

**AFRICA'S LARGEST EXHIBITION FOR
AIR, LAND AND SEA TECHNOLOGIES**



POSITION

POSITION

65

SALES BROCHURE 2026

16 - 20 SEPTEMBER 2026

**AIR FORCE BASE WATERKLOOF, CENTURION
CITY OF TSHWANE | SOUTH AFRICA**

WWW.AADEXPO.CO.ZA

PARTNERS:



SUPPORTED BY:

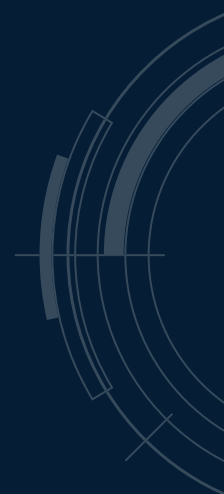




CONTENTS

AAD OVERVIEW	2
LOOKING AHEAD OF AAD 2026	4
AAD 2024 HIGHLIGHTS	5
COUNTRIES REPRESENTED BY DELEGATION	5
BUSINESS AREAS FEATURED AT AAD 2026	7
WHY EXHIBIT WITH US?	9
COUNTRY PARTICIPATION AND NATIONAL PAVILIONS	10
OUR RATES	13
PREMIUM SPONSORSHIP OPPORTUNITIES	17
YOUTH DEVELOPMENT PROGRAMME	23
OUR APP	25
CONTACT DETAILS	29

-45 000
-50 000
-45 000
-50 000





AAD OVERVIEW

Africa Aerospace and Defence (AAD) is the premier exhibition platform that brings together industry leaders, including top aerospace and defence manufacturers, innovators, and key buyers. The event attracts high-level international delegations, defence chiefs, and senior procurement officers from across the world.

AAD provides a dynamic and conducive environment for business-to-business linkages, fostering strategic engagements on global best practices in defence, aerospace, and related industries. It serves as a vital platform for collaboration, innovation, and the advancement of cutting-edge solutions in the industry.



AAD 2024 FAST FACTS



Exhibition Stands Showcasing Capabilities

- Indoor & Outdoor Exhibition
- Chalet line
- Lifestyle Hospitality
- Static Aircraft Park
- Air Show Days
- Family Leisure Lounge



AAD Innovation Hubs

- GA Hub
- UAV Hub
- Space Hub



Capability Demonstration Displays

- On Screen Demos for Land and Sea Capabilities
- Mobility Demonstrations
- UAV Demonstrations



Parallel Events

- Conferences
- Seminars
- B2B Meetings

OUR LEGACY

With a legacy spanning over 25 years as Africa's premier aerospace and defence exhibition and air show, AAD continues to position cutting-edge products, services, and proudly South African technologies at the forefront of the global aerospace and defence sectors. Showcasing state-of-the-art innovation, AAD connects suppliers and service providers with a growing network of international investors, government representatives, high-level defence and security delegations, Ministers, Chiefs, industry leaders, and key buyers.

Kicking off with a three-day trade exhibition that delivers an exceptional visitor experience and maximises return on investment, AAD offers exclusive access to the largest gathering of top-tier delegates from Africa and beyond. This is followed by a thrilling two-day public air show featuring breath taking aeronautical displays, on-ground battle reenactment's, and dynamic entertainment for all attendees.

AAD remains committed to unlocking Africa's aerospace and defence potential, serving as the continent's most influential platform for strategic engagement, business networking, and showcasing the latest advancements in the industry. With participation from foreign delegations and exhibitors representing over 40 countries, AAD 2026 is set to be an unmissable event in the global defence and security calendar.

