

Asia

# milsim

19th-20th January 2016

Marina Bay Sands, Singapore



- ▼ 2 days of leading content with keynote presentations from senior military personnel delivering perspectives from across the region
- ▼ The leading networking opportunity for industry to meet military from the region
- ▼ A unique platform providing attendees the opportunity to discuss developments in this evolving market
- ▼ A boutique exhibition showcasing latest innovations

Find out more and register your interest on [www.milsimasia.com](http://www.milsimasia.com)



Book early and save £££'s

MilSim  
arrives  
in Asia



19th-20th January 2016  
Marina Bay Sands Singapore

## The only event for the Military Simulation, Training & Education community in Asia

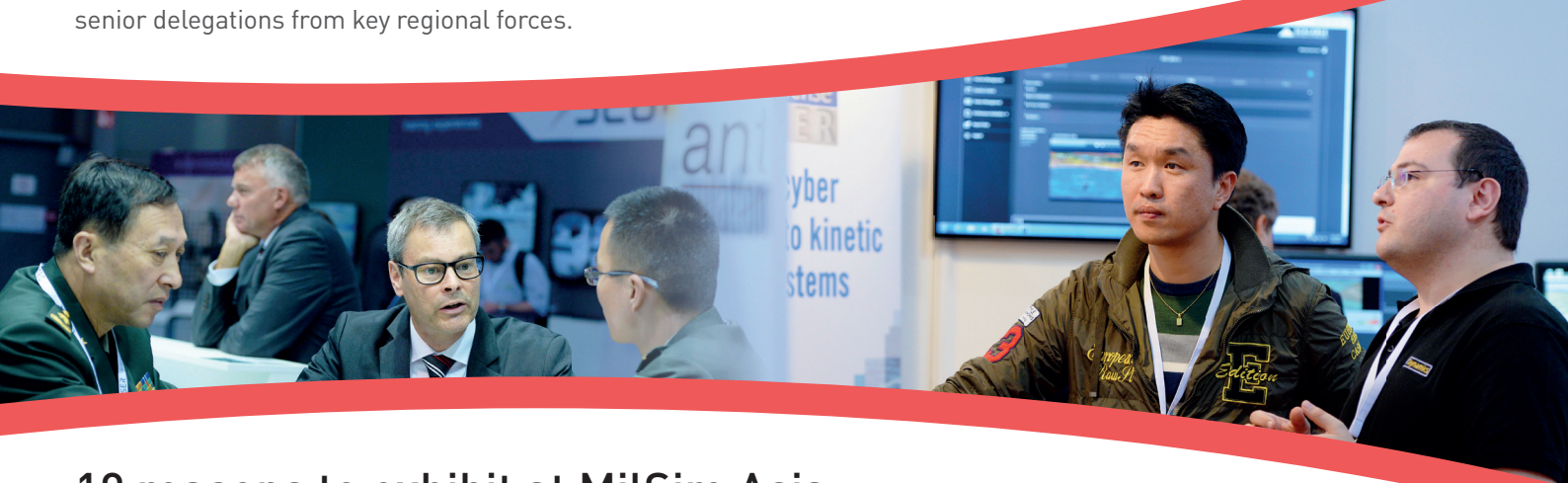
MilSim Asia is a 2 day conference and exhibition focussing on the latest innovations, challenges and future requirements of the sector, to an expected crowd of 250 decision makers.

Military spending in Asia and Oceania increased by 5 per cent in 2014 and by 62 per cent between 2005 and 2014, reaching \$439 billion in 2014, with military spending still remaining on an upward trend.

MilSim Asia, delivered by the team behind the globally renowned ITEC ([www.itec.co.uk](http://www.itec.co.uk)) exhibition and conference, will provide the leading networking opportunity for industry and military in the region. All of our programs are free for serving military to attend, and our dedicated VIP manager actively engages with senior officials to invite and secure senior delegations from key regional forces.

