

Singapore Hospitality & Tourism Conference 2025: Sponsorship Opportunities

Frequently Asked Questions (FAQ)

S/N	Questions	Response
1	What is the Singapore Hospitality & Tourism Conference 2025	<p>The inaugural Singapore Hospitality & Tourism Conference 2025 is the latest evolution of the annual Tourism Transformation event, a signature initiative led by the Tourism Sector Coordinator Team (Joint-IHLs). While this conference debuts under a new name, it builds upon the success of our previous event series. It aims to elevate tourism job profiles and provide a dynamic platform for industry partners to engage with potential talent.</p> <p>Building on five successful editions of the Tourism Transformation event, this inaugural Hospitality & Tourism Conference marks the sixth iteration of our evolving initiative. The 2023 edition, hosted by Singapore Polytechnic, was graced by Guest of Honour Minister of State for Trade & Industry Low Yen Ling.</p> <p>The 2025 conference marks an exciting expansion, welcoming new partners including the Singapore Tourism Board, Singapore Institute of Technology, and Singapore University of Social Sciences. This broader collaboration enhances the event's scope and impact.</p> <p>The conference will feature a comprehensive programme including:</p> <ol style="list-style-type: none">1. An industry-focused conference2. A student hackathon3. A career fair showcasing opportunities from esteemed tourism industry partners <p>This revamped edition represents a significant step forward in promoting Singapore's vibrant hospitality and tourism sector, fostering innovation, and connecting industry leaders with emerging talent.</p>
2	Why is STB seeking external sponsorships?	<p>With the support of industry partners, we can potentially offer a more diverse and enriching experience for all attendees, including access to state-of-the-art facilities.</p>

		Sponsorship provides venues with a unique opportunity to showcase their facilities to a highly relevant audience, including future tourism talent, educators, and industry leaders.
3	Is there a minimum size requirement for the main plenary room and exhibition space?	<p>The minimum size requirements for the event spaces are as follows:</p> <ol style="list-style-type: none"> 1. Main Plenary Room: <ul style="list-style-type: none"> • Capacity: Seating for approximately 600 attendees • Style: Theatre or auditorium-style seating preferred 2. Exhibition Space: <ul style="list-style-type: none"> • Capacity: Accommodate 20-30 exhibitor booths • Booth type: Table-top style, basic electrical supply for each booth
4	Will the venue be responsible for any aspects of event management beyond providing the space?	<p>STB and the Institutes of Higher Learning (IHLs) will be responsible for the overall event management of the conference.</p> <p>The venue's primary role will be to provide the space and essential facilities. However, we may require some support from the venue in the areas of technical assistance, facility management, liaison.</p> <p>Any additional services required will be discussed and agreed upon during the planning phase.</p>
5	Are there any restrictions on the types of venues that can apply (e.g., hotels, convention centres, educational institutions)?	<p>We welcome applications from a variety of venues including hotels, convention centres, and educational institutions. Besides the ability to meet the minimum space requirements, the other primary consideration is the location's accessibility.</p> <p>We strongly prefer a centralised location in Singapore that is easily accessible via public transport, as this will attract stronger footfall.</p>
6	How many venue sponsors are you looking for?	<p>We are seeking one venue sponsor for the Singapore Hospitality & Tourism Conference 2025.</p> <p>Having a single venue host for the entire event allows for smoother logistics and a more integrated conference experience.</p>
7	How will STB handle procurement if only partial	In the event of partial sponsorship, STB will follow standard government procurement procedures for the remaining non-sponsored portion of the venue

	venue sponsorship is secured?	requirements. The specific procurement method will depend on the estimated value of the remaining needs.
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