LAND FORCES

INTERNATIONAL LAND DEFENCE EXPOSITION

PROSPECTUS

EXHIBITION | SPONSORSHIP

6 – 8 OCTOBER 2026

PERTH CONVENTION & EXHIBITION CENTRE,
WESTERN AUSTRALIA

MAJOR SUPPORTER

ARMY

STAKEHOLDERS

GOVERNMENT OF WESTERN AUSTRALIA

DEFENCE WEST

WESTERN AUSTRALIA | BUSINESS EVENTS PERTH

ORGANISER

AMDA FOUNDATION LIMITED

ORGANISER

AMDA Foundation Limited is an Australian not-for-profit corporation established to promote the development of aviation and Australia's industrial, manufacturing and information/communications technology resources in the fields of aviation, aerospace, maritime, defence and security.

AMDA achieves this goal by delivering Australia's most prominent and respected world-class industry expositions and events as platforms for interaction between industry, Defence, Government and academia.

AVALON | INDIAN OCEAN DEFENCE & SECURITY CONFERENCE & EXHIBITION | INDO PACIFIC | LAND FORCES | ROTOR TECH

OVERVIEW

The Land Forces International Land Defence Exposition is the premier gateway to the global land defence market, highlighting the forefront of Australian capability and connecting industry experts from around the world.

A three-day international industry exhibition, formal networking and specialist conference program, Land Forces 2026 will also play host to The Chief of Army Symposium which incorporates Army Innovation Day and the Army Quantum Technology Challenge.

Presented in conjunction with the Australian Army, Land Forces 2026 will be the vital interface between Australian, regional and international industry on every level, from defence customers to prime contractors, small to medium enterprises and innovative start-ups.



LAND FORCES 2024 HIGHLIGHTS



"...Because the business of defence and the business of running an army is a national team effort, and we can't do it without industry, without government and certainly without our friends in academia."

Lieutenant General Simon Stuart, AO, DSC
Chief of Army
Australian Army

31
Nations Exhibited

16%
International Exhibitor Participation

4
International Pavilions

8
Australian State and Territory Pavilions

25,675
Visitor Attendances from **46** nations:
24.10% more than 2022

12%
of Visitors were international

240
Delegations from **41** nations:
50% more than 2022

16
Chiefs or Counterparts and **11** Representatives

77
Conferences, Symposia and Presentations including the Chief of Army Symposium

21
Industry Sponsors

8
Media Partners

12
Networking Events

EXHIBIT AT LAND FORCES 2026

NOTE: All prices include Australian Goods and Services Tax (GST).

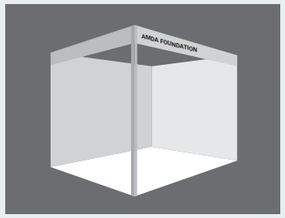


CUSTOM STAND (RAW SPACE)

Raw Space allows the exhibitor to design and build their stand to their own specifications.

*Please note: A$1,100 (inc GST) non-refundable registration fee will apply when booking Raw Space.**

Regular Rate
A$915 per m^2



SHELL SCHEME STAND

Available in units of 3m x 3m (9m²).

All Shell Scheme units include:

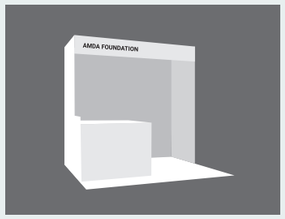
- Fascia including company name and stand number
- 2.5m high with aluminium wall framing
- 1 x 4-amp power outlet
- Standard colour carpet
- Lighting

*Please note: A$550 (Inc GST) non-refundable registration fee will apply when booking Shell Scheme Stands.**

Regular Rate
A$9,150

SPECIAL AUSTRALIAN SME RATE
A$4,050 each

Australian Small Business Shell Scheme is limited to one per company that qualifies



SME SHOWCASE POD

SME Showcase Pods are available in units of 2.5m x 1.5m (3.75m^2).

All SME Showcase Pods include:

- Fascia displaying the exhibiting company name
- Counter with lockable cupboard
- 1 x 4-amp power outlet
- Standard colour carpet
- 2.5m high with aluminium wall framing
- Brochure Stand
- 2 x stools

*Please note: A$550 (Inc GST) non-refundable registration fee will apply when booking Showcase Pods.**

Regular Rate
A$2,500

SME Showcase Pods Limited to Qty 1 per company

** The non-refundable registration fee will be charged only once. If multiple products are purchased the higher fee will apply. The fee is in addition to the exhibition space rate.*

WHY SPONSOR?



1. DISPLAY INDUSTRY SUPPORT

Prominently and outwardly display your support of the Australian and wider defence industry.

2. BRAND EXPOSURE

Expose your company brand to a wide cross section of defence and industry participants.

3. ENHANCE PRESENCE AT LAND FORCES 2026

Create a multi-touchpoint presence at the event by supplementing exhibition space with sponsorship to drive exposure across digital and physical mediums.

4. BUSINESS ENGAGEMENT & NETWORKING OPPORTUNITIES

Sponsorship gives unrivalled access to a myriad of opportunities to connect with fellow industry, defence and potential buyers in both formal and informal settings.

SPONSORSHIP BENEFITS

All sponsors of Land Forces 2026 receive the following benefits in addition to their specific sponsorship product entitlements:

- Sponsor listing & Logo in the Official Event Guide
- Sponsor listing & Logo in the Official App
- Logo and website URL on event website
- Logo displayed on sponsor recognition boards throughout the event
- Official Sponsor Badges
- Sponsor announcement in Event eNews & LinkedIn

Please note all prices quoted are in Australian dollars (A$) and include Australian Goods and Services Tax (GST).

SPONSORSHIP OPPORTUNITIES

Land Forces sponsorship opportunities are designed to optimise product positioning, enhance brand awareness and facilitate business engagement.

