



28 OCT - 01 NOV 2026

ENFIDHA HAMMAMET  
INTERNATIONAL AIRPORT



SPONSORSHIP OPTIONS



Air Chief of Staff  
SYMPOSIUM



Meet with the economic and political decision-makers | [www.iadetunisia.com](http://www.iadetunisia.com)





## **ENGAGE THE LEADERS DEFINING AFRICA'S DEFENCE ROADMAP**

# **The Crossroads of Global Aerospace & Defence**

### **Build Alliances. Define Tomorrow's Defence Landscape**

Sponsoring IADE Tunisia 2026 is a strategic elevation of your global stature, designed to ensure your organization is not merely acknowledged, but is perpetually central to the thinking of every high-level delegate. In the critical arena of aerospace and defence, continuous visibility signals commitment, reliability, and strategic leadership.







# DEFINING THE FUTURE OF AFRICAN AEROSPACE AND DEFENCE CAPABILITY

## Outdoor Entrance / Car Park / Exit

Pervasive Presence Across the Venue Perimeter: Utilize impressive, wide-format placements at the critical arrival and departure zones of the exhibition. Secure maximum visibility for your organization from the moment delegates arrive until their final departure.

## Exhibition Hall & Dedicated Areas

Unbroken Visibility from Arrival to Conclusion: Capture the attention of high-ranking delegations across the entire exhibition floor. Deploy strategically positioned, high-impact branding options that maintain constant visibility, reinforcing your message where key discussions unfold.

## Static Display Area

Centralizing Recognition during the Air Show: Maximise your visibility by dominating the static display area. This key location serves as the essential meeting ground, ensuring your identity is consistently reinforced during high-traffic periods of critical technical review.

## Pervasive Digital Influence

Your presence will be key across vital digital channels (official website, B2B scheduling platform, exhibitor directory) and amplified in real-time on strategically placed screens across all conference stages. This ensures your visibility is guaranteed during moments of intense focus and high-level dialogue.

## POSITION YOUR SOLUTION AS THE REGIONAL STANDARD





	MAIN PARTNER	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
<b>INFLUENCE &amp; HIGH-LEVEL ACCESS</b>				
Exclusive Association with Official delegation program	Exclusive	-	-	-
Exclusive Branding of Official Delegate Lanyards & Badges	Exclusive	-	-	-
Dedicated Areas Main entrance window decals	Exclusive	Priority	-	-
<b>VISIBILITY &amp; BRANDING</b>				
Outside the Venue Entrance & Exterior Branding walls 6.5x3.5m	2	2	1	1
Dedicated Area Fabric banner stands in Lobby	3	2	1	-
Logo placement across all IADE Docs, signs and Ads	✓	✓	✓	✓
Dominant Branding at Registration/Accreditation Area	Major	Significant	Logo	Logo
Exhibiting Area Hanging Signs Aisle	4	3	2	1
Static Display Branded Tent wall 4mx4	3	2	1	1
Static Display Four-Sided display towers	3	2	1	-
Static Display Branded control barriers	20	10	-	-
Official Catalog Advertisement page	2	1	1	1





	MAIN PARTNER	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Exclusive large leaderboard (970×90 pixels) header banner on official website	Exclusive	2	1	-
Exclusive Branding of B2B Meeting Scheduling Platform	✓	✓	-	-
Banner & Logos on official websites	✓	✓	✓	✓
Priority Mention in All Official Press Releases	✓	✓	✓	✓

#### **GIFT** (BRANDED CAPS, TEESHIRTS,...)

Caps	500	300	200	100
Sweetshirt	500	300	200	100
Teeshirt (Polo)	500	300	200	100
Fabric Eco-Friendly Reusable Bags	500	300	200	100
Remove before flight Keychain	1000	800	500	500

#### **ENTITLEMENTS** (PASSES, EXHIBITION SPACE, PROMOTIONAL ITEMS)

Exhibition Space Only (m²)	100	64	50	36
Trade Visitors Passes	100	50	50	20
Diner GALA Invitation	30	20	15	10
General Public Passes	100	50	50	20

