

## WELCOME NOTE

Dear Exhibitor,

Welcome to SINGAPORE FOOD EXPO 2018!

This is your personal copy of the Exhibitor Service Manual, which has been compiled to assist you in your preparation for the event. We recommend a careful study of its content to ensure that Singapore Food Expo 2018 will be a successful experience for your company. This manual will provide you with information required for the preparation of your exhibition stand. General guidelines, marketing aides and useful addresses are also included in the manual for your easy reference.

Please send us the order forms by due date so that we can ensure that the services you required are duly arranged before the exhibition. Do remember to make a copy for your own reference.



**STEVEN NG, JP, BBM**

**MANAGING DIRECTOR**

**FOOD CORPORATION MARKETING PTE LTD**

## EXHIBITOR SERVICE MANUAL

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<i>All information in this manual are correct at the time of printing as the Organisers have done their utmost to ensure accuracy. The Organiser apologise for any misprint or error, and regret that we cannot be held liable on any account whatsoever for them.</i>	

## **LIST OF CONTACTS**

### **ORGANISER**

SINGAPORE FOOD MANUFACTURERS'  
ASSOCIATION  
9 Jurong Town Hall Road  
#04-13  
Singapore 609431  
Tel: +65 6221 2438  
Fax: +65 6223 7235  
Email: [enquiries@sfma.org.sg](mailto:enquiries@sfma.org.sg)

### **EVENT MANAGEMENT**

FOOD CORPORATION MARKETING PTE LTD  
9 Jurong Town Hall Road, #04-13  
Singapore 609431  
Tel: +65 6221 2438  
Fax: +65 6223 7235  
Email: [foodcorp@sfma.org.sg](mailto:foodcorp@sfma.org.sg)

### **OFFICIAL CONTRACTOR**

SUNYAU EXPO PTE LTD  
6 Soon Lee Road, Jurong  
Singapore 628072  
Website: [www.sunyauexpo.com.sg](http://www.sunyauexpo.com.sg)

Contact: Ms Xiao Yue  
Tel: +65 6266 6728  
Fax: +65 6266 2896  
Email: [yue@sunyauexpo.com.sg](mailto:yue@sunyauexpo.com.sg)

### **OFFICIAL CLEANING CONTRACTOR**

CLEAN SOLUTIONS PTE LTD  
71, Ayer Rajah Crescent, #04-18  
Singapore 139951  
Tel: +65 6471 0880  
Fax: +65 6474 0880  
Contact: Madam Tan

### **VENUE OWNER**

SINGEX VENUES PTE LTD  
Singapore Expo, 1 Expo Drive  
#01-01  
Singapore Expo 486150  
Tel: +65 6580 8308  
Fax: +65 6580 8300

### **FILMS & PUBLICATION DEPARTMENT**

45 Maxwell Road  
#07-11/12 URA Centre East Wing  
Singapore 069118  
Tel: +65 6372 2800  
Fax: +65 6221 0340

### **PUBLIC ENTERTAINMENT LICENSING UNIT**

391 New Bridge Road, #02-701  
Police Cantonment Complex  
Singapore 088762  
Tel: +65 6557 5832/5819/5818  
Fax: +65 6226 1089

### **NATIONAL ENVIRONMENTAL AGENCY**

40 Scotts Road  
Environment Building, #13-01  
Singapore 228231  
Tel: +65 1800 225 5632/235 2611  
Fax: +65 6235 2611

## **SCHEDULE OF EVENTS**

<b>BUILD-UP PERIOD</b>	<b>DATE</b>	<b>TIME</b>
Exhibitor's Contractor Move-In	23 May 2018 <i>(No Electrical Supply)</i>	1300hrs
Exhibits Move-In and Stand Decoration	24 May 2018	1200hrs
<b>EXHIBITION PERIOD</b>	<b>DATE</b>	<b>TIME</b>
Opening Hours of Exhibition	25 to 29 May 2018	1100hrs – 2200hrs
<b>DISMANTLING PERIOD</b>	<b>DATE</b>	<b>TIME</b>
Electrical Power off	29 May 2018	2300hrs
Water supply off	29 May 2018	2300hrs
Exhibits Move-Out & Stand Dismantling	29 May 2018 30 May 2018	2230hrs – 2359hrs 0830hrs – 1100hrs

**Notes:-**

- Exhibitors can be admitted to the exhibition hall two hour prior to opening hours.
- During the exhibition days, Exhibitors are permitted to remain in their booth for an hour after the exhibition closes.
- Exhibitors must complete their stall set-up and decoration ½ hour prior to the opening of the exhibition, i.e. 1030hrs daily.
- Exhibits not cleared by 1000hrs on 30 May 2018 will be disposed of accordingly.

## **GENERAL INFORMATION**

### **NAME OF EVENT**

SINGAPORE FOOD EXPO 2018

### **VENUE**

Singapore Expo Hall 4  
1 Expo Drive, #01-01  
Singapore 486150

### **OPENING HOURS**

Date : 25 to 29 May 2018

Time: 11: 00am to 10: 00pm

### **ORGANISER**

SINGAPORE FOOD MANUFACTURERS' ASSOCIATION

9 Jurong Town Hall Road, #04-13

Singapore 088324

Tel: (65) 6221 2438 Fax: (65) 6223 7235

Email: [enquiries@sfma.org.sg](mailto:enquiries@sfma.org.sg)

Website: [www.sfma.org.sg](http://www.sfma.org.sg)

Managed by:

FOOD CORPORATION MARKETING PTE LTD

Email: [lynnchloh@sfma.org.sg](mailto:lynnchloh@sfma.org.sg)

Website: [www.singaporefoodexpo.org.sg](http://www.singaporefoodexpo.org.sg)

### **SUPPORTING ORGANIZATIONS**

- Agri-Food & Veterinary Authority of Singapore
- Health Promotion Board
- People's Association

### **PAYMENT**

Total sum of stand rental shall be paid to the Organiser before **30 April 2018**.

The Organiser reserves the right to prohibit and restrict Exhibitor(s) from admission if full settlement of payment is not received by the stipulated deadline.

### **FACILITIES**

Expo Business Centre offering secretarial services, printing and rental of equipment is located in Foyer 1. It is open during weekdays from 0900hrs to 1800hrs.

Nearest banking facilities is located in Foyer 1.

The first Aid room manned by the St. John Ambulance is located near the entrance of the Hall.

## **WASHING AREA**

The Organiser will be providing washing areas to clean cooking equipment at the back of exhibition hall.

Cooked food booths or any other booths required by the Ministry of Environment must be fitted with their own water supply and drainage system, washbasin etc.

Wastewater must be discharged into authorized sewer.

## **CARPARKS**

Exhibitors are encouraged to use Carpark J at the entrance and exit at Changi South Avenue. You may wish to purchase season tickets (\$20/day) directly from the ticketing booth located outside Hall 5.

## **PUBLIC ADDRESS SYSTEM**

The Organiser and Authorities will use the Public Address System in the hall for official announcement only.

## **SECURITY**

While every reasonable precaution is taken and the premises adequately patrolled both day and night, the Organiser expressly decline responsibility for any losses or damages which may befall on the person or property of the Exhibitor from any clause whatsoever.

## **INSURANCE**

The Exhibitor is required to insure his legal liability in connection with the exhibition for negligence under a General Third Party Policy. It is particularly advised that the Exhibitor having small valuables which he wishes to leave at his stand should provide himself with lock-up steel cabinets or other safe storage, or cover insurance at his own cost. The Organiser will not be held liable for any damages or losses occurred during the exhibition period.

## **APPLICATION FOR NECESSARY LICENSING**

Exhibitors who wish to display video or slides must obtain prior permission from the Films & Publication Dept and Public Entertainment Licensing Unit.

Further Clarification can be obtained from:

### Films & Publication Dept.

45 Maxwell Road  
#07-11/12 URA Centre East Wing  
Singapore 069118  
Tel: +65 6372 2800  
Fax: +65 6221 0340

### Public Entertainment Licensing Unit

391 New Bridge Road, #02-701  
Police Cantonment Complex  
Singapore 088762  
Tel: +65 6557 5832/5819/5818  
Fax: +65 6226 1089

## **LOADING AND UNLOADING**

The service road via Changi South Ave 1 is primarily accessible to goods vehicles only. Only goods vehicles will be allowed to enter this road for loading / unloading purposes.

