

CO-ORGANISED BY



34  
YEARS

# LIMA'25

## LANGKAWI

THE 17th LANGKAWI INTERNATIONAL  
MARITIME AND AEROSPACE EXHIBITION

### 20 - 24 MAY 2025

"INNOVATE TODAY, THRIVE TOMORROW"



Version 04\_November 2024

## SALES BROCHURE AND BRANDING

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



## EXHIBITION SEGMENTS

Exhibition Segments in Maritime & Aerospace For Defence and Commercial Industries.

### DEFENCE Segment



LIMA 2025 presents an invaluable platform for forging connections between defense industry stakeholders and military decision-makers through a well-structured delegation program that promotes networking and business opportunities. As a leading exhibition in the region, LIMA not only enhances Malaysia's defense capabilities but also nurtures collaboration across **ASEAN**, uniting key regional delegates to share insights and drive progress together.

### COMMERCIAL Segment



The commercial element of LIMA 2025 presents valuable branding opportunities that can significantly enhance the visibility of participating companies. With dedicated vendor booths for showcasing products and services, as well as exclusive VIP networking experiences, this event is designed to foster meaningful connections among aviation companies and industry stakeholders. This is an excellent platform to engage, collaborate, and grow within the industry.

### SPACE Segment



The expanded Space Zone at LIMA 2025 will proudly present a dynamic exhibition highlighting advancements in the space sector, with a particular emphasis on the **ASEAN region**. Strategically located, this engaging segment is designed to serve as a focal point of inspiration, showcasing the latest innovations and exploring future possibilities in space exploration.

### INNOVATION Segment



The Innovation Segment at LIMA 2025 presents an exciting opportunity to explore the latest advancements in aviation technology. Attendees can engage with a variety of exhibition halls, static displays, and aerial showcases, along with interactive experiences like seminars, workshops, and SMART exhibitions, all designed to inspire and inform.

### VOYAGE Segment



LIMA 2025's Voyage Segment highlights the significance of maritime innovation by showcasing advanced vessels, technologies, and solutions that are actively shaping the future of the industry. This segment aims to tackle current challenges in maritime operations, promoting progress and collaboration within the field.

### SUSTAINABILITY Segment



LIMA 2025 emphasizes sustainability by prioritizing net-zero goals and cleaner practices. It will bring together global leaders and industry experts to collaboratively explore actionable pathways toward a more sustainable future for the aviation and maritime industries.

### EDUCATION Segment



The Education Segment introduces the **Higher Education Pavilion**, which highlights academic opportunities in aerospace and maritime fields. This pavilion provides a platform for universities from around the world to showcase their research, share expertise, and foster international partnerships. We especially welcome universities that wish to present their programs, research, and innovations, emphasizing the mutual benefits of academic collaboration across borders, highlighting the mutual benefits of academic engagement across borders.

## WHO YOU MEET?

You will meet delegations from Airforces & Navy and Transportation Ministries from around the world especially from ASEAN and APAC region:



## WHY EXHIBIT?

The facts:





## 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.



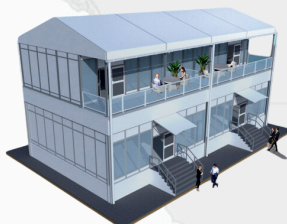
### COUNTRY PAVILIONS

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



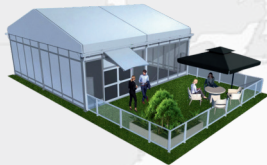
### RAW SPACE

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

### Standard Rates

#### Standard Shell Scheme

(Minimum of 12sqm)

**USD850** per sqm

#### Raw Space

(Minimum of 24sqm)

**USD750** per sqm

#### Raw Space Upper Floor

(Upon approval base on location. The minimum basement of 100sqm)

**USD390** per sqm

#### Corner

**USD50** per corner

### Chalet & Gazebos

### Standard Rates

#### Single Storey Chalet

(Approx 100sqm)

