



DSET 2023 12-15
DEFENCE SIMULATION EDUCATION & TRAINING JUNE

EXHIBITING & SPONSORSHIP

EUROPE'S LEADING HYBRID MS&T EVENT



LEAD MEDIA PARTNER



DSET 2023

DEFENCE SIMULATION EDUCATION & TRAINING

12-15 JUNE 2023-ASHTON GATE BRISTOL UK
HYBRID EVENT. LIVE VENUE + VIRTUAL PLATFORM

DSET EXHIBITING OPPORTUNITIES 2023

ALL EXHIBITOR PACKAGES INCLUDE:

EXHIBIT AREA (3M X 2M), TABLE, CHAIRS, POWER & WIFI. FULL BRAND INCLUSION ON DSET WEBSITE & SOCIAL MEDIA NEWS & DSET EVENT GUIDE. ALL LUNCHES AND REFRESHMENTS FOR ATTENDING TEAM, ALL CONFERENCE PRESENTATION MATERIALS POST EVENT. PLUS ADDITIONAL BENEFITS AS LISTED BELOW.

TECH SPONSOR

Triple exhibit Space at live venue, Speaker slot in main conference & workshop. Top Virtual Booth in DSET Platform. Branding across the whole virtual platform. Delegate passes include: 12 live + 12 virtual.

Logo on all newsletters till the end of June 2023.

Scheduled Presentation on virtual-only day. Interview with MS&T Magazine.

Video showreel of 1 minute - shown at venue & across virtual platform.

£27,500.00 +VAT

GOLD SPONSOR

Triple exhibit Space,
Virtual Booth in DSET Platform.
Speaker slot in main conference.
Scheduled Virtual Presentation
on Virtual-only day.

Logo on all newsletters till end
June 2022. Video showreel of 45
seconds - shown at venue &
virtual platform.

Delegate passes include:
8 live + 8 virtual.

£13,500.00 +VAT

SILVER SPONSOR

Double exhibit Space.
Virtual Booth in DSET Platform
Scheduled Virtual Presentation
on Virtual-only day.

Video showreel of 30 seconds
- shown at venue & virtual
platform

Delegate passes include:
5 live + 5 virtual

£8,000.00 +VAT

BRONZE SPONSOR

Single exhibit Space.
Virtual booth in DSET platform
Scheduled Virtual Presentation
on Virtual-only day.

Video showreel of 15 seconds
- shown at venue & virtual
platform.

Delegate passes include: 3 live +
3 virtual.

£4,950.00 +VAT

HOSPITALITY EVENING SPONSOR

Welcome, Drinks, Pop-Up
space/delivered.

Entertainment. Includes Awards
Evening and presenting one
award.

Branding in all of the networking
virtual rooms, inc.coffee lounges.
Welcome logo/gif or 3 sec video
shown in lounge.

£8,750.00 +VAT

DSET INTERN SPONSOR

Branding across DSET Intern
website & virtual platform areas.
Sponsorship of DSET Intern
Virtual Room/Speaker
Programme.

First access to Intern Applicants.
Branding and pop-up at live
event.

Meeting space at Ashton Gate.
Also includes Bronze package
space and delegates.
Includes free virtual booth.

£7,500.00 +VAT

VIRTUAL BOOTH ONLY

Bronze level Virtual Booth
(see details above) - with virtual
event passes only.

Plus:
Video showreel of 15 seconds
- shown at venue & virtual
platform.

£650.00 +VAT

*ALL IN-PERSON PASSES INCLUDE A FREE VIRTUAL PASS FOR THOSE PARTICIPANTS



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DSET ADD-ON SPONSORSHIPS 2023

IN ADDITION TO EXHIBITING OPPORTUNITIES, YOU CAN TAKE ADVANTAGE OF THESE ADD-ON PACKAGES TO BOOST YOUR COMPANY'S VISIBILITY IN 2023.

REGISTRATION & BADGE SPONSOR

Logo on registration system web page. Logo on badges. 1 pop-up banner - 1m wide at badge collection (provided by organisers). Delegate passes included: 1 live pass.

