

THE GAME CHANGER Creating Transformative Experiences at Marina Bay Sands

Marina Bay Sands wins big at the 2016 Singapore Tourism Awards

Marina Bay Sands clinched four awards at the 2016 Singapore Tourism Awards organised by the Singapore Tourism Board. The integrated resort took home the biggest haul of awards, including two big MICE awards – the **Best Business Event Venue** as well as **Best Meeting / Incentive Organiser** for hosting the Forever Living Global Rally in April 2015.

In the first award, Marina Bay Sands was recognised for its high level of innovation in accommodating to the diverse requirements of business event owners, as well as good efforts in implementing sustainable practices. Together with the organiser of Forever Living Products, Marina Bay Sands was also recognised for the quality business event that showcased experiences unique to Singapore. The integrated resort also took home two customer service awards.

The recognition comes in the midst of Sands Expo's busiest month since its 2010 opening. In October, it will welcome a record 17 major tradeshows and key conferences which will draw close to 40,000 delegates.

Mr Benny Zin, Chief Operating Officer of Marina Bay Sands, said: "It is a great honour to be recognised in the prestigious Singapore Experience Awards. The appeal of Marina Bay Sands extends beyond our stunning infrastructure and the multi-dimensional services we offer. Rather, our strongest asset lies in the dynamism and passion displayed by our staff, working hand-in-hand with our clients to co-create successful events. This allows us to retain repeat businesses, and attract new ones, over the past few years. We will build on this momentum, and continue to build on our collective success."

Creating unique experiences



Medical Fair Asia 2016 31 August to 2 September

MEDICAL FAIR ASIA, held biennially in Singapore since 1997, made its debut at Marina Bay Sands this year on a bigger and better scale. This year's event occupied 16,500 sqm over four event halls at Sands Expo and Convention Centre. This represents a 30 per cent growth from its 2014 edition.

Featuring 830 international exhibiting companies from 40 countries, the three-day event also saw a record-breaking attendance of 12,000, with 40 per cent of international visitors.

Mr Gernot Ringling, Managing Director of organising company Messe Düsseldorf Asia, expressed his delight at the impressive participation results: "We are very happy with the feedback and well-attended seminars and conferences which took place alongside the exhibition within one same physical space. This worked really well for us. The entire team at Marina Bay Sands has been very supportive of our needs and overall we had a great experience here and look forward to returning for the 12th edition of MEDICAL FAIR ASIA in 2018!"



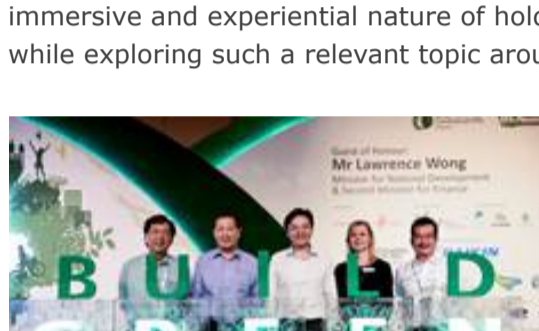
Millennial 20/20 7 to 8 September

ArtScience Museum, a unique meeting venue at Marina Bay Sands, hosted its largest conference on 7 & 8 Sept. The **Millennial 20/20 Summit** saw 1,500 attendees at the museum with a common objective – to understand millennial consumers in a digitally savvy consumer environment

For the first time, the museum's 1,500 sqm gallery on the third floor was transformed into a creative exhibition showcase, housing interactive displays by brands from different sectors.

The flexibility of ArtScience Museum's architecture allowed for three separate tracks of panel discussions and presentations to take place concurrently on the third and fourth level of the museum.

Millennial 20/20 Founding Partner Ms Rupa Ganatra said, "The team at ArtScience Museum exceeded all of our expectations and our delegates, sponsors, exhibitors, media and partners who attended Millennial 20/20 were truly impressed by the immersive and experiential nature of holding a business event in a unique venue while exploring such a relevant topic around the Future of Commerce."



Singapore Green Building Week:

Build Eco Xpo (BEX) Asia and Mostra Convegno Expocomfort (MCE) Asia 2016 7 to 9 September

Green Living 2016 9 to 11 September

BEX Asia 2016



Green Living 2016

September saw a number of green events taking place in Marina Bay Sands, a Building and Construction Authority (BCA) Green Mark Platinum certified building.

Build Eco Xpo (BEX) Asia and Mostra Convegno Expocomfort (MCE) Asia 2016 drew close to 12,000 visitors across 57 countries over three days – an 8 per cent increase in participation from 2015.

These two tradeshows featured 450 exhibitors from 27 countries and regions, and utilised more than 9,400 sqm of exhibition space.

This was followed by the **Green Living Expo 2016** on 9 to 11 Sept, a sustainable lifestyle event in Singapore that aims to educate and encourage an eco-friendly lifestyle. The second edition of Green Living saw over 11,000 visitors, double of the previous year's attendance.

Marina Bay Sands worked closely with these meeting planners to help them achieve their green meeting goals. Ms Louise Chua, Project Director for BEX and MCE Asia 2016, said, "A world-class eco-venue like Marina Bay Sands was essential to create the experiential setting needed to execute a sustainable event on such a scale. Every year, we work very closely with Marina Bay Sands to track via Global Reporting Initiative (GRI) indicators, the Economic, Social and Environmental impact of our events. They have been an outstanding venue partner, for socially responsible event organisers like us that have an established sustainability agenda and policy in place."

Upcoming events at Sands Expo® and Convention Centre

ITB Asia 2016 19 to 21 October 2016

ITB Asia is an annual three-day B2B trade show and convention for the travel industry. It is the primary event for the Asia Pacific travel industry, much like its parent event – ITB Berlin.



