

| ADFEST

2020

**FIRED  
UP!**



18-21 MARCH.PATTAYA.THAILAND



ADFEST is Asia's most celebrated regional creative festival.

Founded in 1998, ADFEST is the ideal place for the creative industry to gather, network, exchange ideas, and meet new friends.

With less than 200 delegates its 1st year, ADFEST now welcomes over 1,200 delegates from all over the world each year.

ADFEST is included in the WARC Rankings, successor to The Gunn Report. The WARC Rankings combine the winners' lists from the world's most important awards to establish the annual worldwide league tables for the global advertising industry.

It is the annual creative festival not to be missed to stay at the forefront of the rapidly changing creative, marketing and production industries.



ADFEST 2020, under the theme **“Fired Up!”** will be held during Wednesday 18<sup>th</sup> – Saturday 21<sup>st</sup> March 2020 at the Pattaya Exhibition and Convention Hall (PEACH), Royal Cliff Hotels Group, Pattaya, Thailand.

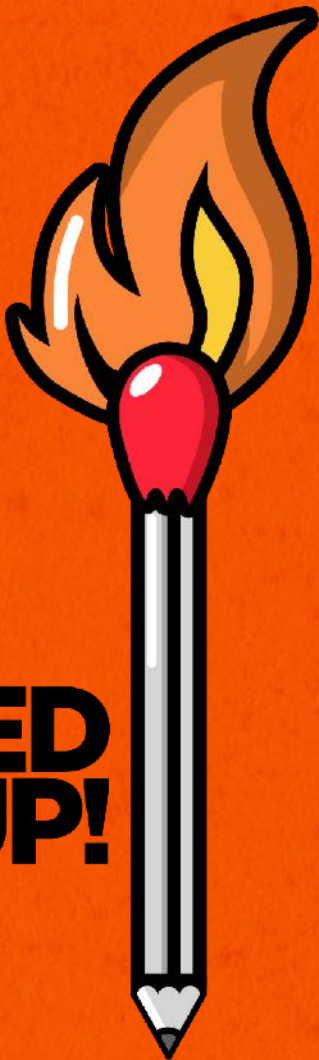
ADFEST has always put creativity first, celebrating the wonderful impact when inspiration combines with local culture and diversity. It resonates right through the 4-day festival which is divided into 2 main streams:

### **Craft@ADFEST: 18<sup>th</sup> - 19<sup>th</sup> March**

Shines a spotlight on production, digital, content and technology trends, such as virtual reality, animation, music and special effects.

### **Creative@ADFEST: 20<sup>th</sup> - 21<sup>st</sup> March**

Focuses on inspiring and pushing the boundaries of the creative & communications industry.



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It's that feeling when you're smokin' hot, you get a fire in your belly that urges you to say your piece.

You're invincible, dynamic, resilient, empowered by passion. Nothing can stop you and people will hear you roar!

All that creative energy comes together at ADFEST 2020 "Fired Up!" so be ready to feel the heat when you join us.

Rally and give your support to those now emerging onto the scene as ADFEST offers students of advertising and communications the chance to compete for the very first Lotus Seeds Award.

Be there to see the winners of Young Lotus and Fabulous Five – talented individuals that are starting to flex their creative muscle and turning heads.

Grab the chance to learn from the masters, Speed Dating with Juries.

Ideas that shine the brightest. The courage to question the status quo. The energy to change the world for the better.

What will you get? Who will you meet? How will it change your creative world? Will you be fired up?

Come and see ADFEST Fired Up! from 18 – 21 March 2020 and celebrate the hot new creativity exploding across in our diverse region.



- 🔥 Raise the standard of creative excellence in the region
- 🔥 Encourage & celebrate the uniqueness of each local culture
- 🔥 Serve as learning hub via:
  - Showcase of the best advertising and production works in the region
  - Seminar sessions by renowned speakers from all over the world
- 🔥 Center for meeting old friends, making new ones, and exchanging of new ideas & opinions
- 🔥 Provide short break from daily work to re-focus, re-charge, and find new inspirations



## OBJECTIVES

## ACTIVITIES



- 🔥 Judging
- 🔥 Seminars
- 🔥 Exhibition & Screening
- 🔥 Sponsors & Exhibitors
- 🔥 Award Presentation
- 🔥 Social Functions
- 🔥 Program for marketers:
  - ADFEST Biz School
- 🔥 Programs for up-and-coming talents:
  - Young Lotus Workshop
  - Short Films by the Fabulous Five
  - Lotus Seeds

