



adfest

ASIA'S MOST CELEBRATED REGIONAL CREATIVE FESTIVAL

18-20 MARCH 2027

ROYAL CLIFF HOTELS GROUP, PATTAYA, THAILAND

Organised by adfest
Marketing Support By Paul Poole (South East Asia) Co., Ltd. – The Sponsorship Experts



ADFEST 2027
18-20 March, Pattaya, Thailand



adfest 2027

Asia's most celebrated regional creative festival, is celebrating its 30-Year Anniversary at adfest 2027.

The annual three-day festival brings together over 1,000 senior creatives, agency leaders, brand marketers, production companies and industry innovators from all over the world.

For three decades, adfest has brought the creative community together to celebrate bold ideas, inspire new thinking and champion the people shaping the future of creativity.

Dedicated to raising the standard of creative excellence and celebrating local culture and diversity, adfest celebrates creativity and innovation across advertising, design, entertainment, media, production and communications.

adfest is a non-profit entity committed to nurturing and supporting the creative industries across Asia Pacific and the MENA region. Its identity is grounded in the cultures and creative voices of the region, while its outlook is international.





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30 YEARS OF CONNECTING CULTURE, CRAFT, CREATIVITY, AND TECHNOLOGY

30&BEYOND celebrates adfest's journey, the community that has made it possible, and the limitless possibilities that lie ahead. It is an opportunity to celebrate the festival's heritage while looking ahead to the future of creativity across the region, offering a strong platform for new commercial partnerships centred on culture, technology, young talent, learning and regional growth.

adfest 2027 has a number of opportunities to become part of the festival through Title and Presenting Sponsorships, Official Partnerships, Official Supplier and Media Partner agreements, Official Festival Supporter packages and selected event-specific opportunities.

BECOME A COMMERCIAL PARTNER





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QUICK FACTS & FIGURES



3-DAY FESTIVAL

Sessions & Workshops
Lotus Awards
Parties & Networking



DATE & VENUE

18-20 MARCH 2027

Royal Cliff Hotels Group,
Pattaya, Thailand



AUDIENCE

1,000+ Delegates

Senior Creatives
Agency Leaders
Brand Marketers
Production Companies
Industry Innovators

80% Overseas / 20% Local

SOURCE: adfest 2026 ATTENDANCE DATA



SPONSORSHIP OPPORTUNITIES

Title Sponsor
Presenting Sponsor
Official Partners
Suppliers & Media Partners
Official Festival Supporters



EXPERIENTIAL Production Hut

Dedicated Spaces For
Production Related
Companies To Showcase Their
Work & Connect With The
Creative Industry



ADFEST LOTUS AWARDS

Internationally Renowned
22 Lotus Award Categories



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PACKAGES

We have developed sponsorship packages to suit different budgets, objectives and branding requirements.

TIER 1: TITLE SPONSOR & PRESENTING SPONSOR

- One Title Sponsor with naming rights to the event
- One Presenting Sponsor with naming rights to the event

TIER 2: OFFICIAL PARTNERS

- Up to six Official Partners from non-competing categories

TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to 10 x Official Suppliers - goods and services essential to the event
- Up to 10 x Media Partners - advertising and guaranteed editorial essential to the event

ADDITIONAL OPPORTUNITIES

Additional sponsorship opportunities are available for Lunch & Coffee Break Sponsors



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WHO SHOULD SPONSOR?

adfest 2027 offers a unique sponsorship opportunity for brands seeking to engage with 1,000+ senior creatives, agency leaders, brand marketers, production companies and industry innovators.

Its live, digital and social reach creates multiple opportunities for brand visibility, product demonstration, content and engagement.

For brands with ambitions across the region, adfest 2027 provides a valuable platform to connect with decision-makers and industry leaders from the region, as well as with global businesses whose APAC teams are shaping growth across the region. Relevant sectors include, but not limited to:

- Advertising, Marketing & Business Services**
- Beverages**
- Commerce, E-Commerce & Retail Media**
- Consumer Brands & FMCG**
- Consumer Technology & Electronics**
- Creative Awards, Industry Bodies & Associations**
- Creative Technology & AI**
- Creator Economy & Entertainment**
- Education, Talent, Recruitment & Learning**
- Financial Services, Banking & Fintech**
- Government, Trade & Creative-Economy Bodies**
- Media, Social & Digital Platforms**
- Music, Sound & Audio**
- Production, Post-Production & Creative Craft**
- Stock Content, IP, Licensing & Creative Assets**
- Travel, Airlines, Hospitality, Tourism & Destination**





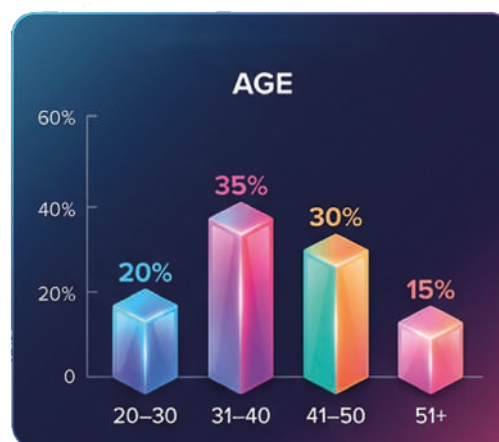
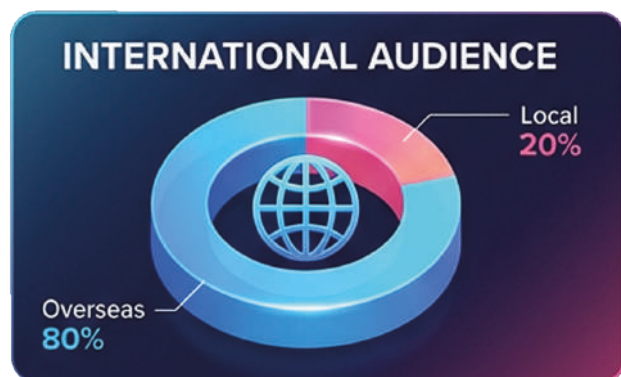
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ABOUT ADFEST 2027

AUDIENCE

adfest 2027 is expected to welcome more than 1,000 delegates. In 2026, adfest welcomed 859 delegates from 59 cities across 37 countries, with audience profile as follows:





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ABOUT ADFEST 2027

LOTUS AWARDS

At the heart of adfest are the internationally renowned adfest Lotus Awards, celebrating outstanding creativity from across Asia including the Pacific and the Middle East.

The awards span 22 Lotus categories, recognising creative excellence across advertising, design, digital, media, entertainment, production, innovation and other areas of the communications industry.

The adfest Lotus Awards are internally renowned and included in the major creative rankings – WARC Creative 100, Campaign Brief Asia Creative Rankings and The Drum World Creative Rankings – reinforcing adfest's standing within the global creative industry.





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ABOUT ADFEST 2027

SESSIONS & WORKSHOPS

Learning and inspiration are central to adfest. Across the three-day festival, delegates can attend sessions and workshops, and learn from leading creative thinkers, industry leaders, innovators and practitioners from the international creative community.





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ABOUT ADFEST 2027

THE VENUE

adfest 2027 will take place at the Pattaya Exhibition And Convention Hall (PEACH), Royal Cliff Hotels Group in Pattaya, Thailand.

For commercial partners, the venue creates opportunities to be visible throughout the delegate journey, with space for brand presence, product displays, branded installations, experiences and face-to-face engagement.

EXHIBITION GALLERY

The Exhibition Gallery showcases all adfest entries, providing delegates with the opportunity to discover works from across the region.





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ABOUT ADFEST 2027

PRODUCTION HUT

The Production Hut is adfest's dedicated showcase for production and production-related companies, providing a focused space for businesses to present their craft, demonstrate their capabilities and connect directly with creative industry delegates and potential clients and industry partners.

PARTIES & NETWORKING

adfest is as much about the people you meet as the content you see.

The three-day festival includes a **Welcome Party** and an **After Party**, and networking runs throughout the festival, giving delegates opportunities to meet creative leaders, agency executives, brand marketers, production specialists and industry colleagues from across the region and around the world.

For Sponsors & Partners, these social occasions create valuable opportunities to host, entertain, build relationships and become part of the adfest experience.





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ABOUT ADFEST 2027

PREVIOUS SPONSORS & PARTNERS

ADFEST has developed relationships with an extensive network of international brands, creative organisations, industry bodies, media organisations and festival partners.

ADFEST 2026 Sponsors & Partners included:

SPONSORS



SUPPORTERS



YOUNG LOTUS REPRESENTATIVES



MEDIA PARTNERS



FESTIVAL PARTNERS





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WHY GET INVOLVED?

adfest 2027 offers Sponsors & Partners a powerful opportunity to align with Asia's international creative festival and connect with an influential audience of senior creatives, agency leaders, brand marketers, production companies and industry innovators.

Sponsorship packages are designed to combine corporate branding, audience engagement, thought leadership, product demonstration, hospitality and networking opportunities.

Packages include:

- Category Exclusivity & Title Rights
- Branding & Intellectual Property Rights
- Media, Promotion & PR Rights
- Digital & Social Rights
- Experiential Rights
- Hospitality & Networking Rights
- Merchandising Rights

Participation in adfest 2027 can strengthen brand awareness, create valuable business relationships and position Sponsors & Partners at the heart of one of Asia's most established creative industry gatherings.





