

USA PAVILION

AT DEFEA 2021

 Defence Exhibition Athens

JULY 13-15, 2021

METROPOLITAN EXPO
EL. VENIZELOS AIRPORT

ATHENS, GREECE

Sponsorship & Partnering Opportunities

USA PAVILION ORGANIZER



WITH THE SUPPORT OF



IN ASSOCIATION WITH





Join us

IN THE USA PAVILION

AT DEFEA – DEFENCE EXHIBITION ATHENS

Be a part of a dynamic group of exhibitors

Reinforce your international corporate identity

Assess regional challenges and opportunities at defense,
homeland security and cyber security sectors

Communicate with potential clients

Increase your visibility and explore new collaborations



Nikolaos Bakatselos
President, American-Hellenic
Chamber of Commerce

Dear Defense Industry Executive,

As your company is among leading international players in the defense and security sector, it is with great pleasure to invite you to participate at the USA Pavilion at DEFEA – Defence Exhibition Athens, a unique exhibition that will bring together the leaders of the defense and security industries in Greece.

THE EXHIBITION

DEFEA will be held July 13-15, 2021 at Metropolitan Expo Centre (next to Athens Int'l Airport “Eleftherios Venizelos”) in Athens, Greece aims to continue the long tradition of successful defense and security events and reposition Greece on the international defence exhibitions map.

ORGANIZERS & SUPPORTERS

The American-Hellenic Chamber of Commerce will organize, with the full support of the Embassy of the United States of America and in association with AUSA (Association of the United States Army) Hellenic Chapter, the USA Pavilion at DEFEA, a unique exhibition organized by Rota S.A., a leading exhibition organizer, under the auspices of the Hellenic Ministry of National Defence and the General Directorate of Defence Investments & Armaments (GDDIA), with the support of the Hellenic Manufacturers of Defense & Security Material Association (SEKPY).



Geoffrey R. Pyatt
U.S. Ambassador to Greece

RANK WITH THE BEST

Leading American defense companies will have the opportunity to join the USA Pavilion at DEFEA, a high-profile international defense and security exhibition guaranteeing exhibitors' maximum exposure, highest visibility and unparalleled access to partners and customers. The USA Pavilion will be the meeting point for the defense & security industry professionals, providing a platform for networking and exchanging ideas on joint ventures and formation of partnerships, as well as to come into direct contact with key decision makers of the defense and security markets internationally.

Designed to provide upgraded means of communication between exhibitors and official visitors for productive contacts, the USA Pavilion will ensure the most efficient and effective use of exhibitors time and promotional budget. The latest in American technology, incorporated in state-of-the-art equipment and services for the defense and security industries will be displayed.

We are looking forward to welcoming you to Athens!



DEFEA 2021 AT A GLANCE

A Landmark Event

DEFEA a high-profile international exhibition where leading international companies will present land, sea, air and national security defense systems to a highly specialized audience from the Greek and international community. DEFEA will host International Pavilions with the participation of leading global companies from the associated sectors.

THE DEFENSE AND SECURITY WORLD UNDER ONE ROOF

A unique exhibition that brings together the leaders of the defense and security industry; from manufacturers to distributors, CEOs to dealers, buyers and sellers to international decision makers and professionals in the field worldwide. Whether you're interested in business opportunities or in the latest technological developments, there is no better opportunity to reach these busy professionals.

TARGETED ATTENDANCE PROMOTION

ROTA's experience in creating top notch exhibitions in Greece, guarantees highly qualified professional attendance. DEFEA 2021 attendance, targeted throughout direct mail, advertisements and relationships within industry vertical publications and alliances with top associations and organizations within the defense and security field, will bring you the most qualified audience in Greece and the wider region.

MEDIA COVERAGE

Prominent media representatives will be invited to the exhibition and will provide exhibitors with valuable publicity. The organizers will collaborate closely with media to ensure the fullest possible dissemination of important announcements.

