



AFRICA AEROSPACE AND DEFENCE (AAD) 2026

Conference Series Sponsorship Packages

16–18 September 2026 | AFB Waterkloof, Pretoria

As part of the Africa Aerospace and Defence (AAD) Exhibition, a three-day conference series will run alongside the Expo. This programme brings together senior military leaders, government decision-makers, and defence industry executives from across Africa (DefenceWeb has been appointed as Official Conference Organiser for AAD 2026 — building on the success delivered by the conference series at AAD 2024).

Each day focuses on a critical area shaping the continent's defence and security landscape:

- Day 1 – The Future of Warfare: Exploring lessons from current global conflicts, the rise of autonomous systems, cyber warfare, artificial intelligence, space-based defence assets, and human–machine integration.
- Day 2 – Defence & Security Challenges in the SADC Region: Insights from SADC military chiefs on regional priorities, border management, maritime incursions, peacekeeping operations, and strategies for enhancing regional defence capability.
- Day 3 – Military & Commercial Aerospace: The evolving aerospace ecosystem, including innovation, local industry development, dual-use technology, and strategic opportunities for African and global players.

DIAMOND	R 550 000 excl. VAT	<i>SOLD</i>
PLATINUM	R 320 000 excl. VAT	<i>Exclusive</i>
GOLD	R 165 000 excl. VAT	<i>2 Sponsors</i>
SILVER	R 85 000 excl. VAT	<i>3 Sponsors</i>



Platinum Sponsorship

R 320 000 excl. VAT

Exclusive

Why sponsor at this level?

Platinum Sponsorship is the exclusive second-tier partnership at AAD 2026 — a single organisation, one identity, one position. Your brand stands alone at this level: prominently on stage, visible across DefenceWeb's digital platforms for six weeks before and twelve months after the event, and directly represented in conference programme discussions. For an organisation that wants near-Diamond presence without the Diamond price, and the certainty that no competitor shares your tier, Platinum is the definitive choice. DefenceWeb, as Official Conference Organiser for the second consecutive AAD, brings a proven track record and direct access to Africa's most senior defence audience.

BRANDING & VISIBILITY

- Online banner advert and logo on the DefenceWeb event portal and email shots to DefenceWeb subscribers for six weeks before and twelve months after the event.
- On-site branding including:
 - One free-standing banner in the registration area.
 - One free-standing banner in the luncheon venue.
 - Two free-standing banners inside the conference room.
 - Corporate logo under the heading "Platinum Sponsor" on the main presentation screen on a rotational basis throughout the conference.

SHOW DAILY & VIDEO

- 3 full-page adverts in the official AAD Show Daily print magazine — one in each of the three daily issues.
- 1 branded highlight video from your conference speaking slot, produced for use on your website, in presentations, and on social media.

THOUGHT LEADERSHIP & ENGAGEMENT

- One speaking opportunity (plenary session — topic agreed with the producer).
- Participation in one panel discussion.
- One pre- or post-event interview published on DefenceWeb.
- Spokesperson participation in the event advisory committee.

HOSPITALITY & ACCESS

- 6 complimentary conference passes per day for your guests and clients.
- Full POPIA-compliant opt-in attendee list post-event.



Gold Sponsorship

R 165 000 excl. VAT

2 Sponsors

Why sponsor at this level?

Gold Sponsorship places your organisation in the room with the most senior defence and aerospace decision-makers on the continent. As one of only two Gold Sponsors, your organisation will be visible across DefenceWeb's digital platforms for six weeks before and twelve months after the event, represented in conference panel discussions, and directly engaged with Africa's premier defence audience. For organisations building their profile in the African defence market, there is no more targeted or cost-effective platform. DefenceWeb's role as Official Conference Organiser — for the second consecutive AAD — ensures your sponsorship is delivered by a team that knows this audience.