The conference program will feature keynote presentations from senior Military personnel delivering perspectives from across the region. These sessions will be complemented by cutting edge papers prepared by those at the forefront of training deployment, and those within industry that provides the innovative drive behind training product development.

Alongside the conference we will be hosting a boutique exhibition to enhance the delegate experience and engagement between the military, industry and academic realms.



### 10 reasons to exhibit at MilSim Asia

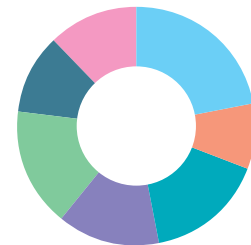
1. MilSim Asia is the only event for the Military Training, Education & Simulation community in Asia
2. You will meet face-to-face with international, senior military and industry leaders
3. You will build and strengthen your presence in Asia, in a key international location (Singapore)
4. Your products will be showcased to an expected crowd of 250 decision makers who came with the intention to gain insights on the latest trends and technologies
5. You will make new business contacts in the region
6. Gain an advantage over your competitors and reinforce your commitment to the marketplace.
7. Understand key insight into policy and procurement strategy in the region
8. You can launch new technologies and services to a captive audience who are increasing their defence spend.
9. Network with high quality international attendees at various opportunities across the two day event.
10. Benefit from various targeted sponsorship packages that allow you to reach the key military personnel at the event.

## VIPs who have attended ITEC in the past:

- |  |   |   |
|--|---|---|
| 4* Chief of the General Staff, Armed Forces of the Czech Republic                      | 1* Director Academic Planning and Policy Division, NATO Defence College                           | 1* Director of Communications and Information Systems Agency, Czech Republic                      |
| 3* Director Forces Policy, Germany   | 1* HQ SACT Assistant Chief of Staff Joint Education, Training and Exercises, Latvian Armed Forces | 1* Land Forces Academy, Romania   |
| 2* Deputy Director Joint Environment, US Joint Staff J7                                | 1* Deputy Commander, Joint Force Training Centre NATO   | 1* Headquarters Air Command, UK   |
| 2* Director for Autonomy and Unmanned Systems, US Navy Office of Naval Research Global | 1* DFOST, Royal Navy, UK  | Director, Force Readiness and Training in the Office of the Secretary of Defense (Readiness, USA) |
| 2* Deputy Commanding General, US Army Europe and Commander US Army NATO Headquarters   | 1* Chief Training and Security Force Assistance, Allied Rapid Reaction Corps, UK                  | Executive Director, Joint Training Deputy CIO, Joint Force Development Joint Staff J7, USA        |
| 2* Military Training Department, China   | 1* Commandant, Australian Command and Staff College   |   |
| 2* Chief Executive, Emergency Planning College, UK                                     |   |   |

## Network with senior industry representatives and serving military

- |                                     |                                |
|-------------------------------------|--------------------------------|
| 22% Engineering/Technical/Developer | 16% Business Development/Sales |
| 9% Education/Training/Simulation    | 11% Project/Program Manager    |
| 16% Director/VP                     | 12% Military                   |
| 14% C-Level Executive/MD            |                                |



## MilSim Asia will look to replicate the success of our successful training & simulation event in Europe: ITEC. Delegates who attended the event in 2015 included:

- |   |  |   |  |   |
|---|--|---|--|---|
| <ul style="list-style-type: none"> <li>• Application Engineer</li> <li>• Area Manager</li> <li>• Area Sales Manager</li> <li>• Business Development Director</li> <li>• Business Development Executive</li> <li>• Business Development Manager</li> <li>• CEO</li> <li>• CEO &amp; Founder</li> <li>• Chief Architect</li> <li>• Chief CIS training</li> <li>• Chief Engineer</li> <li>• Chief Engineer Simulation</li> <li>• Chief of Simulation &amp; Training Systems</li> <li>• Chief of Simulation Centre</li> <li>• Chief of Training Development</li> <li>• Chief Operating Officer</li> <li>• Chief Sales and Strategy Officer</li> <li>• Chief Systems Architect</li> <li>• Chief Technical Officer</li> <li>• Director Advanced Command and Staff Course</li> <li>• Deputy Director AFCE Logistics Agency</li> <li>• Deputy Director of Military Training</li> <li>• Director Standards, Evaluation and Training</li> <li>• Director, Readiness Training and Programs</li> <li>• Director Defence and Intelligence</li> <li>• Director of Design</li> <li>• Director of Digital Learning</li> <li>• Director of Logistics Agency</li> </ul> | <ul style="list-style-type: none"> <li>• Director of Military &amp; Simulation</li> <li>• Director of Technical Sales</li> <li>• Director of Training</li> <li>• Director Sales Marketing</li> <li>• Director Simulation</li> <li>• Director Strategic Marketing</li> <li>• Director, Database Engineering</li> <li>• Director, Defence &amp; Security Team</li> <li>• Director, Engineering Services</li> <li>• Director, Training &amp; Simulation Solutions</li> <li>• Division Head Application and System Security</li> <li>• Executive Director</li> <li>• Executive Director, Defense Programs</li> <li>• Executive Director, Joint Training</li> <li>• Head of Aircrew Training</li> <li>• Head of Aviation Experts Division</li> <li>• Head of Battle Lab Section</li> <li>• Bureau Training &amp; Education Serious Games</li> <li>• Head of Business Control</li> <li>• Head of Capability</li> <li>• Head of Information Technology Group</li> <li>• Head of Product Management</li> <li>• Head of Program – Simulation and Training</li> <li>• Head of Projects Maritime Simulation</li> <li>• Head of Proposal Management</li> </ul> | <ul style="list-style-type: none"> <li>• Head of Research</li> <li>• Head of Section</li> <li>• Simulation &amp; Wargames Department</li> <li>• Head of Simulation Centre</li> <li>• Head of Simulator Operations</li> <li>• Head of Software Development</li> <li>• Head of Software Processing</li> <li>• Head of Strategy and Product</li> <li>• Head of System Engineering</li> <li>• Head of Training</li> <li>• Head of Training &amp; Simulation</li> <li>• International Business Development</li> <li>• Manager Avionics &amp; Simulation</li> <li>• Managing Consultant</li> <li>• Managing Director</li> <li>• Managing Editor</li> <li>• Managing Partner</li> <li>• Marketing &amp; Communications</li> <li>• Marketing Air Force Systems</li> <li>• Marketing Manager Virtual Simulation</li> <li>• Marketing Project Manager</li> <li>• Marketing Training &amp; Simulation</li> <li>• Program Manager</li> <li>• Project Manager</li> <li>• Project Manager &amp; Technical Leader</li> <li>• Project Manager Integrated Training</li> <li>• Project Manager</li> <li>• Head of Virtual Simulation</li> </ul> | <ul style="list-style-type: none"> <li>• Research &amp; Development Director</li> <li>• Research Associate</li> <li>• Research Coordinator</li> <li>• Research Engineer</li> <li>• Research Scientist</li> <li>• Researcher</li> <li>• Sales Director Training Simulation</li> <li>• Senior C++ Engineer</li> <li>• Senior Engineer</li> <li>• Senior Engineer/Head of Simulation Support Section</li> <li>• Senior Engineer-Military &amp; Sim</li> <li>• Senior Expert – Simulation</li> <li>• Senior Software Architect</li> <li>• Senior Software Developer</li> <li>• Senior Technical Manager</li> <li>• Senior Training Specialist</li> <li>• Simulation and Training</li> <li>• Simulation and Training Lead</li> <li>• Simulation Centre and Analysis Chief</li> <li>• Simulation Centre</li> <li>• Simulation Company Commander</li> <li>• Simulation Division Director</li> <li>• Simulation Engineer</li> <li>• Simulation Equipment Manager</li> <li>• Simulation Expert</li> <li>• Simulation HW Engineer</li> <li>• Simulation Instructor</li> <li>• Simulation Integration Engineer</li> <li>• Simulation Support</li> <li>• Simulation SW Engineer</li> </ul> | <ul style="list-style-type: none"> <li>• Simulation Terrain Engineer</li> <li>• Simulation Warrant Officer</li> <li>• Simulation-based Analysis</li> <li>• Simulator Developer</li> <li>• Simulator Field Service Engineer</li> <li>• Simulator Operator</li> <li>• Simulator Supervisor</li> <li>• Simulator Systems Officer</li> <li>• Technical Coordinator</li> <li>• Technical Director</li> <li>• Technical Expert</li> <li>• Trainer Development Program</li> <li>• Training Analyst</li> <li>• Training Business Lead</li> <li>• Training Capability and Resources</li> <li>• Training Design Authority</li> <li>• Training Development Manager</li> <li>• Training Discipline Lead</li> <li>• Training Instructor</li> <li>• Training Management Officer</li> <li>• Training Solutions Architect</li> <li>• Training Solutions Expert</li> <li>• Training Solutions Manager</li> <li>• Training Specialist</li> <li>• Training Standards Manager</li> <li>• Training Systems Principal</li> <li>• Training Systems Specialist</li> <li>• Training Technologist</li> <li>• Training Transformation Team</li> <li>• Training/ Foreign Affairs</li> <li>• VP Marketing</li> <li>• VP of Engineering</li> <li>• VP of Marketing &amp; Sales</li> </ul> |
|---|--|---|--|---|

