

# S.M.A. 2024

## SINGAPORE MICE AWARDS

M O M E N T S &  
M O M E N T U M

Organised by:

**SACEOS**  
Meetings • Incentives • Conventions • Exhibitions • Events  
SINGAPORE

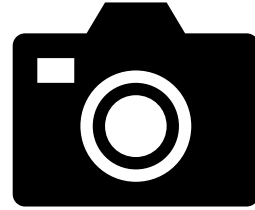
Supported by:

  
SINGAPORE EXHIBITION  
& CONVENTION BUREAU

Held in:

  
singapore  
Passion Made Possible

# PDPA Notice



**Please note that photos and videos will be taken during this event for documentation and may be used for future publicity purposes by SACEOS and/or our partners.**

**If you do not wish to have your photos or videos taken, please approach any of our friendly staff.**

**Thank you for joining us today.**

# About Singapore MICE Awards 2024

*TO RECOGNISE THE BEST MICE PLAYERS WITHIN THE INDUSTRY*

Recognizing and  
honouring excellence of  
individuals and  
organisations

Fostering competition  
and innovation

Building industry  
recognition &  
credibility

Networking &  
community building

Driving industry growth  
& development

Promoting industry best  
practices

Inspiring and  
motivating attendees



# 2023 Award Winners



*Abdul Halim, Emerging Talent*



*Kingsmen Exhibits, Show Team*



*Grandbite@Sentosa, Consumer Show*



*Clarion Events Asia, Marketing Team*



*Gevme, Digital Innovation*



*NowComms Asia, Supplier*

# 2023 Award Winners



*Resorts World Sentosa, Sustainability Initiatives*



*Informa Markets, Sustainability Initiatives*



*Singapore International Energy Week,  
Meeting/Conference*



*The Shangri-la Dialogue: 19<sup>th</sup> Asia Security  
Summit, Meeting/Conference*

# 2023 Award Winners



*Singapore International  
Water Week, Trade Show*



*Industrial Transformation  
ASIA-PACIFIC 2022  
MESSE, Trade Show*



*Marina Bay Sands Pte Ltd,  
Venue*



# 20 Awards Categories

## Consumer Event of the Year

- Success of Organisations that executed the Consumer/ Public events

## Medium Trade Show of the Year

- Success of Trade Shows of less than 10,000 gross square metres

## Large Trade Show of the Year

- Success of Trade Shows of a minimum of 10,000 gross square metres

## Conference of the Year

- Success of Conferences

Eligible for all MICE events organised between **January 2023** to **December 2023**

<https://saceos.org.sg/singaporemiceawards/>

# 20 Awards Categories

## Business Event of the Year

- Success of any B2B events

## MICE Venue of the Year

- Success of all MICE venues (Event spaces, Conference & Exhibition centres)

## Hotel Venue of the Year

- Success of all Hotel venues with Ballroom spaces

## Supplier of the Year

- Success of all MICE stakeholders (excluding event organizers & venues with registered office)

Eligible for all MICE events organised between **January 2023** to **December 2023**

<https://saceos.org.sg/singaporemiceawards/>



# 20 Awards Categories

## AV/ Event Tech Company of the Year

- Success of all AV and/or Event Tech companies with a registered office in Singapore

## Caterer of the Year

- Success of all non-hotel caterers, with a registered office

## Green Event of the Year

- Events with a Green Focus, in both content management and execution

## Debut Event of the Year

- All Events (inaugural trade show, conference, meeting) that took place for the first time within 2023, with plans to be an annual event

Eligible for all MICE events organised between **January 2023** to **December 2023**

<https://saceos.org.sg/singaporemiceawards/>

# 20 Awards Categories

## Inclusive Event of the Year

- Entrants with a focus on inclusivity

## Sustainability Initiative of the Year

- Companies who have been or are delivering sustainability practices for MICE

## Digital Innovation of the Year

- Initiatives that are taken to connect to the digital innovation to transform the MICE industry

## Emerging Talent of the Year

- Most promising individual with <5 years of experience in relevant industry, and are aged 30 and below

Eligible for all MICE events organised between **January 2023** to **December 2023**

<https://saceos.org.sg/singaporemiceawards/>

# 20 Awards Categories

## Highlight Performance of the Year

- Individuals, Groups and Organisations who put on an impressive performance item during an event

## Best Exhibition Booth Design of the Year

- Best in Design for a Customised Exhibition Booth

## Stand Builder of the Year

- Best Exhibition Booth Build-up (for individual booth or across a trade show)

