



# AIFTIS 2025

## Sponsorship Prospectus

**Event:** ASEAN International Fair on Trade in Services (AIFTIS)  
**Dates:** 17-18 November 2025  
**Venue:** Menara MITI, Kuala Lumpur, Malaysia

### About AIFTIS

The ASEAN International Fair on Trade in Services (AIFTIS) is the premier platform dedicated to showcasing ASEAN's professional services, driving innovation, and shaping the region's services roadmap to 2050.

With ASEAN Government leaders, policymakers, industry leaders, and global delegates in one place, AIFTIS 2025 is where policy, business, and technology converge.

Sponsors gain direct access to ASEAN's highest-level decision-makers, visibility across regional media, and sector-specific exposure in professional services, healthcare, tourism, construction, sports, AI, and trade.

### Why Sponsor AIFTIS 2025

- ↳ **Direct Policy Access:** Engage with ASEAN government leaders, MITI leadership, and international delegates.
- ↳ **Visibility Across ASEAN:** Coverage in ASEAN-wide press and digital media campaigns.
- ↳ **Sector-Specific Branding:** Align with key forums and roundtables.
- ↳ **Prestige:** Be associated with ASEAN's first trade fair exclusively dedicated to services.

BROUGHT TO YOU BY:



SUPPORTED BY:





## Sponsorship Packages

### 1. Title Sponsor (Exclusive x2) – RM 160,000

#### ↳ Premium Booths:

- ↳ 6m x 9m island (Main Pavilion)
- ↳ Central kiosk in Gallery Malaysia
- ↳ Two page editorial in the publication for both top two sponsors
- ↳ High-Level Recognition: Logo on stage backdrops for all Forums, Roundtables, Plenary
- ↳ Speaking Opportunity: Guaranteed **10-min keynote** at Opening or Plenary
- ↳ VIP Ministerial Access: Dinner with ASEAN Chairman & MITI Minister

#### ↳ Media Visibility:

- ↳ Logo in press releases, accreditation passes, AIFTIS homepage
- ↳ 30-sec TVC before each major Forum session
- ↳ Social/digital campaigns pre- & post-event
- ↳ Exclusive Branding: “Inaugural AIFTIS 2025 presented by [Title Partner]”
- ↳ Delegate Engagement: Access to delegate contact database via REACH2050 membership platform
- ↳ Award Branding: Presenting sponsor for **Gala Night 1 (Women in AI Awards)** or **Gala Night 2 (ICON & TOKOH Awards)**
- ↳ Passes: 10 full VIP passes for Gala Dinner

### 2. Progressive State Sponsor (Exclusive x1) – RM 150,000

- ↳ Premium Booth: 6m x 9m (Gallery Malaysia Pavilion, prime positioning)
- ↳ Guaranteed 20-min keynote at Opening
- ↳ Showcase Sponsor Access: Honoured group at Gala Dinner
- ↳ Media Visibility: Same package as Title Sponsor
- ↳ Exclusive Branding: “Inaugural AIFTIS 2025 Showcase State”
- ↳ Delegate Engagement: REACH2050 membership platform access
- ↳ Award Branding: Presenting sponsor for Gala Night 1 or Gala Night 2
- ↳ Passes: 10 full VIP passes for both gala nights



### 3. Platinum Sponsor

(x14)

RM 7,000

- ↳ Large Booth: 4m x 4m (Nexus Pavilion)
- ↳ Medium logo on media wall
- ↳ Digital promotion + social banners
- ↳ Passes: 2 VIP Gala Dinner passes (both nights)

### 4. Gold Sponsor

(Technology Gallery Malaysia x16)

RM 5,000

- ↳ Booth: 2m x 3m (Gallery Malaysia Pavilion)
- ↳ Speaking Role: Sector-relevant panel participation slot
- ↳ Logo visibility across venue, website, and event app
- ↳ Media Placement: Inclusion in press kits
- ↳ Passes: 1 VIP Gala Dinner pass (both nights)

### 5. Silver Partner

(x40)

RM 5,000

- ↳ Small Booth: 3m x 3m (SME Pavilion)
- ↳ Logo on exhibitor directory, banners, signage

### 6. Supporting Partner

(Unlimited)

RM 1,500

- ↳ LED stand: 1m x 1m
- ↳ Logo on website & program book

## Add-On Sponsorship Opportunities

- ↳ Forum Sponsorship (x8) - RM 10,000: Naming rights for sector forums
- ↳ Roundtable Sponsorship (x4) - RM 10,000: Naming rights for policy roundtables
- ↳ Plenary Sponsorship (x1) - RM 50,000: Branding during ASEAN Declaration Signing
- ↳ Gala Dinner Sponsorship (x2) - RM 80,000: Naming rights for Gala Awards Nights
- ↳ Delegate Pack Inserts - RM 2,000: Branded flyers/gifts (to be supplied by sponsor)
- ↳ Media Wall Branding - RM 5,000: Logo on press/photo wall backdrop
- ↳ AIFTIS Publication - RM 1,000: 1 Page Editorial | RM 2,000: 2 Page Editorial

## Strategic Sponsorship Benefits

- ↳ Be recognised as a driver of ASEAN's transformation from trade deficit to trade leadership.
- ↳ Influence ASEAN's services roadmap to 2050.
- ↳ Showcase solutions to a regional audience of 1,000+ ASEAN Government leaders, industry and CEOs.
- ↳ Leave a legacy through policy impact, innovation partnerships, and recognition at Gala Awards.

## Next Steps

- ↳ For sponsorship inquiries and customised partnership opportunities:

Contact: AIFTIS Sponsorship Secretariat

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