BENEFITS TO EXHIBIT AT DEFEA 2021

- DEFEA MARKS THE RETURN OF GREECE TO THE INTERNATIONAL MAP OF DEFENSE AND SECURITY EXHIBITIONS
- MEET EXISTING AND NEW DISTRIBUTORS
- RAISE AWARENESS OF YOUR COMPANY AND PROMOTE NEW PRODUCTS
- DISPLAY YOUR COMPANY'S FULL CAPABILITIES
- ACCESS EMERGING MARKETS IN THE WIDER REGION OF SE EUROPE
- DIRECT CONTACT WITH SENIOR MILITARY AND INDUSTRIAL LEADERS FROM GREECE, SE EUROPE AND OTHER COUNTRIES THROUGH AN EFFICIENT GOVERNMENTAL & ARMED FORCES DELEGATIONS VISITING PROGRAM
- PARTICIPATE AT A VARIETY OF NETWORKING – ADDED VALUE ORIENTED EVENTS
- BECOME INFORMED OF DEVELOPMENTS AND GAIN INSIGHTS INTO THE CURRENT TRENDS IN THE WIDER SE EUROPE



THE USA PAVILION

The American-Hellenic Chamber of Commerce (AmChamGR) is the official organizer of the USA Pavilion at DEFEA. In collaboration with the U.S. Embassy in Athens and the AUSA (Association of the United States Army) Hellenic Chapter, AmChamGR will activate all its communication and influence networks in the United States and Greece in order to strengthen the USA Pavilion in terms of visitors' attendance and networking opportunities. It is worth mentioning that AmChamGr together with the U.S. Embassy in Greece has organized USA Pavilions in major exhibitions in the past (at the biennial Defendory Int'l Defense Exhibition -1988 to 2008-, at Posidonia Int'l Shipping Exhibition -1986 to 2004-, Thessaloniki Int'l Fair -1932 today-) and has further expanded its activities to the organization, for 6 consecutive years, of the Hellenic Pavilion at AUSA Annual Meeting and Exposition in Washington.

AmChamGR is a fully accredited member of the U.S. Chamber of Commerce in Washington D.C., and affiliated with the European Council of American Chambers of Commerce (ECACC).

TOP REASONS TO JOIN THE USA PAVILION AT DEFEA 2021

- ENJOY PREMIUM NETWORKING OPPORTUNITIES FACILITATED BY THE AMERICAN-HELLENIC CHAMBER OF COMMERCE
- EMPHASIS IN CYBERSECURITY
Cyber Pavilion
- FOCUS ON INNOVATIVE TECHNOLOGIES
Innovative Technologies Zone
- DEDICATED SECURITY SYSTEMS & SERVICES AREA
Security Systems & Services Zone
- ROBUST OPPORTUNITIES FOR COMPANIES OF ALL SIZES
Small to Medium Manufacturers Zone
- PARTICIPATE IN TARGETED B2B MEETINGS WITH HIGH LEVEL PROFESSIONALS FROM GREECE AND THE WIDER REGION

BENEFIT FROM THE VARIETY OF SPECIAL SERVICES OFFERED TO THE USA PAVILION EXHIBITORS

- Pre-exhibition Business Breakfast Briefing
- USA Pavilion Inauguration Ceremony
- USA Pavilion Official Reception
- Uniform Customized Exhibition Stands (except bare floor participations)
- USA Pavilion Secretarial Support & Information Area
- USA Pavilion Exhibitors' Lounge
- USA Pavilion V.I.P. and Meeting Room
- Foreign Delegations Welcoming Committee
- Potential to organize special seminars/workshops during the exhibition
- Complete reference of your company at the USA Pavilion Catalogue
- Participation at targeted press briefings for maximum media exposure



SPONSORSHIP OPPORTUNITIES & PARTNERING PACKAGES

The USA Pavilion at DEFEA 2021 presents a number of ways to emphasize your presence and maximize the impact of your participation. The American-Hellenic Chamber of Commerce looks forward to cooperate with you not only to promote your products and services, but also to create sponsorship opportunities specifically designed for your company needs.