£8,000.00 +VAT

LANYARD SPONSOR

Repeating logo alternately with DSET logo for all delegates at live event. Delegate passes included: 1 live pass.

£4,750.00 +VAT

BAG SPONSOR

Logo on all bags handed out to delegates at live event. Delegate passes included: 1 live pass.

£4,750.00 +VAT

THERMOS MUG SPONSOR

Mugs branded with DSET + sponsor logo reception hand out with event guide.

£5,750.00 +VAT

CHARGING STATION SPONSOR

Add-on only. Logo displayed at approx 3 no. Mobile Phone Charging Stations within the venue.

£950.00 +VAT

COMMUNICATIONS SPONSOR

Newsletter branding & product feature banner provided by company. Price inc. 10 no. newsletters. Mention and logo included in DSET MS&T Advert.

£4,750.00 +VAT

EVENT GUIDE SPONSOR

Full page feature on back of glossy event guide given to every in person attendee.

£1,350.00 +VAT

EVENT GUIDE ADVERT

Full page advert inside event guide given to every in-person attendee. 4 available.

£950.00 +VAT

COFFEE SPONSOR

Sponsorship of all coffee breaks. Coffee supplied by a veteran-owned company. Branding across DSET website, at venue (with coffee) and in DSET programme. Announcement of thanks in venue. Branding of sponsor + coffee company on each coffee station.

£5,500.00 +VAT

LUNCH SPONSOR

Per day (Wed/Thurs/Fri) Sponsor video played at lunchtime on large venue screens. Branding on conference tables for the whole day. Announcement of thanks in venue. Branding on DSET website and DSET Virtual Platform.

Plus delegate passes included: 1 live & 2 virtual tickets.

£4,750.00 +VAT

MEDIA BRUNCH SPONSOR

3 weeks before event 10:30-13:00 UK time. Branding in room and virtual platform room. Opportunity to brief media. Small stand in room.

£4,950.00 +VAT

WORKSHOP SPONSOR

Display multiple branding/logo in workshop and across Virtual platform for Workshop day. Thank you announcement live on workshop day - live and virtual. Opportunity to speak & virtual booth.

Delegate passes included: 1 live pass & 2 virtual.

£4,750.00 +VAT

INDIVIDUAL DSET INTERN SPONSOR

Enables a DSET Intern to attend and be accommodated at the live show. Branding on DSET Intern website.

£850.00 +VAT

INDIVIDUAL VETERAN SPONSOR

Enables an Armed Forces or Blue Light Services Veteran to attend and be accommodated at the live show. Branding on DSET Intern website.

£950.00 +VAT

DEFENCE WOMEN'S ACTION BOARD

GOLD (includes DSET Silver) **£13,500.00 +VAT**

SILVER (includes DSET Bronze) **£8,000.00 +VAT**

BRONZE (includes Pop-Banner) **£4,950.00 +VAT**

SOCIAL EVENING **£1,450.00 +VAT**

or full package details see DSET organisers.



DSET 2023

DEFENCE SIMULATION EDUCATION & TRAINING

Exhibition Package	
Additional Sponsorship notes	
Total cost	

Company/Organisation Details

Company/Organisation Name	
Address Line 1	
Town/City	
Post or Zip Code	
Country	
Main POC Full Name	
Main POC E-mail Address	
Main POC Phone No	

Invoice address if different from above:

Company/Organisation Name	
Address Line 1	
Town/City	
Post or Zip Code	
Country	
Finance POC Full Name	
Finance POC E-mail Address	

Payment Methods:

Pay direct into Revolut,
DSET LTD sc: 04-00-75,
acc: 46554041

IBAN: GB25REVO00996988478063
DSET LTD

Request Invoice (supply PO Number)

Ref is Company Name & DSET LTD eg:

Payment Terms:

Full payment is required upon booking
(Invoice is payable upon receipt)

Agreement (Please read Terms & Conditions before signing)

Full Name	
Position in Company	
Date	
Signature	

Terms & Conditions

Equipment & Materials Belonging to The Exhibitor: Ruddy Nice Ltd cannot be held responsible for any equipment or materials, which are brought onto the premises by the exhibitor. Insurance against theft or damage is the responsibility of the exhibitor.

