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MINISTRY OF DEFENCE



Global Exhibitions & Conferences

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MALAYSIA
MADANI



LIMA'25

L A N G K A W I

THE 17th LANGKAWI INTERNATIONAL
MARITIME AND AEROSPACE EXHIBITION

20 - 24 MAY 2025

"INNOVATE TODAY THRIVE TOMORROW"



DOWNLOAD HERE

SALES BROCHURE AND SPONSORSHIP



DEFENCE | COMMERCIAL | SPACE
INNOVATION | VOYAGE | SUSTAINABILITY | EDUCATION

EXHIBITION SEGMENTS

Exhibition Segments in Maritime & Aerospace For Defence and Commercial Industries

DEFENCE Segment



LIMA 2025 is essential for connecting defense companies with military decision-makers, offering a highly successful delegation program that fosters networking and business engagements.

COMMERCIAL Segment



Introducing a commercial element to LIMA 2025 could involve sponsorship opportunities for aviation companies, vendor booths showcasing products and services, and exclusive VIP experiences for networking and client engagement.

SPACE Segment



The revamped Space Zone at LIMA 2025 promises an immersive experience, showcasing the excitement and advancements in the space sector with a larger exhibition in a prime location, ensuring it's the focal point of the event.

INNOVATION Segment



Experience innovation at LIMA 2025 with the latest advancements in aviation showcased in exhibition halls, static displays, and aerial showcases, along with seminars, workshops, and SMART Exhibitions.

VOYAGE Segment



Explore maritime innovation at LIMA 2025's Voyage Segment. Discover cutting-edge vessels, technologies, and industry solutions shaping the future of maritime excellence.

SUSTAINABILITY Segment



At LIMA 2025, sustainability takes center stage as world leaders and industry heads gather to discuss pathways toward net-zero emissions and cleaner practices, prioritizing a more sustainable aviation and maritime future.

EDUCATION Segment



We're preserving all current LIMA exhibition segments while introducing the Higher Education Pavilion, highlighting opportunities in aerospace and maritime from 68 countries and 453 universities globally.

WHY EXHIBIT?

Reasons and Facts

“Innovate Today, Thrive Tomorrow”



WAYS TO EXHIBIT

Exhibition booth & Outdoor Display



SHELL SCHEMES

A cost-effective, off-the-shelf exhibiting solution. Great for SMEs, first time exhibitors, international exhibitors or those wishing to take a smaller stand.



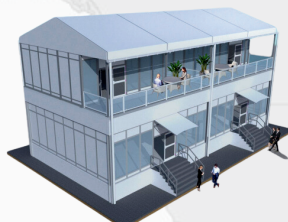
COUNTRY PAVILIONS

Pavilions are organised by your country's relevant trade organisation, association or government body.



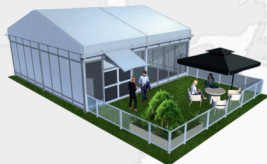
RAW SPACE

Our raw space option offers exhibitors a blank slate, allowing them to design and customize their exhibition area according to their unique vision and branding requirements.



SINGLE AND DOUBLE STOREY CHALETs

Enjoy unrivalled views of the flying display in your own private hospitality environment. Great for hosting clients in an exclusive, VIP environment, viewing the flying display.



GAZEBO

Gazebos are ideal for exhibitors who would like to be close to their static displays with a massive outdoor presence. Located at the outdoor static area and tarmac.



OUTDOOR STATIC DISPLAY

The outdoor exhibition area for aircrafts and other related products is suitable for free-standing and large size of exhibits. Located strategically between the main hall and chalet area.



AIRCRAFT DISPLAY

Showcase your aircraft on the tarmac across from MIEC Hall.



WATER STATIC DISPLAY

Present your vessels amidst the serene waters of Resorts World Langkawi's maritime exhibition site. This idyllic setting offers a picturesque backdrop to showcase your maritime marvels, captivating trade visitors with the performance.

