Singapore Construction Productivity Week (SCPW) 2017
(www.scpw.com.sg)

24 – 26 October 2017, Singapore Expo Hall 3

Sponsorship Application

Strategic Partner

Building and Construction Authority

sphere exhibits
Organised by the Building and Construction Authority and supported by its strategic partner, Sphere Exhibits, the Singapore Construction Productivity Week (SCPW) is into its 7th edition from 24 - 26 October 2017. The SCPW is an industry hallmark event for developers, architects, consultants, builders and suppliers to exchange ideas on construction productivity, as well as share the latest developments in new productive technologies, best practices and success stories.

The Sponsorship is an excellent opportunity to leverage on the multiple outreach platforms facilitated through the SCPW.
Prestige Event Sponsors (Limit to 2 ONLY)
- SGD75,000 Per Edition (Productivity Leadership Summit) [NEW]
- SGD75,000 Per Edition (BIM Events) [NEW]

Platinum Sponsor (Limit to 1 ONLY)
- SGD85,000 Per Edition
- SGD218,000 for 3 Years Loyalty Partnership [NEW]

Gold Sponsors (Limit to 2 ONLY)
- SGD70,000 Per Edition
- SGD188,000 for 3 Years Loyalty Partnership [NEW]

Silver Sponsors (Limit to 3 ONLY)
- SGD60,000 Per Edition
- SGD168,000 for 3 Years Loyalty Partnership [NEW]

Bronze Sponsors (Limit to 5 ONLY)
- SGD38,500 Per Edition

Sponsor Plus (Limit to 6 ONLY)
- SGD28,500 Per Edition

Sponsor (Limit to 10 ONLY)
- SGD10,000 Per Edition

Lanyard Sponsor (Limit to 1 ONLY)
- SGD25,000 Per Edition

T-Shirts Sponsors (Limit to 2 ONLY)
- SGD15,000 Per Edition

Note:
1. The above sponsorship opportunities are limited and are available on a first-come basis. If the sponsorship opportunity you choose is no longer available, we will contact you to determine how you would like your sponsorship funds to be allocated.
## Sponsorship Entitlements

### PRESTIGE EVENT SPONSORS

- **PRODUCTIVITY LEADERSHIP SUMMIT** [NEW]
- **BIM EVENTS** [NEW]

**SGD75,000**

### At Event (Pre and onsite)

- Full sponsor recognition during selected event
- Sponsor airtime (if event permits)
- 10 x complimentary passes
- Corporate video to display breaks (wherever appropriate)
- Prominent sponsor logo to be displayed on stage backdrop
- Sponsor logo listing and hyperlink in all appropriate preconference marketing efforts and platform (including official websites and collaterals)
- 1 gift sets with SCPW2017 and Sponsor's logo to be distributed to attendees

### BuildTech Asia Exhibition

- Prominent space allocation (48sqm) OR Shell Scheme (48sqm)  
  (Upgrade of booth space at SGD380psm)
- Advertisement in BuildTech Asia Show Directory (Prominent Placement)
- 1 set of promotional materials to be placed in exhibition bags (if any)
- Free Access to Sponsor Lounge (F&B provided)

### Other Marketing Exposures (Pre and Onsite)

- Outdoor exclusive advertising (event banners)
- 4 X dedicated marketing email (content provided by Sponsor)
- Included as part of VIP Guided Tours Route
- “Invitation to Attend” & “Thank You Email” to all attendees with company logo
- Display of Sponsor’s logo at BCA Pavilion in BuildTech Asia
- Sponsor acknowledgement in Business Times
- Sponsor recognition plaques
- Sponsor recognition in SCPW marketing materials (e.g. Flyers, Brochures, EDMs, Posters)
- Sponsor recognition via SCPW website and/or SCPW EDMs x 1 on the sponsored event (logo and write-up of 100 words to be provided by sponsor)
## Sponsorship Entitlements

### PLATINUM SPONSOR (Limit to 1 ONLY)

**SGD85,000 Per Edition**

**SGD218,000 3 Years Loyalty Partnership [NEW]**

### At Opening Ceremony / Conference (Pre and onsite)
- Paper presentation for BuildSmart Conference
- 10 x complimentary passes (2-day pass)
- Sponsor acknowledgment during opening ceremony speech
- Corporate video to display during Opening Ceremony or Conference (whenever appropriate)
- Sponsor recognition via conference flyer or pack (logo and write up, 500 words write up to be submitted 1.5 months prior to event for print)
- Prominent sponsor logo to be displayed on stage backdrop
- Sponsor logo listing and hyperlink in all appropriate preconference marketing efforts and platform (including official websites and collaterals)
- 1 set of promotional materials to be placed on seats of conference attendees

