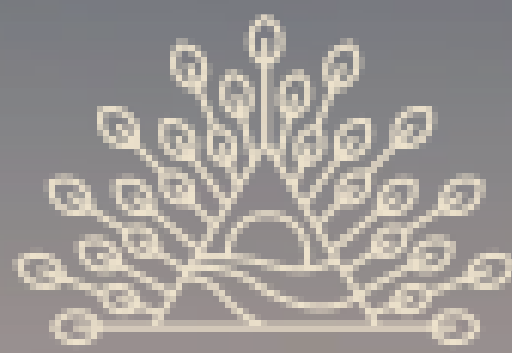




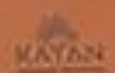
KAYAN

WELLNESS FESTIVAL

The Largest Wellness Festival
in the region



attention.



Feel the Shift.
Be the Change.



Grounded in
Presence

KAYAN
WELLNESS FESTIVAL

SOUL
BODY

كايان

Breathe. Move. Connect.



Awaken
Mind, Body & Soul



Kayan Wellness Festival 2026 Recap Video.



Click to Play Video

The Opportunity

A Region Betting Big on Wellness

\$12.5B+

UAE medical & wellness tourism
tourism projected by 2030

4x

Wellness tourism growth
2019 and 2025- **\$2.8B to \$11.3B**

AED 2.1B+

UAE corporate wellness market
value by 2033

The Ultimate Wellness Experience

Event Program

Our carefully curated program is designed to cater to every wellness seeker, from beginners to experts, wherever they may be in their journey. It offers something for everyone as they discover a world of possibilities to awaken their mind, body, and soul.



Inspirational Speakers in **The MIND**



Wellness & Healing Practices in **The SOUL**



Movement & Fitness Sessions in **The BODY**



F&B and Retail Offerings at **The Feel-Good Market**



Musical Journeys & Entertainment in **The HEART**



Wellness Technology exhibition in **Longevity Hub**



Kids & Family Activities



Ladies Only Activities



Infusion of Emirati Culture



A sanctuary for every dimension of wellness





Spaekers and Artists Shaping the Future of *Wellness*

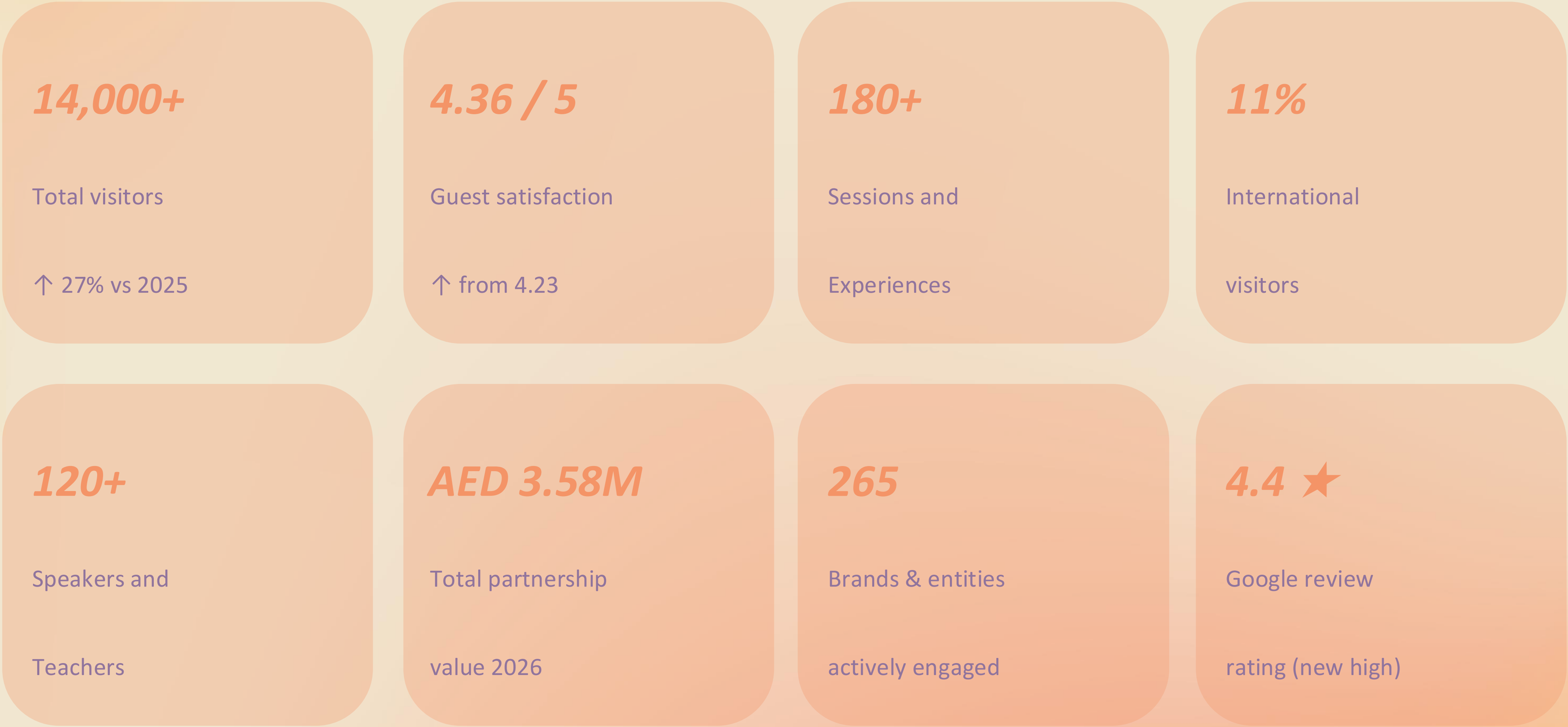


Our lineup of speakers reflects our commitment to guiding participants on a transformative journey of self-discovery.

By uniting these renowned voices and industry leaders, we solidify our position as a premier festival and a trusted source of information in the wellness industry.

Kayan 2026 By The Numbers

A Festival That Keeps Growing



Audience Profile

Who **Attends** Kayan

53% Male · 47% Female

Healthy gender balance

89% UAE Residents

Abu Dhabi 53% · Dubai 45%

11% International

India, UK & Europe lead

Age 25–44 dominant

High-income, decision-making bracket

Increasing number of first-time visitors

Expanding reach year on year

Why This Audience

Matters to Brands

- Wellness-conscious consumers with high
- C-suite, founders & decision-makers, YPO and executives attend
- 75% left feeling inspired to make lifestyle changes
- Half attend in groups, driving strong word-of-
- 89 % intent to return, brand exposure compounds each edition

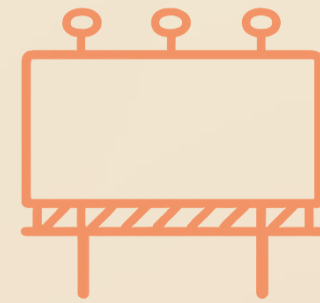
Marketing & Media

Your Brand, **Amplified** Across Every Channel



Social Media

Instagram, TikTok & LinkedIn campaigns with dedicated sponsor posts, reels and story features



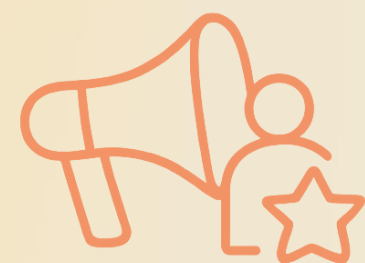
OOH / Outdoor

Billboards and digital screens across across Abu Dhabi and Dubai in the lead-up to the festival



Digital & Email

Direct marketing to Platinumlist Platinumlist database and Kayan's Kayan's community of wellness enthusiasts



Media & Influencers

Press coverage, media accreditation accreditation and a curated influencer programme driving organic reach



Kayan Frequency

The official Kayan podcast series series amplifying the festival narrative year-round beyond the event



Community

265 brands & entities engaged wellness studios, gyms, and government bodies

Marketing & Media Reach 2nd Edition

54.3 M

Total Reach

39.4 M

Total Impressions

24.2 M

Total Video Views

31,411

Total Followers

374,005

Total Engagement

7009

Total Conversions

160

Total PR Coverage
Pieces

156

Total PR Clippings

\$644,850

Total PR Value

281,587

Total Circulation

1310+

Total Posts & Stories

\$401,835

Total Ad Value

Impact and Legacy

KAYAN is where you start being a catalyst for change



Global Impact

We bring together global wellness experts and master healers, creating a rich knowledge hub that positions Abu Dhabi as a leading wellness destination.



Regional Impact

Kayan Wellness Festival showcases the latest trends, sets new regional standards, attracts a diverse audience, and highlights Abu Dhabi's commitment to integrated holistic wellness.



Local Impact

Kayan Wellness Festival is a landmark event transforming Abu Dhabi's wellness landscape, showcasing local talent, celebrating the UAE's rich wellness community, and offering a one-stop destination beyond fitness.



