



**The possibilities go *on and on***  
Plan for a smoother event with sweeter deals in Singapore

# SINGAPORE MICE ADVANTAGE PROGRAMME

A comprehensive programme tailored to help you deliver an exceptional business event experience.

Home to world-class facilities, efficient infrastructure, and an empowering business environment, Singapore is an ideal destination for hosting successful business events. Together with a host of exclusive privileges and unique experiences offered through the Singapore MICE Advantage Programme (SMAP), you can expect only the best for your event in Singapore.

Apply from now until 31 December 2019 for events taking place before 31 December 2025. With SMAP, the rewards go on and on.

### Why go anywhere else?



**Incentive support from Singapore Exhibition & Convention Bureau™**



**Flight privileges with Singapore Airlines Group**



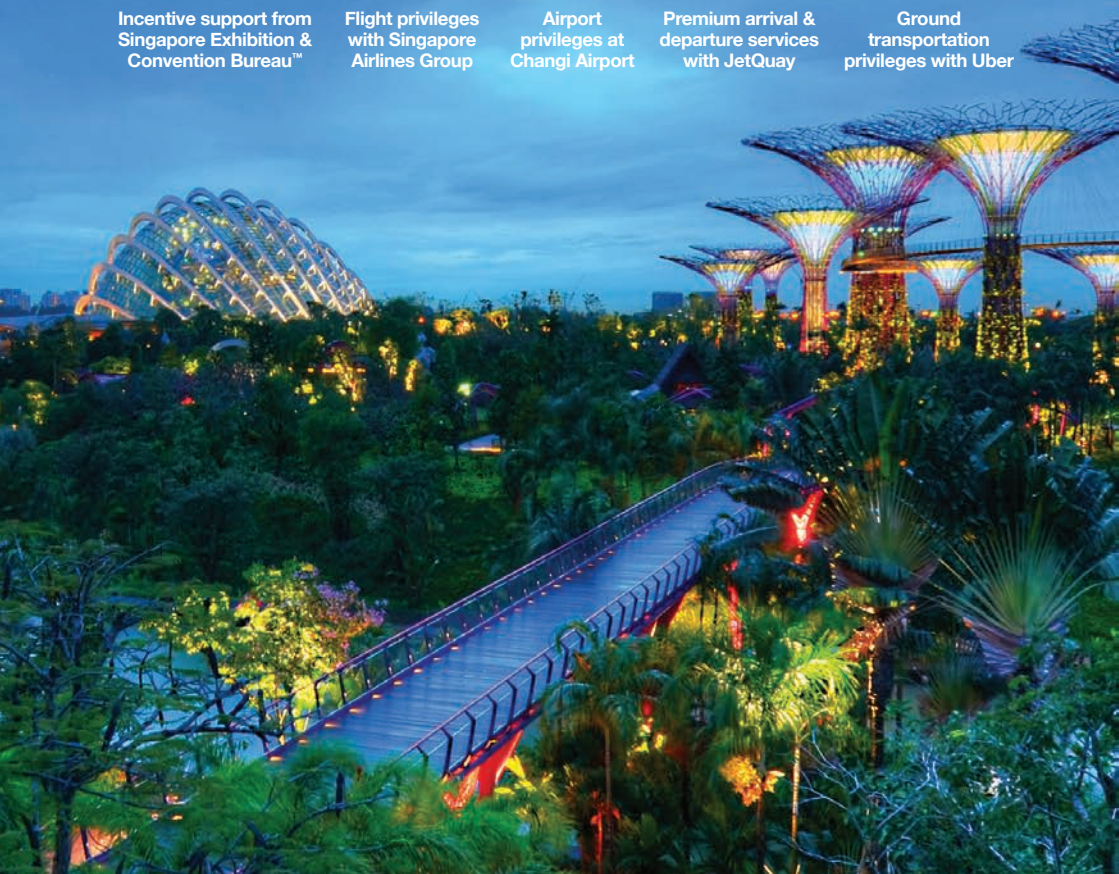
**Airport privileges at Changi Airport**



