

INTERNATIONAL ARMoured VEHICLES



22-25 January 2024 • Twickenham Stadium, London, UK

The world's premier meeting ground for the Armoured Vehicles community

SPONSORSHIP & EXHIBITION PROSPECTUS



4
DAYS



950+
ATTENDEES



40+
NATIONS



70+
SPEAKERS



150+
INDUSTRY
ORGANISATIONS



WELCOME TO IAVC 2024

Dear Colleagues,

The **International Armoured Vehicles Conference (IAVC)** has earned a reputation as the world's premier international meeting ground for all elements of the armoured community. The conference annually attracts 1000 attendees.

The 2024 theme, delivering Integrated Armoured Forces for Multi-Domain Operations, is balanced by the understanding that armies must also deliver combat mass. Mobilising to ensure troops are ready to fight tonight balanced against modernising to address future threats.

IAVC 2024 will reflect the increased urgency and importance of advancing capability development and provide a forum for the military to articulate challenges in-depth and for industry to communicate the technologies available. This is very much a dialogue motivated by working together to deter aggression in a world where peace is defined by the absence of war.

Defence iQ is committed to delivering an industry engagement opportunity that delivers to the needs of our military attendees by providing insight from the best industry has to offer. IAVC 2024 will bring together the right people for a productive week of information exchange and problem-solving.

I look forward to welcoming you to Twickenham Stadium in January.

Sincerely,

Alexander Stephenson

Event Director, IAVC
Defence iQ



"We excel when we co-operate, share and collaborate and these are the driving dynamics which make the IAV Conference such a formidable forum."

Lieutenant General Sir Ralph Wooddisse KCB CBE MC,
Commander Field Army, British Army



"A very important opportunity for networking, listening to defence leadership, and we found it a proper opportunity to present our big move with RIBA MIRA."

Claudio Catalano, President, Defence Vehicles and Astra, IVECO Group

IDV

"industry's capabilities are crucial for military success, and the 2023 IAV Conference allowed for discussing challenges and available solutions."

Major General Francesco Olla, Head of III Department (Military Policy and Planning),
Italian Army



"Central to the idea of coming here and interacting with a broad community of industry, government, and military leaders was to confirm or challenge our thought process as we look forward across the horizon."

Presenter-Pete Johnson VP, Business Development for Integrated Vehicles, GM Defense

gm
DEFENSE

"it is very enlightening to see industry products that are an improvement of what we have at the moment".

Major General Veiko-Vello Palm, Deputy Chief of Defence, Estonian Defence Forces



SPEAKERS INCLUDE:



HON Douglas R Bush,
Assistant Secretary
of the Army for
Acquisition, Logistics
and Technology,
**United States
Department
of the Army**



**HON Nickolas
H Guertin,**
Director, Operational
Test and Evaluation,
**Office of the Secretary
of Defense**



**General Gábor
Böröndi,**
Chief of Defence Staff,
Hungary



**General Sir Patrick
Sanders KCB CBE
DSO ADC Gen,**
Chief of the
General Staff,
British Army



**General Fernando
José Sant'ana
Soares e Silva,**
Chief of Staff,
Brazilian Army



**Lieutenant General
Pasi Välimäki,**
Commander,
Finnish Army



**Lieutenant General
Peter Mbogo Njiru
MGH, CBS 'rcds'
(UK) 'psc' (K),**
Commander,
Kenya Army



**Lieutenant General
Sharon P.M. Nesmith,**
Deputy Chief of the
General Staff,
British Army



**Lieutenant General
Andreas Marlow,**
Vice Chief of the
German Army and
Commander Basic
Military Organisation,
German Army



**Lieutenant
General Sir Ralph
William Wooddisse,
KCB, CBE, MC,**
Commander
Field Army,
British Army



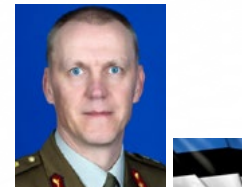
**Lieutenant General
Kayanja Muhanga,**
Commander
Land Forces,
**Uganda Peoples
Defence Forces**



