



WELCOME TO APM 2020!

Thank you for choosing to exhibit at APM 2020. You have booked a booth space with us and we would like to assist you in your preparation for the event. This kit is designed to help you make the most out of APM.

CONTENTS:


- Promote your participation PG 1
- Exhibitor Portal / Matchmaking PG 2
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YOUR FUTURE STARTS HERE

Take advantage of our marketing tools to promote your participation at APM 2020! While some of these tools are already included in your package, some can be purchased as a value-added service.*

* : Value-added services


BRANDING



FREE LOGO AND BANNER DOWNLOAD


Download the APM 2020 banner or logo and add them to your website, email and social media pages to promote your participation at the event. Personalise it with your company name and stand number for greater impact!

[Download Now](#)




ONLINE EXHIBITOR LISTING

With over 25,000 page views in just 30 days, the online exhibitor directory is the most important tool that decision makers access to source for exhibitors they would like to meet.



EVENT PREVIEW


Distributed by both mail and digital, with a reach of over 90,000, the APM Event Preview is the best way to boost your brand presence to industry professionals across all levels.



EXHIBITOR INVITE CARD

Invite your industry partners and clients to APM with our personalised invitation card. Available in both printed and digital versions, your guests will receive exclusive benefits when they attend APM 2020.


ADVERTISING



ONLINE ADVERTISING

The event website is a great place to generate leads, promote your brand, products and services to visitors before, during and after the show. Increase your visibility by advertising on APM digital channels and make the most of your investment and presence at the show.

Contact us for more details:
apm.sales@reedexpo.com.sg




ONSITE ADVERTISING

Increase your brand visibility at APM by leveraging on our extensive onsite advertising options to direct your target audience to your stand.

Contact us for more details:
apm.sales@reedexpo.com.sg



PR & COMMUNICATIONS




GET SOCIAL

Hashtags turn topics and phrases into clickable links in posts on your profile page. Tag us at #asiapacificmaritime to promote your participation, featured products, solutions or watch what is happening in the community!

#asiapacificmaritime



PRESS RELATIONS SUPPORT SERVICES

Have a new product launch? Struck a new deal or partnership? Share it with us! We will help you generate unlimited media coverage and get the word out.

Contact us for more details:
apm.pr@reedexpo.com.sg

 **REFER TO PREPARATION TIMELINE ON PG 3 FOR MORE DETAILS**

EXHIBITOR PORTAL



As an exhibitor at APM 2020, the online Exhibitor Portal is an indispensable tool to build your company profile across our marketing platforms, thus making the most of your investment and participation at the show.

Getting started is quick and easy

Get potential customers excited by showcasing your products and services. Fill in your company profile, products and services, upload your logo, social media and videos. It's absolutely worth the time to set-up. Companies with richer profiles generate more leads and drive more visitors to their stands.

Thousands of business connections are made here in preparation for the event, so don't miss out! Build your online profile today!

