



Sponsorship Prospectus

NiCE
World
2026 | APAC



Andrew Hindmarch
Vice President, Partner Sales APAC

“ **NiCE World APAC** was built with our partners at the heart of it, and that shapes everything about the experience.

Spanning twelve cities across Asia Pacific, it's a deeply curated experience that gives partners the environment they need to demonstrate real brand alignment with NiCE, engage meaningfully with customers, and bring 'better together' stories to life in markets that matter.

At NiCE, AI-First Innovation and Partner-Led Growth aren't just principles; they're how we work. **NiCE World APAC** is where that comes to life, showcasing the real-world impact of Agentic AI with our partners front and centre to lead that conversation. ”



Darren Rushworth
NiCE President International

Partner Excellence Powers NiCE

Our partners, technology providers, integrators, resellers, and consultants are essential to the continued growth and innovation of the NiCE ecosystem. Your contributions help deliver measurable, people-first outcomes through our AI-powered platforms.

A Leadership Opportunity

NiCE World APAC 2026 offers a distinguished stage for partners to showcase solutions, influence industry direction, and expand strategic relationships across seven of the region's most important markets.

**Your partnership matters.
We look forward to your participation as a sponsor.**





NiCE World APAC marks a new era for **Agentic AI** in customer experience

NiCE World APAC brings together CX leaders, technologists, and innovators from across Asia Pacific to explore how Agentic AI is reshaping customer experience at scale.

Across **12 cities in 7 countries**, **NiCE World APAC 2026** is the region's premier CX and AI event—a multi-city tour designed for connection, learning, and real-world impact. Attendees will engage with practical insights, forward-looking perspectives, and hands-on demonstrations of how autonomous AI, orchestration, and human-centred design are driving measurable business outcomes.



Step into a new era of CX.
Engage with the brightest minds driving AI-powered transformation across Asia Pacific.

OSAKA
4 Aug

BANGKOK
6 Aug

FUKUOKA
6 Aug

MANILA
11 Aug

AUCKLAND
13 Aug

MELBOURNE
27 Aug

SYDNEY
3 Sep

ADELAIDE
10 Sep

TOKYO
11 Sep

SINGAPORE
18 Sep

MUMBAI
23 Sep

NEW DELHI
25 Sep



An Immersive, Industry-Led Experience

At the heart of **NiCE World APAC** is a dynamic, industry-led experience designed to be interactive, outcome-focused, and deeply relevant to the markets we serve across Asia Pacific.

Industry insight is woven throughout every session, bringing together real customer stories, targeted use cases, and forward-looking perspectives on AI-powered CX transformation. The content is built to resonate with the challenges and opportunities specific to APAC organisations.

Because knowing what's possible is just the beginning. **NiCE World APAC** is where organisations actually figure out what's next.

Experience Highlights

- Real customer transformation stories
- Industry-specific use cases and content
- Structured opportunities for meaningful engagement
- Interactive demonstrations and experiential elements
- Networking drinks and connection opportunities

Treat your guests with a complimentary invitation

As a sponsor, you can invite your clients and prospects to join you at no cost by gifting them the complimentary tickets included with your sponsorship pack.





NiCE World APAC **By the Numbers**

12 Cities

across 7 countries
in Asia Pacific

1500++ Attendees

comprising global CX leaders
and innovators shaping the
future of customer experience



70+ Hours of Content

including keynotes, panels,
and sessions packed with AI
and CX insights

Industry-Led Sessions

tailored to Financial Services,
Retail, Public Sector, and more



Agentic AI in Action

with practical use cases,
real-world outcomes, and
forward-looking insight

Free Attendance

for your guests, covered by the
complimentary passes in your
sponsorship pack

NiCE World APAC 2026 is the region's most ambitious CX and AI event. Reaching 12 cities across 7 countries, it brings together the brightest minds in customer experience for a programme unlike anything the region has seen before.

At every stop, attendees will experience a highly curated mix of strategic vision and practical application, creating meaningful opportunities to learn, connect, and engage around the real-world impact of Agentic AI.



Be a Sponsor and **Build Your Brand**

While NiCE World APAC takes place across 12 cities, sponsorships are available in the following selected cities. Sponsorship tiers and investment levels differ by region. Please see pages 9 to 12 for full details for each region.

ANZ

Melbourne

27 August

Sydney

3 September

[Learn more](#)

INDIA

Mumbai

23 September

New Delhi

25 September

[Learn more](#)

JAPAN

Tokyo

11 September

[Learn more](#)

SEA

Bangkok

6 August

Manila

11 August

Singapore

18 September

[Learn more](#)



Why Sponsor NiCE World APAC 2026?

NiCE World APAC gives sponsors a unique platform to connect, lead, and grow across the region's most dynamic markets.



Brand Awareness

Showcase your brand and build recall among CX leaders and decision-makers.



Lead Generation

Generate quality leads directly from your dedicated booth space at the event.



Thought Leadership

Take the stage with an exclusive speaking opportunity and position your brand as an industry leader.



In-Person Networking

Build meaningful connections with peers, customers, and NiCE experts.



Gain Best Practices

Learn from NiCE global industry experts, analysts, and real customer success stories.



Access Decision Makers

Engage directly with CIOs, CTOs, Heads of CX, and business leaders to drive business growth.



ANZ Sponsorship Tiers

Melbourne 27 August · Sydney 3 September · 700+ Attendees (expected)
Auckland 13 August · Adelaide 10 September

	Platinum 1 available AUD \$15,000	Gold 2 available AUD \$10,000	Silver 3 available AUD \$5,000
BRANDING			
Promoted in all marketing collaterals (with sponsorship tier highlighted)	✓	✓	✓
Playing of corporate video (30 seconds) during coffee break and lunch	✓	✓	✓
Backdrop logo loop during event	✓	✓	✓
THOUGHT LEADERSHIP			
15-minute sponsor presentation (main stage)	✓	—	—
Panel discussion	—	✓	—
EXHIBIT PRESENCE			
Solutions Showcase (2m x 2m booth space)	✓	✓	✓
Coffee Cart / Drinks / Merchandise Sponsor	—	—	✓
MARKETING & COMMUNICATIONS			
Pre & post event mailer and social media promotion	✓	✓	✓
DATA & ACCESS			
Database sharing (from booth visits)	✓	✓	✓

* The above sponsorship packages are for both cities, Sydney and Melbourne.
* The coffee cart, networking drinks or merchandise sponsorship are available at an extra cost of \$5,000 each, per city (subject to availability).

Secure your ANZ sponsorship early. Packages are available on a first-come, first-served basis.
Contact: Belinda Gill | Belinda.Gill@nice.com ; Nicole Bekesan | Nicole.Bekesan@nice.com



INDIA Sponsorship Tiers

Mumbai 23 September · New Delhi 25 September · 350+ Attendees (expected)

Multi-City Discount: 10% off when sponsoring both New Delhi and Mumbai.

	Platinum 1 available US\$ 20,000 (per city)	Gold 2 available US\$ 10,000 (per city)	Silver 3 available US\$ 5,000 (per city)
BRANDING			
Promoted in all marketing collaterals (with sponsorship tier highlighted)	✓	✓	✓
Backdrop logo loop during event	✓	✓	✓
Playing of corporate video (30 seconds) during coffee break and lunch	✓	✓	✓
THOUGHT LEADERSHIP			
20-min sponsor presentation (main stage)	✓	—	—
Panel discussion	—	✓	—
EXHIBIT PRESENCE			
Solution showcase (booth space with 40" LED screen)	(6ft x 6ft)	(4ft x 4ft)	(4ft x 4ft)
Representatives at event	5	3	2
MARKETING & COMMUNICATIONS			
Pre & post event mailer and social media promotion	✓	✓	✓
DATA & ACCESS			
Attendees database sharing	✓	✓	—

Secure your India sponsorship early. Packages are available on a first-come, first-served basis.
Contact: Stuti Anand | Stuti.Anand@nice.com



JAPAN Sponsorship Tiers

Tokyo 11 September • 300+ Attendees (expected)

