



THE LANGKAWI  
INTERNATIONAL MARITIME  
AND AEROSPACE  
EXHIBITION

# SPONSORSHIP & ADVERTISING OPPORTUNITIES





Sponsorship plays an important role in achieving show objectives and gaining brand and company exposure in front of a key visitor audience. At LIMA, we believe in providing companies with avenues to enhance their corporate standing in areas other than the set up of a conventional stand. The various sponsorship opportunities available are designed to do just that. We will work with you to understand your business objectives in order to create a sponsorship package designed specifically to help you in achieving goals you have set.

Each sponsored event or item will come with its own Rights and Benefits which can be inclusive of widespread pre-show publicity, on site signage and branding, event tickets, website exposure and acknowledgements based on the particular event or items that has been selected.

We will work with you every step of the way, first taking into account of what you plan to achieve, and then crafting a product with the perfect fit, and finally, delivering the package for you 'on the day'.

## Promote company/product presence at LIMA '11

- 1 A proven way to get your organization noticed by key decision makers
- 2 Strategic brand association, improved credibility and image transfer
- 3 Unrivalled networking opportunities
- 4 Sponsorship integrates the message with the visitor experience
- 5 A direct, cost effective route to your target market
- 6 Sponsorship impacts on the visitor more powerfully than any other marketing tool

# TRANSPORTATION & FACILITIES



## SPT01 Shuttle Buses Cost RM50,000.00

A fleet of up to 10 busses will be available to run to and from the event to shuttle exhibitors and visitors from a number of hotels in Langkawi. Be the exclusive transportation sponsor and your company will enjoy branding on the transportation scheduled and bus stop signages. You will also receive the exclusive rights to insert your company literature in the bus seat pockets.

## SPT02 Buggies Cost RM5,000/buggy

LIMA consists of exhibition halls, chalets, static aircraft displays spread over a wide area along the main runway at the Langkawi International Airport. The Organiser offers VIP visitors buggy services at their convenience to move with the show area. Buggies remain on standby in a central area throughout the show and are dispatched with designated drivers hired by the organizer to deliver passengers to the show ground as and when required.

## SPF03 Media Centre Cost RM30,000.00

With over 200 accredited journalists expected, LIMA 2011 will again be the hub of the maritime and aerospace news world. And LIMA will accommodate them in well! Journalists will be credentialed in the Media Centre that includes workspace, lounge facilities, and a viewing platform, and serves as their base as they spread out on assignment throughout the show grounds. Journalists will also have access to media conference facilities and a lounge area. As a sponsor you'll have the right to various branding opportunities inside and outside the media facilities.

## SPF04 Visitor Services Centre Cost RM10,000.00

As the name implies, this is the area where visitors can seek answers and assistance to make their LIMA 2011 experience run as smoothly as possible. Staffed by friendly and knowledgeable personnel, the Visitors Services Centre will give visitors a place to find information about exhibitors, pick up a show directory, and find out about their transport options. Sponsor can have signage recognition in and around the Visitor Service Centre.

# PRINTED MATERIALS



## SPP05 Delegate Welcome Bags Cost RM30,000.00

The Welcome Bags will be issued to all Official VIP Delegation members and senior members of the Ministry of Defence and related Government agencies, expected to be about 500 of them. Each participating exhibitor will also be issued with two bags. 5,000 welcome bags are expected to be printed.

## SPP06 Visitor Bags Cost RM20,000.00

Each morning thousands of professional trade visitors will be descending onto the LIMA site. What better way than to make each and everyone of them a walking billboard for your brand? Visitor bags will be distributed upon visitors registration.

## SPP07 Badges Cost RM60,000.00

LIMA regularly includes some 450 exhibiting companies. Each of these exhibitors register an average of at least 8 personnel, for a total over 3600 exhibiting personnel to work in their stands and chalets, and beside their aircraft, throughout the week. As a convenience, each of these personnel can be provided an official badge, badge-holder and lanyard which can prominently display the provider's name and logo. 15,000 badges are expected to be issued for LIMA.

## SPP08 Lanyards Cost RM60,000.00

Every participant, trade visitor, visiting delegate and working committee member in the Event will be appropriately badged. This badge will be worn with a lanyard. 15,000 lanyards are expected to be issued. This is thus an excellent exposure and promotion exercise for the Sponsoring Company.

## SPP09 Directional Signage Cost RM5,000/item

LIMA 2011 covers a vast area with exhibit halls, a large number of outside static displays, several rows of chalet structures, and other stand-alone features. Signage is hung above or beside strategic pathways leading from one hall or area of the show grounds to other halls or areas. Sponsors subtle branding can be carried on each of these directional signs.

# PRINTED MATERIALS



## SPP10 Location Board Maps

Cost RM10,000/map

With so many exhibit halls to get through, visitors frequently refer to, and appreciate, the **'You are Here'** signboards conveniently situated at strategic crossroads and entrances and exits around the show site. They are also able to refer to a one-page general layout plan that further helps orient themselves within the site. The sponsor will receive high-level branding and appreciation on each map and location board.

