



SIA
Architectural
Specifier
Market 2020

**HELICONIA MAIN BALLROOM
MARINA BAY SANDS
SINGAPORE**

22 ► 23 JULY 2020



What is Architectural Specifier Market (ASM)?

Co-organised by Singapore Institute of Architects (SIA) and TAC-Group Pte Ltd (TAC), the Architectural Specifier Market (ASM) is a 2 day Business to Business Matching Platform which allows the Building Specialists to arrange face to face meetings with participating Architecture Firms sourcing for their project's specifying needs.

This is the only architecture specific event which effectively allows business discussion in privacy under a pro business environment.

About the Co-Organisers



Singapore Institute of Architects (SIA)

The Singapore Institute of Architects (SIA) is a professional organization established in 1963 with the objective to promote the architectural profession and the built environment in Singapore. As the sole representative for architectural profession in Singapore, the institute's mission is to champion excellence in architecture and the built environment, with the vision to see Singapore as an Architecture Capital.



For more information, please visit: www.sia.org.sg

TAC-Group Pte Ltd (TAC)

TAC-Group Pte Ltd (TAC), is one the leading association management companies in Singapore. With its mission of empowering Trade Associations & Chambers (TACs) through sustainable practices and development models, the company serves as a strong catalyst to association in pushing out key events and programmes which helps propel their industry forward. With 18 years of experience in association events, conference as well as secretariat management, the company has successfully run effective projects aligning to Singapore's industry transformation plan.



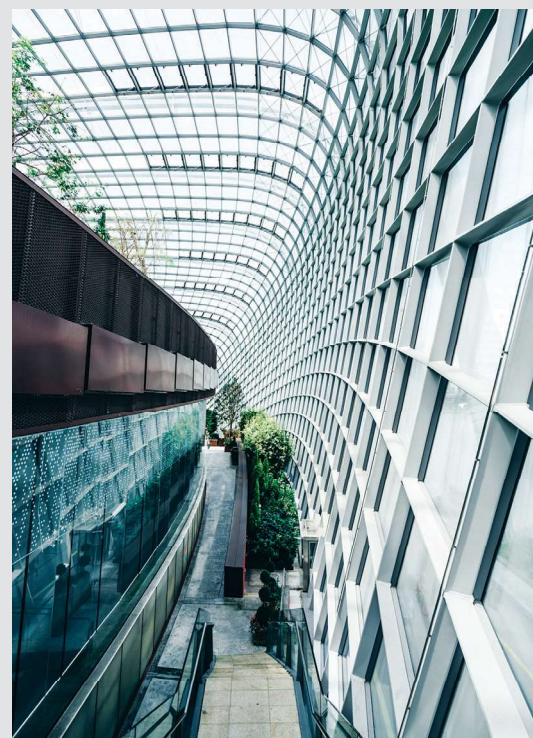
For more information, please visit: www.tacgroup.com.sg





How It Works

- The event is open to maximum 100 participating building specialists companies with relevant products matching the project needs.
- Business to Business Platform – matching building specialists with architects for their coming project specifying needs
- Arc Suites – Each participating architecture firm will be stationed in specially curated Arc Suite to better facilitate the meeting with relevant building specialists. The suite is design to provide comfort with decent amount of privacy along with free flow of coffee, tea and wine. The room is also equipped with LED screen for presentation purposes by the specialists.
- 80 to 100 Architecture Firms with up and coming projects will be invited to partake in this event with total estimated project value exceeding \$200 million.
- Participating companies will be notify should they be accepted to partake in this programme.
- Maximum of 2 Representatives per company will be allowed for every purchase of the Access Pass.
- The access pass is non-transferable.
- The Building Specialists will be required to log into the B2B matching portal to request meetings with firms.
- The Architecture Firms are expected to accept the meeting request via the portal making reference to their project specification needs.
- Each meeting to last between 20 – 25 min with 5 mins to proceed to following meeting.



Time	Meeting Session
10:00am – 10:30am	1 st Session
10:30am – 11:00am	2 nd Session
11:00am – 11:30am	3 rd Session
11:30am – 12:00pm	4 th Session
12:00pm – 01:00pm	Networking Luncheon
01:00pm – 01:30pm	5 th Session

Time	Meeting Session
01:30pm – 02:00pm	6 th Session
02:30pm – 03:00pm	7 th Session
03:00pm – 03:30pm	Afternoon Coffee & Tea Break
03:30pm – 04:30pm	8 th Session
04:30pm – 05:00pm	9 th Session
05:00pm – 05:30pm	10 th Session

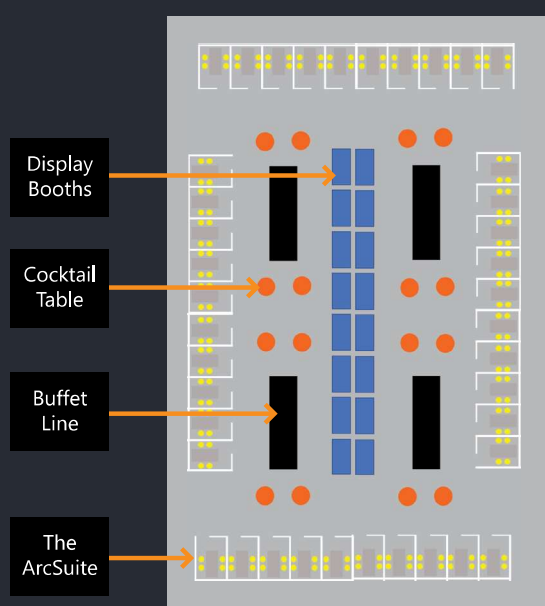


Participation Fee

Admission Passes to Specifier Market (Max 2 Passes Per Company)	\$7,500.00
Admission Passes + Company Write-up + Logo in ASM Guide Book	\$7,800.00
Admission Passes + Display Booth (6sqm)	
+ Company Write-up + Logo in ASM Guide Book	\$8,500.00

Additional Branding Exposure for Participating Company

Key Presenter Title Sponsor + Entrance Arch – Exclusive	\$30,000.00
Luncheon Sponsor – Max 2	\$8,000.00
Coffee & Tea Break Sponsor – Max 4	\$5,000.00
Badge Sponsor – Exclusive	\$8,000.00
Lanyard Sponsor - Exclusive	\$8,000.00
Welcome Registration Counter Sponsor - Exclusive	\$8,000.00
ArcSuite Naming Sponsor – Max. 50 Suites	\$2,500.00
Item Feature in ArcSuite (e.g. Table, Chairs, Table Lamp, etc)	\$1,000.00



Ballroom Layout Plan



Free Flow of Wine,
Coffee, Tea, Water &
Snacks for Participating
Architect Firms



Each Room to be
equipped with LED TV
for plug in presentation
purposes by specialists

Contact Us

For more information, please contact:

MARKETING DEPARTMENT

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