
SHADOW CON
SRI LANKA'S BIGGEST TECH, GAMING, COLLECTIBLES & ANIME CONVENTION



ALL EYES ON YOUR BRAND.

Two days
19-20 DEC 2026

Two floors at City of Dreams
THE SHOPPES

Visitors expected on the floor
12,000-16,000

People reached by the campaign
4.5+ MILLION

Sri Lanka's biggest tech, gaming, collectibles and animé convention wants your brand at the centre of it.

A Shadow Market event

SHADOW MARKET
COLOMBO

TWO DAYS. FOUR WORLDS. ONE ROOF.

TECH

New tech on show, with tech and audio experience centres.

GAMING

Live competitions, plus hands-on play of new games.

COLLECTIBLES

Pokémon, TCG and collectibles vendors, card-show style.

ANIMÉ

Vendors, artists, hand crafts and cosplay features.

A card show at its core, with the showcase energy of a tech expo. Special guests, cosplay features and prizes worth millions keep the floors full.

YOUR NEXT CUSTOMERS, IN ONE ROOM

6.8M Facebook users in Sri Lanka aged 18–38

4M+ on social media, interested in gaming and esports

2.2M Instagram users in Sri Lanka aged 18–38

12–16K visitors expected on the floor over two days

Target group

AGES 18-38

Who walks in

- SEC A & B+
- HIGH-SPENDING AUDIENCE
- SHOPAHOLICS
- GEEKS
- TECH ENTHUSIASTS
- GAMERS
- ANIMĒ FANS
- COLLECTORS
- POKĒMON & TCG FANS

Here by choice: two days of full attention, where a feed gives you three seconds.

Sources: NapoleonCat, September 2026 (18–38 estimated from its age bands); Gamer.LK via Daily FT, March 2023.

4.5 MILLION PEOPLE WILL SEE YOUR NAME

4.5M+

people reached by the campaign, through paid and earned media

12–16K

visitors expected over two days

43.7K

followers on the five channels below

The channels carrying it

@illustration.rare	@tecrootsl	@noob.alliance	@shadow.mrkt	@AnimeLK
18.8K	11.5K	7,172	3,650	2,631

About USD 2,000 in paid media boosts it across social in the run-up, with partner brands in the creative.

Reach and footfall are campaign targets. Follower counts as at October 2026; the combined total is not de-duplicated.

AN EXPERIENCE CENTRE BUILT AROUND YOU

No shell-scheme booths. We design a space around your product, with your team, and put it in visitors' hands.

SEE IT

Tech experience centre

Hands-on demos and launch moments for new devices, CES-style.

HEAR IT

Audio experience centre

Listening spaces where headphones and speakers sell themselves.

PLAY IT

Gaming arena

Your brand powering the competitions and first play of new games.

Don't see your category? We'll build the format from scratch.

THE BRANDING POSSIBILITIES ARE ENDLESS

ZONE NAMING RIGHTS / STAGE AND SCREEN TAKEOVERS / GAMING COMPETITIONS / PRIZES AND GIVEAWAYS / PRODUCT LAUNCHES / COSPLAY SHOWCASES / SPECIAL GUEST MOMENTS / CREATOR AND SOCIAL CONTENT / AND WHATEVER YOU BRING.

Every one of these can carry your name, on the floor and across a campaign built to reach 4.5M+ people.

DECEMBER IS WHEN THEY SPEND.

SAT 19 - SUN 20 DEC 2026, THE WEEK BEFORE CHRISTMAS

PEAK SPEND

Gifting lists, bonuses and holidays put real money on the floor.

PEAK HYPE

A 4.5M+ campaign carries your name through the busiest feeds of the year.

FIRST EDITION

The brands in the room at the first ShadowCon own its origin story.

FOUR WAYS IN

TIER 1

MAIN SPONSOR

LKR 2,500,000/-

- Main sponsor billing across the event and the campaign
- The flagship experience centre on site
- Customised branding across the available elements
- Headline compère callouts through both days

TIER 2

CO-SPONSOR

LKR 1,250,000/-

- A bespoke experience centre, designed with your team
- Customised branding across the available elements
- Your logo across the campaign and on site
- Demos, sampling and giveaways on the floor
- Regular compère callouts

TIER 3

EXPERIENCE PARTNER

LKR 300,000/-

- Your logo across the campaign media
- A partner feature on our channels in the run-up
- Compère callouts during the event

TIER 4

FEATURED VENDOR

LKR 150,000/-

- Double the standard vendor space
- Media coverage of your presence at the event
- Compère callouts during the event

On-site branding and experience centres are for Tiers 1 and 2. Branding is customised to the available elements and finalised on confirmation.

Bookings close 28 November 2026, 21 days before doors open.

LET'S BUILD YOUR CORNER OF SHADOWCON.

Bring the brand and the product. We'll bring the concept, the crowd and the campaign.

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Powered by

SHADOW MARKET COLOMBO (PVT) LTD & SYNAPSE VII

Bookings close 28 November 2026.