Personal Impact

Through engaging pre- and post-event activations, we're building a connected ecosystem that transcends the festival, fostering lasting relationships among businesses, partners, and stakeholders while nurturing a supportive wellness community.



Why Partner With Us

01 Premium, Captive Audience

14,000+ wellness-focused visitors over 3 days — active participants and money in their wellbeing.

02 Immersive Brand Integration

Go beyond a logo. Co-create sessions, own a zone, design rituals. Deep equity, not just visibility.

03 Abu Dhabi's Wellness Stage

Aligned with DCT and the UAE's National Wellbeing Strategy. Your brand stage with the nation's wellness vision.

04 Year-Round Brand Presence

Marketing begins months before the event. Logos appear across OOH, email from launch day.

05 Senior Decision-Makers On-Site

YPO members, C-suite, government leaders and global entrepreneurs. High-connections in one setting.

06 Growing Global Profile

International press, global talent and 11% overseas visitors. Third edition — momentum is accelerating.

A Strong Portfolio of *Strategic Brand Partners*

Our Partners

PREMIUM PARTNER



SUSTAINABILITY PARTNER



FESTIVAL PARTNERS



Built Around *Your Brand* Objectives

F&B Partnerships

Become the official food, beverage or wellness drink partner. Integration across all zones, Feel-Good Market presence, co-branded content.

Retail & Market Partnerships

Own a section of the Feel-Good Market. Exclusive category rights, product placement and retail visibility with 14,000+ shoppers.

Programming Participation

Lead a session, sponsor a keynote stage or co-create an activation. Your experts on the Kayan stage in front of a live, engaged audience.

Digital & Content Partnership

Integrated into Kayan's content calendar, podcast series and social campaigns year-round —not just during the festival window.

VIK & Product Partnerships

In-kind partnerships for brands whose products enhance the visitor experience: wellness products, gifting, tech, supplements, lifestyle.

Community Brand Activations

Brand activations outside the traditional sponsorship structure —product sampling, experiential touchpoints, branded experiences on-site.

Words from our partners

“REALLY GREAT TURN OUT FROM THE CROWD”

“KAYAN DIDN'T JUST GIVE US EXPOSURE — IT CONNECTED US WITH THOUSANDS OF HIGH-VALUE LEADS AND FORGED RELATIONSHIPS THAT MATTER”

“THANK YOU FOR THIS GREAT OPPORTUNITY IT WAS A PLEASURE FOR US TO JOIN THIS GREAT FESTIVAL EVERYTHING WAS PERFECT AND FOR SURE WE WOULD LIKE TO JOIN AGAIN”

“IT'S RARE TO FIND A PLATFORM THAT DELIVERS THIS LEVEL OF ROI WHILE AUTHENTICALLY ENGAGING OUR COMMUNITY”

Partnership Framework



FESTIVAL PRESENTING
PARTNER

BRAND

VENUE PRESENTING
PARTNER

BRAND

ZONE PRESENTING PARTNER

Presented by
BRAND
MIND

Presented by
BRAND
BODY

Presented by
BRAND
SOUL

Presented by
BRAND
LONGEVITY HUB

FESTIVAL PARTNER

BRAND

BRAND

BRAND

BRAND

BRAND

ACTIVATION PARTNER

BRAND

BRAND

BRAND

BRAND

BRAND

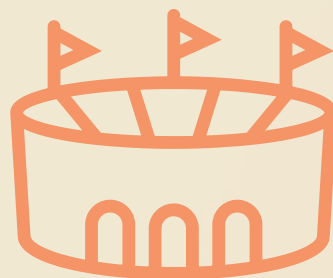
Festival Presenting Partner

AED 600,000



IP RIGHTS

- Festival naming rights
- Right to use event trademarks
- Right to create & use composite logo
- Use of event video & photo archives



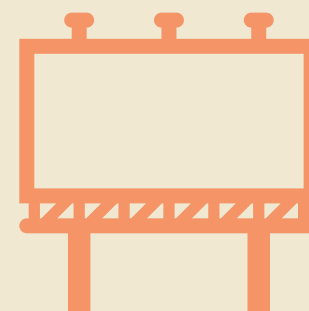
ON-SITE BRANDING

- On-stage screens (stand-alone logo)
- Digital screens throughout the festival (stand alone logo)
- Logo on tickets, info desk, ticket booth & venue map
- Logo on media backdrops



ACTIVATION

- Talent and Brand Ambassador included into programming
- Activation space (6x12m)
- Product placement
- Right to sell products and services



