

*Diamond industry sponsor*



*Endorsed by the Italian Navy*



Get maximum exposure at the annual, global trade-show and conference for  
**maritime security and defence leaders**

# Sponsorship prospectus



## What is MAST?

MAST (Maritime Systems & Technology) is the annual, global conference and trade show launched in 2006 by an unparalleled international team of senior-level representatives from navies, government agencies, R&D/academia and industry (see: [www.mastconfex.com/committee.asp](http://www.mastconfex.com/committee.asp)), to satisfy their respective demands for senior-level collaboration of information on future maritime security and defence capabilities, concepts and enabling technologies.

Close and continuous consultation with several ministries of defence (since conceptualisation) has ensured that MAST delivers unmatched information/ networking/ business opportunities: MAST presents **real-world solutions** for the global maritime security and defence community, in a environment that is both professionally organised - its organisers have over thirty years experience in the field - and convivial: Prompting discussion and debate on prominent issues, and **collaboration towards effective operational, policy, planning and business solutions.**

MAST **surpasses participants'/supporters' value/ROI expectations** (particularly in a crowded calendar of, often lacklustre conferences/ seminars/ trade-shows/ exhibitions). Testament to this achievement is the massive growth of support and participation on all fronts (e.g. sponsors, VIPs/delegations, exhibitors, authors, delegates, visitors) since launch. Even in the global recession, MAST 2009 had 1,400 participants from 36 countries.

In combination, MAST's conference (featuring plenary and technical sessions), trade-show, social functions, ship visits, delegations, etc gives participants the truly global perspective on contributions to future maritime (above and below

surface environments) developments from both operational and technological parallels. Subsequently MAST's audience represents the **most diverse profile of your international maritime security and defence customers and prospects** you will meet in one location: "three 'tiers' of decision makers" (ranging from military planners/ capability managers/ chiefs of staff/ end-users/ policy makers to procurement executives/ naval and defence attaches/ ambassadors to senior engineers/ technical directors/ scientists).

## Why sponsor MAST?

MAST's organiser is committed to exceeding the value expectation of all its participants (whatever their role and level of 'investment' in the event).

In no area is this challenge greater than that of ensuring substantial ROI from the trade-show to its wide-ranging exhibitors, with similarly diverse needs e.g. start-ups/innovators/SME's, R&D/academic institutions, government labs, associations, media and of course the major defence and security manufacturers and suppliers...

Therefore, the marketing campaign supporting every MAST event and its exhibitors, is both extensive (the value of advertising, internet activity, PR, direct mail, and partners' activities totals approximately **500,000 euros/annum**) and inclusive (showcasing the broad scope of all exhibitors' and authors' activities as extensively as possible).

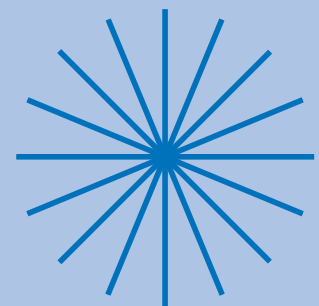
As MAST moves from country-to-country, each host nation's navy/ministry of defence, government and civil security agencies take the opportunity to spotlight its core capabilities, policies, and plans within MAST's established overarching theme: **"Global cooperation**

**towards maritime security and defence"**. This in turn creates the perfect promotional platform for commercial organisations to showcase their future and available state-of-the-art platforms, systems, products and services.

Sponsorships offer such companies the opportunity to **be more closely associated with the values and intentions of MAST, its endorsing agencies, partners and industry sectors** at every promotional stage leading up to the event, and most prominently at the event itself.

Sponsorships are ideal both for **corporate level marketing** with the much higher level of prominent promotion it affords companies before and during the event, but equally can be used to **promote specific divisions or product ranges and/or services** by sharing components of the promotional package amongst the company.

With an increasing number of cross-border collaborations in defence and security programmes, these companies need not necessarily be indigenous - Thales Group were the "Diamond" sponsor of MAST 2006 in their home of France, but also secured "Silver" sponsor status for both MAST 2007, and MAST 2008 - however a closer alignment with the event's endorsing agency/agencies, increases the value of any sponsorship package exponentially.





