

# INDO PACIFIC

INTERNATIONAL MARITIME EXPOSITION

## PROSPECTUS

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EXHIBITION | SPONSORSHIP

**4-6 NOVEMBER 2025**

ICC Sydney, New South Wales, Australia

STAKEHOLDER



ORGANISER



PRINCIPAL SPONSOR





# ORGANISER



AMDA Foundation Limited is an Australian not-for-profit corporation established to promote the development of aviation and Australia's industrial, manufacturing and information/communications technology resources in the fields of aviation, aerospace, maritime, defence and security.

AMDA achieves this goal by delivering Australia's most prominent and respected world-class industry expositions and events as platforms for interaction between industry, Defence, Government and academia.



## OVERVIEW

The Indo Pacific International Maritime Exposition (Indo Pacific) is a global maritime business event, attracting senior maritime and defence industry, military, and government decision-makers from around the world.

Held in conjunction with the Royal Australian Navy, Indo Pacific is a platform for engagement, combining a premier industry exposition, specialist conference program and extensive schedule of networking and promotional opportunities.



# INDO PACIFIC 2023



*"What I really like about Indo Pacific 2023 is the opportunity to talk to our industry partners, to introduce them to the men and women of the Royal Australian Navy and to find opportunities to strengthen and enhance our Navy's capability which ultimately means we've got a much stronger Navy and a much stronger nation."*

VADM Mark Hammond AO, RAN,  
Chief of Navy Australia



**27,000+**  
Attendances



**52**  
Nations represented



**8**  
Australian states  
and territories



**13.15%**  
International  
visitors



**176**  
Delegations from  
46 nations



**48**  
Chiefs of Navy, Counterparts or  
Representatives



**24**  
Networking  
functions



**21**  
Sponsors



# INDO PACIFIC 2023

## WHO EXHIBITED



**832**

Exhibiting Companies



**21**

Sponsors

2023  
STAKEHOLDER



2023  
PRINCIPAL SPONSOR



Investment  
NSW

2023 MAJOR INDUSTRY  
SPONSORS



kyndryl



L3HARRIS®  
FAST. FORWARD.

NORTHROP  
GRUMMAN

## MEDIA ATTENDANCE



Manufacturers' MONTHLY

NAVALNEWS

**4**

Media  
Partners

**52**

accredited  
media

Audience reach of around

**3.6M**  
PEOPLE

Advertising Space Rate  
equivalent of around

**\$1.8M**

## PROMOTIONAL CHANNELS

**LINKEDIN**

CAMPAIGN  
PERIOD

202 organic posts  
resulting in

**470,694**

impressions

**22.74%**

increase in followers  
(from 8326 to 10264)

LinkedIn

**WEEK OF  
INDO PACIFIC  
2023**

30 organic posts  
resulting in

**94,301**

impressions

**12**

posts reposted from exhibitors,  
sponsors and attendees using  
#IndoPacific2023

Our followers  
increased by

**569**

**CAMPAIGN  
MONITOR**

CAMPAIGN  
PERIOD

**39.9%**

increase in subscribers  
(from 9012 to 12609)

**43**

E-newsletters

**30.88%**

Average Open Rate

**16.89%**

Average Click to Open Rate

Top three performing  
campaigns with an  
average open rate of

**47.57%**

and a CTR of

**59.03%**

# EXHIBIT AT INDO PACIFIC 2025

NOTE: All prices include Australian Goods and Services Tax (GST).



## CUSTOM STAND (RAW SPACE)

Raw Space allows the exhibitor to design and build their stand to their own specifications.

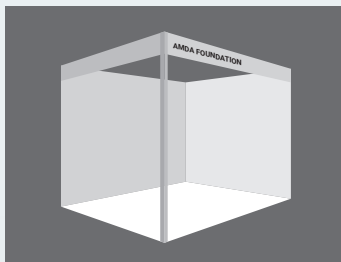
Please note: A\$1,100 (inc GST) non-refundable registration fee will apply when booking Raw Space.\*

**Early Bird Rate\*\***

A\$1,290 per m<sup>2</sup>

**Regular Rate**

A\$1,385 per m<sup>2</sup>



## SHELL SCHEME STAND

Available in units of 3m x 3m (9m<sup>2</sup>).