MAJOR INDUSTRY SPONSOR

Only available to invited exhibiting companies, this level of sponsorship provides maximum exposure across the event. Your participation in this exclusive program gives you VIP access to official events and the highest profile branding on event collateral.

Benefits for Major Industry Sponsors provide the highest level of exposure, including maximum branding and signage opportunities, VIP badging and function invitations allowing access to the best possible networking opportunities.



LANYARDS SOLD



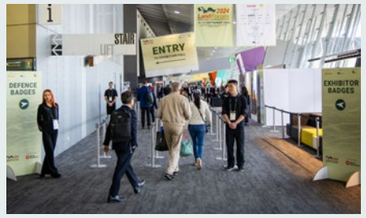
Lanyards are worn daily by Delegates, Exhibitors and Trade Visitors, presenting the most highly visible branding opportunity of the event. The lanyard sponsorship is traditionally the most sought-after sponsorship product for key industry events.

DELEGATION LOUNGE SOLD



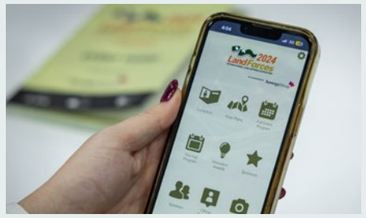
Hosting official defence and industry delegations, the Delegation Lounge is a key meeting point where the most influential visitors to Land Forces 2026 gather throughout the event. Sponsoring the Delegation Lounge ensures your company's branding is exposed to visiting senior military and government representatives as well as key industry figures.

REGISTRATION SOLD



With more than 25,000 attendances across Land Forces 2024, The Registration Sponsorship presents a significant opportunity for brand exposure across the online registration process and at the Registration area onsite. By taking this opportunity you'll be reaching significant industry professionals attending Land Forces 2026.

DIGITAL APP & WI-FI SOLD



The Land Forces 2026 App allows maximum visibility and is available to all Delegates, Exhibitors and Trade Visitors. Being the central point for event information, the App contains exhibiting company details, floor plans and the conference and events program.

EVENT GUIDE SOLD

Feature your brand throughout the official Event Guide — the go-to reference for attendees during the expo. This is a high-visibility opportunity to align your business with every moment of the event.



DEFENCE & INDUSTRY DINNER

Platinum or Dinner Sponsor

The Land Forces Defence & Industry Dinner is attended by key military personnel, VIP delegates and industry representatives. Representatives from the Australian Army, Australian States and Territories and Federal Government will attend this exclusive event, offering a professional engagement opportunity for senior leaders within defence, government and industry from Australia and overseas.



OTHER OPPORTUNITIES INCLUDE

Carry Bags
SOLD

Daily Networking
SOLD

Exhibition Coffee Cart
SOLD

	Major Industry Sponsorship	Lanyards Sponsorship	Delegation Lounge Sponsorship	Registration Sponsorship	Digital App & Wi-fi Sponsorship	Event Guide Sponsorship	Event Carry Bag Sponsorship	Platinum Defence & Industry Dinner Sponsorship	Defence & Industry Dinner Sponsorship	Daily Networking Function Sponsorship	Theatrette Sponsorship	Exhibition Coffee Cart Sponsorship	Hydration Sponsorship
INVESTMENT													
A$1,000 (K)	28K	SOLD	SOLD	SOLD	SOLD	SOLD	SOLD	SOLD	16K	SOLD	SOLD	SOLD	POA
Exclusive		•	•	•	•	•	•	•			•	•	•
Limited opportunities available										3			
PRE-EVENT RECOGNITION													
Logo and website URL on event website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor announcement in event eNews and LinkedIn	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Feature in eNews	3	2	1	1	1	1	1	2	1	1	1	1	1
LinkedIn Posts	3	2	2	2	2	2	1	2	1	1	1	1	1
ON-SITE RECOGNITION													
Sponsor listing & Logo in the Official Event Guide	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor listing & Logo in the Official App	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on sponsor recognition boards	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
On-site Branding Opportunities	✓	-	✓	✓	-	-	-	-	-	-	-	✓	✓
Colour advertisement in Event Guide	1	1	1	1	-	1	-	1	-	-	-	-	-
TICKETING													
Official Sponsor Badges	4	4	4	4	4	4	4	4	4	4	4	4	4
Delegation Lounge access	4	-	4	-	-	-	-	-	-	-	-	-	-
VIP Luncheons	✓	-	-	-	-	-	-	-	-	-	-	-	-
Invitations to Official Organiser & Stakeholder events	✓	-	-	-	-	-	-	-	-	-	-	-	-
Industry Dinner	10	-	-	-	-	-	-	10	4	-	-	-	-

Please note all prices quoted are in Australian dollars (A$) and include Australian Goods and Services Tax (GST).

AMDA FOUNDATION DELIVERS THE INDO PACIFIC REGION'S PREMIER INDUSTRY EXPOSITIONS:

AVALON
AUSTRALIAN INTERNATIONAL AIRSHOW

airshow.com.au

INDIAN OCEAN
DEFENCE & SECURITY
CONFERENCE & EXHIBITION

iods.com.au

INDO PACIFIC
INTERNATIONAL MARITIME EXPOSITION

indopacificexpo.com.au

LAND FORCES
INTERNATIONAL LAND DEFENCE EXPOSITION

landforces.com.au

ROTOR TECH
VERTICAL FLIGHT EXPOSITION

rotortech.com.au

Each exposition is conducted in collaboration with relevant Defence, Government and industry, including:

- Australian Department of Defence
- Australian Defence Force
- State and Federal governments
- Aviation, aerospace, maritime and defence industries
- Industry associations

AMDA
FOUNDATION LIMITED

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