## Sponsorship packages

### Diamond Industry Sponsor (One only)

- 48m<sup>2</sup> space only stand
- 25% discount on further space required
- 15 delegate places
- One double page ad in the official show guide
- 10 passes for MAST Executive club (VIP) lounge
- Sole sponsorship of:
  - Official website (Nov. '08 to Dec '09)
  - VIP lunch
  - Delegate coffee breaks (three days)
  - VIP drinks reception
  - Delegate pen
  - Five MAST enews

- "Diamond industry sponsor" accredited logo(s) on: Delegate bag; Website; Advertising; Trade-show prospectus; Call for papers; Event preview; Conference programme; show guide; On-site signage (internal and external)

Package price Euros 85K

### Gold Industry Sponsors (Two)

- 36m<sup>2</sup> space only stand
- 20% discount on further space required.
- 7 delegate places
- One full page, four colour ad in show guide
- One A4/45 flyer insert in the delegate bag
- Sole sponsorship of
  - Lanyard or badge (first come, first choice)
  - One happy hour
  - Three MAST enews

- "Gold industry sponsor" accredited logo(s) on: Delegate bag; Website; Advertising; Trade-show prospectus; Call for papers; Event preview; Conference programme; Show guide; On-site signage (internal and external)

Package price Euros 45K

### Silver Industry Sponsors (Three)

- 18m<sup>2</sup> space only stand
- 15% discount on further space required
- 5 delegate places
- One A4/45 flyer insert in the delegate bag
- Sole sponsorship of
  - Three MAST enews

- "Silver industry sponsor" accredited logo(s) on: Delegate bag; Website; Advertising; Trade-show prospectus; Call for papers; Event preview; Conference programme; Show guide; On-site signage (internal and external)

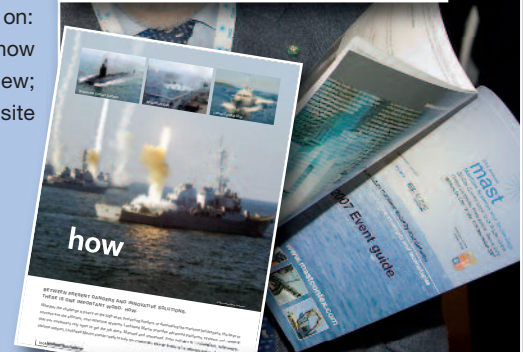
Package price Euros 30K

### Bronze (unlimited)

- 12m<sup>2</sup> space only stand
- 15% discount on further space required
- Three delegate places
- Sole sponsorship of
  - One MAST enews

- "Bronze industry sponsor" accredited logo(s) on: Delegate bag; Website; Advertising; Trade-show prospectus; Call for papers; Event preview; Conference programme; Show guide; On-site signage (internal and external)

Package price Euros 18K



### Sponsorship definitions:

**MAST eNews:** The regular electronic newsletter sent to 10,000 MAST Community members, keeping them informed of important industry news and key event developments. Sponsored eNews include one news story (150 words), two photos and logo(s). Deliver your message direct to your customers' desktops;

**Delegate bag/pen:** MAST's high quality delegate bags and pens are given to all MAST delegates and are used long after the show closes.

**Social functions:** Exclusive invitation-only functions include the **Admiral's dinner/buffet** (on the eve of the show) and the **VIP lunch** (on the first day), giving you the opportunity 'play host' to MAST's most senior-level participants;

**Delegate coffee breaks:** Refreshments are provided free-of-charge to all conference delegates during conference breaks - make sure your company name is the first on their lips;

**Delegate lunches:** The most important refreshment break of each conference day. Complimentary lunches are provided to all MAST delegates;

**Happy hours:** Free drinks provided to everyone in the trade-show halls each afternoon, time to unwind with your best prospects.

NB: All sponsorship prices are fully inclusive.





To reserve your sponsorship package or for more information, contact:

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Technical sponsors



Australian Government  
Department of Defence  
Defence Science and  
Technology Organisation

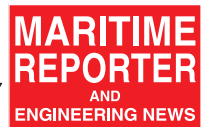


MINISTÈRE  
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Market information partner



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THE SUBMARINE  
REVIEW