4 SPONSORSHIP CATEGORIES TO MATCH ALTERNATIVE MARKETING OBJECTIVES

- Strategic
- Platinum
- Gold
- Silver

8 ADDITIONAL PARTNER / EVENT EXCLUSIVE SPONSOR OPTIONS

- USA Pavilion Seminar Area
- USA Pavilion Reception
- USA Pavilion Inauguration Ceremony
- USA Pavilion Leadership Roundtable
- USA Pavilion Charging Lounge
- USA Pavilion Exhibitors' Lounge
- USA Pavilion Exhibitors' Catalogue
- USA Pavilion Exhibitors Breakfast Briefing



STRATEGIC SPONSORS

Cost: € 40,000

There will be only five Strategic Sponsors, each one from different sectors (Land-Air-Navy-Security-Cyber)

PRE-EXHIBITION PRIVILEGES

- Company listing with logo (150 words) and special mention with interview at USADefea web site
- Logo appearance in Amcham web site @USA Pavilion page acknowledging the company as sponsor with mention of the level of sponsorship
- Prominent brand placement in all promotional emails, newsletters, press releases, media Ads, pre-exhibition marketing material with mention of the level of sponsorship (print, online, and social media)
- Podium acknowledgement during all USA Pavilion related events and presentations
- Social media posts (FB-TW-LI-INS) acknowledging the company as sponsor with mention of the level of sponsorship (4/month)
- Two-pages (1page interview and 1page ad) in Business Partners magazine, the magazine of the American-Hellenic Chamber of Commerce that will contain a tribute to Defense & Security Industries and will be placed in all common USA Pavilion areas.

EXHIBITION PRIVILEGES

- Free booth (raw) space (30 sq. m.) and 25% discount on additional requested space
- Prominent logo appearance in onsite sponsor's board with mention of the level of sponsorship (Entrance-Registration Area-Common Use Areas-Exit of the USA Pavilion) and on all USA Pavilion related events
- VIP seats and invitations for company executives/guests at all USA Pavilion related events
- Prominent logo appearance in all press releases and post-event newsletters
- Flash banner ad in the USADefea website (4 months)
- Social media posts (20+) during the exhibition
- Podium acknowledgement during official USA Pavilion inauguration event and reception
- Company profile, Ad and logo in the USA Pavilion Catalogue that will be distributed free of charge to all USA Pavilion visitors
- Interview at USADefea web site
- Free use of the USA Pavilion seminar room for shows/workshops/presentations (4 slots, max 45-minutes each)
- Invitation to a private VIP luncheon with senior business and other high officials



PLATINUM SPONSORS

Cost: € 30,000

PRE-EXHIBITION PRIVILEGES

- Company listing with logo (100 words) and special mention with interview at USADefea web site
- Logo appearance at Amcham web site @USA Pavilion page acknowledging the company as sponsor with mention of the level of sponsorship
- Prime brand placement in all promotional emails, newsletters, press releases, media Ads, pre-exhibition marketing material with mention of the level of sponsorship (print, online, and social media)
- Social media posts (FB-TW-LI-INS) acknowledging the company as sponsor with mention of the level of sponsorship (3/month)
- One-page (half page interview and half-page Ad) in Business Partners magazine, the magazine of the American-Hellenic Chamber of Commerce that will contain a tribute to Defense & Security Industries and will be placed in all common USA Pavilion areas.

