



# Sponsorship Proposal

**16<sup>th</sup> November 2023**  
**Shangri-La Colombo**



# Help businesses Transform Fuelling Digital Economy

Participants will have the distinct privilege of engaging with distinguished industry experts, enabling valuable interactions, and fostering unparalleled networking opportunities, making this conference an indispensable event on their calendars.

It will connect startups, investors, corporates, research institutes, trade & tech government agencies and innovators.





## **EXECUTIVE SUMMARY**

The Federation of IT Industry Sri Lanka (FITIS) Software Chapter formally known as Sri Lanka Association for the Software Industry (SLASI) present the API Asia Conference, a groundbreaking event in Colombo, Sri Lanka. This highly anticipated conference will take place at the prestigious Shangri-La, welcoming around 700 participants locally and globally.

The API Asia Conference, themed “Fuelling Digital Economy,” aims to provide a platform for industry leaders, experts, and enthusiasts to explore the latest trends, innovations, and opportunities in technology.

API Asia Conference will feature insights from Leading Industry Personnel and forward-thinking disruptors, including IT and business leaders of innovative companies in the region. We are excited to announce that the event will feature an engaging hackathon, bringing together IT professionals to tackle pressing challenges.

We invite you to join us at the API Asia Conference, where ideas will be shared, connections will be made, and the future of technology will be shaped. Register today to secure your spot at this premier conference held at the Shangri-La in Colombo, Sri Lanka.



API Asia aims to connect startups, investors, corporates, research institutes, trade & tech government agencies and innovators through:

**Discovering New Technologies**

From three innovative summits that discuss novel ideas

**Gaining New Industry Insights**

from leading technology companies, Unicorns, and Industry Leaders

**Connecting with Global Startups/Research Labs**

To come up with new solutions

**Gaining Access to New Markets**

By connecting with 40 tech/trade companies, potential partners and customers



# API Asia Snapshot 2023



**500+**  
Participants



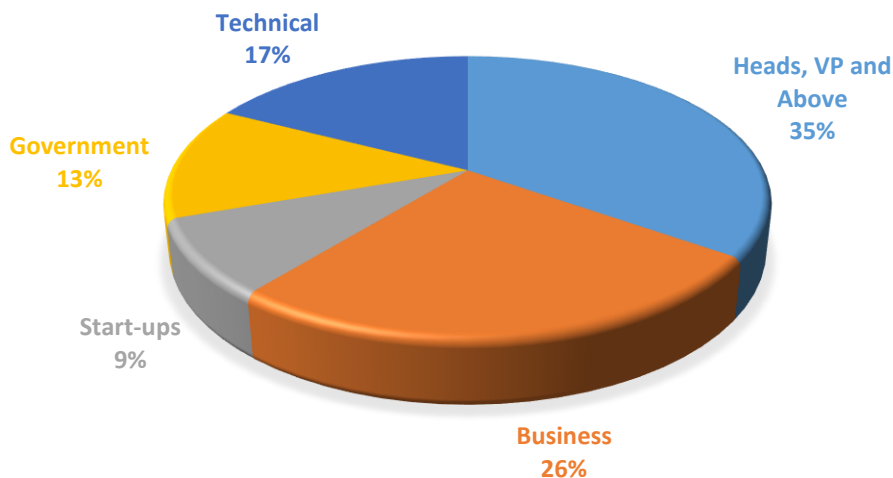
**20+**  
Speakers



**350+**  
Organizations

Including Corporations, startup incubators, and government institutions

## PARTICIPATION STATISTICS



# Our Partners for 2023

---

## Strategic Partner



## Government Partners



## Industry Partners



# Tech Summits

## AI



- AI in healthcare: Transforming diagnosis and treatment
- Strengthening Digital Trust in Emergence of Threat in Cyber Security
- Enhancing User Experience Across Industries in Customer Experience
- AI and Ethical Considerations: Building Responsible and Trustworthy AI System

## Fintech



- Connecting Financial World
- Evolving Digital Economy
- Impact of Fintech on current economic cycle
- Policy Framework and Integrity of Financial Systems

## Smart Cities



- Advanced Infrastructure
- Data-Driven Decision Making
- Sustainable Solutions
- IoT and Connectivity
- Citizen Engagement



