

# The Game Changer

CREATING TRANSFORMATIVE EXPERIENCES AT MARINA BAY SANDS

DECEMBER 2013

## MARINA BAY SANDS SEES ANOTHER RECORD-BREAKING YEAR



Marina Bay Sands® concludes a record-breaking 2013 with over 70 trade shows held at the Sands Expo® & Convention Centre, in comparison to 51 shows in 2012. Since opening, the integrated resort (IR) has become the venue of many international and regional conferences and tradeshows across diverse industries, including many that are new to Singapore and Asia, as well as notable returning shows.

More exciting events are underway in Q1 of 2014, including Art Stage Singapore 2014, the only international art fair with a special focus on Southeast Asia and Asia Pacific. Staging at Marina Bay Sands for the fourth consecutive year since its 2011 debut, the art fair returns in 2014 with Marina Bay Sands as the official hotel.

New-to-Singapore shows include MEDLAB Asia (18-20 Feb), an innovative laboratory exhibition and congress on the latest advances in the medical laboratory market, Maison Objet Asia (10-13 March), an international trade fair from Paris for professionals in the furnishings field, as well as Black Hat Asia (24-28 March), one of the most distinguished security conference series in the world.

Other returning trade shows to look out for include the IT Show 2014 (27 Feb-2 March), Asia Pacific Maritime (19-21 March), World Retail Congress 2014 (25-26 March), as well as Singapore International Coin Fair 2014 (28-30 March).

Marina Bay Sands was also named winner of the Best Conference Venue Category in the Asian Conference Awards 2013, an award that recognises excellence and best practices in conference companies throughout Asia and the Middle East.

Earlier in September, Marina Bay Sands was also awarded the Best Business Event Venue at the Singapore Experience Awards 2013, the IR's second consecutive win in a row. This accolade recognises Marina Bay Sands' efforts in delivering top-notch event experiences and service excellence.

## MARINA BAY SANDS CHAMPIONS SUSTAINABLE EVENTS

*Case Study: Responsible Business Forum*

Held on 25-26 November 2013 at Marina Bay Sands for the second time, the two-day Responsible Business Forum (RBF) hosted over 500 delegates made up of business leaders, NGOs, and policy makers from Southeast Asia.

To champion sustainable event planning, Marina Bay Sands joined hands with the forum organisers to reduce carbon footprint and contribute towards the local community via the IR's *Sands Eco360° Sustainability* and *Sands for Singapore* programmes. Sustainability efforts include offering its vegetarian Green Harvest menus, providing recycling avenues, managing waste and engaging delegates to give back to the community by participating in the IR's 'Soap-for-Hope' activity.



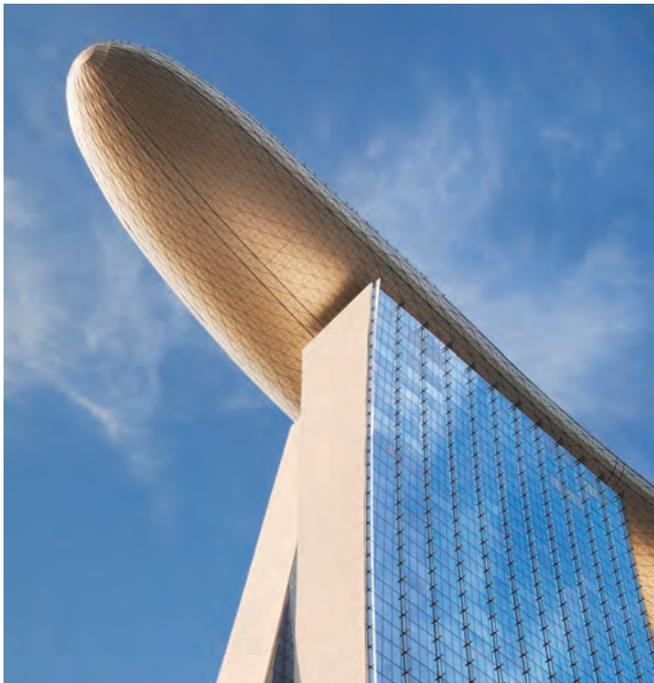
Delegates lent their hands to help pour leftover liquid soaps and shampoo collected from Marina Bay Sands hotel rooms into containers, which were later distributed to welfare homes through one of the IR's charity partners, *Food from The Heart*. Bread that was not consumed during the event was also donated to the same charity, reaching beneficiaries including children, the elderly and needy families in Singapore.

Through this forum, Marina Bay Sands became the first MICE facility in Singapore to adopt the Singapore Tourism Board's recently announced sustainability guidelines for the MICE industry.



Marina Bay Sands reached yet another milestone on the MICE front as Marina Bay Sands scored a hat trick in the CEI Industry Awards 2014. For the fourth year in a row, the integrated resort has been voted Best Hotel for Business Events. For the first time, it

also emerged tops for Best Hotel Events Team and third for Best Convention Centre.



## Marina Bay Sands is the proud recipient of 166 awards, including:

- 'Best Hotel for Business Events' in the CEI Asia Industry Survey 2014
- 'Best Hotel Events Team' in the CEI Asia Industry Survey 2014 (1st place)
- 'Best Convention Centre' in the CEI Asia Industry Survey 2014 (3rd place)
- 'Best Conference Venue Category' in the Asian Conference Awards 2013
- 'Best Business Event Venue' at the Singapore Experience Awards 2013 (granted by the Singapore Tourism Board)

*\*As of December 2013*

## TESTIMONIALS FROM CLIENTS:

*"Working with Marina Bay Sands was an extremely positive experience. Given the sustainability focus of our event, Marina Bay Sands was the ideal partner through their own operational commitment to reducing their carbon footprint and providing a high quality venue that was the perfect setting for senior policy makers and business leaders."*

**Anthony Gourlay, Chief Executive Officer,  
Global Initiatives  
Responsible Business Forum, November 2013**

*"Despite the never ending requests and various challenges that InterConnect 2013 presented, the event was a great success, thanks to the stellar team at Marina Bay Sands who impressed us with their desire to deliver in line with our needs, as well as flexibility to try new ideas. The catering team in particular, was such a positive, motivated and delightful team who met every request with a smile. The staff was extremely well trained and proud of their good work and deservedly so. It was very fortunate for us to have worked with such a professional team and we have no hesitation recommending the venue and F&B delivery to our colleagues and clients."*

**Caroline Bee, Vice President / Managing Director,  
George P Johnson Singapore Pte Ltd  
InterConnect, October 2013**

*"Marina Bay Sands has always been a trusted venue partner and stakeholder to help ensure the success execution of our events. With our sustainability theme and focus on being a truly green event for BEX Asia/IGBC, we worked closely with Marina Bay Sands on many fronts, from monitoring temperature, controlled lighting, providing recycle bins to food/waste management and reduction in plastic usage just to name a few. The total experience pleased our attendees, and they are proud to be part of this industry event."*

**Louise Chua, Project Director, Reed Exhibitions  
Build Eco Xpo (BEX) Asia, September 2013**

## MULTI-YEAR CONTRACTS SIGNED TO DATE

With its extensive network, high-performing facilities, experienced events team and compelling offerings property-wide, Marina Bay Sands has successfully sealed several multi-year deals to date, making it a preferred event venue in Singapore. These tradeshows include:

- Cruise Shipping Asia (2013 – 2015)
- ITB Asia (2014 – 2016)
- Singapore International Jewellery Show (2013 – 2015)
- Young Presidents' Organisation (YPO) Global Leadership Summit (2014 – 2016)
- SkyBridge Alternatives (SALT) Conference (2013 – 2015)