

# The Game Changer

CREATING TRANSFORMATIVE EXPERIENCES AT MARINA BAY SANDS

SEPTEMBER 2013

## ENHANCING THE MARINA BAY SANDS MEETING EXPERIENCE



Meeting planners can now look forward to more incentives and choices when hosting guests at Marina Bay Sands® with the new Meet and Stay Package, tailored for guests who are looking to enhance their meeting experience with more flexibility, convenience and options all under one roof.



From now till 30 November 2013, meeting planners can enjoy exclusive rates from S\$375++ per person for a Standard Package. This includes a one-night stay in the hotel, a working lunch, morning and afternoon coffee with snacks, as well as complimentary use of meeting facilities.

**Meeting packages can be upgraded to the following tiers to enjoy extra amenities:**

### Premium Package (additional S\$15 per pax)

- Upgrade to international buffet lunch at RISE® Restaurant
- 1 additional snack item each for morning and afternoon coffee breaks
- Secretariat office with refreshments
- Internet at MICE and hotel for every room booked per night

### Deluxe Package (additional S\$10 per pax)

- Upgrade to international buffet lunch at RISE Restaurant or brought to you near your meeting venue
- 1 additional snack item each for morning and afternoon coffee breaks
- Secretariat office with refreshments
- Internet for up to 20 users per day

### Value Package (additional S\$4 per pax)

- Upgrade to international buffet lunch at RISE Restaurant

Enquire now at +65 6688 8815  
or email [Up@MarinaBaySands.com](mailto:Up@MarinaBaySands.com).

Terms and conditions apply. Minimum of 20 people required. Bookings must be made before 30 November 2013 and utilised by 31 August 2014.

## TRANSFORMING MEETINGS



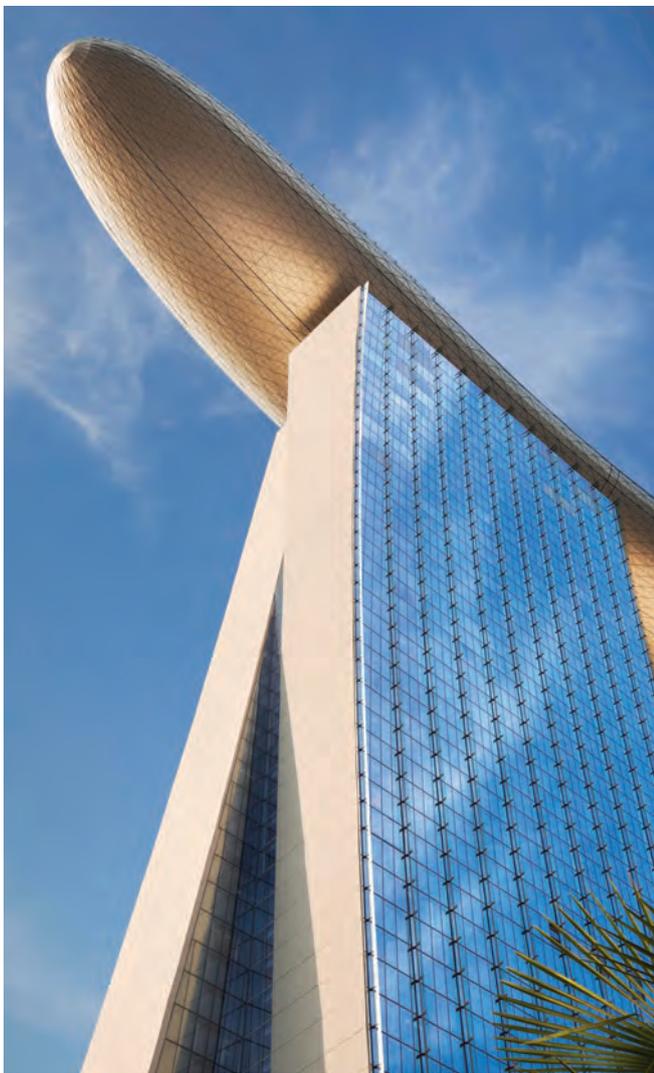
Marina Bay Sands is proud to introduce the **Marina Bay Sands Meetings Concierge**, a mobile event solution that enhances every event experience. With this service, meeting planners can have a fully customisable app dedicated to their event, without the hassle and cost of developing an app from scratch. This mobile app also provides the added advantage of going paperless, helping to eliminate the environmental impact and costs associated with developing and printing event guides, updates and other paper-based materials. Unlike printed guides, the app allows event planners to update their event schedules and make new announcements in real-time, providing attendees with the most current and up-to-date information for the complete conference experience.