### BuildTech Asia Exhibition
- Prominent space allocation (96sqm) OR Shell Scheme (48sqm)
  - (Upgrade of booth space at SGD300psm)
- Running corporate video to be displayed near registration of BuildTech Asia exhibition and sponsor lounge
- Luncheon hosting for 50 VIPs (24 Oct at Sponsor Lounge)
- Advertisement in BuildTech Asia Show Directory (Prominent Placement)
- 1 set of promotional materials to be placed in exhibition bags (if any)
- Free Access to Sponsor Lounge (F&B provided)

### Other Marketing Exposures (Pre and Onsite)
- Outdoor exclusive advertising (carpark banner, shared exposure with SCPW)
- 6 X dedicated marketing email (content provided by Sponsor)
- Included as part of VIP Guided Tours Route
- “Invitation to Attend” & “Thank You Email” to all attendees with company logo
- Display of Sponsor’s logo at BCA Pavilion in BuildTech Asia
- Sponsor acknowledgement in Business Times
- Sponsor recognition plaques
- Sponsor recognition in SCPW marketing materials (e.g. Flyers, Brochures, EDMs, Posters)
### Sponsorship Entitlements

#### GOLD SPONSOR (Limit to 2 ONLY)
**SGD70,000 Per Edition**
**SGD188,000 3 Years Loyalty Partnership [NEW]**

#### At Opening Ceremony / Conference (Pre and onsite)
- Paper presentation for BuildSmart Conference
- 8 x complimentary passes (2-day pass)
- Sponsor acknowledgment during opening ceremony speech
- Sponsor recognition via conference flyer or pack (logo and write up, 300 words write up to be submitted 1.5 months prior to event for print)
- Sponsor logo to be displayed on stage backdrop
- Sponsor logo listing and hyperlink in all appropriate preconference marketing efforts and platform (including official websites and collaterals)

#### BuildTech Asia Exhibition
- Prominent space allocation (60sqm) OR Shell Scheme(36sqm)
  (Upgrade of booth space at SGD350psm)
- Running corporate video to be displayed near registration of BuildTech Asia exhibition and sponsor lounge
- Tea break hosting for 50 VIPs (25 OR 26 Oct at Sponsor Lounge)
- Advertisement in BuildTech Asia Show Directory (Prominent Placement)
- 1 set of promotional materials to be placed in exhibition bags (if any)
- Free Access to Sponsor Lounge (F&B provided)

#### Other Marketing Exposures (Pre and Onsite)
- Outdoor exclusive advertising (1 V-shaped Advertisement Placement)
- 4 X dedicated marketing email (content provided by Sponsor)
- Included as part of VIP Guided Tours Route
- “Invitation to Attend” & “Thank You Email” to all attendees with company logo
- Display of Sponsor’s logo at BCA Pavilion in BuildTech Asia
- Sponsor acknowledgement in Business Times
- Sponsor recognition plaques
- Sponsor recognition in SCPW marketing materials (e.g. Flyers, Brochures, EDMs, Posters)
# Sponsorship Entitlements

## SILVER SPONSOR (Limit to 3 ONLY)
SGD60,000 Per Edition
SGD168,000 3 Years Loyalty Partnership [NEW]

### At Opening Ceremony / Conference (Pre and onsite)
- Paper presentation for BuildSmart Conference
- 6 x complimentary passes (2-day pass)
- Sponsor acknowledgment during opening ceremony speech
- Sponsor recognition via conference flyer or pack (logo and write up, 200 words write up to be submitted 1.5 months prior to event for print)
- Sponsor logo to be displayed on stage backdrop
- Sponsor logo listing and hyperlink in all appropriate preconference marketing efforts and platform (including official websites and collaterals)

### BuildTech Asia Exhibition
- Prominent space allocation (48qm) OR Shell Scheme(24sqm)  
  (Upgrade of booth space at SGD380psm)
- Running corporate Video to be displayed at sponsor lounge
- Advertisement in BuildTech Asia Show Directory
- 1 set of promotional materials to be placed in exhibition bags (if any)
- Free Access to Sponsor Lounge (F&B provided)

