

September 14-17, 2021

# DSEI 2021

## Overview

DSEI connects governments, national armed forces, industry thought leaders and the entire defense & security supply chain on a global scale. With a range of valuable opportunities for networking, a platform for business, access to relevant content & live-action demonstrations, the DSEI community can strengthen relationships, share knowledge and engage in the latest capabilities across the exhibition's Aerospace, Land, Naval, Security & Joint Zones.

For more information: <https://www.dsei.co.uk/>.



London, England

# Details

DSEI 2021 trade show takes place in London, UK at the ExCel Exhibition Centre.

## Trade Show Dates

September 14-17, 2021

## Registration Deadline

July 16, 2021

## Schedule

Date	Day	Activity
July 16, 2021	Friday	Last day for registration
September 12, 2021	Sunday	Latest day to depart United States
September 13, 2021	Monday	Arrive to the show; Booth set-up
September 14, 2021	Tuesday	First day of show and conference
September 15-17, 2021	Wednesday - Friday	Show and conference
September 18, 2021	Saturday	Return to United States

## Frequently Asked Questions:

### How many Virginia companies will participate?

The Virginia booth at DSEI 2021 will have space for six Virginia companies to participate.

### What is the cost for my company to participate?

The trade show participation fee is \$2,500. This fee is **per company, not per participant**. The participation fee includes the following:

- Entries in all official show exhibitor listings
- A LCD screen in the booth to display your company's logo, video, or presentation.
- A counter and stool in the booth to display marketing materials, product samples, etc. Each lockable counter will have an electrical outlet.
- A printed graphic on the booth wall featuring your company's logo
- Access to shared booth furniture. The Virginia booth will have a private meeting room with table and chairs.
- Two exhibitor badges per registered company
- VEDP assistance before and during the trade show

All travel expenses including airfare, hotels, meals, and individual ground transportation to be paid directly by each participant.

Additional *estimated* costs you will incur include (but are not limited to):

Expense	Estimated amount (\$)
Roundtrip airfare from Dulles to London, economy class	1,800
Hotels (6 nights at \$300/night)	1,800
Meals	500
Airport transfers, taxis, public transportation, and other miscellaneous items	500

Sample rendering of the event booth:



## How many badges does my company receive?

Each company is allocated two badges.

VEDP will work with the show organizer to secure participants' badges. You can pick up your badge on site. You will need your identification to collect your badge.

Each person must have a badge to enter the show.

## How are airline and hotel reservations handled?

**Airline tickets:** You book (and pay for) your own airline ticket via local travel agent or online air travel website. The airport code for Heathrow London is LHR. If you do not have a travel agent, the Trade Show Leader can recommend one for you.

**Hotels:** VEDP is not coordinating a block of hotel rooms. Participants must make their own hotel arrangements. Each participant will be responsible for securing and covering the cost of your respective hotel room.

## What are the entry requirements for the UK? Will I need a passport or visa?

A passport is required with six months validity remaining. U.S. citizens do not need a business visa for the UK for stays of up to six months.

## Trade Show Booth Policy:

By exhibiting in the Virginia booth, each company and its representatives agree to the following:

- Space and amenities within the Virginia booth, such as meeting tables and chairs, are shared among the co-exhibiting companies. Companies and individuals that are not co-exhibitors in the booth may not use these booth amenities, as they are reserved for the co-exhibiting companies.
- Each representative is expected to be respectful of other companies' meetings, introductions, and/or networking that may take place in and around the booth. Interference with another company's meetings, introductions, and/or networking efforts is not permitted.

Thank you for your compliance with these guidelines as we represent the Commonwealth of Virginia in a courteous and professional manner.



**We developed key leads for future projects with UK MoD.**

Previous attendee of DSEI



**We made three times as many solid contacts for future business than all the last two years combined.**

Previous attendee of DSEI

## Shipping Disclaimer:

Virginia Economic Development Partnership (VEDP) is not responsible for the shipment of product samples, promotional materials, displays, posters, banners, brochures, etc., to or from a trade mission or trade show. VEDP can make introductions to shipping companies upon request. VEDP recommends that these arrangements be made as early as possible so that product samples and/or promotional materials can arrive in time for your event.

## Registration:

### How do I register to participate?

You can register and pay the trade show fee online. You may do this visiting the following page on our website:  
<https://dsei-2021.eventbrite.com>.

### Contact the Trade Show Leader for more information:

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