# Venue for the Conference



*Shangri-La, Colombo*





# Sponsorship Packages

Benefits	Strategic	Platinum	Gold	Silver
Investment in US Dollar	\$ 25,000	\$ 15,000	\$ 10,000	\$ 5,000
Press conference backdrop (upon sponsor confirmation)	✓	✓	✓	✓
Backdrop Branding	✓	✓	✓	✓
Logo on digital marketing literature	✓	✓	✓	✓
Keynote Speaker slot	✓			
Special video promotion – inter sessions (Conference, Digital Bar & Grill)	✓	✓		
Resource person for Hackathon	✓	✓		
Company description on Sponsor page	100 words	80 words	60 words	20 words
Title sponsor on all marketing initiatives	✓	✓	✓	
Introduce framework/platform for hackathon	✓			
Special seating arrangement at inauguration	✓	✓		
PR Articles in Sri Lankan Newspaper	2	1		
Press Adverts	4	2	1	
Social Marketing acknowledgments via Twitter, Facebook and LinkedIn	12	6	3	1
Social amplification	\$ 150	\$ 80	\$ 50	\$ 20
Supplement (Message from CEO)	✓	✓		
Discount on additional registration	25%	20%	15%	10%

# Sponsorship Packages

Benefits	Strategic	Platinum	Gold	Silver
Dedicated space for B2B meetings	✓	✓		
Acknowledgement in opening address	✓	✓	✓	✓
X-Stands at Conference Venue	6	3	1	
VIP Seating arrangement for Digital Grill & Bar	4	2		
Video clip, played at the Conference / Digital Bar & Grill	1.5 mins	1 min	45 secs	30 secs
Electronic marketing materials for participants	✓	✓	✓	✓
Welcome Procession at inauguration and lighting of the oil lamp	✓	✓		
Table branding for invitees and guests (Conference and Digital Bar & Grill)	✓	✓		
Logo and company description will remain post event home page and sponsor until the next Conference 2024	3 Months	2 Months	1 Month	
Availability of presentation contents on web and social channels	3 Months	2 Months	1 Month	
Direct link to company website	✓	✓	✓	✓
*Thank you* Email	✓	✓	✓	✓



# Sponsorship Packages

Benefits	Strategic	Platinum	Gold	Silver
LEAD REGISTRATION				
Pre-event periodic registration updates (no numbers & email ads)	✓	✓		
Survey response to the sponsors	✓	✓	✓	✓
Restricted attendees list (statistics)			✓	✓
EXHIBITION				
Shell exhibit space	✓	✓	✓	
Premium location for demonstrate the product/solution (Physical only)	(10x15)	(10x10)		
Table space			✓	
Complimentary conference pass staffs	8	5	2	1
Complimentary conference Invitees	10	5	2	1
CO- BRAND			✓	
Co-branded gifts (Cost to borne by the sponsor)	✓	✓	✓	✓
Sponsored branded item prize draw	✓	✓		
Present one of the Award (Subcategory)		✓		
Present one of the Co-Branded Award	✓	✓		
Present one of Co-Branded Digitally Transformed Organization Award	✓			

# API Asia:

## Key Dates and Timeline

Launch 6<sup>th</sup>  
September



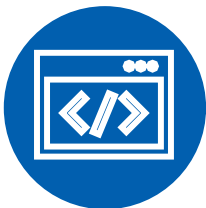
Registration  
Sep 2023



Conference  
16<sup>th</sup> Nov 2023



Hackathon  
Feb 2024





# API Asia Launch 2023





# Press Releases

● SRI LANKA

## Sri Lanka's API Asia Conference 2023: A Hub for Digital Transformation and Innovation in the Region

By Salman Akhtar • 3 hours ago



Sri Lanka's API Asia 2023: Spearheading Regional Digital Innovation and Transformation

### Sri Lanka to Host API Asia Conference 2023

Sri Lanka is once again at the forefront of digital transformation, with the Federation of Information Technology Sri Lanka (FITIS) poised to host the second installment of the esteemed API Asia Conference 2023. This pivotal gathering, slated for November 16 at the luxurious Shangri-La Hotel in Colombo, represents a harmonious convergence of industry experts, tech aficionados, and business magnates.

### Sri Lanka's Digital Acceleration: DigiEcon 2030 and Beyond

<http://bit.ly/3Z8WM0e>



## Sri Lanka gears up to host API Asia Conference 2023 - digital transformation and innovation

Thursday, 07 September 2023 - 7:47



Colombo, Sri Lanka - The Federation of Information Technology Sri Lanka (FITIS) is gearing up to host the highly anticipated API Asia Conference 2023 for the second time. This year's conference is scheduled to take place on November 16 at the prestigious Shangri-La Hotel in Colombo. The event was officially launched at the Presidential Media Centre (PMC) in the presence of State Minister of Technology, Kanaka Herath, and other distinguished government and industry officials.

