



SOUTH EAST ASIA MERCHANT EXPO

• PRO AVL • MUSIC •



The very first Pro-AVL Show @ Kuching Borneo

21-23 MAY 2026

Thursday - Saturday

**BORNEO CONVENTION
CENTRE (BCCK)**

Held in-conjunction with 3 other Events that connect the worlds of Arts, Musical, Dance & Live Entertainment



PILAR

SEAMEX

BEATROOT

CRAFTXIBITION

COLLAB-HUB

CORE AUDIENCE TYPE

Industry, B2B, pros

Youth, fans, creators

Designers, buyers, makers

Creators, digital natives

MINDSET

Technical, practical

Emotional, immersive

Story-driven, tactile

Experimental, collaborative

GOALS

Innovation, equipment, networking

Music, identity, shared vibe

Quality, authenticity, slow value

Dialogue, tools, cross-pollination

Expected Exhibit Profile

AUDIO



- Line-arrays
- Sub-woofers
- Stage monitors
- Loud-Speakers
- Stage mixers
- FOH Mixers Virtual FOH Mixers
- Recording Studio Accessories

VISUAL



- LED Screens
- Video Walls
- Performance stage LED screens
- Performance Stage LED lighting System
- LED Lighting System Mixers
- Stage Pyro System

MUSIC



- Amplifiers (guitar, bass, keys)
- Software & hardware for Recordings (home, Studio)
- Guitars (acoustic, electric)



APAC PIFA GROUP



OTHERS



COST OF PARTICIPATION

STAND PACKAGE COST / Sqm	09 Sqm <3m x 3m>	15 Sqm <3m x 4m>	18 Sqm <3m x 6m>	30 Sqm <5m x 6m>
SGD\$ 320 / Sqm	SGD\$ 2,880.00	SGD\$ 4,800.00	SGD\$ 5,760.00	SGD\$ 9,600.00



- ✓ AVLIAS is pleased to express its support for our members' participation at SEAMEX 2026. To facilitate this initiative, the Association has secured a reimbursement grant of up to 50% of the participation contract value from the Sarawak Tourism Board's representative, aimed at assisting AVLIAS members in joining the show.
- ✓ An administrative fee of S\$350 will be charged per applicant for handling paperwork processing and coordination on behalf of our participants.



Sponsorship Tiers

Whether your goal is maximum brand exposure or targeted interaction, our tiered packages are crafted to deliver real value. We've designed these options to be clear, flexible, and effective—giving you the tools to connect with the audience in a way that feels authentic and impactful.

Major

- Major brand prominence on all SEAMEX marketing/promotional assets.
- Available for **one Partner** only

Title/Naming Rights

- "SEAMEX powered by [Brand]"

Mainstage Branding

- LED screens, DJ booths, backdrops, MC shoutouts,

Media Mentions

- Sponsor name included in press releases, radio ads, TV spots, digital campaigns

Festival App/Site Takeover

- Banners, splash screens, exclusive digital content

Merch Co-Branding

- Major size Sponsor logo on wristbands, lanyards, shirts, artist passes, Chill areas

RM 550,000.-

Platinum

- Premium SEAMEX on-site & digital exposure.
- Available for **three Partners**

Mainstage Branding

- LED screens, DJ booths, backdrops, MC shoutouts, Chill areas

Media Mentions

- Sponsor name included in press releases, radio ads, TV spots, digital campaigns

Festival App/Site Takeover

- Banners, splash screens, exclusive digital content

Merch Co-Branding

- Co-branding Sponsor logo on wristbands, lanyards, T-shirts, Chill areas

RM 185,000.-

Gold

- SEAMEX Strategic visibility & booth space.
- Available for **five Partners**

Mainstage Branding

- LED screens, MC shoutouts

Media Mentions

- Sponsor name included in press releases, radio ads, TV spots, digital campaigns

Festival App/Site Takeover

- Banners

Merch Co-Branding

- Co-branding Sponsor logo T-shirts.

RM 85,000.-

Silver

- Logo placements.
- Available for **ten Partners**

Mainstage Branding

- MC shoutouts

Media Mentions

- Sponsor name included in press releases,

Festival App/Site Takeover

- Banners.

Merch Co-Branding

- Co-branding Sponsor logo T-shirts.

RM 50,000.-

Event Activities

9:00 AM - 05:00 PM



DAY 1

21 May 2026

- Opening Ceremony @9:30 AM by the Minister of Tourism, Creative Industry and Performing art.
- Technical Presentation by main product sponsor
- On site workshops - Hands on experience
- VIP guests explore the SEAMEX venue

Thursday



DAY 2

22 May 2026

- Technical Presentation by various designated products
- Music Therapy Presentation
- Audio tech sound system presentation for House of Worship, cafes, recording studios, throughout the day

Friday



DAY 3

23 May 2026

- Technical Presentation by various designated products
- Talkshow with Minister of Tourism, Creative Industry & performing arts
- Panel Conference Sessions for various applications
- Closing Ceremony