**Premium arrival & departure services with JetQuay**



**Ground transportation privileges with Uber**





# Corporate Meetings And Incentive Travel

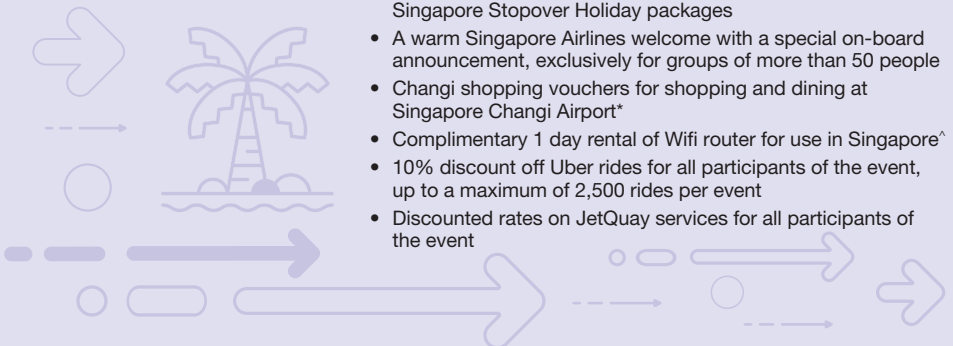
A minimum of 100 foreign participants

## Benefits for organisers

- Discounts on advertising space in all terminals at Singapore Changi Airport\*
- Complimentary welcome desk at Singapore Changi Airport to greet your participants upon arrival
- Up to 2 complimentary Economy Class tickets on Singapore Airlines, subject to a minimum spend on airfare
- Up to 5 complimentary access to one-way quayside service at the elite JetQuay premium airport terminal
- Preferred rates for venue rental at JetQuay
- Business Events in Singapore (BEIS) grant
- Recommendations on social and MICE venues
- Suggestions on social activities, such as Singapore city tours
- Introductions to relevant agencies and suppliers
- Visa facilitation for your participants
- Complimentary Singapore maps and brochures

## Benefits for participants

- A selection of exceptional value fares to Singapore on Singapore Airlines, SilkAir, Scoot and Tigerair, from over 120 destinations around the world
- Additional check-in baggage allowance of 10kg across all classes of travel
- Special rates on Singapore Stopover Business and Singapore Stopover Holiday packages
- A warm Singapore Airlines welcome with a special on-board announcement, exclusively for groups of more than 50 people
- Changi shopping vouchers for shopping and dining at Singapore Changi Airport\*
- Complimentary 1 day rental of Wifi router for use in Singapore<sup>®</sup>
- 10% discount off Uber rides for all participants of the event, up to a maximum of 2,500 rides per event
- Discounted rates on JetQuay services for all participants of the event





# World Congress And Association-based Conventions

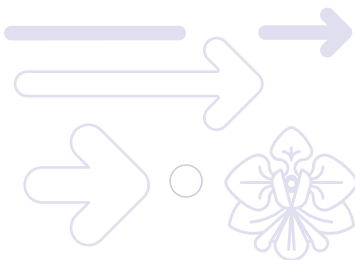
A minimum of  
700 foreign participants

## Benefits for organisers

- Discounts on advertising space in all terminals at Singapore Changi Airport\*
- Complimentary welcome desk at Singapore Changi Airport to greet your participants upon arrival
- Up to 5 complimentary Economy Class tickets on Singapore Airlines, subject to a minimum spend on airfare
- Exceptional value fares on Singapore Airlines and hotel accommodation in Singapore for site inspections
- Preferential rates with Singapore Airlines Cargo for safe delivery of bulky, sensitive, or fragile cargo
- Up to 10 complimentary access to one-way quayside service at the elite JetQuay premium airport terminal
- Preferred rates for venue rental at JetQuay
- Business Events in Singapore (BEIS) grant
- Recommendations on social and MICE venues
- Suggestions on social activities, such as Singapore city tours
- Introductions to relevant agencies and suppliers
- Visa facilitation for your participants
- Complimentary Singapore maps and brochures