<http://bit.ly/3EyyGX3>



## Sri Lanka to host API Asia Conference 2023 to fuel digital economy

7 September 2023 01:11 am

A A A



The Federation of Information Technology Sri Lanka (FITIS) is gearing up to host the highly anticipated API Asia Conference 2023 for the second time, set to take place on November 16, at Shangri-La Hotel in Colombo. The event's official launch took place yesterday at the Presidential Media Centre. It was graced by Technology State Minister Kanaka Herath along with several eminent government and industry figures. During the launch ceremony, Herath underscored the pivotal role of this year's conference in advancing Sri Lanka's digital economy. The event will revolve around three critical pillars: artificial intelligence, smart cities and financial technology, all essential components of the digital ecosystem.

<https://bit.ly/3P7zcMN>

Published on: September 6, 2023

## Sri Lanka gears up for API Asia Conference 2023 to fuel digital transformation and innovation

<https://pmd.gov.lk/>



<https://bit.ly/3EwyBj6>

**FITIS to Host API Asia Conference 2023 in Sri Lanka, Fueling The Digital Economy.**  
September 07, 2023 / Colombo/Sri Lanka  
Sri Lanka is gearing up to host the API Asia Conference 2023 for the second time, with this year's event scheduled for November 16<sup>th</sup> at Shangri-La Hotel in Colombo. Organized by the Federation of Information Technology Sri Lanka (FITIS), the event is set to be a landmark in the digital transformation of Sri Lanka. The event was officially launched on 06<sup>th</sup> September 2023 at a press conference held at President's Media Centre under the patronage of the Minister of Technology, Hon. Kanaka Herath and several distinguished government and industry officials.



# API Asia 2019 Statistics



**290+**  
Organizations

Including Corporations, startup incubators, and government institutions

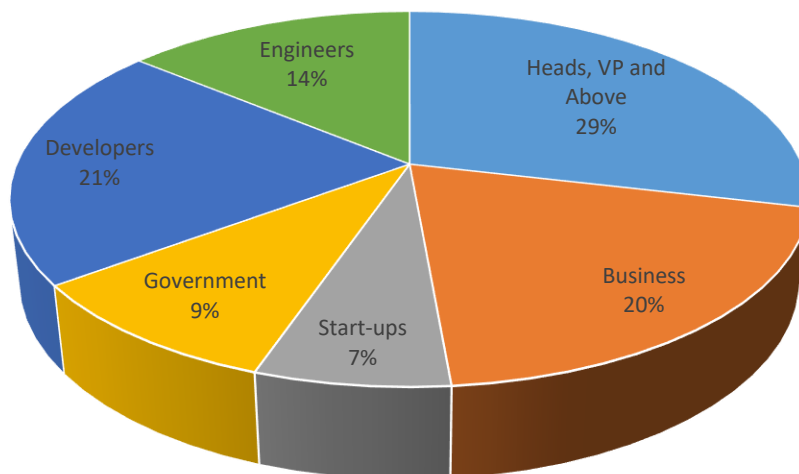


**700+**  
Participants



**23**  
Speakers

## PARTICIPATIONS STATISTICS



■ Heads, VP and Above ■ Business ■ Start-ups ■ Government ■ Developers ■ Engineers

# Our Previous Sponsors

## Platinum Sponsors



## Bronze Sponsors



### Knowledge Partner



### Official Pay TV Partner



### Official Home Broadband Partner



### Official Telecommunication Partner



### Web Design Partner



### Ticketing Partner



### Logistic Partner



### Online Payment Partner



### Event Management Partner



### Solutions Partner



### Messaging Partner



## Ecosystem Partner



## National Partner



## Exclusive print Media and Digital Sponsors





# API Asia Snapshot 2019





# Thank you

## Please Contact

Faheema Junaideen  
Project Manager  
[apiasia@fitis.lk](mailto:apiasia@fitis.lk)  
+94 743067671

Air Commodore Jayasiri Amarasena(Retd.)  
Chief Executive Officer  
[ceo@fitis.lk](mailto:ceo@fitis.lk)  
+94 764469900