A \$50 deposit will be collected from cars which need to enter the service yard, the money will be refunded in full if the vehicle leaves within 1 hour and no refund for vehicle that stays beyond the one hour duration.

## **TECHNICAL INFORMATION**

### **BOOTH CONSTRUCTION & REGULATION**

#### **OFFICIAL CONTRACTOR**

SUNYAU EXPO PTE LTD has been appointed as the Official Contractor for this event. The Exhibitor may employ a contractor of his choice to construct and install any stands they may require. However, contact details of contractor appointed by the Exhibitor must be forwarded to the Organiser before 11 May 2018.

#### **SUNYAU EXPO PTE LTD**

6 Soon Lee Road, Jurong

Singapore 628072

Website: [www.sunyauexpo.com.sg](http://www.sunyauexpo.com.sg)

Contact: Ms Xiao Yue

Tel: +65 6266 6728

Fax: +65 6266 2896

Email: [yue@sunyauexpo.com.sg](mailto:yue@sunyauexpo.com.sg)

#### **STANDARD SHELL SCHEME CONSTRUCTION**

The basic design for each Shell Scheme booth (12 sqm) consists of:-

- Partition walls of white powder coated finish. Height at 2.5m
- Fascia board in vinyl sticker cut out. (350mm ht)
- 2 units of 40 watt, 4 feet fluorescent tube lights
- Needle-punch carpet laid onto existing flooring
- 2 units of white plastic chairs
- 1 unit of white reception desk, 750mm ht
- 1 unit of 15-amp single phase power point
- 1 wastepaper basket

Booth facilities listed above are subject to change at the discretion of the Organisers without prior notice. Should Exhibitors not require any item in the standard booth package, they must accept that the cost of the package will not change and there will be no compensation by other equipment.

Additional furniture and electrical items can be rented from the Official Contractor. Please place your order by completing the respective forms and returning these by the stipulated deadline.

No drill, screw, paint, nail or fixture of any kind are allowed to be affixed onto the partitions, floor or ceiling. Exhibitors are liable to any damage to their booths, fixtures & fittings and the Exhibition venue, whether caused by themselves or by any person or persons employed or engaged on their behalf.

The cost of repair of any damages will be assessed by the Official Contractor and charged accordingly to the exhibitor. The Organiser, together with the venue owners, will inspect the hall before and after the event.

**RAW SPACE/SPECIAL DESIGN**

Exhibitors taking Raw Space only are advised to use the service of the Official Contractor to undertake the special booth design as this will facilitate convenient installation. Otherwise, Exhibitors are required to obtain consent from the Organiser before any of their own contactors are allowed to work onsite. Failure to obtain written approval can result in costly alterations onsite such as when designs or installation violate fire and safety requirements, stand height and boundary or any space contract rules and regulation.

All nominated contractor will be required to lodge with the Organiser a refundable performance deposit of \$2,000.00. This deposit will serve to cover any damages arising directly from any infringement. This is without prejudice to any additional claims the Organiser may have on the contractor if the damages exceed the deposit.

Each booth must have its own panel and it is not permissible to use the neighboring booth panels. If any panel is higher than the one behind it, acceptable decoration or material must cover the back of that panel.

**CONSTRUCTION HEIGHT**

No exhibits, display materials and dividing walls are allowed to exceed 4m in height. Any construction higher than 4m must be submitted for approval.

**POWER SUPPLY AND LIGHTING**

The Organiser will provide general lighting in the exhibition hall during show time only.

"The standard electrical current supplies available for use are: Single-Phase Alternating Current at 230V, 50Hz (@ Max. 5Amp usage for 13Amp Power Point) and Three-Phase with Neutral Alternating Current at 400V, 50Hz. Exhibitors requiring different voltages/frequency or special connections to equipment must arrange directly with the appointed Contractor" Any additional cost, will be borne by the Exhibitor.

For safety reasons, all electrical installation works at the exhibition must be carried out solely by the Organiser's appointed Contractor. The Organiser reserves the rights to cut off power supplies in case of improper connections. Multi Plugs are not allowed. All sockets are for machine use only and not for lighting. For safety reasons, please use one socket for one machine only.

Exhibitors requiring overnight electricity supply are to register their requirement with the Contractor prior to the show. This is to ascertain that electricity supply to your booth is not turned off during non-operational hours.

**WATER SUPPLY INSTALLATION**

For operational safety reasons, only the Official Contractor is permitted to carry out the installation works required.



## **STORAGE OF EXHIBITS**

### **STORAGE**

Direct arrangements should be made with the exhibitor's appointed freight forwarder. Otherwise, Exhibitors must arrange for their boxes and cases to be transported back to their own premises. Exhibitors are not to store such items within the exhibition hall. The Organiser reserves the right to remove/dispose of any boxes, cases and/or packing materials left in the exhibition halls. Any cost incurred will be borne by the exhibitor.

# **RULES AND REGULATIONS**

## **ALLOCATION OF STAND**

The Organiser shall allocate the stand on first come, first served basis. The Organiser shall reserve the right to change the stand allocated to the Exhibitor or layout plan at any time prior to the commencement of the build-up of the Exhibition should exceptional circumstances demand, and to alter the size and dimensions of the stand, to transfer or close entrances and exits to the Exhibition hall and to undertake other structural alterations they deem fit. Such changes shall be at the discretion of the Organisers and the Exhibitor shall have no claim for compensation as a result of the changes.

## **USE OF STAND**

Exhibitors are bound to exhibit solely food products and to man the stand with competent personnel during the opening hours of the Exhibition. The Organiser reserves the right to refuse admittance to any visitor to the Exhibition or access to the stand.

Exhibitors will be liable for any change to walls or the Exhibition hall in which their exhibits are placed and shall not paint or otherwise alter the floors, ceilings, pillars or walls without prior consent of the Organiser.

## **SUBLET AND TRANSFER**

No stand space shall be sub-letted or transferred by the Exhibitor without the prior written permission from the Organiser.

## **ENFORCEMENT**

The Organiser reserves the right: -

- i) to sanction/stop any sales promotion should such approach caused disciplinary problems or inconvenience to the general public and other Exhibitors.
- ii) to bill the Exhibitor for any additional costs incurred, i.e. manpower, barricades etc.

## **PASSAGE WAY**

Passageway between and around the stands shall not be used for any display or sale of goods. The passageway must be free at all times for visitors to use.

## **SPEED OF VEHICLES IN HALLS**

All types of vehicles operating in the halls must observe safety rules and obey the speed limit of 5km/hr. Strictly no vehicles are allowed in the hall during exhibition hours.

## **GENERAL CLEANING**

The Organiser will provide general cleaning service of the show area. This only includes cleaning of carpet / flooring and rubbish disposal. It excludes cleaning of exhibits and displays. It is the responsibility of the exhibitor to maintain the cleanliness of his booths at all times.

## **REMOVAL OF WASTE**

During the setting-up and tearing-down period, passageways in the exhibition hall must not be obstructed with packing materials, construction materials or debris. Contractors building Special Design booths are responsible for moving their own debris from the site at the end of each day. At the end of the exhibition, contractor must remove from the site all the materials from their client's booth. Should they not do so, the performance deposit paid will be used to pay for removal by the official cleaning contractor.

Waste oil must be disposed in oil drums provided in the washing areas at the back of exhibition hall.

## **MOVEMENT OF EXHIBITS**

- a) Exhibitors shall bear the responsibility and expenses for the transport of exhibits to the exhibition venue.
- b) Exhibitors shall make their own arrangements for storage and warehousing of their exhibits.
- c) No exhibits will be allowed in or out of the exhibition hall without a delivery order or clearance chit.
- d) Exhibitors shall remove all exhibits from the exhibition hall within the period stipulated by the organizer and shall indemnify the organizer against any loss by reason of the delay or damage to the exhibition hall.