## Benefits for participants

- A selection of exceptional value fares to Singapore on Singapore Airlines, SilkAir, Scoot and Tigerair, from over 120 destinations around the world
- Additional check-in baggage allowance of 10kg across all classes of travel
- Special rates on Singapore Stopover Business and Singapore Stopover Holiday packages
- Changi shopping vouchers for shopping and dining at Singapore Changi Airport\*
- Complimentary 1 day rental of Wifi router for use in Singapore\*
- 10% discount off Uber rides for all participants of the event, up to a maximum of 2,500 rides per event
- Discounted rates on JetQuay services for all participants of the event





# Trade Exhibitions

**First exhibition in Singapore:**  
A minimum of  
1,000 foreign trade visitors

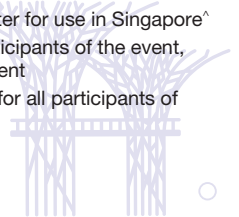
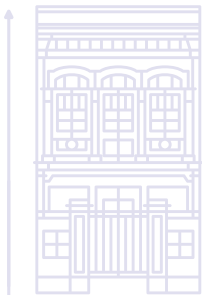
**Anchored exhibition  
in Singapore:**  
A minimum of 200 incremental  
foreign trade visitors from the  
previous exhibition

## Benefits for organisers

- Discounts on advertising space in all terminals at Singapore Changi Airport\*
- Complimentary welcome desk at Singapore Changi Airport to greet your participants upon arrival
- Up to 5 complimentary Economy Class tickets on Singapore Airlines, subject to a minimum spend on airfare
- Exceptional value fares on Singapore Airlines and hotel accommodation in Singapore for site inspections
- Up to 10 complimentary access to one-way quayside service at the elite JetQuay premium airport terminal
- Preferred rates for venue rental at JetQuay
- Business Events in Singapore (BEiS) grant
- Recommendations on social and MICE venues
- Suggestions on social activities, such as Singapore city tours
- Introductions to relevant agencies and suppliers
- Visa facilitation for your participants
- Complimentary Singapore maps and brochures

## Benefits for participants

- A selection of exceptional value fares to Singapore on Singapore Airlines, SilkAir, Scoot and Tigerair, from over 120 destinations around the world
- Additional check-in baggage allowance of 10kg across all classes of travel
- Special rates on Singapore Stopover Business and Singapore Stopover Holiday packages
- Changi shopping vouchers for shopping and dining at Singapore Changi Airport\*
- Complimentary 1 day rental of Wifi router for use in Singapore\*
- 10% discount off Uber rides for all participants of the event, up to a maximum of 2,500 rides per event
- Discounted rates on JetQuay services for all participants of the event





# Trade Conferences

**First trade conference in Singapore:**  
A minimum of 300 foreign trade visitors

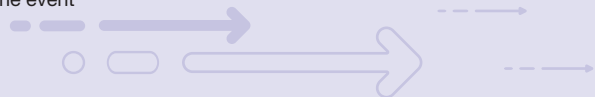
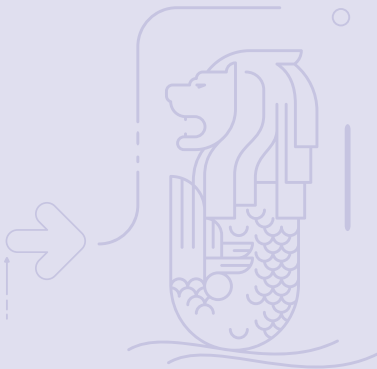
**Anchored trade conference in Singapore:**  
A minimum of 50 incremental foreign trade visitors from the previous trade conference