All Shell Scheme units include:

- Fascia including company name and stand number
- 2.5m high with aluminium wall framing
- 1 x 10-amp power outlet
- Standard colour carpet
- Lighting

Please note: A\$550 (Inc GST) non-refundable registration fee will apply when booking Shell Scheme Stands.\*

**Early Bird Rate\*\***

A\$10,750

**Regular Rate**

A\$11,250

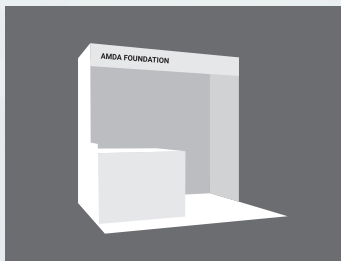
**SPECIAL  
AUSTRALIAN  
SME RATE**

**Early Bird Rate\*\***

A\$9,800

**Regular Rate**

A\$10,750



## SME SHOWCASE POD

SME Showcase Pods are available in units of 2.5m x 1.5m (3.75m<sup>2</sup>).

All SME Showcase Pods include:

- Fascia displaying the exhibiting company name
- Counter with lockable cupboard
- 1 x 10-amp power outlet
- Standard colour carpet
- 2.5m high with aluminium wall framing
- Brochure Stand
- 2 x stools

Please note: A\$550 (Inc GST) non-refundable registration fee will apply when booking Showcase Pods.\*

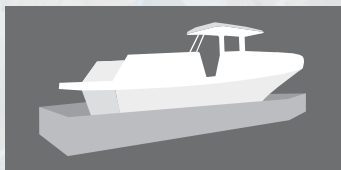
**Early Bird Rate\*\***

A\$2,350

**Regular Rate**

A\$3,450

*SME Showcase Pods  
Limited to Qty 1 per  
company*



## STATIC DISPLAY

Indoor Static Display area is ideal for displaying small boats, uncrewed vessels or amphibious craft.

**Early Bird Rate\*\***

A\$520 per m<sup>2</sup>

**Regular Rate**

A\$590 per m<sup>2</sup>

\* The non-refundable registration fee will be charged only once. If multiple products are purchased the higher fee will apply. The fee is in addition to the exhibition space rate.

\*\* Early Bird Exhibitor Rate applies to exhibitors who submit a signed Exhibition Order Form on or before 30 May 2025.



# WHY SPONSOR?

## 1. DISPLAY INDUSTRY SUPPORT

Prominently and outwardly display your support of the Australian and wider defence industry.

## 2. BRAND EXPOSURE

Expose your company brand to a wide cross section of defence and industry participants.

## 3. ENHANCE PRESENCE AT INDO PACIFIC 2025

Create a multi-touchpoint presence at the event by supplementing exhibition space with sponsorship to drive exposure across digital and physical mediums.

## 4. BUSINESS ENGAGEMENT & NETWORKING OPPORTUNITIES

Sponsorship gives unrivalled access to a myriad of opportunities to connect with fellow industry, defence and potential buyers in both formal and informal settings.



# SPONSORSHIP BENEFITS

All sponsors of Indo Pacific 2025 receive the following benefits in addition to their specific sponsorship product entitlements:



Sponsor listing & Logo in the Official Event Guide



Sponsor listing & Logo in the Official App



Logo and company bio on event website



Logo displayed on sponsor recognition boards throughout the event



Official Sponsor Badges



Sponsor announcement in event eNews

*Please note all prices quoted are in Australian dollars (A\$) and include Australian Goods and Services Tax (GST).*

# BENEFITS OVERVIEW

	Major Industry Sponsor	Lanyards	Delegation Lounge	Registration	Event Guide	Event App	Event Carry Bag	Wi-Fi	Networking Functions	Theatrette	Coffee Cart	VIP Luncheons	Exhibitor Harbour Cruise
INVESTMENT													
A\$1,000 (K)	POA	27K	22K	22K	20K	19K	19K	16K	12-15K	14K	9K	9K	8K
Opportunities available	8	1	1	1	1	1	1	1	3	TBC	1	3	6
PRE-EVENT RECOGNITION													
Logo and company bio on event website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor announcement in event eNews and LinkedIn	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Feature in eNews	3	2	1	1	1	1	1	1	2	1	1	2	1
LinkedIn Posts	3	2	2	2	2	2	2	1	2	2	1	2	1
ON-SITE RECOGNITION													
Sponsor listing & Logo in the Official Event Guide	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor listing & Logo in the Official App	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on sponsor recognition boards	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
On-site Branding Opportunities	2	-	✓	✓	-	-	-	-	-	✓	✓	-	-
Colour advertisement in Event Guide	1	-	-	-	2	-	-	-	-	-	-	-	-
TICKETING													
Official Sponsor Badges	4	4	4	4	4	4	4	4	4	4	4	4	4
Delegation Lounge access	4	-	4	-	-	-	-	-	-	-	-	-	-
VIP Luncheons	-	-	-	-	-	-	-	-	-	-	-	4	-
Invitations to Official Organiser & Stakeholder events	✓	-	-	-	-	-	-	-	-	-	-	-	-
Harbour Cruise Tickets	-	-	-	-	-	-	-	-	-	-	-	-	5