## **INSURANCE, LIABILITY AND RISKS**

General insurance will be covered and handled by the Organiser. However, it is the responsibility of each Exhibitor to arrange insurance coverage for their exhibits during the exhibition.

All Exhibitors must arrange at their own cost "all-risk" insurance coverage from origin country up to their exhibition booth including exhibition period and return to domicile. Exhibitors must ensure that they are fully covered by insurance and take out public liability and comprehensive protection.

All Exhibitors shall insure, indemnify and hold the Organiser and the Venue, Singapore Expo, harmless in respect of all costs, claims, demands and expenses to which they may be subjected as a result of loss or injury to any person howsoever caused while the said person are upon or examining or passing the said exhibition stand, during the tenancy of the exhibition. The liability or risk of the employees, agents or exhibits shall be responsibilities of the Exhibitors. Exhibitors are advised to fully insure all exhibits during the tenancy of the exhibition.

Though the organiser maintain security surveillance at all times, Exhibitors are reminded that goods / exhibits will still, nevertheless, be at risk, especially during the final day of the show.

Please ensure your stand, especially personal and valuable property, portable and rented items, are not left unattended at any time before, during and after the show. Exhibitors are reminded that small, portable and valuable items are most at risk after the exhibition closed each day. Therefore, Exhibitors are advised to keep these safely stored each day before leaving the exhibition area.

Please contact the Organiser if you should wish to hire security personnel to attend to your stand exclusively for off show hours. Kindly note that you are not allow to hire staff or personnel from any other security agency.

### **GENERAL SECURITY**

Organisers will provide general security round the clock. Exhibitors and their staff will not be allowed to enter the exhibition area outside of official hours. All personnel in the exhibition area must wear their identification badges. Temporary passes are available from the Organiser's office on-site.

For security and safety reasons, exhibits movement in and out of the exhibition area during the show opening hours are not permitted.

### **CUSTOMS & EXCISE REGULATIONS**

Foreign Exhibitors shall adhere to the Singapore Customs & Excise Regulations for importation of their exhibits. Failure to do so is in contravention to the Singapore Customs and Excise Regulations. Exhibitors should bear their own liability on all consequences. The Organiser shall not be held responsible in the event of any loss incurred by the Exhibitor.

### **INDEMNITY**

All Exhibitors' indemnify and will keep indemnified the Organiser in full from: -

All claims, demand, actions, suits, proceedings, order, damages, costs, losses and expenses of any nature whatsoever which the Exhibitors may suffer or incur from out of any occurrences, upon or at the Exhibition or any of thereof causes by the Exhibitors.

### **FAILURE TO EXHIBIT**

Any organization/company which has signed and submitted a valid contract for space reservation, and fails to exhibit or turn up for the exhibition, and has not been released from the contract by the Organiser shall be held liable for the full cost as stated in the contract, plus any additional cost incurred by the Organiser.

### **GROUPS AND NATIONAL PAVILIONS**

Organisers of group and national pavilions are responsible for ensuring that all Exhibitors and or / co-Exhibitors on their stand are fully aware of and agrees to and abide with all the rules & regulations stated herein.

## **FIRE SAFETY BUREAU'S REGULATION**

All materials used in the stands and exhibition construction must be properly fireproofed in accordance with Singapore Government's regulations. Fire marshals will patrol the exhibition area and will be authorized to limit any demonstration that is potential to fire hazard.

Exhibitors requiring specific fire precautions must make arrangements at their own costs for provision of such equipment/service.

- i) Corridors leading to exits shall be kept free of obstructions at all times.
- ii) No false ceiling or otherwise is allowed without the approval of the Fire Safety Bureau.
- iii) Partitions or display boards should not obstruct the discharge pattern of the sprinkler heads. A clearance of at least 0.5m should be maintained below the level of the sprinklers detectors. No objects are to be attached or suspended from the fire sprinklers. Heat devices that will trigger the sprinklers are strictly prohibited in the exhibition hall. Heat generating equipment used for display as well as spotlights must be isolated from the fire sprinklers.
- iv) **Open fire cooking is not allowed!** No gas cylinder, naked lights, petrol or gasoline, dangerous gases, explosives or highly flammable substances are allowed in the exhibition halls. Exhibitors are advised to use hotplate, electrical oven and microwave for cooking demonstration.
- v) Please ensure that there is no collection of unwanted combustible materials such as cartons, debris etc. behind the exhibition booth.
- vi) Please ensure that fire extinguishers / hosereels, manual fire alarm, call points, passageway, 'Exit' and roller shutters are clear of obstruction.

## **NATIONAL ENVIRONMENT AGENCY'S REGULATIONS**

- i) **Preparation, cooking of food (egs. grilling, frying, mixing etc) and washing activities are not allowed at the site unless proper supporting facilities are provided i.e. Wash basin with direct connections to water supply and waste water discharge, chiller etc.**
- ii) **If proper supporting facilities are not provided, only pre-packed/pre-cooked food obtained from licensed sources are allow to be sold. Sale of homemade cooked food is strictly not permitted.**
- iii) **Food on display should be placed in proper showcases and properly covered.**
- iv) Food handlers are to practice a high standard of food and personal hygiene. Where it is not practical to use utensils such as tongs to handle cooked food, disposable gloves must be worn.
- v) Raw meat/sushi must be kept in a chiller.
- vi) Ice-cream must be obtained from licensed source and kept in freezer. Ice-cream handlers must put on mouth mask and gloves.
- vii) Sale of food involving grating of ice is not permitted.
- viii) Foreigners on social visit passes are not allowed to set up stalls to conduct business at the site.
- ix) Unauthorised stalls are not to be set up at the site.
- x) All activities must be confined within the approved site as indicated in the layout plan.
- xi) All debris and refuse must be removed immediately from the site upon the daily conclusion of the event.
- xii) The site shall be kept clean at all times
- xv) Strictly no sale of expired products.
- xvi) Please note that appropriate enforcement action will be taken against the individual Exhibitor upon non-compliance with the above conditions or breaches of public health requirements. In these regards, please refer to the Environmental Public Health (Food Hygiene) regulations. ([www.nea.gov.sg](http://www.nea.gov.sg))

## **OTHER OPERATIONAL GUIDELINES**

- a. No flickering lights are allowed.
- b. No posters or signs are allowed on pillars / walls / floor.
- c. Distribution of brochures, leaflets, promotional items and surveys are strictly not allowed in the common and public areas within the center.
- d. Exhibits brought into the exhibition halls should not exceed the floor loading area of the exhibition halls.
- e. No smoking is allowed in the hall.
- f. Strictly no small helium balloons are allowed.
- g. Nails, screws or drilling of holes on walls, doors, pillars or other parts of the structure of the premises are strictly not allowed.
- h. Erection of partitions or display boards which hamper the air-conditioning diffuser and airflow inside the halls are prohibited.
- i. When clear glass or acrylic panels are used as partitions, adequate markings must be provided to ensure that visitors do not mistake it as a pathway.
- j. The Organiser reserves the right to stop any of the sale promotion carried out by Exhibitors should such approach causes disciplinary problems or inconvenience to the general public and other Exhibitors.

## SINGAPORE FOOD EXPO 2018 PROMOTIONAL ACTIVITIES

In order for you to incorporate your promotional activities with ours, we would appreciate if you could complete the short questionnaire below and forward it to us before **11 May 2018** to enable us to feature your company in all necessary publicity.

1. Please be informed that we will be providing an EXHIBITORS LISTING Directory Signage for the visiting general public to allow them easier access to your booth. As such, please let us have the following: -
  - Company Name to be displayed: \_\_\_\_\_
  - List of Main Products: \_\_\_\_\_ **(Maximum 60 letters)**
  - Soft copy of your company logo (*please email to: [sfmafoodexpo@gmail.com](mailto:sfmafoodexpo@gmail.com)*)
  
2. Product/Promotion Information  
Please kindly forward us your products listing (*please email to: [sfmafoodexpo@gmail.com](mailto:sfmafoodexpo@gmail.com)*) or any special offers your company may be having as we will be sending press releases to the various media bodies while updating our facebook page periodically.
  
