

SUCCESS STORIES @ Singapore EXPO



SPACE FEST @ EXPO 2023

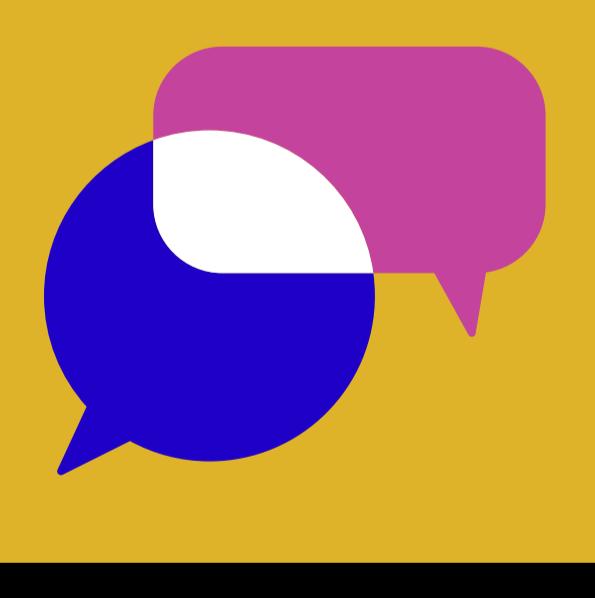
2 - 31 December 2023

As part of our showcase of Singapore EXPO as your preferred venue partner, we created the country's largest indoor space-themed carnival in Hall 6 during the December holidays in 2023, appealing to the children and the young at heart. Welcoming a total of 200,000 visitors over the event period, Singapore EXPO leveraged this homegrown festival to foster meaningful partnerships for a happening year-end season.

Our collaboration with adjacent shows such as Mummys Market's Baby Fair on cross-show promotions allowed attendees to make the most of their trip to Singapore EXPO, thereby elevating the visitor experience. Specific to Space Fest @ EXPO, our festivalisation partners under the EXPO Advantage Program came together to put up a fun-filled month-long festival with rides, games, amazing installations, and stage entertainment.

Initiatives such as Space Fest @ EXPO contribute to the vibrancy of Singapore EXPO, providing us opportunities to foster fruitful collaborations that transform us into the ultimate one-stop leisure destination for visitors of all ages.



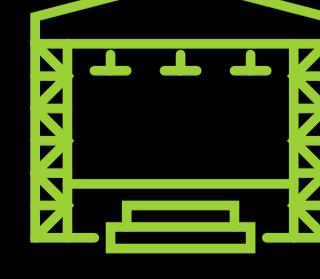
 "In our collaboration with Singapore EXPO, we focused on the synergistic experience of planning our Baby Fair with the excitement of Space Fest. Our goal was to offer holistic experiences to families visiting the fair. Not only were they able to buy mummy and baby products, but they could also immerse themselves in lots of fun at Space Fest - elevating their overall experience at our show."

- Faith Chua, Director of Operations, Mummys Market Pte Ltd

Key Event Components

 **Fruitful Collaborations & Partnerships**

 **F&B & Retail Booths**

 **Live Stage Performances**