



IDEX 2021 | FEBRUARY 21-25 – ABU DHABI, UAE

POSITION YOUR COMPANY IN THE LARGEST DEFENSE SHOW IN THE MENA REGION
EXHIBIT WITHIN THE MICHIGAN BOOTH IN THE AUSA PAVILION

WHY ATTEND?

- IDEX is the only international defense exhibition and conference in the MENA region demonstrating the latest technology across land, sea and air sectors of defense, with a strong focus on ground-based military
- Prime platform to reach Gulf Cooperation Council (GCC) countries and to establish and strengthen relationships with government departments, businesses and armed forces
- GCC countries are, as a group, the world's third largest spender on defense, with a combined annual budget of more than US\$100 billion
- 2019 brought 1,250 exhibitors from 62 countries and more than 108,000 visitors to IDEX

INCLUDED SERVICES

- Pre-mission briefing
- Welcome reception
- Entry fee to the exhibition
- Company kiosk within Michigan booth
- Customized B2B matchmaking meetings for up to four days of one-on-one meetings
- Access to AUSA hospitality area and support services
- Hotel accommodations for 7 nights

MICHIGAN BOOTH

- Accommodates up to 8 companies
- Each company receives its own kiosk with lockable counter, graphics and signage
- Outward-facing kiosk with a prominent presence to interact with exhibition traffic
- Internet connection and power accessibility
- Centrally shared meeting tables

MATCHMAKING OPPORTUNITIES

- Kick-off conference call to establish company's goals and support requirements
- Pre-visit market research
- Customized appointments with prospective partners, distributors and/or buyers
- Official delegation visits at the booth

SPACE IS LIMITED – APPLY NOW!

- \$5,000 participation fee required by November 9, 2020
- \$1,500 per additional participant
- Michigan SMEs may be eligible for 75% reimbursement of participation fees and travel expenses through MI-STEP

REGISTRATION LINK:

<https://medc.cventevents.com/IDEX21>

FOR MORE INFORMATION

contact Chris Bosio, MEDC International Trade Program at 517.348.9256 or bosioc@michigan.org

**MICHIGAN
DEFENSE CENTER**

MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