Saturday

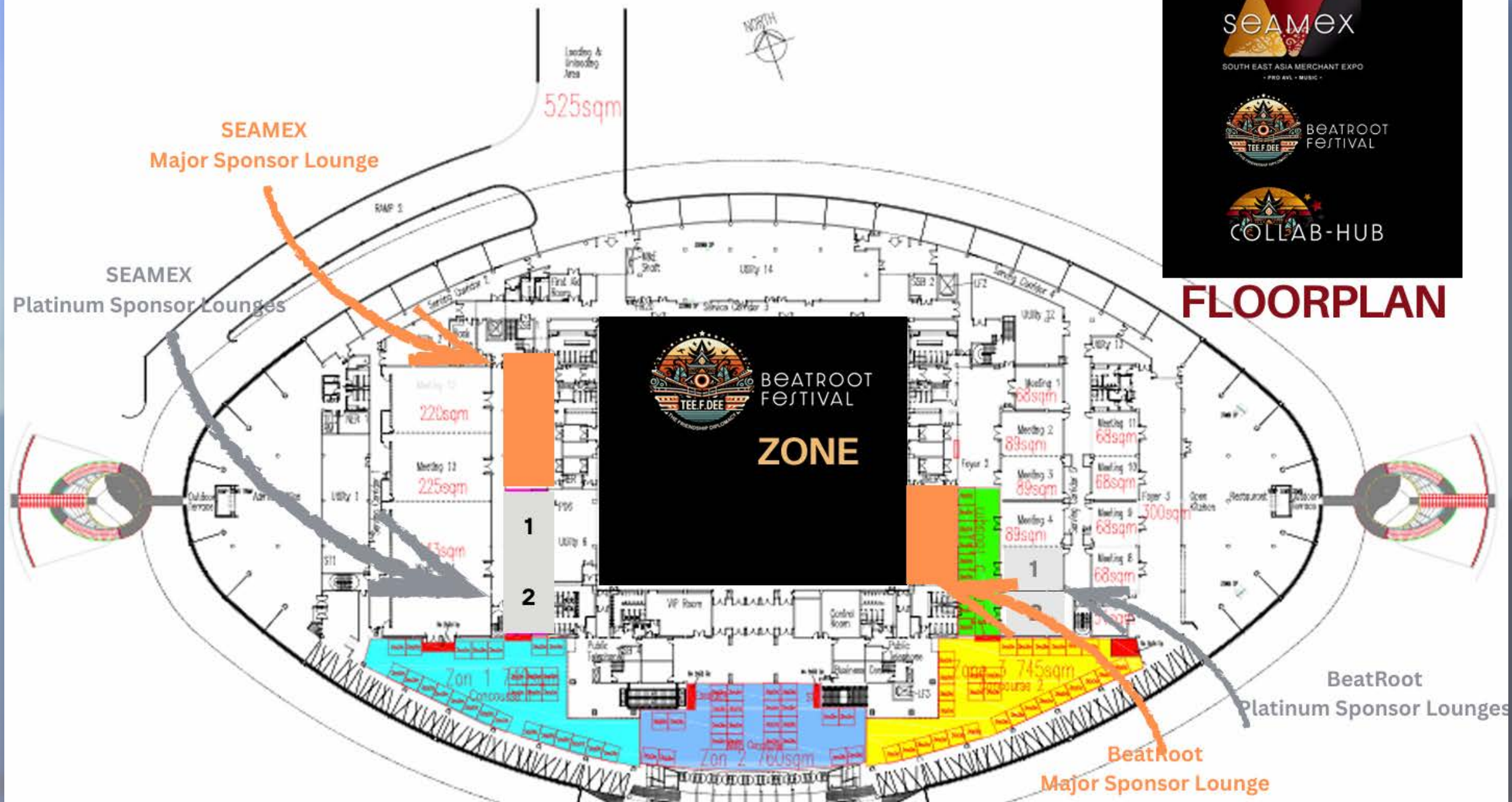
Event Venue

Borneo Convention Center Kuching Level 2

Sarawak - East Malaysia

The **Borneo Convention Center Kuching** is a convention centre located in Kuching, Sarawak, Malaysia. It is the first dedicated convention and exhibition centre in Borneo and the second-largest convention centre in Borneo after the Sabah International Convention Center in Kota Kinabalu.

FLOORPLAN



WHY KUCHING?



SOUTH EAST ASIA MERCHANT EXPO
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Be a Part of Sarawak's Powerful Long-Term Development Vision



Sarawak has a clearly defined and well-funded roadmap under the Post-COVID-19 Development Strategy (PCDS) 2030, aiming to transform the state into a high-income, technologically advanced economy.

Key pillars strongly align with AV opportunities:

- Digital Transformation & Smart Cities
- Creative & Innovation Economy
- Green Economy & Sustainable Infrastructure
- Tourism, Arts & Culture revival

This focused national agenda opens the door for:

- Smart auditoriums
- Unified communication systems
- Control room technologies
- Digital signage
- Content creation and XR studios
- AV infrastructure for smart buildings and education

Government support ensures continuous demand for AV-related technologies.

Rapid Development in Education, Healthcare & Smart Infrastructure



Sarawak is heavily investing in:

- New universities and training centres
- Medical facilities and specialist hospitals
- Government smart complexes
- Airports and tourism infrastructure
- New townships like Samarahan & Sejingkat

All these sectors require:

- Lecture capture systems
- Hybrid learning studios
- Telemedicine & communication systems
- Control-room-grade AV
- Digital display networks
- Smart office AV

The scale of these projects creates consistent openings for AV suppliers and integrators.

Fast-Expanding MICE & Events Sector Driving AV Demand



Sarawak's capital, Kuching, has become a leading MICE destination in Borneo, supported by:

- Borneo Convention Centre Kuching (BCCK)
- Newly upgraded event venues
- Strong performance by Business Events Sarawak (BES)
- International conferences being secured annually

The state positions itself as the MICE hub of East Malaysia, which means:

- Higher demand for event technologies
- More rental, staging, and live-production opportunities
- Consistent upgrading of venues, auditoriums, and hotels
- Greater need for professional AV standards

Strong Government Agencies' & Industry Associations' Support

We are collaborating & working together with



Limited Financial Support For the First 10 Participants Only

PRO AUDIO • VISUAL • LIGHTING

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