**USD 69,990** per unit

#### Double Storey Chalet

(Approx 200sqm)

**USD129,990** per unit

#### Gazebo

(Approx 36sqm)

**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)

### 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**

#### Outdoor Registration Fee

Gazebo : **USD800**

Chalet : **USD1000**

### Importance Notes:

- Please submit your Exhibit and Sponsorship Application Agreement / Contract. **To confirm your participation, please remit a 50% deposit within 30 days of receiving the invoice.**
- The remaining 100% balance must be cleared before 6th December 2024.
- The last date of the application is between 7 December 2024 to 6 February 2025, and 100% payment will be imposed within 30 days after the invoice is received.
- 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 here is accurate at the time of printing. However, in certain instances, the organiser reserves the right to make changes at its sole discretion.

# ESTABLISH YOUR BRAND

Sponsorship categories

Sponsorship Categories		
Headline Sponsor Total USD30,000	Platinum Sponsor Total USD25,000	Gold Sponsor Total USD20,000
Silver Sponsor Total USD15,000	Bronze Sponsor Total USD10,000	Sponsor Total USD5,000

## Sponsorship Breakdown

Please tick (✓) the item(s) you wish to sponsor to be entitled for the respective sponsorship categories above.

 <p>Welcome &amp; Opening Ceremony USD30,000 (6 x Companies Only)</p>	 <p>Opening Gambit Ceremony USD10,000 (3 x Companies Only)</p>	 <p>Official Lunch with PM USD30,000 (Exclusive)</p>	 <p>Navy Gracing Ceremony USD10,000 (3 x Companies Only)</p>	 <p>Secretary General's Dinner USD25,000 (Exclusive)</p>
 <p>Chief of Defence Force's Dinner USD25,000 (Exclusive)</p>	 <p>Chief of Army's Dinner USD25,000 (Exclusive)</p>	 <p>Chief of Navy's Dinner USD25,000 (Exclusive)</p>	 <p>Chief of Air Force's Dinner USD25,000 (Exclusive)</p>	 <p>Inspector General of Police's Dinner USD25,000 (Exclusive)</p>
 <p>MMEA Agency's Dinner USD25,000 (Exclusive)</p>	 <p>LIMA'25 Golf Tournament USD20,000 (2 x Companies Only)</p>	 <p>Lanyard Set USD20,000 (Exclusive)</p>	 <p>Registration Area USD15,000 (Exclusive)</p>	 <p>Navy Culture Night USD10,000 (4 x Companies Only)</p>
 <p>VIP Hospitality Drop Off &amp; Lounge USD8,000 (Exclusive)</p>	 <p>LIMA'25 Official Shirt for Minsiters/Jacket USD5,000 (6 x Companies Only)</p>	 <p>LIMA'25 MOD VIP Giftpack USD5,000 (6 x Companies Only)</p>	 <p>MINDEF Secretariats and Media Bags USD5,000 (3 x Companies Only)</p>	 <p>MINDEF Secretariats &amp; Media Appreciation's Dinner USD5,000 (6 x Companies Only)</p>

# ESTABLISH YOUR BRAND

## Sponsorship categories

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
Table near to PM and MOD at Reception and Opening Ceremony (D - I)	1 Pax					
Official Luncheon Hosted by Prime Minister (Day 01)	1 Pax	1 Pax				
Maritime Gracing Ceremony	1 Pax	1 Pax				
Chiefs of Services and Secretary General's Dinner	1 Pax	1 Pax	1 Pax			
Sponsors welcome editorial in show guide	1 Page	Half Page	Quarter Page	Quarter Page	Quarter Page	Quarter Page
5 Days VIP Lunch Area Passes	6 Pax	5 Pax	4 Pax	3 Pax	2 Pax	1 Pax
Extra Exhibitor Passes	6 Pax	5 Pax	4 Pax	3 Pax	2 Pax	1 Pax
Branding Logo in all events and advertisement	✓	✓	✓	✓	✓	✓