PARTICIPATION OPTIONS

Exhibition booth & Outdoor Display

Indoor Exhibition Space	Early Bird Rates (6 May - 6 Aug 2024)	Standard Rates
Standard Shell Scheme (Minimum of 12sqm)	USD790 per sqm	USD850 per sqm
Raw Space (Minimum of 24sqm)	USD715 per sqm	USD750 per sqm
Raw Space Upper Floor (Upon approval base on location. The minimum basement of 100sqm)	USD360 per sqm	USD390 per sqm
Corner	USD50 per corner	USD50 per corner
Chalet & Gazebos	Early Bird Rates (6 May - 6 Aug 2024)	Standard Rates
Single Storey Chalet (Approx 100sqm)	USD 60,000 per unit	USD 69,990 per unit
Double Storey Chalet (Approx 200sqm)	USD120,000 per unit	USD129,990 per unit
Gazebo (Approx 36sqm)	USD 20,000 per unit	USD 29,990 per unit

Water Static Displays

Water Static Displays	USD1,100 per vessel (Length up to 60m)	USD1,900 per vessel (Length above 61m)
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Aircraft Static Displays

Up to 0.5 tonnes : USD530	0.51 - 3.0 tonnes : USD950	3.1 - 10.0 tonnes : USD1,770
10.1 - 40.0 tonnes : USD3,990.00	40.1 - 60.0 tonnes : USD5,999.00	Above 60.1 tonnes : USD8,980.00

Registration Fee (Compulsory)

Indoor Shell Scheme and Raw Space Registration Fee:

0 - 25sqm : USD250	26 - 50sqm : USD300	51 - 100sqm : USD350	Above 101sqm : USD400
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Outdoor Registration Fee

Gazebo : USD800	Chalet : USD1000
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Importance Notes:

- **Early bird rates are applicable** only if the exhibitor's contract and a minimum 50% payment are submitted and successfully transferred to the organiser **no later than 6 August 2024**.
- If the exhibitor's contract and the 50% deposit are submitted and successfully transferred **after 6 August 2024**, the early bird discount will **not be applicable, and standard rates will be imposed**.
- For the display of UAVs, Vessels, Aircraft, and Aircraft Mock-ups, the rates for Water Display (E) and/or Aircraft Static Display (F) will be applicable with payment.
- All participation options are subject to a **registration fee (compulsory)**.
- The quoted price is in United States Dollars (USD), and a Service Tax of 8% applies to all exhibitors.
- All information provided herein is accurate at the time of printing. However, in certain instances, the organiser reserves the right of make changes at its sole discretion.

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Sponsorship categories

Headline Sponsor Total USD100,000	Platinum Sponsor Total USD70,000	Gold Sponsor Total USD50,000	Silver Sponsor Total USD30,000	Bronze Sponsor Total USD10,000	Sponsor Total USD5,000
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IMPORTANT NOTE - Sponsorship Breakdown : Please select to add on the item(s) you wish to sponsor to be entitled for the total amount of respective sponsorship categories above.



Badges & Car Stickers
USD25,000 (Exclusive)



Lanyards
USD70,000 (Exclusive)



Official Lunch Reception with PM and MOD
USD30,000 (Exclusive)



MINDEF Secretary General's Dinner
USD30,000 (Exclusive)



Chief of Defence Force's Dinner
USD30,000 (Exclusive)



Chief of Navy's Dinner
USD30,000 (Exclusive)



Chief of Airforce's Dinner
USD30,000 (Exclusive)



Inspector General of Police's Dinner
USD30,000 (Exclusive)



MMEA Agency's Dinner
USD30,000 (Exclusive)

ESTABLISH YOUR BRAND

Sponsorship categories

Headline Sponsor
Total USD100,000

Platinum Sponsor
Total USD70,000

Gold Sponsor
Total USD50,000

Silver Sponsor
Total USD30,000

Bronze Sponsor
Total USD10,000

Sponsor
Total USD5,000

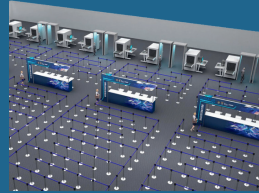
IMPORTANT NOTE - Sponsorship Breakdown : Please select to add on the item(s) you wish to sponsor to be entitled for the total amount of respective sponsorship categories above.



