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Suntec Singapore And Partners Renew Joint Marketing Campaign for 2003 and Unveil Attractive Incentive Package at EIBTM 2003

12 May 2003, Singapore - Suntec Singapore International Convention & Exhibition Centre (Suntec Singapore) is pleased to announce that the joint marketing campaign between the venue and its consortium partners will continue after two successful years. The renewal of the partnership also sees new initiatives rolled out like a package of attractive incentives for planners and a new advertising campaign under the Suntec Singapore brand.

Established in 2001 and following two successive years of marketing the self-contained meetings, conventions and exhibitions hub, the partners of the joint marketing consortium unanimously agreed to carry on with the strategic alliance. The renewed alliance is between Suntec Singapore, Singapore Airlines, and its hotel partners, namely Conrad Centennial Singapore, Swissotel The Stamford Singapore, The Pan Pacific Singapore, The Oriental Singapore and Marina Mandarin, with the firm support of Singapore Tourism Board.

Previously marketed through the *"Singapore Intelligence Centre - Where Great Minds Meet"*, campaign, this year's new advertising creatives have been refreshed as *"Suntec Singapore. Asia's Convention City."* To start off another year of the joint marketing campaign, the consortium has launched a package of incentives for meeting planners valid for new events that are to be held from now until December 2004. Bookings must be done before December 2003

- **Rooms**
Meeting planners who book 10 room nights or more at any of the partner hotels from now till December 2003 will enjoy an attractive room rate of US\$98+++ (subject to service charge and prevailing taxes) for a single/double room inclusive of breakfasts. The hotels are also offering additional perks like room upgrades and an array of discounts.



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- Venue

Suntec Singapore is offering international conferences 30% discount off the food bill for a Welcome Cocktail Reception held at the Centre that have a guaranteed attendance of 300 persons and above. The venue is also giving additional perks like complimentary meeting rooms for organiser's use, free flow of coffee and tea for the organiser's secretariat and advertising exposures on its gigantic E-Board. These perks are also applicable to trade exhibitions that have a gross area of more than 2,000 square metres.

- Supported by Singapore Tourism Board (STB)

For new MICE events confirmed by 31 December 2003, and held before 31 December 2004, STB's "COOL Singapore Deal" offers up to 30% for various components like site inspections and professional fees. In addition, if the MICE event is confirmed for Singapore within 3 months of EIBTM 2003 and is held by 31 December 2003, STB will sponsor other areas too like a welcome reception at selected attractions and more.

(Terms and conditions apply for the abovementioned incentives.)

Providing more than just meeting space, Suntec Singapore offers everything an event planner wants within a 15-minute stroll. For sales enquiries, please call 65-6820 3883.

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About Suntec Singapore International Convention & Exhibition Centre (Suntec Singapore)

Located at the heart of a totally integrated meetings, conventions and exhibitions hub, Suntec Singapore is a world class venue offering 100,000 square metres of versatile space and direct access to 5,200 hotel rooms, 300 restaurants and comprehensive shopping and entertainment facilities. Suntec Singapore's flexible event space is spread over six levels including a convention hall that accommodates up to 12,000 people theatre-style, an exhibition hall of 12,000 square metres, a sub-divisible ballroom, 31 meeting rooms, an auditorium and a multi-purpose Concourse. Additionally, the venue has the largest banquet kitchen in Singapore supported by an award-winning food and beverage team.

At EIBTM 2003, please contact the following persons at the Singapore Booth:

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