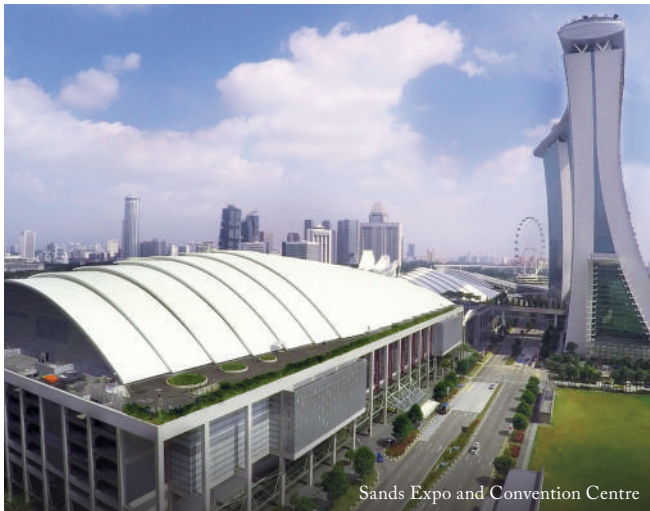


The Game Changer

CREATING TRANSFORMATIVE EXPERIENCES AT MARINA BAY SANDS

OCTOBER 2015

MARINA BAY SANDS NOW OFFERS MEETING ORGANISERS WITH MORE FLEXIBILITY



Marina Bay Sands has opened up more choices for meeting organisers. Sands Expo® and Convention Centre has recently revamped its existing ballrooms to accommodate more mid-to large-sized groups of up to 3,500 attendees across a wider range of settings.

The new **Roselle-Simpor Ballroom** located on Level 4 is a combination of two formerly separate ballrooms. Spanning more than 3,700 square metres, it is now the second largest ballroom at Sands Expo after Sands Grand Ballroom on Level 5. Roselle-Simpor can cater to groups of up to 3,500 reception-style, 3,000 for theatre-style seating and 2,000 for classroom and banquet seating.

This latest enhancement also enables Sands Expo to further optimise its meeting spaces. Mr. Mike Lee, Vice President of Sales at Marina Bay Sands, said, "Since opening, we have been successful in attracting many major international and new-to-Singapore shows across a spectrum of sizes and nature. Our dynamic meeting spaces and flexibility have always been key draws for meeting planners. With this refresh, we hope to expand the possibilities for meeting planners to create many more unique events with us."

In its first month of offering, the Roselle-Simpor ballroom has already hosted several key events, including a 400-pax banquet-style dinner for Singapore Green Building Week's 6th anniversary celebration, as well as the Techventure 2015 exhibition which welcomed more than 2,500 pax. The newly reconfigured ballroom also hosted more than 2,800 delegates for daily breakfast during the Jeunesse World Meeting – one of Singapore's flagship events this year.

SANDS EXPO ANTICIPATES A BUSTLING Q4

Marina Bay Sands is gearing up for a series of significant events taking place at Sands Expo and Convention Centre from now until end of the year. Returning to the Republic after 12 years is the world's leading financial services event **Sibos 2015** (12 to 15 October), which will occupy the entire Sands Expo and Convention Centre and more than 11,000 hotel room nights in total. The four-day business forum is expecting to receive over 8,000 delegates from all over the world, and is set to make history as the largest Sibos in Asia Pacific.

Leveraging on Marina Bay Sands' Sands ECO360° programme, Sibos will also be receiving the show's sustainability metrics via a post-event Impact Statement. All meeting rooms will also adopt the Sands ECO360° Meeting settings, which include the use of reusable stemware and central water stations in place of bottled water. The integrated resort will also collect unused booth giveaways to donate to charities and help exhibitors to separate their paper waste.

This year, Sibos has also added a wellness focus to its programme through daily morning 5km runs for delegates in the vicinity of Marina Bay Sands. It is also collaborating with The Business Times Budding Artists Fund (BT BAF) to create The Art Walk within the convention centre, which will feature 20 creative works created by local Singapore artists.

Another returning event is Asia's leading travel and trade show **ITB Asia 2015** (21 to 23 October), also the second installation of its three-year run in Marina Bay Sands. Last year, ITB Asia attracted 9,650 attendees from 108 countries across three days.

Come December, Marina Bay Sands will welcome up to 3,300 overseas and local participants for the 8th **ASEAN Para Games** (3 to 9 December) as the Official Games Village. The integrated resort will provide 1,500 hotel rooms for athletes and officials, two conference halls for social and dining activities, meeting rooms for technical directors and pop-up booths around the property to raise awareness of para-sports as Singapore hosts the Games for the first time in its history.