3. Any other suggestions  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

All proposals will be reviewed. In view of the constraints in time and resources, please accept our apologies if we are unable to accede to all your request(s). We will, however, like to assure all exhibitors that a fair chance will be accorded to them on promotional activities.

We thank you for your support and participation.

<b>FOR OFFICIAL USE ONLY</b>
REMARKS:
Date Received: _____



**SINGAPORE FOOD EXPO 2018  
CENTRAL STAGE SLOTS**

TIME	25 MAY FRIDAY	26 MAY SATURDAY	27 MAY SUNDAY	28 MAY MONDAY	29 MAY TUESDAY
1200hrs					
1300hrs					
1400hrs					
1500hrs					
1600hrs					
1700hrs					
1800hrs					
1900hrs	<b>Organiser's Programme</b>	<b>Organiser's Programme</b>	<b>Organiser's Programme</b>	<b>Organiser's Programme</b>	<b>Organiser's Programme</b>
2000hrs					

Please fill in the time slot required in the above schedule.

COMPANY \_\_\_\_\_ BOOTH NO.

CONTACT PERSON \_\_\_\_\_ CONTACT NO(s). \_\_\_\_\_ (O) \_\_\_\_\_ (HP)

**Program Details**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DATE OF SUBMISSION \_\_\_\_\_

Note:

- \*Priority for Weekends & Public Holidays will be given to Exhibitors who are engaging the services of celebrities or presenting special programs.
- Confirmation of your programme slot will be forwarded to you after 30 April 2018.
- Professional DJ service is available at S\$150.00 per 45mins slot. Please contact us for more details.

<b>FOR OFFICIAL USE ONLY</b>	
Date Received: _____	REMARKS
Slot Given: _____	



# PAssion Collaboration Application Form

## PAssion Card Collaboration Form for Singapore Food Expo 2018

Yes, I am taking up PAssion Card Package to extend privileges to over 2.65 Million PAssion Card Members for Singapore Food Expo, 25 May – 29 May 2018

Fax to **6346 1182**  
latest by  
**16 April 2018**

Contact Information				
Name of Company:				
Company Name to print on posters:				
Contact Person:		Designation:		
Contact Details:		O	H	F
Email Address:				
Booth Number & Booth Size:		Standard Shell Scheme?	YES / NO	

Yes, I would like to support in the following:-

**1) Exclusive offer for PAssion Card Members when they present the card at your booth:**

- Privilege(s) OR discount(s) (Indicate Terms & Conditions, if any)

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**2) Sponsorship of Gifts for NEW PAssion Card Sign-ups / Renewal Members at our PAssion Card Recruitment Booth**

No.	Product / cash voucher	Retail Value	Qty	Total Amt

*(Kindly attach a separate list if necessary)*

**3) Sponsorship worth up to \$300 of products and/or cash vouchers at our PAssion Card Recruitment Booth**

\* People's Association reserves the right to allocate the sponsored products and vouchers as it deems fit according to quantity and perceived value.

No.	Product / cash voucher	Retail Value	Qty	Total Amt

*(Kindly attach a separate list if necessary)*

**Terms & Conditions**

1. The privilege(s) or discount(s) stated should be exclusive for PAssion Card Members from 25 May – 29 May 2018 at Singapore Food Expo
2. I (participating merchant) agree to accord PAssion Card Members the relevant offer as stated upon presentation of the PAssion Card.
3. I will ensure that all our front-line staff are well briefed on the promotion mechanics for PAssion Card Members.
4. I agree to display the A3 Promotion Foam board which will be given by PAssion Card stating my offer (as above) prominently at my booth/s

On behalf of my company, I wish to participate in PAssion Card package and agree to the Terms & Conditions as per stated above.

\_\_\_\_\_  
Applicant's Signature & Company Stamp

\_\_\_\_\_  
Date



# FASCIA LETTERING

Deadline for Submission: **11 MAY 2018**

Please complete and return to:

SUNYAU EXPO PTE LTD  
6 Soon Lee Road, Jurong  
Singapore 628072

Contact: Ms Xiao Yue  
Tel: +65 6266 6728 Fax: +65 6266 2896  
Email: sfe2018@sunyauexpo.com.sg

**THIS SERVICE IS ONLY FOR EXHIBITOR WHO HAVE CONTRACTED FOR SHELL SCHEME**

### COMPANY DETAILS

Name (*Prof/Dr/Mr/Ms*): \_\_\_\_\_ Designation: \_\_\_\_\_

Company: \_\_\_\_\_ Booth No. \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please complete and return to sfe2018@sunyauexpo.com.sg

### FASCIA NAME

For standard shell scheme stands, the fascia lettering will be provided free-of-charge. Please fill in the company name you wish to display in the fascia panel.

Company name (English only) will be displayed in standard capital letters with white background and color text. Logos and other fancy print will be at Exhibitor's own expense.

COMPANY NAME TO BE PRINTED (Entries to be made in block letters or type setting)

### LOGO

SIZE: (MAX. 200MM HEIGHT X 420MM LENGTH)

Your corporate logo may be attached at *your own expense*. If you wish to have your logo on the fascia, please send the logo in Ready Cast format in high resolution TIFF, JPG or EPS together with your company details to sfe2017@sunyauexpo.com.sg. Price of each logo is:

- |   |   |
|---|---|
| <input type="checkbox"/> Single-tone colour logo on vinyl sticker | S\$100.00 / unit / logo   |
| <input type="checkbox"/> Colour toning logo on vinyl sticker      | S\$150.00 / unit / logo   |
| <input type="checkbox"/> Request for Artwork before production    | S\$100.00 / unit / logo / Artwork (subsequent change, additional of SD\$50.00 / unit / logo / artwork). |

DATE

SIGNATURE & COMPANY STAMP



## RAW SPACE EXHIBITOR

**Deadline for Submission:** 11 May 2018

**Please complete and return to:**

SINGAPORE FOOD MANUFACTURERS' ASSOCIATION  
9 Jurong Town Hall Road, #04-13  
Singapore 609431  
Fax: + 65 6223 7235

**THIS FORM IS ONLY APPLICABLE FOR 'RAW SPACE' EXHIBITOR**

### COMPANY DETAILS

Name (*Prof/Dr/Mr/Ms*): \_\_\_\_\_ Designation: \_\_\_\_\_

Company: \_\_\_\_\_ Booth No. \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please complete and return via fax +65 6223 7235

### INDEPENDENT CONTRACTOR

Exhibitors have to indicate address and contact person of their stand-fitting contractor to the Organiser before **11 MAY 2018**. All independent contractors are required to lodge with the Organiser a refundable performance deposit of S\$2,000.00. The contractor will only be allowed to commence work in the exhibition hall when the Organiser receives the deposit.

All on site personnel of the stand contractor are required to apply an entry badge for move-in period. Exhibitors and their stand contractors must understand that for security reasons, all workmen onsite must wear contractor passes for identification purposes.

Stand Contractor: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### FORM SUBMISSION

The independent contractor has to submit all plans in duplicate by **11 May 2018** for approval. This includes detailed drawings of elevations, layout and perspective with dimensions illustrating the design of the stand. Locations of all equipment/machinery on display have to be included on the layout.

Raw Space Exhibitors are advised to order at least one power main box for their lighting purpose. For safety reasons, all electrical installation work at the exhibition must be carried out solely by the Organiser's appointed Contractor.