Insurance: The exhibitor will be responsible and will indemnify Ruddy Nice Ltd for all accidents, injuries and losses and for the cost of repair for any damage done to any part of the property or the contents of the building which may occur from any cause whatsoever (including willful or deliberate damage) in connection with the exhibitors use of the premises and for any claims made against Ruddy Nice Ltd by any third party as a result of the acts of the exhibitor. The exhibitor must carry insurance to cover these risks along with adequate public liabilities insurance.

Speaker Changes – Occasionally it is necessary for reasons beyond our control to alter the contents and timing of the programme or the identity of the speakers.

Data Protection – Personal data is gathered in accordance with the data protection act 1998.

Exhibitors

Payment: A sponsor or exhibitor is not formally accepted until payment has been made. Ruddy Nice Ltd reserves the right to reject exhibitors or sponsors and replace them with a substitute if payment is not made promptly.

Cancellation & Substitutions: Sponsors or exhibitors may make personnel substitutions at any time. Please notify Ruddy Nice Ltd as soon as possible. Cancellation after acceptance cannot be accepted and payment in full is required. We will provide the conference documentation in digital format and fulfil our obligations to promote the sponsor or exhibitor where practicable to any sponsor or exhibitor who has paid but is unable to attend for any reason.

CANCELLATION BY ORGANISER/FORCE MAJEURE

If at the absolute discretion of Ruddy Nice Ltd, the Halls shall become unfit or unavailable for occupancy or it becomes impossible or impractical to hold the Exhibition for reasons beyond the control of Ruddy Nice Ltd including (without limitation) fire, flood, storm, government intervention,

pandemic, malicious damage, acts of war, acts of terrorism, acts of God, strikes, riots or any other cause, Ruddy Nice Ltd reserves the right (but shall not be obliged):

- (a) to change the location and/or date of the Exhibition;
- (b) to curtail the Exhibition;
- (c) to reduce the Installation Period, Open Period or Dismantling Period; or
- (d) to cancel the Exhibition.

In the circumstances specified in paragraphs a, b and c of this section the parties agree and acknowledge that Ruddy Nice Ltd shall not have any liability to the Exhibitor for refunds, additional expenses or charges or to make payment for any other loss or damage suffered by the Exhibitor.

If the Exhibition is cancelled in accordance with paragraph d of this section the Exhibitor agrees to accept in complete settlement and discharge of all claims against Ruddy Nice Ltd a pro-rata share of the total amount paid by all exhibitors at the Exhibition, less all costs and expenses incurred by the Organiser in connection with the Exhibition including a reserve, established at the sole discretion of Ruddy Nice Ltd, for future claims and expenses in connection with the Exhibition.

In the event that the Exhibition is cancelled by Ruddy Nice Ltd for any other commercial reason including (without limitation) the lack of support for the Exhibition Ruddy Nice Ltd will refund to the Exhibitor all charges paid by the Exhibitor to Ruddy Nice Ltd and the Exhibitor agrees and acknowledges that he will have no further claim whatsoever against Ruddy Nice Ltd in respect of such cancellation.

COVID-19 – If the in-person event is not permitted to take place, due to a change in UK Government restrictions, DSET will continue as a Virtual Conference. Exhibitors will receive a 20% refund.

ADDITIONAL REGULATIONS

Use Of The Stand: Sponsors hire the stand space for their own use. It is not permitted to let space on the stand to another company without the express permission of Ruddy Nice Ltd.

Arrangement Of Stands: Ruddy Nice Ltd will make every effort to ensure that the event proceeds as smoothly as possible for sponsors and exhibitors. However, in the event of unforeseen circumstances Ruddy Nice Ltd reserves the right to make changes to the layout of the stands if required.

We reserve the right to increase prices by 5% should inflation rise exponentially.

COVID-19 – If the 'Real World' event is not permitted to take place, due to a change in UK Government restrictions, DSET will continue as a Virtual Conference, Exhibitors will receive a 20% refund.