

**SME** | CONFERENCE  
Centre | 2025

**DRIVING BUSINESS TRANSFORMATION  
& GROWTH THROUGH PARTNERSHIPS**

30 JULY 2025  
SANDS EXPO & CONVENTION CENTRE  
LEVEL 3 JASMINE AND HIBISCUS BALLROOMS



# **BOOTH PURCHASE AGREEMENT**

30 July 2025 | Sands Expo & Convention Centre  
Level 3 Jasmine and Hibiscus Ballrooms

Updated as of 17 April 2025

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The annual SME Centre Conference, organised by SME Centres and supported by Enterprise Singapore, is a vital platform for small and medium-sized enterprises (SMEs) to explore growth opportunities through strategic partnerships. Through this year's theme, **'Driving Business Transformation & Growth through Partnerships,'** the conference will delve into key aspects of business transformation, demonstrate the role of partnerships in driving change, and showcase real-world success stories from local SMEs that have strategically embraced partnerships for transformation. This event will gather nearly 1,000 business leaders, entrepreneurs, and government officials, providing an excellent platform for networking, insights sharing, and fostering potential collaborations to support business growth and development.

*Organised by:*

SME Centre@SMF

SME Centre@ASME

SME Centre@SCCCI

SME Centre@SICCI

SME Centre@SMCCI

*In Partnership with:*



*In Support of:*





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## BOOTH PACKAGE

The booth package is tailored to suit your corporate needs. The following details outline the standard package available at the event:

PACKAGE	
Package Price	S\$3,000 + 9% GST = <b>S\$3,270</b>
Booth Space	3m x 2m
Exhibitor Passes*	3
Conference Passes*	3
Logo on Exhibition Backdrop	✓
Logo on Website	✓

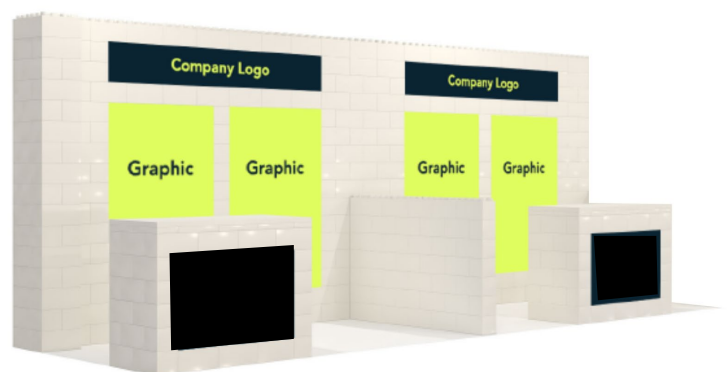
*\* Please note that both exhibitor and conference pass holders will have access to the conference and refreshment.*

## EXHIBITION BOOTH DESIGN

3m by 2m Staxx Booth

*\*Note: The countertop front will be printed with SME Centre Conference 2025 key visual design*

*\*The picture (on the right) is a draft design and is subject to change*



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The standard booth package is furnished with the following items:

Description	Quantity	Remarks
<b><i>Furnishing</i></b>		
Main structure	1	Include backwall and partition
Reception counter with lockable cabinet	1	
Stool	2	
Rubbish bin	1	
<b><i>Electrical</i></b>		
13amp Single Phase Power Point	1	
Lighting	2	Spotlights
<b><i>Branding</i></b>		
Fascia Board Signage	1	Exhibitor's name & booth no., printed on honeycomb
Counter Graphic	1	SME Centre Conference visual, printed on honeycomb