Marina Bay Sands was chosen for its accessibility and ability to provide the required number of rooms and support services for the Games. The property was also designed to provide ample space for guests with special needs to move around. Para-athletes can access every part of the property, including Sands SkyPark®, either through lifts or wheelchair ramps. The hotel currently has 50 wheelchair-friendly rooms that are already equipped with modified toilet fittings to ensure ease of use for these para-athletes. In addition, up to 390 guest rooms will be retrofitted with easy-access features leading up to the Games.

HIGHLIGHTS FROM Q3:

MARINA BAY SANDS CONCLUDES THIRD EPICUREAN MARKET; HOSTS WORLD-CLASS DANCE FESTIVAL ROAD TO ULTRA



The Formula One Singapore Grand Prix rolled into town in September this year, right in the heart of Marina Bay. While drivers were heating up the Marina Bay circuits with all the racing action, Marina Bay Sands played host to one of the most extravagant dance music festival brands in the world – **Road to Ultra**. Held on 19 September at Sands Expo and Convention Centre, the festival saw more than 10,000 people in attendance across three MICE Halls (A, B and C) partying to the beats of Grammy Award-winning music producer and DJ Skrillex, Swedish powerhouse DJ Alesso and Dutch wunderkind Nicky Romero.

Marina Bay Sands also hosted 6,000 hotel room nights over the four-day **Jeunesse Expo Unite Annual World Conference 2015**, held between 10 and 13 September. Recognised by the Singapore Exhibition and Convention Bureau as one of the five key flagship shows in Singapore this year, the large-scale incentive travel group held a dinner for 1,400 director-level delegates at Sands Grand Ballroom. The first-to-Singapore event culminated with a farewell reception in the Grand Ballroom on 13 September with close to 8,000 delegates in attendance.

Foodies who were in town from 14 to 16 August revelled in Marina Bay Sands' third annual food and wine festival – **Epicurean Market 2015**. Held across three expo halls at Sands Expo and occupying more than 12,500 square metres of space, the three-day event drew more than 15,000 visitors.



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FUN FACTS

In order to create a food event of such epic proportions, Marina Bay Sands used approximately:

- 18,000 bottles of wine
- 22,000 wine glasses
- 2,000kg of seafood
- 20,000 fresh oysters
- 20kg of caviar
- 15,000 pizzas
- 5,000 sandwiches and burgers
- 2,000kg of fresh strawberries
- 3,500kg of beef and lamb

WHAT'S NEW IN Q4

- **Sands Live:** Chinese pop superstar Aaron Kwok will be performing exclusively at Marina Bay Sands on 30 and 31 October as part of his *Aaron Kwok De Showy Masquerade World Tour 2015*. Held at Sands Grand Ballroom, the concert will be the third installation of the integrated resort's Sands Live series, which aims to bring international acts in an up-close and personal setting.
- **New store openings:** The Shoppes at Marina Bay Sands® has expanded its collection of luxury children's wear with the recent opening of the first and only **Dolce&Gabbana Junior** in Southeast Asia. This adds to the existing strong line-up of children's brands, including **Baby Dior**, **Fendi Kids**, and **Ralph Lauren Children**. **Armani Junior** and **Bonpoint** will also be opening in December this year.
- **Museum:** Starting 14 November, the award-winning *Collider* exhibition will be making its Asian debut at ArtScience Museum™. The immersive exhibition will draw visitors into the fascinating world of experimental particle physics, and transport them to the recreated site of the world's greatest scientific experiment: the Large Hadron Collider (LHC) at CERN (the European Organisation for Nuclear Research) in Geneva. The museum offers private guided tours for MICE delegates upon request. **Hermès** is also staging its first exhibition at the museum from 25 October to 15 December in commemoration of its 178th year anniversary. The French luxury goods manufacturer will take visitors on a learning journey from its inception through to its rise and success today.
- **F&B:** Debuting in Asia at Marina Bay Sands this October is renowned celebrity chef Wolfgang Puck's flagship restaurant **Spago**. Located 57 storeys above ground on the majestic Sands SkyPark, Hotel Tower 2, the restaurant offers a seasonal menu featuring Californian cuisine with global accents. The fine-dining area and terrace lounge with an alfresco bar that overlooks the iconic infinity pool makes for a resplendent venue for cocktail events. Also located on the Sands SkyPark is **Flight Bar & Lounge** at Sky on 57°. The contemporary lounge offers a unique bar programme and stunning views overlooking the bay – perfect for sunset cocktails and after-dark parties. Meanwhile, renowned Chef Tetsuya Wakuda has launched the brand-new **Patisserie Platine by Waku Ghin** at RISE Lounge, offering a series of intricate pastries and petit cakes from the award-winning restaurant.



AWARD

In August 2015, Marina Bay Sands was accorded the SEC-KimberlyClark Singapore Environmental Achievement Award (Services) 2015 by the Singapore Environment Council. This award recognises companies or organisations that have incorporated sustainable services as components of strategies in their business operations. As one of Asia's leading hospitality players, Marina Bay Sands has incorporated sustainability in its expansive operations.

