



# 2012 PACIFIC

INTERNATIONAL MARITIME EXPOSITION

THE COMMERCIAL MARITIME AND NAVAL DEFENCE SHOWCASE  
FOR THE ASIA PACIFIC

**31 JANUARY - 3 FEBRUARY 2012**

SYDNEY CONVENTION AND EXHIBITION CENTRE, AUSTRALIA

[www.pacific2012.com.au](http://www.pacific2012.com.au)

# 2012 PACIFIC

## THE COMMERCIAL MARITIME AND NAVAL

### EXPOSITION

The Pacific International Maritime Exposition has established an enviable reputation as the major international maritime, naval and defence-related event in the region.

The event is held over four trade only days at the Sydney Convention and Exhibition Centre, located at Darling Harbour, within walking distance of many hotels and within minutes of central Sydney.

The exhibition and conference program bring together key industry, defence and government decision makers from South East Asia and around the world and represent a magnificent opportunity to do business. They also provide a wonderful opportunity for those wishing to strengthen existing commercial maritime industry and defence networks and to establish new ones.

In 2010 it boasted:

- 406 exhibitors - major maritime and naval defence companies from throughout Australia and 17 other nations
- A record 12,823 accredited trade and military visitations, representing 43 countries.
- A record 136 top-level trade, diplomatic and military delegations
- A record 63 accredited journalists and photographers from both the general media and specialist maritime and naval defence publications from throughout Australia and the world
- An exceptional range of conferences and symposia were conducted in conjunction with *PACIFIC2010*, covering a comprehensive range of strategic, policy, technical, engineering, security, commercial maritime and naval defence issues.

*PACIFIC2012* will again be supported by a programme of major conferences and an intensive and targeted, mail, e-mail and telephone campaign, to ensure the success of this impressive trade show by maximising the number of senior professionals and trade visitors.



### WHY YOU SHOULD EXHIBIT

From 31 January to 3 February 2012, the Sydney Convention and Exhibition Centre will provide the perfect venue for this unique marketing and promotional opportunity.

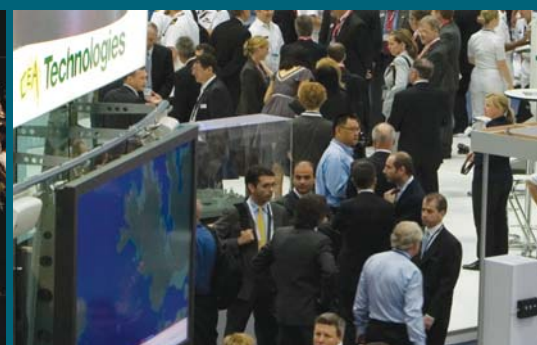
- Establish your credentials and presence in the Asia Pacific region.
- Create brand and product awareness
- Launch new products, technologies and services
- Establish new business liaisons and strengthen existing ones
- Seek out and cultivate new partnerships and joint ventures
- Meet the key maritime and naval decision makers in the region
- Examine, compare and price the latest technologies
- Increase market share

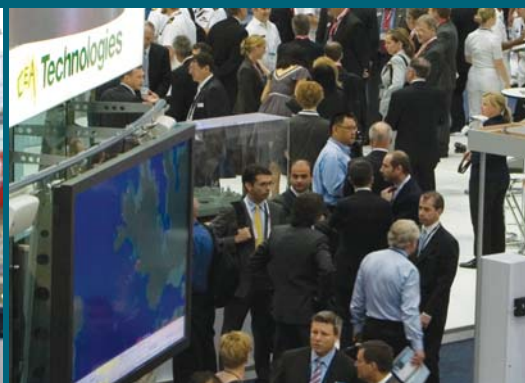
Make *PACIFIC2012* a key part of your marketing and promotional strategy.

### CONNECT WITH YOUR TARGET MARKET

*PACIFIC2012* will provide an informed and focused forum providing a wealth of networking opportunities. The major players in the international maritime, naval, underwater and defence-related communities will be there in force.

- Ship Builders
- Key defence and government decision makers
- Power plant manufacturers
- Component designers and suppliers
- Electronics and navigation hardware suppliers
- Port management and service providers
- Defence systems manufacturers
- Shipping line owners and operators
- Cargo handling owners and operators
- A wide range of maritime, naval and defence-related service and technology companies
- Training and simulation providers
- Communications providers





## SPONSORSHIP

Stand out from your competitors at **PACIFIC2012** with sponsorship opportunities

The Pacific International Maritime Exposition series of events has undergone huge growth in past years, and it is now recognised as the largest and most comprehensive maritime event of its kind in the southern hemisphere.