Please note all prices quoted are in Australian dollars (A\$) and include Australian Goods and Services Tax (GST).

# MAJOR INDUSTRY SPONSOR

Only available to invited exhibiting companies, this level of sponsorship provides maximum exposure across the event. Your participation in this exclusive program gives you VIP access to official events and the highest profile branding on event collateral.

Benefits for Major Industry Sponsors provide the highest level of exposure, including maximum branding and signage opportunities, VIP badging and function invitations allowing access to the best possible networking opportunities.

If you have not received an invitation and believe your company may qualify for this exclusive opportunity, please reach out for a discussion.

## BENEFITS:

- Acknowledgements in key addresses across the exposition
- Priority access to key local and visiting delegations
- Three (3) LinkedIn posts via AMDA and Indo Pacific 2025 channels
- Three (3) eNews feature articles
- Official Sponsor Badges with Delegations Lounge access
- VIP Invitations to organiser and major stakeholder events
- Major branding opportunities across event site

**A\$ POA**



# LANYARDS

Lanyards are worn daily by Delegates, Exhibitors and Trade Visitors, presenting the most highly visible branding opportunity of the event. The lanyard sponsorship is traditionally the most sought-after sponsorship product for key industry events.

## BENEFITS:

- Logo and preferred colour on all lanyards distributed to exhibitors and trade visitors
- Worn by all attendees across the three days
- The most visually prominent opportunity to demonstrate industry support

**A\$27,000**



# DELEGATION LOUNGE

Hosting official defence and industry delegations, the Delegation Lounge is a key meeting point where the most influential visitors to Indo Pacific 2025 gather throughout the event. Sponsoring the Delegation Lounge ensures your company's branding is exposed to visiting senior military and government representatives as well as key industry figures.

## BENEFITS:

- Branding opportunities within facility
- Recognition when Delegation Lounge is referenced
- Opportunity to use meeting spaces, subject to timing and availability

**A\$22,000**

# REGISTRATION

The Registration Sponsorship presents a significant opportunity for brand exposure across the online registration process and at the Registration area onsite. By taking this opportunity you'll be reaching significant industry professionals attending Indo Pacific 2025.

## BENEFITS:

- Logo recognition on Registration web pages
- Logo recognition on signage at Registration areas
- Branding opportunities in Registration area
- Visibility of sponsor brand to all exhibitors, trade visitors and delegates via the registration and entry process

**A\$22,000**

# EVENT GUIDE

The Indo Pacific 2025 Event Guide encompasses an Exhibitor Directory and floorplan as well as other key information and advertising opportunities. The guide is available to all Delegates, Exhibitors and Trade Visitors and will be distributed throughout the event.

## BENEFITS:

- Logo on front cover of Indo Pacific 2025 Event Guide
- Full-page back cover advertisement
- Stand highlighted on floor plan in Event Guide (for applicable exhibiting sponsors)
- Highlighted listing in Event Guide

**A\$20,000**

## EVENT APP

The Indo Pacific 2025 App allows maximum visibility and is available to all Delegates, Exhibitors and Trade Visitors. Being the central point for event information, the App contains exhibiting company details, floor plans and the conference and events program.



### BENEFITS:

Logo on App home page and loading screen

Logo on 'Download our App' page in Event Guide

Logo on 'Download our App' signage throughout event spaces

**A\$19,000**

## EVENT CARRY BAG

A high exposure item to be made available to all attendees upon entry, this opportunity allows your brand to be seen by thousands across the exposition.