**200 000 €**

\*Excluding taxes

**150 000 €**

\*Excluding taxes

**100 000 €**

\*Excluding taxes

**70 000 €**

\*Excluding taxes

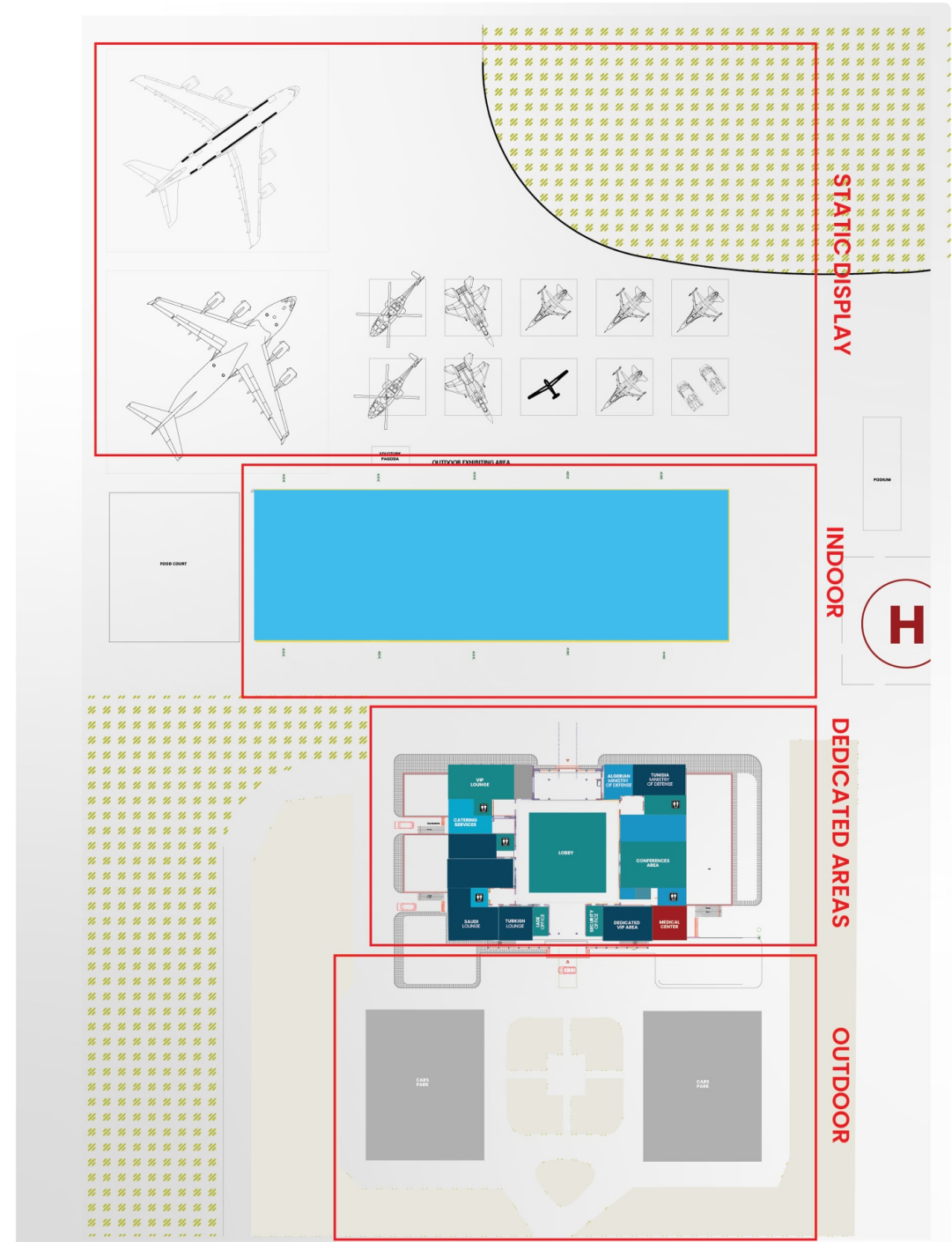




## CREATING A COMPLETE VENUE EXPERIENCE

Sponsorship the Outdoor, Exhibition Hall, and Static Display enables a powerful strategy of 360° venue branding. This comprehensive approach ensures that the brand experience is holistic and unavoidable.