Sponsorship packages	Event Partner	Associate Partner	Silver badge and lanyard	Silver USB	Silver delegate bag	Bronze
Registration Sponsor (onsite and online)	✓					
Refreshment and Lunch Area Sponsor		✓				
Logo on the Name Badge			✓			
Logo on the Lanyards			✓			
Logo on USB Memory Stick				✓		
Logo on the Delegate Bag					✓	
<b>Speaking opportunities</b>						
Chair one day of the event	✓					
Speaking slot	✓	✓				
Seat on a speaking Panel	✓	✓	✓	✓	✓	
<b>Branding and inserts</b>						
Logo on the event homepage	✓	✓				
Logo on the cover of the conference brochure	✓	✓				
150 word profile in the conference brochure	✓	✓				
Logo included inside the conference brochure	✓	✓	✓	✓	✓	✓
Logo and link included in all electronic event communications	✓	✓	✓	✓	✓	
Sponsors Profile, logo and link on the event website	✓	✓	✓	✓	✓	✓
Sponsors profile, logo and speakers bio in the show guide/conference delegate pack*	✓	✓	✓	✓	✓	✓
Advertisement in the event show guide/insert in conference delegate pack*	✓	✓	✓	✓	✓	✓
Logo on the onsite signage	✓	✓	✓	✓	✓	✓
Literature seat drop	✓					
The opportunity to provide a gift in the delegate pack	✓	✓				
The opportunity to provide 2 pop up banners for the main conference room (provided by sponsor)	✓	✓				
Official press release	✓	✓				
Access to delegate list post event**	✓					
Complimentary delegate passes	5	3	2	2	2	1
<b>Total Investment</b>	<b>£15,000</b>	<b>£8,000</b>	<b>£5,000</b>	<b>£5,000</b>	<b>£5,000</b>	<b>£2,500</b>

\* depending on what is produced for the event

\*\* subject to privacy and third party permissions

Display packages	Stand size	Online Profile	Furniture**	Document Insert	Exhibitor Passes*	Complimentary delegate passes
Silver	6m2	✓	x	x	1	0
Gold	6m2	✓	✓	x	2	1
Platinum	6m2	✓	✓	✓	2	2