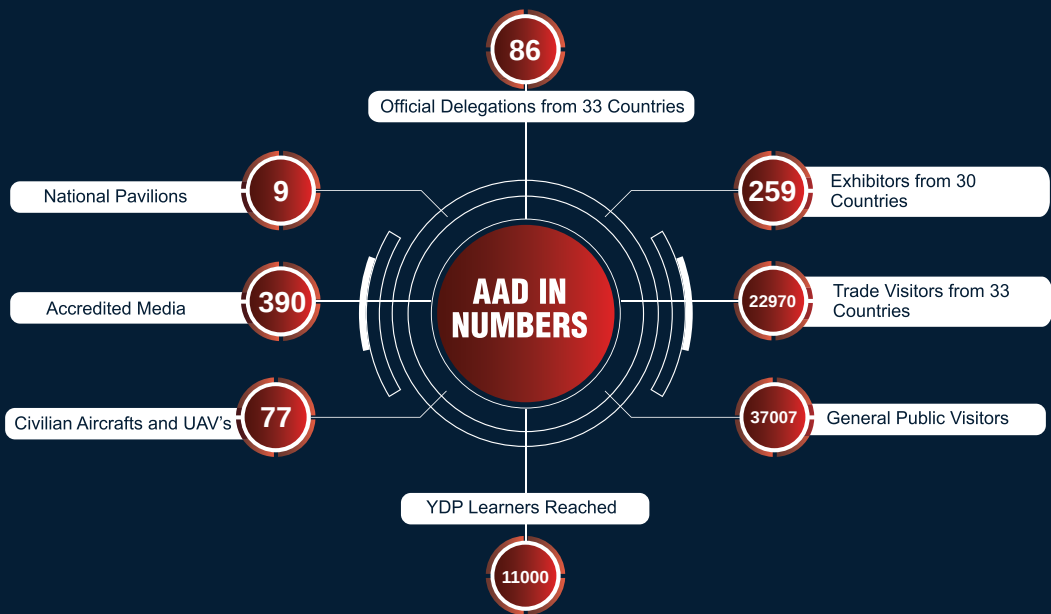


LOOKING AHEAD OF AAD 2026

Africa Aerospace and Defence (AAD) has firmly established itself as Africa's premier defence and aerospace exhibition. It is a partnership between the Armaments Corporation of South Africa SOC Ltd (Armscor), the South African Aerospace, Maritime and Defence Industries Association (AMD), and the Commercial Aviation Association of Southern Africa (CAASA). The event is further supported by South Africa's Department of Defence (DoD), Department of Trade and Industry Competition (dti) and the City of Tshwane (CoT).



AAD 2024 HIGHLIGHTS



COUNTRIES REPRESENTED BY DELEGATION

Algeria	Angola	Botswana	Brazil	Brazzaville Congo	Burundi
Cameroon	China	DRC	Egypt	Eswatini	Ethiopia
France	Ghana	India	Iran	Italy	Jordan
Kenya	Lesotho	Malaysia	Malawi	Mozambique	Namibia
Niger	Nigeria	Pakistan	Qatar	Russia	Saudi Arabia
South Africa	Sweden	Tanzania	Thailand	Türkiye	Uganda
USA	Zambia	Zimbabwe			

BUSINESS AREAS FEATURED AT AAD 2026



SPACE TECHNOLOGY

- Launchers & Spacecrafts
- Satellite Navigation
- Space Systems & Imaging



WEAPONS, ARMAMENTS & COMBAT CONTROL SYSTEMS

- Missile Weapons & Armaments
- Artillery Weapons & Armaments
- Lethal & Non-Lethal Ammunition
- Pyrotechnics
- Launchers & Launching Systems
- Fire Control Systems



UAV'S

- Airframe Manufacturers
- Component / Spare Parts Suppliers
- Software Developers
- Civil Applications
- Military Applications
- Law Enforcement Applications



MAINTENANCE

- Maintenance Repair & Overhaul-MRO
- Interiors, Conversion, Modification
- Spare Parts Management & Services
- Chemicals / Paints / Coating
- Fuel / Lubricants
- Machines / Tools
- Engines



HOMELAND SECURITY

- Individual Clothing & Equipment
- Health & Survival Equipment
- Personal Security, Protection & Rescue
- Surveillance
- Mine Clearance Equipment
- Anti-terrorism
- Special Forces



MILITARY AVIATION & DEFENCE TECHNOLOGY

- Military Helicopters
- Military Training & Simulation
- Air Defence Systems
- Combat & Transport Aircrafts
- Remotely Piloted Aircraft Systems
- C41 / Battlefield Management



ORGANISATIONS & ASSOCIATIONS

- Governmental & Intl. Organisations
- Industrial Aerospace Organisations
- Fairs & Events



ENERGY

- Gas
- Solar
- Financial Services
- Engineering Firms
- Development Finance Institution
- Petroleum and Refineries



CIVIL AVIATION

- Commercial Transport Aircrafts
- Business & Corporate Aviation Aircrafts
- Helicopters
- General Aviation Aircrafts



AIRPORT EQUIPMENT & SERVICES

- Ground Support Equipment & Services
- Cargo & Logistics
- Airport Security
- Air Traffic Management
- ATC Equipment
- Radar & Navigation Receivers & Transmitters
- Simulators & Training Equipment



