

The Game Changer

CREATING TRANSFORMATIVE EXPERIENCES AT MARINA BAY SANDS

FEBRUARY 2013

CULTIVATING SUSTAINABLE MEETINGS AT MARINA BAY SANDS



Marina Bay Sands® has rolled out its highly-anticipated **Sands ECO360° Meetings Programme** – a cutting-edge and holistic approach to providing greener options for its meeting planners and clients. The programme focuses on three main areas: green meeting options, high-performance facilities and standard sustainable practices.

For this programme, a ‘Green Meetings Concierge’ is assigned to clients to assist them in customising the property’s various green offerings that align with their sustainability goals. The concierge will work with the client throughout the entire process, and present a Sands ECO360° Event Impact Statement to the client after the event. This Statement will provide information about their event’s impact on the environment, including energy consumption, water use and waste diversion rates.

Clients hosting an event at Marina Bay Sands can select green meeting options, including the reduction of materials used in the planning and execution of the event, such as going paperless, e-billing and the use of sustainable materials such as water jugs in place of plastic bottles. Clients can also request for more sustainable food options, such as organic, locally-sourced foods and fair trade produce.



BCA GREEN MARK

For its high-performance facilities, Marina Bay Sands has earned many third-party environmental certifications, clearly demonstrating its commitment to conserving natural resources and improving its occupants’ health and comfort.

This includes being certified as the largest Green Mark Gold building in Singapore by the Building Construction Authority (BCA), Singapore, as well as the largest Bronze Benchmarked building in Asia certified by EarthCheck, the world’s leading environmental benchmarking and certification programme.

Marina Bay Sands has implemented many standard sustainable practices seamlessly into its operations, including resource conservation, air quality pollution prevention, recycling, and sustainable purchasing procedures. These practices all add value to the organiser’s sustainable event at no additional work or cost to them.



CREATING ADDED VALUE FOR THE MICE ORGANISER AT MARINA BAY SANDS

Marina Bay Sands has also recently launched its Meetings, Incentives, Conferences and Exhibitions (MICE) loyalty programme, *Sands Rewards Meetings*.

Sands Rewards Meetings is a destination-wide Marina Bay Sands loyalty programme that is available exclusively to its MICE customers. The programme allows organisers to earn rewards as they host events, dine, shop and entertain at the resort. The rewards can be redeemed at future events and at over 175 Sands Rewards outlets across the property, including its hotel, parking, restaurants, international boutiques and shops.

In addition, *Sands Rewards Meetings* members will also be entitled to several other member-only privileges, including dining events, discounts at selected retailers at The Shoppes at Marina Bay Sands®, access to pre-sale theatre tickets and exhibitions at ArtScience Museum™, discounts for SkyPark Observation Deck, sampan rides and the skating rink, amongst others.



Marina Bay Sands is the proud recipient of 120 awards, including:

Asia's Best MICE Hotel, awarded by CEI Asia at CEI Asia Industry Awards 2011, 2012, 2013

Best Business Event Venue Experience, awarded by the Singapore Tourism Board at the Singapore Experience Awards 2012

Best International Hotel, awarded by Successful Meetings Magazine at the Successful Meetings Pinnacle Awards 2012.

TESTIMONIALS FROM CLIENTS:

'My earnest appreciation goes out to the Marina Bay Sands team, who were involved in varied ways to ensure that our many diverse needs were more than adequately met in a capable and timely manner. Participants of CommunicAsia2012 and EnterpriseIT2012, ranging from exhibitors/visitors, conference speakers and delegates to the media, have repeatedly voiced their appreciation to being presented with such a unique experience whilst attending our event which is housed at a venue fortified with the highest standards. This high level of standard of services rendered to us, in areas including F&B, meeting rooms and hospitality facilities, empowered our shows to truly come to life.'

Stephen Tan, Chief Executive, Singapore Exhibition Services, Organiser of CommunicAsia2012 and EnterpriseIT201, June 2012

'Build Eco Xpo (BEX) Asia, alongside the International Green Building Conference, is a dedicated green building event for the industry – and choosing Marina Bay Sands as the event venue proved to be an excellent decision with its ECO360° sustainability strategy, which includes innovative building design and responsible construction processes. We were able to work seamlessly with the venue to ensure that all our needs were met, thanks to the MICE ops team providing resourceful suggestions and ideas to complement our green efforts. Marina Bay Sands' central location in the heart of the city provides easy access for public transportation, and the low parking fees enabled quality visitors to spend maximum time at our event. Together with the professional service from Marina Bay Sands, we were able to execute and deliver a very successful event in 2012.'

**Louise Chua, Project Director
Build Eco Xpo (BEX) Asia 2012**

'Choosing Marina Bay Sands to be the venue for the Dragon Fire World Championship Boxing Event proved to be the best decision we could have made. We were able to work seamlessly with the Marina Bay Sands' operations team to set up a spectacular Las Vegas-style boxing arena in the expo hall. The event was a huge success with the best fights at the best venue!'

**Tony Tolj, Head of Operations, Dragon Fire
Championship Boxing Event Night, May 2012**

MEETING PACKAGE GROUP OFFERS FOR 2013 & 2014

For a limited time only, experience Marina Bay Sands more often and with more options in 2013 and 2014! Enjoy up to 40% in savings when you book a meeting package from US\$85+ per pax, with exclusive room rates from US\$229+ in 2013 and US\$245+ in 2014 on over 100 selected dates.

For bookings and enquiries, please contact the Marina Bay Sands Sales Department at:
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