



FEINDEF

INTERNATIONAL DEFENCE & SECURITY
EXHIBITION, SPAIN



Sponsorships Programme



18.19.20

May 2027

IFEMA, Madrid. Spain

Organised by

With the institutional support of



FEINDEF
INTERNATIONAL DEFENCE & SECURITY
EXHIBITION, SPAIN



GOBIERNO
DE ESPAÑA

MINISTERIO
DE DEFENSA

æsmide

TEDA E
Defensa, Seguridad, Aeronáutica y Espacio

FEINDEF

Where industry, institutions and innovation come together.

FEINDEF is firmly established as the leading defence and security exhibition in Spain thanks to a growing European and international profile and the institutional support of the Ministry of Defence.

But FEINDEF is **much more than just an exhibition**



It is the **only space** where industry, institutions, the Armed Forces and the academic world come together in a structured and operational manner.

An environment in which:

- The **Armed Forces** define the actual operational requirements.
- The **industry** develops strategic solutions.
- Universities and knowledge centres** drive innovation and talent.
- The **institutions** coordinate defence and international cooperation policy.



Sponsoring FEINDEF 27 is about more than visibility.

It is a strategic decision that means:

- Positioning your brand** at the heart of the defence ecosystem.
- Establishing a **direct relationship with the Armed Forces** and operational decision-makers.
- Accessing talent, knowledge and skills** through the university environment.
- Influencing the key **areas of innovation and technological development.**
- Strengthening** your organisation's institutional and international profile.



FEINDEF 27 brings together in the same space:

- Industry**
- Armed Forces**
- Universities**
- Innovation**
- Authorities**
- International Delegations**
- Strategic Programmes**



02

Sponsorships FEINDEF 27

A strategic positioning platform

The FEINDEF 27 sponsorships programme is designed as a flexible and scalable framework that offers each organisation the opportunity to align its investment with its strategic objectives.

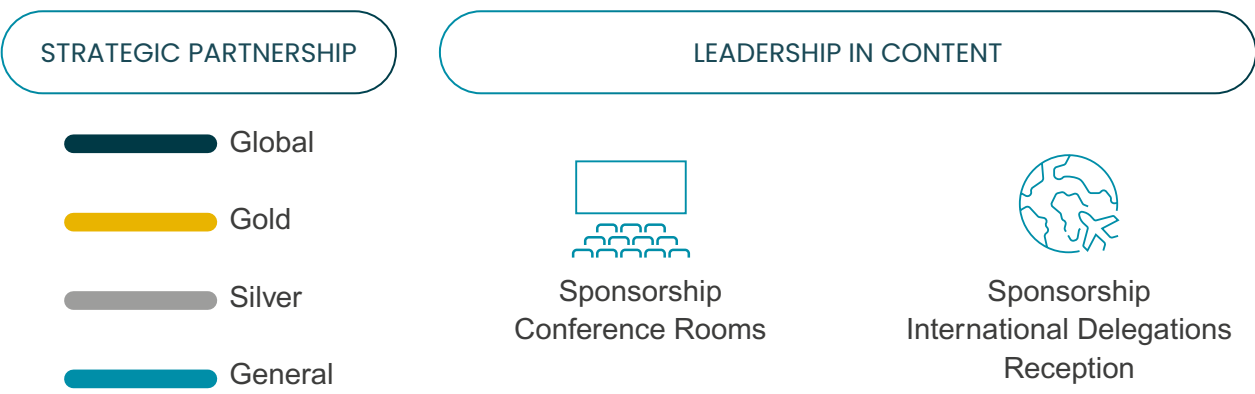
Beyond visibility, this model enables companies to:

- > Activate the brand profile in high-level institutional environments.
- > Interact directly with the Armed Forces as an end-user of capabilities.
- > Build links with universities and R&D centres as a driver of innovation and talent.
- > Be a part of generating the conversation on the sector.

FEINDEF is not just about being there.

It is positioning, influence and relationships.

Structure of the Sponsorships Programme





Audience Profile:

An ecosystem of decision-making, knowledge and operational capacity

FEINDEF 27 brings together the sector's key stakeholders:

- Civil and military **authorities**.
- **Senior officers and operational commanders** of the Armed Forces.
- **Managers** responsible for procurement and strategic programmes.
- **Official international delegations** from around the world.
- **Major manufacturers and leading companies** in the sector.
- **Tech SMEs and start-ups**.
- **Technology centres**.
- **Universities and the academic ecosystem** linked to defence, engineering and security.
- **Specialist media**.

