

Fact Sheet



Sands Expo and Convention Centre

Sands Expo and Convention Centre is Singapore's largest and most versatile meeting space, featuring 1.3 million sq ft 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 1,000 new-to-Singapore MICE activities, including tradeshows. It has also built a strong pipeline of returning shows, with an annual average of 38 per cent repeat events over the past four years.

Marina Bay Sands' leadership in MICE has been recognised through numerous accolades, such as the 'Outstanding Event Venue Experience' award accorded by the Singapore Tourism Board in 2021.

Centre Highlights

- Five floors of exhibition and convention space
- Up to 2,000 exhibition booths and 250 meeting rooms
- Able to accommodate up to 45,000 delegates
- 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 – Sands Grand Ballroom – at over 86,000 sq ft. Located on Level 5, it can seat up to 6,600 diners for a banquet or up to 8,000 delegates for a theatre-style convention. It can also be configured into 16 rooms to hold smaller groups of a few hundred people.
- Roselle-Simpur Ballroom (Level 4) can accommodate mid-sized groups of up to 2,000 delegates reception-style

Hybrid Broadcast Studios

In response to the COVID-19 pandemic, Marina Bay Sands launched its state-of-the-art Hybrid Broadcast Studio at Sands Expo in August 2020 to cater to the demand in hybrid events – a first for the MICE industry. The cutting-edge studio offers broadcast-quality live-streaming capabilities and hologram functionalities in an immersive environment for both live and virtual audiences.

The Hybrid Broadcast Studio features:

- A cutting-edge three-dimensional stage fitted with an immersive backdrop and floor that can be reconfigured to fit every event's needs. This involves two massive 6 metre by 4 metre right-angled LED walls which can show high resolution 360-degree visuals, while a plexiglass LED floor can display stunning floor projections.
- Stage lighting systems which can be customised, designed and operated to fit an event's specific needs.
- Three virtual conferencing options – full virtual webcasting and live streaming events; hybrid events with in-person and online audiences; and hybrid events with holographic telepresence.
- Mixed Reality capabilities to enhance hybrid event experiences.
- In the future, clients can look forward to upcoming enhancements made to the Hybrid Broadcast Studio such as a fully-fledged Extended Reality (XR) hybrid events solution.

Fact Sheet



Since last August, Marina Bay Sands has built three additional fully operational studios catering to mid and large-size groups. They are:

- Hybrid Broadcast Studio 2 (Level 5)– Largest of the four and can accommodate up to 750 pax
- Hybrid Broadcast Studio 3 (Level 4) – Caters to mid-size groups of up to 200 pax with 360-degree projection mapping capabilities
- Hybrid Broadcast Studio 4 (Level 4) – Caters to mid-size groups of up to 300 pax

Sustainable Events

As the only venue operator which is certified LEED-Platinum and ISO 20121, Sands Expo is also Singapore's only carbon neutral MICE venue.

Sustainable practices include:

- 100 per cent carbon neutral meetings available to clients at no additional cost.
- Sustainable Event Advisory Services to help clients develop sustainable meetings using the Sands ECO360 Meetings Planning Tool.
- A Sands ECO360 Event Impact Statement which captures an event's sustainability highlights and provides a comprehensive summary of energy and water consumption.
- A Healthier Buffet Menu (certified by Singapore Health Promotion Board, a government body), which has dishes that are prepared with healthier cooking oils, wholegrain staples and fresh fruits etc.
- The sub-metering of MICE floors which allows organisers to effectively track energy usage across specific areas.
- Upcycled products that complement a client's event such as a circularity lectern made from upcycled PET bottles and paper, and banquet table number plates made using wine corks from Marina Bay Sands' restaurants.

State-of-the-Art Technology

Marina Bay Sands is the single largest owner of first-to-market lighting, video, sound and logistics equipment within Asia. This technical prowess fueled its inroads to develop the industry's first Hybrid Broadcast Studio in record time.

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 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 L Acoustic ARCS Focus and SB18m (Subwoofer) speakers for more intimate events
- Two high-resolution LED video walls – a 1,076 sq ft (100 sqm), 10mm screen for outdoor events and a 538 sq ft (50 sqm), 2.8 mm 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.

Fact Sheet



In addition to the Sands Expo and Convention Centre, other unique venues include:

- Sands SkyPark for cocktail parties or intimate dinner receptions
- Event Plaza for large-scale outdoor carnivals, festivals or welcome receptions
- Theatre for product launches, presentations or conferences
- Celebrity chef and signature restaurants for cocktail parties, intimate dinner receptions, dine-arounds or launches
- ArtScience Museum for opening ceremonies, product launches, conferences or cocktail parties
- Lifestyle and entertainment concepts, MARQUEE Singapore and AVENUE Singapore for after-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 2019, Sands Expo hosted more than 3,000 events and also saw an attendance of over 1.5 million delegates.

New-to-Singapore shows include:

- 110th Lions Clubs International Convention (debut 2028)
- ART SG (debut 2022)
- Free Fire World Series 2021 Singapore (debut 2021)
- PCMA Convening Leaders (debut 2021)
- 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)
- 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)
- Critical Communications World (debut 2014)
- World Rubber Summit (debut 2014)

Key repeat clients:

- ConneCTech Asia
- OSEA
- Tax Free World Association (TFWA)
- ITB Asia
- Singapore International Jewellery Show

Fact Sheet



- Black Hat Asia
- Milipol Asia
- Singapore International Water Week
- Medical Fair Asia, Medical Manufacturing Asia

Awards and Certifications

Sands Expo has been the recipient of the following awards and certifications:

- Outstanding Event Venue Experience by the Singapore Tourism Board at the 2021 Singapore Tourism Awards
- SG SafeEvent Certification by Enterprise Singapore, Singapore Tourism Board and the Singapore Association of Convention and Exhibition Organisers and Suppliers
- ISO45001:2018 Occupational Health and Safety Management System certification
- Tech Heroes from Crisis under the IT Leader Awards 2021 by Singapore Computer Society (Entrepreneurship category)
- Experiential Venue Awards: Best Venue for Business Events – Destination Asia (More by 500 delegates) by WOW Awards Asia 2020
- Singapore Quality Award at the 2019 Business Excellence Awards
- GOLD-certified venue under the EIC Sustainable Event Standards 2019
- LEED® (Leadership in Energy and Environmental Design) Platinum 2019
- MICE Sustainability Certification programme (Intermediate Level for venue) by the Singapore Association of Convention and Exhibition Organisers & Suppliers (SACEOS) 2019 (recertification)
- Best Convention and Exhibition Centre by TTG Travel Awards 2017 to 2019
- 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
- MICE Sustainability Certification programme (Intermediate Level for venue) by the Singapore Association of Convention and Exhibition Organisers & Suppliers (SACEOS) 2016
- 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 (2nd place)
- ISO 20121 Sustainable Events Management System certification
- 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 to 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

As of August 2021