EXHIBITION PRIVILEGES

- Free booth (raw) space (20 sq. m.) and 20% discount on additional space
- Prime logo appearance in onsite sponsor's board with mention of the level of sponsorship (Entrance-Registration Area-Common Use Areas-Exit of the USA Pavilion) and on all USA Pavilion related events
- VIP seats and invitations for company executives/guests at all USA Pavilion related events
- Prime logo appearance in all press releases and post-event newsletters
- Flash banner Ad on USADefea website (2 months)
- Social media posts (12+) during the exhibition
- Podium acknowledgement during official USA Pavilion inauguration event and reception
- Company profile, Ad and logo in the USA Pavilion Catalogue that will be distributed free of charge to all USA Pavilion visitors
- Interview at USADefea web site
- Free use of the USA Pavilion seminar room for shows/workshops/presentations (3 slots, max 45-minutes each)
- Invitation to a private VIP luncheon with senior business and other high officials



GOLD SPONSORS

Cost: € 20,000

PRE-EXHIBITION PRIVILEGES

- Company listing with logo (75 words) at USADefea web site
- Logo appearance at Amcham web site (@USA Pavilion page) acknowledging the company as sponsor with mention of the level of sponsorship
- Brand placement in all promotional emails, newsletters, press releases, media Ads, pre-exhibition marketing material with mention of the level of sponsorship (print, online, and social media)
- Social media posts (FB-TW-LI-INS) acknowledging the company as sponsor with mention of the level of sponsorship (2/month)
- Half-page (Ad or text) in Business Partners magazine, the magazine of the American-Hellenic Chamber of Commerce that will contain a tribute to Defense & Security Industries and will be placed in all common USA Pavilion areas.

EXHIBITION PRIVILEGES

- Free booth (raw) space (12 sq. m.) and 15% discount on additional space
- Logo appearance in onsite sponsors board with mention of the level of sponsorship (entrance-registration area-common use areas-exit of the USA Pavilion) and on all USA Pavilion related events
- Logo appearance and mention in all press releases and post-event email/newsletter
- Social media posts (8+) during the exhibition
- Podium acknowledgement during official USA Pavilion inauguration event and reception
- Half page company profile and logo and half-page Ad in the USA Pavilion Catalogue
- Interview at USADefea web site
- Free use of the USA Pavilion seminar room for shows/workshops/presentations (2 slots, max 45-minutes each)



SILVER SPONSORS

Cost: € 10,000

PRE-EXHIBITION PRIVILEGES

- Company listing with logo (50 words) at USADefea web site
- Logo appearance at Amcham web site @USA Pavilion page acknowledging the company as sponsor with mention of the level of sponsorship
- Brand placement in all promotional emails, newsletters, press releases, media Ads, pre-exhibition marketing material with mention of the level of sponsorship (print, online, and social media)
- Social media posts (FB-TW-LI-INS) acknowledging the company as sponsor with mention of the level of sponsorship (1/month)
- Half-page Ad or text in Business Partners magazine, the magazine of the American-Hellenic Chamber of Commerce that will contain a tribute to Defense & Security Industries and will be placed in all common USA Pavilion areas

EXHIBITION PRIVILEGES

- Free booth (raw) space (9 sq. m.) and 10% discount on additional space
- Logo appearance in onsite sponsors board with mention of the level of sponsorship (entrance-registration area-common use areas-exit of the USA Pavilion) and on all USA Pavilion related events
- Logo appearance and mention in all press releases and post-event email/newsletter
- Social media posts (6) during the exhibition
- Half page company profile and logo in the USA Pavilion Catalogue
- Free use of the USA Pavilion seminar room for shows/workshops/presentations (1 slot, max 45-minutes)