This environment enables sponsors to interact simultaneously with:

- The people who define needs.
- The people who make decisions.
- The people who develop technology.
- The people who train the talent of the future.

Sponsorship Levels

Global
Gold
Silver
General

Comparison of Sponsorship Levels

FEINDEF 27 Global Sponsorship Allocation Process

Sponsorship Levels

Global Gold Silver General

Price
€70,000
+ VAT

Elite level
of strategic partnership.

Includes:

PHASE 1:

FEINDEF 27 PRESENTATION EVENT:

- Inclusion of **logo** on the event stage and in the event's **graphic and audiovisual materials**.
- Access to the **authorities room**.

PHASE 2:

PRE-EXHIBITION (6 MONTHS BEFORE), EXHIBITION AND POST-EXHIBITION DAYS (3 MONTHS AFTER)

- Prominent display of the **sponsor's logo** on **FEINDEF 27's corporate channels**: official website, social media, email campaigns and communication materials.
- **Corporate banner** on the **official website homepage**.*
- **Corporate banner** in the **exhibitors' section** of the official website.*
- Publication of **corporate video** in exhibitors' section of the official website.*
- **Publication of the sponsor's corporate content** (articles, news items, interviews, etc.) around their participation in FEINDEF 27 on the official website.*
- **Priority for the hiring of advertising space** at FEINDEF 27.
- **Priority for the selection of exhibition space** at FEINDEF 29.
- **Inclusion of sponsor's logo in FEINDEF 27 advertising materials** published in specialist media.

PHASE 3:

EXHIBITION DAYS (18, 19 and 20 May 2027)

- **10 parking spaces** at IFEMA.
- **Opening ceremony: Access to the authorities' room**.
- **Opening ceremony: 1 Invitation** to an **exclusive seat** in line with protocol.
- **5 invitations** to the International Delegations Reception.
- Inclusion of **logo on lanyard** at the exhibition.
- Inclusion of **logo on official welcome bag**.
- Inclusion of **promotional item in the official welcome bag**.*
- Inclusion of **logo in the official exhibitor catalogue**.
- **Double-page advertisement** in the official exhibitors' catalogue.*
- Presence of **logo on the banners at the main access gates** to the halls and on the **promotional materials** for the event (except accreditation badges).
- Inclusion of **sponsor's logo in the video** thanking sponsors, shown during the opening ceremony.
- Screening of **corporate video or advertising content** on the information screens in the exhibition halls.*
- Participation in the **official conference programme** in a 45-minute **presentation or panel discussion**.**
- Logo included in the **exhibition's digital Show Daily**.
- Inclusion of a **banner or original advertisement in Show Daily**.*
- Access to the **VIP Lounge** and use of **VIP meeting rooms**.

*To be provided by the sponsor.

** The official conferences programme will be subject to the organisation and exclusive approval of the organisers. The time and subject must be agreed with the organisers.

Sponsorship Levels

Global **Gold** Silver General



Price

€35,000
+ VAT

Includes:

PHASE 1:

FEINDEF 27 PRESENTATION EVENT:

- Inclusion of **logo** on the event stage and in the event's **graphic and audiovisual materials**.

PHASE 2:

PRE-EXHIBITION (6 MONTHS BEFORE), EXHIBITION AND POST-EXHIBITION DAYS (3 MONTHS AFTER)

- Prominent display of the **sponsor's logo** on **FEINDEF 27's corporate channels**: official website, social media, email campaigns and communication materials.
- **Corporate banner in the exhibitors' section** of the official website.*
- **Publication of the sponsor's corporate content** (articles, news items, interviews, etc.) around their participation in FEINDEF 27 on the official website.*
- **Priority for the hiring of advertising space** at FEINDEF 27.
- **Priority for the selection of exhibition space** at FEINDEF 29.
- **Inclusion of sponsor's logo in FEINDEF 27 advertising materials** published in specialist media.

PHASE 3:

EXHIBITION DAYS (18, 19 AND 20 MAY 2027)

- **6 parking spaces** at IFEMA.
- **Opening ceremony: 1 Invitation** to an **exclusive seat** in line with protocol.
- **4 invitations** to the International Delegations Reception.
- Inclusion of **promotional item in the official welcome bag**.*
- Inclusion of **logo in the official exhibitor catalogue**.
- **Double-page advertisement** in the official exhibitors' catalogue.*
- Presence of **logo on the banners at the main access gates** to the halls and on the **promotional materials** for the event (except accreditation badges).
- Inclusion of **sponsor's logo in the video** thanking sponsors, shown during the opening ceremony.
- Screening of **corporate video or advertising content** on the information screens in the exhibition halls.*
- **2 participations** in the conference programme with speaker at roundtable. **
- Logo included in the **exhibition's digital Show Daily**.
- Access to the **VIP Lounge** and use of **VIP meeting rooms**.