LIMA'25 Official Shirts for
MINDEF USD10,000



LIMA Run & Mineral
Water USD10,000



Registration Area
USD20,000



Visitor Hat/Cap
USD5,000



Welcome Dinner
Ceremony USD30,000



Opening Gambit
Ceremony
USD30,000



LIMA'25 VIP Notebook
USD10,000



Navy Culture Night
USD10,000



LIMA'25 Golf
Tournament USD30,000

ESTABLISH YOUR BRAND


Sponsorship categories

Headline Sponsor Total USD100,000	Platinum Sponsor Total USD70,000	Gold Sponsor Total USD50,000	Silver Sponsor Total USD30,000	Bronze Sponsor Total USD10,000	Sponsor Total USD5,000
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Exhibitor Night's Dinner
USD10,000



Media Appreciation's Dinner
USD10,000



Media Bags
USD10,000



MINDEF Secretariat's Dinner
USD10,000



VIP Hospitality Drop Off & Lounge
USD15,000



Visitor Wristbands & Bags
USD10,000

SPONSORSHIP ENTITLEMENT						
Below is the details of sponsorship entitlements according to the respective categories.						
PACKAGES	HEADLINE SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	SPONSOR
Branding on all general online and printed collateral	✓	✓	✓	✓	✓	✓
Branding on all general onsite signage	✓	✓	✓	✓	✓	✓
Dedicated hanging banner in exhibition hall	✓	✓	✓			
Sponsors welcome editorial in show guide	250 words	250 words	150 words	150 words	150 words	100 words
Dedicated e-blast to registered visitors post-show	✓	✓	✓			
Delegation lunch area passes	8	6	4	2		
Dedicated social media posts (content provided by sponsor)	5	4	3	2	1	
Table at the Official Gala Dinner	✓					

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Branding Space - Please contact us if you are interested



**1 X MIEC Hall Roof Top 'Welcome' Stickers Facing to Tarmac
(Exclusive) Size: 40m (L) x 4.8m (Ht.)**



**1 X MIEC Hall Roof Top Stickers Right (Exclusive)
Size: 20.5m (W) x 4.8m (Ht.)**



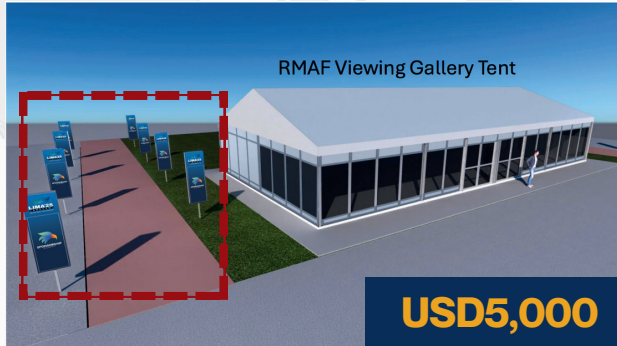
**1 X MIEC Hall Roof Top Stickers Left (Exclusive)
Size: 20.5m (W) x 4.8m (Ht.)**

ESTABLISH YOUR BRAND

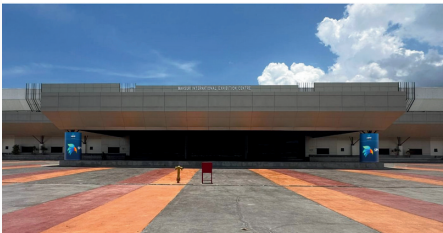
Branding Space - Please contact us if you are interested



1 X Airport Langkawi 'Welcome' Arch
Size: 6.5m (W) x 4.8m (Ht.)



1 Sets x Fence Branding at Aircraft Tarmac
Size: 15m (W) x 4ft (Ht.) RMAF



2 x Porch Pillar Wraps
Size: 5.66m (W) x 3.3m (Ht.)

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Branding Space - Please contact us if you are interested



USD15,000

4 x Main Lobby Pillar Wraps
Size: 3.0m (W) x 5.0m (Ht.)



