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# TMA PAVILION CONCEPT AT MARSEC WEST

**A PRIME OPPORTUNITY FOR COMPANIES IN  
THE MARITIME DEFENSE/SECURITY SECTOR TO  
EXHIBIT, PROVIDE IN-WATER DEMOS, GIVE  
PRESENTATIONS, AND MEET BUYERS AND KEY  
DECISION-MAKERS**



11<sup>th</sup> ANNUAL  
**MARITIME SECURITY WEST**  
Aug 12-14, 2024 | San Diego, CA

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## **Overview**

The [11th Annual Maritime Security West](#) (MARSEC West) conference takes place at Paradise Point, San Diego from August 12-14. The conference is Step 3 of [TMA's BlueTech's 2024 Strategic Initiative](#) to maximize commercial impact in the maritime data, defense, and security sectors in the San Diego region (and beyond).

MARSEC West attracts a significant number of influential buyers and key decision makers in the security and defense sector. Step 3 of TMA's Strategic Initiative features a pavilion at MARSEC West where exhibiting companies get high-level access to these key decision-makers and buyers.

Exhibitors who have a formal presence at the TMA pavilion will realize great value through the opportunity to provide an **in-water demo** of their technologies at the show. This unique opportunity to showcase technology in situ is only available to pavilion partners.

## **TMA Pavilion Concept**

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TMA's pavilion has spots for up to 9 companies to exhibit their technologies at MARSEC West. The broader intention of this pavilion is to:

1. Deliver a powerful statement that the exhibiting companies in TMA's pavilion are key players in the maritime security and defense sector.
2. Facilitate introductions and communications between the TMA exhibiting partner companies in advance of MARSEC West to identify collaborative or potential partnership opportunities, and therefore solidify collective value proposition potentials to be featured at the MARSEC West event itself.
3. Provide a forum for TMA to effectively communicate and reinforce the collaborative partnerships of pavilion members identified in point #2 above through multiple mentions of each company throughout the event.
4. The scale and participants of the TMA pavilion will be far more effective at creating a buzz around MARSEC West than a single booth.
5. The pavilion approach differentiates the brands of TMA and the exhibiting partner companies.

## **Why? Value Proposition for Exhibiting Companies**

Companies that exhibit at the TMA pavilion are provided the following:

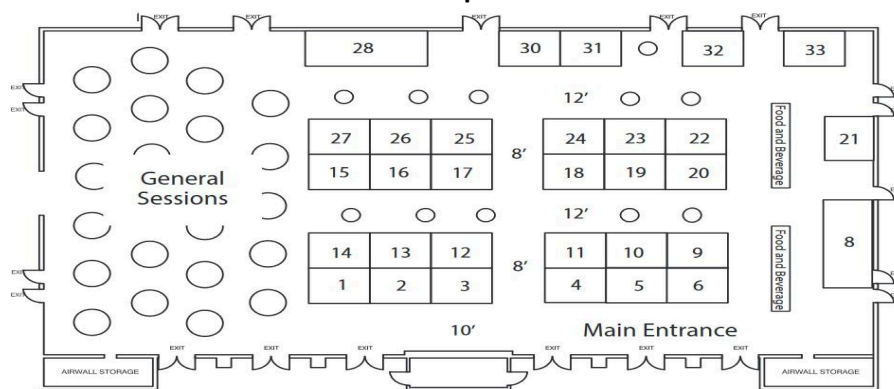
1. Direct access to a concentrated pool of **buyers** and **high-level decision makers**.
2. An exhibition spot for one person.
3. A guaranteed scheduled in-water demonstration time that will allow end users to see your system in action, live. This provides an unparalleled opportunity to showcase your products and solutions to defense and law enforcement constituencies.
4. A 10-minute presentation slot during the conference.
5. Multiple mentions throughout the MARSEC West event, including:
  - a. That participating companies at the TMA pavilion are a part of the [2024 TMA Strategic Initiative](#).
  - b. Being highlighted during TMA's presentation at the show.
  - c. Digital promotions and mentions of the partners involvement with the TMA pavilion in advance of MARSEC West.
  - d. The opportunity to exhibit at BlueTech Week 2024, which is heavily focused on maritime security and defense (will include a speaking slot and digital mentions in lead up to the event).



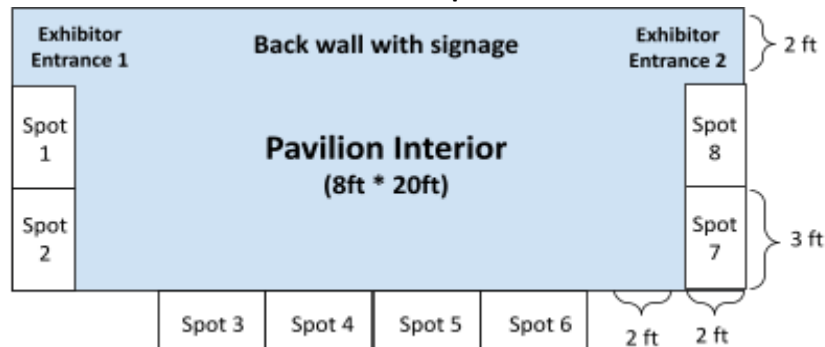
## Floorplan and TMA Pavilion Location, Interior and Spacing

- TMA's pavilion will be located in space #8 (see floor plan below)
- This space has inner dimensions of 20ft \* 8ft (160 square feet total)
- Each exhibition spot will have a forward-facing space that is 3ft wide and 2ft long
- At the back wall of the space, there will be a 20ft \* 8ft banner to promote the purpose of the pavilion (e.g. TMA's Strategic Initiative, the companies that are aligned with this mission, and how their technologies integrate well together). Company logos will also be featured on this back wall.
- In the interior of the pavilion will be a meeting space, as well as other attractions to prompt attendees to enter, have meetings, and generally facilitate higher levels of interest and engagement.

### Floorplan



### Pavilion Space



### Back wall Signage (design below is a mockup only)





## **MARSEC West 2022 (San Diego) Participants List**

To view the participants of the MARSEC West 2022 event that was held in San Diego, [click here](#).

## **Cost Per Pavilion Spot**

- \$2,250 for TMA BlueTech members
- \$3,000 for non-members

## **Contact**

If you are interested in a spot at the TMA BlueTech pavilion at the Marsec West event, contact Matt Classen at [mclassen@tmabluetech.org](mailto:mclassen@tmabluetech.org)