Sponsorship and Partnering Packages

	STRATEGIC	PLATINUM	GOLD	SILVER
PRE-EXHIBITION				
Company listing at USADefea web site Plus interview for the Strategic & Platinum Categories	150 words & logo plus interview	100 words & logo plus interview	75 words + logo	50 words + logo
Logo appearance at Amcham web site acknowledging the company as sponsor with mention of the level of sponsorship	prominent	prime	✓	✓
Logo appearance in all promotional emails, newsletters, press releases, ads to the media, pre-exhibition marketing material with mention of the level of sponsorship (print, online, and social media	prominent	prime	✓	✓
Podium acknowledgement during all US Pavilion related events and presentations	✓	✓	✓	✓
Social media posts (FB-TW-LI-INS) acknowledging the company as sponsor with mention of the level of sponsorship	4/month	3/month	2/month	1/month
Business Partners magazine (the magazine of the American-Hellenic Chamber of Commerce that will contain a tribute to Defense & Security Industries and will be placed in all common USA Pavilion areas).	two-pages (1 interview and 1 ad)	one-page (ad or interview)	half-page (ad or text)	half-page (ad or text)
EXHIBITION				
Free booth (raw) space and discount on additional requested space	30 sq. m. +25% discount	20 sq. m. +20% discount	12 sq. m. +15% discount	9 sq. m. +10% discount
Logo displayed on onsite sponsor's board with mention of the level of sponsorship (Entrance- Registration Area-Common Use Areas-Exit of the USA Pavilion)	Prominent	Prime	✓	✓
Logo appearance on all USA Pavilion related events	Prominent	Prime	✓	✓
Logo appearance in all press releases and all post- event newsletters	Prominent	Prime	✓	✓
VIP seats and invitations to all USA Pavilion related events for company executives/guests	Prominent	Prime	✓	✓
Flash banner ad on the USADefea website	4 months	2 months	1 month	-
Social media posts during the exhibition	20+	12+	8+	6
Podium acknowledgement during official USADefea inauguration event and reception	✓	✓	✓	✓
Company Profile Ad and Logo in the USA Pavilion catalogue	full-page company profile & logo & 1-page ad	full-page company profile & logo & 1-page ad	half-page company profile & logo & half-page ad	half-page company profile & logo
Interview at USADefea web site	✓	✓	✓	-
Free use of the Pavilion Seminar Room for shows/ workshops/presentations (max 45 minutes)	4	3	2	1
Invitation to a private VIP luncheon with senior business and other high officials	✓	✓	-	-



Additional Partner / Event Exclusive Sponsor Options

1. USA PAVILION SEMINAR AREA

€20,000

A dedicated area within the USA Pavilion, will host a (free to attend) series of events (special presentations, seminars, workshops, open dialogue/ debates) that will run in parallel with the exhibition, offering an ideal environment for briefings on the latest technological developments and the most recent achievements within the defence industry.

All USA Pavilion exhibitors will have the opportunity to make presentations under specific guidelines that will be announced in advance. The seminar and events program, as an integral part of the USA Pavilion, will greatly benefit exhibitors, national and international visitors which will be informed about the seminar program in advance in order to express their attendance interest.

Sponsor's Benefits include:

- Company logo as Seminar Area Sponsor will be promoted through all communication with exhibitors and pre-exhibition marketing material, promotional emails, newsletters, press releases, media Ads
- Logo appearance at Amcham and USADefea web sites acknowledging the company as Seminar Area Sponsor
- Company logo will appear at a banner at the entrance of the seminar area
- Acknowledgement as Seminar Area Sponsor in the USA Pavilion Catalogue including 1-page company profile and 1-page Ad
- Acknowledgment slide with sponsor's logo during the breaks in the seminar room

2. USA PAVILION RECEPTION

€15,000

The USA Pavilion Reception will be organized at a prominent place where key government, military officials and business representatives will be invited.

The Reception will be held on Tuesday, June 23. Place your brand at this premium event where all exhibitors and VIP guests will gather to network.

Sponsor's Benefits include:

- Company logo will be broadly visible throughout the venue
- Podium acknowledgement as USA Pavilion Reception Sponsor
- Logo appearance at Amcham and USADefea web sites acknowledging the company as USA Pavilion Reception Sponsor
- 1-page Ad at the USA Pavilion Catalogue



3. USA PAVILION INAUGURATION CEREMONY

€12,000

The USA Pavilion Inauguration Ceremony will take place on-site right after the official opening of DEFEA 2021. Governmental and local authority representatives, business and community leaders will be invited to participate and meet the “big players” of the defense and security markets at the USA Pavilion. Your company will be mentioned as sponsor in all printed and digitally circulated announcements.