## Best Environmental Decor of the Year

- Best of an Environmental Decoration (pop-up, foyer display, decorative installation or activation)

Eligible for all MICE events organised between **January 2023** to **December 2023**

<https://saceos.org.sg/singaporemiceawards/>

# Judging Criteria

## Achievement

- Team achievements & measurable results
- Achievements that exceeded expectations

## Event Experience/ Experience Creation/ Festivalisation

- Strategies used to deliver a smoother & more successful event experience to client

## Design Thinking

- Revolutionary approaches used to explore in curating the event & activities

## Change Management & Improvement

- Team achievements & measurable results
- Achievements that exceeded expectations

## Retention

- The value that the content/event/ experience/venue adds to attract delegates/ exhibitors to return visits

## Sustainability

- Sustainable areas to improve sustainability of the event

## Digitalisation

- Usage of purposeful technology adoption or new & innovative actions



# Entry Eligibility

## GENERAL ELIGIBILITY

1. MICE companies/companies actively participating in MICE with a registered office in Singapore
2. Eligible for all MICE events organised between **January 2023** to **December 2023**

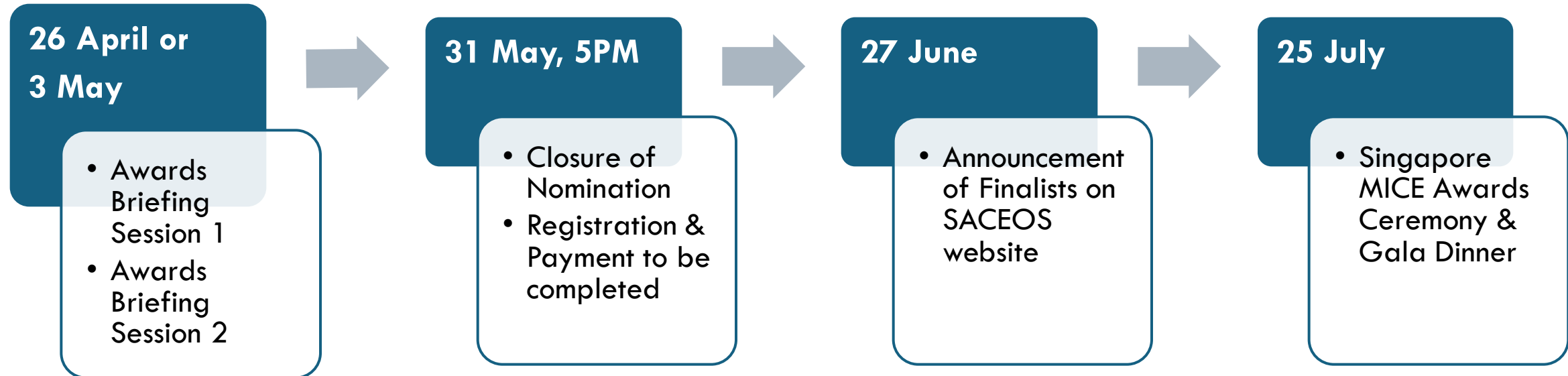
## ENTRY FEE

1. Members: **\$500/entry**
2. Non-members: **\$600/entry**
3. New Members: **\$400/entry**

**20% discount if you submit more than 1 submission (9% GST applies)**

Payment to be made before nomination closes on **31 May 2024**

# Key Timeline



# Entitlements



## WINNERS

Receive an Award Trophy & a Certificate of Recognition



## FINALISTS

Receive a Finalist Certification of Recognition



## ALL PARTICIPANTS

Receive a Certificate of Participation

# Application Process

## Step 1:

Click [here](#) for the award categories. You may submit a nomination for more than 1 entry.



## Step 2:

Complete registration and payment process within nomination period. Receive a confirmation email within 3 working days.



