

21st AIR DEFENCE CONFERENCE

29 – 30 April 2021

Prague, Czech Republic

CALL FOR PARTNERS

Under the Auspices of



Czech Air Force Commander

Co-organizer & Expert Guarantor



Department of Air Defence,
Faculty of Military Technology,
University of Defence

Specialized Partners



University
of Defence



General Staff
of the Czech
Armed
Forces



Czech Air
Force
Command

We cordially invite partners from industry and research & development centres to contribute to the 21st international Air Defence Conference (ADC) 2021.

This is an ideal way to demonstrate your organization's commitment to the field of air defence and to publicize your capability and insights to relevant stakeholders. Partners' inputs also help inform users and researchers about new applications, technologies and opportunities.

Your support is very important to the conference, and the conference committee ensures that these contributions are well recognized. We list the proposed conference topics and costs of partnership below.

PROPOSED TOPICS

We invite submissions of the following topics of presentations:

- New trends in Surface/Ground Based Air Defence (SBAD, GBAD)
- Innovative approaches in GBAD
- C-UAS systems
- Detection of aerial objects with small radar cross section
- Detection of very fast (hypersonic) aerial objects
- Tactics, techniques and procedures through the prism of new threats (C-UAS, Swarms, Hypersonic)

PARTNERSHIP OPTIONS

ADC 2021 has three partnership levels – Platinum, Gold, and Silver.

Platinum Partner – *Exclusive for one partner only*

Recognized as the major conference partner with the highest priority branding

2 000 EUR

Global Promotion

- Logo published in the context of FFF global marketing campaign
- Logo on conference promotional and informational materials
- Logo in newsletters sent to more than 15,000 e-mail addresses

Promotion within the Conference

- Guaranteed speaker slot within the conference program
- Distribution of promotional materials during the event*
- Logo in the conference area*
- Placement of 4 roll-up banners in the conference area*
- Placement of 2 roll-up banners at the evening banquet*
- Logo in the conference proceedings

Online Promotion

- Banner and logo on the conference website
- Logo on the FFF and Future Forces Exhibition homepage
- Logo on the registration form
- Publishing company news and PR on the FFF website and within the FFF social media and PR channels

Promotion within the FUTURE FORCES FORUM

- Logo in the official trailer (projected at the official opening ceremony, during the exhibition, at the official opening ceremony, in the media gallery and other channels)
- Partner's spot projected in the VIP Lounge and at the FFF venue
- Logo in the VIP Lounge

Networking

- Invitation to the ADC 2021 evening informal discussion forum & banquet*
 - 2x VIP seat at the FFF official opening ceremony
 - 1x free admission to the FFF Party
 - Free entry to FFF expert events for company representatives
-

Gold Partner

Recognized as a conference partner with the second highest priority branding

1 000 EUR

Global Promotion

- Logo published in the context of FFF global marketing campaign
- Logo on conference promotional and informational materials
- Logo in newsletters sent to more than 15,000 e-mail addresses

Promotion within the Conference

- Guaranteed speaker slot within the conference program
- Distribution of promotional materials during the event*
- Logo in the conference area*
- Placement of 2 roll-up banners in the conference area*
- Placement of 1 roll-up banner at the evening banquet*
- Logo in the conference proceedings

Online Promotion

- Logo on the conference website
- Logo in Partners' section on the FFF website
- Publishing company news and PR on the FFF website and within the FFF social media and PR channels

Promotion within the FUTURE FORCES FORUM

- Logo in the official trailer (projected at the official opening ceremony, during the exhibition, at the official opening ceremony, in the media gallery and other channels)
- Partner's spot projected in the VIP Lounge and at the FFF venue
- Logo in the VIP Lounge

Networking

- Invitation to the ADC 2021 evening informal discussion forum & banquet*
 - 1 VIP seat at the official opening ceremony
 - Free entry to FFF expert events for company representatives
-

Silver Partner

Recognized as a conference partner with the third highest priority branding

400 EUR

Global Promotion

- Logo published in the context of FFF global marketing campaign
- Logo on conference promotional and informational materials
- Logo in newsletters sent to more than 15,000 e-mail addresses

Promotion within the Conference

- Speaker slot within the conference program (based on current availability – number of speaker slots is limited)
- Distribution of promotional materials during the event*
- Logo in the conference area*
- Placement of a roll-up banner in the conference area*
- Logo in the conference proceedings

Online Promotion

- Logo on the conference website
- Logo in Partners' section on the FFF website
- Publishing company news and PR on the FFF website and within the FFF social media and PR channels

Promotion within the FUTURE FORCES FORUM

- Logo in the official trailer (projected at the official opening ceremony, during the exhibition, at the official opening ceremony, in the media gallery and other channels)

Networking

- Invitation to the ADC 2021 evening informal discussion forum & banquet*
- Free entry to FFF expert events for company representatives

|* These items are excluded from promotion in case the conference will be held in virtual form. In such a case, the price of partnership will be reduced by 25%.

EPIDEMIOLOGICAL RESTRICTIONS

In case that the governmental restrictions would not allow to travel or to organise the conference as planned, it will be held in hybrid or virtual form. All speakers and participants will be informed about potential changes in due time.

CONTACT FOR PARTNERS

Please send all your enquiries to FFF Executive Director, Mr. Adam Drnek:

adam@future-forces-forum.org

We sincerely thank all those who decide to support the 21st international Air Defence Conference 2021.



COL Assoc. Prof. Jan Farlík, Ph.D.
Head of Air Defence Department
University of Defence



Adam Drnek
Executive Director
FUTURE FORCES FORUM

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www.NATOexhibition.org