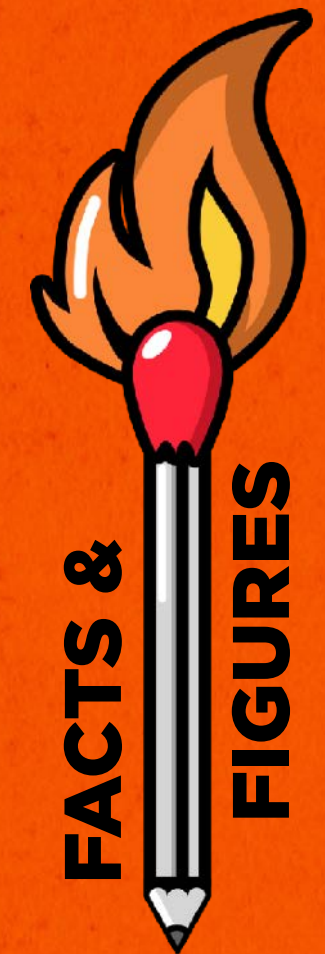
## DELEGATES



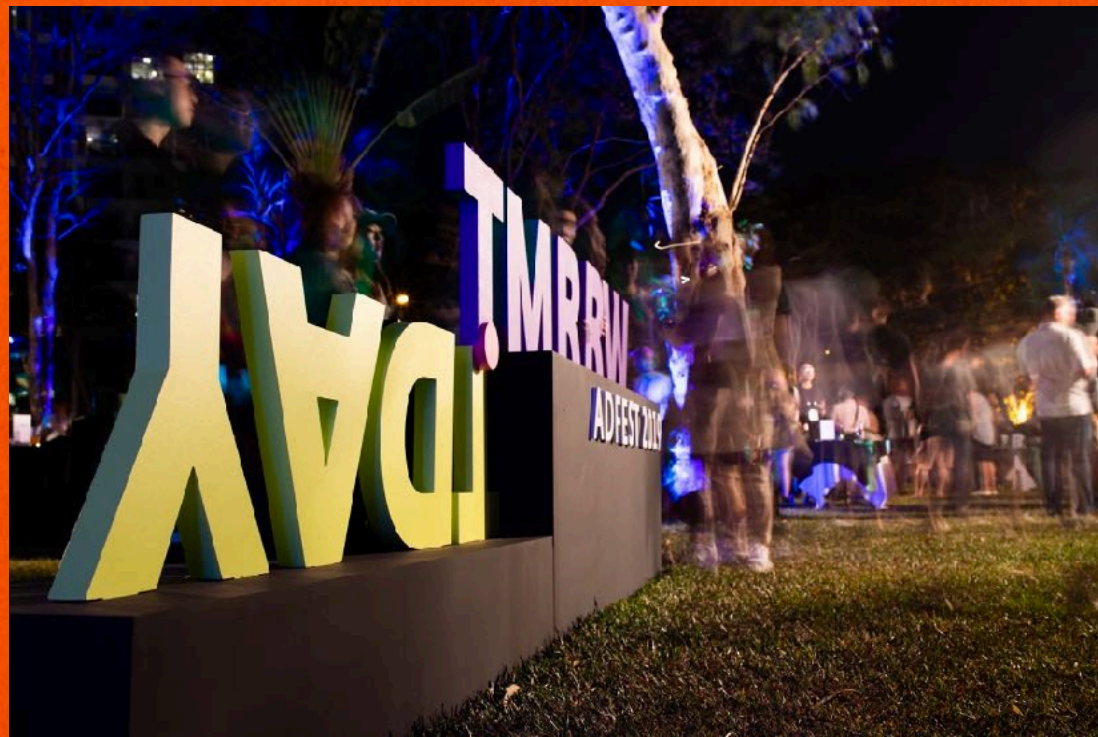
Argentina	Estonia	Monaco	Spain
Australia	Finland	Mongolia	Sri Lanka
Austria	France	Myanmar	Sweden
Bangladesh	Germany	Nepal	Switzerland
Belgium	Hong Kong, China	Netherlands	Thailand
Brazil	Iceland	New Zealand	Ukraine
Cambodia	India	Oman	United Arab Emirates
Canada	Indonesia	Pakistan	United Kingdom
Chile	Italy	Philippines	USA
China	Japan	Poland	Vietnam
Chinese Taipei	Kazakhstan	Slovakia	Portugal
Czech Republic	Lebanon	Slovenia	Russia
Denmark	Malaysia	South Africa	Singapore
Egypt	Mauritius	South Korea	