**Lieutenant General
Nico Tak,**
Commander,
**1 German-
Netherlands Corps**



**Lieutenant General
Jürgen-Joachim
von Sandrart,**
Commanding General,
**NATO's Multinational
Corps Northeast**



**Major General
Veiko-Vello Palm,**
Deputy Commander,
**Estonian Defence
Forces**



**Major General
Thomas
Oppong-Peprah,**
Chief of Army Staff,
Ghana Army



**Major General
Darren Crook,**
Director Land
Equipment,
DE&S - UK MoD



**Major General
Jason Blain,**
Head Armoured Vehicle
Division, CASG,
**Australian
Department of
Defence**



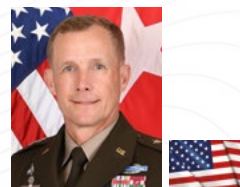
**Major General
Francesco Olla,**
Head of III Department
(Military Policy and
Planning),
Italian Army



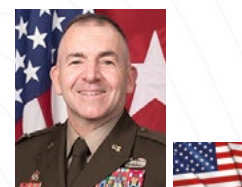
**Major General José
R. Pérez Pérez,**
Director of
Acquisitions, Logistics
Support Command
(MALE),
Spanish Army



**Major General
Damien De Marsac,**
Deputy Chief of Staff,
Plans & Programs,
**French Ministry
of Defence**



**Major General
Curtis A. Buzzard,**
Commanding General,
**United States Army
Maneuver Center of
Excellence**



**Brigadier General
Michael B. Lalor,**
Commanding
General, US Army
Tank-Automotive and
Armaments Command,
U.S. Army



**Brigadier General
Luke Peterson,**
Program Executive
Officer, Combat
Support & Combat
Service Support
(PEO CS & CSS),
U.S. Army



**Brigadier General
Geoffrey A. Norman,**
Director, Next
Generation Combat
Vehicle Cross
Functional Team,
**US Army Futures
Command**

OUR 2024 VALUED PARTNERS

★ ★ ★ 3 STAR PARTNERS



aselsan



Patria



★ ★ 2 STAR PARTNERS

ARTEC

BAE SYSTEMS



FRSN.DK

FFG



EuroTrophy



CTA INTERNATIONAL
A SUCCESSFUL EUROPEAN COOPERATION



★ 1 STAR PARTNERS



COOK DEFENCE SYSTEMS



DST
DEFENCE SERVICE TRACKS

INVISIO



Otokar



THALES



ULTRA



SPONSORSHIP OPPORTUNITIES



NETWORKING

We can create a platform for you to interact effectively with your top customers and prospects in the environment of your choice.

- Exhibiting
- Display your vehicle
- Exclusive Coffee Break Sponsor
- Sponsored Drinks Reception
- Gala Dinner Sponsor



THOUGHT LEADERSHIP

Demonstrate your market knowledge and expertise through a thought leadership opportunity, such as speaking, hosting a workshop or chairing to elevate your profile as an industry leader.

- Main Day Presentation
- Panel Sponsorship
- Host a Workshop
- VIP Breakfast Briefing



BRANDING

In a fiercely competitive market, you must ensure that your brand is differentiated from the competition.

- Welcome Bag
- Lanyard Sponsor
- Badge Sponsor
- Seat Drop
- Keycard Sponsorship
- Wi-Fi Sponsor
- Bottled Water Sponsor
- Stationary Sponsor
- Sponsored Plenary Room Seating



SPONSORSHIP BENEFITS

Demonstrate thought leadership: Speaking on the program will allow you to demonstrate your market knowledge and expertise to an audience of high-level decision-makers.

Positioning your company brand: Commitment to this event positions you and your organisation as a global industry player in the armoured vehicle market.

Building customer loyalty: Face-to-face contact at conferences and showing continued support to the market helps develop client loyalty and cement your position as an industry leader.

Generate new sales leads: IAVC 2024 will bring together solution providers and key decision-makers under one roof, all of whom have strong business reasons for attending.

Launch new products or services: With the most senior figures from the military and industry in attendance, plus carefully selected media partners at the event, generate a buzz.



STRATEGIC PARTNERSHIP LEVELS

	Four-Star Lead Partner ★★★★	Three-Star Partner ★★★	Two-Star Partner ★★	One-Star Partner ★
Intellectual Contribution & Thought Leadership				
Four Star Lead Partner Welcome Address	✗			
30-Minute Speaking Slot	✗	✗	✗	
Strategic Panel Discussion Participation	✗			
Workshop host	✗	✗		
Industry Leaders' Panel Seat	✗	✗		
8 x Conference Attendee Passes	✗			
6 x Conference Attendee Passes		✗		
4 x Conference Attendee Passes			✗	
2 x Conference Attendee Passes				✗
Strategic Engagement Activity				
Gala Dinner Sponsor	✗			
Evening Social – Day 3		✗		
Private Meeting Room	✗			
Provision of the event delegate list	✗	✗	✗	✗
Deluxe Exhibition Space	✗	✗		
Standard Exhibition Space			✗	✗
Brand Awareness at the Event				
Lanyard sponsorship	✗			
Registration area logo feature	✗	✗		
The conference podium logo feature	✗	✗	✗	✗
Pre-Event Marketing Activities				
Inclusion in the event marketing campaign activity	✗	✗	✗	✗
Logo and Company Profile feature in brochure and website	✗	✗	✗	✗