- **Outdoor:** Drives traffic and sets the tone.
- **Static Display:** Creates memorable, impressive product association.
- **Exhibition Hall:** Facilitates focused business interaction.





## Glass Door Vinyl Graphics / Window Decals

### Main entrance

Seize the ultimate opportunity to make a powerful first impression with the Main Entrance Glass Door Vinyl Graphics (or full Window Decals/Cling Film). This option ensures total brand immersion right from the moment visitors arrive, turning the primary point of entry into a monumental advertisement for your company. Your brand will be the initial contact point for all high-level attendees, official delegations, and media.



### MAIN ENTRANCE

#### Dimensions: -

Your brand will be visible at the entrance.

SET OF  
1

10 000 €

\*Excluding taxes

## Entry/Exit glass door window film graphics

### Indoor/Dedicated Areas

Control the critical transition zones within the exhibition with Window Film Graphics situated on the entry/exit glass doors between the main indoor exhibiting area, dedicated areas, and exclusive lounges. This sponsorship offers targeted visibility to delegates moving between general display areas and high-value networking spaces. It's perfect for reinforcing your brand's presence right where significant business interactions occur.



### DEDICATED AREA ENTRY/EXIT

#### Dimensions: -

Your brand will be visible at the entrance.

SET OF  
1

10 000 €

\*Excluding taxes



## Four-Sided display towers

in Static/Airshow area

Achieve unprecedented outdoor exposure with a set of five Four-Sided Display Towers (1.5m x 2.5m), strategically positioned in the expansive static display area where aircraft, vehicles, and heavy equipment are showcased, and the airshow events take place. With graphics panels visible from all directions, these high-impact, vertical structures guarantee maximum attention from the crowds focused on the main attractions.

**Four faces, One focus:  
Maximum exposure at IADE Tunisia 2026.**



### FREE-STANDING FOUR-SIDED TOWER

Dimensions: 1.5m (W) x 2.5m (H)

Your brand will be visible at the entrance.

SET OF  
3

12 000 €

\*Excluding taxes





## DOMINATING THE INDOOR ENVIRONMENT AT IADE TUNISIA 2026

STRATEGIC LOCATIONS OFFERS UNMISSABLE VISIBILITY TO EVERY PASSING DELEGATE

### WALL BANNER

Dimensions: -

Your brand will be visible at the entrance.

SET OF  
1

6 000 €

\*Excluding taxes

### Branded Banner Walls

Main entrance

Seize the ultimate opportunity to make a powerful first impression with the Main Entrance Glass Door Vinyl Graphics (or full Window Decals/Cling Film). This option ensures total brand immersion right from the moment visitors arrive, turning the primary point of entry into a monumental advertisement for your company. Your brand will be the initial contact point for all high-level attendees, official delegations, and media.



# CAPTURE THE ATTENTION

BRAND THE BEGINNING OF THE JOURNEY



## Registration desk branding Main entrance

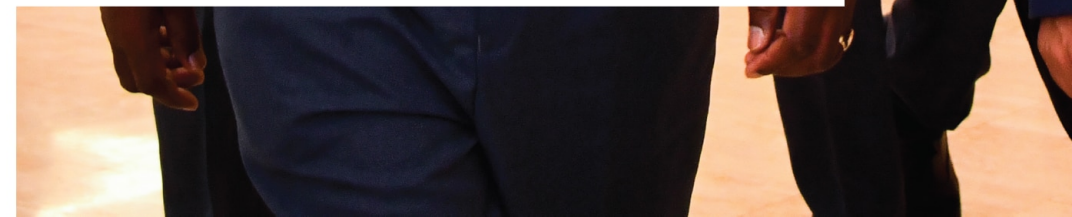
SET OF  
1 30 000 €  
\*Excluding taxes

Transform the crucial moment of arrival into a premium branding experience with Registration Desk Branding. This option ensures your company dominates the attendee's very first interaction with IADE Tunisia 2026, where every participant registers, collects their badges, and receives welcome materials. Your logo and messaging can be prominently featured across the desk fascia, backdrop, and potentially the staff uniforms, guaranteeing prolonged, high-volume exposure at the bottleneck entry point. This visibility immediately positions your brand as a foundational supporter of the entire exhibition, associated with efficiency and the start of the delegate experience.



