

YOUR ONE-STOP E-GUIDE TO



The Consumer Lifestyle IT Exhibition

22 – 25 November 2018
Singapore EXPO Halls 5 & 6
11am – 9pm daily

www.sitex.com.sg

 [SITEXYourDigitalPlayground](https://www.facebook.com/SITEXYourDigitalPlayground)  [sitex2018](https://www.instagram.com/sitex2018)

Organised by:

SGTECH

Managed by:



30th anniversary

CONCEPT OF SITE X 2018

2018 marks the 30th Anniversary of SITE X and we're bringing in some awesome products and deals to celebrate this milestone !

This year's exhibition takes you on a Digital Realm Scape where we promise you lots of immersive experiences, hottest bargain deals with some of the biggest brand owners and bellwethers launching their newest product lines at SITE X 2018 ! Featuring NEW experiential zones such as Travel Tech and Portable Audio, take a trip into the Digital Playground, igniting your Tinker Tanker senses and learn how Technology has evolved from 1988 to the present.

The ultimate E-Guide will prep you for the holistic experience across all 4 experiential zones with all the information that you need ! And what's a day without tuning out from the buzz and hustle? For a little audio treat, we have designed a space that is just for noise cancellation, nestled in the heart of our Portable Audio Zone !



ARE YOU READY TO ENTER INTO THE DIGITAL PLAYGROUND?

Remember to **#YourDigitalPlayground** and share all your digital moments with us !

Organised by:

SGTECH

Managed by:

 **SingEx**

WHAT IS THE OVERARCHING CONCEPT OF SITEX 2018?

SITEX will adopt the overall concept of a digital playground this year with new elements by recreating a playground on the social space, engaging and intriguing fans for the tech fair. Building from the digital playground, we re-focus on SITEX in transpiring into a physical and more exciting manifestation of the online experience from a series of engaging campaigns driving from Marketing and Sales Outreach.



WHAT ARE THE EXPERIENTIAL ZONES OF SITEX 2018?

Travel Tech & ActiveFit is going to be a **NEW** experiential zone introduced to motivate year-end travellers to equip yourselves with the relevant gears on your next Hiking Trip or perhaps a tour to the Amazon ! Purchase your new mobility luggage or wireless ear phones that will complement a holistic travel buddy ! Other exciting zones include our **Interactive Gaming Zone**, the **New Gen Smart Home** and also **The Portable Audio Zone** that encompass interesting workshops conducted by major brands and experts. To stock up on your basic Tech necessities, look to these zones ; **CE Lifestyle and IT Peripherals, Mobile and Broadband and the Marketplace !**

WHAT WILL BE THE NEW SHOWCASES AT SITEX 2018?

This is the first time SITEX will be hosting a fan meet session with some of the most influential personas in the digital entertainment space. Catch Night Owl Cinematics on the 24-25th November 2018 and get to play exciting games with Aurelia, Julian and Sylvia. Stay tune to the website for more information of our E-Sports tournament at the Gaming Experiential Zone.





WHO ARE THE CONSUMERS AT THE EXHIBITION?



Get ready to be a part of the in-crowd ! Expect the **Audiophiles, Gamers** and Online Junkies, **Home Owners, Avid Travellers** and also **PME(s), Tech Enthusiasts, Families and Kids**.

WHAT KIND OF PRODUCTS WILL VISITORS BE ABLE TO EXPECT AT SITEX 2018 THIS YEAR?



A wide range of consumer electronic products can be seen at the **SITEX Market Place** this year! Innovative products from up and coming companies in the Start-Ups field as well as galore of gaming products and experiential activations are highly anticipated. You are welcome sign up to our e-newsletter to be get first hand news and insights on the full list of exhibitors. Want to check out some of the hottest deals online? Qoo10 is officially our e-commerce marketing place for SITEX 2018. You will get to enjoy exclusive promotional discounted deals online to offline leading up to the exhibition.

WHAT ARE THE LUCKY DRAW PRIZES/GRAND PRIZES FOR THIS YEAR'S SHOW?



Christmas is always the festive to celebrate! Unveil the Sure Win **Mystery Box** that holds highly sought products that will reveal Santa's gifts this year. Make your Christmas Wishes at SITEX 2018 as gift you the best take-away for your loved ones while you shop for year-end presents! Check out website for more information.



Qoo10





WHEN IS SITEX HAPPENING?