ITB Asia is the premier meeting place for the travel trade industry and a forum for establishing high-quality customer contacts and conducting businesses. The event will provide a platform for APAC travel companies and international exhibitors of all sectors within the travel-value chain commerce to meet with top international buyers from the MICE, Leisure and Corporate Travel markets.

Airline Passenger Experience Association (APEX) Expo 2016 24 – 27 October



From 24 to 27 October, thousands of aviation professionals from over 100 airlines will gather at Marina Bay Sands for the biggest airline passenger experience tradeshow in Asia.

Comprising Airline Passenger Experience Association (APEX) Expo, Aircraft Interiors Expo Asia (AIX Asia) and Future Travel Experience (FTE) Asia Expo, the new-to-Singapore event will feature educational sessions and the most comprehensive display of aviation technologies, products and services.

Singapore International Energy Week 24 – 28 October 2016

The Singapore International Energy Week (SIEW) brings together leading conferences, exhibitions, workshops and networking events from across the energy spectrum of oil & gas, clean and renewable energy, technology and financing – in one week, in one location.



SACEOS-MICE certification



Marina Bay Sands is the first venue in Singapore to attain the MICE Sustainability Certification (Intermediate Level). The integrated resort has met and gone beyond the basic certification criteria with its additional green efforts, such as providing event impact statements on energy and water consumption to its clients, as well as outfitting its venue with energy saving solutions. Awarded by the Singapore Association of Convention and Exhibition Organisers & Suppliers (SACEOS), this accolade covers nine different categories such as audio-visual, Food & Beverage, hotel and venue.

What's On



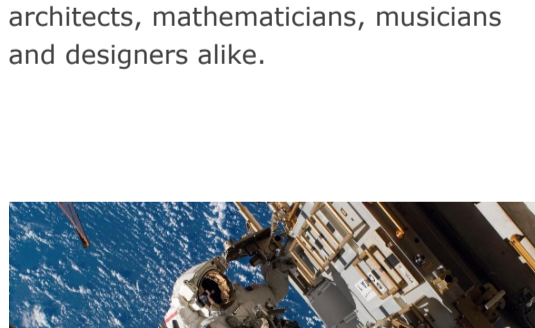
Journey to Infinity: Escher's World of Wonder From now until 26 February 2017

More than 150 original works from M.C. Escher, one of the world's greatest graphic artists, are being showcased at ArtScience Museum's Journey to Infinity: Escher's World of Wonder exhibition.

Exploring the intersection between art, mathematics, science and poetry, Escher's works have fascinated and astounded generations of artists, architects, mathematicians, musicians and designers alike.

NASA – A Human Adventure Opens 19 November 2016

Ignite your curiosity about space travel and be inspired by the triumphant milestones in human space exploration with ArtScience Museum's upcoming blockbuster exhibition, NASA - A Human Adventure. Opening on 19 November, the show will be the largest space flight exhibition ever to be held in Singapore, with over 200 historically significant artefacts on display, including items which have flown in space.



The exhibition tells the inspiring story of the National Aeronautics and Space Administration's (NASA) huge achievements in space flights and exploration, from the time the first space rocket was launched to the latest accomplishments in manned space flights. Visitors will get to see close-up of the extraordinary spacecraft that NASA has developed, and discover the stories of the people who flew them.

Meeting Incentives

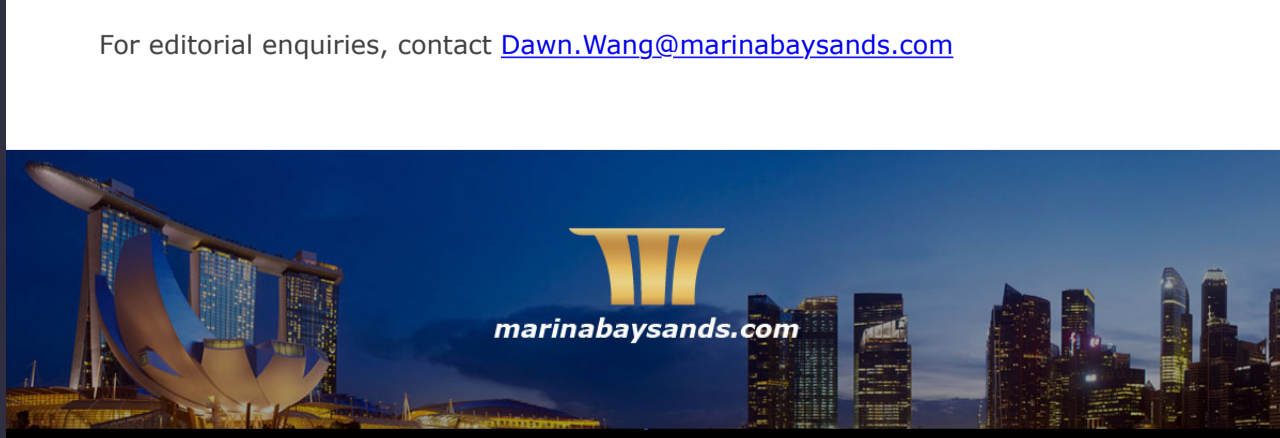
Green your next meeting at Marina Bay Sands

First-time meeting planners looking to create an eco-friendly event can opt for the 'It's Easy Meeting Green' all-inclusive meeting package. Extended until 31 March 2017, the customisable promotion package will provide clients with a convenient and comprehensive green lifestyle experience for their delegates – from green meeting room settings and sustainable menu options, to hotel stays and leisure attractions all under one roof. Bookings must be utilised by 31 December 2017. Terms and conditions apply.

For bookings and sales enquiries:

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