\* Exhibitor passes includes access to the exhibition, tea & coffee in the networking areas as well as lunch. Please note the exhibitor passes do not give access to the conference. If you wish to have a delegate pass please register as a delegate on [www.milsimasia.com](http://www.milsimasia.com)

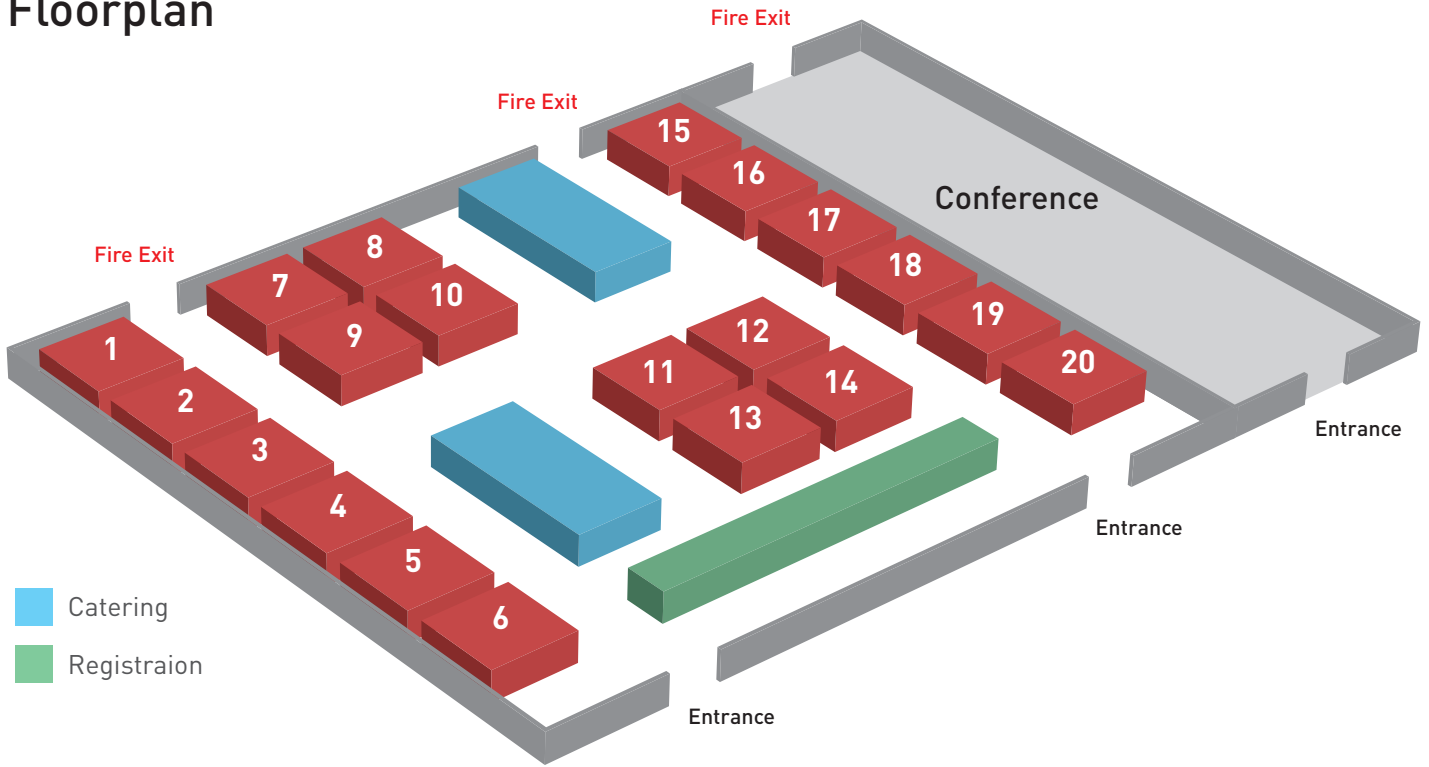
\*\* Furniture consists of a trestle table and two chairs only