<b>YEAR</b>	<b>ENTRIES</b>	<b>DELEGATES</b>
1998	732	180
1999	988	240
2000	1,089	350
2001	2,056	450
2002	2,408	550
2003	2,661	663
2004	3,308	800
2005	4,027	1,511
2006	4,738	1,453
2007	5,012	1,654
2008	5,148	1,611
2009	3,309	905
2010	2,707	-*
2011	2,770	1,104
2012	2,857	1,277
2013	3,507	1,305
2014	3,253	1,099
2015	3,295	1,133
2016	3,112	1,259
2017	3,011	1,351
2018	2,823	1,255
2019	2,539	1,135

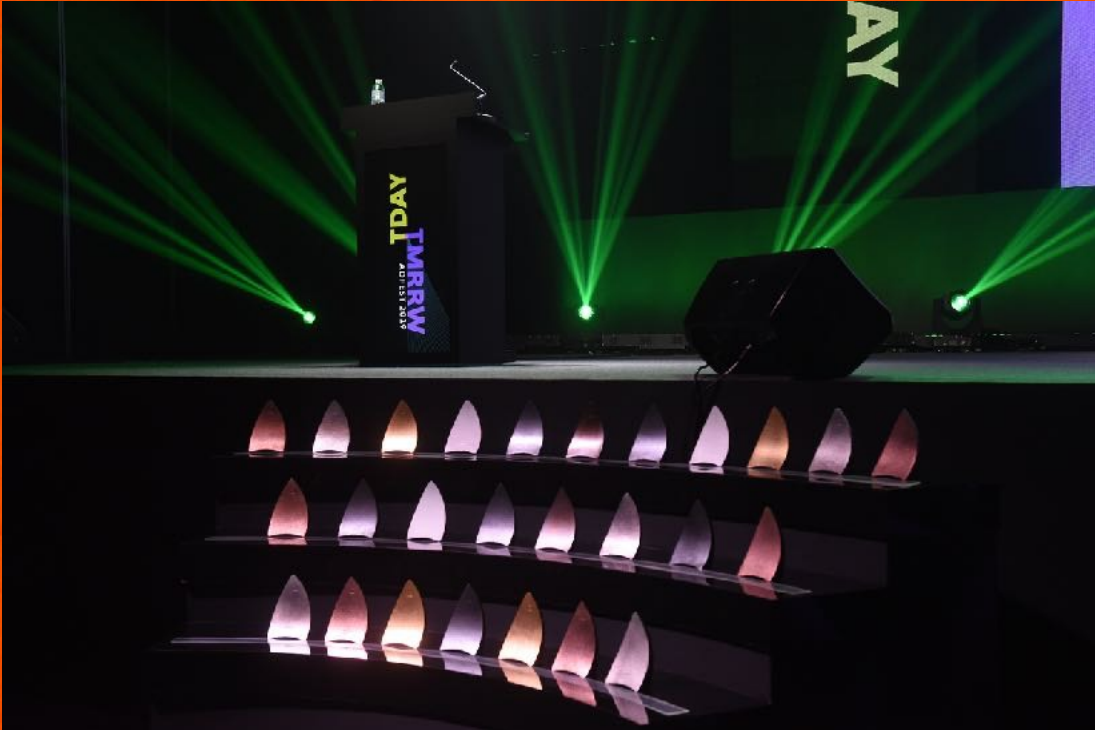
\*ADFEST 2010 cancelled due to political situation in Bangkok







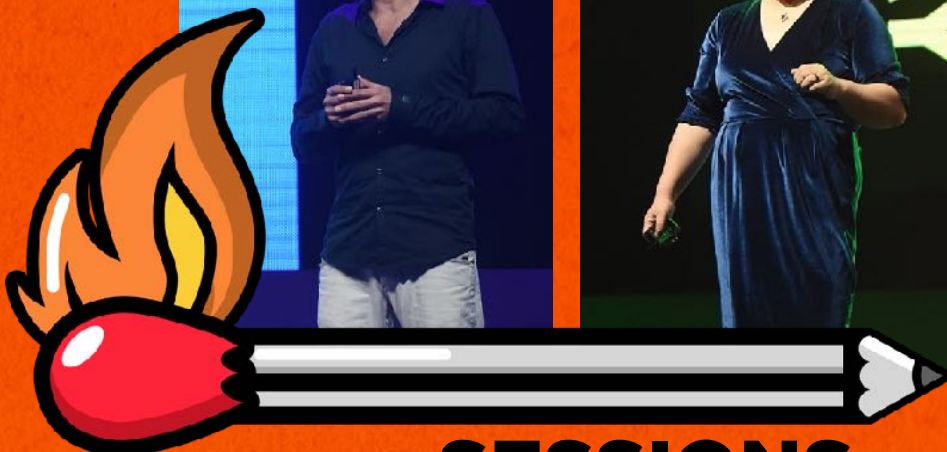
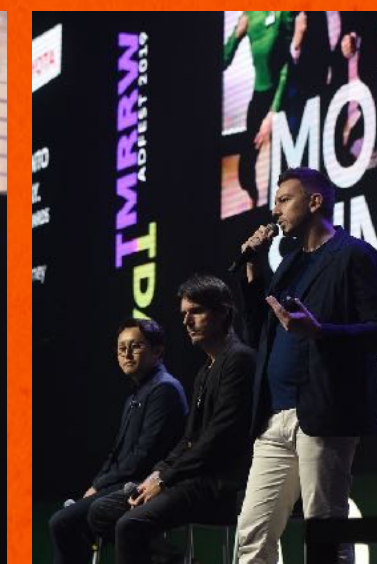
# AWARDS





**EXHIBITION**





# SESSIONS



# WORKSHOPS





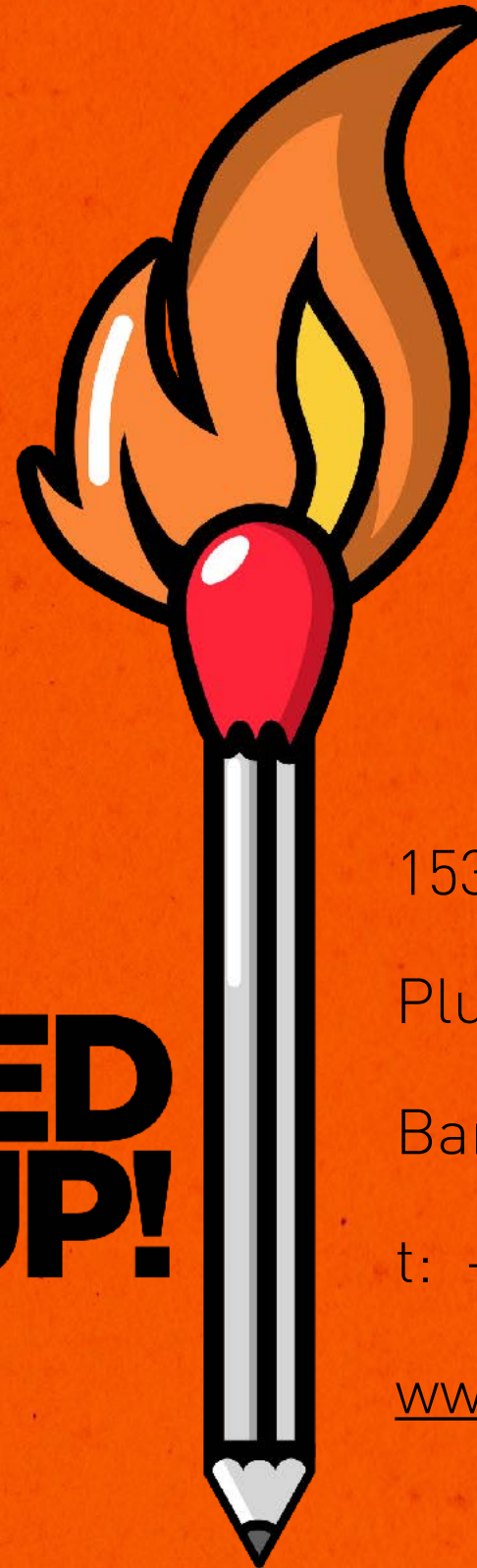
# EXHIBITORS





# SPONSORS & SUPPORTERS

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