



ASD Convention 2026

Sponsorship proposal



Hosted by:



27–29 April
Lisbon, Portugal

About ASD

ASD is the voice of the European Aerospace, Security and Defence industry. We actively support the competitive development of the industry at both European and global levels, providing expertise to institutions and member companies.

We work with partners across Europe and globally to strengthen technological leadership and deliver a safe, sustainable Europe.

ASD delivers access to Europe's aerospace, security, and defence decision-makers: with an engaged LinkedIn community, a dedicated newsletter readership of senior executives, and high-volume website visits, ASD initiatives consistently attract coverage from high-profile European and international media outlets.

Sponsoring ASD events connects your organisation to an unparalleled institutional ecosystem: our formal partnerships and collaboration agreements with the EU, EASA, ICAO, ICCAIA, Ukraine's Ministry of Strategic Industries, and other leading bodies ensure sponsors engage with the key actors shaping European and global aerospace.

OUR MEMBERS

 **28** major European companies

 **23** national associations

21 European countries represented 

4000+  companies represented

 **1.1m** jobs generated in 2024
93% of industry employment in EU

 **320bn** turnover in 2024
98% of industry turnover in EU

ASD

 **2004** established in Brussels

 **25+** expert team members

55+  expert working bodies

300+  attendance in **2** major annual events

 **SME** dedicated programmes

 ASD Connect: a dedicated platform connecting 600+ organisations across Europe's aerospace, defence, and security ecosystem policy.

About AED

AED Cluster Portugal is the Portuguese cluster for aeronautics, space and defence industries. An ASD member and host of the ASD Convention 2026, AED brings together key national stakeholders to strengthen Portugal's position in global aerospace and defence value chains.

Established in 2016 as a private, not-for-profit organisation, AED was recognised in 2017 by the Portuguese government as the Strategic National Competitiveness Cluster for Aeronautics, Space and Defence. Acting as a one-stop shop, AED supports national and international partners by fostering skills, innovation, competitiveness, and market access across the three sectors.

AED AT A GLANCE



170+
members

90%
exportation



18.500+
jobs



€2.1bn
turnover



About the Event

The ASD Convention 2026, hosted by AED Cluster Portugal in Lisbon, will bring together 300 senior leaders and experts from the European aerospace, defence, and security ecosystem. Building on over 20 years of ASD Spring Conventions, the 2026 edition introduces an enhanced format that combines strategic dialogue with targeted networking.

A dedicated SME programme, newly integrated into the Convention, will offer tailored opportunities for peer-to-peer exchange among European SMEs, as well as structured engagement with prime contractors, policymakers, and institutional stakeholders.

The programme will feature keynote interventions, expert-led panels, and interactive sessions, providing insights into industry priorities, regulatory developments, and market opportunities, while highlighting Portugal's role in Europe's aerospace, defence, and security landscape.



Programme structure



Day 1 – Opening & Networking (late afternoon–evening)

The Convention opens with structured speed networking, followed by a welcome reception designed to foster early connections among participants.

Day 2 – SME Focus & Plenary Programme (day–evening)

The morning is dedicated to SMEs, with parallel sessions focused on peer-to-peer exchange and practical learning among European SMEs. Discussions will explore topics such as best practices, access to finance, and market opportunities, complemented by shared networking moments.

The afternoon brings all participants together for a plenary programme featuring high-level speakers and discussions on overarching industry priorities. The day will conclude with local product demonstrations showcasing selected innovative solutions, followed by the Convention's Gala Dinner.

Who Attends

- C-suite and board-level leaders from the aerospace, defence, and security sectors
- Representatives from European, international, and national institutions
- Senior leaders responsible for programmes, technology, strategy, sustainability, and public affairs
- Lead system integrators, Tier 1 companies, SMEs, and innovative technology providers

Value for Sponsors

- Unparalleled access to Europe's aerospace, defence, and security decision-makers – from C-suite executives to senior government officials.
- Strategic engagement with the experts defining the sector's operational and technological future.
- Exceptional visibility within Europe's premier international industry forum.
- Bespoke networking opportunities designed to foster substantive dialogue and enduring professional partnerships.

Conference Programme



SME Programme

The SME Programme in Lisbon will bring together innovative small- and medium sized companies from across Europe with primes, policymakers, investors and institutional partners and a focus on concrete business opportunities. Designed around high impact keynotes, parallel tracks and curated networking, the sessions cover SME access to R&D, skills and finance, participation in EU and NATO instruments, and integration into resilient European supply chains. With AED's strong national network and ASD's European reach, the programme will showcase cutting edge SME solutions in aeronautics, space, security and defence, including a dedicated innovation showcase featuring Portuguese and European champions.

