

## Sands Expo and Convention Centre

Sands Expo and Convention Centre is Singapore's largest and most versatile meeting space, featuring over 120,000 square meters or 1.3 million square feet of flexible space, 250 meeting rooms, the region's largest ballroom and the capacity for 2,000 exhibition booths. In all, the venue at Marina Bay Sands can accommodate up to 45,000 delegates at one time.

Since 2010, the integrated resort has welcomed more than 650 new-to-Singapore MICE activities, including tradeshows. It has also built a strong pipeline of returning shows, with an annual average of 34 per cent repeat events over the past four years.

Marina Bay Sands' leadership in MICE has been recognised through numerous accolades, such as the 'Exceptional Achievement Award' given by the Singapore Tourism Board in 2018. This came after the integrated resort was named 'Best Business Event Venue' for three consecutive years since 2015.

An ISO 20121-certified property, Marina Bay Sands prides itself in sustainability. It continues to champion sustainable event planning to help organisers achieve their green meeting goals.

### Centre Highlights

- Five floors of exhibition and convention space
- Up to 2,000 exhibition booths and 250 meeting rooms
- Can accommodate up to 45,000 delegates in all
- A comprehensive one-stop event and exhibition solution provider that offers services ranging from technical needs such as audio visual equipment, stage set-up and logistics
- Offers the region's largest ballroom at over 8,000 square metres
- Grand Ballroom (Level 5) can seat up to 6,600 diners for a banquet or up to 8,000 delegates for a theatre-style convention
- Grand Ballroom can be configured into 16 rooms to hold smaller groups of a few hundred people
- Roselle-Simpor Ballroom (Level 4) can accommodate mid-sized groups of up to 2,000 delegates reception-style

### Green Meetings

In addition to being the first ISO 20121 certified property in Southeast Asia, Marina Bay Sands is also the first facility in Singapore to adopt the Singapore Tourism Board's new sustainability guidelines for the MICE industry in 2013. In July 2016, the integrated resort became the first venue in Singapore to attain the MICE Sustainability Certification (Intermediate Level for venue) awarded by the Singapore Association of Convention and Exhibition Organisers & Suppliers (SACEOS).

Several sustainable practices include:

- Green Meeting Advisory Services to help clients craft sustainable meetings using the Sands ECO360 Meetings Planning Tool
- Sands ECO360 Event Impact Statement provides a post-event sustainability report that captures an event's sustainability highlights and provides a comprehensive summary of energy and water consumption at a glance
- Harvest Menu offers sustainable food and beverage options to reduce Food Miles and lower the emission of greenhouse gases during transportation

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- Sub-metering of MICE floors allows organisers to effectively track energy usage across specific areas
- Waste management with recycling bins and sustainably disposing of leftover food and materials

## State-of-the-Art Technology

Marina Bay Sands is the single largest owner of first-to-market equipment in lighting, video, sound and logistics equipment within Asia. Its MICE audio-visual (AV) tech inventory includes industry-leading equipment such as:

- Over 100 projectors with varying light outputs ranging from 6,200 lumens (for small meetings) to 26,000 lumens for use at larger venues or events
- Top-quality media servers to ensure a seamless integration of all visual elements for live events and multimedia shows
- First-to-market Meyer LYON and LEOPARD series speakers for large shows, as well as and L Acoustic ARCS Focus and SB18m (Subwoofer) speakers for more intimate events
- Two high-resolution LED video walls – a 100 sqm, 10mm screen for outdoor events and a 50sqm, 2.8mm screen for indoor events
- More than 150 spot and wash lighting fixtures to suit events with a range of lighting requirements
- Vast and high speed Wi-Fi infrastructure which can be fractionalised and customised to suit individual event needs – also allows some 40,000 devices to be connected simultaneously

## The Right Fit for Every Event

Marina Bay Sands has the perfect space for every event, whether it's a meeting for 10,000 or a party for 10. In addition to the Sands Expo and Convention Centre, other creative venues include:

- Sands SkyPark for cocktail parties or intimate dinner receptions
- Event Plaza for large-scale outdoor carnivals or festivals
- Theatre for product launches, presentations or conferences
- Celebrity chef and signature restaurants for cocktail parties, dinner receptions, dine-arounds or launches
- A unique ArtScience Museum for opening ceremonies, conferences or cocktail parties

## Growing Momentum

Since opening, Marina Bay Sands has become the venue of many international and regional conferences and tradeshows across diverse industries including new-to-Singapore events. In 2018 alone, Sands Expo hosted over 3,600 events with more than 1.4 million attendees.