*To be provided by the sponsor.

** The official conferences programme will be subject to the organisation and exclusive approval of the organisers. The time and subject must be agreed with the organisers.

Sponsorship Levels

Global Gold **Silver** General



Price

€20,000
+ VAT

Includes:

PHASE 1:

FEINDEF 27 PRESENTATION EVENT:

- Inclusion of **logo** on the event stage and in the event's **graphic and audiovisual materials**.

PHASE 2:

PRE-EXHIBITION (6 MONTHS BEFORE), EXHIBITION AND POST-EXHIBITION DAYS (3 MONTHS AFTER)

- Prominent display of the **sponsor's logo on FEINDEF 27's corporate channels**: official website, social media, email campaigns and communication materials.
- **Publication of the sponsor's corporate content** (articles, news items, interviews, etc.) around their participation in FEINDEF 27 on the official website.*
- **Inclusion of sponsor's logo in FEINDEF 27 advertising materials** published in specialist media.

PHASE 3:

EXHIBITION DAYS (18, 19 AND 20 MAY 2027)

- **4 parking spaces** at IFEMA.
- Opening ceremony: **1 Invitation with a reserved seat**.
- **3 invitations** to the International Delegations Reception.
- Inclusion of **promotional item in the official welcome bag**.*
- Inclusion of **logo in the official exhibitor catalogue**.
- **One-page advertisement** in the official exhibitors' catalogue.*
- Presence of **logo on the banners at the main access gates** to the halls and on the **promotional materials** for the event (except accreditation badges).
- Inclusion of **sponsor's logo in the video** thanking sponsors, shown during the opening ceremony.
- Screening of **corporate videos or advertising content** on the information screens in the exhibition halls.*
- **1 participation** in the conference programme with speaker at roundtable.**
- Logo included in the **exhibition's digital Show Daily**.

*To be provided by the sponsor.

** The official conferences programme will be subject to the organisation and exclusive approval of the organisers. The time and subject must be agreed with the organisers.

Sponsorship Levels

Global Gold Silver **General**



Price

€10,000
+ VAT

Includes:

PHASE 1:

FEINDEF 27 PRESENTATION EVENT:

- Inclusion of **logo** on the event stage and in the event's **graphic and audiovisual materials**.

PHASE 2:

PRE-EXHIBITION (6 MONTHS BEFORE), EXHIBITION AND POST-EXHIBITION DAYS (3 MONTHS AFTER)

- Prominent display of the **sponsor's logo on FEINDEF 27's corporate channels**: official website, social media, email campaigns and communication materials.
- **Publication of the sponsor's corporate content** (articles, news items, interviews, etc.) around their participation in FEINDEF 27 on the official website.*
- **Inclusion of sponsor's logo in FEINDEF 27 advertising materials** published in specialist media.

PHASE 3:

EXHIBITION DAYS (18, 19 AND 20 MAY 2027)

- **2 parking spaces** at IFEMA.
- Opening ceremony: **1 Invitation with a reserved seat**.
- **2 invitations** to the International Delegations Reception.
- Inclusion of **a promotional item in the official welcome bag**.*
- Inclusion of **logo in the official exhibitor catalogue**.
- **One-page advertisement** in the official exhibitors' catalogue.*
- Presence of **logo on the banners at the main access gates** to the halls and on the **promotional materials** for the event (except accreditation badges).
- Inclusion of **sponsor's logo in the video** thanking sponsors, shown during the opening ceremony.
- Logo included in the **exhibition's digital Show Daily**.

