Singapore Construction Productivity Week (SCPW) 2016

(www.scpw.com.sg)

18 – 21 October 2016, Singapore Expo, Singapore

Sponsorship Application

Strategic Partner

Building and Construction Authority

sphere exhibits

A SUBSIDIARY OF sph

Singapore Construction Productivity Week (SCPW) 2016

Organised by the Building and Construction Authority and supported by its strategic partner, Sphere Exhibits, the Singapore Construction Productivity Week (SCPW) is into its 6th edition from 18 – 21 October 2016. 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.

SCPW 2016 Event Highlights
'Transforming the way we build through innovation'

- **BuildTech Asia 2016** which focuses on productive and smart technologies that address challenges across the value chain in the built environment sector in Asia.

- The inaugural **SCAL Productivity & Innovation Awards (PIA) Competition 2016**, a ground-up initiative by SCAL, which is an open competition for industry firms to showcase their innovative ideas.

- The inaugural **Productivity Leadership Summit** which brings together top industry leaders from the built environment sector to effect mindset change and share learning on the latest DfMA and Virtual Design and Construction (VDC) approaches.

- The **Build Smart Conference,** a two-day conference which provides a platform to share ideas and technologies to advance construction productivity, targeted at industry practitioners. Topics on DfMA, lean construction and VDC/BIM will be covered.

- The **Skilled Builders Project** for industry practitioners to display their skills in handling cross laminated timber (CLT) and glued laminated timber (Glulam).

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

- The **Productivity Workshop, Productivity Challenge & Productivity Race** to engage tertiary students on construction productivity concepts.

☐ **Diamond Sponsor (Exclusive Category)** **SGD85,000**
☐ **Platinum Sponsor (Exclusive)** **SGD70,000**
☐ **Gold Sponsor (Exclusive)** **SGD65,000**
☐ **Silver Sponsor (2 Sponsors only)** **SGD55,000**
☐ **Bronze Sponsor (3 Sponsors only)** **SGD38,000**
☐ **Sponsor Plus (4 Sponsors only)** **SGD25,000**
☐ **Sponsor (5 Sponsors only)** **SGD8,500**
☐ **Items Sponsor (Pen/Water Bottle/Thumbdrive)** **SGD20,000**
☐ **T-shirts Sponsor** **SGD10,000**

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

DIAMOND SPONSORSHIP
SGD85,000

(*Exclusive to BIM / Productive Technology)*

Entitlements

- Paper presentation for BuildSmart Conference (max 30min)
- 8 x complimentary passes (2-day pass)
- 1 x 96sqm raw space
- Outdoor exclusive advertising (carpark banner)
- Sponsor recognition via conference flyer or pack (logo)
- Display of 1 pull up banner at lunch and tea break area (Sponsored Day)
- 2 X dedicated marketing email (pre and post show)
- 1 set of promotional materials included in registration material of conference and BTA exhibition bag
- Sponsor logo to be displayed on stage backdrop
- Sponsor logo listing in preconference marketing efforts
- Company logo on SCPW event web page
- Hyperlink on SCPW event web page
- 500 words description to be given out with conference pack (leaflets)
- Advertisement in BuildTech Show Directory (Inside Front Cover / Outside Back Cover)
- Sponsor acknowledgement in Business Times 1 month after the event
- Included as part of VIP Guided Tours Route
- After the event “Thank You Email” to all attendees with company logo
- Display of Sponsor’s logo at BCA Pavilion in BuildTech Asia

Sponsorship Entitlements

PLATINUM SPONSORSHIP
SGD70,000
(Exclusive to 1 company only)

Entitlements

- Paper presentation at BuildSmart Conference (max 30min)
- 6 x complimentary passes (2-day pass)
- 1 x 60sqm raw space
- 1 x outdoor advertising
- Sponsor recognition via conference flyer or pack (logo)
- 2 X dedicated marketing email (pre and post show)
- Display of 1 pull up banner at lunch and tea break area (Sponsored Day)
- 1 set of promotional materials included in registration material of conference and BTA exhibition bag
- Sponsor logo to be displayed on stage backdrop
- Sponsor logo listing in preconference marketing efforts
- Company logo on SCPW event web page
- Hyperlink on SCPW event web page
- 500 words description to be given out with conference pack (leaflets)
- Advertisement in BuildTech Show Directory (Inside back cover)
- Sponsor acknowledgement in Business Times 1 month after the event
- Included as part of VIP Guided Tours Route
- After the event “Thank You Email” to all attendees with company logo
- Display of Sponsor’s logo at BCA Pavilion in BuildTech Asia

Sponsorship Entitlements

GOLD SPONSORSHIP
SGD65,000
(Exclusive to 1 company only)

Entitlements

- Paper presentation at BuildSmart Conference (max 20min)
- 5 x complimentary passes (2-day pass)
- 1 x 48sqm raw space
- 1 x outdoor advertising (General on-site marketing)
- Sponsor recognition via conference flyer or pack (logo)
- 1 set of promotional materials included in registration material of conference and BTA exhibition bag
- Display of 1 pull up banner at lunch and tea break area
- Sponsor logo to be displayed on stage backdrop
- Sponsor logo listing in preconference marketing efforts
- Company logo on SCPW event web page
- Hyperlink on SCPW event web page
- 300 words description to be given out with conference pack (leaflets)
- Advertisement in BuildTech Show Directory (1 Solid Insert)
- Sponsor acknowledgement in Business Times 1 month after the event
- Included as part of VIP Guided Tours Route
- After the event “Thank You Email” to all attendees with company logo
- Display of Sponsor’s logo at BCA Pavilion in BuildTech Asia