ADVERTISING

- OOH Marketing campaign (logo placement)
- Digital marketing campaign (logo placement)
- Social media publications (logo placement)
- Two (2) dedicated sponsor posts



TICKETS

- Premium Passes: 12 Tickets
- Full Day Passes: 120 Tickets
- 15% Employee discount

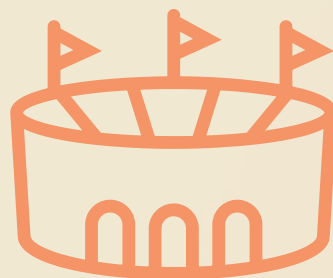
Zone Presenting Partner

AED 250,000



IP RIGHTS

- Zone Presenting rights
- Right to use event trademarks
- Right to create & use composite logo
- Use of event video & photo archives



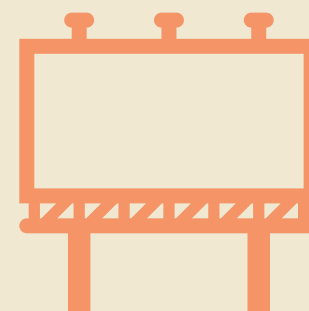
ON-SITE BRANDING

- On-stage screens (stand-alone logo)
- Digital screens throughout the festival (stand alone logo)
- Logo on info desk, ticket booth & venue map
- Logo on media backdrops



ACTIVATION

- Activation space (4x4m)
- Product placement
- Right to sell products and services



ADVERTISING

- OOH Marketing campaign (logo placement)
- Digital marketing campaign (logo placement)
- Social media publications (logo placement)
- Two (2) dedicated sponsor posts



TICKETS

- Premium Passes: 8 Tickets
- Full Day Passes: 60 Tickets
- 15% Employee discount

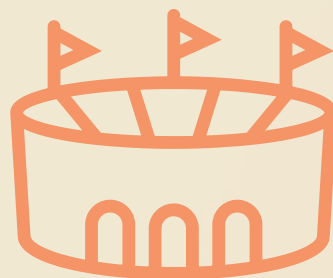
Festival Partner

AED 100,000



IP RIGHTS

- Festival Partner designation
- Right to use event trademarks
- Right to create & use composite logo
- Use of event video & photo archives



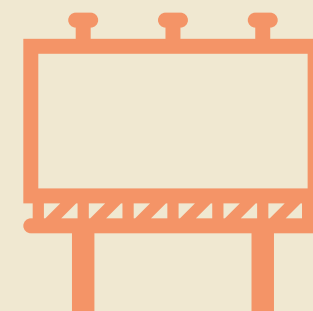
ON-SITE BRANDING

- On-stage screens (stand-alone logo)
- Digital screens throughout the festival (stand alone logo)
- Logo on info desk, ticket booth & venue map
- Logo on media backdrops



ACTIVATION

- Activation space (4x4m)
- Product placement
- Right to sell products and services



ADVERTISING

- One (1) dedicated sponsor post



TICKETS

- Premium Passes: 4 Tickets
- Full Day Passes: 30 Tickets
- 15% Employee discount

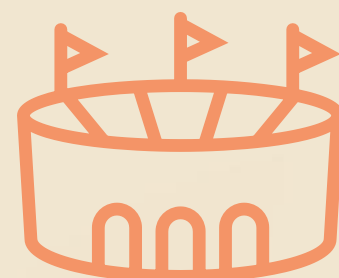
Activation Partner

AED 50,000



IP RIGHTS

- Activation Partner designation
- Right to use event trademarks
- Use of event video & photo archives



ON-SITE BRANDING

- On-site branding around respective activation area



ACTIVATION

- Activation space (4x4m)
- Product placement
- Right to sell products and services



TICKETS

- Full Day Passes: 10 Tickets
- 15% Employee discount

What We're *Building* Next

20,000 Visitors

Targeting 20k+ attendees in 2027 — growing the footprint and sponsor's reach.

Expand International Reach

Building on 11% international attendance with a targeted push across India, UK and Europe.

Earlier Partner Engagement

Bringing sponsors on board by Q3 2026 — giving brands full runway created programming.

Bigger Longevity Hub

More exhibitors, more speakers. The region's premier longevity and biohacking showcase.

Elevated Talent Lineup

Building on Bear Grylls and Steven Bartlett — global names creating moments for every partner.

Year-Round Platform

Kayan Frequency podcast, community events and Kayan Approved keeping brands visible between editions.

AWAKEN MIND BODY AND SOUL

Let's co-create your brand experience
Join the Wellness Movement

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