### BENEFITS:

Co-branded with Indo Pacific and Sponsor logo

Minimum 4,000 bags

Openly and prominently demonstrate industry support

**A\$19,000**

## WI-FI

This sponsorship will promote your company among attendees through the Wi-Fi login process and splash page. Help attendees stay connected by sponsoring the Wi-Fi connection.



### BENEFITS:

Branding on Wi-Fi Splash page and login process

Branding on signage when Wi-Fi is mentioned

Branding in Event Guide and App when Wi-fi is mentioned

**A\$16,000**

## THEATRETTE

The Theatrette Sponsorship presents a significant opportunity for brand exposure with major signage opportunities within the facility.

The Theatrette provides a platform for speakers to present their vision, insights and solutions to the questions currently being posed by maritime industry, defence, government and academia within Australian and the Indo Pacific region. By taking this opportunity your brand will be reaching significant industry professionals attending Indo Pacific 2025.



### BENEFITS:

Naming rights of facility

Co-branding of the facility

Company referenced in Program, Event Guide and App when referring to Theatrette

**A\$14,000**



# NETWORKING FUNCTIONS



Hospitality networking sessions are held daily on the exhibition floor surrounding the exhibition stand of the daily networking function sponsor.

**DAY 1 - A\$15,000**

**DAY 2 - A\$15,000**

**DAY 3 - A\$12,000**

## BENEFITS:

Beverage station with sponsor branding setup adjacent to sponsor stand and welcome beverage service concentrated around stand.

Signage with sponsor's logo placed on all serving tables during the networking function

PA announcements leading up to and during the Networking Function with reference to sponsor and direct attendees to stand location

# COFFEE CART

Coffee cart sponsorship presents your brand to thousands of trade visitors and exhibitors daily.



## BENEFITS:

Sponsor Branding on Coffee Cart

One (1) Digital Display adjacent coffee cart, playing sponsor content approved by organiser

Opportunity for branding on coffee cups (supply of cups not included)

**A\$9,000**

# VIP LUNCHEONS

Hosted daily within ICC Sydney, the Official VIP Luncheons are an opportunity for brand exposure and networking with only senior representatives across Navy, industry and government.

The invitation-only luncheons are in cocktail format allowing for networking opportunities and are held across a two-hour period daily.



## BENEFITS:

Acknowledged as sponsor of the Indo Pacific 2025 Official VIP Luncheon

Sponsor logo on serving tables menus

Four (4) complimentary invitations to applicable luncheon

Sponsor acknowledged on Official Program when sponsored luncheon is mentioned

**A\$9,000**

# EXHIBITOR HARBOUR CRUISE\*

This must-attend event is a unique and popular networking opportunity for exhibiting organisations, set against the breathtaking backdrop of Sydney Harbour.

The cruise is a relaxed platform for industry engagement which can be further enhanced with brand awareness and acknowledgements as a sponsor.



## BENEFITS:

Signage aboard vessel

Five (5) complimentary invitations to Indo Pacific 2025 Exhibitor Harbour Cruise

Sponsor acknowledged on Official Program when the Exhibitor Harbour Cruise is mentioned

**A\$8,000**

*\*Please note this is a non-exclusive sponsorship.*

**AMDA FOUNDATION DELIVERS THE INDO PACIFIC REGION'S PREMIER INDUSTRY EXPOSITIONS:**



[airshowsdownundershellharbour.com.au](http://airshowsdownundershellharbour.com.au)



[airshow.com.au](http://airshow.com.au)



[iods.com.au](http://iods.com.au)



[indopacificexpo.com.au](http://indopacificexpo.com.au)



[landforces.com.au](http://landforces.com.au)



[rotortech.com.au](http://rotortech.com.au)

Each exposition is conducted in collaboration with relevant Defence, Government and industry, including:

- Australian Department of Defence
- Australian Defence Force
- State and Federal governments
- Aviation, aerospace, maritime and defence industries
- Industry associations



AMDA FOUNDATION LIMITED (ABN 63 091 147 787) is an Australian not-for-profit corporation established to promote the development of aviation and Australia's industrial, manufacturing and information/communications technology resources in the fields of aviation, aerospace, maritime, defence and security. AMDA achieves this goal by delivering Australia's most prominent and respected world-class biennial industry expositions as platforms for interaction between industry, Defence, Government and academia.

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