

# SIA Building Specialists Engagement Prospectus

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CONNECTING OUR ARCHITECTS  
WITH BUILDING SPECIALISTS



SINGAPORE  
INSTITUTE OF  
ARCHITECTS





## SIA Publications – Advertising Opportunity

### A\_The Singapore Architects (TSA) Magazine

The Singapore Architect Magazine (TSA) is a quarterly periodical that examine the essence of architecture. It is the representation of the intrinsic skills of the architect as well as continuing discourses on Singapore as the principal context.



Circulation  
**2,000 copies**  
Readers' Profile  
**Architects & Interior Designers**



### B\_SIA INSIGHT Newsletter

The INSIGHT Newsletter is a quarterly newspaper in tabloid size. Meant to be light-hearted yet comprehensive, INSIGHT provides quarterly highlights of events within the institution, professional news and recent happenings relating to the fraternity.



Circulation  
**8,000 copies**  
Readers' Profile  
**Across the Entire Built Environment Sector**



## SIA Networking Events – Bonding Business

### A\_SIA Annual Golf Tournament

A signature annual event for vivid golfers from the built environment. The SIA Annual golf tournament brings together key decision makers from the architecture fraternity for a day of fun and interaction. Golf has the ability to bring diverse people together for friendly competition, making the golf course a prime place for business professionals. It's a great opportunity to bond with other people and it shows just how powerful golf can be in the business world.



### B\_SIA Annual Dinner

Wine and dine with members of the architectural industry in style. Attended by Ministers and Government Officials, our close to 1,000 diners of Architects, Industry Professionals and Trade Partners enjoy a selection of palatable dishes in the setting of prestigious hotel ballrooms. A perfect place for business networking.



### C\_SIA Archifest Opening & Closing Night

Started in 2007 as an annual festival for the city to celebrate architecture and the built environment. It is a platform for all walks of life to discuss, debate and deliberate architecture. This festival promotes the importance of architecture and urban design, which plays an increasingly important role in the competition amongst global cities. As our sponsors for the Opening & Closing nights, this provides immerse opportunities for companies to profile their branding visually to the close to 500 attendees.



# Greetings from the Singapore Institute of Architects (SIA)!

In SIA, we value the importance having constant dialogue with the building specialist enterprises which are essential partners of the built environment sector. With the ever-changing landscape and advancement of building technologies, the architecture practice in Singapore sees the need to keep abreast with the latest development in tandem with our building specialists partners.

This SIA Enterprise Engagement Prospectus (EEP) was created with this very purpose of bridging your brands and products with our architecture fraternity. Tapping into the opportunities outlined in the prospectus, enterprises can reach out to Singapore Architects using our various marketing channels in the manner which works best for the enterprises.



## SIA Awards & Competition Programmes – Pursuing Architecture Excellence

### A\_SIA Architectural Design Awards

The SIA Architectural Design Awards is an annual event which recognises the top accolades in Singapore's architecture scene. This award is a testament to the efforts of SIA members in their pursuit of architectural excellence and innovation in their daily work in the architectural world. Sponsorship opportunities are available for companies to tap to making their brand more notable to the attendees.

### B\_SIA Archifest Pavilion Design Competition

A part of a bigger event, Archifest, the Archifest Pavilion Design Competition sets the centre stage as the key place where architect and the public at large communicates and interacts. Physically embodying the spirit of the festival, the Archifest Pavilion functions as the main base of operations where the various events start from or run within the space. It is a place where ideas can be discussed, shared and learnt during the festival. Opening up as a competition to architects, the Archifest Pavilion is to be an architectural experiment to explore different ideas to redefine and innovate the spatial experience of a public space within Singapore's context. This competition is open for naming right sponsorships opportunities over a much longer branding period.



## SIA Education Programmes – Bridging Knowledge, Bridging the Trades

### A\_SIA Professional Knowledge Series Seminar

Attended by architects and industry professionals, the monthly seminar is a professional knowledge seminar under the SIA-BOA Continuing Professional Development (CPD) Programme, where is an impart of professional knowledge. Your company will be able to nominate an industry professional to elaborate your technology and/or product, which will add value to the seminar's educational content in a form of a presentation.

### B\_SIA Annual Conference

A key pillar under our annual Archifest, the SIA Conference is one of the largest 1-day conferences organised by SIA where top international and local architects, as well as captain of industry discuss sets of issues that is either topical or of deep interest to architecture city planning or urbanism. Averaging from 300 to 400 delegates, it is one of the most well attended conference by many local and overseas architects and academics to fuel discussions with Ministers and Government Officials, along with trade industries.

### C\_SIA Annual Practice Convention

The SIA Practice Convention is an annual gathering of architects for a day of deep understanding on the latest architecture practices and regulations impacting Singapore's architecture scene. It discusses key issues as well as regulatory and government initiatives which affects how an architect practises.







## SIA Architectural Specifier Market – Defining Your Specification Needs

The Architects Specifier's Market (ASM) is a dedicated business to business (B2B) platform that matches building specialists and architecture firms with existing or upcoming building projects in Singapore and the region. Invited by SIA, the architecture firms will be stationed in their designated "Suite" where they will meet and share on their current and future building projects specification needs. Qualified building specialists with valid admission passes will be able to gain access to the "market" where they will further share their products and services to the architects present at the event.

## Introduction

### About 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.

## Contact Us

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