\_\_\_\_\_  
DATE

\_\_\_\_\_  
SIGNATURE & COMPANY STAMP

3



# SERVICE LOCATION PLAN

**Deadline for Submission: 11 MAY 2018**

**Please complete and return to:**

SUNYAU EXPO PTE LTD  
6 Soon Lee Road, Jurong  
Singapore 628072

Contact: Ms Xiao Yue  
Tel: +65 6266 6728 Fax: +65 6266 2896  
Email: [sfe2018@sunyauexpo.com.sg](mailto:sfe2018@sunyauexpo.com.sg)

### COMPANY DETAILS

Name (*Prof/Dr/Mr/Ms*): \_\_\_\_\_ Designation: \_\_\_\_\_

Company: \_\_\_\_\_ **Booth No.** \_\_\_\_\_

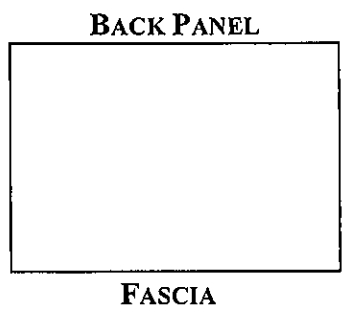
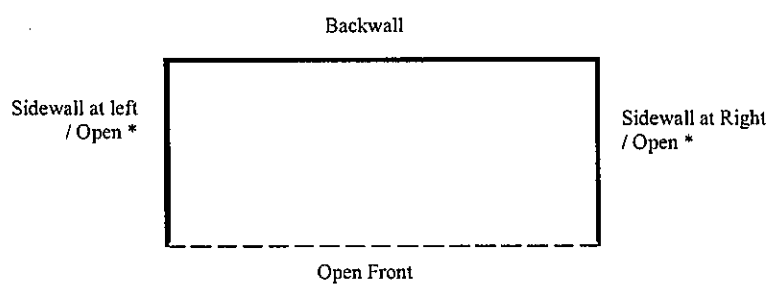
Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please complete and return to [sfe2018@sunyauexpo.com.sg](mailto:sfe2018@sunyauexpo.com.sg)

It is imperative that you complete this form as it will be used to install your requirements in the correct location. If this form is not returned, installation of service will be at the discretion of the Official Stand Contractor. Any relocation after installation will be at the expense of the Exhibitor.

*Sketch your orders such as fluorescent, spotlights etc on the plan below.*



- KEY**
- 40 Watt, (4FT length) Fluorescent Tube
  - 15/30/60Amp (3 Phase Power Isolator/415 Volt)
  - 100 Watt, Spotlights
  - 13/15Amp Power Socket/230 Volt
  - Telephone
  - Water Point
  - Compress Air

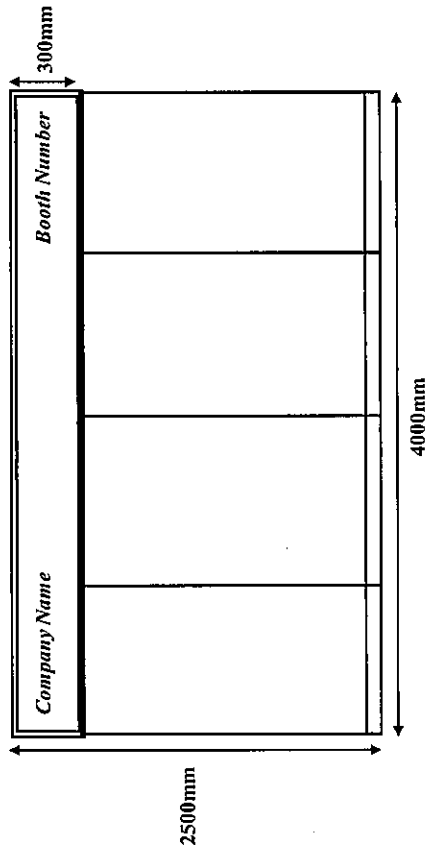
DATE

SIGNATURE & COMPANY STAMP

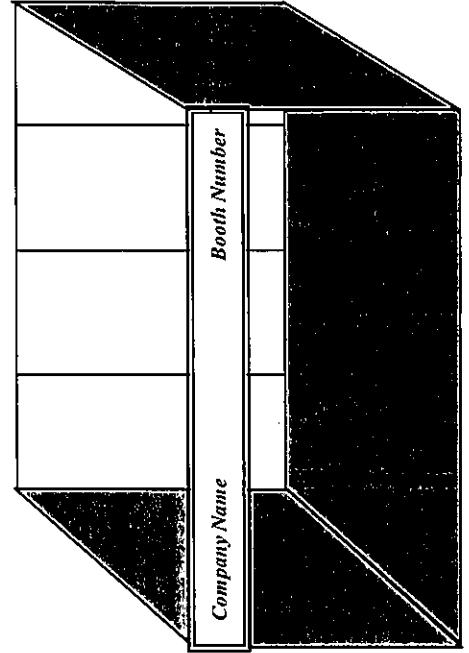
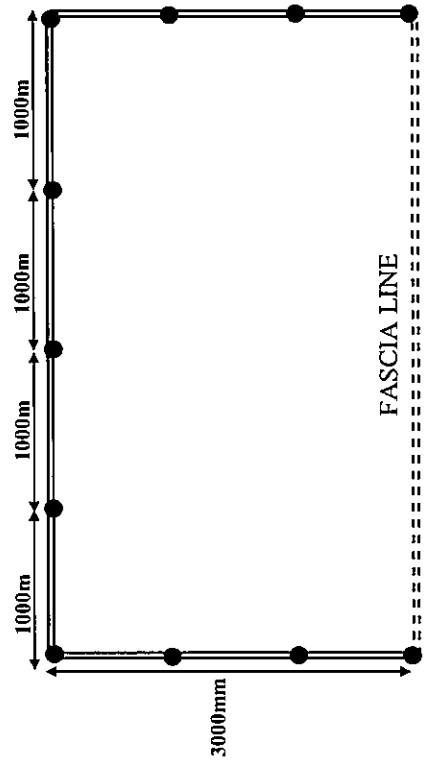
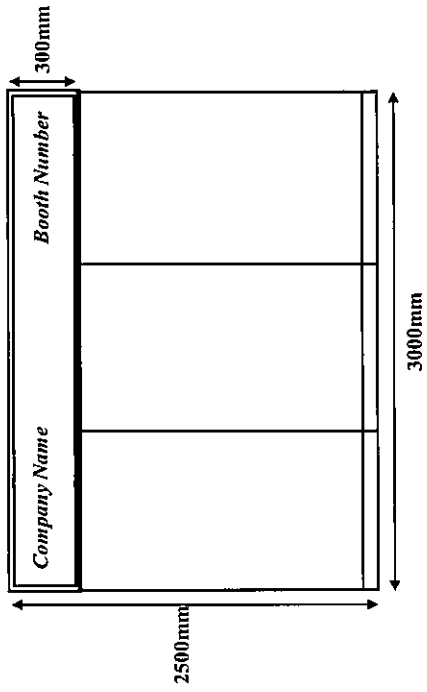


