

**AFRICA'S LARGEST EXHIBITION FOR
AIR, LAND AND SEA TECHNOLOGIES**



ADVERTISING AND BRANDING AAD2026

16 - 20 SEPTEMBER 2026

**AIR FORCE BASE WATERKLOOF, CENTURION
CITY OF TSHWANE | SOUTH AFRICA**

WWW.AADEXPO.CO.ZA

PARTNERS:



SUPPORTED BY:



HOST CITY:



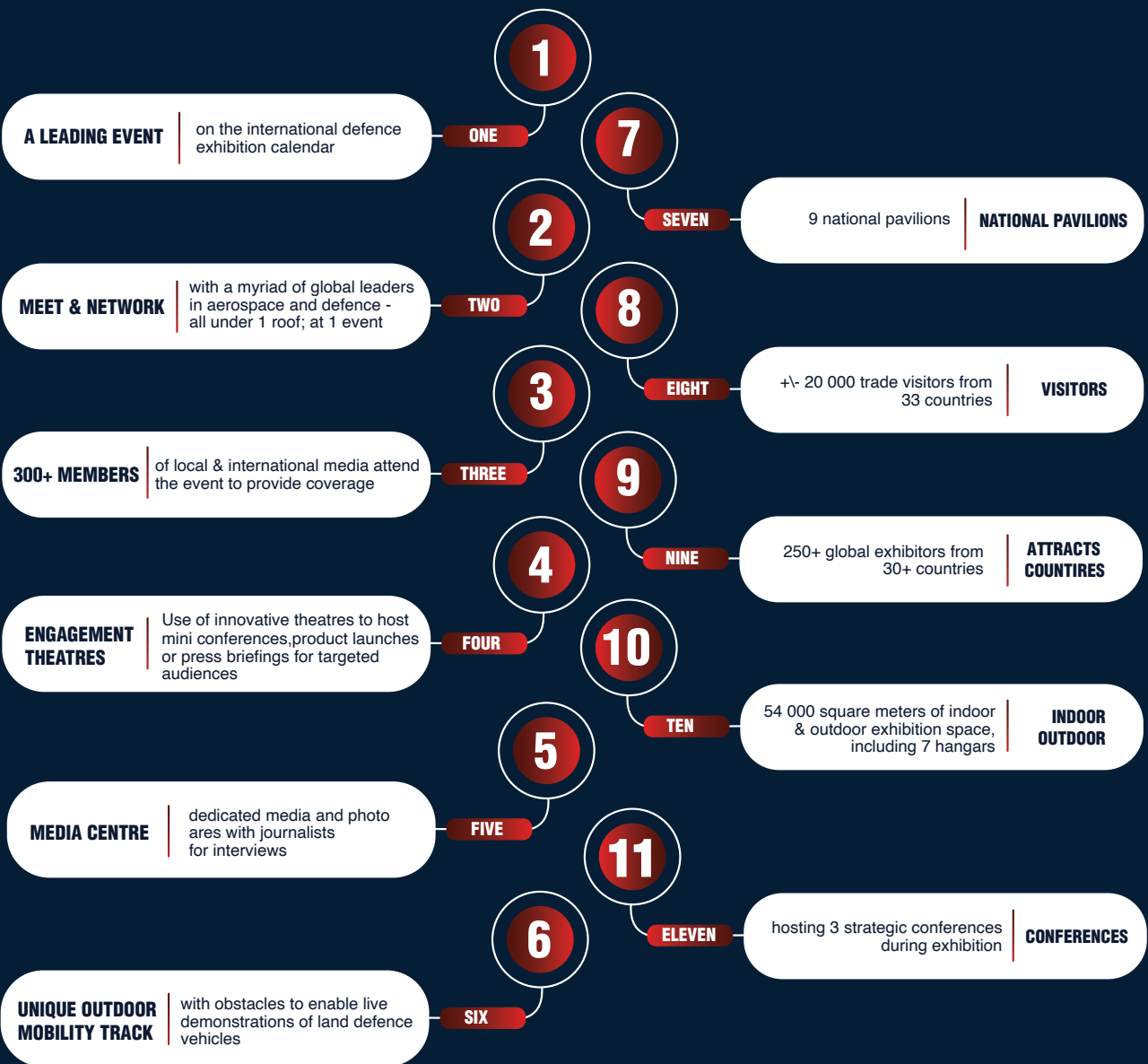


CONTENT

ON-SITE OPPORTUNITIES	6
MEDIA RESOURCE CENTRE	8
VEHICLE MOBILITY TRACK DEMONSTRATION AREA	9
COMMENTATOR TOWER	9
MEDIA BACKPACK AND KIT	9
DIRECTIONAL FLOOR TILES	10
OVERHEAD STAND RIGGING	10
HANGAR DOOR BRANDING - STANDARD	11
HANGAR DOOR BRANDING - LARGE	11
PYLONS - TRIANGULAR	12
PYLONS - RECTANGULAR	12
SPEED FENCING	12
STAND LOCATOR	13
AIR SHOW AIRFORCE BASE WALL BANNER	13
HANGAR DIRECTIONAL SIGNAGE	13
FOUR-SIDED DIRECTIONAL PYLON	14
HOSPITALITY LOUNGE PARTNER	14
AIR CREW THANK YOU EVENT	14
DIGITAL OPPORTUNITIES	18
MOBI APP	20
WEBSITE BANNER	21

WHY EXHIBIT WITH US?

THE TRADE EXHIBITION



THE AIR SHOW

50 000+ VISITORS OVER 2 DAYS | Spectacular ensemble showcasing live aircraft prowess.



ON-SITE ADVERTISING



MEDIA RESOURCE CENTRE

USD 23 000 VAT EXCL.



The Media Resource Centre provides media professionals an excellent opportunity for members to gather the most up-to-date news and information on the exhibition and an exclusive area to research and network during the event. The Media Resource Centre is utilised by both local and international media. During AAD 2024 over 350 members of the media were accredited for the event.

The media centre will be heavily used throughout the five days of AAD 2026 by international and national media, trade journalists as well as exhibitors. This makes it an ideal venue to circulate information and an excellent for press conferences.

Facility Services include:

- A functional Press briefing area
- Screens - Will be used for daily updates on the Exhibition, Media and Air Show programme
- Computer Workstations - computers and power points stations