Plenary Sessions

Boosting competitiveness and output through collaboration

The plenary programme provides a strategic platform to strengthen collaboration across the European aerospace, defence, and security ecosystem. In an era of mounting geopolitical instability and unprecedented demand, discussions will focus on how collective action can reinforce Europe's competitiveness, resilience, and industrial capacity. Key themes will include:

- The role of governments in strengthening industrial sovereignty through procurement choices.
- Enhanced cooperation and standardisation across major industrial players.
- Better integration of SMEs to unlock agility, innovation, and balanced growth.
- Creating space for new entrants to address capacity gaps.
- Advancing sustainability in aviation through cleaner technologies, alternative fuels, and cross-border collaboration.

Social & networking programme

Networking is integrated throughout the Convention, with dedicated breaks and an extended working lunch designed to encourage meaningful exchanges and support lasting business relationships. The programme concludes with a Gala Dinner in a landmark venue, offering a relaxed yet high-level setting for continued dialogue, relationship-building, and the development of concrete next steps.

Sponsorship Packages

ASD offers a range of sponsorship packages designed to maximise your visibility and engagement with senior leaders across the European aerospace, defence, and security ecosystem. Each package provides a combination of event branding, networking opportunities, and digital recognition, allowing sponsors to align with key programmes and reach a highly influential audience.

Platinum

€10,000 – max. 2 available

- On-stage acknowledgement by the ASD President or Secretary General at the opening and the Gala Dinner.
- Recognition as the Gala Dinner Sponsor, with logo visibility on selected materials.
- Two complimentary registrations to the Convention and the Gala Dinner.
- Prominent logo placement inside the Gala Dinner venue.
- Primary logo placement in a prominent position on the official event photo wall.
- Small table signage with logo and “sponsored by” text at the sponsored event.
- Opportunity to display company brochures at the conference venue.
- Logo displayed on the ASD event page and on the ASD Connect platform before and during the event.
- Dedicated social media posts: 1 pre-event and 1 during the event.
- Mention in the post-event ASD thank you email.

Knowledge Partner

€10,000 – max. 2 available

- On-stage acknowledgement by the ASD President or Secretary General at the opening and the Gala Dinner.
- Recognition as the Academic Programme Sponsor, with logo visibility on selected materials.
- Two complimentary registrations to the Convention and the Gala Dinner.
- Opportunity for a speaking role as panellist in a plenary session, subject to organiser approval and alignment with the session theme.
- Prominent logo placement inside the Convention venue.
- Primary logo placement in a prominent position on the official event photo wall.
- Opportunity to display company brochures at the conference venue.
- Logo displayed on the ASD event page and on the ASD Connect platform before and during the event.
- Dedicated social media posts: 1 pre-event and 1 during the event.
- Mention in the post-event ASD thank you email.



Exclusive Lanyard Sponsor

€8.000

(This package is available only if confirmed by 3 April 2026, to allow for lanyard production.)

- On-stage acknowledgement by the ASD President or Secretary General at the opening and Gala Dinner
- Company logo featured on the Event lanyard
- Two complimentary registrations to the Convention and the Gala Dinner
- Logo displayed in a visible position on the official event photo wall
- Opportunity to display company brochures at the conference venue
- Logo displayed on the ASD event page and on the ASD Connect platform before and during the event
- A dedicated social media post before the event
- Inclusion in 1 social media post during the event
- Mention in the post-event ASD thank you email

Gold

€5.000

- On-stage acknowledgement by the ASD President or Secretary General at the opening and the Gala Dinner
- Sponsorship recognition of either the SME Academic Programme or the Lunch Break, with logo visibility where applicable
- One complimentary registration to the Convention and the Gala Dinner
- Logo displayed in a visible position on the official event photo wall
- Small table signage with logo and "sponsored by" text at the sponsored event
- Opportunity to display company brochures at the conference venue
- Logo displayed on the ASD event page and on the ASD Connect platform before and during the event
- A dedicated social media post before the event
- Inclusion in 1 social media post for all Gold sponsors during the event
- Mention in the post-event ASD thank you email



Silver

€3.000

- Acknowledgement by the President or Secretary General during the welcome address
- Recognition as Coffee Break Sponsor, with logo visibility where applicable
- One complimentary registration to the Convention and the Gala Dinner
- Small table signage with logo and "sponsored by" text at the sponsored event
- Opportunity to display company brochures at the conference venue
- Logo displayed on the ASD event page and on the ASD Connect platform before and during the event
- Inclusion in 1 social media post for all Silver sponsors during the event
- Mention in the post-event ASD thank you email

Bronze

€1.000

- Acknowledgement by the President or Secretary General during the welcome address
- Logo displayed on the ASD event page and on the ASD Connect platform before and during the event
- Inclusion in 1 social media post for all Bronze sponsors during the event
- Mention in the post-event ASD thank you email



Application Form



Please complete and send to:

ASD – Aerospace, Security & Defence Industries Association of Europe

Rue du Trône 100, 1050 Brussels – Belgium. E-mail: events@asd-europe.org

Sponsor Details

Company :

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Contact person :

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E-mail :

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Phone :

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Website :

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Billing Information

Company:

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Billing Address:

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Zip code:

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City:

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Country:

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VAT number (if applicable):

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Selected Sponsorship Package (excl. VAT if applicable)



Please tick the appropriate box:

- Platinum Sponsorship (€10.000)
- Knowledge Partner (€10.000)
- Exclusive Lanyard Sponsorship (€8.000)
- Gold Sponsorship (€5.000)
 - SME Academic Programme
 - Convention Networking Lunch
- Silver Sponsorship (€3.000)
- Bronze Sponsorship (€1.000)

Sponsorship is only final upon full payment, ASD's receipt of sponsor's written acceptance of the Terms and Conditions and confirmation of acceptance by ASD, in all cases subject to the Terms and Conditions.

