

THE BUSINESS SHOW

ASIA

ASIA'S BIGGEST BUSINESS EVENT

2026 SPONSORSHIP

26-27
AUGUST

2026



SANDS EXPO
& CONVENTION CENTRE



THE ASIA
BUSINESS
SHOW

THE ASIA
BUSINESS
SHOW

Inaccuracy continues to be one of barriers for GenAI adoption



ORGANISED BY

**BUSINESS
SHOW MEDIA**

INTERNATIONAL BUSINESS EVENTS

HEADLINE SPONSORSHIP

As a Headline Sponsor of the event, your brand becomes the focal point of all major marketing activity. From event signage and digital campaigns to social media, tickets, showguides, and email outreach, your logo and messaging will be showcased to thousands of decision makers. It's a prime opportunity to align your business with the most dynamic and influential event, and leave a powerful, lasting impression within the industry.



What's Included...

SG\$120,000 + GST

- 6m x 6m Stand
- Logo on Website Homepage
- Sponsorship Listing on Website and Showguide
- Show Bag Inserts
- Speaking Slot
- Full-Page Advert in Digital and Printed Showguide
- Logo on Show Floorplan and "You Are Here" Boards
- Sponsor Logo Featured on Entrance Branding
- Personalised Hanging Banner Above Stand
- Branded Theatre
- Social Media Announcement
- Logo on Email Campaigns
- Logo on All Event Badges
- Logo on Front Cover of Showguide

GOLD SPONSORSHIP

Gold Sponsorship offers a premium opportunity to position your brand alongside the show, sitting just one tier below Headline status. You'll benefit from extensive exposure across major marketing channels, prominent branded placements throughout event materials, and strong visibility before, during, and after the show. It's a standout package that delivers exceptional value and impact for brands aiming to make a significant impression.



What's Included...

SG\$69,000 + GST

- 6m x 3m Stand
- Logo on Website Homepage
- Sponsorship Listing on Website and Showguide
- Show Bag Inserts
- Speaking Slot
- Full Page Advert in Digital and Printed Showguide
- Logo on Show Floorplan and "You Are Here" Boards
- Sponsor Logo Featured on Entrance Branding
- Personalised Hanging Banner Above Stand

SILVER SPONSORSHIP

Silver sponsorship is another valuable way to connect your brand with the show, offering strong visibility at a more accessible level. The package includes branded presence across select marketing materials and event touchpoints, giving your brand meaningful exposure and association with the event, without the top-tier commitment.



SG\$45,000 + GST

What's Included...

- 4m x 3m Stand
- Logo on Website Homepage
- Sponsorship Listing on Website and Showguide
- Show Bag Inserts
- Speaking Slot
- Full-Page Advert in Digital and Printed Showguide
- Logo on Show Floorplan and "You Are Here" Boards
- Sponsor Logo Featured on Entrance Branding

SEATING & NETWORKING AREA SPONSORSHIP

Be the brand behind the busiest social spot at the show. The Seating & Networking Area sees constant footfall as attendees gather to recharge and connect. With your branding featured across signage and key touchpoints, this sponsorship offers high visibility and positive brand association in one of the event's most visited spaces.



SG\$37,500 + GST

What's Included...

- Collaboratively Designed Space with Branding
- Logo on Seating & Networking Area Feature Page of Website
- Sponsorship Listing on Website and Showguide
- Full-Page Advert in Digital and Printed Showguide
- Logo on Show Floorplan and "You Are Here" Boards
- Logo on Hanging Banner
- Coffee/Concession Cart, with Tables & Chairs
(Stand Not Included)

EXHIBITOR PARTY SPONSORSHIP

Position your brand at the heart of the show's most anticipated social event. As the exclusive sponsor of the Exhibitor Party, your brand will be front and centre as industry leaders, partners, and key decision-makers come together to relax, network, and celebrate. From branded signage and custom activations to shoutouts across our marketing channels, this is a unique opportunity to align your brand with the energy, connection, and buzz of the event's networking evening!



SG\$25,000 + GST

What's Included...

- Dedicated Solus Email to Exhibitor Database
- Sponsorship Listing on Website and Showguide
- Logo Featured on All Printed and Digital Invitations
- Onsite Branding Opportunities at the Exhibitor Party Venue, Including Pop-Up Displays and Signage
- Lead Capture Via Scanning App

MASTERCLASS SPONSORSHIP

SG\$35,000 + GST

This sponsorship gives you the opportunity to share your expertise with your own masterclass theatre as well as a room full of qualified leads. Every attendee has actively registered for your session, demonstrating clear interest in your expertise. You'll receive full access to their contact details, allowing you to follow up post-event and continue the conversation with an already engaged audience.

What's Included...