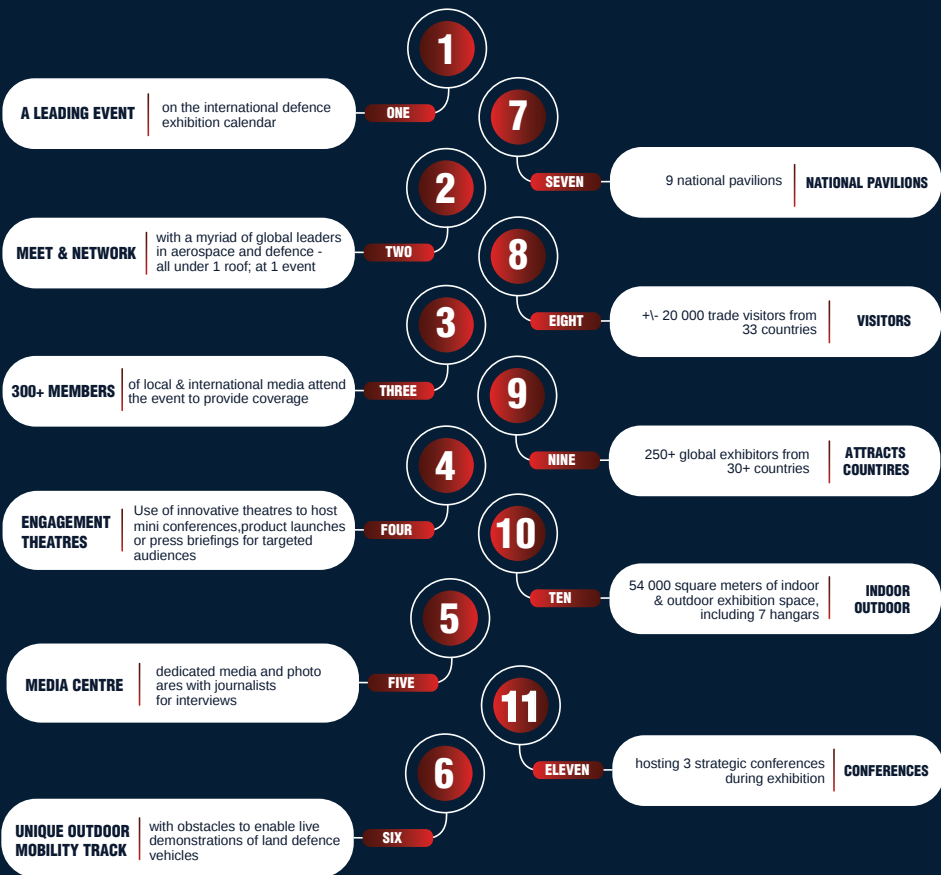
LAND SYSTEMS

- Armoured & Unarmoured Land Combat Vehicles
- Logistics Vehicles
- Platforms / Propulsion
- Robots
- Equipment



WHY EXHIBIT WITH US?

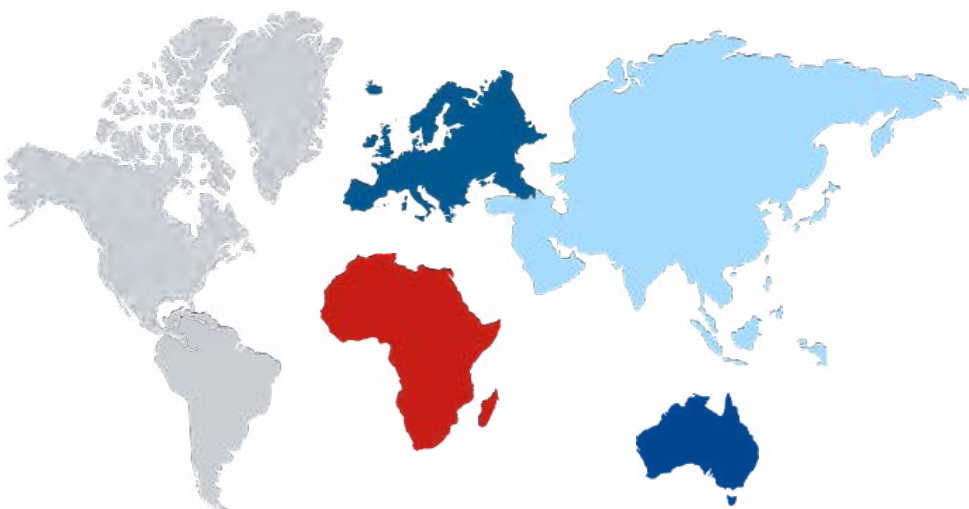
THE TRADE EXHIBITION



THE AIR SHOW

50 000+ VISITORS OVER 2 DAYS | Spectacular ensemble showcasing live aircraft prowess.