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MAIN BENEFITS

BRAND EXPOSURE

adfest 2027 provides Sponsors & Partners with opportunities for brand exposure across the festival identity, venue, digital and social channels, media activity and promotional materials. Rights can be tailored according to sponsorship level, category and campaign objectives.

NAMING RIGHTS TO THE EVENT

The Title or Presenting Sponsor will be incorporated into the official name of adfest 2027, creating a powerful association with the event.

BRAND PLACEMENT AT THE EVENT

Festival exposure can include prominent locations throughout PEACH, including registration and arrival areas, sponsor and welcome boards, the main foyer, conference areas and other high-traffic delegate spaces.

BRAND PLACEMENT IN MEDIA & CONTENT

Sponsors & Partners can be integrated into appropriate adfest digital, social and offline content before, during and after the festival, including festival news, promotional campaigns, awards content, video, interviews and other approved communications.

EXPERIENTIAL BRANDING

Sponsors & Partners can create a physical presence through exhibition areas, sponsor booths and other agreed activations. Production-related businesses can also participate in the dedicated Production Hut.





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MAIN BENEFITS

MEDIA, PROMOTION & PR RIGHTS

adfest 2027 will be supported by media, promotional and PR activity targeting the advertising, marketing, creative and production industries across Asia, the Pacific and international markets.

Sponsors & Partners can associate with adfest 2027 through approved PR, advertising, editorial, promotional and content activity, helping extend their presence beyond the venue and reach the wider creative industry.

Opportunities can include:

- Online editorial and digital content
- Sponsor announcements and PR activity
- Interviews and thought-leadership opportunities
- Festival, speaker and awards-related content
- Video and behind-the-scenes content
- Partner advertising and promotional communications
- adfest 2027 website and e-newsletter activity
- Social media amplification

MEDIA PARTNERS

adfest 2027 will work with selected advertising, marketing, creative, business and digital media partners to extend awareness, content distribution and industry reach.

ADVERTISING & PROMOTION

Promotional activity will build awareness of adfest 2027 in the lead-up to the festival and throughout the event, with opportunities for Sponsors & Partners to be incorporated into agreed digital, social, editorial and partner communications.





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MAIN BENEFITS

DIGITAL & SOCIAL RIGHTS



adfest has an established digital and social presence, providing Sponsors & Partners with opportunities to extend their association with the festival before, during and after the live event.



4K
Followers



10K
Followers



3K
Followers



3.25K
Subscribers



1.3K
Followers

Figures correct as of 9th September 2026

EXPERIENTIAL RIGHTS



Sponsors & Partners have the opportunities to bring their brands to life through physical experiences and direct engagement with delegates.

Activations can include sponsor booths, branded installations, product displays, demonstrations, sampling where appropriate, photo opportunities.

PRODUCTION HUT



The Production Hut is the perfect opportunity for production and production-related companies to showcase their craft to a captive audience.

All experiential opportunities will be subject to sponsorship tier, venue requirements and final approval by adfest.





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MAIN BENEFITS

HOSPITALITY & NETWORKING RIGHTS

Networking is central to the adfest 2027 experience, giving Sponsors & Partners opportunities to entertain clients, build relationships and connect with leaders from across the region.

adfest sponsorship tiers include delegate passes with access to all networking, hospitality and social events.

adfest 2027's Welcome Party will be held on **Thursday 18 March** and the After Party on **Saturday 20 March**, alongside networking throughout the three-day festival.

adfest also operates the Lotus Royale VIP Lounge, available to Sponsors & Partners, speakers, juries, providing a more private environment for meeting and networking during the festival.

For Sponsors & Partners, these rights provide opportunities for client entertainment, prospect development, senior relationship-building and informal engagement with the wider adfest community.

MERCHANDISING RIGHTS

adfest 2027 offers Sponsors & Partners opportunities to develop approved co-branded merchandise and promotional items in collaboration with the organiser.

Items can be used for delegate gifting, promotional campaigns, competitions, giveaways and agreed festival materials, helping extend sponsor visibility beyond individual activations and throughout the delegate experience.

Any co-branded merchandise, distribution or commercial sale will be subject to the sponsorship agreement and approval by adfest.