## Benefits for organisers

- Discounts on advertising space in all terminals at Singapore Changi Airport\*
- Complimentary welcome desk at Singapore Changi Airport to greet your participants upon arrival
- Up to 5 complimentary Economy Class tickets on Singapore Airlines, subject to a minimum spend on airfare
- Exceptional value fares on Singapore Airlines and hotel accommodation in Singapore for site inspections
- Up to 10 complimentary access to one-way quayside service at the elite JetQuay premium airport terminal
- Preferred rates for venue rental at JetQuay
- Business Events in Singapore (BEIS) grant
- Recommendations on social and MICE venues
- Suggestions on social activities, such as Singapore city tours
- Introductions to relevant agencies and suppliers
- Visa facilitation for your participants
- Complimentary Singapore maps and brochures

## Benefits for participants

- A selection of exceptional value fares to Singapore on Singapore Airlines, SilkAir, Scoot and Tigerair, from over 120 destinations around the world
- Additional check-in baggage allowance of 10kg across all classes of travel
- Special rates on Singapore Stopover Business and Singapore Stopover Holiday packages
- Changi shopping vouchers for shopping and dining at Singapore Changi Airport\*
- Complimentary 1 day rental of Wifi router for use in Singapore\*
- 10% discount off Uber rides for all participants of the event, up to a maximum of 2,500 rides per event
- Discounted rates on JetQuay services for all participants of the event





## Singapore Exhibition & Convention Bureau™ (SECB)

The Singapore Exhibition and Convention Bureau™ (SECB) is a group under the Singapore Tourism Board (STB). SECB has a mission to champion business travel and business events as key drivers of the tourism sector and enablers for industry growth in Singapore. It aims to establish Singapore as a dynamic business events destination where people, technology and ideas converge to create great value for customers.

SECB also supports the business events industry in pursuing, anchoring and growing quality events through the Business Event in Singapore (BEiS) grant. As the leading government agency for the business events sector in Singapore, the Bureau works with stakeholders to create, attract, and grow business events, as well as ensuring exceptional experiences in the delivery of these events. The Bureau also develops partnerships with international organisations and alliances.

SECB is a member of the BestCities Global Alliance – the world's first convention bureau alliance with 12 partners in six continents.

For more information, please visit [www.yoursingapore.com/mice](http://www.yoursingapore.com/mice)

### Benefits for organisers

- Business Events in Singapore (BEiS) grant
- Visa facilitation for your participants
- Recommendations on social and MICE venues
- Suggestions on social activities, such as Singapore city tours
- Introductions to relevant agencies and suppliers
- Complimentary Singapore maps and brochures





## Changi Airport Group (CAG)

As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. CAG also manages Seletar Airport and through its subsidiary Changi Airports International, invests in and manages foreign airports.

Changi Airport is the world's most awarded airport with more than 530 accolades received since its opening in 1981. More than 360 retail stores and 140 F&B outlets are situated across three terminals to cater to passengers and visitors. As the world's sixth busiest airport for international traffic<sup>#</sup>, it served a record 58.7 million passengers from around the globe in 2016. With over 100 airlines providing connectivity to 380 cities worldwide, Changi Airport handles about 7,000 flights every week, or about one every 90 seconds.

For more information, please visit [www.changiairport.com](http://www.changiairport.com)

### Benefits for organisers

- Discounts on advertising space in all terminals at Singapore Changi Airport\*
- Complimentary welcome desk at Singapore Changi Airport to greet your participants upon arrival

### Benefits for participants

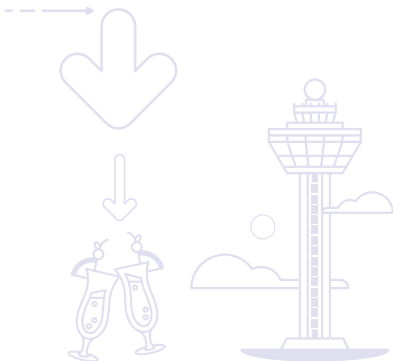
- Changi shopping vouchers for shopping and dining at Singapore Changi Airport\*
- Complimentary 1 day rental of Wifi router for use in Singapore<sup>^</sup>



<sup>#</sup> Based on 2015's figures.