### Other Marketing Exposures (Pre and Onsite)
- Outdoor exclusive advertising (1 Wrapped Pillar)
- 2 X dedicated marketing email (content provided by Sponsor)
- Included as part of VIP Guided Tours Route
- “Invitation to Attend” & “Thank You Email” to all attendees with company logo
- Display of Sponsor’s logo at BCA Pavilion in BuildTech Asia
- Sponsor acknowledgement in Business Times
- Sponsor recognition plaques
- Sponsor recognition in SCPW marketing materials (e.g. Flyers, Brochures, EDMs, Posters)
## Sponsorship Entitlements

### BRONZE SPONSOR (Limit to 5 ONLY)

**SGD38,500**

<table>
<thead>
<tr>
<th>Description</th>
<th>Details</th>
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<tbody>
<tr>
<td><strong>At Opening Ceremony / Conference (Pre and onsite)</strong></td>
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<tr>
<td>▪ 4 x complimentary passes (2-day pass)</td>
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<tr>
<td>▪ Sponsor acknowledgment during opening ceremony speech</td>
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<tr>
<td>▪ Sponsor recognition via conference flyer or pack (logo and write up, 100 words write up to be submitted 1.5 months prior to event for print)</td>
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<tr>
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<tr>
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<td></td>
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<td>▪ Prominent space allocation (36qm) OR Shell Scheme(24sqm)</td>
<td>(Upgrade of booth space at SGD380psm)</td>
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</tr>
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<td>▪ Free Access to Sponsor Lounge (F&amp;B provided)</td>
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</tr>
<tr>
<td><strong>Other Marketing Exposures (Pre and Onsite)</strong></td>
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<td>▪ Display of Sponsor’s logo at BCA Pavilion in BuildTech Asia</td>
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<td></td>
</tr>
</tbody>
</table>
# Sponsorship Entitlements

## SPONSOR PLUS (Limit to 6 ONLY)

**SGD28,500**

### At Opening Ceremony / Conference (Pre and onsite)
- 3 x complimentary passes (2-day pass)
- Sponsor acknowledgment during opening ceremony speech
- Sponsor recognition via conference flyer or pack (logo)
- Sponsor logo to be displayed on stage backdrop
- Sponsor logo listing and hyperlink in all appropriate preconference marketing efforts and platform (including official websites and collaterals)

### BuildTech Asia Exhibition
- Prominent space allocation (24 sqm) OR Shell Scheme (12sqm)  
  (Upgrade of booth space at SGD400psm)
- Running corporate Video to be displayed at sponsor lounge
- Advertisement in BuildTech Asia Show Directory
- Free Access to Sponsor Lounge (F&B provided)

### Other Marketing Exposures (Pre and Onsite)
- 1 X dedicated marketing email (content provided by Sponsor)
- “Invitation to Attend” & “Thank You Email” to all attendees with company logo
- Display of Sponsor’s logo at BCA Pavilion in BuildTech Asia
- Sponsor acknowledgement in Business Times
- Sponsor recognition plaques
- Sponsor recognition in SCPW marketing materials (e.g. Flyers, Brochures, EDMs, Posters)
## Sponsorship Entitlements

### SPONSOR (Limit to 10 ONLY)

**SGD10,000**

### At Opening Ceremony / Conference (Pre and onsite)
- 2 x complimentary passes (2-day pass)
- Sponsor acknowledgment during opening ceremony speech
- Sponsor recognition via conference flyer or pack (logo)
- Sponsor logo to be displayed on stage backdrop
- Sponsor logo listing and hyperlink in all appropriate preconference marketing efforts and platform (including official websites and collaterals)

### BuildTech Asia Exhibition
- 9sqm space allocation
  - (Upgrade of booth space at SGD450psm)
- Free Access to Sponsor Lounge (F&B provided)

### Other Marketing Exposures (Pre and Onsite)
- “Invitation to Attend” & “Thank You Email” to all attendees with company logo
- Display of Sponsor’s logo at BCA Pavilion in BuildTech Asia
- Sponsor acknowledgement in Business Times
- Sponsor recognition plaques
- Sponsor recognition in SCPW marketing materials (e.g. Flyers, Brochures, EDMs, Posters)
Sponsorship Entitlements