- 6m x 6m Space (24 Seats)
- Data From Visitors That Sign Up
- Sponsorship & Exhibitor Listing on Website and Showguide
- Fully Built Masterclass Setup, Including Carpet, Furniture, AV & Branded Back Wall
- Logo on Show Floorplan and "You Are Here" Boards
- Dedicated Microsite on Masterclass Page
- 8 Individual Sessions per Day



KEYNOTE SPONSORSHIP

SG\$38,500 + GST

Our Keynote Theatres are the most high-profile spaces at our event, consistently drawing large crowds and national media attention. As a sponsor, your custom-branded backdrop will be the setting for influential keynote speakers, placing your brand at the heart of the action, both on stage and in event coverage. You'll also receive a 30-minute keynote speaking slot, typically reserved by invitation only, underscoring the exclusivity of this sponsorship opportunity.

What's Included...

- Branded Theatre – 80 Seats
- Logo on Hanging Banner
- Logo on Agenda
- Sponsorship Listing on Website and Showguide
- Full-Page Advert in Digital Showguide
- Exhibitor Microsite Listing
- Logo on Show Floorplan and "You Are Here" Board
- Keynote Speaking Slot
- Carpet, Furniture, TV, AV, Electric



SEMINAR SPONSORSHIP

SG\$17,000 + GST

Put your brand at the centre of industry conversation by sponsoring a Seminar Theatre. Throughout the two-day event, engaged visitors will attend expert-led sessions in your branded theatre, giving your business continuous visibility in a high-value setting. As part of the package, you'll also take the stage with a dedicated 30-minute speaking slot, positioning your team as thought leaders alongside top industry voices.

What's Included...

- Branded Theatre – 40 Seats
- Logo on Agenda
- Sponsorship Listing on Website and Showguide
- Exhibitor Microsite Listing
- Logo on Show Floorplan and "You Are Here" Board
- Speaking Slot
- Carpet, Furniture, TV, AV, Electric



PANEL SPONSORSHIP

SG\$17,000 + GST

Align your brand with some of the most engaging and dynamic conversations at the show. As the Panel Theatre Sponsor, your branding will be prominently displayed throughout the space, designed for lively discussions and expert-led debates, drawing consistent footfall and media interest. You'll also have the exclusive opportunity to host the panels, giving you a visible role in shaping conversations.

What's Included...

- Branded Theatre - 40 Seats
- Option for Sponsor to be the Panel Host
- Logo on Panel Agenda Page on the Website and Showguide
- Sponsorship Listing on Website and Showguide
- Logo on Show Floorplan and "You Are Here" Board
- Exhibitor Listing
- Carpet, Furniture, TV, AV, Electric