Comparison of Sponsorship Levels

Global Gold Silver General

Global Gold Silver General

PHASE 1: FEINDEF 27 PRESENTATION EVENT:

Inclusion of logo on the event stage and in the event's graphic and audiovisual materials .	✓	✓	✓	✓
Access to the authorities' room .	✓			

PHASE 2: PRE-EXHIBITION (6 MONTHS BEFORE), EXHIBITION AND POST-EXHIBITION DAYS (3 MONTHS AFTER)

Prominent display of the sponsor's logo on FEINDEF 27's corporate channels : official website, social media, email campaigns and communication materials.	✓	✓	✓	✓
Corporate banner on the official website homepage .*	✓			
Corporate banner in the exhibitors' section of the website.*	✓	✓		
Publication of a corporate video in the exhibitors' section of the official website.*	✓			
Publication of the sponsor's corporate content (articles, news items, interviews, etc.) relating to their participation in FEINDEF 27 on the official website.*	✓	✓	✓	✓
Priority for the hiring of advertising space at FEINDEF 27.	✓	✓		
Priority for the selection of exhibition space at FEINDEF 29.	✓	✓		
Inclusion of sponsor's logo in FEINDEF 27 advertising materials published in specialist media.	✓	✓	✓	✓

*To be provided by the sponsor.

Comparison of Sponsorship Levels

Global Gold Silver General

Global Gold Silver General



PHASE 3: EXHIBITION DAYS (18, 19 AND 20 MAY 2027)

	Global	Gold	Silver	General
IFEMA parking spaces	10	6	1	2
Opening ceremony: Access to the authorities' room.	✓			
Opening ceremony: Invitation to the preferred location in line with the established protocol.	✓	✓		
Opening ceremony: Invitation with a reserved seat.			✓	✓
Invitations to the International Delegations Reception.	5	4	3	2
Inclusion of logo on lanyard at the exhibition.	✓			
Inclusion of logo on the official welcome bag.	✓			
Inclusion of a promotional item in the official welcome bag.*	✓	✓	✓	✓
Inclusion of logo in the official exhibitor catalogue.	✓	✓	✓	✓
Advertising pages in the official exhibitor catalogue.*	Double	Double	Simple	Simple
Presence of logo on the banners at the main access gates to the halls and on the promotional materials for the event (except accreditation badges).	✓	✓	✓	✓
Inclusion of the sponsor's logo in the video thanking sponsors, shown during the opening ceremony.	✓	✓	✓	✓
Screening of a corporate video or advertising creative on the information screen network in the exhibition halls.*	✓	✓	✓	
Participation in the official conference programme via a 45-minute presentation or panel discussion.**	1			
Participation in the conference programme with speaker at roundtable.		2	1	
Logo included in the exhibition's digital Show Daily.	✓	✓	✓	✓
Insertion of a banner or original advertisement in Show Daily.*	✓			
Access to the VIP Lounge and use of VIP meeting rooms.	✓	✓		
Price (€)	70,000	35,000	20,000	10,000

*To be provided by the sponsor.

** The official conferences programme will be subject to the organisation and exclusive approval of the organisers. The time and subject must be agreed with the organisers.

Others Sponsorships

Conference Rooms

International Delegations Reception

Comparison of Other Sponsorship Levels

Other Sponsorships

Conference Rooms



More than just a space, a leadership platform.

Allows:



Link your brand to the strategic debate within the sector.



Promote high value content.



Interact with key stakeholders (industry, the Armed Forces, universities and institutions).

Includes:

- **Naming** of the room.
- **Logo** on the truss and as a backdrop.
- Organisation of a **30-minute presentation or round table***.
- **Banner** in the website section.
- **Odd-numbered page** in the official catalogue.
- **2 invitations** to the International Delegations Reception.

Other Sponsorships

International Delegations Reception



Price

€70,000
+ VAT

- The space where **strategic relationships** are forged.
- The **International Delegations Reception** is one of FEINDEF's most prestigious institutional events.
- The event will take place in an **exceptional setting**: a private and exclusive tour of the **Museo del Prado**, **closed especially** for attendees, followed by a cocktail reception.
- A unique setting that combines **culture, prestige and institutional ties** at the highest level.

This exclusive space brings together:



High-level overseas authorities.



Government representatives



Senior officers of the Armed Forces.



Industry and sector leaders.

More than just a formal ceremony, this is an environment designed to foster direct interaction, build trust and promote industrial diplomacy.

Sponsorship of this reception involves:

- **Associating the brand** with an institutional and cultural environment of the highest prestige.

- **Engaging with international decision-makers** within a **privileged relational context.**

- **Establishing links with the Armed Forces** and authorities as a **key player in the ecosystem.**

- **Strengthening the organisation's external profile** and its ability to exert influence.

Includes:



Exclusive branding.



Association with one of the events of greatest **institutional significance.**



Substantive engagement with international delegations and key stakeholders in the ecosystem.

