



SINGAPORE
INTERNATIONAL
ROBO EXPO

- 2018 -

- RIDING OPPORTUNITIES IN EXPONENTIAL CHANGE -

1-2 November 2018

*Sands Expo & Convention Centre
Marina Bay Sands, Singapore*

www.sire.com.sg



機

SINGAPORE INTERNATIONAL ROBO EXPO

- 2018 -

DRIVING ADOPTION AND EDUCATION THROUGH OPPORTUNITY

The Singapore International Robo Expo (SIRE) aims to be a platform that creates opportunities for people to **meet, connect and convert**. As the industries move towards decreasing costs and greater flexibility of robotics technology, it is important to bring together the **trade** and **community** segments in dialogue on the business capabilities and **wider adoption of robotics**.

A REGIONAL HUB FOR OPPORTUNITIES: OUR BRAND STORY

The SIRE brand emphasises opportunity: opportunities for attendees to expand business networks, discover useful solutions or gain key industry insights at SIRE. Our brand is captured through its logo. The traditional character "機", pronounced "ji", can mean both "**machinery**" and "**opportunity**". This reflects our view that there is great potential in the application of robotics across various sectors; unlocking many opportunities for business success.

We also believe that both industry experts and the community should be empowered to understand and employ robotics' many applications. SIRE 2018 aims to showcase our pride in being a Singapore-based event, building upon the human and technological resources present in Singapore and the local community which makes it a vibrant hub for growth of the robotics and automation industry.

KEY HIGHLIGHTS



Startup Marketplace

Be on the alert for the next big idea at the Startup Marketplace! New frontiers in robotics technology are spurred on by innovation; and SIRE 2018 empowers promising entrepreneurs to showcase their innovative solutions to an audience of investors and industry leaders.



Social Hub

SIRE 2018 will feature a dedicated networking hub where industry captains can forge new connections and promising partnerships over refreshments. The rules of SIRE 2018's Social Hub are: (1) always wear a smile, (2) be prepared to share your capabilities, and (3) making new friends is mandatory!



SIRE Conference

This year's conference will feature a lineup of expert speakers sharing key insights, market trends, case studies, and discourse on how Industry 4.0 is impacting the robotics industry. SIRE 2018's conference will also include dedicated tracks focusing on youth leaders, women in power, and many more!



Regional Roundtable

These by-invitation only sessions will enable key international buyers and decision makers to transcend geographical boundaries and forge new partnerships through convening on robotics and automation solutions.



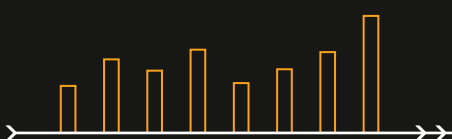
Expert Huddle Sessions

Open to all trade visitors, these expert huddles are designed to provide SIRE attendees with specialised knowledge across a variety of sectors impacted by robotics. Be sure to visit us to find out which huddle session best suits your business needs and interests!



Live Demo Zone & Workshops

Visitors can expect to be thrilled with informative and interactive live demonstrations. Exhibitors in the designated Demo Zone will showcase simulations that highlight the capabilities of their robots or automated system.



FOR FURTHER ENQUIRIES OR TO INDICATE
INTEREST TO ATTEND SIRE 2018,
PLEASE EMAIL US AT REGISTRATION@SIRE.COM.SG

SIRE 2018 WILL:

1 Significantly Go Up In Scale

At SIRE 2017, over **2,500 attendees** engaged with **67 participating companies**, generating **S\$3.05 million in potential sales**. In fact, SIRE 2017 delivered major steps forward in terms of attendance and conversion, showing a 69% increase in sales generated and 116% increase in exhibiting companies.

This year's edition is on track grow even further. SIRE 2018 is expected to host **over 3,000 attendees** and **over 100 exhibiting companies**, generating an exponential increase in sales on the show floor!

2 Be a Hub for Quality Industry Players

POTENTIAL BUYERS YOU CAN EXPECT @ SIRE 2018

CEOs, CTOs and Other C-Suite Professionals
Investors and Venture Capitalists
Process Engineers
Systems Integrators
Turnkey Solution Providers
Government Officials
Decision Makers from Institutes of Education
Architects & Civil Engineers

Buyers Seeking Solutions In:
> Automation
> Freight and Logistics
> Healthcare
> Hospitality
> Security and Defence
> Goods and Passenger Transport



WHO SHOULD EXHIBIT?

Robot Manufacturers

- > Assistive Robots/ Rehabilitation
- > AUV - Autonomous Vehicle / Driverless Vehicles
- > Collaborative Robots
- > Domestic Robots
- > Healthcare Robots
- > Humanoid Robots
- > Industrial robots
- > Rescue Robots
- > Service Robots
- > Social Robots
- > Telepresence Robots
- > UAV - Unmanned Aerial Vehicle / Drones

Robots Component Manufacturers of

- > Drive Technology (grippers, motor, bearing, actuator, reducer, hydraulics systems, etc)
- > Sensing Technology (sensor, measurement / control / testing device, etc)
- > AI / Control Technology (AI, embeded system, IoT solutions, etc)

Robot Maintenance Equipment and Specialists
System Integrators
Automation Systems Robotics
3D Printing Technologies / Equipment
Cloud Robotics

3 Give Exhibitors Opportunities to Engage with the Regional and International Media

Exhibitor sales are not limited to the show floor!

Exhibitors are encouraged to engage with on-site

media personnel for publicity opportunities; empowering their business to meet, connect and convert through media exposure.



SIRE 2018 is expected to generated coverage by over 60 media clippings, a 50% increase over 2017's coverage!

BE A SPONSOR TO MAXIMISE YOUR BRAND VISIBILITY!



Choose your sponsorship package today:

Benefits	Title	Patron	Platinum	Gold	Corporate
Exhibition Space (sqm)	104	54	36	18	N.A.
Complimentary All Access Passes	20	10	5	N.A.	
Ad Placement in Mobile App	1	1	N.A.		
Splash Screen in Mobile App	1	N.A.			
Customised eDM Tailored to Sponsor’s Content	2	1	N.A.		
Logo Branding on Lanyard	Yes	N.A.			
Marketing Mileage (Sponsor branding materials, logo acknowledgement on website, on-site branding, etc)	Yes				
Hyperlink from Convention Website to Sponsor’s Website	Yes				
Cost (SGD)	\$100,000	\$50,000	\$35,000	\$20,000	\$5,000 - \$12,000

EXHIBIT AT SIRE 2018 TO SHOWCASE YOUR CAPABILITIES TO QUALITY VISITORS!

Limited Booths Are Available, Choose Your Exhibition Package Now:

Scheme	Published Rate
Raw Scheme (Min 18 sqm)	\$470 / sqm
Standard Shell Scheme (Min 9 sqm)	\$550 / sqm
Singapore Pavilion* (Min 9 sqm)	\$660 / sqm
Startup Marketplace	\$500 / participation

*Eligible for up to 50% iMAP funding.

BE THERE TO MEET, CONNECT AND CONVERT!

MEET

SIRE 2018 is poised to be a must-attend event for industry leaders. Attendees can expect to meet thought leaders and industry drivers as they expand their business networks at SIRE 2018.

CONNECT

Forge meaningful connections as you learn about the complementary business capabilities of your new contacts. SIRE 2018 has dedicated initiatives such as the Social Hub, roundtable sessions and expert huddles designed to deepen interaction among visitors.

CONVERT

Four major Memorandums of Understanding (MOUs) were signed at SIRE 2017. 2018's edition will embody the same spirit of driving partnerships, matchmaking compatible businesses and securing sales for participating companies.

CONTACT US TO SIGN UP AS A SPONSOR OR EXHIBITOR.



Contact Ms Karen Tan

Phone +65 6595 6323 / +65 9691 4622

Email karentan@experiaevents.com

ACKNOWLEDGEMENTS

CO-ORGANISED BY



SUPPORTING AGENCIES



HELD IN