**SERVICE LOCATION PLAN - continued (Specifications for Standard Shell Subbooth 3 (m. 3m))**

**Back Panel**



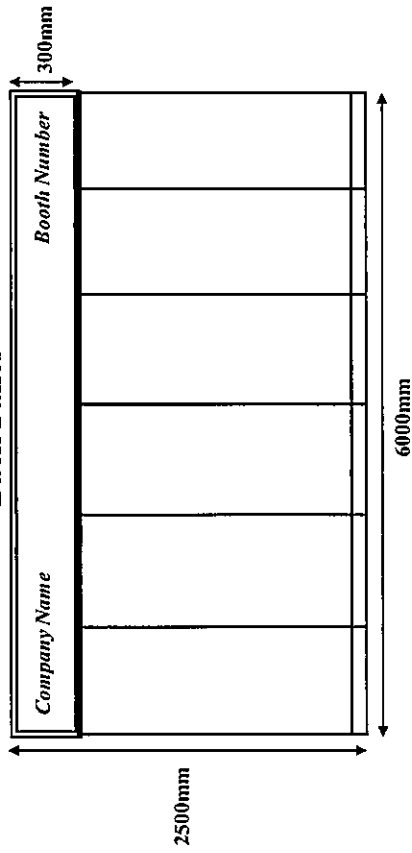
**Side Panel**



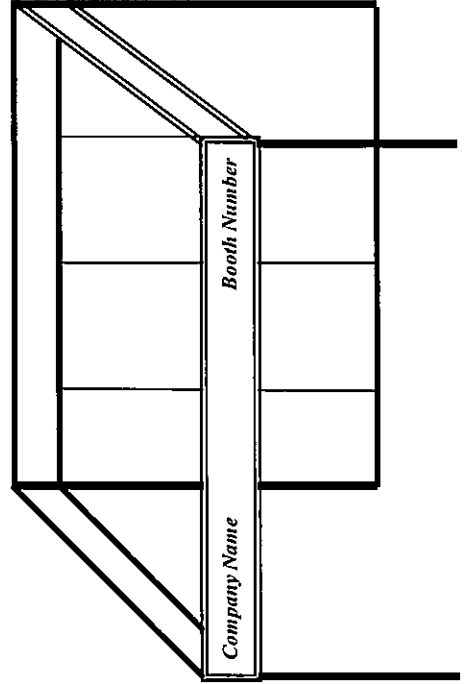
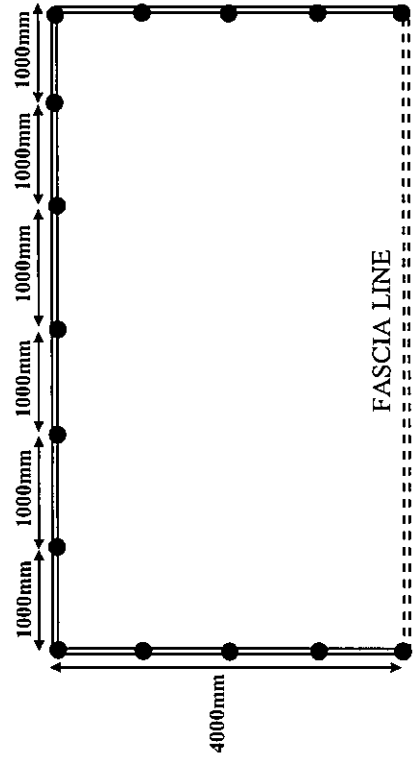
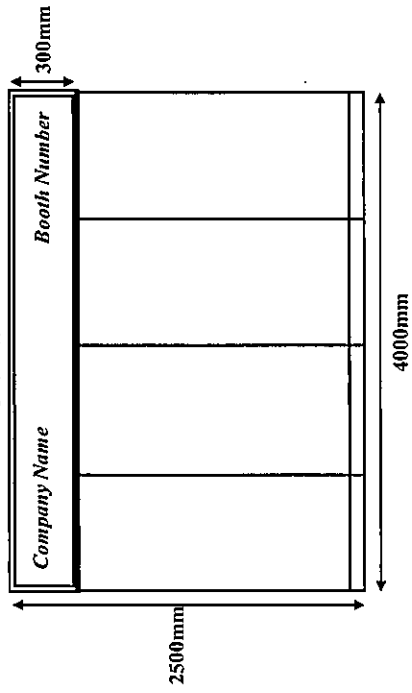


**SERVICE LOCATION PLAN...continued (Specification for Standard Shell Estimate @ 4mm Gm)**

**Back Panel**



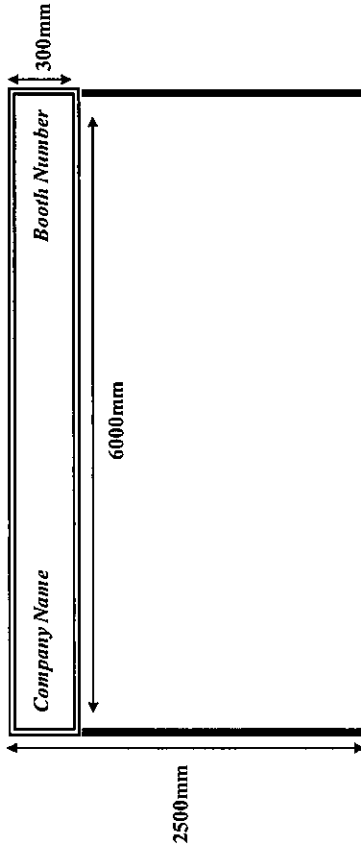
**Side Panel**



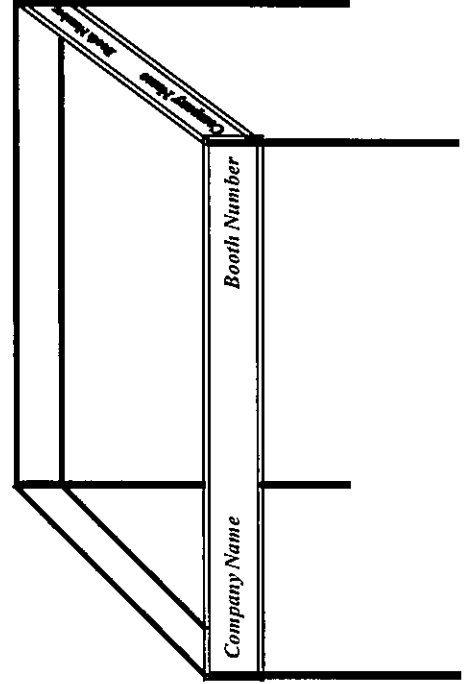
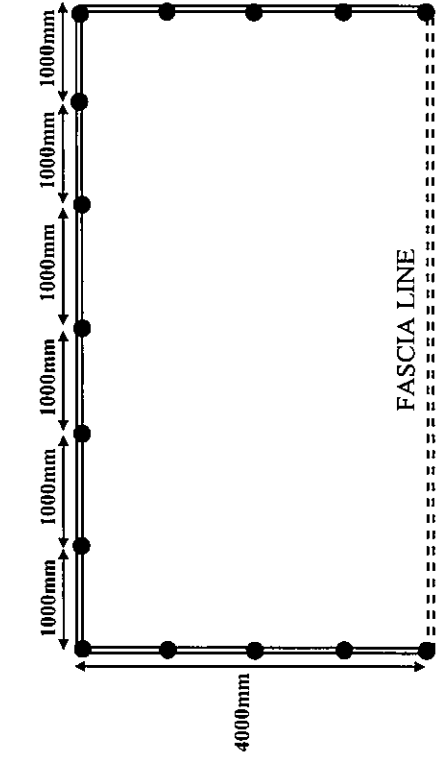
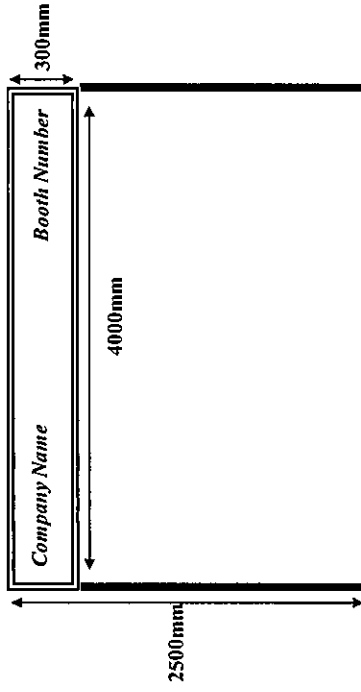


**SERVICE LOCATION PLAN...continued (Specification for Standard Shell Booths (Super Booth) (3.10.2016))**

**Back Panel**



**Side Panel**







# FURNITURE & FITTINGS

**Deadline for Submission: 11 MAY 2018**

Please complete and return to:

SUNYAU EXPO PTE LTD  
6 Soon Lee Road, Jurong  
Singapore 628072  
Contact: Ms Xiao Yue  
Tel: +65 6266 6728 Fax: +65 6266 2896  
Email: [sfe2018@sunyauexpo.com.sg](mailto:sfe2018@sunyauexpo.com.sg)

**NOTE:**

- All power points/isolator related items do not include connection to machinery and/or equipment.
- Order will only be processed when full payment is received.
- Quantity specified on the latest submitted forms will be taken as the final order. Previous orders, if any, will be superceded and not accumulated to the latest submission.)