SITEX is happening from 22-25 November 2018, Thursday to Sunday across all 4 days at Singapore EXPO Hall 5 and 6.

WHAT TIME ARE THE OPENING HOURS AND CLOSING HOURS OF THE EXHIBITION?



SITEX open doors daily from 11am - 9pm. The first day is open for Media Preview and by-invite only to all Editors and Supporting Associations from 9am onwards. The exhibition is open to public from 11am onwards and closes at 9pm. You are encouraged to come early as exclusive products may be sold out fast! The first 300 visitors who join us early from 11am onwards will stand a chance to walk away with a mystery prize from the Sure Win Mystery Box.*

WILL THERE BE SHUTTLE BUS SERVICES PROVIDED?

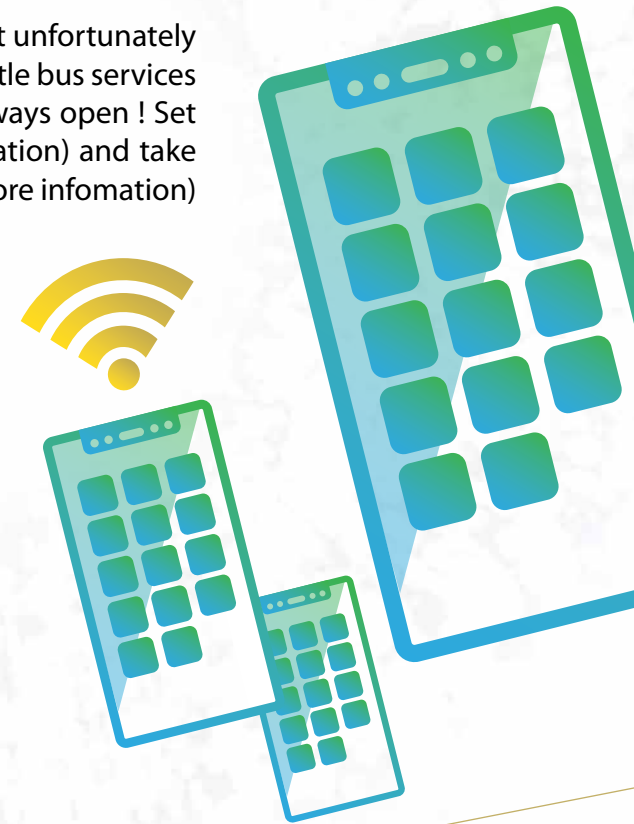


We wish to jet you off your feet to our exhibition halls but unfortunately jetpacks are not legal yet. Bummer! There will be no shuttle bus services provided this year. However, the Downtown Line 2 is always open! Set off early and take the Downtown Line to DT35 (Expo Station) and take Exit A to Singapore Expo Hall 5 & 6. (Refer to page 5 for more information)

WHAT IS THE NEAREST MRT STATION TO SITEX?



The nearest MRT station to SITEX is situated at the Singapore EXPO Station on the East West Line (Green Route). For further details, please refer to the **How to Get There** tab on the homepage under **About** on our website.



**Terms and conditions apply*

DETAILS OF SITE X 2018

(DATE AND VENUE)



ARE THERE CARPARK SLOTS AVAILABLE AT SINGAPORE EXPO?

There are up to 2500 parking lots available at Singapore EXPO for all visitors. For further information on Parking Rates, please refer to the How to Get There tab, under Shuttle Bus Services

WHAT ARE THE BUS SERVICES TO EXPO?

For those that are travelling by buses, you will be able to take the following buses (On Changi South Ave (Bus Numbers 20, 47, 118). For those that are living in the vicinity, there are buses catered along EXPO outside Halls 4,5,6 nearest to our halls. (Bus Numbers 12, 24 and 38).

DETAILS OF SITEX 2018

(EXHIBITING
AT SITEX)

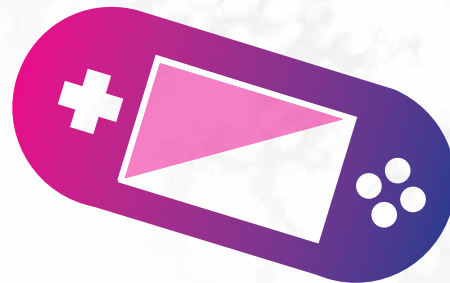


HOW DO I EXHIBIT
AT SITEX 2018?