Sponsorship Entitlements

SILVER SPONSORSHIP
SGD55,000
(2 companies only)

Entitlements

- Paper presentation at BuildSmart Conference (max 15min)
- 4 x complimentary passes (2-day pass)
- 1 x 36sqm raw space
- 1 x outdoor advertising (General on-site marketing)
- Sponsor recognition via conference flyer or pack (logo)
- Display of 1 pull up banner at lunch and tea break area
- 1 set of promotional materials included in exhibition bags
- Sponsor logo listing in preconference marketing efforts
- Sponsor logo to be displayed on stage backdrop
- Company logo on SCPW event web page
- Hyperlink on SCPW event web page
- 300 words description to be given out with conference pack (leaflets)
- Advertisement in BuildTech Show Directory (Half Solid Insert)
- Sponsor acknowledgement in Business Times 1 month after the event
- Included as part of VIP Guided Tours Route
- After the event “Thank You Email” to all attendees with company logo
- Display of Sponsor’s logo at BCA Pavilion in BuildTech Asia

Sponsorship Entitlements

BRONZE SPONSORSHIP
SGD38,000
(3 companies only)

Entitlements

- 3 x complimentary passes (2-day pass)
- 1 x 36sqm raw space
- Sponsor recognition via conference flyer or pack (logo)
- Sponsor logo to be displayed on stage backdrop
- Sponsor logo listing in preconference marketing efforts
- Company logo on SCPW event web page
- Hyperlink on SCPW event web page
- Advertisement in BuildTech Show Directory (1 Page)
- Sponsor acknowledgement in Business Times 1 month after the event
- After the event “Thank You Email” to all attendees with company logo
- Display of Sponsor’s logo at BCA Pavilion in BuildTech Asia

SPONSOR PLUS
SGD25,000
(4 companies only)

Entitlements

- 2 complimentary passes (2-day pass)
- 1 x 24sqm Shell Scheme
- Sponsor recognition via conference flyer or pack (logo)
- Sponsor logo to be displayed on stage backdrop
- Sponsor logo listing in preconference marketing efforts
- Company logo on SCPW event web page
- Hyperlink on SCPW event web page
- Advertisement in BuildTech Show Directory (Half Page)
- Sponsor Acknowledgement in Business Times 1 month after the event
- After the event “Thank You Email” to all attendees with company logo
- Display of Sponsor’s logo at BCA Pavilion in BuildTech Asia

Sponsorship Entitlements

SPONSOR **SGD8,500**
(5 companies only)

Entitlements

- 2 complimentary passes (2 day pass)
- Sponsor recognition via conference flyer or pack (logo)
- Sponsor logo to be displayed on stage backdrop
- Sponsor logo listing in preconference marketing efforts
- Company logo on SCPW event web page
- Hyperlink on SCPW event web page
- Sponsor Acknowledgement in Business Times 1 month after the event
- After the event "Thank You Email" to all attendees with company logo
- Display of Sponsor's logo at BCA Pavilion in BuildTech Asia

ITEMS SPONSOR (PEN/WATER BOTTLE/THUMBDRIVE)
SGD20,000
(2 companies only)

Entitlements

- Exclusive to 1 company per item
- To be distributed in BuildTech Asia and VVIP Guests
- Sponsor recognition via conference flyer or pack (logo)
- Sponsor logo to be displayed on stage backdrop
- Sponsor logo listing in preconference marketing efforts
- Company logo on SCPW event web page
- Hyperlink on SCPW event web page
- Sponsor Acknowledgement in Business Times 1 month after the event
- After the event "Thank You Email" to all attendees with company logo
- Display of Sponsor's logo at BCA Pavilion in BuildTech Asia

Sponsorship Entitlements

T-SHIRTS SPONSOR
SGD10,000

Entitlements

- T-shirts to be distributed for Productivity Race, Challenge and Skilled Builders Project competitors
- Sponsor recognition via conference flyer or pack (logo)
- Sponsor logo to be displayed on stage backdrop
- Sponsor logo listing in preconference marketing efforts
- Company logo on SCPW event web page
- Hyperlink on SCPW event web page
- Sponsor Acknowledgement in Business Times 1 month after the event
- After the event “Thank You Email” to all attendees with company logo
- Display of Sponsor’s logo at BCA Pavilion in BuildTech Asia

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.

Sponsor Package	Company Logo & Company Website	Advertisement in BuildTech Show Directory	Words description for conference pack
Diamond	✓	✓	✓
Platinum	✓	✓	✓
Gold	✓	✓	✓
Silver	✓	✓	✓
Bronze	✓	✓	-
Sponsor Plus	✓	✓	-
Sponsor	✓	-	-
Items Sponsor	✓	-	-
T-Shirts Sponsor	✓	-	-

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!

Annex A

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:

☐ **DIAMOND SPONSOR**	**(SGD85,000)**	☐ **PLATINUM SPONSOR**	**(SGD70,000)**
☐ **GOLD SPONSOR**	**(SGD65,000)**	☐ **SILVER SPONSOR**	**(SGD55,000)**
☐ **BRONZE SPONSOR**	**(SGD38,000)**	☐ **SPONSOR PLUS**	**(SGD25,000)**
☐ **SPONSOR**	**(SGD8,500)**	☐ **ITEMS SPONSOR**	**(SGD20,000)**
☐ **T-SHIRTS SPONSOR**	**(SGD10,000)**		

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)

FOR OFFICE USE ONLY

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
SPHERE

Leong-Kok Su Ming
Deputy Group Director, Construction Productivity & Quality Group
BCA