- Internet - (ready for use, wireless)
- Photocopying and Printing machine
- Refreshments & Lunch - On-going refreshments to be served throughout the day for the five days
- Lockable cupboards
- Information Board
- Cubicles or pigeon holes-- for news release and press release for journalists
- Interview room for live interviews
- Media Lounge
- Magazine stands

As a sponsor you will benefit from the following:

- Exclusive accreditation as a Media sponsor on the Media Page of the AAD 2026 website
- Onsite branding inside the Media Resource Centre and on all on-site signage referencing the Media Centre
- Onsite branding of the 10 desktop and screensavers of all Media Resource Centre PCs (open for all to use) provided by your company
- •Full access for three sponsor’s staff to the Media Resource Centre to make use of one office
- Media registration confirmation email will include your company logo and stand number
- 2 x complimentary press briefing slots
- A press rack will be located at the front of the Media Resource Centre for the sponsor ONLY with your company logo.
- Exclusive opportunity to supply promotional material at the Press registration desks (provided by your company)
- Mention in our official catalogue

VEHICLE MOBILITY TRACK DEMONSTRATION AREA

USD 9 500 VAT EXCL.

As a sponsor, your company can display its products as part of the dedicated vehicle capability demonstration which is a prevalent outdoor feature on the AAD programme. Your visibility will help drive more traffic to your main exhibition stand.

The mobility track area is an ideal display area for:

- Wall banners
- Signage
- Flags

COMMENTATOR TOWER

USD 11 500 VAT EXCL.

The sponsor can creatively brand this area and the arena stand with flags, banners (tear drops) etc. As a sponsor, your logo will also feature on the official air show programme. This will increase your brand visibility to over 80 000 people who will be attending.