\* These benefits are mutually exclusive; organisers can choose either one of the benefits.

<sup>^</sup> Terms and conditions apply.







## Singapore Airlines Group

SIA is one of the most respected global travel brands around the world, renowned for its quality service. It prides itself in putting the customer at the heart of all it does, bringing them the comfort of being cared for.

From its humble roots in 1972, SIA has grown to operate one of the youngest aircraft fleets in the world, spanning a network of six continents.

It has been in the forefront of many industry firsts, including being the first to fly the A380, the world's largest passenger aircraft. Its position as an industry leader is grounded in its commitment to innovation.

Singapore Airlines, together with its subsidiary airlines Silkair, Scoot and Tigerair, covers more than 120 destinations in more than 30 countries.

For more information, please visit [www.singaporeair.com](http://www.singaporeair.com)

### Benefits for organisers

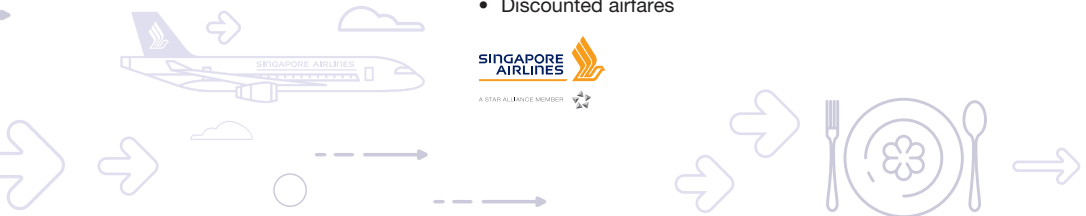
- Up to five complimentary Economy Class tickets on Singapore Airlines, subject to a minimum spend on airfare

### Benefits for participants

- Additional check-in baggage allowance of 10kg across all classes of travel
- A warm on-board welcome announcement, exclusively for groups of more than 50 people
- Discounted airfares



A STAR ALLIANCE MEMBER





## JetQuay

JetQuay Commercially Important Persons (CIP) Terminal is Asia's first standalone premium airport terminal, providing an unparalleled level of personalised service and support for discerning travellers transiting through the Singapore Changi Airport. Enjoy world-class facilities at the luxurious JetQuay CIP Terminal, equipped with dedicated Airline check-in and immigration clearance, including an electric buggy that transports you to and from the boarding gate or arrival gate.

For more information, please visit [www.jetquay.com.sg](http://www.jetquay.com.sg)

### Benefits for organisers

- Up to 5 or 10 complimentary one-way quayside service, depending on the event type
- Preferred rates for venue rental

### Benefits for participants

- Discounted rates on JetQuay services for all participants of the event





## Uber

Available in more than 500 cities worldwide, Uber is a transportation app that connects riders with an affordable, reliable ride within minutes at a tap of a button. Participants can conveniently request their transport from the airport or to their event venue without waiting in line, and have the option to pay with cash or credit.

For more information, please visit [www.uber.com/en-SG/ride](http://www.uber.com/en-SG/ride)

### Benefits for participants

- 10% discount for all participants of the event, up to a maximum of 2,500 rides per event

## UBER



A special collaboration between:



UBER

Held in:



For general queries on the Singapore MICE Advantage Programme, please send an email with your name and details of your event to [secb@stb.gov.sg](mailto:secb@stb.gov.sg)

Terms and conditions apply. All applications are subject to review. Information is correct as of February 2017.