



## Invitation to participate in the 23<sup>th</sup> edition of the **ASBU TV & RADIO FESTIVAL & CONVENTION (FAIR)**

FESTIVAL 12-15 June 2023 / FAIR 13-15 June 2023 – Culture City -TUNIS

**Dear Madam / Dear Sir,**

We are honored to inform you that the ARAB STATES BROADCASTING UNION (ASBU) will be organizing its 23<sup>rd</sup> edition of the "ASBU TV & Radio Festival & Convention" in Culture City Tunis during the period 12-15 June 2023.

**The ASBU TV & Radio Convention (exhibition fair) will be held in parallel during 3 days 13-15 June 2023.** It is one of the biggest professional events in the Arab broadcasting scene. It gathers yearly hundreds of decision makers from all Arab countries and beyond. The event comprises several highly interesting manifestations for broadcasting decision makers and professionals:

The last editions of the event have registered unprecedented success on all levels with more than 100 exhibitors from more than 30 countries, more than 1000 visitors from more than 30 countries, high participation of prime decision makers and stars, huge media coverage, etc.

Your esteemed company is invited to share with us the success of the coming edition of ASBU TV & Radio Festival & Convention and it would be appreciated that you program this participation in your 2023 activities plan. For this sake, ASBU would offer a consistent and highly interesting incentive pack may you deem consider exhibiting in this big event, a pack that includes:

- Free offered Standard booth exhibiting area: around 9m<sup>2</sup> or 6m<sup>2</sup> depending on the availability (equipped with Table, lighting, chairs, carpet, company name printing)
- 32” Screen could be added to the Booth for 100 USD
- Additional service: design, printing, additional arrangement of the booth is on your charge
- Extra space of the booth is for 100 USD/m<sup>2</sup> depending on the availability
- You have to inform us if you will use ASBU offered stand or you will arrange your customized stand
- right to select own booth on first come first serve basis
- Hosting for one representative of Arab member organizations, partners and other organizations for five nights, 11-15/6/2023
- Hosting for one person representing companies or institutions in a hotel in the capital, for five nights, 11-15/6/2023
- Invitations to lunch, dinner and events held by the festival
- The cost of participation for the first person is \$250, two hundred fifty US dollars, and \$450, four hundred and fifty US dollars, for each additional person.

- Assistance in issuing a visa as for as possible
- transport service between Airport and hotel and between hotel and Exhibition location
- special highly reduced hotel accommodation rates for other exhibitor's staff
- Logistic assistance for the exhibition's equipment entry

In addition to these major incentives, ASBU would be pleased to assist you in the conduct of actions targeting to reach higher impact to your participation, like:

- organizing special events in your booth to foster attendance;
- arranging meetings with specifically designated decision makers;
- arranging your participation in different workshops, debates, seminars, conferences, etc. like scheduling speeches/communications about your offers, achievements and major projects, etc. ;

If your company wishes to participate in the exhibition, please make online registration and contact us within the best deadline for registration and reservation before 4/30/2023, with the need to provide us with the following:

- Please fill in the online form of the participating company or organization

<https://forms.office.com/r/Aa7E3Cp8sJ>

- Please fill out the electronic Personal form for each participant

<https://forms.office.com/r/ErjkX5Cvju>

- Please provide us with a high-quality copy of your company's logo via e-mail

(Indesign or equivalent format)

For more clarification you could contact : [fair@asbu.net](mailto:fair@asbu.net)

We would appreciate that you consider participation to the 2023 edition of ASBU TV & Radio Festival & Convention as an exhibitor or even as a visitor. We need to remind that booth reservation will be on a first come first serve basis as stated above, according to the accompanying form. You will be informed about more accommodations as soon as possible.

Wish to start a long-term cooperation between our two organizations for the mutual benefit of the broadcasting industry in general and glad to offer you one of the best gateways to Arab countries.

**Best regards,**



**Abdelrahim Suleiman**  
**ASBU General Director**