- Use of the AAD logo until 30 September 2026
- Logo on the official AAD air show programme
- Sponsor branding of the commentator tower area

MEDIA BACKPACK AND KIT

USD 27 500 VAT EXCL.

Provide a fully resourced media kit to over 400 national and international broadcast and trade media. The media kit is a resource and an enabler to the members of the media.

Exclusive sponsor for the AAD media backpacks distributed to all media
Placing your company name, logo, booth number and URL on the Media backpack bag, note pads and pen and USB.

- Your company link and logo on the AAD website as a Sponsor on our Media Page
- Use of the AAD logo until 30 September 2026



DIRECTIONAL FLOOR TILES (Printed tile with Floor Laminate)

USD 300 PER FLOOR TILE VAT EXCL.

Create a customised path to your stand for all your visitors with these highly cost-effective tiles.

- Vinyl floor tile 1m x 1m
- Includes artwork, correx backing and lamination to protect images
- Ensure your customers find their way quickly to your stand.
- Have your company logo and stand number highlighted on each tile guiding people to your stand.

OVERHEAD STAND RIGGING

USD 2 000 VAT EXCL.

Elevation is always an advantage when it comes to Exhibitions. Grab the opportunity and add more dimension and height to your stand by hanging banner / national flags for increased visibility

Cost Includes double sided printing and venue rigging.



ENQUIRE NOW



1 Standard 2 Large

HANGAR DOOR BRANDING - STANDARD (1800 mm x 2400 mm)

USD 3 500 VAT EXCL. PER SIGNAGE PER COMPANY

There are 7 hangars available for branding, with only two companies allowed to brand one door on either side of each hangar.

Branding Benefits:

- Hangar Door Branding:** Positioning your logo and stand details on the door will direct exhibitors and visitors to your stand, enhancing visibility and guidance.
- Sponsor Acknowledgement:** Your company will be recognised on the sponsors' board or "wall of fame" during registration on-site.
- Website Branding:** As a sponsor, your company's logo and link will be featured on the official AAD 2026 website.
- Use of AAD Logo:** You can use the AAD logo in your branding materials until 30 September 2026.

HANGAR DOOR BRANDING - LARGE (4900 mm x 3600 mm)

USD 7 500 VAT EXCL.

There are 7 hangars available for branding, with only two companies allowed to brand one door on either side of each hangar

Branding Benefits:

- Hangar Door Branding:** Positioning your logo and stand details on the door will direct exhibitors and visitors to your stand, enhancing visibility and guidance.
- Sponsor Acknowledgement:** Your company will be recognised on the sponsors' board or "wall of fame" during registration on-site.
- Website Branding:** As a sponsor, your company's logo and link will be featured on the official AAD 2026 website.
- Use of AAD Logo:** You can use the AAD logo in your branding materials until 30 September 2026.

PYLONS TRIANGULAR

USD 1 500 VAT EXCL.

Dimensions: 3m x 6,7m

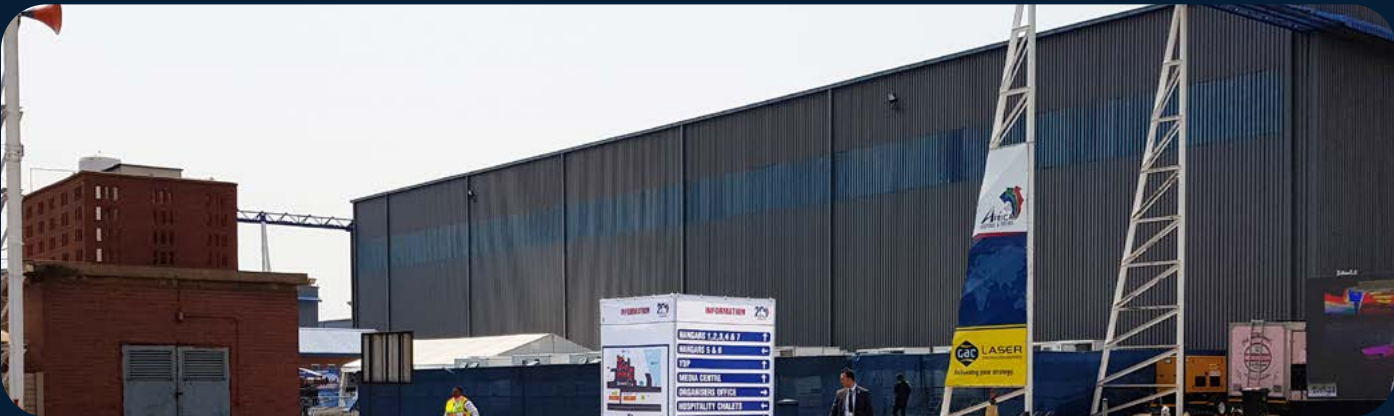
There are 7 opportunities to brand.
Branding the pylons with your logo and stand details will direct exhibitors and visitors to your stand.