Comparison of Other Sponsorship Levels

Conference Rooms

International Delegations Reception

	Conference Rooms	International Delegations Reception
Where	Inside the exhibition (Hall 8, 9 or 10).	Exclusive external event (Museo del Prado).
Public	A broad professional audience.	Authorities and high-level delegations
Focus	Positioning the brand within the sector's strategic debate through high value content and interaction with key stakeholders.	Positioning the brand within an institutional environment of the highest prestige , with access to international decision-makers , links with authorities, and a strengthening of its profile and global influence.
Positioning	Expert visibility and opinion leadership.	Institutional influence and strategic access.
Price (€)	€13,000 – €19,500 (depending on the hall)	€70,000

Metrics and KPIs

FEINDEF 27 will incorporate a structured measurement and analysis system designed to assess the reach, impact and return on investment of the sponsorship activities carried out during the exhibition.

In order to provide sponsors with a comprehensive overview of the value generated by their participation, once the event has concluded, the organisers will issue a report on metrics and KPIs setting out the key indicators of activity, visibility, institutional reach and communications impact associated with FEINDEF 27.

Among other factors, sponsors will have access to indicators relating to:

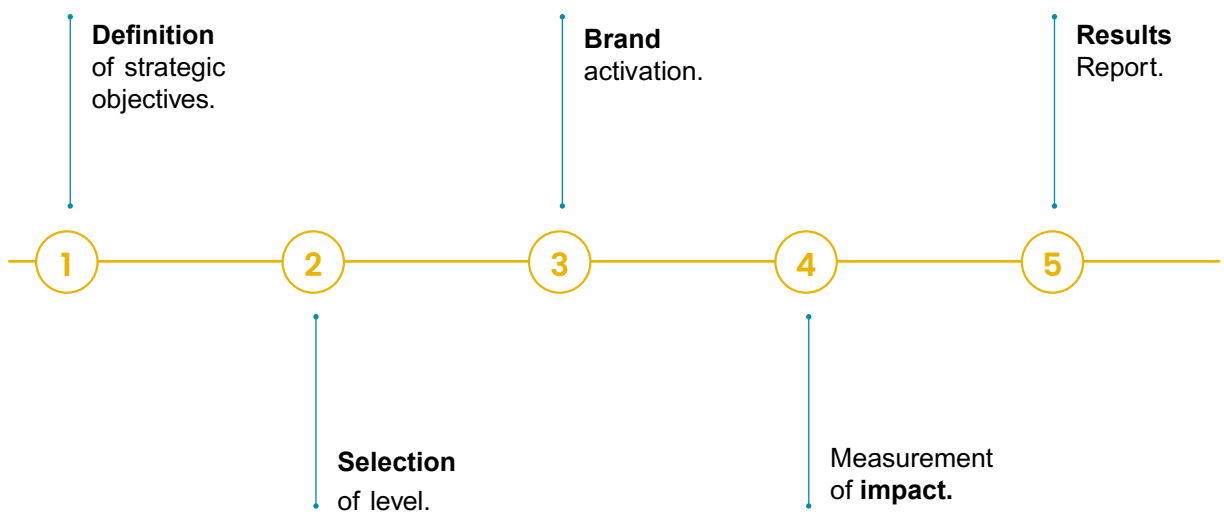
- Accredited professional visitors.
- Official International Delegations in attendance
- Participating civil and military authorities.
- B2B meetings held
- Attendance figures for conferences, roundtables and official programme activities.
- Digital impacts and scope on corporate channels (website, newsletter, social media and digital platforms).
- Scope and repercussion in specialised and general media
- Data on sponsored content interaction and visibility
- Activity and impact of sponsorship-linked communication actions.
- Indicators of brand presence and corporate visibility during exhibition
- Data on international participation and institutional representation.
- Audiences and impacts of audiovisual and advertising materials.
- Metrics associated with digital ecosystem and FEINDEF 27 networking tools.

This system will provide sponsors with objective and quantifiable data to analyse the return on investment, positioning and visibility achieved through their participation in FEINDEF 27, as well as to assess the impact of their presence at one of the leading international events in the defence and security sector.

07

Next Steps

The FEINDEF team supports each sponsor with:



How to become a Sponsor

Applications should be sent by email to:

comercial@feindef.com

Only applications received at the email address provided will be considered valid.

Important information:

- 1 **Only those organisations participating in FEINDEF 27 as exhibitors** are eligible for any of the sponsorship levels.
- 2 The organisation may **request further information in order to properly validate** the applications received.
- 3 **Withdrawal** from an awarded sponsorship **will result in the loss of the rights associated** with that category and with any of the other categories.

Sales Team
comercial@feindef.com



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