## VENUE OF CHOICE

Since its opening, Marina Bay Sands has been the venue for many brand new as well as new-to-Singapore tradeshows. In 2012, Marina Bay Sands hosted over 1,800 events – including 51 major exhibitions, of which 49% were new events to the property – and attracted almost 1 million attendees, up 45% from 2011.

**Marina Bay Sands is also privileged to welcome back these notable tradeshows and conferences:**

- **HIMSS**, a healthcare info and management system exhibition, has confirmed its return to Marina Bay Sands in 2014.
- **SALT (SkyBridge Alternatives) conference**, the largest US hedge fund festival, is scheduled to return in September 2013. It was held in Asia for the first time last year through Marina Bay Sands.
- **TFWA Asia Pacific Exhibition & Conference**, the region's essential event for duty-free and travel retail, is scheduled to return to Marina Bay Sands in May 2014.



## TESTIMONIALS FROM CLIENTS:

*'The 2013 editions of CommunicAsia and BroadcastAsia were especially unique as the two tradeshow events were, for the first time, held together at Marina Bay Sands. The combined event was a resounding success in many ways with accolades received from exhibitors, visitors, delegates and members of the media.'*

*'Marina Bay Sands has again surpassed the quality benchmarks with tremendous effort demonstrated by your staff in ensuring that all five levels of the exhibition and convention complex experienced a courteous and effective service throughout the week, despite the presence of over 51,000 attendees.'*

*'We appreciate this partnership with Marina Bay Sands and would like to thank everyone at Marina Bay Sands who contributed in ways big and small to help create a memorable and fruitful experience for all who were at CommunicAsia2013 and BroadcastAsia2013.'*

**Mr. Stephen Tan, Chief Executive, Singapore Exhibition Services CommunicAsia, June 2013**

*'The TFWA Asia Pacific event in May was a resounding success with more visitors, more exhibitors and a larger exhibition space than ever before. The switch from our usual venue to the Marina Bay Sands was arranged at the last minute because of circumstances outside our control. Not only did the Marina Bay Sands management team rise to the challenge and meet our diverse needs very efficiently, but it is now clear that the new venue was liked by the majority of participants who expressed a preference..... Marina Bay Sands proved to be an efficient and popular venue for TFWA Asia Pacific this year and we look forward to an even more successful event in 2014.'*

**Erik Juul-Mortensen, President of Tax Free World Asia, May 2013**

*'The Marina Bay Sands MICE and Sustainability team has been extremely supportive and accommodating in helping the Joint Conference of HGM 2013 and 21<sup>st</sup> International Congress of Genetics achieve its sustainable event objective. MCI is deeply committed to sustainability within its own enterprise and at client events. With a sophisticated approach to sustainability, Marina Bay Sands is the definitely the ideal partner for us in Singapore.'*

*'Despite budget and time constraints, the sustainability and operations team were very proactive in providing greener solutions for the event. The conference's green initiative effort would not have achieved such a success without the strong support and participation from Marina Bay Sands.'*

**The Professional Congress Organising (PCO) Team, MCI Group Asia Pacific Human Genome Meeting / International Congress of Genetics, April 2013**

## Marina Bay Sands is the proud recipient of 148 awards, including:

- Level One Certification in the American Society for Testing and Materials (ASTM) Standard
- BCA Gold Mark Award
- Best Business Event Venue Experience – Singapore Experience Awards 2012 (Singapore Tourism Board)
- Asia's Best MICE Hotel – CEI Asia Industry Awards 2011, 2012 and 2013

*\*As of August 2013*

## MARINA BAY SANDS ATTAINS FIRST GREEN MEETINGS CERTIFICATION IN ASIA

Marina Bay Sands was recently awarded a new international sustainability certification for its outstanding initiatives in green meetings. The integrated resort is the first event and conference venue outside the US to achieve Level One Certification in 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.

'We are delighted that our industry has embraced the green meetings initiative and we congratulate Marina Bay Sands in attaining the APEX/ASTM standard,' said Ms. Carrie Kwik, Executive Director of Business Tourism Development and Integrated Resorts, Singapore Tourism Board. 'Sustainable event planning will be increasingly important in our overall strategy to drive long-term growth in the MICE industry. We look forward to working closely with our industry partners to make Singapore the choice destination for sustainable events in Asia.'

