

THE GAME CHANGER Creating Transformative Experiences at Marina Bay Sands

Social media – as a connectivity tool – is fast becoming a preferred choice for conference and event planners to create buzz pre-, during- and post-events. Delegates are also turning to social media platforms to share their experiences, interact and network.

Since 2011, Marina Bay Sands has been extending its online influence across social media and has rapidly amassed a reach of over 50 million fans and followers across various platforms.

These social media platforms are the perfect medium for the integrated resort to continually engage its current clientele, updating them on the latest offerings on property. Marina Bay Sands also leverages on social media to educate and excite potential buyers through profiling its extensive services and exciting events held on property. This helps potential overseas buyers, especially incentive groups, make informed decisions when choosing a destination that they are confident their delegates will have a fully immersive and engaging experience.

The world's largest professional social network, LinkedIn, is vital to Marina Bay Sands' social engagement and relationship building with industry professionals. The integrated resort's LinkedIn profile not only garnered over five million impressions in the last 12 months, but was also ranked the 3rd Most Influential Brand in Singapore by LinkedIn in 2015. Marina Bay Sands' dedicated #MICEMBS posts on LinkedIn reached almost 400,000 users and received over 1,300 interactions in the first two quarters of this year. Event organisers can leverage on the extensive reach of Marina Bay Sands' LinkedIn page to boost the visibility for their events – making these events easily recognisable to existing customers and more accessible to new ones.

During the five-day CommunicAsia 2016 conference held at Sands Expo & Convention Centre in June, Marina Bay Sands' social media team used the #CommunicAsia2016 hashtag on Marina Bay Sands' LinkedIn and Twitter to engage conference delegates and industry insiders. This was a great avenue for delegates to obtain immediate updates on what's available on property. The postings garnered more than 53,000 online impressions and an above-average engagement rate of 1.89%.

United Airlines Familiarisation Trip

Celebrating the commencement of its new non-stop service between San Francisco and Singapore, United Airlines flew 67 VIP guests and media on its inaugural flight to Singapore from 1 to 6 June. Marina Bay Sands played host to the delegates, giving them the opportunity to experience one of Singapore's most iconic destinations.

On the day of arrival, the group was treated to a welcome dinner at Sky on 57, one of 10 stellar celebrity chef restaurants at Marina Bay Sands. Kick starting the delegates' second day in Singapore, the team at Marina Bay Sands organised a special morning Zen Tai Chi session conducted at the integrated resort's iconic Sands SkyPark, located 200m above ground.

As an internationally recognised sustainable venue, Marina Bay Sands takes pride in its property-wide sustainability programme. Delegates had the opportunity to hear about this commitment first-hand from Mr Kevin Teng, Executive Director of Sustainability, who delivered a presentation on Marina Bay Sands' eco-sustainable architecture that earned it an ISO 20121 certification – a first in the industry.

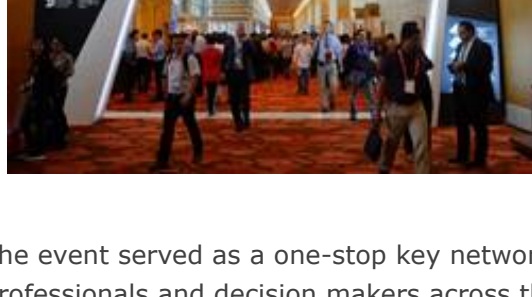
Creating unique experiences



Tax Free World Association 2016 – The Duty Free & Travel Retail Asia Pacific Summit

Held for the third consecutive year at the Sands Expo & Convention Centre, the 2016 edition of Tax Free World Association (TFWA) Asia Pacific Exhibition & Conference was bigger and better – 310 exhibitors and utilised over 9,800 sqm of exhibition space.

The five-day event saw a record-attendance of more than 2,900 delegates, where they networked and shared knowledge about the region's duty free and travel retail industry. Cécile Lamotte, Marketing Director of TFWA, said: "This year's TFWA Asia Pacific Exhibition & Conference saw a number of records broken. We welcomed more visitors and more exhibitors than ever before. While the event has a distinctly Asian focus, it is also a must-visit event for senior executives from the world's leading duty free and travel retail operators and retailers, as well as representatives of the most prestigious international brands. This discerning audience expects the highest standard of service and facilities. Once again, Marina Bay Sands helped us to deliver the outstanding quality demanded at a high-profile international conference, and as a partner was always efficient and professional."



CommunicAsia & BroadcastAsia 2016

Marina Bay Sands hosted Asia's largest integrated info-communications technology event, CommunicAsia and BroadcastAsia 2016. Occupying all five levels of Sands Expo & Convention Centre, the event was attended by over 30,000 international delegates.

The event served as a one-stop key networking and knowledge platform for businesses, professionals and decision makers across the entire ICT, Digital Multimedia & Entertainment value chain. Ms. Lindy Wee, Chief Executive, Singapore Exhibition Services, said, "We held our first event at Marina Bay Sands in 2011. Since then, our events have seen exponential growth, from occupying three levels to now taking up all five levels, utilising all of the venue's exhibition and ballroom spaces. Keeping pace with our growth, the team at Marina Bay Sands provided us with the high standard of service demanded for hosting such a mega event. We look forward to continue working with Marina Bay Sands to create bigger successes for years to come."