LANYARD SPONSOR (Limit to 1 ONLY)
SGD25,000

At Opening Ceremony / Conference (Pre and onsite)
- Sponsor acknowledgment during opening ceremony speech
- Sponsor recognition via conference flyer or pack (logo)
- Sponsor logo to be displayed on stage backdrop
- Sponsor logo listing and hyperlink in all appropriate preconference marketing efforts and platform (including official websites and collaterals)

BuildTech Asia Exhibition
- Option for booth space rental @ SGD450psm (prominent allocation)
- 1 set of promotional materials to be placed in exhibition bags (if any)
- Running corporate Video to be displayed at sponsor lounge
- Free Access to Sponsor Lounge (F&B provided)

Other Marketing Exposures (Pre and Onsite)
- “Invitation to Attend” & “Thank You Email” to all attendees with company logo
- Display of Sponsor’s logo at BCA Pavilion in BuildTech Asia
- Sponsor acknowledgement in Business Times
- Sponsor recognition plaques
- Sponsor recognition in SCPW marketing materials (e.g. Flyers, Brochures, EDMs, Posters)
## Sponsorship Entitlements

<table>
<thead>
<tr>
<th>T-SHIRTS SPONSOR (Limit to 2 ONLY)</th>
<th>SGD15,000</th>
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</thead>
<tbody>
<tr>
<td><strong>At Opening Ceremony / Conference (Pre and onsite)</strong></td>
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</tr>
<tr>
<td>▪ Sponsor acknowledgment during opening ceremony speech</td>
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<tr>
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<td></td>
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<tr>
<td>▪ Sponsor logo listing and hyperlink in all appropriate preconference marketing efforts and platform (including official websites and collaterals)</td>
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<tr>
<td><strong>At Industry Showcase and Student Events</strong></td>
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<tr>
<td>▪ T-shirts to be distributed for Productivity Race, Challenge and ProTech Project competitors</td>
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</tr>
<tr>
<td><strong>BuildTech Asia Exhibition</strong></td>
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<tr>
<td>▪ Option for booth space rental @ SGD450psm (prominent allocation)</td>
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</tbody>
</table>
Information to be provided by Sponsor

When the Sponsorship has been confirmed, the administrative team will liaise with the Sponsoring Organisation to seek the relevant information required for describing and the profiling of the Sponsor organization at various outreach platforms under. The list of the information required is indicated in the table below.

<table>
<thead>
<tr>
<th>Sponsor Package</th>
<th>Company Logo &amp; Company Website</th>
<th>Advertisement in BuildTech Show Directory</th>
<th>Words description for conference pack</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prestige Event Sponsors</td>
<td>✓</td>
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<tr>
<td>Platinum Sponsor</td>
<td>✓</td>
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<tr>
<td>Gold Sponsors</td>
<td>✓</td>
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<tr>
<td>Silver Sponsors</td>
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<td>Bronze Sponsors</td>
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<td>Sponsor Plus</td>
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<td>Sponsors</td>
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<tr>
<td>Lanyard Sponsor</td>
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<tr>
<td>T-Shirts Sponsors</td>
<td>✓</td>
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</tbody>
</table>
Administrative Details

Sphere Exhibits (a subsidiary of Singapore Press Holdings), the strategic partner for SCPW, will facilitate the co-ordination and administration for all sponsorship matters. Potential sponsors may contact Ms Ling Oh (mobile: 9776 7477) and Ms Zann Chua (mobile: 9277 0256) (lingoh@sph.com.sg / zannchua@sph.com.sg) for any enquiries or clarifications.

Please complete and submit the SCPW Sponsorship Application Form in Annex A to the following:

Sphere Exhibits Pte Ltd
82 Genting Lane
Media Centre, #03-09
Singapore 349567

Attn: Ms Zann Chua

Payment

Upon confirmation by BCA and Sphere Exhibits of a Sponsorship application, an invoice will be issued for your payment. Payment shall be made by cheque addressed to Singapore Press Holdings Limited as the payee.