STRATEGIC PARTNERSHIP PACKAGES



FOUR-STAR LEAD PARTNER

The **Four-Star Lead Partnership** commands maximum prestige, exclusivity, and exposure – positioning you as the global market leader and the conference host partner – setting the tone and context for the event.

This position will demonstrate your expertise as the leading authority in the field and reinforce your status as a thought-leader. You will benefit from greater intellectual contribution for the duration of the conference in the form of a Plenary Keynote Presentation, a Strategic Panel with end-users and key clients – designed by you, and a seat on the Global Industry Leaders Panel.

You will augment your place as the principal Solution Provider with exclusive pre-event and onsite promotional activities that elevate your status with the highest visibility, keeping your corporate brand front-of-mind with the senior representatives from Armed Forces and MoDs, as well as other event personnel and industry partners in attendance.

To secure this role, you will have leading solutions spanning multiple market areas and be able to share research, pushing industry standards forward. Demonstrate cutting-edge innovation or deliver a leading client case study, where possible, bringing the client with you to share the end-user perspective.



THREE-STAR PARTNER

The **Three Star Partnership** is reserved for leading industry providers who can demonstrate credibility in a specialist area, as well as on the broader conference topic – trusted by Armed Forces and MODs, to help solve their mission-critical challenges. Typically, our Three Star Partners progress to Four Star Partners at future conferences to capitalise on the opportunity to interact with our community more meaningfully.

You will strengthen your brand visibility by having a significant presence at the conference by showing your existing customers that your company is leading the way, reaffirming their confidence in doing business with you.

The Three Star Partner will also have exposure to key organisations you're not yet working with, getting on the radar of senior decision-makers and budget holders from the companies of government organisations you're targeting but haven't had an opportunity to get in front of yet.



STRATEGIC PARTNERSHIP PACKAGES



TWO-STAR PARTNER

The **Two Star Partnership** is an effective way to showcase your products and services. Companies are constantly innovating, so your target audience may think they know you but are unlikely to know enough about your latest offerings and innovations. For established companies, this partnership level allows you to reengage and reintroduce your latest products and services. For new market entrants, showcasing what you do at conferences is the fastest way to grow market share.



ONE-STAR PARTNER

The **One Star Partnership's** role in the event is effective. Exhibiting provides a focal point to meet with and engage with your company. Existing customers will know where to find you, and those unaware of your products will surely stop to learn more. The natural footfall you get by being an exhibitor catalyses your networking potential and means you'll walk away from the conference with a pipeline full of new contacts and leads.



"We really value the audience of IAV. We have seen many Majors, Colonels and Generals willing to share their experiences. We are now aware of our product's most valuable points and what to highlight"

Onur Toreci, Solution Manager for Active Protection Systems and Surveillance Radars, Aselsan

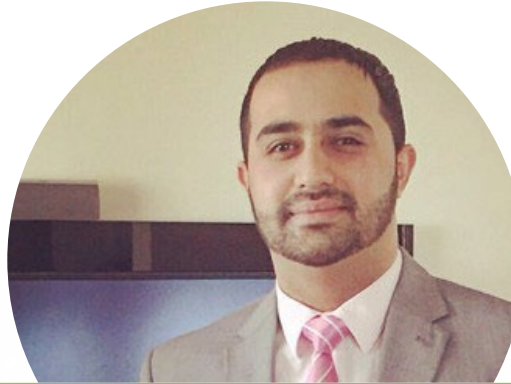
aselsan

CONTACT THE TEAM



RICHARD BROOKES

Sales Director
Defence iQ



DHIREN SONDAGAR

Sponsorship Sales Manager
Defence iQ



ROSIE TURNER

Sponsorship Sales Manager
Defence iQ

"We, the military, get to describe our challenges... and then our industry partners can give us an idea of what is in the realm of the possible - what technologies are out there - and then as we give them requirements, they can give us possible solutions"

General Perkins, U.S. TRADOC (Past Speaker)