PYLONS RECTANGULAR

USD 3 500 VAT EXCL.

Dimensions: 2m x 6,6m x 3m

There are 7 opportunities to brand.
Branding the pylons with your logo and stand details will direct exhibitors and visitors to your stand.



SPEED FENCING

USD 7 500 VAT EXCL.

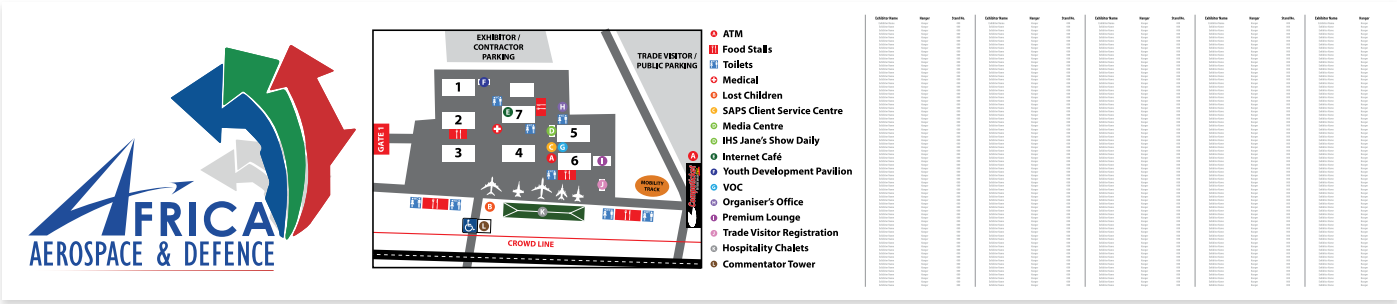
Dimensions: 9m x 1,5m

Located at various key areas, visibility next to hangars, registration area, close to the arena or food court. This can be used to carry your messaging and branding. The fence will not be missed by Trade Visitors and other delegations visiting the show.

STAND LOCATOR X 2

USD 4 500 VAT EXCL.

Located at the North and South trade visitor entrances, this 1,5m x 2m Stand is ideal for your messaging and branding. This will not be missed by trade visitors including the Global supply chain decision makers visiting the show.



AIR SHOW AIRFORCE BASE WALL BANNER

USD 8 000 VAT EXCL.

Ideal for companies interested in reaching the thousands of potential air show zealots attending the AAD 2026, the Air Force Base

Take up this opportunity and position your brand a market leader.

HANGAR DIRECTIONAL SIGNAGE

USD 8 000 VAT EXCL.

Located at the North and South trade visitor entrances, this 1,5m x 2m Stand is ideal for your messaging and branding. This will not be missed by trade visitors including the Global supply chain decision makers visiting the show.



FOUR-SIDED DIRECTIONAL PYLON

USD 1 650 VAT EXCL.

Secure this branding opportunity and position your company at the forefront of the aerospace and defence industry. These high-visibility wayfinding pylons ensure your logo and message stand out, guiding thousands of attendees while reinforcing your brand’s presence at AAD.



