

ATX ENTERPRISE

26 - 28 MAY | SINGAPORE EXPO

SALES BROCHURE 2027

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ASIA

COMMUNIC
ASIA

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TECHXLR8
ASIA



The AI Summit
SINGAPORE
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Agenda Overview **ATX**ENTERPRISE

Wednesday, 26 May | Day 1

Thursday, 27 May | Day 2

Friday, 28 May | Day 3

ATXENTERPRISE HEADLINERS

CYBERSECURITY | HEALTHTECH | DATA CENTRES | FUTURE MOBILITY | SMART CITIES

BROADCAST
ASIA - AI IN MEDIA

BROADCAST
ASIA - PRO AVL

BROADCAST
ASIA - SPORTS MEDIA & STREAMING

COMMUNIC
ASIA - TELCOS OF TOMORROW

COMMUNIC
ASIA - CONNECTIVITY AND
INFRASTRUCTURE

COMMUNIC
ASIA - FUTURE OF DATA

SATELLITE
ASIA - SATELLITE COMMUNICATIONS



 **The AI Summit
SINGAPORE** - EDGE COMPUTING & QUANTUM IOT
by Informa

ATxParty

WORKSHOPS & Dev**X**perience
Summit



ATTENDEES SNAPSHOT

JOB FUNCTIONS BREAKDOWN

C-Suite

Strategy / Innovation

Commercial

Product Management

Technical / IT

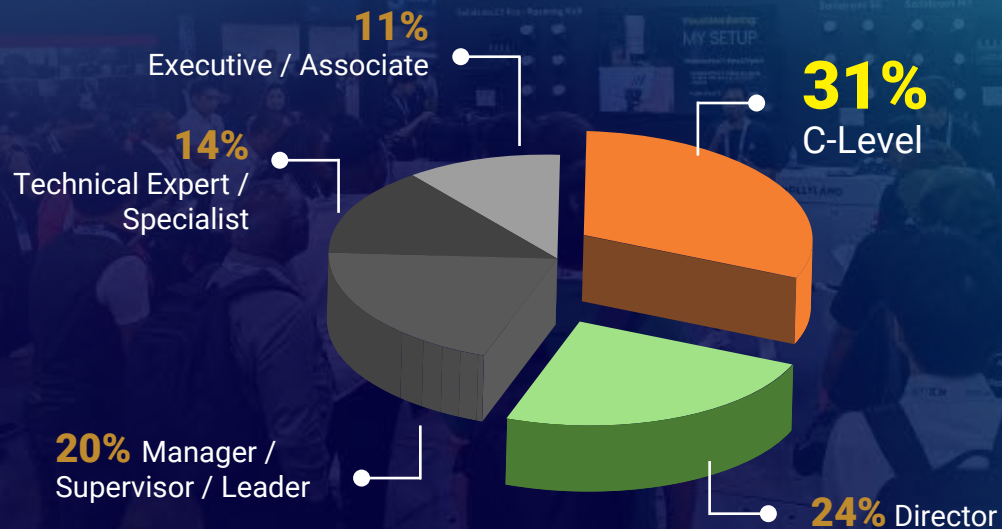
Customer Experience

Engineer / Architect / Developer

Research & Development

Consultant / Advisor

JOB LEVEL PERCENTAGE BREAKDOWN



INDUSTRY BREAKDOWN



Aviation



Banking & Finance



Maritime & Shipping



Energy & Utilities



Manufacturing / Industry 4.0



Logistics & Supply Chain



Smart Cities & Urban Infrastructure



Agriculture / Environmental Monitoring



Communication Service Providers



Defence & National Security



Media & Broadcasting



Download the 2027 Preview Attendee List

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SATELLITE ASIA

TECHXLRS ASIA



2026 ATTENDEE PROFILE

 Broadcasting / Digital Media / Entertainment
22%

 Telco / ICT
16%

 Enterprise Tech & Innovation
26%

 Vertical Industry / Enterprise End-User
17%

 Satellite
19%

TOP 5 INDUSTRIES	%	TOP 5 INDUSTRIES	%	TOP 5 INDUSTRIES	%	TOP 5 INDUSTRIES	%	TOP 5 INDUSTRIES	%
Broadcasters & Content Platforms	30%	Telco Operators	28%	AI & Data Leaders	28%	Financial Services	24%	Government & Public Sector	26%
Production & Studios	20%	Data & Connectivity Providers	22%	Enterprise IT & Digital Transformation	24%	Manufacturing & Industry	22%	Maritime	20%
Media Agencies & AdTech	18%	System Integrators & VARs	18%	Cloud & SaaS Platforms	18%	Healthcare & Life Sciences	18%	Aviation	18%
Digital Publishers	17%	IT & Cybersecurity Providers	17%	Cybersecurity & Risk	15%	Government & Smart Cities	20%	Energy & Offshore Infrastructure	18%
Telco Media & Distribution	15%	Distributors & Channel Partners	15%	Emerging Tech & Innovation	15%	Investors & Ecosystem	16%	Telcos & NTN Ecosystem	18%

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DELIVERING REAL BUSINESS OUTCOMES IN 2026

22,000+
ATTENDEES

1,200+
VIPs

450+
SPEAKERS

700+
SPONSORS &
EXHIBITORS



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Attendee
List

TOP 10 COUNTRIES AND REGIONS



Australia



China



India



Indonesia



Malaysia



Philippines



South Korea



Thailand

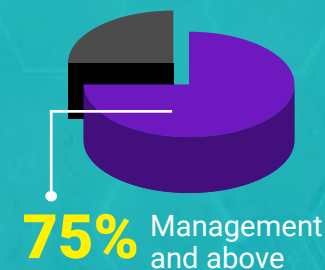


USA



Vietnam

*Outside Singapore



PAST SPONSORS AND EXHIBITORS

Alibaba Cloud

aws

ARISTA

AT&T

Blackmagicdesign

Canon

DELL
Technologies

eutelsat

FORTINET

Google

HUAWEI

HubSpot

IBM

nCS

okta

ORACLE

ses

Singtel

Tencent Cloud

VERTIV

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WHAT TO EXPECT IN 2027



ENTERPRISE TECH
LEADERS FORUM



CISO TECH
BRIEFING



ATxParty



HOSTED BUYER
PROGRAMME



ATx CONNECT
(1:1) MEETINGS



TECH TOURS



ATx TERRACE



THOUGHT
LEADERSHIP
KEYNOTES



MINISTERIAL
PANEL



VIP VILLAGE



EXPERIENTIAL
WORKSHOPS

INDUSTRY VERTICALS

BROADCAST ASIA

Powering content creation, broadcast and ProAV, from live production to next-gen media workflows.

COMMUNIC ASIA

Enabling next-gen connectivity through networks, platforms and digital infrastructure.

SATELLITE ASIA

Driving global connectivity and resilience through satellite and space technologies.

TECHXLR8 ASIA

Helping organisations modernise, scale and secure through enterprise technology.

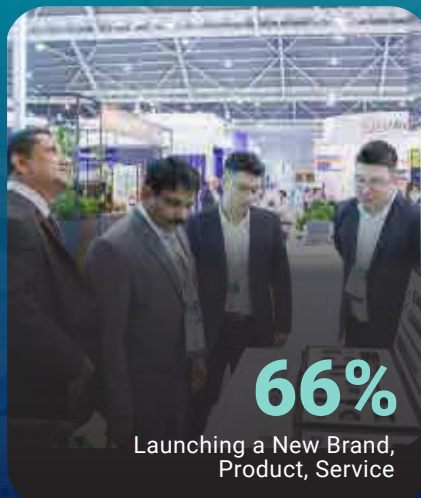


The AI Summit SINGAPORE

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Advancing real-world AI adoption from strategy and governance to deployment and impact.

EXHIBITOR SATISFACTION RATING



EXHIBITION SNAPSHOT

HEAR FROM INDUSTRY LEADERS

“Three years at ATxEnterprise has cemented its value as our gateway to ASEAN markets. The quality of decision-makers we meet consistently validates our investment. We’re thrilled to continue building on our success at ATxEnterprise.

Phyllis Chin
APAC Marketing Manager, SAFOUS by IIJ

“ATxEnterprise has been our platform to showcase global broadcast solutions and connect with industry leaders. It remains essential for staying ahead of emerging trends and technologies.

Alexey Malikov
Chief Business Development Officer, ELECARD

“For 10 years, ATxEnterprise has been our flagship event in Asia, serving as a vital meeting point for our key business partners and resellers throughout the region.

Ashrith Logan
Marketing Manager, Asia Pacific, Grandstream Networks

“ATxEnterprise connected Splashtop with the region's brightest industry minds. This premier event exceeded expectations, generating valuable customer conversations and forging strategic partnerships that continue to drive our regional expansion.

Leonard Wong
General Manager & Vice President Sales, Splashtop Inc.

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SPACE ONLY RATES

	STANDARD	PLATINUM
9SQM	S\$7,410	S\$7,780
18SQM	S\$14,820	S\$15,560
36SQM	S\$29,640	S\$31,120
54SQM	S\$44,460	S\$46,680
72SQM	S\$59,280	S\$62,240
108SQM	S\$88,920	S\$93,370

SHELL SCHEME PACKAGE

	STANDARD	PLATINUM
9SQM	S\$8,580	S\$9,010
18SQM	S\$17,160	S\$18,020
36SQM	S\$34,320	S\$36,040

WHAT'S INCLUDED

Information Desk
(Non-Lockable)

Adjustable Barstool

Wastepaper Basket

Round Table

Easy Chairs

10W Led Spotlights

13amp Single
Phase Power Point

Grey Carpet



BOOTH PACKAGES

PACKAGES ENTITLEMENTS

	SPACE ONLY	SHELL SCHEME
Exhibitor Passes	✓	✓
Full access to Networking App	✓	✓
Pre-event marketing pack to promote your involvement at the show	✓	✓
Profile in the 2027 Welcome Guide	✓	✓
Standard Inclusion Fee S\$650	• Sponsor name, logo & booth location • 50-word summary • Link to schedule meetings	
Access to Lead Insights platform	✓	✓
Standard Inclusion Fee S\$910	Lead scanning and real time, actionable insights to maximise your ROI	

BENEFITS OF REBOOKING ONSITE



PRIME BOOTH SELECTION

Secure top locations early for maximum visibility and foot traffic.



PRIORITY ACCESS TO NEW SPACES

Get first pick of newly released and high-demand areas.



SECURE EARLY BIRD PRICING

Plan ahead for 2027 and enjoy lower rates before standard pricing applies.



AMPLIFIED BRAND PRESENCE

Increase your visibility across digital, onsite, and post-event platforms.



EXCLUSIVE EARLY BIRD BENEFITS

Receive complimentary value-added perks, including enhanced branding opportunities, speaking opportunities, tech tours, and other exclusive event features.



FEATURED SPONSOR EMAIL

Be highlighted to a global audience of tech leaders and buyers.



EXTENDED BRAND EXPOSURE

Stay visible through reports, social content and newsletters.



VIP NETWORKING ACCESS

Join exclusive sessions with government and enterprise leaders.



TESTIMONIAL FEATURE

Share your success story across ATxEnterprise 2027 campaigns.

Secure your spot onsite at Asia's premier tech event and unlock exclusive perks that elevate your brand ahead of ATxEnterprise 2027.

Rebooking onsite guarantees early access, fixed rates, and priority visibility across our marketing and thought leadership platforms.

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SUMMARY OF ALL PACKAGES

	HEADLINE	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
	S\$96,250	S\$78,750	S\$65,625	S\$43,750	S\$30,625	S\$25,375
THOUGHT LEADERSHIP	Fireside chat on Headliners	✓				
	Panel speaking slot on Headliners	✓	✓	✓		
	Solo speaking slot on Anchor Event	2	✓	✓	✓	
	Panel speaking slot on Anchor Event	✓	2	✓		✓
PRE-EVENT	Logo and profile on ATxEnterprise Website	✓	✓	✓	✓	✓
	Inclusion in relevant ATxEnterprise Marketing Campaigns	✓	✓	✓		
	Dedicated EDM sent to relevant ATxEnterprise data segment	2	2	✓	✓	
	Social media campaign promoting your involvement at ATxEnterprise	✓	✓	✓	✓	✓
ONSITE	Push notifications sent via event networking app to all attendees	✓	✓	✓	✓	
	Logo on onsite signage - across all Anchor Events (inc. stage sets)	✓	✓	✓		
	Logo on relevant Anchor Event Signage			✓	✓	✓
	Onsite video interview with nominated spokesperson	✓	✓	✓	✓	✓
ACCESS / LEAD GEN	Raw space	72sqm	54sqm	36sqm	18sqm	9sqm
	Access to ATx Connect (1:1 meetings)	15	12	10	7	3
	Position on Expo Tech Tour	✓	✓	✓	✓	
	Speaker passes	3	3	2	2	1
	Delegate passes	6	4	3	2	1
	Lead capture at registration	✓	✓	✓		

All deliverables listed within each package are fixed and non-exchangeable. Clients may choose to opt out of selected entitlements; however, unused benefits cannot be substituted, transferred, or exchanged for alternative deliverables.

Pricing excludes mandatory Lead Insights (S\$910) & Welcome Guide (S\$650) Fees

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WHERE DEALS START WITH THE RIGHT BUYERS

HOSTED BUYER PROGRAMME

SPONSORSHIP OPPORTUNITIES INCLUDE

EXCLUSIVE: Hosted Buyer Partner*

- Opportunity to recommend up to 15 key clients
- 10 x VIP meetings with qualified buyers
- Access to VIP closed-door sessions at Technology Leaders Forum
- 1 x speaking session on ATxEnterprise programme
- "Hosted Buyer Programme presented by" branding across associated marketing materials
- Pre-event introductions and post-event buyer contract data (where compliant)
- Branded lounge seating up to 6 people within VIP area on show floor

Hosted Buyer 1:1 Meetings Partner

- Opportunity to recommend up to 7 key clients
- 10 x VIP meetings with qualified buyers
- Discrete branding within hosted buyers areas
- Branding across ATxEnterprise marketing channels promoting your involvement
- Branded lounge seating up to 6 people within VIP area on show floor

Hosted Buyer Networking Partner

- Sponsorship of a hosted buyer breakfast during Day 1 or 2 of event
- Opportunity to recommend up to 5 key clients
- 10 x VIP meetings with qualified buyers
- Branding across ATxEnterprise marketing channels promoting your involvement
- Opportunity to host networking area for hosted buyers during ATxParty, incl branding onsite

Recommend potential buyers with this invite-only programme, connecting C-suite leaders, procurement heads, investors and advisors who are actively leading digital transformation.

You gain guaranteed, relevant conversations with the right stakeholders; they gain a streamlined, concierge-supported way to evaluate solutions.

Rates start from **\$25,000**

“ATxEnterprise serves as a crucial platform for showcasing our innovative products to key customers across Asia. This premier event consistently delivers exceptional value by connecting us directly with our target market and enabling meaningful product demonstrations that drive business growth throughout the region.

Echo Fu
Marketing, Telestream LLC

TURN CONVERSATIONS INTO PIPELINE WITH

ATx CONNECT

RESULTS FROM

LONDON TECH WEEK 2025'S 1:1 MEETINGS

London Tech Week, the UK's most influential tech event and part of the Informa Festivals family alongside ATxEnterprise, successfully introduced LTW Connect (1:1 meetings). Onsite, powerful moments of connection and collaboration were created across the week.

173

total meetings
scheduled

81%

completion rate for
meetings

173

of all leads had
purchasing power

Sample leads from meetings:

Global Accelerators and Innovation Programmes, **Boeing**

Global AI Solutions Specialist, **Dell Technologies**

Global Lead AI Product Development,
Coca Cola Euro Pacific Partners

LTW Connect (1:1
Meetings) partners
included:



1:1 MEETINGS SERVICE

Connecting tech solution providers, enterprises or startups with the right decision-makers.

Secure pre-arranged, high value meetings with a precisely defined audience, ensuring meaningful conversations that drive real business impact.

Every meeting is carefully arranged to match your criteria and will take place in a designated area at ATxEnterprise.

S\$18,000

10 meetings

S\$10,000

5 meetings

HOW DOES IT WORK?

1

Select your bundle

Choose the right package for your business objectives.

2

Define your audience

We will select the right audience, aligned to your requirements.

3

Let us handle the rest

We will arrange the meetings.

4

Connect at ATxEnterprise

Guaranteed 1:1 meetings at a time that suits you.

5

Make connections that count

Leave with valuable relationships and sales-qualified leads.

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WHERE APAC'S BUSINESS LEADERS CONNECT

THE VIP VILLAGE

This premium networking opportunity brings together the continent's digital transformation leaders in an environment designed for meaningful connections and strategic conversations.

SPONSORSHIP OPPORTUNITIES INCLUDE

VIP Village Host Sponsor: Exclusive

- 1x VIP Lounge within space, seating up to 6 people

THOUGHT LEADERSHIP

- Opportunity to host 1x Roundtable during the Technology Leaders Forum, with up to 10 delegates, including 8 handpicked VIPs and two members of your team

ACCESS AND LEAD GENERATION

- 2x Full access delegate passes to ATxEnterprise content and expo
- Lead capture from roundtable

BRANDING

- Company logo accredited as VIP Village Host sponsor in relevant marketing campaigns
- Company logo on relevant event signage
- Opportunity to discreetly brand ATxEnterprise VIP village, hosting all VIPs, speakers and hosted buyers

DIGITAL MEDIA

- Banner or short content advert in a pre-event ATxEnterprise newsletter sent to all subscribers. Content to be provided by sponsor
- Interactive video interview housed on its own landing page within ATxEnterprise Resource Hub summarising key discussion points from your roundtable. With up to 3 content assets including key takeaway reports.

VIP Lounge Sponsor

- 1x Branded lounge seating up to 6 people in VIP Village
- Company logo, website profile & social handles to feature on event website and networking app
- 2x Full access delegate passes to ATxEnterprise content and expo
- 5x Pre-qualified meetings through ATx Connect

2026
VIP STATS

1,200+

All C-suites and senior decision makers

TOP ATTENDING INDUSTRIES

Government

Aviation

Banking/Finance

Healthcare

Logistics

Telecoms

EduTech

Oil & Gas

Broadcast & Media

Retail/FMCGs

and many more...



Download the 2027
Preview Attendee List

Rates start from

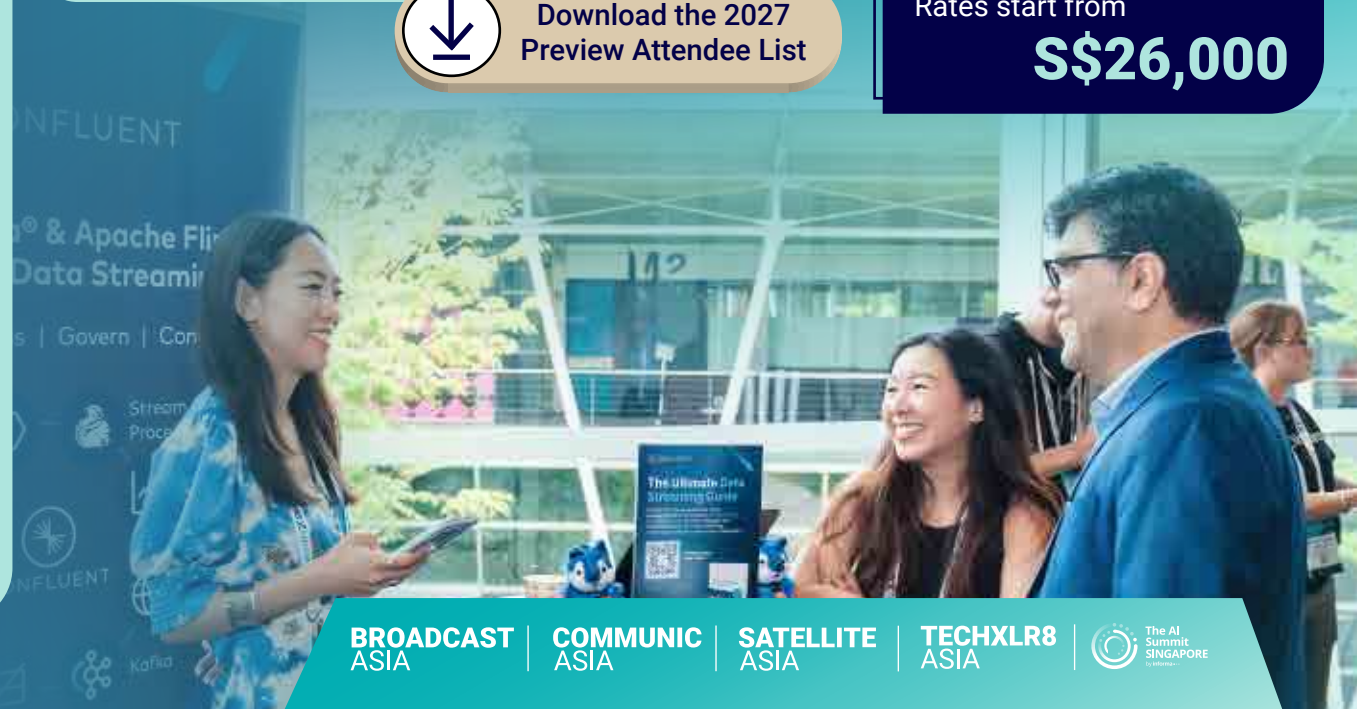
S\$26,000

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EXCLUSIVE HOSTED NETWORKING AT ATxENTERPRISE

ATx TERRACE 2027

An exclusive hosted reception at Hall 3 entrance of Singapore Expo, delivering a curated, high-value networking environment designed for premium client hosting and targeted engagement available on Day 1 or Day 2 only.

	2 HOURS	4 HOURS	7-HOUR BUYOUT
Investment	S\$16,000	S\$32,000	S\$40,000
F&B Credit	S\$6,000	S\$12,000	S\$16,000
Duration	2 hours	4 hours	7 hours
Full-Day Exclusivity	—	—	✓

All ATxTerrace packages include exclusive hosted venue access, professional AV setup, and a dedicated on-site experience manager.

SUGGESTED FORMATS

Breakfast Briefings

Networking Lunches

Happy Hours

Private Seminars

VENUE OPTIONS

TAG Restaurant & Bar

Up to 250 pax
(44 seated indoor | 65 standing indoor
| 150 alfresco)

TAG Live

Up to 70 pax



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CORPORATE HOSPITALITY SUITE

Elevate Client Engagement in a Private Suite

Host your top clients in a dedicated, fully branded space designed for meetings, presentations and product showcases.



From **S\$8,250 - S\$16,650**/Day
*3 days discounted rate available

OTHER EXECUTIVE HOSTING & MEETING SPACES

BUILD YOUR OWN MEETING ROOM ON THE SHOW FLOOR

PACKAGE (15sqm)

- (6) Chairs
- (2) 4ft x 2ft table with black skirting
- (1) Wastepaper basket
- (1) 13 amp socket
- (4) Fluorescent tubes

PACKAGE (18sqm)

- (8) Chairs
- (2) 6ft x 2ft table with black skirting
- (1) Wastepaper basket
- (2) 13 amp socket
- (4) Fluorescent tubes

S\$945 per sqm

**Meeting rooms are not soundproof*



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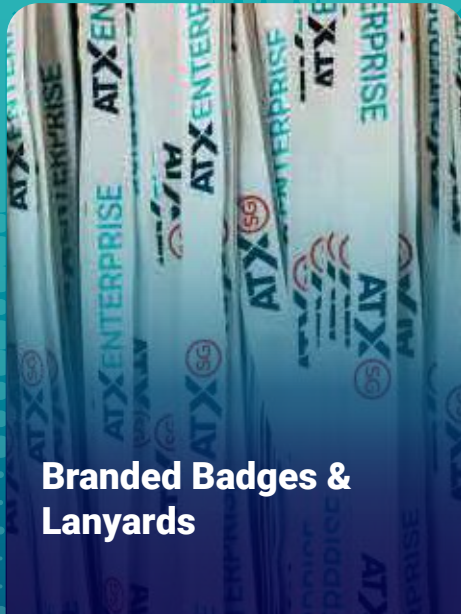
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 **The AI Summit**
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2027 OPPORTUNITIES INCLUDE



Branded Badges & Lanyards

EXCLUSIVE | S\$50,000



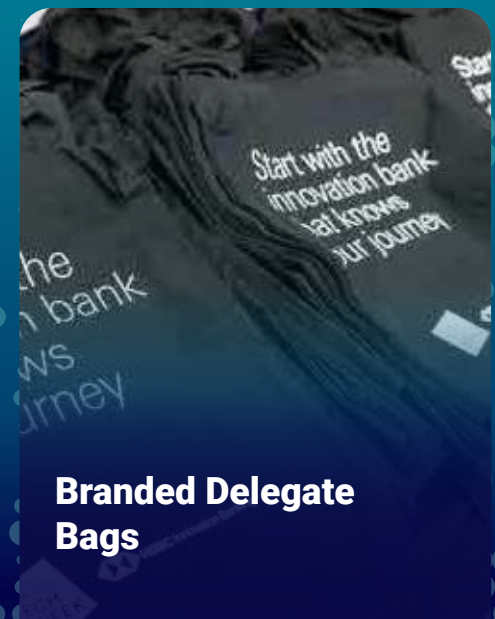
Registration Sponsorship

EXCLUSIVE | S\$50,000



Coffee Lounge

From S\$35,000



Branded Delegate Bags

EXCLUSIVE | S\$26,500



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**Enterprise Tech
Leaders Forum &
CISO Tech Briefing**