Thank you for your sponsorship
# SCPW SPONSORSHIP APPLICATION FORM

## 1. SPONSOR’S DETAILS:

Name of Company: 

________________________________________________________________________________________

Address: 

_____________________________________________Postcode: _______________Website: ________________________________

Contact Person: 

Designation: _______________________________

Tel (o): ______________________ Fax: ____________________ HP: __________ E-mail: _________________________________

## 2. SPONSORSHIP PACKAGE DETAILS:

<table>
<thead>
<tr>
<th>SPONSORSHIP PACKAGE DETAILS</th>
<th>PRESTIGE EVENT SPONSORS</th>
<th>PLATINUM SPONSORS</th>
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<tbody>
<tr>
<td>□ SGD75,000 PER EDITION (PLS)</td>
<td>□ SGD70,000 PER EDITION</td>
<td>□ SGD85,000 PER EDITION</td>
</tr>
<tr>
<td>□ SGD75,000 PER EDITION (BIM)</td>
<td>□ SGD188,000 3 YEAR PARTNERSHIP</td>
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<tr>
<th>GOLD SPONSORS</th>
<th>SILVER SPONSOR</th>
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<tr>
<td>□ SGD60,000 PER EDITION</td>
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<td>□ SGD168,000 3 YEAR PARTNERSHIP</td>
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<thead>
<tr>
<th>BRONZE SPONSOR</th>
<th>SPONSOR PLUS</th>
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<tbody>
<tr>
<td>□ SGD38,500 PER EDITION</td>
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<td>□ SGD28,500 PER EDITION</td>
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<tr>
<th>SPONSOR</th>
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 Costs: S$ ➞ S$ + (7% GST) = S$ (Total)

## 3. CONFIRMATION OF SPONSORSHIP PACKAGE:

I, for and on behalf of my company hereby confirm the selected SCPW sponsorship package above.

(Name & Signature of Authorized Signatory) __________________________ (Company Stamp & Date)

## 4. CONFIRMATION OF APPLICATION:

We acknowledge and confirm this application for the SCPW sponsorship.

Received by: SPHERE (Sales) Vetted by: SPHERE (Project Manager)

Acknowledged by: Shirley Chan, Business Director, Trade & Leong-Kok Su Ming, Deputy Group Director, Construction Productivity & Quality Group

SPHERE BCA

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‘Embracing Innovation. Building Our Future.’

The Opening Ceremony of the 7th SCPW will be held on 24 October 2017, during which the BIM Awards (Project level), International BIM Competition Awards and the new Quality Excellence Individual Awards will be presented.

### Anchor Events

- **BuildTech Asia (BTA)** is a three-day trade exhibition organised by SPH Holdings’ exhibition arm, SPHERE Exhibits. It is the region’s leading tradeshow that focuses on productive and smart technologies addressing the challenges across the value chain in the built environment sector in Asia.

- The **Public Sector Coordinated Pavilion** will feature productive and innovative showcases that chart the latest developments in the transformation of the construction industry into one that is productive and innovative. BCA will also be partnering other public agencies to showcase government’s effort in driving productivity.

- The **Build Smart Conference** is a two-day conference which provides a platform to share ideas and technologies to advance construction productivity, targeted at industry practitioners. Topics on DfMA, productive construction methods and Virtual Design and Construction (VDC) will be covered.

- The **Experiential Workshop** features an experience sharing session including site visits to local projects adopting game changing technologies.

- The **SCAL Productivity & Innovation Awards (PIA)**, which is a ground-up initiative by SCAL, is an open competition for industry firms to showcase their innovative ideas to achieve higher productivity.

- The **Productivity Leadership Summit (PLS)** brings together top industry leaders from the built environment sector to effect mindset change and share learning on successful overseas ventures by local consultants and contractors.

### New Events

- The new **Productivity Technology** (ProTech) features a live demonstration by industry practitioners to showcase the use of prefabricated and integrated Mechanical, Electrical and Plumbing (MEP) solutions to shorten on-site installation time.

- The inaugural **Good Quality Practices Workshop & Exhibit** is a new platform for industry practitioners to showcase the use of productive and good quality architectural finishes as well as share the good quality practices and project experiences.

### Institutes of Higher Learning (IHL) Events

- The **Productivity Challenge & Productivity Race** aim to engage Institutes of Higher Learning (IHL) students on construction productivity concepts through project based assignments and interactive games.

- The **Productivity Workshops** comprise talks and tours that are catered to outreach to the IHL students and lecturers to enhance their understanding on the built-environment industry.

- **International Building Information Modelling (BIM) Competition** targets the tertiary students to demonstrate their BIM skills under the mentorship of industry practitioners.

- **National BIM Shoot-Out** is a competition targeting IHL students to demonstrate their individual BIM modelling and documentation skills within a given time frame.