Upcoming events at Sands

Expo® & Convention Centre



Epicurean Market 2016 12 to 14 August

Marina Bay Sands' culinary extravaganza makes its return this August at Sands Expo & Convention Centre, Level 1 (Hall A, B, and C) and aims to be the best edition yet.

Now in its fourth year, the three-day festival is packed with new offerings – from the introduction of award-winning restaurant Yardbird Southern Table & Bar to an expanded farmer's market as well as an extensive collection of complimentary and paid masterclasses by Singapore's leading wine and spirits experts. Tickets are now available at <http://www.marinabaysands.com/epicurean-market.html>



Medical Fair Asia 2016 31 August to 2 September

Medical Fair Asia is Southeast Asia's most definitive event for the medical and healthcare industry – a gathering for the region's hospital, diagnostic, pharmaceutical, medical and rehabilitation sectors at one convenient location.

The event provides the perfect platform to discover the latest industry innovations, network and do business. Exhibitors will be showcasing new disruptive digital healthcare solutions such as remote and wireless healthcare, IT platforms, wearable devices, smarter medicine and healthcare analytics at this year's event.

The Shoppes at Marina Bay Sands unveils new Personal Shopping service



The Shoppes at Marina Bay Sands launched its highly anticipated Personal Shopping service, offering guests and busy delegates private shopping sessions at luxury boutiques across the property. The by-appointment-only service is introduced to meet growing demand for customised shopping experiences and first-hand access to the newest collections debuting in Southeast Asia.

Unlike the typical personal shopping service where shoppers are attached to one stylist, The Shoppes engages personal stylists from individual brands to pre-select pieces based on customers' style preferences and fashion penchants. For more details, please visit <http://www.marinabaysands.com/shopping/highlights-promotions/personal-shopping-service.html>

What's On



Annie Opens 24 August 2016

The world's best-loved musical returns in time-honored form. Directed by original lyricist and director Martin Charnin and choreographed by Liza Gennaro, this production of *Annie* will be a brand new incarnation of the iconic original.

Featuring book and score by Tony Award®-winners Thomas Meehan, Charles Strouse and Martin Charnin, *Annie* includes unforgettable songs such as "It's the Hard Knock Life," "Easy Street," "I Don't Need Anything But You," plus the eternal anthem of optimism, "Tomorrow." Tickets now on sale from \$65.



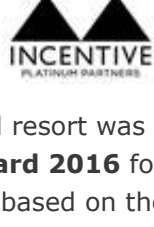
Big Bang Data 21 May to 16 October 2016

Experience data in a whole new light at ArtScience Museum's Big Bang Data exhibition. Gain new perspectives on the issues surrounding the rapid datification of our world through a series of thought-provoking data visualisation artworks by artists, designers, journalists and innovators, and discover the ways in which our ever-expanding digital footprint is radically transforming our lives, our decisions, and the future of society itself.

Highlights



Marina Bay Sands was recognised as the **2016 Pinnacle Award Winner in the Best Hotel / Resort International category** by the readers of Successful Meetings magazine. Successful Meetings is circulated among 50,000 association, corporate and independent meeting planners.



The integrated resort was also named a winner of the **INCENTIVE Platinum Partners Award 2016** for its excellence as an incentive industry partner. Winners were selected based on the criteria – destination, property or travel service, quality and degree of professionalism, and degree of credibility and promotional support.



The Pacific Asia Travel Association (PATA) named Marina Bay Sands as a **Grand Award Winner in the 2016 PATA Grand and Gold Awards**. The integrated resort is the only organisation to receive the **Environmental Award**, for its Sands ECO360° programme.

The awards celebrate the creativity and effectiveness of the advancing tourism industry in the Asia-Pacific while following sustainable principles. Marina Bay Sands' Sands ECO360° Meetings programme offers like-minded clients a spectrum of green meeting options at no additional costs and helps clients achieve their events' specific sustainability priorities.

Meeting Incentives

Take a green step forward with Marina Bay Sands

Go green and save more on meetings at Marina Bay Sands with the 'It's Easy Meeting Green' full-day meeting package. Offered at an exclusive price of SGD\$90++ per pax (U.P. S\$109 per pax), meeting planners will also get to enjoy value-added services, including a Dedicated Green Meeting Concierge as well as a zero waste component programme, at no additional cost. To enjoy this promotion, a minimum of 10 room nights must be booked by 31 August 2016 and utilised by 31 December 2016.

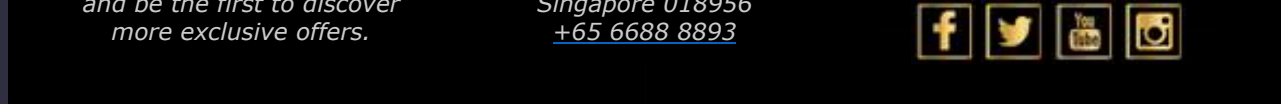
Save up to 50% on your AV and Technical spend

Save up to 50% off the standard AV and Technical spend for meetings held at the Sands Expo & Convention Centre. The offer is valid for new bookings only, and all meetings must be executed by 31 December 2016.

For bookings and profile enquiries:

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