



Dear Sir / Madam,

**INVITATION TO SITEX 2018 MEDIA TOUR**

It is our great pleasure to invite you to SITEX 2018 for an exclusive media tour on **Thursday, 22 November 2018** at Singapore EXPO.

**What is SITEX?**

SITEX is Singapore’s Only Consumer LIFESTYLE IT exhibition that integrates technological elements of both the experiential and edification component in consumer electronics, while educating people about technology through meaningful and memorable experiences. As SITEX celebrates its 30<sup>th</sup> Anniversary from 22-25 November this year, you will be blown away by an extensive range of products with exhilarating experiences and lucky draw prizes to take away. Come celebrate and learn on the edification behind the transformation of Technology from 1988 -2018. More information about SITEX 2018 can be found in the press release attached.

**AGENDA**

Time	Activity
8:00 am to 9:00 am	Registration (Outside Hall 5)
9:00 am to 9:15 am	Opening Speech & Breakfast (Mobile Studio Area)
9:15 am to 11:00 am	Media Tour

Get first dibs on the 4 experiential zones that are home to a wonderful array of innovative technologies in the areas of Smart Home and Living, Gaming, Travel Tech & Active Fit, and Portable Audio. Apart from the 4 experiential zones, you will also be able to expect 3 other zones that satisfies your bargain hunting and basic Technology needs in your everyday life. Visit the Marketplace, Mobile and Broadband as well as CE Lifestyle and IT Peripherals to stock up on the “Tech- to -go -to(s)”.

Take this chance to suss out all you need to know about the latest trends and state-of-the-art technologies in the world today as we journey through key highlights such as product launches and new-to-market brands. Meet industry experts that are able to share with you tips on the next hottest games as well catch them in real life action at SITEX 2018.

Please RSVP by responding to this email or via the online registration link here.

Do feel free to let us know if you have any further enquiries and we will do our best to assist.  
In the meantime, we look forward to seeing you at SITEX 2018!

**Warm regards,**

Oorja Menon

oorja.menon@singex.com

Communications Assistant

**For Media and Press Enquiries, please reach out to:**

Leycia Lee

Leycia.lee@singex.com

Marketing Manager of Lifestyle Cluster



[www.sitex.com.sg](http://www.sitex.com.sg)