*Size –*  
2.5m (Ht) x 6m (W)

*Quantity –*  
2 units

*Location -*  
a) Registration Hall  
b) Main Entrance Lobby

## SPP11 Airport Welcome Billboard (Exclusive)

Cost RM15,000.00

To welcome visitors to LIMA 2011, a welcome billboard will be put up at the Langkawi International Airport. Take this opportunity to add your own personalized welcome note.

*Size –*  
2.5m (Ht) x 4m (W)

*Quantity –*  
2 units

*Location -*  
a) Arrival Hall

## SPP12 Foot Print Trail

Cost RM10,000.00/set

A trail of "foot prints" from the main entrance to the sponsors booth with sponsoring company's logo and booth number of each set of 'foot prints'.

## SPP13 Event Site Map

Cost RM25,000.00

Be the Sponsor of one of the most well-used guide at the show! The Event Site Map will be distributed during the event at high traffic areas throughout the show grounds. The Event Site Map not only will have the detailed layout of the indoor exhibition but they will also display the location and name of each aircraft on the static aircraft display area.

# NETWORKING EVENTS



These events include :-

SPE14

## **Official Opening Ceremony**

Cost RM50,000.00 (multiple sponsors)

SPE15

## **Official Reception**

Cost RM50,000.00 (multiple sponsors)

SPE16

## **The Inspector General of Police's Dinner**

Cost RM75,000.00

SPE17

## **The Chief of Navy's Dinner**

Cost RM75,000.00

SPE18

## **The Chief of Air Force's Dinner**

Cost RM75,000.00

SPE19

## **The Malaysian Maritime Enforcement Agency's Dinner**

Cost RM75,000.00

SPE20

## **The Chiefs of Navy Roundtable Talk**

Cost RM25,000.00 (multiple sponsors)

SPE21

## **The LIMA '11 Golf Classic**

Cost RM25,000.00 (multiple sponsors)

SPE22

## **The LIMA '11 Business Matching Programme**

Cost RM25,000.00 (multiple sponsors)

There is an array of networking events organized during LIMA

for the benefit of attending delegates and companies.

Sponsoring companies are given exclusivity and branding opportunities at these events as follows :-

# ADVERTISING OPPORTUNITIES



## SPA23 Electronic Billboards

Advertising - via electronic billboards placed strategically in the vicinity of the exhibition is available. Please contact [azlin@hwlima.org](mailto:azlin@hwlima.org) for further information.

Various outdoor bunting packages are available for companies who intend to enhance their corporate branding in and around the exhibition centre. These include :-

### Package 1 – 10 buntings per package

*Size –*  
4m (Ht) x 1.6m (W)

*Location:*  
Main entrance  
access way

*Cost:*  
RM15,000.00/package

### Package 2 (10 buntings)

*Size –*  
2.5m (Ht) x 1.2m (W)

*Location:*  
Outdoor Static  
Display Area

*Cost:*  
RM10,000.00

## SPA24 Outdoor Buntings

### Package 3 (10 buntings)

*Size –*  
2m (Ht) x 1m (W)

*Location:*  
Entrance to Aircraft  
static display

*Cost:*  
RM25,000.00/package

Extend your branding up to the hall roof so that you can be seen from a distance. Packages of 10 units of these banners are available.

## SPA25 Banner Over Stand

*Size –*  
1.5m (Ht) x 3mm (W)  
10 nos per package

*Cost:*  
RM10,000.00

# ADVERTISING OPPORTUNITIES



**SPA26**  
**Pillar Wrap**  
(four sided printing)  
Cost RM15,000

Companies may extend their company branding within main entrance lobby via Pillar Wraps. Rates are inclusive of space for all four sides of the each pillar plus production, installation and dismantling. Pillar wraps size are 3500mm x 1200mm.

**SPA27**  
**Running**  
**Banner**  
**Advertisement**  
Cost RM15,000 / 5 units

The Running Banner Advertisements are a good platform to reach out to your desired audience as it will grab the attention of visitors as they will see your company name prominently displayed at the site. Massive visibility guaranteed.

**SPA28**  
**Entrance**  
**Arch**  
**Advertisement**  
Cost RM15,000

Capture the attention of attendees even before they enter the exhibition hall as this offers tremendous exposure to all exhibitors, guests and delegates. Create an impact and brand your company in a HUGE way when you sponsor this prominent location.

**SPA29**  
**Wall**  
**Advertisement**  
Cost RM15,000

Advertising options of the main entrance lobby is available for companies wishing to enhance their visibility. The main entrance lobby being the access way to the delegate courtesy call rooms are an excellent platform to reach your clients.

**SPA30**  
**Giant Banner**  
(Outdoor)

*Size* –  
TBA

*Quantity* –  
4 units

*Location* –  
On main building wall



## ADVERTISING OPPORTUNITIES

There are a number of advertising sites available at LIMA 2011 both inside and outside the Exhibition Hall as well as in the extensive grounds of the exhibition site. These banners enable advertisers to provide highly visible messages to the visitors, delegates, guests and VIP Delegations upon their arrival at the event.

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\* We will also be able to assist you should you require us to come up with a specific sponsorship package catered just for your organization.

For further enquiries on the sponsorship and advertising opportunities, please contact Azlin Amin at **[azlin@hwlima.org](mailto:azlin@hwlima.org)**

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