COUNTRY PARTICIPATION AND NATIONAL PAVILIONS



NORTH & SOUTH AMERICA

Brazil
Canada
United States of America

AFRICA

Morocco
Senegal
South Africa

AUSTRALIA

Australia

EUROPE

Albania
Austria
Czech Republic
France
Germany
Hungary
Italy
Netherlands
Russia
Suomi
Sweden
United Kingdom
Belgium
Ireland

ASIA

Armenia
China
Kazakhstan
Pakistan
Singapore
South Korea
Turkiye
United Arabia



OUR RATES



EARLY BIRD

Valid from:
February 2025 to 30 September 2025



STANDARD RATE

Valid from:
1 October 2025 to 31 July 2026

SPACE ONLY (min 36m²)

All prices exclude VAT @ 15%

OVER 100M²

1

Between 36/m²
and 100/m²



R2 677.00/m²



R2 944.00/m²

2

Between 101/m²
and 200/m²



R2 217.00/m²



R2 438.00/m²

3

Over 201/m²



R2 086.00/m²



R2 294.00/m²

Indirect exhibitor fee  R5 000.00

DOUBLE STOREY STAND

The upper level of the stand will be subject to a charge for the area utilised including the means of access at 50% of the indoor floor space.



R1 229.00/m²



R1 351.00/m²

CHALET

Single module 75m² indoor + 75m² outdoor area

- Includes the structure, marqués, flooring, lighting and power as well as picket fencing for the outside area.

The chalet is supplied as a shell and has no interior fittings.



R289 044.00
Per chalet



R317 949.00
Per chalet

OUTDOOR EXHIBITS (min 12m²)

Two exhibition options for the outdoor area are offered:

1 Bare outdoor area provided without any fittings to enable you to display equipment and/or other products.

 **R1 256.00/m²**

 **R1 382.00/m²**

2 Built outdoor area should you wish to construct a structure to present equipment or host clients.

 **R1 886.00/m²**

 **R2 074.00/m²**

GENERAL AVIATION HUB (price per stall)

 **R32 368.00**

 **R35 605.00**

AIRCRAFT

Aircraft display: requires a minimum of 25sqm space booking

- (A1) Up to 3 tons
- (A2) 3.1 tons to 10 tons
- (A3) 10.1 tons to 25 tons
- (A4) 25.1 tons to 40+ tons

 **R 2 500.00**

R 4 500.00

R 9 200.00

R 15 500.00

 **R 2 500.00**

R 4 500.00

R 9 200.00

R 15 500.00

It is compulsory for exhibitors to enclose their aircraft and/or equipment with barriers or fencing. The above aircrafts rates are for exhibit space only and do not include landing and airport handling fees or the use of ground equipment.

WALK-ON STAND (min 12m² & max 36m²)

You will be offered a range of additional options after you have ordered: additional furniture, personalisation of signage and furniture, fitting out of the office and meeting space, audio/visual material, store room, etc.

*Stand cost per m²

 **R3 589.00/m²**

 **R3 948.00/m²**



3x4 walk-on package stand aisle



4x4 walk-on package stand corner



4x5 walk-on package stand corner



PREMIUM SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSOR PACKAGE: R 2 800 000 (1 PACKAGE AVAILABLE)

Package includes:

- Exclusive Title
- Acknowledgement as a Diamond Sponsor at AAD 2026
- Logo and Lanyards on badges of all attendees
- Exclusive branding of visitor bags

Before Event:

- Exclusive press release announcing the partnership
- Logo as official sponsor on the AAD website home page with a link to the Milkor Website
- Logo on all digital event collateral (brochures, show app, social media communicate etc)
- An email blast to the AAD database announcing the partnership

During Event:

- 2 Triangular Pylons
- 2 Standard Hangar Door Branding
- Exclusive branding of Gate 1 Banners
- 6 Floor Tiles
- Long Speed Fencing

Post Event:

- Acknowledgement in vote of thanks
- Logo inclusion on post show report
- Logo in "Thank you to our partners" post event campaign

Additional Benefits:

- Entitled to deliver a Diamond Sponsor's address at the Conferences
- A two-minute corporate video
- Two tables of 10 allocated to the sponsor Minister of Defence's Gala Dinner
- Logos to appear on screens at the dinner after AAD logo
- Branding Opportunities at the Minister of Defence Gala Dinner
- Hosting of a sales and marketing event in one of the meeting rooms
- Car Parking passes

SOLD OUT



MORE OPPORTUNITIES

**Expose Your Brand to a Captive Audience of
Over 30 000 Aviation and Defence Industry
Decision Makers and Buyers**

Sponsorship and branding opportunities available

For more information visit www.aadexpo.co.za or email marketingcomms@aadexpo.co.za

PLATINUM SPONSOR PACKAGE: R 1 400 000 (2 PACKAGES AVAILABLE)

Before Event:

- Exclusive press release announcing the partnership
- Logo as official sponsor on the AAD website home page and Mobi App with a link to your website
- Logo on all digital event collateral (brochures, show app, social media communicate etc)
- An email blast to the AAD database announcing the partnership

During Event:

- 1 Triangular Pylons
- 2 Standard Hangar Door Branding
- 2 Floor Tiles
- Long Speed Fencing

Post Event:

- Acknowledgement in vote of thanks
- Logo inclusion on post show report
- Logo in “Thank you to our partners” post event campaign



GOLD SPONSOR PACKAGE-OFFICIAL DELEGATIONS PARTNER: R 700 000 (2 PACKAGES AVAILABLE)

Before Event:

- Dual Accreditation and logo included on the official delegations invitation letter
- Exclusive accreditation and logo on the official programme provided to the delegations
- Branding at the OR Tambo international airport welcome points

During Event:

- Logo on official delegation bags
- Floor tiles located adjacent to the official delegation lounge
- Accreditation as a sponsor at all official delegation lunch and meeting areas
- Brochures/pens/add-in into the Official Delegation

Post Event:

- Acknowledgement in vote of thanks
- Logo inclusion on post show report
- Logo in “Thank you to our partners” post event campaign





**EXPLORING NEW PATHS, SHARING SOLUTIONS,
SHOWCASING INNOVATION AND CAPABILITIES.**

YOUTH DEVELOPMENT PROGRAMME

Invest in the future of Africa's defence and aviation sectors by supporting the Youth Development Programme (YDP) at AAD 2026.

As a key initiative of AAD, the YDP plays a vital role in inspiring and equipping the next generation with knowledge about career opportunities and employment pathways within South Africa's defence, aviation, and military sectors.

By sponsoring the Youth Development Programme (YDP), you contribute directly to building a pipeline of skilled, competent, and future-ready professionals who will drive innovation and excellence in these critical industries.

Become a sponsor or make a donation today, visit:
www.aadexpo.co.za/youth-development-programme/overview



OUR APP

Trade visitors can easily stay updated with all that is happening before, during and after the event. All the relevant information is easily accessed with the click of a button and choosing the relevant push notifications allows up-to-date information so that nothing can be missed!

IT'S FREE TO USE: MTN, Vodacom, Telkom and Cell C subscribers will pay zero data charges when they use our app.

PUSH NOTIFICATIONS: Our Push notifications enable you to manage your visit even when you are not logged onto the app.

TRAFFIC NEWS: Our App provides the latest traffic news to ensure that you get to the venue efficiently.



SCAN TO GET THE AAD APP





EXPLORING NEW PATHS, SHARING SOLUTIONS, SHOWCASING INNOVATION AND CAPABILITIES.

CONTACT DETAILS

SPACE BOOKING

Cell: +27 82 544 3339
Email: expodir@aadexpo.co.za

EXHIBITION DIRECTOR

Nakedi Phasha
Cell: +27 82 544 3339
Email: expodir@aadexpo.co.za

MARKETING AND COMMUNICATIONS

Cell: +27 84 840 3215
Email: marketingcomms@aadexpo.co.za
marketingpr@aadexpo.co.za

GENERAL ENQUIRIES

Thando Sithole
Cell: +27 84 840 3214
Email: admin@aadexpo.co.za

ADDRESS

Africa Aerospace and Defence
Air Force Base Waterkloof
Western Entrance 4th Street
Centurion, City of Tshwane,
South Africa

WWW.AADEXPO.CO.ZA



@africaaerospaceanddefence



@aadexpo



@africaaerospaceanddefence



@aadexpo

PARTNERS:



SUPPORTED BY:

