



15 - 18 September 2015

The World Leading
Defence & Security Event

ExCeL, London www.DSEI.co.uk

Overview on Marketing and PR activity

Mariangela Giuliani, Marketing Manager



EZONE

DSEI
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• LAND + NAVAL + AIR + SECURITY + UNMANNED + MEDICAL

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EXHIBITOR LOGIN

To access EZONE please use the login details that have been sent to you. If you have not received these please contact the Marketing Team at Marketing@dsei.co.uk

Username

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Compliance Form

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DSEI Compliance Form

Before you can access EZONE you will need to complete the following compliance form.

Please confirm your details below and click next.

* Title

* First Name

* Last name

* Email Address

* Job Title

* Company Name

* Address

* Town/City

County

* Postcode

* Country

* Phone Number

Fax Number



Products & Services

EZONE

Clarion Events

To ensure maximum exposure on the website and in the Event Guide, please choose the product categories which best suit your organisation. This will allow visitors to locate your entry on the website and in the Event Guide more easily. Please note: you can edit your product categories up to **7th August** by returning to Your Exhibitor Profile.

- ☐ Academic
- ☐ Accommodation
- ☐ Acoustics
- ☐ Actuators
- ☐ Aerospace
- ☐ Air Ambulance, EMS & Medevac
- ☐ Air Conditioning, Heating & ECUs
- ☐ Air Field Repair Equipment
- ☐ Air Handling Units
- ☐ Aircraft Components/Instruments
- ☐ Aircraft Manufacturers
- ☐ Aluminum Materials
- ☐ Ammunition
- ☐ Amphibious Craft
- ☐ Antennae, Mast & Towers
- ☐ Anti Submarine Warfare Capabilities
- ☐ Anti Terrorism
- ☐ Anti Vibration & Shock Mountings
- ☐ Armour Systems & Material
- ☐ Armoured Vehicles
- ☐ Artificial Intelligence
- ☐ Artillery
- ☐ Associations
- ☐ Audio & Communication Systems
- ☐ Avionics, Flight Control Recorders & Systems

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Important Deadlines:

Friday 12th June 2015 (Deadline Day 1)
Friday 10th July 2015 (Deadline Day 2)
Friday 7th August 2015 (Deadline Day 3)

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Overview



See us at **Stand S6-300** or [click here](#) for more information




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Important Information



Venue Information



Floorplan

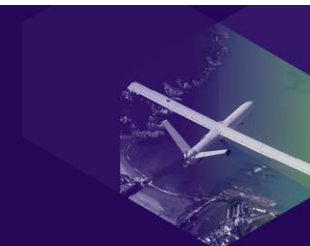


Your Exhibitor Profile





DSEI Diary



Register now



Exhibitor Registration

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Home ✓

Stand Contact Details ✓

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Order new badge

Import Badges

Manage Ordered Badges

First name

Last name

Company

Job Title

Email

Preview

Register

Download badge details



VIP Delegations



**NEW
FOR DSEI
2015**

Meet the Supply Chain

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Conferences & Seminars



PR & Marketing



PR & Marketing

▶ FREE Invite Your Customers	▶ FREE DSEI Diary
▶ FREE PR Opportunities	▶ FREE Send an e-invite to your Customers
▶ DSEI Branding and official logo	▶ DSEI Official Publications and Show Daily
▶ Sponsorship Opportunities	▶ Lead Capture and Analysis
▶ Off-Site and Customer Events	▶ Exhibitor Open Day
▶ Filming, Photography and Video Walls	▶ Dining Room Reservations
▶ Media Coverage	

To find out more about marketing options call +44 (0)20 7384 7796 today or email
Scarlett.Evans@clarionevents.com



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Dear Industry Colleague,

You are invited to attend DSEI at ExCeL, London where Clarion Events will be exhibiting at booth Sales Office. The event takes place 15-18 September 2015.

<Personalised message here>

Register using the guest code CL130886 before 31 August 2015 for a discounted rate.

[REGISTER NOW](#)



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NEW
FOR DSEI
2015

Branding Guidelines



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AIR + LAND + NAVAL + SECURITY + MEDICAL + UNMANNED

DSEI 2015
Branding guidelines

IMAGES COURTESY OF: Supacat, Peter Harrison SAS, Richard Seymour and TWILLES

www.DSEI.co.uk

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USE OF DSEI 2015 GENERIC LOGO

GENERIC LOGO

DSEI PURPLE
HEX= 2E1353
CMYK= 91/100/0/49
PMS= 274

DSEI ORANGE
HEX= 77A500
CMYK= 0/40/100/0
PMS= 7409

www.DSEI.co.uk

DSEI 2015 BRANDING FONTS

PRINT HEADLINE/INFORMATION HIGHLIGHT FONT
TitilliumText14L (800 wt)

HEADLINE TEXT COLOUR = DSEI PURPLE/ ORANGE ON WHITE
OR IN REVERSE DSEI ORANGE/ WHITE ON DSEI PURPLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ!@£\$%^&*
abcdefghijklmnopqrstuvwxyz!@£\$%^&*

PRINT BODY TEXT
TitilliumText14L (400 wt)

BODY TEXT COLOUR = DSEI PURPLE ON WHITE OR WHITE ON DSEI PURPLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ!@£\$%^&*
abcdefghijklmnopqrstuvwxyz!@£\$%^&*

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► Filming, Photography and Video Walls

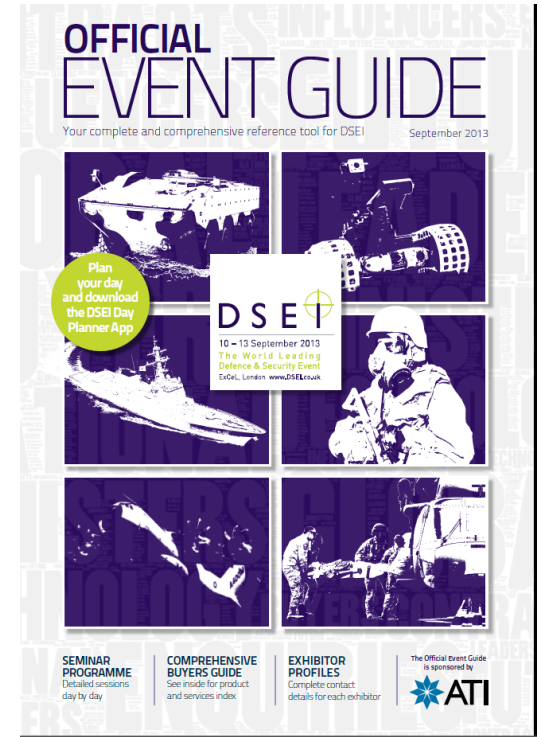
► Dining Room Reservations

► Media Coverage

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PR & Marketing



Sponsorship





Sponsorship



PR & Marketing

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Free PR service to maximise your investment in DSEI

Presentation by Nick Johnstone CMS Strategic



www.DSEI.co.uk

ORGANISED BY



Purpose of the PR Programme



- Motivate buyers and end-users from legitimate nation states and international organisations around the world to attend the show
- Inform them in advance of what exhibitors will be showing
- Keep spreading awareness of DSEI as the premier defence & security event



The CMS team



Georgia Langdon



John Hony



Marc Holloran



Nick Johnstone



Global coverage for DSEI 2013



- Featured in more than **5,200** print and online media
- **60%** increase on 2011
- Coverage in **80** different countries – established and emerging markets
- **426** journalists & broadcasters attended the show
- **109** from overseas
- **21** TV channels / programmes





How we can help you



- Global media database developed over 4 editions of the show and constantly updated
- Press releases
- Feature articles
- E-news blasts
- Media briefings
- Pointing individual journalists in your direction
- Details of registered media happy to have contact details known
- DSEI Media Centre



However . . .



What the media are looking for



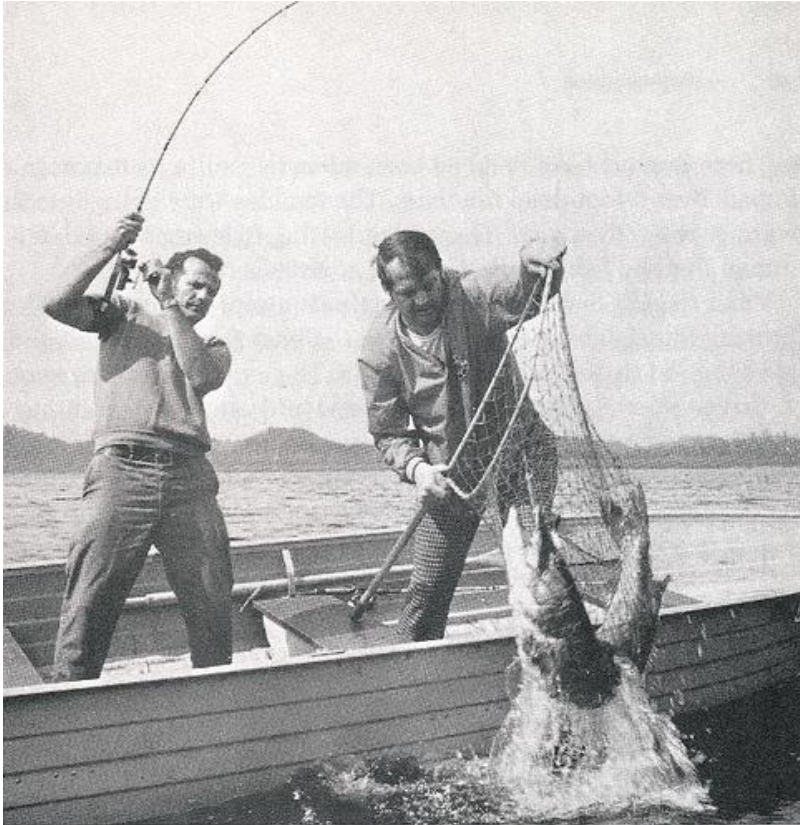
News not snooze



- (Genuinely) new products / technologies / services
- Significant upgrades
- New programmes / high profile customers
- Crossover from adjacent industry
- Solutions relating to topical issues