### Display investment:

Silver display package	£2500
Gold display package	£3000
Platinum display package	£3500



# Floorplan




## Conference Delegate passes

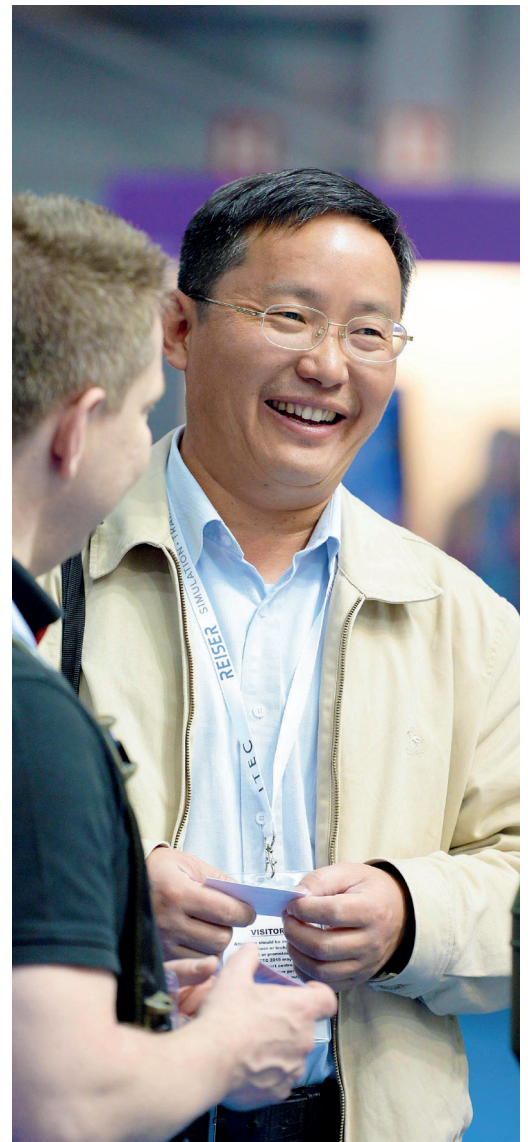
Make sure you book early on [www.milsimasia.com](http://www.milsimasia.com) to benefit from the best rate.

Delegate Pass	Price	Valid to
Early Bird 1	£750*	October 1st 2015
Early Bird 2	£995*	December 31st 2015
Full Price	£1,295*	Close of event

\* This price includes access to all the conference sessions on 19-20 January, the exhibition area, tea and coffee as well as lunches on both days.

 MilSim Asia offers the perfect opportunity for us to deliver an engaging event for the military training and simulation community in a rapidly growing and developing region. By using our wealth of experience from organising ITEC, we will look to replicate the same success for exhibitors and delegates in Singapore next January."

Daniel Mortimer, **Event Manager of MilSim**






## The Organisers of MilSim Asia

The Clarion Events portfolio of defence and security events are acknowledged as world leading forums where high level government officials and senior military personnel converge.

Clarion Events are the organisers of ITEC, 'The international forum for the military simulation, training and education community'. Each year ITEC attracts over 2,300 decision makers from all around the world who converge to discuss and display the latest innovations within the industry. 94% of all visitors who attend ITEC recommend visiting to their colleagues.

ITEC is the ideal platform to discover the latest technologies in terms of military training and simulation in Europe'. MilSim Asia will be based on the same model of ITEC, making it a must-attend event.

Get in touch with our sales team on **+44 (0) 20 7384 7706** to find out more about how MilSim Asia can benefit your company.

 The complexity of modern conflict and sophistication of modern equipment makes great demands on military training systems. MilSim is the key event that provides a window on potential solutions using a critical mix of technology coupled with an understanding of human psychology to provide effective, timely training and education for modern military forces."

Simon Williams, **Clarion Defence and Security Chairman**

## Any Questions? Contact Us Today

### Exhibition Sales and Sponsorship

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