BRANDING & VISIBILITY

- Online banner advert and logo on the DefenceWeb event portal and email shots to DefenceWeb subscribers for six weeks before and twelve months after the event.
- On-site branding including:
 - One free-standing banner in the registration area.
 - One free-standing banner in the luncheon venue.
 - Corporate logo under the heading "Gold Sponsor" on the main presentation screen on a rotational basis throughout the conference.

SHOW DAILY & VIDEO

- 2 full-page adverts in the official AAD Show Daily print magazine, placed across the conference.
- 1 branded highlight video from your panel discussion, produced for use on your website, in presentations, and on social media.

THOUGHT LEADERSHIP & ENGAGEMENT

- Participation in one panel discussion (subject to programme alignment).
- Spokesperson participation in the event advisory committee.

HOSPITALITY & ACCESS

- 4 complimentary conference passes per day for your guests and clients.
- Full POPIA-compliant opt-in attendee list post-event.



Silver Sponsorship

R 85 000 excl. VAT

3 Sponsors

Why sponsor at this level?

Silver Sponsorship puts your brand in front of Africa's most senior defence and aerospace audience at the continent's premier biennial defence gathering. As one of only three Silver Sponsors, your organisation gains digital visibility across DefenceWeb's platforms for six weeks before and twelve months after the event, on-site banner presence throughout the three-day conference, a seat on the event advisory committee, and direct engagement through a dedicated panel discussion slot. For organisations looking to establish or grow their profile in the African defence market, Silver delivers meaningful, targeted exposure at a highly competitive investment. DefenceWeb's role as Official Conference Organiser — for the second consecutive AAD — ensures your sponsorship is activated by a team with unrivalled reach into this audience.

BRANDING & VISIBILITY

- Online banner advert and logo on the DefenceWeb event portal and email shots to DefenceWeb subscribers for six weeks before and twelve months after the event.
- On-site branding including:
 - One free-standing banner in the registration area.
 - Corporate logo under the heading "Silver Sponsor" on the main presentation screen on a rotational basis throughout the conference.

SHOW DAILY & VIDEO

- 1 full-page advert in the official AAD Show Daily print magazine, placed to align with your panel discussion.
- 1 branded highlight video from your panel session and exhibition stand, produced for use on your website, in presentations, and on social media.

THOUGHT LEADERSHIP & ENGAGEMENT

- Participation in one panel discussion.
- Spokesperson participation in the event advisory committee.

HOSPITALITY & ACCESS

- 2 complimentary conference passes per day for your guests and clients.
- Full POPIA-compliant opt-in attendee list post-event.



Sponsorship Package Comparison

All fees exclude VAT. Diamond Sponsorship (R 550 000 excl. VAT) is SOLD.

Feature	PLATINUM	GOLD	SILVER
Fee (excl. VAT)	R 320 000	R 165 000	R 85 000
Status	Exclusive	2 Sponsors	3 Sponsors
Conference days	3	3	3
BRANDING & VISIBILITY			
Online banner, logo on event portal & email shots (6 weeks before + 12 months after)	✓	✓	✓
Free-standing banner at registration	1	1	1
Free-standing banner in luncheon venue	1	1	–
Free-standing banners inside conference room	2	–	–
Corporate logo & sponsorship status on main screen (rotational)	✓	✓	✓
SHOW DAILY & VIDEO			
Show Daily full-page adverts	3	2	1
Branded highlight video	✓	✓	✓
THOUGHT LEADERSHIP			
Speaking slots	1	–	–
Panel discussion participation	1	1	1
DefenceWeb editor interviews	1	–	–
Spokesperson on event advisory committee	✓	✓	✓
HOSPITALITY & ACCESS			
Complimentary guest passes per day	6	4	2
Full POPIA-compliant opt-in attendee list post-event	✓	✓	✓

To reserve your sponsorship package or for further information, please contact DefenceWeb.

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Robert Mace

robert@defenceweb.co.za | +27 (0)82 458 3599 | defenceweb.co.za