

The Ultimate Tri-services and Homeland Security Event



Hosted, Supported & Co-organised by:



MINISTRY OF DEFENCE



MINISTRY OF HOME AFFAIRS



SPONSORSHIP & ADVERTISING OPPORTUNITIES

ENHANCE YOUR BRAND AND PRESENCE AT DSA & NATSEC ASIA 2026

FULLY SUPPORTED BY:



MALAYSIAN
ARMED FORCES



ROYAL MALAYSIA
POLICE



NATIONAL SECURITY
COUNCIL



ROYAL MALAYSIAN
CUSTOMS
DEPARTMENT



IMMIGRATION
DEPARTMENT OF
MALAYSIA



MALAYSIAN MARITIME
ENFORCEMENT
AGENCY



MALAYSIAN PRISON
DEPARTMENT



MALAYSIAN INDUSTRY COUNCIL
FOR DEFENCE ENFORCEMENT
AND SECURITY



MALAYSIA EXTERNAL
TRADE DEVELOPMENT
CORPORATION

A MEMBER OF:

ENDORSED BY:



THE HIGH-PROFILE DEFENCE SHOW IN ASIA THAT MAKES YOUR BRAND SHINE.

Defence Services Asia (DSA) is the largest and most efficiently organised Defence and Homeland Security show in Asia, showcasing world's most advanced equipment, technologies, systems, hardware and electronic warfare covering the land, air and sea elements that the market has to offer.

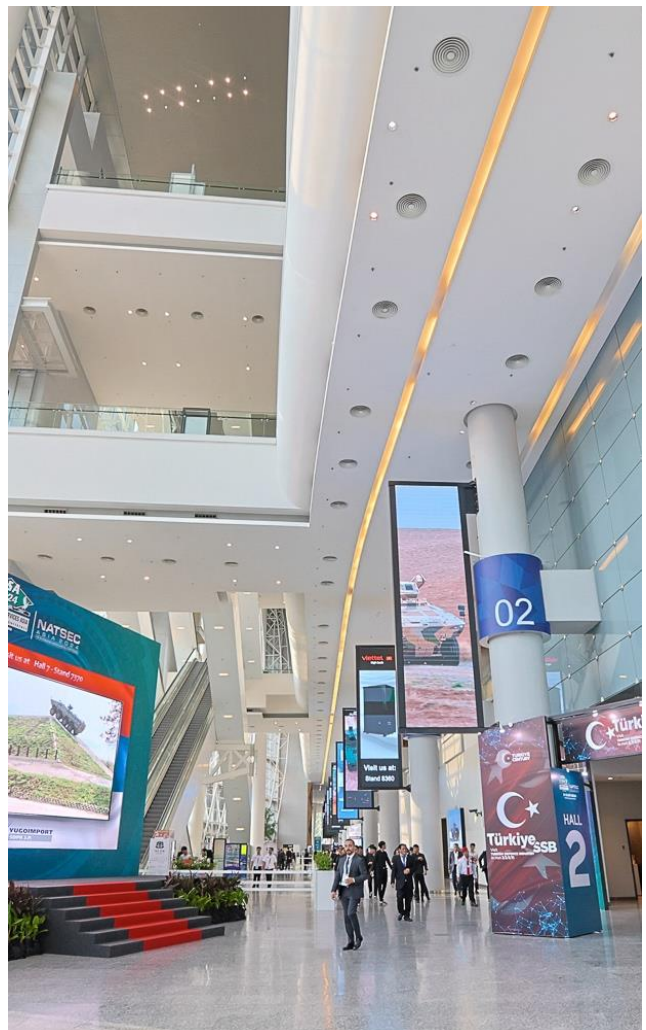
At DSA 2024, we were proud to host **578 VIP Delegates from 40 countries, 1,324 defence and homeland security leading companies, and 47,587 trade visitors** that bear testimony to DSA's capacity to generate significant business interest.

DSA 2026 incorporating with the 4th National Security Asia (NATSEC ASIA 2026), will take place from **20-23 April 2026** at Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur.

BE PART OF OUR **ELITE SPONSOR** PROGRAMME.

We invite you to tap the branding and marketing power of DSA & NATSEC Asia 2026 by becoming a sponsor.

Maximise your brand's impact at DSA & NATSEC Asia with tailored sponsorship and advertising opportunities. Beyond traditional stands, our offerings are designed to elevate your corporate presence. We collaborate with you to craft custom packages that align with your goals, featuring benefits like pre-show publicity, on-site branding, and digital exposure. From strategy to execution, we're with you every step of the way to ensure your success.



DSA & NATSEC Asia is a premier platform showcasing the latest advancements in cutting-edge technologies, advanced systems, state-of-the-art hardware, and sophisticated electronic warfare solutions from the world's leading innovators.

With a legacy spanning over three decades, **DSA & NATSEC Asia 2026** is set to reaffirm its status as the definitive hub for defence and security professionals from the military, government, and industry captains. The event serves as a crucial catalyst for driving dialogue, fostering collaboration, and creating business opportunities that shape the future of regional and global defence and security.

FACTSHEET AT A GLANCE

VISITORS

50,000

47,587 visitors from 114 countries were visited in 2024.

EXHIBITORS

1,400

1,324 participating companies from 60 countries participated in 2024.

VIP DELEGATES

500

630 VIP & Foreign Delegates from 41 countries were recorded attending the event in 2024.

MEDIA

500

655 international and local **media personnel** covered the event in the 2024 edition.

Our Marketing and Media Reach

DSA & NATSEC Asia is supported by a comprehensive and dynamic marketing and media strategy designed to maximize visibility for exhibitors and sponsors. Your brand will gain extensive exposure through a diverse range of digital and traditional channels, ensuring impactful engagement before, during, and after the event.



Over **1.5 million** website clicks & visits



500+ online & offline publicity



800k social media interaction



730k+ e-newsletter circulations worldwide



Partnership with **60+** media outlets, trade associations, and sales agents.



50k+ onsite VIPs, foreign delegations and professional trade visitors

WHY SHOULD PARTNER WITH US?

- A proven way to get your organisation noticed by key decision-makers.
- Integrates the message with the visitor experience.
- Strategic brand association, improve credibility and image.
- Highlight your brand to a captive audience and increase brand awareness.
- A direct, cost-effective way to reach your target market.
- Unrivalled networking opportunities.
- Differentiate your company and stand out from your competitors.
- Escalate marketing momentum and raise your industry profile.



Sponsor Benefits

Each sponsored event or item will come with its **Rights and Benefits** which can be inclusive of the announcement, recognition, widespread pre-show publicity, brand highlighted across the event venue, website and social media exposure, online & offline logo placement, and acknowledgments based on the particular event or items that have been selected.





IGNITE YOUR PRESENCE AT DSA & NATSEC ASIA 2026 FOR MAXIMUM IMPACT!

BE THE FIRST TO KICK OFF THE WEEK!

DSA & NATSEC Asia offers a variety of exclusive networking events designed to connect delegates and companies. Sponsoring companies will gain priority access to these events, along with premium branding opportunities that place your company in front of key industry leaders and decision-makers.



A01

OPENING CEREMONY & RECEPTION

Investment Consideration

USD 85,000

One of the main highlights of DSA & NATSEC Asia will be its Opening Ceremony & Reception, hosted by the Malaysian Minister of Defence and Minister of Home Affairs. This exclusive event will be attended by all Ministers, senior members of government, foreign and local VVIP delegates, members of the diplomatic corps, exhibitors, and members of the media, ensuring maximum visibility for the sponsor's brand.

As an exclusive sponsor, you will receive the following benefits:

- Prominent logo placement on the main backdrop, banner, signage, rostrum, and invitation card (electronic & print where suitable)
- Sponsoring company executive invited to accompany the special guest at the VIP holding room (1 person only)
- Two VIP seats at the event
- Recognition during the event by the emcee and during the DSA-NATSEC Asia Chairman's Welcome Speech
- Opportunity to distribute door gifts (if any) to attendees.
- Inclusion of the sponsor's logo on the promotional materials related to the DSA-NATSEC Asia.

A02

GRACING CEREMONY

Investment Consideration

USD 60,000

The Gracing Ceremony of DSA & NATSEC Asia marks the official commencement of the exhibition and will take place on the morning of the first day at the event venue. This highly anticipated event will be held in a prominent location within the MITEC.

As an exclusive sponsor, you will receive the following benefits:

- Prominent logo placement in the ceremony area, allowing maximum visibility during the event.
- One representative of the sponsor will be invited to participate in the event's gimmick ceremony.
- Recognition during the event by the emcee.
- Opportunity to distribute door gifts (if any) to attendees.
- Inclusion of the sponsor's logo on the event invitation and DSA-NATSEC Asia 2026 promotional materials.

A03

VIP PRIVATE DINNER

Investment Consideration

USD 60,000 (per event)

There is an array of VIP Private Dinner organized during DSA & NATSEC Asia for the benefit of attending delegates. These private dinners are hosted by the Ministry of Defence, Ministry of Home Affairs, Chief of Defence Force, and Inspector General of Police to welcome their counterparts to DSA – NATSEC Asia 2026. As a sponsor, you will receive exclusive invitations to the event as no other organization will be permitted entry, thus giving a sponsor a unique and exclusive platform to network with a niche target market.

Other benefits extended to the sponsoring company include:

- One seat at the VIP table.
- Six invitations to sponsor's representatives.
- The sponsor's logo will be printed on the invitation card.
- Incorporation of the sponsor's logo on the backdrop, signage, and banner.
- Incorporated of the sponsor's logo on the menu placards that will be placed on each table.



List of the VIP Private Dinner

A03-A

Ministry of Defence Dinner

A03-B

Ministry of Home Affairs Dinner

A03-C

Chief of Defence Force's Dinner

A03-D

Inspector General of Police's Dinner

A04

VIP DAILY LUNCHEON

The exclusive buffet will be arranged at the VIP Luncheon hall within the exhibition venue, where all VIPs and delegations will enjoy their daily lunch break. Elegant branding will be prominently displayed to highlight the sponsoring company, including signage at the entrance, placards along the buffet lines, bunting, and banners.

Investment Consideration
USD 15,000 (each day)



ENGAGE KEY DECISION-MAKERS THROUGH UNIQUE SPONSORSHIP EVENTS

In addition to its dynamic exhibition and engaging conference, DSA & NATSEC Asia 2026 presents an exceptional opportunity for sponsors to significantly boost their brand visibility through exclusive Golf Tournaments and Shooting Competitions. These events provide a unique platform for sponsors to foster meaningful connections and create memorable interactions with key decision-makers and participants in a more relaxed yet competitive setting. By going beyond the conventional exhibition space, sponsors can build lasting impressions and cultivate deeper relationships with influential figures in the industry



A05

VIP GOLF TOURNAMENT

Investment Consideration
USD 60,000



A06

VIP SHOOTING COMPETITION

Investment Consideration
USD 60,000

MAXIMISE YOUR BRAND IMPACT WITH OUR **PREMIUM** **FACILITIES & ITEMS.**



DSA & NATSEC ASIA offer a prime platform for showcasing your brand to a global audience. Featuring versatile space, advanced digital displays, and premium branding opportunities, these facilities are designed to maximise visibility and engagement. Secure a spot to elevate your brand presence or become a sponsor to enjoy exclusive access to high-impact advertising throughout the event.



GOVERNMENT OFFICE SUITE

Hundreds of meetings will take place in the Government Office Suites between the Malaysian Minister & Deputy Minister, Services Chiefs, Director Generals, and Secretary Generals with their counterparts. A fully equipped office, waiting area, and refreshments will be offered. Two Government Office Suites will be created, providing an excellent branding avenue for your organisation. The sponsoring company's logo and branding will be displayed in the surrounding area.

**B03
PLATINUM LOUNGE**

The Platinum Lounge offers exclusive access and prime networking opportunities with VIP delegates. Designed for casual meetings and discussions, it provides an elegant setting that ensures your brand stands out with strategic branding recognition in the surrounding area.

Investment Consideration
USD 40,000

**B05
REGISTRATION COUNTER**

The sponsor's logo and branding will be prominently displayed surrounding the Registration Counter and the check-in kiosk together with the sponsor's promotional materials. The sponsor's logo and branding will also be featured on the online registration platform 3 months before the event.

Investment Consideration
USD 25,000



**B01
MINDEF OFFICE SUITES**

Investment Consideration
USD 40,000 (EXCLUSIVE)



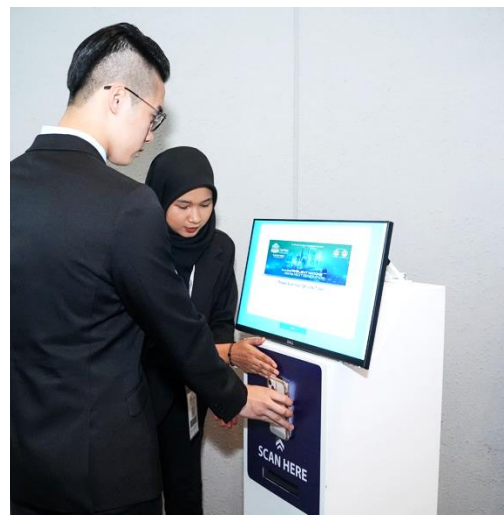
**B02
MOHA OFFICE SUITES**

Investment Consideration
USD 40,000 (EXCLUSIVE)

**B04
MEDIA CENTRE**

The Media Centre is a dedicated hub for journalists and media professionals, offering a fully equipped space to cover event highlights and conduct interviews. Sponsoring companies will enjoy high brand visibility in and around the Media Centre, ensuring prominent exposure to key media outlets and event attendees.

Investment Consideration
USD 20,000



PRIMARY CHOICE OF SPONSORS

B06 LANYARD

Get your brand noticed by sponsoring the official DSA & NATSEC Asia lanyard. Worn by all attendees, this high-visibility accessory ensures your logo is seen throughout the event.

Investment Consideration:
USD 40,000

B07 VIP AMBASSADOR'S UNIFORM

Sponsor the VIP Ambassador's Uniform and position your brand alongside event prestige. Your logo will be prominently displayed, ensuring high visibility, especially among the VIP Delegations.

Investment Consideration:
USD 25,000

B08 EXHIBITION BADGE

A unique, high-exposure and exclusive opportunity to brand your identity along with the DSA & NATSEC Asia exhibition badge offers continuous visibility throughout the event, reinforcing your brand's presence.

Investment Consideration:
USD 15,000



B09 VISITOR BAGS

Sponsor the Visitor Bags and ensure your brand travels with every attendee. Featuring your logo prominently, these bags will be carried along, providing ongoing visibility and reinforcing your brand presence.

Investment Consideration:
USD 15,000 (limited to 3 sponsors)

B10 DELEGATE BAGS

Place your brand in the hands of every VIP delegation. Your logo will be prominently displayed on these essential, high-quality bags, offering maximum visibility as delegates carry them throughout the event and beyond.

Investment Consideration:
USD 15,000

**B11
EVENT SITE MAP**

Position your brand at the forefront of attendee navigation. With your logo and branding featured prominently, this essential guide will be viewed repeatedly by visitors, ensuring high exposure throughout the event.

Investment Consideration:
USD 15,000



**B12
DIRECTIONAL SIGNAGE**

DSA & NATSEC covers a vast area with exhibit halls on 3 different levels, a portion of outdoor displays, and other stand-alone features. Signages that will catch attention will be placed strategically at the pathway linking from one level to another. The sponsor's subtle branding can be carried on each of these signages.

Investment Consideration
USD 10,000



**B13
LED SCREEN**

Wrap your brand identity around the most prominent features - the Big LED Screen at DSA & NATSEC Asia. The sponsor's logo/branding and messaging will be displayed in a high-traffic area, ensuring maximum visibility and impactful brand exposure.

Investment Consideration
USD 50,000

The sponsorship package includes an exclusive airtime of 120 seconds entire show period.

SEIZE THE CHANCE TO ELEVATE YOUR BRAND'S VISIBILITY



Enhancing brand awareness at DSA & NATSEC Asia presents a unique opportunity to position your organisation as a leader in the defence sector. Your brand will gain visibility among key decision-makers, military personnel, and industry leaders from around the globe. This exposure not only strengthens your brand identity but also establishes trust and credibility within the defence and security community.

C01

ENTRANCE ADVERTISEMENT

Capture the attention of attendees even before they enter the exhibition halls as this offers tremendous exposure to all exhibitors, delegates, and guests. Create an impact and brand attention in huge way.

C01-A

NORTH ENTRANCE

*VIP/Delegations Main Entrance
(Side advertisement panels only)*

Investment Consideration: USD 15,000

C01-B

SOUTH ENTRANCE

Trade Visitors Entrance

Investment Consideration: USD 35,000

C01-C

EAST ENTRANCE @LEVEL 3

VIP/Delegates Entrance 2

Investment Consideration: USD 35,000

C01-D

HALL ENTRANCE ARCH

Investment Consideration: USD 10,000

C02

DISPLAY BOARD

Advertising options at the exhibition hall entrance are available for companies that wish to attract attention. An excellent platform to reach your client and indicate your stand number, visitors will know that you are exhibiting in the hall.

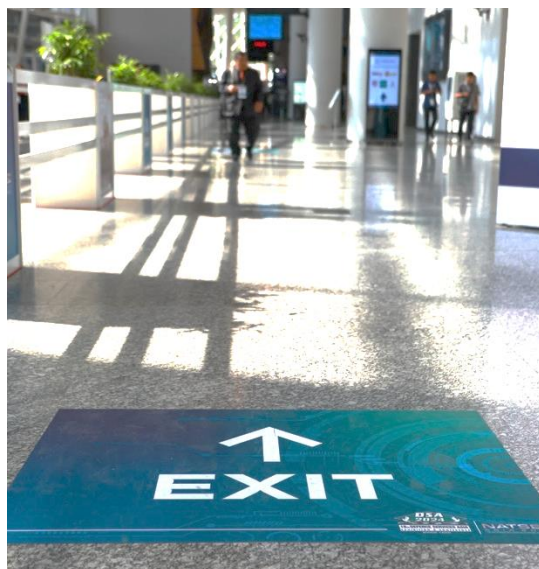
Investment Consideration:
USD 8,000

C03

ESCALATOR BANNER

Advertise on the Escalator and showcase your brand in a high-traffic zone. The sponsor's logo and message will be prominently displayed ensuring continuous visibility.

Investment Consideration:
USD 15,000



C04

**FLOOR TRAILS
ADVERTISEMENT**

If your goal is to get customers to see your message, put your branding on a floor trails advertisement

Investment Consideration:
USD 1,000/unit (size 1.2m x 1.2m)



**ENGAGE MORE,
ENLIVENING
RESULTS WITH OUR
PRE-PROMOTIONS
CAMPAIGN!**

**D01
TRADE INVITATION FLYERS**

Take advantage of our pre-show promotional campaign by sponsoring the Trade Invitation Flyers. The sponsor's logo will be featured along with a brief write-up to highlight the sponsor's company or offerings. This ensures targeted exposure to a highly engaged audience.

Investment Consideration:
USD 10,000

**D02
CAR STICKER**

Make a bold statement with your business name through DSA & NATSEC Asia promotional car stickers. 3,000 car stickers will be printed and distributed three months before the show date.

Investment Consideration:
USD 8,000

**D03
OUTDOOR BUNTINGS**

The outdoor buntings will be placed all over the venue's vicinity and the main road leading to the venue. The sponsor's logo and booth number will be printed on these buntings to draw visitor's attention.

Investment Consideration:
USD 8,000

**D04
PROMO BILLBOARD**

Take this opportunity to brand your company hugely and create an impact by sponsoring the DSA & NATSEC Asia Promo Billboard at various strategic locations. The sponsor's logo and product photos will be featured along with the event logo.

**D04-A
20ft (H) x 20ft (W) Billboard
500k monthly viewer**

Location: In front of MINDEF HQ
Investment Consideration: USD 20,000

**D04-B
30ft (H) x 20ft (W) Billboard
3mil monthly viewer**

Location: Jalan Semarak, Kuala Lumpur
Investment Consideration: USD 25,000

**D04-C
10ft (H) x 12ft (W) Temporary
Billboard
250k monthly viewer**

1-month promotion campaign at various locations within the Klang Valley.
Investment Consideration: USD 5,000
(20 units are available)

JOIN OUR LEGACY OF DISTINGUISHED SPONSORS

Our Past Sponsors and Brand Partners



GET IN TOUCH

We will also be able to tailor and customize special sponsorship packages to cater to your needs, specifications, and expectations.

Bring your brand to life with;



CONTACT US

We are here to support you. For further inquiries on the sponsorship and advertising opportunities, please contact:

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**For More Info,
Scan the QR Code Below**



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