EMAIL US TO
RECEIVE YOUR
UNIQUE URL

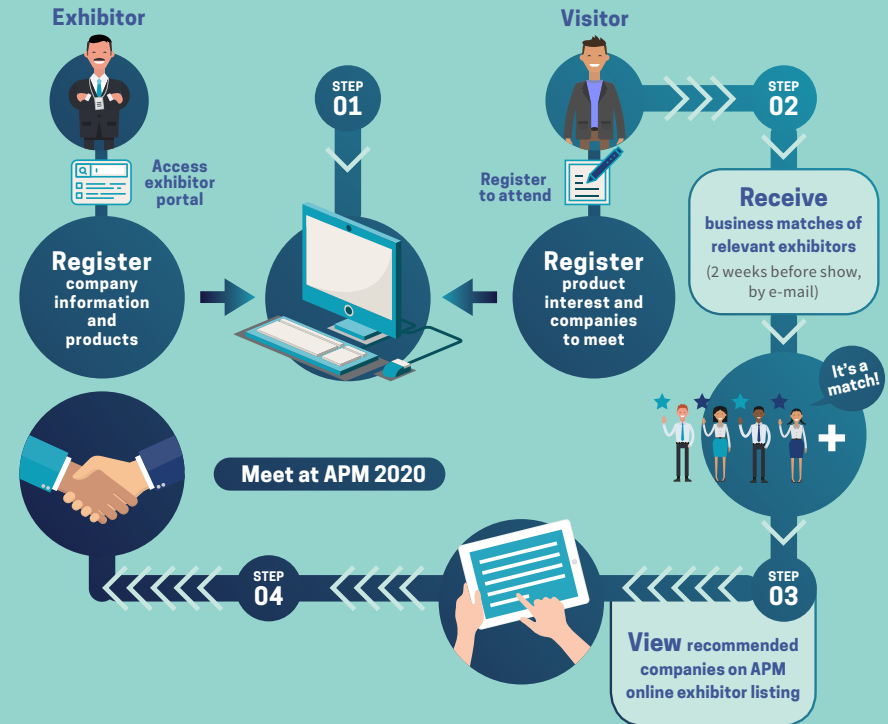


ANY QUESTIONS?
CONTACT US



MATCHMAKING AT THE HEART OF APM

The APM recommendation tool was created to provide personalised connections between visitors and exhibitors. By registering your company details and products you are offering, APM crosses that data with visitors' interests and actively recommends your company to your most targeted audience, driving them to your exhibition stand.



The numbers that matter. Use it to your advantage.

- Over **13,000** exhibitor recommendations made to industry buyers
- More than **100** bespoke meetings successfully organised during APM

Be sure to submit your company details and products!

To ensure you have a smooth exhibiting journey, we have designed a handy checklist to help you and your team prepare for APM 2020.



PREPARATION TIMELINE

	ACTIVITIES	DEADLINES	
GET SOCIAL	<p>Connect socially</p> <p>Follow us on our social media channels for the latest industry news and developments of APM 2020. Tag us at #asiapacificmaritime to keep us up to date.</p> <p> /asiapacificmaritime /company/asiapacificmaritime</p>	As soon as you're on board	
BRANDING	<p>Promote your participation at APM 2020</p> <p>Add the APM event banner to your business emails to promote your participation at APM 2020. Additionally, you may incorporate the APM logo to your print and digital marketing touchpoints to market your presence.</p> <p>Download now</p> <hr/> <p>Event preview</p> <p>Submit your company profile via the APM Exhibitor Portal and you will automatically be featured on the Event Preview distributed to over 90,000 industry professionals.</p> <p><i>Refer to email for unique URL to APM Exhibitor Portal</i></p>	As soon as you're on board	
PR	<p>Press releases (free publicity)</p> <p>Intensify your news at APM 2020. Be it a new product launch, deals or a partnership formed, share it with us and we can help you generate unlimited media coverage and value.</p> <p>Submit your press release to apm.pr@reedexpo.com.sg</p>	30 July 2020	
BRANDING	<p>Exhibitor invite card (free publicity)</p> <p>Available in both print and digital versions, these personalised invitation cards are free for you to mail or email to your customers.</p> <p><i>Refer to email for unique URL to APM Exhibitor Portal</i></p>	30 July 2020	
ADVERTISING	<p>Branding initiatives at APM 💰</p> <p>Stay ahead of your competition by exploring advertising options to increase your brand visibility.</p> <p>Contact apm.sales@reedexpo.com.sg for more details.</p>	30 July 2020	
BRANDING	<p>Online exhibitor listing</p> <p>Complete your company profile to be listed on APM's most important online tool. Submit early and be one of the first to be listed!</p> <p><i>Refer to email for unique URL to APM Exhibitor Portal</i></p>	25 September 2020 <i>Any changes or submissions after 25 September 2020 will not be reflected.</i>	
PREPARATION	<p>Prepare your stand</p> <p>Refer to APM 2020 technical manual to view operation rules & regulations, order forms and key submission deadlines. Save up to 30% when you submit the necessary forms before the stipulated deadline.</p> <p>Read More</p> <hr/> <p>Admission to APM 2020</p> <p>All exhibiting personnel are required to wear Exhibitor badges at all times within the exhibition duration (including build-up and tear-down period). The APM team will contact you on registration matters.</p> <hr/> <p>Hotel accommodation</p> <p>Marina Bay Sands is Asia's leading destination for business, leisure and entertainment. Book your hotel accommodation with us and enjoy exclusive rates (reserved for APM attendees only).</p> <p>Book your accommodation now</p>	Refer to technical manual for a list of key deadlines	
AT EVENT	<p>Attend APM 2020 Conference</p> <p>The conference is tailored to offer the vessel community opportunities to explore key trends and outline challenges that shape the course of development for the industry. Join us to understand new frontiers, discover tomorrow, and explore what's next.</p> <p>Read More</p>	At APM	
GET SOCIAL	<p>Hashtag Promotion</p> <p>Tag us at #asiapacificmaritime to keep us up to date on your daily events!</p>	At APM	

