

2026. Seoul

ASIaSTA

QA Conference Sponsorship Proposal

AX & QA: The Future of Testing

Conference Overview

- **Event Title** | AsiaSTA QA Conference in Seoul 2026
- **Subtitle** | AX & QA: The Future of Testing
- **Date** | June 18, 2026 | 10:00 – 17:00
- **Venue** | Grand Conference Room (B1), ST Center (Gangnam, Seoul)
- **Scale & Target** | 450+ On/Offline – QA Decision Makers & Senior Engineers

Organizers



AsiaSTA (asiasta.org), the driving force behind this event, is a premier alliance of Asian National Boards from **ISTQB** (istqb.org), a global organization with members in **over 135 countries**. Our mission is to establish Asia as a global leader in software testing and quality engineering.



Starting with this inaugural conference in **Seoul, Korea** by **KSTQB** (Korean Software Testing Qualifications Board | kstqb.org), we will host annual international events rotating across member countries. This year's conference will be broadcast live both offline and online, drawing significant attention from the entire ISTQB community worldwide.

★ High quality AI interpretation services (Real-time subtitles + TTS voice translation) in 43 languages will be provided for both offline and online participants.

Strategic Objectives

(Vision & Mission)

AI-Driven Quality: The New Standard of Innovation



Program Agenda



Time	Presentations	Presenters
10:00~10:30(30')	Registration	
10:30~10:35(05')	Welcoming Remarks	Dr. Seungbum Park President, Korea Society of IT Services (KITS)
10:30~10:40(10')	Opening Speech - Introduction to AsiaSTA	Kenji Onish (AsiaSTA President, Japan)
10:45~11:25(40')	Keynote 1 - The Future of QA in AI	TBD (Korea)
11:30~12:15(40')	Keynote 2 - Testing, AI and Standards	Dr. Stuart Reid (CTO, STA Consulting, England)
12:15~13:25(60')	Lunch Break	
13:25~14:05(40')	Presentation 3 - Are you ready for the Adapting the AI in Testing	Lan YE (TMMi Lead Assessor, CSTQB, China)
14:10~14:50(40')	Presentation 4 - Indonesia's QA Market at the AI Inflection Point	Reifa Tangon (CEO, SQUADAP, Indonesia)
14:55~15:35(40')	Presentation 5 Software Products Strategies and Development Paradigms in the AI Era	Dr. Shuji Morisaki (QA Expert, Professor, Japan)
15:35~15:55(20')	Afternoon Break	
15:55~16:35(40')	Presentation 6 Navigating the AX Era: Practical Red Teaming and Quality Innovation Strategies	Dr. Jonghong Jeon (Principal Researcher, ETRI, Korea)
16:35~17:00(25')	Networking & Lucky Draw	Organizing Committee

Sponsorship Tiers 1

1. Sponsorship Packages

	 Diamond	 Platinum	 Gold	 Silver	 Bronze
Video Ad (Recorded) (Max 2 mins)	1 Slot during Lunch 1 Slot during Break	1 Slot during Lunch 1 Slot during Break	1 Slot during Lunch	1 Slot during Lunch	-
Sponsor Booth (First 6 Sponsors Only)	3x2M	2x2M	-	-	-
Strategic Network Access (with AsiaSTA Member Countries)	√	√	√	-	-
Tickets to the Conference	10	7	5	3	2
Logo & link on the websites & promotional materials	√	√	√	√	√
Associated Membership Entitlement	√	√	√	√	√
Investment (USD)	6,900 USD	4,800 USD	3,500 USD	2,000 USD	1,400 USD

Sponsorship Tiers 2

2. In-kind Sponsorship Opportunities

- **Product/Service Collaterals:** Distribution of leaflets, brochures, or souvenirs within the official conference eco-bag
- **Experiential Rewards:** Coupons or product vouchers distributed via lucky draws and session events.

3. Common Benefits for All Sponsors

- **Continuous Exposure Across Asia:** Ongoing brand visibility on all member countries' websites and channels.
- **Permanent Digital Archiving:** Sponsor names, logos, and website links permanently archived on AsiaSTA.com.
- **Multi-Channel Media Coverage:** Sponsor names and logos will be mentioned and showcased in press releases and professional SNS communities across Asia.
- **High-Impact Visual Display:** Branding on the main screen and all visual materials shared across Asian channels.
- **Multilingual Historical Record:** Permanent exposure on rotating conference websites supporting English and local languages.
- **Strategic Network Access:** Rights to participate and engage in the annual rotating AsiaSTA global network.

The Value of Partnership

Maximize Your Global Brand Visibility with AsiaSTA



AsiaSTA QA Conference in Seoul 2026

Where Global Standards Meet Asian Innovation

We look forward to partnering with you for AsiaSTA 2026.

Contact

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