Sponsor's Benefits include:

- Signage identifying your company as the inauguration ceremony sponsor will be placed near the entrance and adjacent to the speaker's podium.
- Podium acknowledgement as USA Pavilion Inauguration Ceremony Sponsor
- Logo appearance at Amcham and USADefea web sites acknowledging the company as USA Pavilion Inauguration Ceremony Sponsor
- 1-page Ad in the USA Pavilion Catalogue

4. USA PAVILION LEADERSHIP ROUNDTABLE

€10,000

The USA Pavilion Leadership Roundtable will bring together leaders from business, government and academia under a theme reflecting regional challenges and opportunities. A highly targeted event.

Sponsor's Benefits include:

- Event sponsor will be mentioned in all relative communication and event invitations
- Two of your company's senior executive officers will join the event
- Signage identifying your firm as the Leadership Roundtable Sponsor will be placed at the entrance of the event
- Ability to be involved in the meeting agenda



5. USA PAVILION CHARGING LOUNGE

€8,000

The USA Pavilion Visitors and Exhibitors will enjoy a relaxing area to charge-up and network within the Pavilion. Electric outlets for charging will be placed in this furnished and carpeted area.

Sponsor's Benefits include:

- The charging lounge sponsor will have the opportunity to place company's brand inside and outside the room and at the USA Pavilion entrance
- Company will be mentioned as USA Pavilion Charging Lounge Sponsor in all printed and digitally circulated announcements
- Presence as USA Pavilion Charging Lounge Sponsor at AmChamGR and USADefea Websites
- 1-page Ad in the USA Pavilion Catalogue

6. USA PAVILION EXHIBITORS' LOUNGE

€8,000

The USA Pavilion Exhibitors' Lounge is a special gathering area, inside the Pavilion, whereby USA Pavilion exhibitors and their guests may enjoy coffee and refreshments, free of charge, while network with each other.

Sponsor's Benefits include:

- Sponsorship of the lounge will give you an opportunity to place your brand inside and outside the room
- Your logo will be placed in the special USA Pavilion Exhibitor cards which are mandatory for the use of the lounge
- Presence as USA Pavilion Exhibitor's Lounge Sponsor in AmChamGR and USADefea Websites and the USA Pavilion Catalogue.



7. USA PAVILION EXHIBITORS' CATALOGUE

€8,000

USA Pavilion Exhibitors' Catalogue: A powerful and effective way to reinforce your presence and maximize the impact of your participation. The official exhibition catalogue will be distributed to all visitors of the USA Pavilion, as a complete reference to the products and services exhibited at the USA Pavilion and as a valuable marketing tool for ongoing referral.

Sponsor's Benefits include:

- Inside front cover advertisement
- Full page company profile at the USA Pavilion Catalogue
- Sponsor will be mentioned in the on-line issue at AmChamGR and USADefea site
- Company Logo appearance as USA Pavilion Exhibitor's Catalogue at all stations where the USA Pavilion Catalogue will be distributed

8. USA PAVILION EXHIBITORS BREAKFAST BRIEFING

€5,000

A business meeting for all the Exhibitors of the USA Pavilion will be organized to inform them of the defense market in Greece and the wider region. An excellent networking opportunity for all exhibitors where they will be informed about the current developments in defense and security sectors in Greece and the wider region.

Sponsor's Benefits include:

- At the breakfast your logo will be strategically placed throughout the room recognizing your support
- Sponsor's representatives will sit at the head table with senior military officials
- Company will be allowed to distribute company's promotional material



PROMOTE YOUR PRESENCE AT THE USA PAVILION AT DEFEA

ENHANCE EVERYONE'S NETWORKING EXPERIENCES

Participating in the USA Pavilion at DEFEA 2021 will be a valuable experience for those who will attend. We hope to include your company in our exhibitors list and welcome you at the USA Pavilion at DEFEA Greece.

To book a sponsorship or partnering package, discuss a customized partnership opportunity or obtain more information contact:

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Learn more about the USA Pavilion and AmChamGR at www.amcham.gr

Learn more about DEFEA: www.defea.gr