HOSPITALITY LOUNGE PARTNER

NEW

USD 27 500 VAT EXCL.

This exclusive partnership is designed to increase your brand visibility before and during AAD 2026.

Sponsorship Package includes:

Exclusivity:

- Exclusive Title at the Hospitality Lounge
- Acknowledgement as a Sponsor at the Hospitality Lounge 2026.
- Logo incorporated at the Lounge

Before Event:

- Logo on all digital event collateral (brochures, show app, social media communicate etc)
- An email blast to the AAD database announcing the partnership.

During Event :

- Your company will have the opportunity to host a private event on a day of your choice during AAD 2026, allowing you to engage directly with key stakeholders and enhance your brand presence.

Post Event:

- Acknowledgement in vote of thanks
- Logo inclusion on post show report
- Logo in “Thank you to our partners” post event campaign



AIR CREW THANK YOU EVENT USD 4 000 VAT EXCL.

The Africa Aerospace and Defence hosts over 300 air crew members with each edition. This group is made up of local and international pilots, technicians, ground crew, safety officers etc.

As a sponsor you get to brand the venue and supply the crew with your marketing collateral. An excellent opportunity to expose your brand to this specialised group.



DIGITAL ADVERTISING



DIGITAL ADVERTISING

MOBILE APP USD 400 VAT EXCL.

Link your image to our mobile application, a tool which is increasingly popular with Show visitors. Users will see your logo on the landing page of the app which provides a clickable link to your website.

If you are looking to give your brand more visibility, this application is for you. This is a particularly direct method of communicating with each visitor who use the application to view event programme, exhibition layout, exhibitors list, media briefings, product launches, floor plans, instant alerts as well as company and product information

Branding visibility includes:

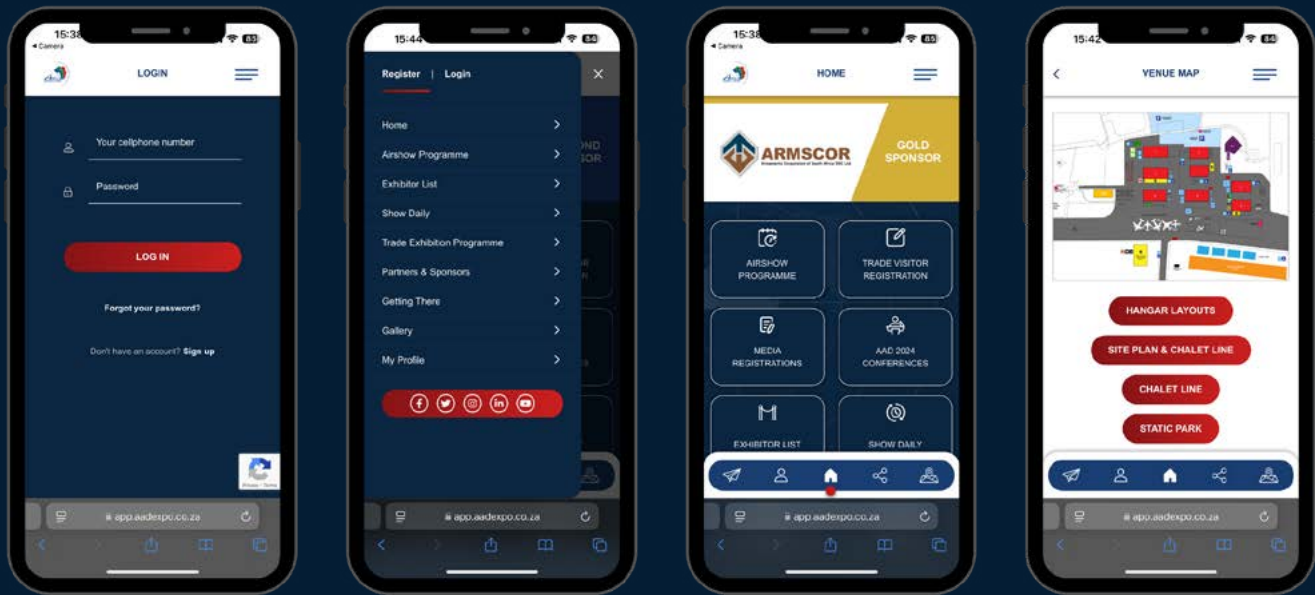
Your logo appears on the landing page of the app and on different pages of the app.

Description of the app:

The service is optimised for smartphone and tablet use (iPhone and Android). It is also available on all web-enabled mobile phones. The app is enhanced with a mapping functionality to make sure that participants get the most out of the event.

The Sponsor will benefit from the following:

As a sponsor you will be acknowledged on the sponsors board/"wall of fame" on-site at registration
Your company link and logo on the AAD website as a Sponsor
Use of the AAD logo until 30 September 2026.



ENQUIRE NOW

WEBSITE BANNER USD 1 500 VAT EXCL.

With over 1.5 million visits in the run up to the show, the website is one of the most flexible and efficient media types in targeting your message, increasing your visibility, advertising your participation at the show and create traffic to your website.

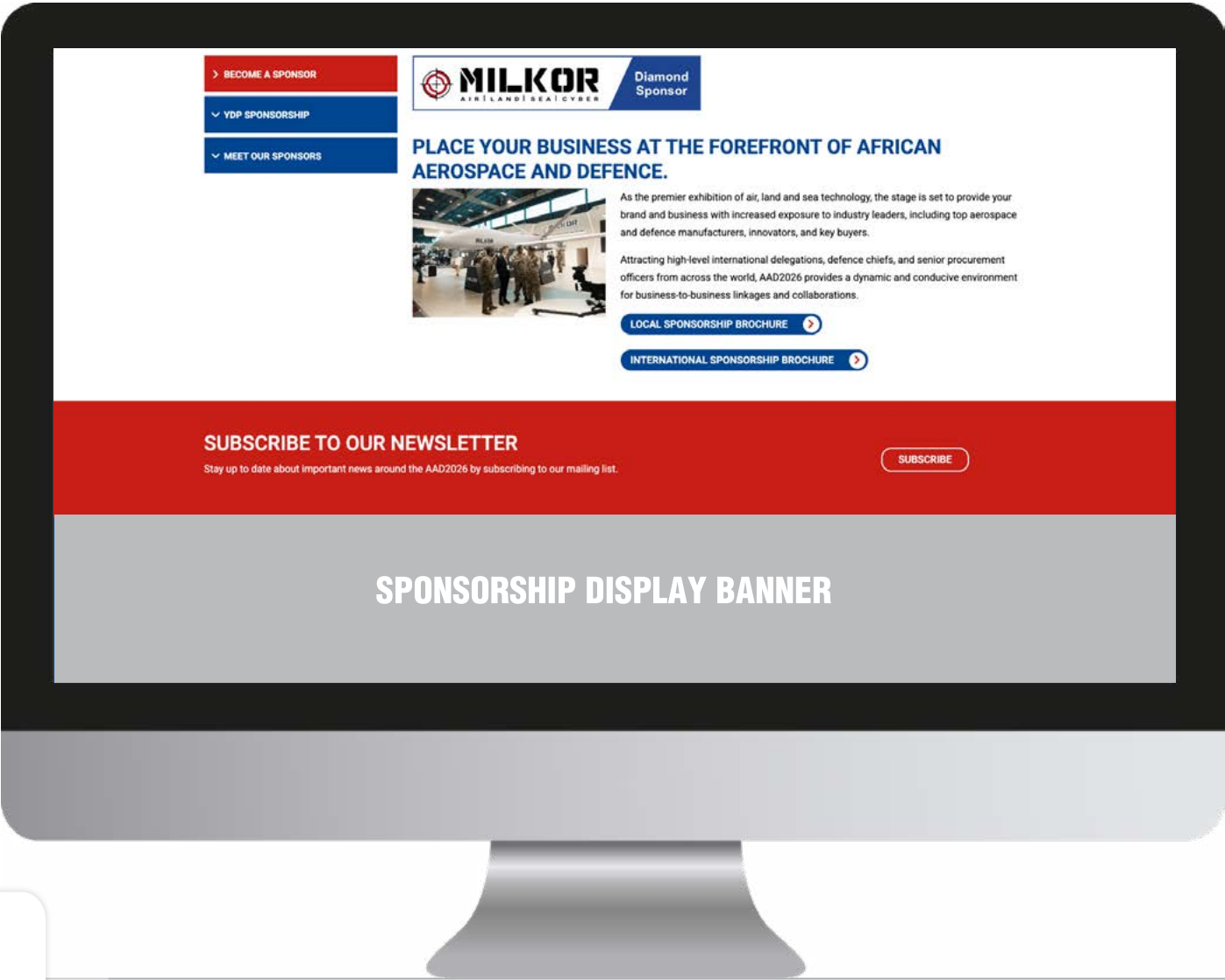
Benefits:

- Home page display advert
- Right hand column display banner
- Sponsor Ad will be linked to your company's website
- Minimum sponsor period until 30 September 2026

Requirements and specifications:

- Your ad must be emailed according to these exact specifications. (Ads that do not meet these specifications cannot be accepted.)
- 326 long x 192 high pixels
- 72 DPI JPEG or GIF file
- File size should be less than 15 kb

ENQUIRE NOW





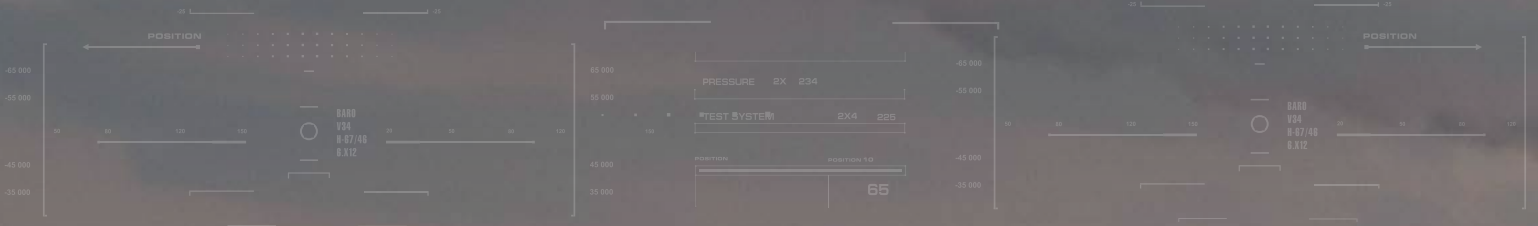
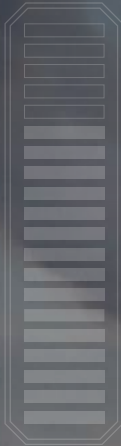
EXPLORING NEW PATHS, SHARING SOLUTIONS,
SHOWCASING INNOVATION AND CAPABILITIES



TRADE SHOW DAYS
16 – 18 September 2026



AIR SHOW DAYS
19 – 20 September 2026



CONTACT DETAILS

SPACE BOOKING

Cell: +27 82 544 3339

Email: expodir@aadexpo.co.za

EXHIBITION DIRECTOR

Nakedi Phasha

Cell: +27 82 544 3339

Email: expodir@aadexpo.co.za

MARKETING & COMMUNICATIONS MANAGER

Mbali Dlamini

Cell: +27 84 840 3215

Email: marketingcomms@aadexpo.co.za | marketingpr@aadexpo.co.za

GENERAL ENQUIRIES

Thando Sithole

Cell: +27 84 840 3214

Email: admin@aadexpo.co.za

ADDRESS

Africa Aerospace and Defence
Air Force Base Waterkloof
Western Entrance 4th Street
Centurion, City of Tshwane,
South Africa

WWW.AADEXPO.CO.ZA



@africaaerospaceanddefence



@africaaerospaceanddefence



@aadexpo



@aadexpo

PARTNERS:



SUPPORTED BY:



HOST CITY:

