

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. In 2019, Sands Expo hosted more than 3,000 events and also saw an attendance of over 1.5 million delegates.

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.

State-of-the-art Facilities – Hybrid Broadcast Studios and Virtual Meeting Place

As a leader in tech innovation, Marina Bay Sands continuously embraces emerging technologies to elevate the end-to-end meeting journey and experience. It launched the state-of-the-art Hybrid Broadcast Studio in August 2020 to cater to the demand in hybrid events, and the Virtual Meeting Place in October 2021 to enable clients to move towards an omnichannel future.

The Hybrid Broadcast Studios offer broadcast-quality live-streaming capabilities and hologram functionalities in an immersive environment for both live and virtual audiences and other features such as:

- A cutting-edge three-dimensional stage fitted with an immersive backdrop and floor that can be reconfigured to fit every event's needs.
- 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.
- Clients can look forward to upcoming enhancements made to the Hybrid Broadcast Studio such as a fully-fledged Extended Reality (XR) hybrid events solution.

The Virtual Meeting Place allows event organisers to continuously engage their communities all year long beyond a once-a-year event through features such as:

- A fully customisable interface that allows organisers to scratch-build their virtual venue set and replicate real-life event spaces at Marina Bay Sands.
- The Plenary, which serves as an exhibition space and allows live events to be simultaneously broadcasted worldwide.
- The Library, which enables attendees to access the events' most impactful moments on-demand
- Breakout Rooms for attendees to form one-on-one and group meetings for knowledge and idea exchanges
- Functions such as interactive elements, chatbots, quizzes and live polls, to fully integrate the online experience with offline events.

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- Data analytics functions for tracking and optimising audience trends and satisfaction

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, allowing clients to organise 100 per cent carbon neutral meetings at no additional cost. The customisable Impact Meetings package, launched in 2021, give clients the option to deliver high impact events while minimising their environmental footprint.

Some Impact Meeting enhancements include:

- Dedicated Sustainable Event Advisory Services to help clients develop sustainable meetings using the Sands ECO360 Meetings Planning Tool.
- A post-event 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.

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-Simpor Ballroom (Level 4) can accommodate mid-sized groups of up to 2,000 delegates reception-style

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 unique venues include:

- Sands SkyPark for cocktail parties or intimate dinner receptions
- Event Plaza for large-scale outdoor carnivals, festivals or welcome receptions
- Sands 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

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New-to-Singapore Shows in Sands Expo

2021
Free Fire World Series 2021 Singapore
PCMA Convening Leaders
2019
International Council of Nurses (ICN) Congress
2018
International Luxury Travel Market (ILTM) Asia Pacific
2017
Institute of Electrical and Electronics Engineers (IEEE) International Conference on Robotics and Automation (ICRA)
International Association of Amusement Parks and Attractions (IAAPA) Expo
International Union of Microbiological Science (IUMS)
IEEE Conference of Lasers and Electro-Optic (CLEO)
IEEE GLOBECOM
2016
Aircraft Interiors Expo Asia
Airline Passenger Experience Association (APEX) Expo
Future Travel Experience (FTE) Asia Expo
Millennial 20/20
Military Training & Simulation (MilSim) Asia
Singapore International Robo Expo
SpineWeek
Tourism Technology Asia
Undersea Defence Technology (UDT) Asia
2015
Asian Robotics Week
Forever Living Global Rally
Interpol World
2014
Critical Communications World
World Rubber Summit

Key Repeat Clients

ConnecTech Asia	Medical Fair Asia, Medical Manufacturing Asia	Singapore International Jewellery Show
Black Hat Asia	Milipol Asia	Singapore International Water Week
ITB Asia	OSEA	Tax Free World Association (TFWA)

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Awards and Certifications

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

- Outstanding Event Venue Experience by the Singapore Tourism Board, Singapore Tourism Awards, 2021
- 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
- ISO 20121 Sustainable Events Management System certification
- Tech Heroes from Crisis (Entrepreneurship) by Singapore Computer Society, IT Leader Awards, 2021
- Experiential Venue Awards: Best Venue for Business Events – Destination Asia (More by 500 delegates), WOW Awards Asia, 2020
- Singapore Quality Award, Business Excellence Awards, 2019
- GOLD-certified venue, EIC Sustainable Event Standards, 2019
- LEED® (Leadership in Energy and Environmental Design) Platinum, 2019
- MICE Sustainability Certification programme (Intermediate Level for venue), Singapore Association of Convention and Exhibition Organisers & Suppliers (SACEOS), 2019 (recertification)
- Best Convention and Exhibition Centre, TTG Travel Awards, 2017 to 2019
- World's Leading MICE Hotel, World Travel Awards 2018
- Exceptional Achievement award by the Singapore Tourism Board, Singapore Tourism Awards, 2018
- ASEAN MICE Venue Award 2018-2020 at the 2018 ASEAN Tourism Standards Awards
- Best Business Event Venue by the Singapore Tourism Board, Singapore Tourism Awards, 2015 to 2017
- Best Meeting / Incentive Organiser awarded by the Singapore Tourism Board, Singapore Tourism Awards, 2016
- Grand Award Winner (Environment Category), Pacific Asia Travel Association (PATA) Grand and Gold Awards, 2016
- Winner of the INCENTIVE Platinum Partners Award 2016
- UFI Sustainable Development Award 2015