**COMPANY DETAILS**

Name (*Prof/Dr/Mr/Ms*): \_\_\_\_\_ Designation: \_\_\_\_\_

Company: \_\_\_\_\_ Booth No. \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please complete and return to [sfe2018@sunyauexpo.com.sg](mailto:sfe2018@sunyauexpo.com.sg)

**ELECTRICAL & FURNITURE (RENTAL ONLY)**

DESCRIPTION	UNIT PRICE (\$)	QTY	AMOUNT (\$)
40W Fluorescent Tube (4" length)	\$ 50.00		
50W Halogen Down Light	\$ 80.00		
100W Spotlight	\$ 50.00		
100W Long Arm Spotlight	\$ 60.00		
70W Arm Metal Halide	\$ 120.00		
300W Floodlight	\$ 180.00		
Light fitting connection (max 100W per fitting)	\$ 25.00		
Light fitting connection (max 300W per fitting)	\$ 70.00		
13amp / 220V Single Phase Power Socket	\$ 65.00		
15amp / 220V Single Phase Power Socket	\$ 80.00		
30amp / 415 Three Phase Power Socket	\$ 420.00		
30amp Single Phase isolator	\$ 280.00		
Information Counter <i>PX01</i>	\$ 45.00		
Lockable Cupboard <i>PX03</i>	\$ 60.00		
Round Table (white/black) <i>FES2003/FES2004</i>	\$ 55.00		
Square Table (white) <i>FES2002/2001</i>	\$ 55.00		
White Folding Chair <i>FES1001</i>	\$ 20.00		
Round Bistro Table <i>FES2301</i>	\$ 50.00		
Folding Door	\$ 120.00		
System Panel – 1000mm (L) x 2440mm (H)	\$ 35.00		
Add 7% GST			
<b>TOTAL: S\$</b>			

DATE

SIGNATURE & COMPANY STAMP

5

SFMA

**SHOWCASE & SHELVING****Deadline for Submission: 11 MAY 2018**

Please complete and return to:

SUNYAU EXPO PTE LTD  
6 Soon Lee Road, Jurong  
Singapore 628072Contact: Ms Xiao Yue  
Tel: +65 6266 6728 Fax: +65 6266 2896  
Email: [sfc2018@sunyauexpo.com.sg](mailto:sfc2018@sunyauexpo.com.sg)**NOTE:**

- All power points/isolator related items do not include connection to machinery and/or equipment.
- Order will only be processed when full payment is received.
- Quantity specified on the latest submitted forms will be taken as the final order. Previous orders, if any, will be superceded and not accumulated to the latest submission.)

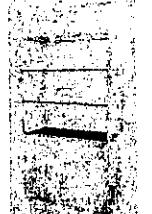
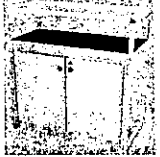
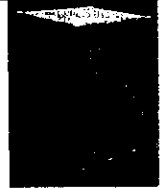
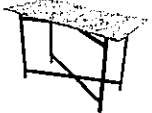

**COMPANY DETAILS**Name (*Prof/Dr/Mr/Ms*): \_\_\_\_\_ Designation: \_\_\_\_\_

Company: \_\_\_\_\_ Booth No. \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please complete and return to [sfc2018@sunyauexpo.com.sg](mailto:sfc2018@sunyauexpo.com.sg)**SHOWCASE & SHELVING (RENTAL ONLY)**

<input type="checkbox"/> Tall Glass Showcase - 2000mm (H) x 1000mm (L) x 500mm (W) <ul style="list-style-type: none"> <li>- S\$275.00 (without downlights)</li> <li>- S\$375.00 (with downlights)</li> </ul> No. of units _____ Cost S\$ _____	<b>PX05</b> 
<input type="checkbox"/> Low Glass Showcase - 1000mm (H) x 1000mm (L) x 500mm (W) <ul style="list-style-type: none"> <li>- S\$220.00 (without lights)</li> <li>- S\$332.00 (with lights)</li> </ul> No. of units _____ Cost S\$ _____	<b>PX06</b> 
<input type="checkbox"/> Low Display Cube - 500mm(L) x 500mm (W) x 500mm (H) <ul style="list-style-type: none"> <li>- S\$60</li> </ul> <input type="checkbox"/> High Display Cube - 500mm(L) x 500mm (W) x 750mm (H) <ul style="list-style-type: none"> <li>- S\$90</li> </ul> No. of units _____ Cost S\$ _____	
<input type="checkbox"/> Wood Pattern Rectangular Table <ul style="list-style-type: none"> <li>- <i>FES2005B</i> 1220mm (L) x 610mm (W) x 770mm (H) S\$80.00</li> <li>- <i>FES2006</i> 910mm (L) x 910mm (W) x 770mm (H) S\$100.00</li> </ul>	
<input type="checkbox"/> System Shelving (Slope/Flat) per metre run <ul style="list-style-type: none"> <li>- S\$40</li> </ul> No. of units _____ Cost S\$ _____	

**WATER INLET/OUTLET****Deadline for Submission: 11 May 2018****Please complete and return to:**

SUNYAU EXPO PTE LTD  
6 Soon Lee Road, Jurong  
Singapore 628072

Contact: Ms Xiao Yue  
Tel: +65 6266 6728 Fax: +65 6266 2896  
Email: [sfe2018@sunyauexpo.com.sg](mailto:sfe2018@sunyauexpo.com.sg)

**NOTE:**

- Order will only be processed when full payment is received.
- Quantity specified on the latest submitted forms will be taken as the final order. Previous orders, if any, will be superceded and not accumulated to the latest submission.)

**COMPANY DETAILS**Name (*Prof/Dr/Mr/Ms*): \_\_\_\_\_ Designation: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please complete and return to [sfe2018@sunyauexpo.com.sg](mailto:sfe2018@sunyauexpo.com.sg)**WATER INLET/OUTLET (RENTAL ONLY)**

Exhibitors who require this service need to complete this form and return with full payment by 11 May 2018.  
Cheque should be crossed and made payable to SUNYAU EXPO PTE LTD.

DESCRIPTION	UNIT PRICE (S\$)	UNIT PRICE (S\$)	QTY	AMOUNT (S\$)
	<i>Orders before 11 MAY 2018 (SUBSIDISED)</i>	<i>Orders after 11 May 2018</i>		
❖ To supply and provide tap unit, accessories complete with all necessary connection (inlets / outlets) to the sewage point but exclude accessories for connection to Exhibitor's machine or other equipments.	\$350.00 (inclusive of PSA charges of S\$50.00/pt)	\$450.00 (inclusive of PSA charges of S\$50.00/pt)		
❖ To submit drawings to the relevant authority if require.				
	Add 7% GST	Add 7% GST		
	<b>TOTAL</b>	<b>TOTAL</b>		

**IMPORTANT**

- > All items ordered are on rental basis and Exhibitor will therefore have to make good for any damages or losses.
- > A 50% surcharge will be levied by the Official Contractor for orders received on site.

DATE \_\_\_\_\_

SIGNATURE &amp; COMPANY STAMP \_\_\_\_\_



## TELEPHONE INSTALLATION

**Deadline for Submission: 11 MAY 2018**

**Please complete and return to:**

SINGAPORE FOOD MANUFACTURERS' ASSOCIATION  
9 Jurong Town Hall Road, #04-13  
Singapore 609431  
Fax: + 65 6223 7235

### COMPANY DETAILS

Name (*Prof/Dr/Mr/Ms*): \_\_\_\_\_ Designation: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please complete and return via fax +65 6223 7235

### REQUEST FOR TELEPHONE

Exhibitors who require this service need to complete this form and return with full payment by 11 May 2018. Cheque should be crossed and made payable to FOOD CORPORATION MARKETING PTE LTD.

DESCRIPTION	UNIT PRICE (S\$)	QTY	AMOUNT (S\$)
❖ Rental, installation, service charge and government tax for telephone.	\$210.00		
		<b>GST 7%</b>	
		<b>TOTAL</b>	

### EXHIBITOR WILL BE RESPONSIBLE FOR:

- The loss or damage of the instrument including the socket under our custody.
- The maintenance and order of the instrument.
- All additional charges for overseas or trunk call arising from the use of this telephone.
- The return of this instrument in its original conditions at the conclusion of the exhibition.

\_\_\_\_\_  
DATE

\_\_\_\_\_  
SIGNATURE & COMPANY STAMP



# APPLICATION FOR HELIUM BALLOON

**Deadline for Submission: 11 MAY 2018**

**Please complete and return to:**

SINGAPORE FOOD MANUFACTURERS' ASSOCIATION  
9 Jurong Town Hall Road, #04-13  
Singapore 609431  
Fax: + 65 6223 7235

### COMPANY DETAILS

Name (*Prof/Dr/Mr/Ms*): \_\_\_\_\_ Designation: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please complete and return via fax +65 6223 7235

### BALLOON APPLICATION

Exhibitors who wish to erect helium balloon need to complete this form together with the balloon specifications. **(Note: Diameter of balloon must not exceed 3m)** and return with full payment by 11 May 2018.