## OWN THE ONBOARDING: THE GATEWAY TO EVERY DEDICATED SPACE.

Sponsoring the Registration Desk Branding is paramount because it serves as the initial physical touchpoint for every single attendee before they enter any of the dedicated areas—be it the main exhibition floor, the VIP Lounge, Conference Rooms, or specialized dedicated lounges. This location is a mandated stop, making your brand visibility here 100% guaranteed across all attendee types, from general visitors to the most important governmental and defense delegations. Unlike sponsorship of a single, specialized area (like a VIP lounge) which only reaches a subset of visitors, the Registration Desk is the central processing hub. It establishes your brand as the official welcome partner and frames the delegate's entire experience from the outset, carrying that association with them as they move into the dedicated, high-value zones.





## MAXIMIZE ENGAGEMENT

# TAKE OFF WITH IADE TUNISIA

INVEST IN VISIBILITY,  
LAND THE DEALS.

Beyond the core structural and area branding options, IADE Tunisia 2026 offers additional high-value, customary sponsorships essential to a comprehensive exhibition presence. These highly sought-after opportunities ensure your brand is strategically integrated into the daily routine and essential services utilized by all attendees.

### VISITORS LANYARD AND BADGE BRANDING: CONSTANT, MOBILE VISIBILITY

Sponsoring the Lanyard and Badge worn by every attendee provides the ultimate form of constant, face-level visibility throughout IADE Tunisia 2026. This package places your company logo directly on the lanyards—the essential item holding the access badge—effectively turning every delegate, exhibitor, and media member into a mobile ambassador for your brand. This sponsorship offers continuous exposure across all exhibition zones, including the static display, conference rooms, VIP areas, and even post-show events.



### VISITOR BADGES & LANYARDS

Your brand will be visible by all attendees

SET OF  
20000

20 000 €

\*Excluding taxes

### VIP LANYARD AND BADGE BRANDING: CONSTANT, MOBILE VISIBILITY

Sponsoring the Lanyard and Badge worn by every vip provides the ultimate form of constant, face-level visibility throughout IADE Tunisia 2026. This package places your company logo directly on the lanyards. This sponsorship offers continuous exposure across all exhibition zones, including the static display, conference rooms, VIP areas, and even post-show events.



### VIP BADGES & LANYARDS

Your brand will be visible by all attendees

20 000 €

\*Excluding taxes

### ACCESS ROAD AND PARKING FLAG SPONSORSHIP: SETTING THE STAGE

Sponsoring the Flag Displays along the Access Road and Parking Areas offers a powerful opportunity to establish your brand's presence before visitors even enter the exhibition gates. Utilizing large-format feather flags, teardrop flags, or pole banners lining the main routes into IADE Tunisia 2026, this option ensures your logo and colors are the first major visuals attendees encounter upon arrival.



**20 FLAGS:**  
**Dimensions: 0.82m (W) x 1.65m (H)**  
Great way to be seen by all attendees.

SET OF  
20

20 000 €

\*Excluding taxes





### **PUBLIC DAY AIRSHOW INVITATION SPONSORSHIP:** *DRIVE MASS ATTENDANCE*

Sponsoring the Official Invitation and Promotional Campaign targeting the general public for the dedicated airshow days offers maximum visibility and positive public association. This package integrates your brand into all advertising materials—digital ads, billboards, press releases, and printed flyers—that encourage mass attendance for the spectacular public air display.



### **GENERAL PUBLIC TICKETS** Your brand will be visible at the entrance.

**SET OF  
50 000** **18 000 €**  
\*Excluding taxes

### **BANNERS AND STRATEGIC SIGNAGE** *CONSISTENT BRAND PRESENCE AT EVERY TURN*

Utilize the power of traditional, high-density advertising through various Banners and Strategic Signage placed in high-traffic corridors, common areas, and walkways. These essential tools provide continuous brand reinforcement, ensuring your company name and message are repeatedly encountered by every attendee throughout the duration of the IADE Tunisia.



