manned by three members of staff
- Three free delegate tickets to attend the main Defence Research conference on 23 & 24 March 2010
- 150-word profile and corporate logo to be carried within the conference brochure announcing you as key sponsor

**Package £5500 + VAT**



### Exhibition Packages

#### Gold Package

- 5x3m shell scheme stand to be manned by three members of staff
- Listing and weblink to be carried on the event website
- Two free delegate tickets to attend the main Defence Research conference on 23 & 24 March 2010
- 150-word logo and corporate logo to be carried within the conference brochure

**Package £4000 + VAT**

#### Silver Package

- 4x2m shell scheme stand to be manned by two members of staff
- Listing and weblink to be carried on the event website
- Two free delegate tickets to attend the main Defence Research conference on 23 & 24 March 2010
- 150-word profile and corporate logo to be carried within the conference brochure

**Package £3400 + VAT**

#### Bronze Package

- 3x2m shell scheme stand to be manned by two members of staff
- Listing and weblink to be carried on the event website
- Two free delegate tickets to attend the main Defence Research conference on 23 & 24 March 2010
- 150-word profile and corporate logo to be carried within the conference brochure

**Package £3200 + VAT**



### Academia Zone

- 3x2m shell scheme stand to be manned by two members of staff
- Listing and weblink to be carried on the event website
- Two free delegate tickets to attend the main Defence Research conference on 23 & 24 March 2010
- 150-word profile and corporate logo to be carried within the conference brochure

**Package £1700 + VAT**

### SME Zone

- 2x1m shell scheme stand to be manned by two members of staff
- Listing and weblink to be carried on the event website
- Two free delegate tickets to attend the main Defence Research conference on 23 & 24 March 2010
- 150-word profile and corporate logo to be carried within the conference brochure

**Package £895 + VAT**

### Public Sector Partners

- 2x1m shell scheme stand to be manned by two members of staff

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## Other Sponsorship Opportunities

### Registration Sponsor

**Exclusive opportunity to become the sole sponsor of the main registration point for Defence Research 2010**

- Corporate logo to be carried on all pre-event promotional collateral announcing you as registration sponsor
- Corporate logo to be carried on the registration area of the event website with direct link to sponsors' website
- Corporate logo displayed on all hard copy registration forms to be used on site
- Opportunity to place an insert into the delegate bags
- Opportunity to display corporate insert at a designated point near to the registration area
- Two free delegate tickets to attend the main Defence Research conference on 23 & 24 March 2010
- 150-word profile and corporate logo to be carried within the conference brochure

**Package £4000 + VAT**

### Lanyard Sponsorship

**Exclusive opportunity to become the sole sponsor of the lanyards which will be distributed to all delegates and exhibitors so that they may attach event passes. The lanyards are highly visible and offer a very cost-effective, corporate branding opportunity.**

- Corporate logo printed across lanyards
- Listing and weblink to be carried on the event website
- Two free delegate tickets to attend the main Defence Research conference on 23 & 24 March 2010
- 150-word profile and corporate logo to be carried within the conference brochure

**Package £2000 + VAT**

**Suppliers are invited to participate in the Defence Research 2010 exhibition. Limited opportunities are available – please call the Advertising Team on 0845 270 7066 or email [exhibitions@defenceresearch.co.uk](mailto:exhibitions@defenceresearch.co.uk)**

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## Floorplan