Due to fire safety requirements, the numbers of balloons allowed in hall are limited and applications are subjected to a *first-come-first-served* basis.

DESCRIPTION	DIAMETER	QTY
❖ Display of helium balloon		

\_\_\_\_\_  
DATE

\_\_\_\_\_  
SIGNATURE & COMPANY STAMP

## **BY CAR**

Three major expressways link Singapore EXPO to the rest of Singapore. They are:

- East Coast Parkway (ECP)
- Pan Island Expressway (PIE)
- Tampines Expressway (TPE)

Driving directions from city:

Take the PIE (exit 4A)

Turn into Simei Avenue

Head into Upper Changi Road East

Turn into Expo Drive where car park lots are located

Or

Take the ECP (exit 2B)

Connect to Xilin Avenue

Connect to Upper Changi Road East or Changi South Avenue 1 or 3

Turn into Expo Drive where car park lots are located

Or

Take the TPE

Turn into Upper Changi Road East

Turn into Expo Drive where car park lots are located

## **BY TAXI**

There are numerous taxis available in Singapore that offer reliable service. The taxi fare from the airport to Singapore EXPO is about \$15 and to the city about \$20, subject to surcharges.

There is an additional surcharge of \$2 for all taxis departing from the Singapore EXPO

## **BY TRAIN – MASS RAPID TRANSIT (MRT) LINE**

Singapore EXPO is served by its own station, Expo MRT station. To get to Singapore EXPO from Changi Airport, take the east bound train. It is just one stop from Changi Airport MRT and the journey lasts only 4 minutes. Average frequency from Changi Airport station is 12 minutes.

If you are coming from other parts of Singapore, transfer trains at Tanah Merah station (on the East West line) where the train will take you to Expo MRT in 3 minutes.

The station is behind Hall 6.

## **BY BUS**

There are 3 bus stops from which you can alight to get to Singapore EXPO:

Beside Carpark G on Upper Changi Road East

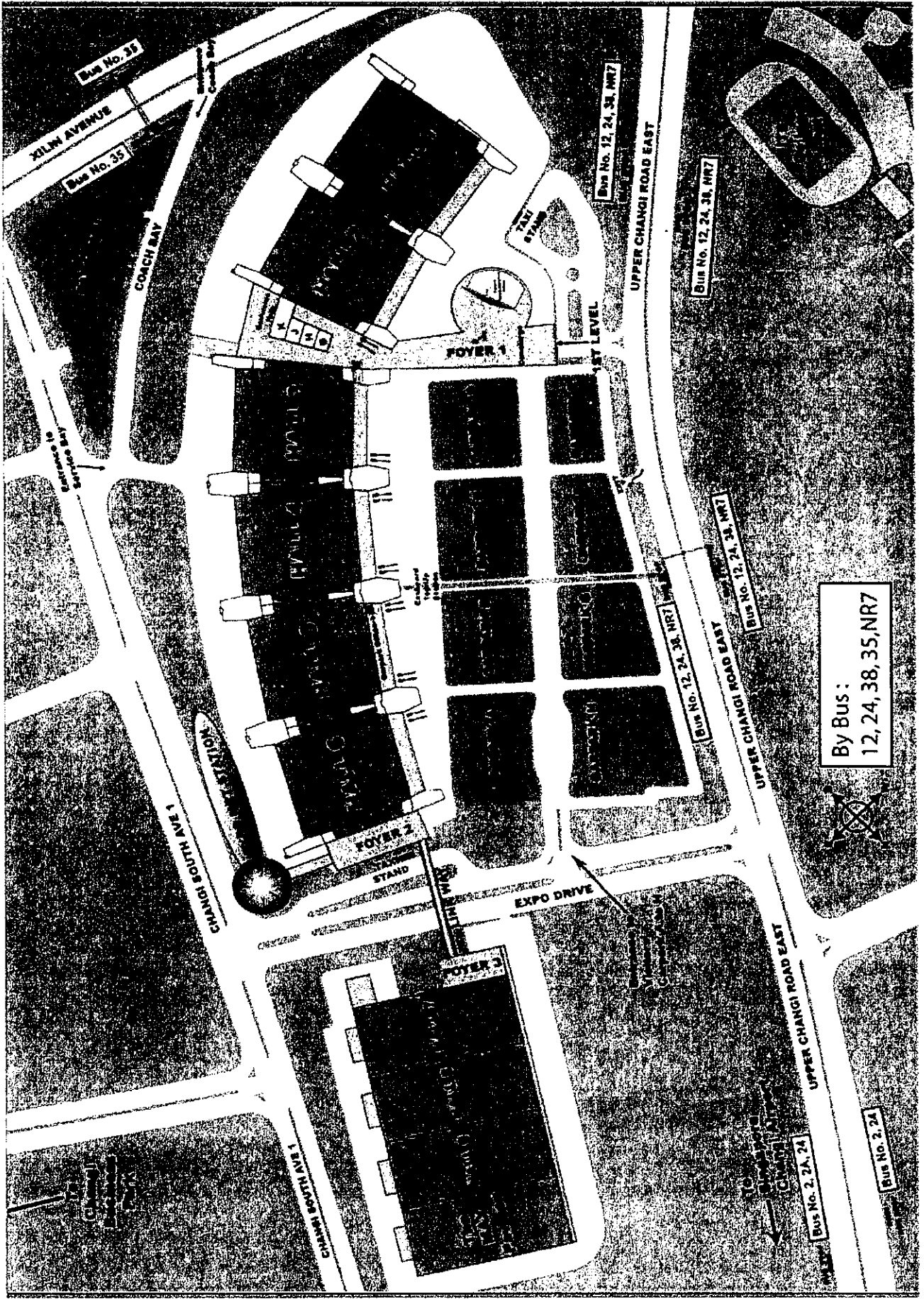
Bus route numbers 12, 24 and 38

Outside Hall 1 on Upper Changi Road East

Bus route numbers 12, 24 and 38

Beside Carpark J on Xilin Avenue

Bus number 35



By BUS :  
12, 24, 38, 35, NR7

Bus No. 33

Bus No. 33

Bus No. 12, 24, 38, NR7

Bus No. 12, 24, 38, NR7

Bus No. 12, 24, 38, NR7

Bus No. 12, 24, 38, NR7

Bus No. 2, 2A, 24

Bus No. 2, 2A

XILIN AVENUE

COACH BAY

Entrance to Coach Bay

STATION

FOYER 1

FOYER 2

FOYER 3

EXPO DRIVE

UPPER CHANGI ROAD EAST

UPPER CHANGI ROAD EAST

UPPER CHANGI ROAD EAST

CHANN SOUTH AVE 1

CHANN SOUTH AVE 1

TO Singapore Changi Airport



## Useful Contact Numbers

### Emergency

Police	999 (toll-free)
Emergencies/Ambulance/Fire Brigade	995 (toll-free)

### Important

Police Hotline	6225 0000
Traffic Police	6547 0000
AAS Emergency Road Service	6748 9911
Non-emergency ambulance	1777

### Hospital

Changi Hospital	6788 8833
Singapore General Hospital	6222 3322
National University Hospital	6779 5555
Tan Tock Seng Hospital	6357 8866

### Information

Flight Information (24-hours)	1800-542 4422 (toll-free)
Tourism Information (24-hours)	1800-736 2000 (toll-free)
Directory Assistance	6777 7777 or 100
Time of day	1711
Weather	(65) 6542 7788
International Calls	104 for operator assistance or 001 for direct dial.
Trunk Calls to Malaysia	Dial 109 for operator assistance, or 02 for direct dial.

### Dial-A-Cab

Comfort CabLink	6552 1111
TransCab	6555 3333
Yellow-top cab	6552 2828
SMART	6555 8888
Silver Cab	6363 6888
PRIME Taxi	6778 0808