Suntec
SINGAPORE
International Convention &
Exhibition Centre

Usage of Name

'Suntec Singapore International Convention and Exhibition Centre' is the full name of the entity and is to be strictly used in all circumstances. The only exceptions to this rule are stated below.

Printed Matter
The full name 'Suntec Singapore International Convention and Exhibition Centre' should always be quoted in full upon the first mention of the organization. Subsequently, it will then be appropriate to refer to the entity as Suntec Singapore.

Broadcast
On Radio broadcasts, the entity should be strictly referred to as Suntec Singapore unless otherwise stated.

On Television broadcasts, the full name 'Suntec Singapore International Convention and Exhibition Centre' should be quoted and listed at all times.

Mentions
Within the premises or its own vicinity, the entity can be referred to as Suntec Singapore. At all times when the entity's name is mentioned in full as 'Suntec Singapore International Convention and Exhibition Centre'.

Translations
The Chinese translation of Suntec Singapore should be applied on necessary bi-lingual correspondence. The typeface recommended is **? ? ?** (jian hei ti) for all printed materials.

Endorsements
The name 'Suntec Singapore International Convention and Exhibition Centre' should always be quoted in full in all endorsements.

For any usage of the entity name not covered above, please contact the Marketing Communications Department for further clarification.

Primary usage:
Suntec Singapore International Convention and Exhibition Centre
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Secondary usage:
Suntec Singapore
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