Hooking the journalist



Everlasting ration packs launched at DSEI

- New packaging technology keeps food fresh indefinitely under any temperature conditions
- Reduced wastage means big savings
- Highly portable, designed for SF
- SME leads in innovation

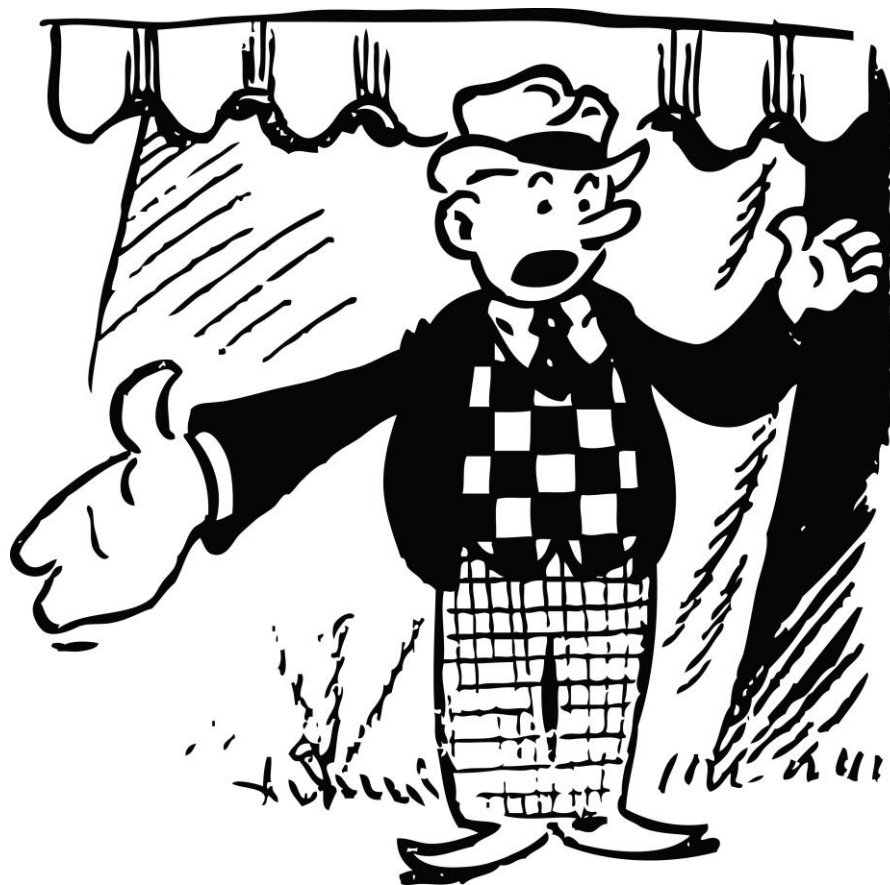


Getting your news to us



- From now on please submit your news and pics via the your Exhibitor Profile on the DSEI website EZONE
- CMS will include it in press releases, feature articles and media briefings as appropriate
- It's never too soon to start!





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Bringing the media to the show



- 24 month programme of information / motivation
- Pre-show media reception
- ‘What’s New’ guide
- Individual engagement with key media to help plan their visit:
 - Defence and Security
 - Electronics / IT / motor sport / medical / engineering / etc
 - TV
 - National Press



Bringing the media to the show



- Invitations issued by CMS to global database
- If you know of a journalist who wants to be accredited tell them to apply via the DSEI website
- All applications for media accreditation carefully screened – only journalists / reporters / commentators with genuine defence & security credentials approved



Media Centre facilities



Sponsored by



- Exclusively for journalists and PRs
- Exhibitors will be issued with a pass to the Centre upper level
- WiFi + computer terminals + laptop plug-in points
- Media briefing rooms
- Manned by CMS media relations team at all times during show hours
- Dedicated media phone line
- Noticeboard promoting exhibitor media briefings
- Daily morning media briefings by DSEI spokesman



Presspacks go digital



- All visiting journalists will be given a USB stick with exhibitor news and pictures, prepared by CMS
- They will also be able to access exhibitor news through the DSEI website
- We will not be accepting press packs in the Media Centre, please submit your company's onsite DSEI press release to EZONE
- Please label this clearly i.e. [company name] onsite press release + headline of release.
- Deadline is: **Monday 7 September 17:00hrs.**



The effective presspack



- Presspack content:
 - Your news story + pics
 - Brief company background
 - Stand number
 - Who to contact for media information
- For stories breaking during DSEI, please upload to EZONE and this will be featured in the 'latest news' section for media



DSEI show daily



- Published by IHS Jane's
- Important medium with a high take up level
- Show Daily office located on the Boulevard
- Give them a brief news story + high resolution pictures
- Send them stories before the show begins



Minimising negative publicity



- Ongoing issues management PR programme
- Lines to take
- Make sure your company adheres to DSEI's compliance policy to the letter
- Any protestor activity – don't react to provocation, brief your staff



CMS Strategic

Email us at DSEI@cmsstrategic.com



Have a great DSEI!!!