## ESTABLISH YOUR BRAND

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.)**



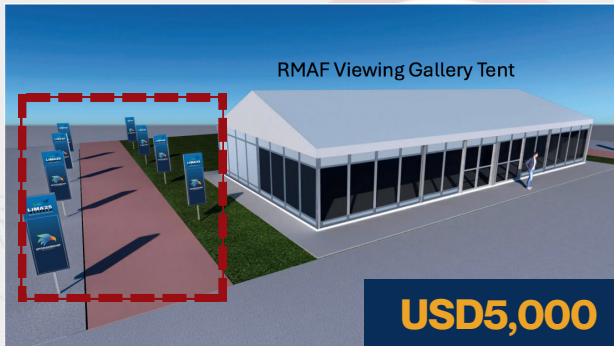
**1 X MIEC Hall Roof Top Stickers Left (Exclusive)  
Size: 20.5m (W) x 4.8m (Ht.)**

# ESTABLISH YOUR BRAND

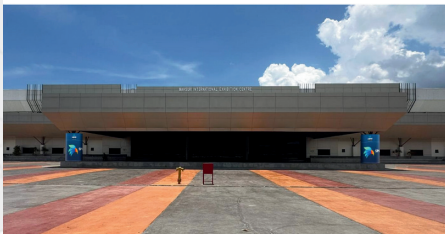
Branding Space - Please contact us if you are interested



**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.)

## ESTABLISH YOUR BRAND

Branding Space - Please contact us if you are interested



**USD5,000**

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



**USD8,000**

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



**USD8,000**

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



## ESTABLISH YOUR BRAND

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)**

## ESTABLISH YOUR BRAND

Branding Space - Please contact us if you are interested



**USD8,000**

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



**USD10,000**

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



**USD10,000**

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

# ESTABLISH YOUR BRAND

Branding Space - Please contact us if you are interested



**USD3,000**

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



**USD10,000**

**2 x Main Entrance Pillar Wrap**



**USD10,000**

**2 x Glass Panel Branding at Hall A**



## ESTABLISH YOUR BRAND

Branding Space - Please contact us if you are interested



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

**USD3,000**



**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.)

**USD3,000**

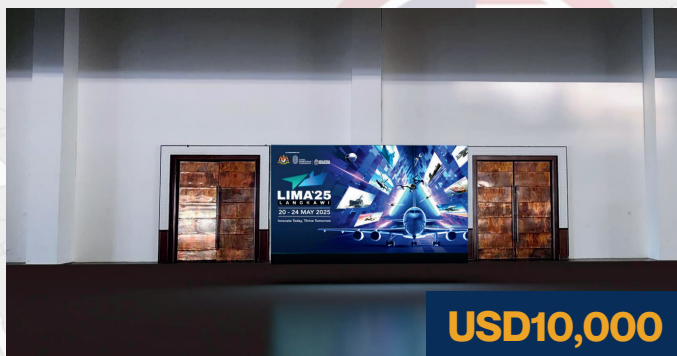
# ESTABLISH YOUR BRAND

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**USD3,000**

**1 x Backdrop @ VVIP Viewing Gallery**



**USD10,000**

**1 x Huge LED Screen @ Entrance of Ballroom**



**USD3,000**

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



## ESTABLISH YOUR BRAND

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**



# ESTABLISH YOUR BRAND

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**

## ESTABLISH YOUR BRAND

Branding Space - Please contact us if you are interested





# ESTABLISH YOUR BRAND

Branding Space - Please contact us if you are interested



1 X SIGNAGE @ GATE 3, MIEC



1 X SIGNAGE @ GATE 4, MIEC



1 X SIGNAGE @ GATE 5, MIEC

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MINISTRY OF DEFENCE

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**MALAYSIA  
MADANI**

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## NOTE





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