New-to-Singapore shows include:

- ART SG (debut 2019)
- International Council of Nurses (ICN) Congress (debut 2019)
- International Luxury Travel Market (ILTM) Asia Pacific (debut 2018)
- Money20/20 Asia (debut 2018)
- Institute of Electrical and Electronics Engineers (IEEE) International Conference on Robotics and Automation (ICRA) (debut 2017)
- International Association of Amusement Parks and Attractions (IAAPA) Expo (debut 2017)
- International Union of Microbiological Science (IUMS) (debut 2017)
- IEEE Conference of Lasers and Electro-Optic (CLEO) (debut 2017)

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- IEEE GLOBECOM (debut 2017)
- Millennial 20/20 (debut 2016)
- Undersea Defence Technology (UDT) Asia (debut 2016)
- Military Training & Simulation (MilSim) Asia (debut 2016)
- SpineWeek (debut 2016)
- Tourism Technology Asia (debut 2016)
- Aircraft Interiors Expo Asia (debut 2016)
- Future Travel Experience (FTE) Asia Expo (debut 2016)
- Airline Passenger Experience Association (APEX) Expo (debut 2016)
- Singapore International Robo Expo (debut 2016)
- Asian Robotics Week (debut 2015)
- Interpol World (debut in 2015)
- Forever Living Global Rally (debut 2015)
- Gelato World Tour (debut 2015)
- Fantasia by Escriba (debut 2014)
- Critical Communications World (debut 2014)
- World Rubber Summit (debut 2014)
- Black Hat Asia (debut 2014)
- MEDLab Asia (debut 2014)
- Digital Healthcare Week (debut 2012)
- Art Stage Singapore (debut 2011)

Multi-year contracts signed to date include:

- CommunicAsia (2014 – 2015)
- OSEA (2014 – 2016)
- Tax Free World Association Asia Exhibition & Conference (2014 – 2017)
- ITB Asia (2014 – 2016) and (2017 – 2019)
- Singapore International Jewellery Show (2013 – 2016)
- SkyBridge Alternatives (SALT) Conference (2013 – 2015)
- Young Presidents' Organisation (YPO) EDGE and Global Leadership Summit (2012, 2018)
- Milipol Asia (2017, 2019, 2021)

## Awards

Marina Bay Sands has been the recipient of the following MICE awards:

- World's Leading MICE Hotel at the World Travel Awards 2018
- Exceptional Achievement award by the Singapore Tourism Board at the 2018 Singapore Tourism Awards. This follows the integrated resort being named "Best Business Event Venue" for three consecutive years from 2015 to 2017.
- ASEAN MICE Venue Award 2018-2020 at the 2018 ASEAN Tourism Standards Awards
- Best Expo and Convention Centre award at the annual TTG Travel Awards 2017 and 2018
- Best Meeting / Incentive Organiser awarded by the Singapore Tourism Board at the Singapore Tourism Awards 2016
- Grand Award Winner in the Pacific Asia Travel Association (PATA) Grand and Gold Awards 2016 (Environment Category)
- Winner of the INCENTIVE Platinum Partners Award 2016
- UFI Sustainable Development Award 2015
- Best Resort for Business Events in the CEI Asia Industry Survey 2015
- Best City Hotel for Business Events in the CEI Asia Industry Survey 2015 (2<sup>nd</sup> place)

*As of January 2019*

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- Best Events Venue Team in the CEI Asia Industry Survey 2015 (3<sup>rd</sup> place)
- Best Hotel for Business Events in the CEI Asia Industry Survey 2014
- Best Hotel Events Team in the CEI Asia Industry Survey 2014
- Best Convention Centre in the CEI Asia Industry Survey 2014 (3<sup>rd</sup> place)
- Best Conference Venue Category in the Asian Conference Awards 2013
- Best Business Event Venue awarded by the Singapore Tourism Board in 2012 and 2013 at the Singapore Experience Awards
- Asia's Best Hotel for Business Events awarded by CEI Magazine at the CEI Asia Industry Awards 2011, 2012, 2013
- Best International Hotel awarded by Successful Meetings Magazine at the Successful Meetings Pinnacle Awards 2012
- First venue outside the US to attain Level One Certification to the American Society for Testing and Materials (ASTM) Standard pertaining to the Evaluation and Selection of Venues for Environmentally Sustainable Meetings, Events, Trade Shows, and Conferences in 2013