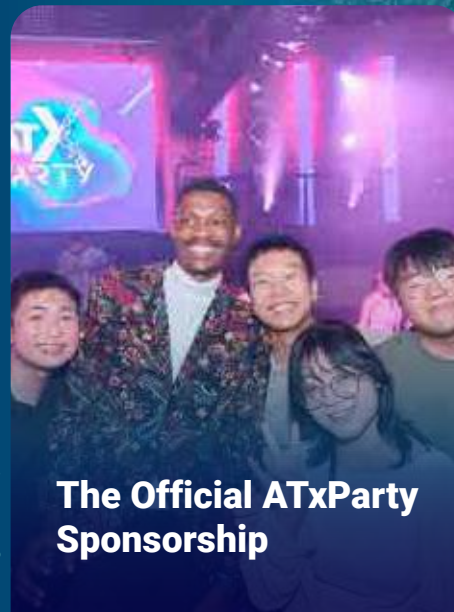
From S\$26,250



**DeveloperXperience
Summit Sponsorship**

From S\$15,000

2027 OPPORTUNITIES INCLUDE



**The Official ATxParty
Sponsorship**

From S\$5,000



**ATxEnterprise
Workshop Sponsorship**

From S\$22,500

Rates shown reflect up to 10% onsite rate discount.

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TECH LEADERS FORUM

FEATURE	HEADLINE SPONSOR	GOLD SPONSOR	ROUNDTABLE HOST	DRINKS MIXER HOST
Exclusive package	✓			✓
Speaking opportunity	✓	✓		✓
Hosted roundtable	✓	✓	✓	
VIP access (hand-picked delegates)	✓	✓	✓	
Lead capture from sessions	✓	✓	✓	
ATx Connect* pre-qualified meetings	✓			
Full delegate passes (ATxEnterprise + Forum)	✓	✓		✓
Branding across event signage	✓	✓	✓	✓
Pre-event digital advert (newsletter)	✓	✓		
Social media promotion	✓	✓		
Post-event content/interview	✓			
On-site branding during activation	✓	✓	✓	✓

Rates start from **S\$26,250 - S\$45,000**

*CISO Tech Briefing is reserved for CISOs, CIOs, CTOs and other senior executives responsible for cybersecurity strategies.
Rates shown reflect up to 10% onsite rate discount.

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SPONSORSHIP OPPORTUNITIES INCLUDE

HEADLINE SPONSOR

EXCLUSIVE

Thought Leadership

- 1 x Opening Keynote speaking slot during CISO Tech Briefing
- Opportunity to be included as panellists on another session

Access and Lead Generation

- 2 x Full access delegate passes to ATxEnterprise content, expo and CISO Tech Briefing
- 5 x Pre-qualified meetings through ATxConnect
- Lead capture from speaking session

Branding

- Company logo accredited as CISO Tech Briefing Headline Sponsor in relevant marketing campaigns
- Company logo on relevant event signage

Digital Media

- Banner or short content advert in a pre-event ATxEnterprise newsletter sent to all subscribers. Content to be provided by sponsor.
- 2 x Social media promotions during the campaign highlighting your corporate message or involvement at the event. Content to be provided by sponsor.
- Interactive video interview housed on its own landing page within the ATxEnterprise Resource Hub summarising key discussion points from your roundtable. With up to 3 content assets including key takeaway report.

CISO TECH BRIEFING

GOLD SPONSOR

2 PLACES AVAILABLE

Thought Leadership

- 1 x Speaking slot on a panel during the CISO Tech Briefing

Access & Lead Generation

- 2 x Full access delegate passes to ATxEnterprise content, expo and Technology Leaders Forum
- Lead capture from speaking session

Branding

- Company logo accredited as CISO Tech Briefing Gold Sponsor in relevant marketing campaigns
- Company logo on relevant event signage

Digital Media

- Banner or short content advert i(including logo and sponsor message) in a pre-event ATxEnterprise newsletter sent to all subscribers. Content to be provided by sponsor.
- 2 x Social media promotions during the campaign highlighting your corporate message or involvement at the event. Content to be provided by sponsor.

*CISO Tech Briefing is reserved for CISOs, CIOs, CTOs and other senior executives responsible for cybersecurity strategies.



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CONTACT US



FOR SALES AND EVENT ENQUIRIES

Joyce Wang | Event Director

✉ Joyce.Wang@informa.com

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