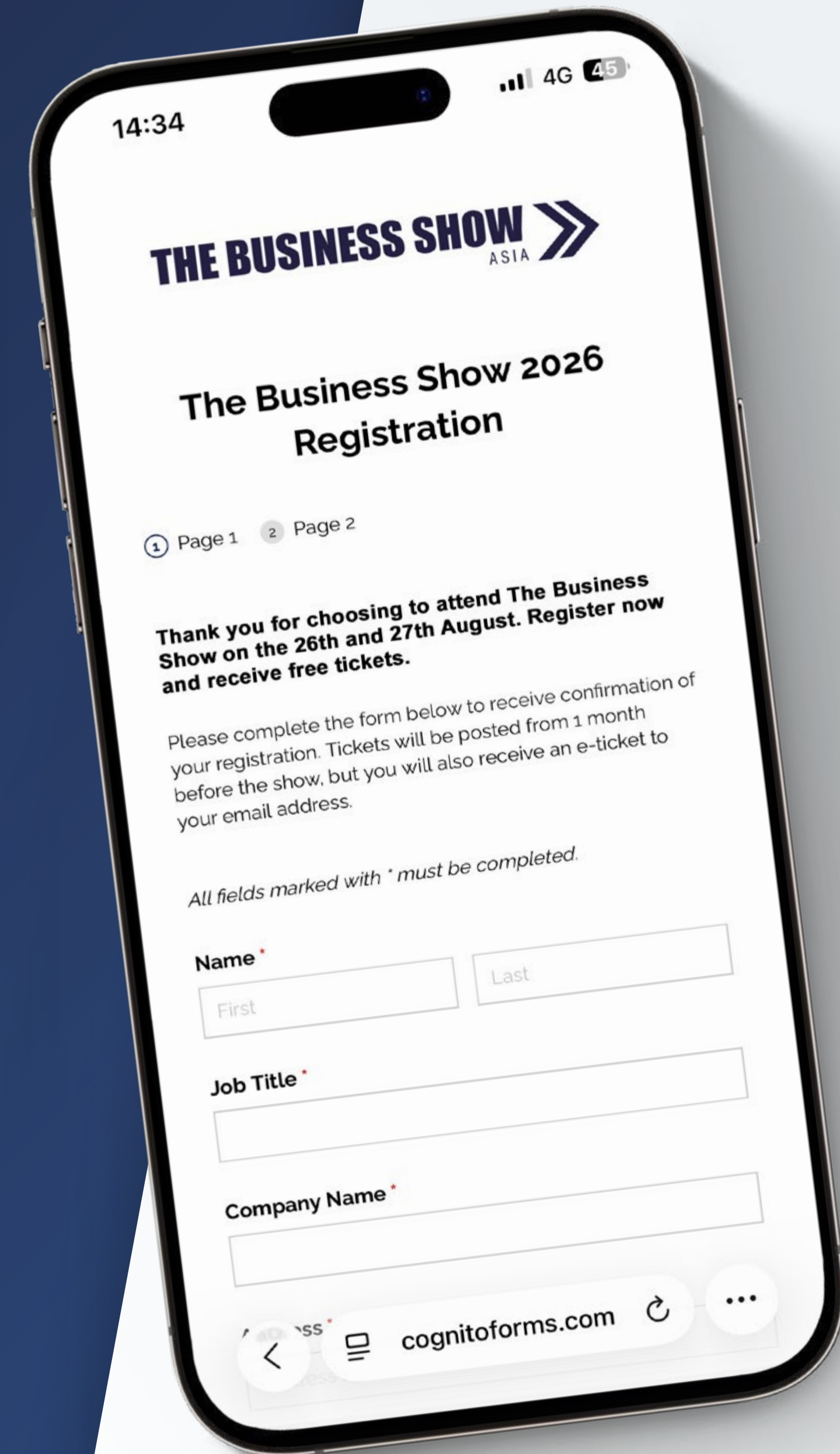
REGISTRATION PAGE SPONSORSHIP

As the Registration Page Sponsor, your logo and messaging will be prominently displayed on the most visited page of the entire campaign, the point where every attendee signs up to attend the show. This high-traffic digital space offers continuous visibility in the lead-up to the event, reinforcing your brand's presence before visitors even step through the doors. With thousands of impressions and strong brand recall, this is a powerful opportunity to make a lasting first impression and align your business with the full event experience from the very start.

What's Included...

- Personalised Question and Logo on Registration Page
- Data From Visitors That Opt-In After the Event
- Listing in Printed and Digital Showguide
- Sponsor Listing on Website
- Logo on Show Floorplan and "You Are Here" Boards

SG\$22,500 + GST



LANYARD SPONSORSHIP

An exclusive opportunity to have your logo visible to every person who walks through the door including exhibitors, keynote speakers, attendees and press. As part of this, your branding is almost guaranteed to be in every picture taken at the event and posted and shared across hundreds of social media channels.

What's Included...

- Branding/Logo on Lanyards Distributed at Entrance
- Listing in Printed and Digital Showguide
- Sponsor Listing on Website
- Logo on Show Floorplan and "You Are Here" Boards
(Stand Not Included)

SG\$20,000 + GST



SHOWGUIDE BACK PAGE SPONSORSHIP

The showguide is sent to every person who registers for a ticket prior to the show to allow attendees to organise and plan their day. The digital showguide will be emailed to our entire database and will remain on the website for 9 months after the event.

What's Included...

- Advert on the Back Page of the Printed Showguide
- Advert Included in the Digital Showguide
- Listing in Printed and Digital Showguide
- Sponsorship Listing on Website and Showguide
- Logo on Show Floorplan and "You Are Here" Boards (Stand Not Included)

SG\$8,500 + GST



SHOW BAG SPONSORSHIP

All attendees will receive a bag upon entrance to the show, not only does this provide you with maximum exposure at the event, but also post-show, when attendees take them home.

What's Included...

- Branding/Logo on Bags Distributed at the Entrance
- Listing on Website and Showguide
- Logo on Show Floorplan and "You Are Here" Boards

SG\$18,000 + GST



SHOW FLOOR SPONSORSHIP

What's Included...

- 16 x Floortiles (500mm x 500mm each)
- Newsletter Article
- Social Media Post
- Speaking Slot
- Digital Full Page Advert
- Listed as a Sponsor in Printed & Digital Showguide (Logo)
- Logo on Floorplan in Printed & Digital Showguide
- Logo on Floorplan Graphics at the Show
- Logo Repeated Multiple Times on Digital and Printed Floorplan Aisles

SG\$35,000 + GST



THE ASIA BUSINESS SHOW >>

GET IN TOUCH



SEND US AN EMAIL

SAMUEL.KING@ASIABUSINESSSHOW.SG



VISIT OUR WEBSITE

ASIABUSINESSSHOW.COM



BOOK A MEETING

+65 8371 6847

26-27
AUGUST

2026



SANDS EXPO
& CONVENTION CENTRE