RIGHTS INVENTORY	PARTNER LEVEL		
	TIER 1 TITLE & PRESENTING SPONSOR	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Rights to title "[Title Sponsor Name] adfest 2027 in association with [Presenting Sponsor name]" for PR and advertising use	Yes	-	-
Rights to title "[Sponsor Name], Official Partner of [Title Sponsor Name] adfest 2027 in association with [Presenting Sponsor name]" for PR and advertising use	-	Yes	-
Rights to title "[Sponsor Name], Official Supplier / Media Partner of [Title Sponsor Name] adfest 2027 in association with [Presenting Sponsor name]" for PR and advertising use	-	-	Yes
Category Exclusivity	Yes	Yes	-
INTELLECTUAL PROPERTY & BRANDING RIGHTS			
LOGOS & IMAGES			
Right to use the adfest 2027 composite (lock-up) logo and approved event imagery on internal and external marketing	Yes	Yes	Yes
BRANDING – GENERAL			
Indicative allocation of the overall sponsor branding inventory across agreed event assets: Tier 1: 50%: Title Sponsor 30% and Presenting Sponsor 20% Tier 2: 30%: shared between up to six Official Partners, with a maximum allocation of 10% to any one partner Tier 3: 20%: shared between Official Suppliers / Media Partners, with a maximum allocation of 5% to any one partner Percentages represent an indicative share of the overall sponsor branding inventory and do not represent a guaranteed percentage of physical space, screen time or individual assets. Final placement, size and prominence will vary according to the individual branding asset, sponsorship tier and final event layout			
BRANDING – AT EVENT VENUE			
Main branding areas: Entrance & Registration Area, Main Foyer, Conference Hall, Lunch Hall, Exhibition Gallery and Breakout Stage	Yes	Yes	Yes
Logo on welcome area	Yes	Yes	Yes
Logo on banner display of all Sponsors & Partners (Tiers 1, 2 & 3) in Conference Hall	Yes	Yes	Yes
Dedicated banner (Tiers 1, 2 & 3) in Conference Hall	Yes	Yes	Yes
Logo on Main Stage Screens in the Conference Hall	Yes	Yes	Yes
AROUND THE FESTIVAL (including Breakout Stage)			
Logo on Sponsor & Partner Backdrops (Tiers 1, 2 & 3) at locations around the Festival	Yes	Yes	Yes
Logo on LCD TV Loops around the Festival	Yes	Yes	Yes
Logo on Festival delegate badges (Tiers 1, 2 & 3)	Yes	Yes	Yes
Opportunity to present 1 x Award / Certificate to 1 Award Category on Stage	Yes	additional	additional
Logo on interview backdrops, press-conference branding and media areas	Yes	Yes	Yes
Corporate branding on promotional booths, display areas and sampling areas at the venue	Yes	Yes	Yes

RIGHTS INVENTORY	PARTNER LEVEL		
	TIER 1 TITLE & PRESENTING SPONSOR	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS
BRANDING – HOSPITALITY & PARTIES			
Naming rights to Welcome Party and/or After Party i.e "Welcome Party in association with Title Sponsor & Presenting Sponsor"	Yes	-	-
Logo presence at Welcome Party and/or After Party	Yes	Yes	Yes
MEDIA, PROMOTION & PR RIGHTS			
Logo on pre- and post-event literature, event website, stationery, e-newsletters and partner communications	Yes	Yes	Yes
Brand name mention and logo in press information, advertising and marketing campaigns / sales materials	Yes	Yes	Yes
DIGITAL & SOCIAL RIGHTS			
Branding on digital campaign communications	Yes	Yes	Yes
Sponsor integration across social media and digital advertising and any promotional content	Yes	Yes	Yes
EXPERIENTIAL RIGHTS			
Trade or promotional booth at the venue	6m x 5m	4m x 3m	3m x 2m
Promotional literature, product displays and sampling at the venue	Yes	Yes	Yes
Delegate passes	X6	X4	X2
Material in adfest 2027 Festival Kit	Yes	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS			
adfest delegate passes include access to Welcome & After Parties	Yes	Yes	Yes
MERCHANDISING RIGHTS			
Opportunity to develop limited-category, co-branded merchandise, subject to prior approval.	Yes	Yes	Yes

FESTIVAL SUPPORTER PACKAGES

A limited number of entry-level opportunities are available for Official Festival Supporters, offering selected branding, promotional and delegate access benefits.

Benefits can include:

- Right to use the designation "Official Festival Supporter of adfest 2027" and the approved event logo in your own publicity
- Logo on the adfest 2027 website Festival Supporters page
- Delegate passes
- Opportunity to include approved promotional material in the adfest 2027 Festival Kit

Final rights, quantities, locations and specifications are subject to availability, venue requirements and approval by adfest.



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ORGANISERS



adfest is a non-profit-making entity dedicated to nurturing and supporting the creative industry across Asia Pacific and the MENA region.

The festival is organised by Plannova Co., Ltd., a Bangkok-based professional event, exhibition and convention organiser with experience in awards programs, conferences, exhibitions and promotional events.

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