USD20,000

1 x Awning Entrance at Hall A (View from Outside)
Size: 9.5m (W) x 10.8m (Ht.)



USD15,000

1 x Entrance Arch at Hall A (View from Inside)
Size: 6m (W) x 4m (Ht.)

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Branding Space - Please contact us if you are interested



4 x Giant Buntings at The Main Building
Size: 6m (Ht) x 5m (W)



5 x Main Walkway Advertisement (Side Fencing)
Size: 3m (L) x 1.5m (W)

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4 x Advertisement on Walls - Hall A and C
Size: 6m (L) x 3m (W)



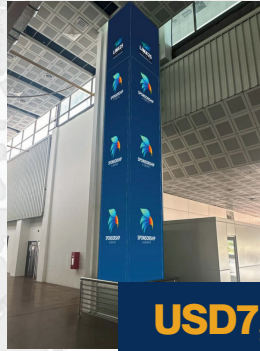
4 x MIEC Hall to Level 1 & 2 Wall (Royal, PM, VIP Viewing Deck)
Size: 4.4m (W) x 3.7m (Ht.)



2 x MIEC SIDE FAÇADE
Top Graphic Size: 17m x 11mH
Bottom Graphic Size : 17m x 4mH

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USD7,000

2 x MIEC HALL LIFT BANNER
Size : 1.5m x 9.8mH



USD15,000

2 x Main Entrance Pillar Wrap



Size: 17m (W) x 4m (Ht.)

Size: 21m (W) x 4m (Ht.)

USD30,000

2 x Glass Panel Branding at Hall A

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USD5,000

1 x WELCOME BANNER @ AIRPORT
Size : 7m x 0.7mH



USD5,000

2 x BOX UP PILLAR @ AIRPORT
Size: 2.7m (W) x 2.2m (Ht.)



USD3,000

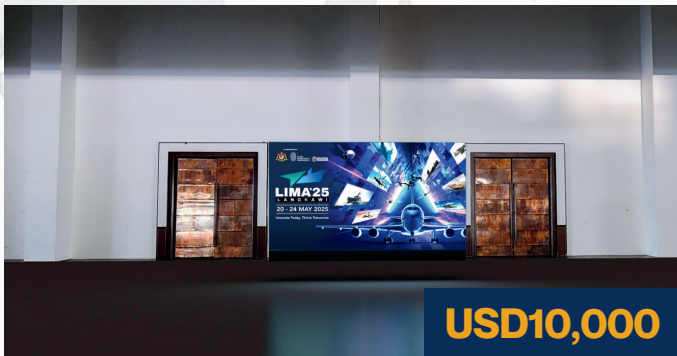
1 x BOX UP PILLAR @ AIRPORT
Size: 1m (W) x 3m (Ht.)

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1 x Backdrop @ VVIP Viewing Gallery



1 x Huge LED Screen @ Entrance of Ballroom



1 x Roadside Arch at Airport Roundabout Towards Airport & Wings hotel

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Branding Space - Please contact us if you are interested



1 x Roadside Arch 1
(From Kuah town toward airport/MIEC hall)



1 x Roadside Arch 2
(From Kuah town toward airport/MIEC hall)



1 x Roadside Arch at Airport Roundabout Towards MIEC hall

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Branding Space - Please contact us if you are interested



30 X Lamp Post Signage at MIEC Main Road



40 X Bunting & Banner at Resort World Side deck



40 X Bunting Along Roadside towards Resort World Lobby

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Branding Space - Please contact us if you are interested



USD10,000

Entrance Arch at Walkway from Jetty



USD500

1 X SIGNAGE @ GATE 1, MIEC



USD500

1 X SIGNAGE @ GATE 2, MIEC

ESTABLISH YOUR BRAND

Branding Space - Please contact us if you are interested



USD500

1 X SIGNAGE @ GATE 3, MIEC



USD500

1 X SIGNAGE @ GATE 4, MIEC



USD500

1 X SIGNAGE @ GATE 5, MIEC

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MALAYSIA MADANI



LIMA'25
LANGKAWI
20 - 24 May 2025

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NOTE



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