Expanded conference and promotional programmes will ensure your exposure as an exhibitor in this unique event to an increased number of government officials, industry leaders and decision makers visiting the exhibition from all areas of maritime and defence business.

Enhance the recognition of your participation as an exhibitor by selecting to include a sponsorship opportunity.

Please note that sponsorship opportunities are only available to Exhibitors.

Sponsorship options available for **PACIFIC2012** will include:

- Exhibitor and Trade Visitor Badges (Exclusive)
- Trade Visitor Invitations
- Trade Visitor Lanyards (Exclusive)
- Media Centre (Exclusive)
- Exhibitor Lounge and Business Centre
- Happy Hours
- Internet Cafe
- Brochures/Advertising/Flyers
- You Are HERE Boards (Set of Four)
- Trade Directory Carrier Bags

If you are interested in becoming a sponsor at the **PACIFIC2012** International Maritime Exposition, please email our Sales Team [expo@maritime.net.au](mailto:expo@maritime.net.au)

**PACIFIC2012** Sponsorship Options, Order Forms and prices will be available from the Organiser in mid 2011.

## CONFERENCES

A number of timely and highly informative conferences, industry networking and learning opportunities will be staged in conjunction with **PACIFIC2012**.

Conferences to be included will include:

### Royal Australian Navy Sea Power Conference 2012

Hosted by the Chief-of-Navy, the seventh biennial RAN Sea Power Conference will be held at the Sydney Convention and Exhibition Centre during the **PACIFIC2012** International Maritime and Naval Exposition, Tuesday to Friday, 31 January to 3 February.

This conference will be held in facilities within the Sydney Convention and Exhibition Centre with access to the **PACIFIC2012** International Maritime Exposition.

[www.seapower2012.com.au](http://www.seapower2012.com.au)

### PACIFIC2012 International Maritime Conference

This will be a highly informative, engineering-focused conference, organised by The Royal Institution of Naval Architects, The Institute of Engineers Australia and The Institute of Marine Engineering, Science and Technology.

The conference will run for three days from the Wednesday to Friday, 31 January to 3 February.

[www.pacific2012imc.com](http://www.pacific2012imc.com)

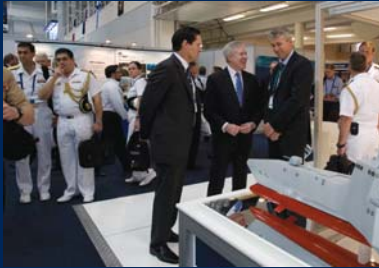
## EXHIBITOR PROFILE

The **PACIFIC2012** International Maritime and Naval Exposition will showcase a comprehensive range of technologies, services and products, including:

- Fast ferries, passenger and cruise ships
- Tankers and container ships
- Work boats, tugs and harbour support
- Police, customs and patrol vessels
- Naval surface vessels, and naval aircraft
- Underwater technology
- Weapons systems and platforms
- Maritime defence equipment and systems
- Bridge systems
- Propulsion systems
- Navigation and communication systems
- Logistics and cargo handling
- Training and simulation systems
- Search and rescue, safety and survival equipment
- Offshore technology
- Ship maintenance and repairs
- Marine electrical and electronic systems



# 2012 PACIFIC



## CONTACT

### **PACIFIC2012**

International Maritime Exposition

Postal Address: PO Box 4095 Geelong

Victoria 3220 Australia

Email: [expo@maritime.net.au](mailto:expo@maritime.net.au)

Sales Office:

Telephone: +61 (0)3 5282 0500

Facsimile: +61 (0)3 5282 4455

[www.pacific2012.com.au](http://www.pacific2012.com.au)

PACIFIC2012 International Maritime Exposition is a project of Maritime Australia Limited (ABN 31 091 148 837)

**PACIFIC2012** is a project of Maritime Australia Limited.

It is staged for the purpose of promoting the development of Australian maritime and naval defence industrial, manufacturing and information/communications technology resources.

Maritime Australia Limited is a not-for-profit organisation and works closely with the Royal Australian Navy, industry groups and professional associations as major stakeholders in the conduct of **PACIFIC2012** and its associated conferences.