

# ABU Con•FEST

**The Asia-Pacific Broadcasting Union (ABU)** is the world's largest broadcasting union. Established in 1964 as a not-for-profit, non-governmental association of broadcasters, the ABU was founded to advance the development of broadcasting in the Asia-Pacific region. Currently, we have 224 member organisations spanning 66 countries. Headquartered in Kuala Lumpur, Malaysia, the Union serves as a hub for cooperation among its diverse members, providing a platform for them to share knowledge, exchange content, and represent their interests with a unified voice.

**Content Festival or Con-Fest** is one of our many premier events organized by the ABU. Envisioned as an international conference for TV, Radio and Digital creatives in the media industry, this event offers first-rate sessions, masterclasses and practical workshops delivered by professionals from ABU member organisations, as well as insightful talks from world-class content creators.

This three-day festival with an expected attendance of more than 350 delegates from the Asia-Pacific and beyond will take place in Kuala Lumpur from **7-9 July 2026**. Become part of the most prominent media industry gathering in the region, exchange ideas and meet new partners.

## SPONSORSHIP CATEGORIES

### PACKAGE A –US\$3,000 (RM12,000)

- Premium logo placement on all event materials, banners and Con-Fest website.
- Keynote speaking opportunity, dedicated conference session and video showcase.
- Special mention by the host in the beginning and end of each day of Con-Fest. Also to present a 5-second intro video of their logo/branding before the event starts.
- Tailor-made exhibition booth at Con-Fest.
- Inclusion of one company brochure in the conference bag given to all attendees at registration.
- One logo inclusion in the Con-Fest e-programme.
- One page colour advertisement in the quarterly issue of the ABU Newsletter; distributed to 224 members in 66 countries.

## **PACKAGE B – US\$1,500 (RM6,000)**

- Premium logo placement on all event materials, banners and Con-Fest website.
- Special mention by the host in the beginning and end of each day of Con-Fest.
- Speaking opportunity or panel participation during the main conference.
- Inclusion of one company brochure in the conference bag given to all attendees at registration.

## **PACKAGE C – IN-KIND SPONSORSHIP**

**\*Supply of merchandise for inclusion in the conference bag and/or at the registration desk. Provision of associated services (transportation, cultural performances, logistics) to assist in the success of the event.**

- Premium logo placement on all event materials, banners and Con-Fest website.
- Special mention by the host in the beginning and end of each day of Con-Fest.

## **PACKAGE D – BY NEGOTIATION**

- Tailor-made package according to the sponsor's needs and objectives
- Benefits ranging between Package A and B.

## **OUTCOME**

- **Brand Visibility**  
Guaranteed international exposure to more than 350 Asia-Pacific media representatives and decision makers. Exposure through event signage, media coverage, digital platforms, and merchandise.
- **Audience Engagement**  
Opportunities to interact directly with attendees through booths, activations, contests, or speaking slots. Access to attendee data (subject to consent) and networking sessions that could lead to future collaborations.
- **Thought Leadership**  
Speaking opportunities, panel participation, or branded content that position the sponsor as an authority in their industry.
- **Community & CSR Alignment**  
Sponsorships tied to social causes, cultural events, or community initiatives enhance corporate social responsibility and goodwill.
- **Media & PR Value**  
Coverage in social media campaigns, and event publicity that extends reach beyond the event itself.

## CONTACT

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## BOOKING FORM

We agree to participate as Sponsor for ABU CON-FEST 2026:

Company:

Address:

Contact Person:

Title:

E-mail:

Mobile No:

Signature:

Date:

Sponsor items	Price (in US dollars)	Mark your selection (/)
Package A	3,000	<input type="checkbox"/>
Package B	1,500	<input type="checkbox"/>
Package C	In-Kind Sponsorship	<input type="checkbox"/>
Package D	By Negotiation	<input type="checkbox"/>