**Package excludes:**

- Carpet
- 2 backwall graphic

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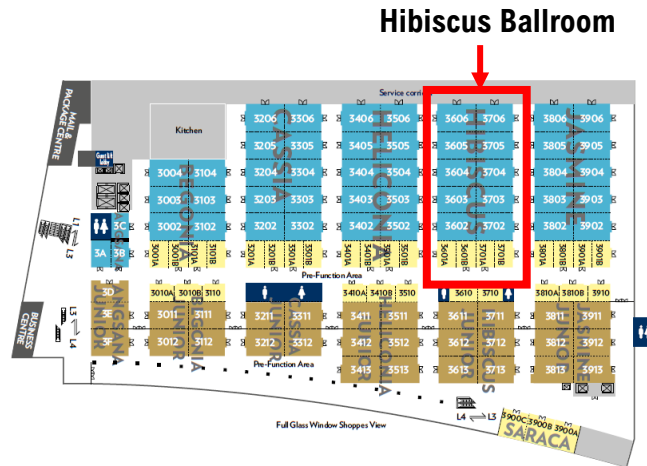
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## EXHIBITION LAYOUT PLAN

Please note that only the 3m x 2m booths listed in alphanumeric in Hibiscus Ballroom are available for booking.

### OVERALL LAYOUT



### EXHIBITION LAYOUT



**Note:**

Layout is subject to change

There may be additional booths added next to B31 closer to the event date.

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## BOOTH PURCHASE AGREEMENT FOR SME CENTRE CONFERENCE 2025

1. Booth Purchasers (Participants) are to adhere to the following:
  - 1.1. Participants will be notified of the set-up date nearer to the Event date and are subject to changes. Do note that the Organiser will not provide storage for their items.
  - 1.2. All exhibition related items, collaterals and equipment must fit and be contained within the allotted booth. The Organiser reserves the right to remove any items or objects that obstruct the passageways.
  - 1.3. Participants must ensure that no damage is done to the booth shell or the flooring of the venue. If damage is incurred due to the oversight or negligence of the participants, the participants will be solely accountable to the venue provider for the damage caused. The event Organisers/Event Management Company reserves the right to invoice the participant for the cost of reinstating any damages.
  - 1.4. Participants are responsible for the safety of their exhibits, collaterals, and equipment. The Organiser will not be accountable for any loss or damage to these items.
  - 1.5. Participants are Not allowed to distribute brochures, flyers, goodies, etc., other than within their own booth area and the Organiser reserves the right to remove any materials deemed inappropriately place, and/or request Participants to stop the distribution.
  - 1.6. Participants are required to remove debris from the posters or murals and any graphic related display by the end of the Event Day. A \$120 penalty will be imposed for non-removal and disposal of exhibits.
2. Payment Terms
  - 2.1. The booth selection is subject to availability and will be allocated on a first-come, first-served basis, determined by the date of the signed booth purchase agreement and at the Organiser's discretion.
  - 2.2. The payment of a standard booth of S\$3,000 + 9% GST = **S\$3,270** (Refer to Page 3) is subject to the following terms and conditions:
    - A 50% non-refundable deposit is applicable upon signing the Booth Acceptance Form.
    - A 100% charge is applicable if cancellation notice is given less than 30 days before the Event.
    - Full payment for the package must be made within one month of booth confirmation.
  - 2.3. Participants may place orders for additional items through the appointed Event Management Company, Spark Planners Pte Ltd. An order form will be provided in the exhibitor's manual, which will be distributed closer to the event date after booth confirmation. Please note that any additional charges will be invoiced by Spark Planners Pte Ltd.
  - 2.4. Please sign the Booth Acceptance Form below and return the **scanned copy via email to**
    - Nor Arliana Arsad at [arliana@smecentre-smcci.sg](mailto:arliana@smecentre-smcci.sg)
    - Davin Tan [davintan@smecentre-smf.sg](mailto:davintan@smecentre-smf.sg)If payment is not received, the Organisers reserve the right to terminate the agreement and notify the Booth Participant accordingly.

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3. Postponement and refund in the event of cancellation
  - 3.1. The Organiser reserves the right to postpone the Event to a date not exceeding 6 months from 30<sup>h</sup> July 2025. If the Event does not take place within the stipulated 6 months, the Organiser will refund the payment made for purchase of the booth in full.