Date:

Name:

Signature:

Sponsorship Terms and Conditions



Application for Sponsorship

Organisations wishing to sponsor the ASD 2026 Convention (the Event) must complete and sign the official Sponsorship Application Form and return it to ASD by email at events@asd-europe.org. Only applications accompanied by a duly signed form and subsequent payment will be processed.

Payment Terms

- ASD will issue a request for payment including full bank details.
- Sponsorship fees must be settled by bank transfer within 15 days of receiving the payment request, and no later than 7 days prior to the Event.
- All bank charges, currency conversion fees and transfer costs are the responsibility of the sponsor and must be borne at source in addition to the sponsorship amount.

Cancellation Policy

Cancellations must be submitted in writing to events@asd-europe.org. The following cancellation fees apply:

- More than 5 months before the Event: 10% of the agreed sponsorship fee;
- Between 3 and 5 months before the Event: 50% of the agreed sponsorship fee;
- Less than 3 months before the Event: 100% of the agreed sponsorship fee.

Sponsor Benefits and Materials

Where specified in the selected package, ASD will include the sponsor's name, logo, description and/or advertisement in Event promotional or delegate materials. Sponsors are responsible for supplying the required information and artwork by the deadlines communicated by ASD. Failure to meet these deadlines may result in omission from materials without refund or reduction of sponsorship fees.

Sponsor Badges

Sponsor representatives must be registered in advance and will receive official sponsor badges upon arrival at the Event. Badges are personal and non-transferable. Badge information must be submitted by 14 April 2026. Registrations received after that date will incur a charge of EUR 30 per badge.



Restrictions on Promotion

Sponsors may not conduct product demonstrations, distribute materials or engage in promotional activity (including unsolicited communications to participants) during the Event without ASD's prior written consent.

Use of Name and Endorsements

Sponsors may reference their sponsorship in factual terms (e.g. "[Company] is a sponsor of the ASD 2026 Convention"). However:

- Sponsors may not claim endorsement of their goods or services by ASD.
- Sponsors may not use ASD's name, logos or branding in any form of advertising, except as expressly authorised in writing by ASD.
- Sponsors may not present themselves as partners or co-sponsors of ASD unless explicitly agreed in writing.

Liability and Indemnification

The sponsor agrees to indemnify and hold harmless ASD, its officers, directors, employees, agents, members, the Event venue, and Event participants against any and all claims, damages, losses, liabilities, taxes, fines, legal fees or expenses arising from:

1. Defects in equipment, materials or other items provided by the sponsor;
2. Infringement of intellectual property rights relating to the sponsor's goods or services;
3. Injury to persons or damage to property caused directly or indirectly by the sponsor or its representatives.

Termination and Force Majeure

- ASD reserves the right to terminate a sponsorship agreement at any time and at its sole discretion by refunding any fees already paid.
- If the Event is cancelled, ASD will offer the sponsor participation in a postponed or virtual version of the Event. Paid fees will be transferred, adjusted or refunded accordingly, or carried forward to another ASD event within one year.
- If the sponsor declines participation in a rescheduled or virtual event, sponsorship fees already paid may be carried forward to another ASD event within one year or refunded.
- ASD shall not be held liable for cancellation or changes due to events beyond its control, including fire, strikes, civil unrest, acts of terrorism, natural disasters or other force majeure circumstances.



Governing Law and Miscellaneous

- These Terms and Conditions are governed by the laws of Belgium. Any disputes shall be submitted to the exclusive jurisdiction of the courts of Brussels.
- In the event of any inconsistency between these Terms and Conditions and the Sponsorship Application Form or related correspondence, these Terms and Conditions shall prevail.
- Modifications to these Terms and Conditions are valid only if made in writing by ASD.
- If any provision is found to be invalid or unenforceable, the remaining provisions shall remain in full force and effect.
- The sponsor represents and warrants that the individual signing the Sponsorship Application Form is duly authorised to bind the sponsoring organisation to these Terms and Conditions.

Enclosed: Sponsorship Application Form

Sponsorship is confirmed only upon receipt of:

1. A signed application form,
2. Full payment of the sponsorship fee, and
3. Written confirmation of acceptance from ASD.

I confirm that I have read and accept the ASD Sponsorship Terms and Conditions.

Signature:

Print Name:

Title:

Company:

Date:

