

VISUAL ASIA EXPO

2015

A Guide to

Asia's definitive visual communication trade show

5-7 NOVEMBER 2015
SUNTEC SINGAPORE HALLS 401-403

Held in:



Supporting Associations:



tDA Asia
the Design Alliance Asia



VISUAL DESIGN IMAGING LIGHTING EFFECTS DISPLAY TECHNOLOGIES
MATERIALS EQUIPMENT APPLICATIONS PRODUCTION SERVICES

What's Visual Asia Expo?

Visual Asia Expo is a professional trade show in Asia, spotlighting the best and complete variety of visual communication offerings in visual effects and technology, imaging, lighting and production solutions.

The game in Asia is changing. In a culturally diverse and visuals hungry Asian marketplace, it's no longer simply about products and technology, **it's about transforming ideas into creative expressions.**

Join us in creating a groundbreaking future:
what stays together grows together.

The Show – at a Glance

- ▲ **Purpose:** to provide effective orientation and insights into Asia's visual communication marketplace – characterised by diversity in culture, needs and business models.
- ▲ **Date and time:** 5-7 November 2015, 10:30am to 6:30pm daily.
- ▲ **Venue:** Halls 401-403, Suntec Singapore Convention & Exhibition Centre – located at the heart of a self-contained, integrated events infrastructure that is only 20 minutes from Changi International airport.
- ▲ **Exhibition space:** 6,000 sqm.
- ▲ **Program content:** three-day trade exhibition, two-day expert forum, design showcase, institutional showcase and business networking sessions.
- ▲ **Industry coverage:** visual communication design and product solutions, LED, display technologies, effects, digital signages, photography and filming, imaging, lighting, printing and architecture sectors.
- ▲ **Appeal:** expect thousands of professional visitors and qualified buyers, with more than 30% from overseas – from retail to hospitality, banking, transportation, sports, entertainment, government agencies, and property development industries.

Show Program

DATE	TIME	PROGRAM HIGHLIGHTS
5 Nov 2015 Open to trade – free admission	10:30am	Official Opening
	10:30am–6:30pm	Trade Exhibition / Institution Showcase / Design Showcase / PPAS SG 50 Photo Wall
	2pm–6pm	Expert Forum
6 Nov 2015 Open to trade – free admission	10:30am–6:30pm	Trade Exhibition / Institution Showcase / Design Showcase / PPAS SG 50 Photo Wall
	2pm–6pm	Expert Forum
7 Nov 2015 Open to trade and public	10:30am–6:30pm	Trade Exhibition / Institution Showcase / Design Showcase / PPAS SG 50 Photo Wall

3-DAY, 6,000 SQM EXHIBITION SHOWCASE

2-DAY EXPERT FORUM TO CONNECT WITH THE INDUSTRY'S BEST AND BRIGHTEST

Why You Should Attend

- ▲ **Spot the best and complete** variety of visual communication offerings in visual effects, technology, imaging, lighting and production solutions.
- ▲ **Network** with industry peers, partners and solution providers from across Asia.
- ▲ **Expect thousands** of professional visitors, qualified buyers with more than 30% from overseas.
- ▲ **Make yourself stand out** in Asia's visual solutions marketplace – from retail to hospitality, banking, transportation, sports, entertainment, government agencies, and property development industries.

If your business is about creating stunning visuals to communicate your brand, corporate or marketing story...

If your business is about reaching out and creating a lasting impression in the exciting, massive markets of Asia...

Then Visual Asia Expo 2015 is the one-of-its-kind event for you.

Who We're Targeting

Asian Markets – where there's unity in diversity:

▲ Southeast Asia:

- ▲ Singapore
- ▲ Malaysia
- ▲ Indonesia
- ▲ Philippines
- ▲ Thailand
- ▲ Vietnam
- ▲ Myanmar
- ▲ Laos

▲ North Asia:

- ▲ Japan
- ▲ Korea

▲ South Asia:

- ▲ India

▲ Greater China:

- ▲ Mainland China
- ▲ Hong Kong
- ▲ Macau
- ▲ Taiwan

Professional Visitors - creative minds and influencers:

▲ Creative:

- ▲ Advertising, Creative, Interactive & Media Agencies
- ▲ Creative Directors, Art Directors, Graphic Designers & Visualisers
- ▲ Photographers & Digital Imaging Specialists
- ▲ Film Directors, Producers & Videographers
- ▲ 2D & 3D Artists

▲ Spaces:

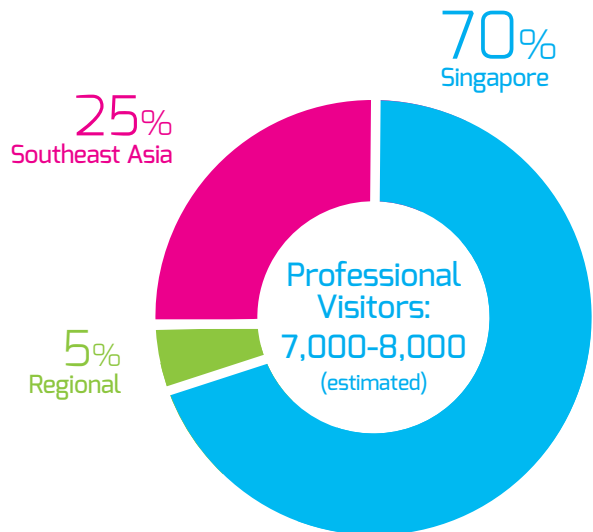
- ▲ Architects & Interior Designers
- ▲ Commercial Building & Mall Owners, Developers & Operators
- ▲ Public Space, Entertainment & Sports Facility Developers & Operators
- ▲ Airports & Mass Transit Operators
- ▲ Display Operators
- ▲ Main Contractors

▲ Corpcom & Marcom:

- ▲ Corpcom, Marcom, Industry & Trade Marketing professionals
- ▲ Visual Merchandisers
- ▲ Government Institutions
- ▲ Banking & Financial Institutions
- ▲ F&B, FMCG & Retail

▲ Academic:

- ▲ Lecturers and Students of Visual Arts Academies



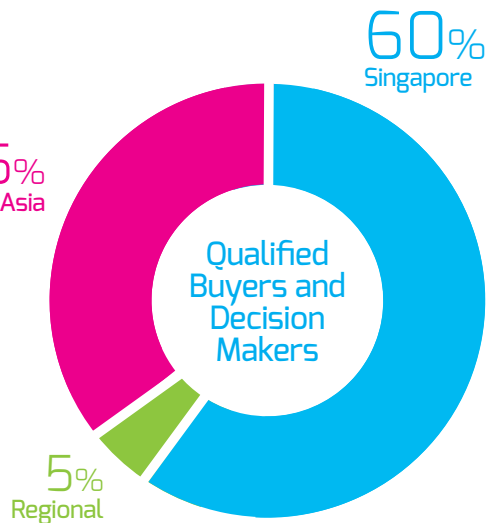


Qualified Buyers and Decision Makers:

▲ Institutional buyers:

- ▲ Corporations & Brand Owners
- ▲ Government Institutions
- ▲ Commercial & Retail Operators
- ▲ Entertainment & Sports Operators
- ▲ Banking & Financial Institutions
- ▲ Airports & Mass Transit Operators
- ▲ Facility Managers
- ▲ Procurement Managers
- ▲ Mall Owners
- ▲ Media Display Owners

35%
Southeast Asia



Quality Exhibitors - innovative visual solutions:

▲ Visual effects and technology:

- ▲ Augmented Reality
- ▲ Green Walls
- ▲ Interactive & Visual Effects Technology
- ▲ Digital Screens
- ▲ LED Walls
- ▲ Digital Out-of-home
- ▲ Projection Mappings
- ▲ Digital Signages

▲ Imaging:

- ▲ Digital Imaging
- ▲ Image Library
- ▲ Photography
- ▲ Content Creation
- ▲ Post-production
- ▲ Special Effects

▲ Production:

- ▲ 3D Printing
- ▲ Production Houses
- ▲ Paper & Vinyl Applications
- ▲ Digital Printing
- ▲ Props Display

▲ Lighting:

- ▲ Decorative Lighting
- ▲ Façade Lighting
- ▲ Entertainment Lighting
- ▲ LED
- ▲ Ambient Lighting
- ▲ Lighting Controls

Expert Forum – Topics and Speakers' Profiles

Themed “**Transforming Ideas Into Creative Expressions**”, Visual Asia Expo 2015's two-day expert forum will feature distinguished speakers hailing from visual design, display technologies, digital signages, photography, imaging, lighting, printing and architecture sectors – to offer a multifaceted perspective of Asia's booming visual communication industry.



▶ Sebastian Tan

*Group Managing Director /
Photographer / Director,
Shooting Gallery Asia*

The Shooting Gallery Story – from Singapore to the Rest of the World

The story began when The Shooting Gallery was founded in Singapore with a drive to grow exponentially as a regional enterprise. The journey of setting up offices and growing the business across multiple countries may be fraught with challenges and at the same time rewarding. In retrospect, the will to survive is every bit as necessary as the vision to grow—beyond the domestic marketplace—in an ever-evolving media landscape.

Building on strong business foundation and management fundamentals, Shooting Gallery Photography grew from a three-men domestic set-up to Shooting Gallery Asia—a media production company with more than 150 staff across nine countries.

In his presentation, Sebastian will share classic case studies, insights gained from his experience of setting up, operating and growing his regional business, and invaluable lessons that may help you decide – if you're considering a partnership, contemplating to venture abroad, or crafting your very own story.

SEBASTIAN'S PROFILE

Sebastian is the founder of Shooting Gallery Asia, a one-stop creative shop for cutting-edge photography, TVC production and digital imaging services.

Starting out as a photography assistant, Sebastian went on to set up The Shooting Gallery. The outfit had produced some of the most attention grabbing advertisements aired, printed or displayed in Singapore and all over the world.

It would soon kick off to become a highly-celebrated legacy, and go on to bag many world advertising awards, long-term deals with major clients and partnerships with world-class professionals.

Sebastian sits on the advisory panel of Temasek Polytechnic's School of Design and the Institute of Technical Education's Design and Media Academic Advisory Committee. He is a member of the Singapore Workforce Development Agency's Media & Communications Manpower Skills & Training Council, and is also an Advisory member of the Singapore Film Commission and a board member of the Singapore International Film Festival.



▶ **Mark Phooi**

*Designpreneur and Principal,
First Media Design School*

**Strategic Business Thinking
is as Important as Good Design Thinking**

The opportunities in the creative field are fraught with challenges and pitfalls. As *designpreneur*, it is about the good balance of both 'right' and 'left' brain.

Good design thinking is the first step to solving complex communication problem. For many creative people, the success lies in the role of leading as a DesignPreneur instead of mere creative director.

The talk will benefit local designpreneurs, agency and media owners, publishers, creative consultants hailing from communication, fashion, publication, interactive and public relations disciplines, students, educators as well as the general public.

MARK'S PROFILE

Mark Phooi is the founder of First Media Group and Principal of First Media Design School. From 1989 to 2005, Mark trained more than 50 non-design trained managers to become designpreneurs and started more than fifteen design studios in Singapore. In 2002, he obtained his Master of Design degree from the University of New South Wales as part of his personal and professional growth.

As a designer turned entrepreneur, Mark led his one-man design consulting business to become First Media Group, Singapore's largest local design group with over 200 full-time staff. Garnering over thirty different design awards and distinctions spanning local, regional and international fields, First Media Group spanned seven Asian markets.

Mark however had his heart on fulfilling his legacy as an educator, and set up First Media Design School (FMDS). As a mark of its success, FMDS was one of the first design schools in Singapore to obtain the EduTrust Award in 2010 from the Council for Private Education (CPE). The school has since expanded to new markets including Indonesia, Philippines, India and Mauritius.

Expert Forum – Topics and Speakers' Profiles



▶ Jerry Tan

*Co-Founder and CEO,
Light10 Industries Pte Ltd.*

Transmedia Architecture Design and Technologies

With the advent of smart city development in Singapore, we see the emergence of engineered experiences that are both intelligent and engaging in the spatial design landscape. In his discussion, Light10's CEO, Jerry Tan shares on the approaches, trends and technologies toward greater business value and "smarter" experience in architecture landscape.

JERRY'S PROFILE

Jerry has more than 28 years of managerial experience in technology implementation involving systems integration, product development, strategic management, and consultative marketing.

Jerry graduated from the University of Oregon with a Bachelor of Science Degree in Finance and Marketing and began his career in 1986 involving in IT and creative technologies. In 1998, he co-founded Symbolic Technologies which specialises in integrating digital solutions in the creative services and broadcasting industry, covering both Southeast Asia and Russia.

With his diverse experience in media architecture and international exposure, Jerry is driving Light10 Industries into the future with state-of-the-art technologies in Transmedia Architecture experience. To date, Light10 Industries has implemented the largest LED projection display in the world comprising 20,000 sqm for the Singapore Sports Hub.



▶ Rohan Abdullah

Director, LightingImages

ShapeShifters

Light has the amazing ability to visually transform static objects. Buildings and spaces can be 'edited' with light to reveal architectural details, give identity or broadcast information. Rather than using light to merely beautify the nightscape, lighting designers constantly challenge themselves to create more meaningful uses of light.

In this session Rohan will share his views and ideas of how light can be designed to enhance environments, animate buildings and strengthen identity.

ROHAN'S PROFILE

Rohan joined LightingImages in 2010 following stints in lighting design with other firms. He currently manages the design activities in both offices and shuttles between Singapore and Shanghai.

Rohan started his career in lighting in 2001 in UK before joining the Singapore lighting industry. Applying his rich experience in product design, manufacturing, technical applications and sales of lighting equipment, he creates unique, sustainable lighting design solutions.



▶ Alan Lim

Founder of Alan Lim Studio and Eleven Photography, Principal Instructor of School of Photography Singapore (SOP)

Effective Composition with Any Camera

Do you need an expensive, professional, state-of-the-art camera to shoot like a pro? Perhaps not. But you do need a right camera and the right knowledge.

In this talk you will learn what a professional photographer sees and thinks when taking photos, be it a location in Pasir Ris or Paris, or it a friend in the park or a stranger in the street. Get free tips on the dos and don'ts in improving your photography skills with the best camera – the one you already have.

ALAN'S PROFILE

Alan Lim is founder of Alan Lim Studio and Eleven Photography, as well as principal instructor at School Of Photography Singapore (SOP). With many an award under his belt, his vision is to broaden the photography art culture by sharing his invaluable experience and knowledge with

all photography lovers, both amateur and professional.

With a degree in photography from The Art Institute of Fort Lauderdale, Florida, USA, Alan produced countless catchy cover pages, edgy fashion spreads, arresting celebrity portraits, and powerful documentary photos in his tenure at The Straits Times. His work has won him many local and international awards, including Lucie Awards – International Photographer of the Year, Nikon Photojournalism, and WAN-IFRA.

Alan is an appointed Nikon Professional Photographer and creative partner in photography copyright at the Intellectual Property Office of Singapore (IPOS). He was commissioned by Prime Minister Lee Hsien Loong for a series of portraits, and he had also photographed Minister Mentor Lee Kuan Yew for his biography.



▶ Jeslyn Tan

Senior General Manager, SMRT Media & Digital, SMRT Investments Pte Ltd

JESLYN'S PROFILE

Jeslyn Tan is Senior General Manager, Commercial Business, and runs SMRT Media's dynamic Out-of-Home and digital businesses of SMRT Investments Pte Ltd. She joined SMRT in 2005, and has tripled the business over the years.

Today SMRT Media is ranked Singapore's Number One local media company. Jeslyn also oversees Commercial's digital business, which is

comprised of e-commerce, mobile advertising and online engagements. She continues to play a pivotal role in growing Commercial's business and ensuring its sustainability.

Jeslyn is also a board member of SMRT Alpha Pte Ltd, which manages the Kallang Wave retail mall at Singapore Sports Hub.

Expert Forum – Topics and Speakers' Profiles



► Ken Wheatley

*Director of Sales,
Business Products, Asia Pacific,
Christie Digital Systems USA, Inc*

Media Display Trends for Experiential Environments

The development of media display technologies has opened doors to new possibilities for experiential environments. Hear and see how traditional and new display technologies are deployed in a range of applications – from resorts to themed entertainment and fascinating old buildings – redefining the sense of immersion and envelopment for the guest and spectator, creating powerful shared visual experiences.

Find out how media displays have, in recent times, transformed environments to produce engaging visuals that generate maximum impact and extraordinary experiences for audiences like never before.

KEN'S PROFILE

Ken is Christie Digital's Director of Sales – Business

Products for the Asia Pacific region. Ken is a veteran of the entertainment technology industry with over 30 years' experience in show systems and technical entertainment systems.

Ken has contributed A/V and lighting expertise such as systems design, project management and sales engineering to notable projects worldwide, including for the Yeosu Korea Expo, Shanghai World Expo, Beijing Olympics, numerous theme park installations for Universal and Disney, the Wynn Macau, and many other worldwide projects involving high-end display technology.

A veteran of the entertainment and theme design industry, Ken is always interested in future trends and developments involving display entertainment technology.



► Lee Chee Yong

*Managing Director,
Film Screen Pte Ltd*

CHEE YONG'S PROFILE

Chee Yong is the Managing Director of Film Screen Pte Ltd, a print production company that specialises in visual merchandising displays for premium cosmetics and fashion brands, as well as outdoor large format and fleet advertising.

Film Screen employs the latest technologies in digital and analogue print production to create customised print effects for clients. This hybrid

print process has been used for brands like Estee Lauder, Clinique, Sk-II and Chanel in the region and internationally. Film Screen's colour trans technology, ColorNEX™ and UV finishing are recognised for their exceptional visual impact in outdoor print applications.

Chee Yong is a regular speaker at conferences and print events in the region where he shares his insights into how he makes prints look dynamic and what it takes to be always ready for the future of printing.

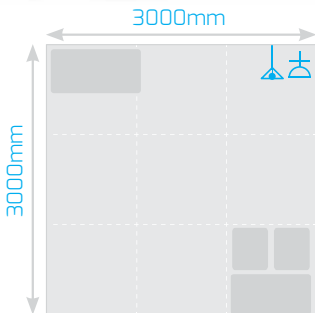
Space Rates

6,000 sqm of exhibition space:
Suntec Singapore Convention & Exhibition Centre

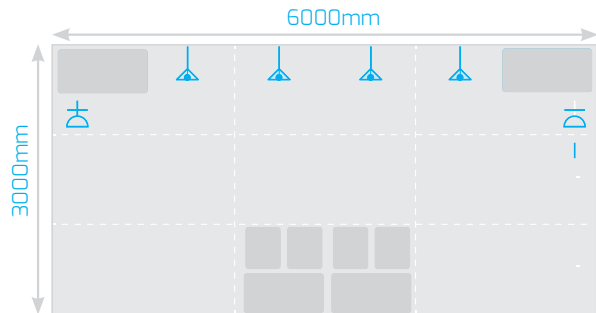
Shell Scheme: SGD 600 per sqm
Raw Space: SGD 500 per sqm



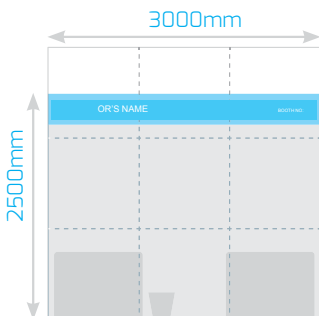
Shell Scheme



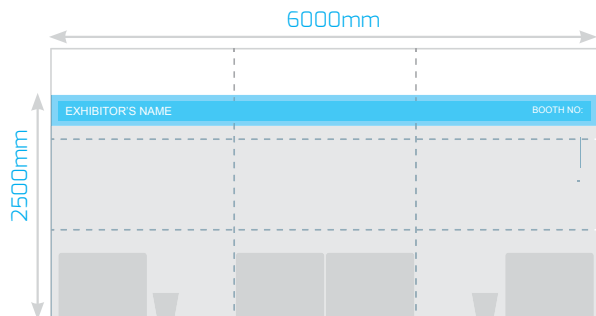
TOP ELEVATION scale 1:50



TOP ELEVATION scale 1:50



FRONT ELEVATION scale 1:50



FRONT ELEVATION scale 1:50

Upon your confirmation of booth booking, we will provide you an Exhibitor's Manual and freight forwarder info to facilitate your preparations.

Advertising and Promotional Plan

Extending Your Reach:

- ▲ **Official Website:** www.VisualAsiaExpo.com
- ▲ **Event Publicity:** trade publication, OOH, social media campaign (Facebook, Twitter, WeChat), email campaign, print and web banner advertising with official media partners
- ▲ **On-site:** posters, banners and show directory
- ▲ **Post-event:** official website, print and social media



Sponsorship Opportunities

SPONSORSHIP CATEGORY AMOUNT (SGD)	AMOUNT (SGD)
Registration Sponsor	\$5,000
Tea Break Sponsor	\$2,500
Forum Sponsor	\$8,500
Display Showcase	\$5,000
Institutional Showcase	\$5,000
Advertising in Show Directory	\$1,000 Run-of-page (ROP)
Networking Lounge	\$5,000

Main Partners

Organised by:

SPACE ARENA

Held in:



Supporting Associations:



tDA Asia
the Design Alliance Asia



Media Partners:

Official System Integration Magazine:

systems
integration^{asic}

Official Lighting Magazine:

Entertainment
technology asia

Official Design Magazine:

IdN

Official Architecture Magazine:

SOUTH-EAST ASIA
building

Official Media & Marketing Magazine:

AD
ASIA

Official Visual Arts Magazine:

kult

Supporting Partners

Official Main Contractor:



Official Design & Build Contractor:



Official Freight Forwarder:



Official Venue:



Official Design Agency:



Official Out-of-Home Media Specialist:



Official Communication Partner:



Official MICE Partner:



Official Marketing Partner:



Overseas Agents

China: MadAboutDesign Shanghai, Inc.

Contact: Kent Lau
Tel: +86 21 5466 0153
Fax: +86 21 5466 0157
Email: enquiry.overseas@visualasiaexpo.com
Web: www.madaboutdesign.com

Malaysia: Fwah Factor Sdn Bhd

Contact: Denise Ang
Mobile: +601 2323 4345
Email: denise@fwahfactor.com
OR
Contact: Suraya Izani
Mobile: +601 7302 5400
Email: suraya@fwahfactor.com
Web: www.fwahfactor.com

Vietnam: Matchstick Vietnam

Contact: (Ms) Linh Vo
Tel: +84 908873889
Email: linh.vo@matchstick.com.vn

Contractors

Main contractor: Sunyau Expo Pte Ltd

Contact: Jessica Sng
Mobile: +65 9731 1023
Tel: +65 6266 6728
Fax: +65 6266 2896
Email: jessicasng@sunyauexpo.com.sg
Web: www.sunyauexpo.com

Design & Build Contractor: Dezign Format Pte Ltd

Contact : Cedric Loh
Mobile : +65 8568 8688
Email : cedric@dezignformat.com.sg
OR
Contact : Alex-Willem Lim
Mobile : +65 9699 0138
Email : alex_willem@dezignformat.com.sg

Tel : +65 6756 2928
Fax : +65 6755 3383
Web: www.dezignformat.com.sg

Freight Forwarder

Agility Fairs & Events Logistics Pte Ltd

No. 5 Changi North Way, 3rd Floor
Contact: Serena Kum
Tel: +65 6571 5644 / 6500 0250
Fax: +65 6214 9592 / 6214 9593
Email: SKum@agility.com
Web: www.agility.com/fairsevents

VISUALASIAEXPO 2015

A signature event of:

Space Arena Pte Ltd

435 Orchard Road, Wisma Atria #11-00,
Singapore 238877

Space Arena is a **visual experience company** that transforms spaces into visual spectacles with cutting-edge display technologies, projection mapping, design and build, and visual communication solutions. Its Singapore-based business serves its clients' turnkey project needs all across Asia, in collaboration with the most trusted partners in the region. It acts as a market and industry catalyst to keep abreast with visual trends, and rallies the best partners in the region to make brilliant ideas work.

www.VisualAsiaExpo.com

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