### **BANNER** **Dimensions: 4m (W) x 4m (H)**

**SET OF  
1** **10 000 €**  
\*Excluding taxes

### **BRANDED VISITOR SEATING COVERS:** *SIT DOWN AND NOTICE*

Transform essential attendee comfort into prime advertising real estate with Branded Visitor Seating Covers (or branded cushions/upholstery). By placing your logo on seats in prominent networking zones, spectator areas for the airshow, or rest points, you provide a practical service while securing guaranteed, prolonged brand exposure to a captive audience.



### **BRANDED VISITOR SEATING:** **Dimensions:** Great way to be seen by all attendees.

**SET OF  
10** **15 000 €**  
\*Excluding taxes

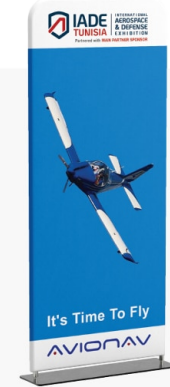




## LOBBY AND DEDICATED AREA FABRIC BANNER STANDS

SEAMLESS BRANDING IN PRIME LOCATIONS

Deploying Fabric Banner Stands (often known as tension fabric displays or backdrops) in the main Lobby and key dedicated areas (like VIP registration, media centers, or networking lounges) provides a high-end, professional branding presence. Unlike traditional vinyl, these modern displays offer a seamless, matte, and wrinkle-resistant finish, projecting a sense of quality and sophistication. Placed strategically in areas with high dwell time, these stands ensure your brand captures focused attention with sharp, large-format graphics.



SET OF  
2 8 000 €

\*Excluding taxes

## BRANDED CONTROL BARRIERS:

SAFETY AND VISIBILITY COMBINED

This strategic sponsorship involves wrapping or applying graphics to the modular barriers used to manage visitor flow, delineate different outdoor zones, and—critically—protect valuable planes and heavy equipment in the static display areas. Your branding will be prominently displayed along thousands of feet of barriers, creating a continuous, repetitive visual presence throughout the most dynamic and photographed sections of the exhibition.



## BRANDED CONTROL BARRIERS

Dimensions: 2m (W) x 1m (H)

Place your brand with this effective solution..

SET OF  
10 12 000 €

\*Excluding taxes

## EXECUTIVE TRANSPORTATION BRANDING (CAR/BUS)

EXCLUSIVE REACH, HIGH-PROFILE MOBILITY

Sponsoring the Executive Transportation (Door Branding) ensures your logo travels with the most influential attendees. Your branding will be applied to the doors of the official bus / cars used to shuttle VIPs, governmental officials, and key decision-makers to and from airports, hotels, and the venue. This placement guarantees high-profile visibility both on the exhibition grounds and across the city, associating your brand with exclusivity, efficiency, and the highest tiers of official participation.



SET OF  
5 10 000 €

\*Excluding taxes





### BRANDED CAPS

#### Dimensions:

Great way to be seen by all attendees.

SET OF  
500

6 000 €

\*Excluding taxes



### BRANDED HOODIES

#### Dimensions:

Great way to be seen by all attendees.

SET OF  
500

10 000 €

\*Excluding taxes



### BRANDED POLO

#### Dimensions:

Great way to be seen by all attendees.

SET OF  
500

7 000 €

\*Excluding taxes



### REMOVE BEFORE FLIGHT KEYCHAIN

#### Dimensions:

Great way to be seen by all attendees.

SET OF  
500

5 000 €

\*Excluding taxes



### BRANDED WATER BOTTLE

#### Small/Standard: (0.5 L)

Great way to be seen by all attendees.

SET OF  
20000

20 000 €

\*Excluding taxes



### BRANDED POLO

#### Dimensions:

Great way to be seen by all attendees.

SET OF  
500

8 000 €

\*Excluding taxes





## MEDIA CENTER

CONNECT WITH INFLUENCE,  
AMPLIFY YOUR IMPACT.

20 000 €

\*Excluding taxes

Seize the unparalleled opportunity to position your company at the core of innovation and discourse by sponsoring the Media Center at IFSA Africa. This dedicated hub is where journalists, thought leaders, and industry influencers converge to report on the event's most groundbreaking developments. Your sponsorship will ensure your brand gains prominent visibility among the very individuals shaping public perception and driving industry trends.



