

Sands Expo & 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 any one time.

Since 2010, the integrated resort has welcomed more than 1,500 new-to-Singapore MICE (Meetings, Incentives, Conferences, Exhibitions) events. It has also built a strong pipeline of returning shows, with an annual average of 38 per cent repeat events. In 2023, Sands Expo hosted more than 2,440 events and also saw an attendance of over 1.16 million delegates.

Marina Bay Sands' leadership in MICE has been recognised through numerous accolades, with the latest being the 'Outstanding Event Venue Experience' award accorded by the Singapore Tourism Board and the 'Venue of the Year' award at the Singapore MICE Awards in 2023.

First-of-its-kind Bay Precinct Strategy and Partnerships

The Bay Precinct Strategy, launched in 2022 and expanded in 2023, is an ecosystem of 11 hotel brands with over 8,000 rooms, 10 world-class attractions and 19 Michelin stars around the Marina Bay precinct. Driven by Marina Bay Sands, the Bay programme combines the strengths of attractions, accommodation, dining experiences and retail malls around the integrated resort, positioning the precinct as an attractive MICE destination for global clients.

Beyond partnering establishments around precinct, the integrated resort continues to ink and expand partnerships with noteworthy players. A three-year Memorandum of Understanding was signed with National Arts Council in 2023, turning the resort into a canvas for the arts. A tripartite partnership with Singapore Tourism Board and UOB also reflects the commitment towards enlivening the precinct with compelling experiences and programming.

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.

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

Sustainable Events

As one of Asia's leading sustainable venues, Sands Expo holds triple platinum certification from leading bodies such as the Building and Construction Authority, Events Industry Council, and U.S. Green Building Council, on top of an ISO20121 Event Sustainability Management System certification. It is the first meetings venue in Southeast Asia to receive the latter two accolades. Sands Expo is also Singapore's first fully offset MICE venue, allowing clients to organise environmentally conscious events with ease.

Sustainability measures 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.
- The sub-metering of MICE floors which allows organisers to effectively track energy usage across specific areas.
- Locally and regionally sourced ingredients as well as plant-based alternatives in banquet menus. Herbs and leafy greens from two on-property Herb Gardens and a mobile hydroponics system offer greater convenience to chefs preparing for banquets.
- Upcycled products that complement a client's event such as a circularity lectern created from upcycled PET bottles and paper, banquet table number plates made using wine corks from Marina Bay Sands' restaurants, and menu cubes and dietary tags crafted from upcycled chopsticks.

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.

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- 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 Sands Expo & 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

New-to-Singapore Events at Sands Expo

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| 2024 |
| PCMA APAC The Business of Events |
| SuperAI Singapore |
| The Meetings Show Asia Pacific |
| 2023 |
| ART SG |
| International Trademark Association 2023 Annual Meeting Live+ |
| MDRT (Million Dollar Round Table) Global Conference |
| The Trade Desk Palooza 2023 |
| Yum! International Franchise Convention |
| 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 |

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| 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

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| Asia TV Forum | ITB Asia | Singapore Comic Con |
| Black Hat Asia | Medical Fair Asia, Medical Manufacturing Asia | Singapore International Water Week |
| Geo Connect Asia | Milipol Asia | Tax Free World Association (TFWA) |

Awards and Certifications

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

- Venue of the Year at Singapore MICE Awards, 2023
- Best Convention Centre (Southeast Asia), by Meetings and Conventions Asia, M&C Asia Stellar Awards, 2023
- Exceptional Achievement by the Singapore Tourism Board, Singapore Tourism Awards 2023 for achieving Outstanding Event Venue Experience three years in a row
- Outstanding Event Venue Experience by the Singapore Tourism Board, Singapore Tourism Awards, 2021, 2022 and 2023
- Best Meetings Hotel (Singapore), by Meetings and Conventions Asia, M&C Asia Stella Awards, 2022
- Healthy Venue (Gold) by the World Obesity Federation, 2022
- Healthcare Meeting Compliance Certified Verified Venue by Meeting Professionals International, 2022
- Sustainable Event Standards for Venues (Platinum) by the Events Industry Council, 2022
- 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)

As of March 2024

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- 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