You will be able to exhibit at SITEX 2018 by contacting the sales team or pre-register your space early by sending us a generic email at projectsitex@gmail.com and bobby.man@singex.com. Prime booths bookings are based on a first come first served basis. Register early so you do not miss out on this great opportunity!

WHAT ARE THE
AVAILABLE BOOTH
SPACES THAT I CAN
BOOK VIA SITEX 2018?

Choose between the standard exhibiting booth space of 12 sqm, 24 sqm or 36 sqm upwards and onwards and we will be happy to secure your bookings. For the other customizable sizes, please write into projectsitex@gmail.com or any of the sales contact under Contact Us.



WHEN IS THE CLOSE OFF DATE OF EXHIBITING AT SITEX 2018?



The close off date to exhibiting at SITEX 2018 will be slated on 22nd November 2018, 9am. The Organize will not entertain any exhibiting partners after the deadline. Register early and don't miss out !

CAN WE CO-MARKET OUR PRODUCTS WITH SITEX MARKETING CHANNELS?



Do write into leycia.lee@singex.com if you would like to market any of your products in our marketing collaterals. We regret that only selected content will be shortlisted in the overarching campaign. Please kindly write in to enquire for further details. Do expect 2-5 working days in response. We will get back as soon as we can.

HOW DO I KNOW IF MY PRODUCTS QUALIFY TO EXHIBIT AT SITEX 2018?



The Organizers of SITEX accept products from all electronics and technology related categories. We strongly encourage exhibitors who have interest in launching their products in the 7 zones to reach out as we redefine this brick and mortar space into an elevated shopping experience for consumers. Please write in to enquire at sitex@singex.com or any of our sales contact.



THE SITEX CHECKLIST



Come and check out all promo deals and discounted rates on SITEX website before visiting the exhibition to get the best bargains! All details will be furnished on the website nearing to the show dates so stay tune for more details!



There will be an array of food and beverages available at Singapore EXPO. There will also be a cafeteria at SITEX 2018 providing coffee and cakes for shoppers who would like to have a tea break!



Please arrive early at the exhibition. Apart from the marketplace, there will be an array of experiential zones awaiting at SITEX 2018! There will also be new immersive tech enrichment workshops for sign ups and limited slots for bookings to enter into our zones. Gear up your inner-tech savviness and join us for a 4 day "Techducation"!



Do not fret as we accept credit cards, NETS Payment and Cash Payment at SITEX 2018. We will also be trying our best efforts to encourage consumers to go CASHLESS this year for ease of shopping and lesser hassle! Do fill up your wallets to stash the hottest deals!



As with most of the IT Electronic shows, there will not be a baggage deposit area for all consumers. Please take care of your personal belongings and purchases at the exhibition.



There are 3 ATMs machines in EXPO. For DBS / POSB / card holders, visit Foyer 1. For OCBC and UOB card holders, visit Foyer 2.



In order to enjoy all experiential zones at the exhibition, we would recommend all visitors to register early on the event website to not miss out. There will also be onsite registration for selected zones only.



Lucky Draws will be only available for registration onsite. Please make sure that all receipts are kept to redeem prizes at the end of your purchase. Stand a chance to enter into the Grand Lucky Draw and Mystery Box Draw with your purchased receipts.



Brace yourself for a fun and educational experience at the Digital Playground!





The 30th edition of the Digital Playground, Singapore's trendsetting Consumer Lifestyle IT Exhibition returns to Singapore in 2018. Be a part of SITEX, be a part of a revolutionizing journey and trail blaze the Consumer Electronics Community !



For speaking, sponsorship and exhibition opportunities, contact the SITEX team at sitex@singex.com



Sponsorship opportunities and booth sales

Project Manager

Wilson Lim

(65) 9008 2868

Wilson.lim@singex.com

Sales and Sponsorship

Mr Edric Poon

(65) 6403 2100

(65) 6403 2226

(65) 9456 8605

Edric.poon@singex.com

Mr Bobby Man

(65) 6403 2553

(65) 8186 4649

Bobby.man@singex.com



Marketing and Press Relations

Leycia.lee@singex.com



Operations

Yuyuan.peh@singex.com



You can join the mailing list at www.sitex.com.sg

Connect with us now



SITEX

-Your Digital Playground



SITEX2018

#YourDigitalPlayground



SITEX Singex



Visit www.sitex.com.sg

Thank you and we look forward to see you at the exhibition !