## STATIC DISPLAY WALL BANNER

SET OF  
1

10 000 €

\*Excluding taxes

Sponsoring the Conferences and Workshops at IADE Tunisia 2026 places your brand at the center of intellectual discourse and industry innovation. This high-level opportunity allows your company to be intrinsically linked with the event's educational content, technical presentations, and strategic discussions. Sponsorship typically includes branding within the dedicated meeting rooms, your logo on all speaker agendas and session literature, and the possibility of





## CONFERENCE & WORKSHOP SPONSORSHIP

### THOUGHT LEADERSHIP AND ENGAGEMENT

Sponsoring the Conferences and Workshops at IADE Tunisia 2026 places your brand at the center of intellectual discourse and industry innovation. This high-level opportunity allows your company to be intrinsically linked with the event's educational content, technical presentations, and strategic discussions. Sponsorship typically includes branding within the dedicated meeting rooms, your logo on all speaker agendas and session literature, and the possibility of introducing key speakers or even securing a dedicated presentation slot.

20 000 €

\*Excluding taxes



# Gala Dinner Sponsorship

## EXCLUSIVE NETWORKING AND PRESTIGE

Sponsoring the official IADE Tunisia 2026 Gala Dinner offers the ultimate opportunity for exclusive, high-level networking and unparalleled brand prestige. This premium event brings together key defense ministers, military leaders, high-ranking governmental officials, and C-suite executives in a relaxed, intimate setting. Your sponsorship allows for prominent recognition during speeches, bespoke branding within the dinner venue, inclusion on menus, and potentially a dedicated speaking slot or table hosting opportunities. Associating your company with the most prestigious social event of the exhibition cements your reputation as a top-tier partner and facilitates direct, focused interaction with critical decision-makers.

### GALA DINNER SPONSORSHIP

A fantastic way to showcase your brand.

50 000 €

\*Excluding taxes





## DIGITAL VISIBILITY SPONSORSHIP PACKAGE

DIGITAL PREMIER SPONSOR

25 000 €

\*Excluding taxes

Elevate your brand in the digital ecosystem of the International Aerospace & Defense Exhibition IADE Tunisia 2026. This dedicated online sponsorship package ensures your company enjoys prominent, consistent exposure across all digital touchpoints used by attendees, exhibitors, media, and stakeholders before, during, and after the event.

Ideal for companies seeking maximum reach without requiring a large physical presence, or as a powerful complement to on-site sponsorships.

### Event Website [www.iadetunisia.com](http://www.iadetunisia.com)

- Exclusive rotating banner on homepage (leaderboard position, 728×90 or full-width)
- Web banner in footer of all interior pages
- Dedicated "Premier Digital Sponsor" section with logo, company description, and link

### Attendees & Exhibitors Web App / Login Page

- Prominent logo placement on login/welcome splash screen (displayed every time users log in)
- Rotating banner on app homepage/dashboard

### Exhibitors & Products Directory

- "Featured Sponsor" badge displayed next to your company listing
- Priority positioning (top of category/search results)

### Marketing Emails

Banner (300×250 or 462×60 or horizontal strip) in the footer of every official marketing email sent by the organiser (pre-show updates, newsletters, invitations...)







INTERNATIONAL  
AEROSPACE & DEFENSE  
EXHIBITION

DRIVING COMMITTEE



Republic of Tunisia  
Ministry of National  
Defence



Republic of Tunisia  
Ministry of the  
Interior



Republic of Tunisia  
Ministry of Foreign  
Affairs



Republic of Tunisia  
Ministry of Trade  
and Export Development



Republic of Tunisia  
Ministry of Transport



Republic of Tunisia  
Ministry of Industry  
and SMEs



Republic of Tunisia  
Ministry of Tourism



DGAC  
الهيئة العامة للطيران المدني  
CIVIL AVIATION AUTHORITY



MEDIA PARTNERS

AL Defaiya  
AEROSPACE & DEFENSE

DBDC  
International Events  
& Special Publications

Aerospace & Defense  
Underline  
WE JUST REPORT FACTS, WE DON'T CHANGE THEM

HAPTIC

NEW  
DEFENCE  
ORDER  
STRATEGY  
VISION DEFENSE 2035 - 2038

AEROSPACE  
& DEFENSE  
REVIEW

Jawhara  
FM TV

Organised By  
IADE

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