EVENT DETAILS

Familiarise yourself with the build-up timing, dress code and opening hours of APM 2020.

Venue	Level 1, Halls A, B, C Basement 2, Halls D, E, F Sands Expo and Convention Centre, Marina Bay Sands, Singapore	
Build-up days	Raw space exhibitors Sunday, 27 September: 3PM – 10PM Monday, Tuesday 28-29 September: 9AM – 10PM	Shell scheme exhibitors Monday, 28 September: 2PM – 10PM Tuesday, 29 September: 9AM – 10PM
Tear-down timing	Friday, 2 October: 5:30PM – 10PM Saturday, 3 October: 8:30AM – 12PM <i>*Exhibitors located at Halls A – C must move out on Friday, 2 October, by 10PM</i>	
Visitor access period	Wednesday, 30 September: 10AM – 6PM Thursday, 1 October: 10AM – 6PM Friday, 2 October: 10AM – 5PM	
Exhibitor access period	Wednesday, 30 September: 9AM – 6:30PM Thursday, 1 October: 9AM – 6:30PM Friday, 2 October: 9AM – 10PM	
Exhibitor badge collection	Exhibitor Service Centre (ESC) 30 September – 1 October: 9AM – 5:30PM 2 October: 9AM – 4:30PM	
Dress code for building-up days	Casual attire, high visibility safety vest and covered shoes <i>It is mandatory to put on high visibility safety vest and covered shoes during build-up and tear-down durations. The organiser reserves the right to refuse admission to the exhibition hall without proper attire.</i>	
Dress code for event days	Formal business attire <i>The organiser reserves the right to refuse admission to the exhibition hall without proper attire.</i>	

CONTACT NUMBERS

Marketing & PR / exhibitor registration & operation matters
E: apm.marketing@reedexpo.com.sg
T: +65 6780 4513

Sponsorship & advertisement / after-sales service
E: apm.sales@reedexpo.com.sg
T: +65 6780 4602

Hotel matters
E: apm.hotel@reedexpo.com.sg
T: +65 6780 4602

Operations
Logistics & technical enquiries
E: apm.operations@reedexpo.com.sg
T: +65 6780 4593

Official Computer & Audio Visual Equipment
Ascend Com Pte Ltd
E: zhenlin.chee@ascendcom.com.sg (Attn: Ms Chee Zhenlin)
T: +65 6846 0903

Official contractors / agencies, Shell scheme, design plus electrical & furniture rental, graphics production
Kingsmen Exhibits Pte Ltd
E: cassandralam@kingsmen-int.com (Attn: Ms Cassandra Lam)
T: +65 6880 0461

Freight forwarding, lifting & handling
Agility Fair & Events Logistics Pte Ltd
E: skum@agility.com (Attn: Ms Serena Kum)
T: +65 6571 5644

E: alum@agility.com (Attn: Ms Alice Lum)
T: +65 6571 5606

Cleaning, compressed air, water & plumbing services, internet, telecommunications and rigging / hanging services
Marina Bay Sands - Attn: Sands Expo and Convention Centre - MICE Service Centre
10 Bayfront Avenue Singapore 018956
E: secc@marinabaysands.com
T: +65 6688 3888