	Gold 1 available JPY750,000	Silver 3 available JPY450,000	Café 1 available JPY350,000
BRANDING			
Promoted in all marketing collaterals (logo or company name)	✓	✓	—
Backdrop logo loop during event	✓	✓	✓
Logo as Café sponsor during break	—	—	✓
THOUGHT LEADERSHIP			✓
15-minute sponsor presentation (main stage)	✓	—	—
EXHIBIT PRESENCE			
Solutions showcase (1.5m x 1m booth with 40" screen)	✓	✓	—
MC announcement as Café sponsor during break	—	—	✓
Representatives at event	4	3	2
MARKETING & COMMUNICATIONS			
Pre & post event mailer and social media promotion	✓	✓	✓
DATA & ACCESS			
Database sharing (from booth visits)	✓	✓	—

Secure your Japan sponsorship early. Packages are available on a first-come, first-served basis.
Contact: Yoshinori Tamura | Yoshinori.Tamura@nice.com



SEA Sponsorship Tiers

Bangkok 6 August · Manila 11 August · Singapore 18 September · 300+ Attendees (expected)

Multi-City Discount: 10% off when sponsoring 2 cities · 20% off when sponsoring all 3 cities

	Gold 3 available US\$10,000	Silver 2 available US\$5,000
BRANDING		
Promoted in all marketing collateral (with sponsorship tier highlighted)	✓	✓
Branded items / brochure in conference kit	✓	—
Raffle sponsorship	✓	—
Playing of corporate video (30 seconds) during coffee break and lunch	✓	—
THOUGHT LEADERSHIP		
20-minute sponsor presentation (main stage)	✓	—
Panel discussion	—	✓
EXHIBIT PRESENCE		
Solution showcase (booth space with screen)	✓	✓
Representatives at event	3	2
MARKETING & COMMUNICATIONS		
Pre & post event mailer and social media promotion	✓	✓
DATA & ACCESS		
Database sharing (from booth visits)	✓	✓

Secure your SEA sponsorship early. Packages are available on a first-come, first-served basis.
Contact: Mandy Ng | mandy.ng@nice.com

Overview

Offerings

Contact



NiCE World APAC 2026 Sponsorship Application

Application and Agreement for Event Marketing Opportunities

The Total Sponsorship Fee is calculated on the Sponsor's selection(s) below. 50% of the total Sponsorship Fee is due upon signing of this application; 100% of the Total Sponsorship Fee is due once the final invoice is sent by NiCE.

All fees are deemed fully earned and non-refundable when due (unless Application is denied). Agreement is non-transferable.

Non-compliance with any payment term or cancellation by the Sponsor will result in loss of space and collection of any fees due.

If NiCE accepts this Application, it will countersign the Application, and the terms and conditions of the Agreement will be binding as of the date of the Application.

By signing below, I acknowledge that (i) I am authorised to execute the Sponsorship Agreement for the Sponsor; (ii) I have read and agree to the Sponsorship Benefits; and (iii) the Sponsor will pay the Total Sponsorship Fee and abide by the terms and conditions of this Sponsorship Agreement.

Preliminary Guide. Subject to change without notice.

For Sponsor

Company name:

Name (printed):

Title:

Selected Sponsor Package:

NiCE World APAC 2026 City:

Total cost:

Authorised Signature:

Email:

For NiCE use only

Accepted by NiCE:

Authorised Signature:

Invoice Amount:

Date

Please return the signed agreement to the respective NiCE local marketing person.

Once again, thank you for your support, which is of paramount importance to the success of NiCE World APAC 2026.



Take the next step!

NiCE World APAC 2026 sponsorships offer a unique opportunity for partners to align their brand with NiCE as leaders in Agentic AI and customer experience, while engaging directly with customers through industry-led content and experiences across Asia Pacific.

Sponsorship packages are available on a first-come, first-served basis. Please visit [NiCE World 2026 | APAC website](#) for more updates.

To register your interest as a sponsor, visit the relevant page:

ANZ: Melbourne · Sydney

[\[Become a sponsor\]](#)

India: Mumbai · New Delhi

[\[Become a sponsor\]](#)

Japan: Tokyo

[\[Become a sponsor\]](#)

SEA: · Bangkok · Manila · Singapore

[\[Become a sponsor\]](#)



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