## Step 3:

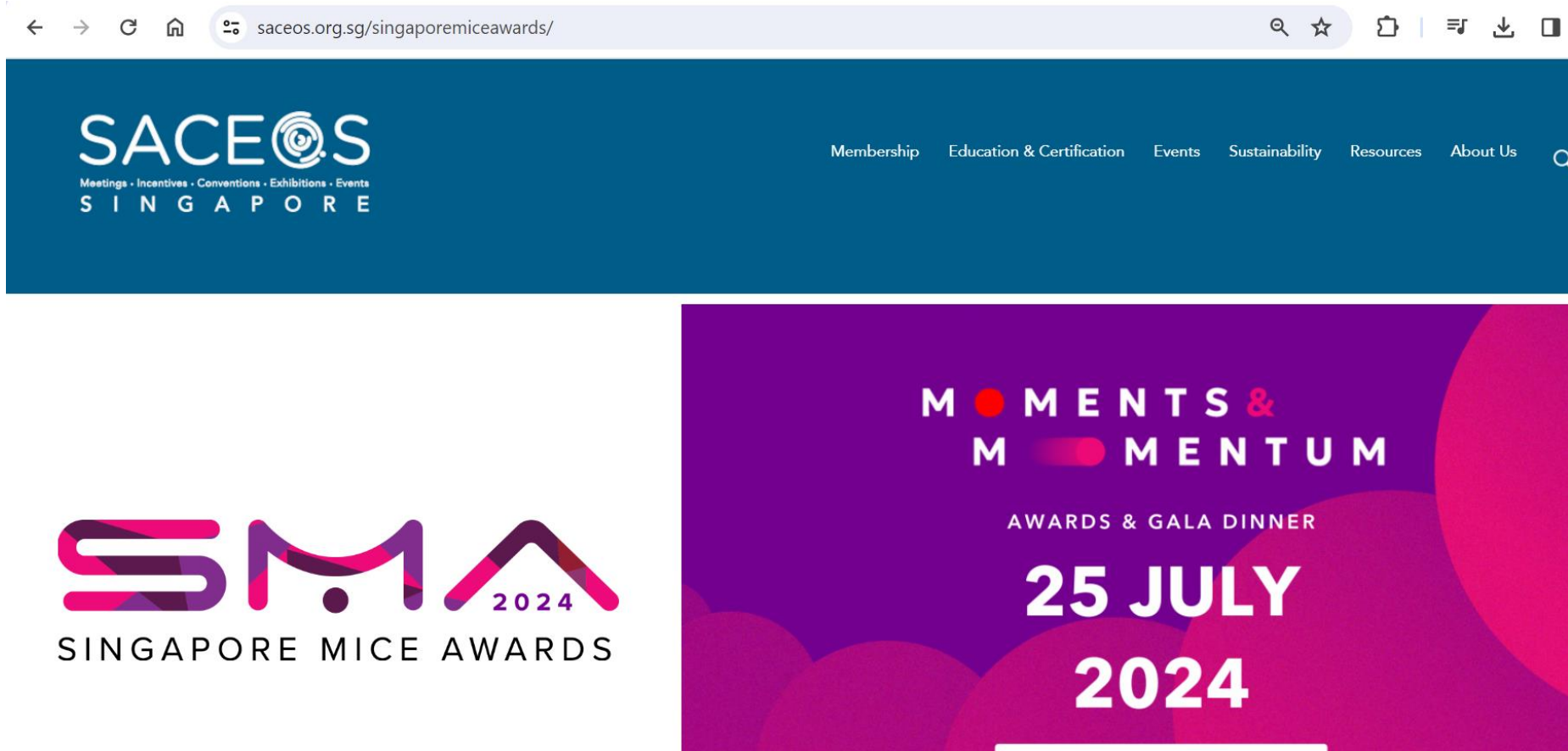
Follow the instructions to upload submission documents.



# Registration

## Call for Nomination

**Step 1:** Go to [saceos.org.sg/singaporemiceawards/](https://saceos.org.sg/singaporemiceawards/)



For enquiries, please contact us at [awards@saceos.org.sg](mailto:awards@saceos.org.sg)

# Registration

## Call for Nomination

**Step 2:** Click on Award Categories > Submit Nomination button

The screenshot shows a website navigation bar with four items: 'ABOUT SMA', 'AWARD CATEGORIES', 'PAST WINNERS', and 'PAST EVENT PHOTOS'. The 'AWARD CATEGORIES' item is circled in red. Below the navigation bar are two red buttons: 'SUBMIT YOUR NOMINATIONS >' and 'REGISTER FOR BRIEFING SESSION >'. The 'SUBMIT YOUR NOMINATIONS >' button is also circled in red. Below the buttons is a list of five award categories, each with a plus sign on the right:

1. Consumer Event of the Year	+
2. Medium Trade Show of the Year	+
3. Large Trade Show of the Year	+
4. Conference of the Year	+
5. Business Event of the Year	+




For enquiries, please contact us at [awards@saceos.org.sg](mailto:awards@saceos.org.sg)

# Registration

## Call for Nomination

**Step 3:** Select the number of entries you want to apply

### BUY TICKETS

TICKET	VALID TILL	PRICE	QUANTITY
<b>SINGAPORE MICE AWARDS NOMINATION 2024 (MEMBER RATE)</b> 20% discount will be applicable for more than 1 <a href="#">More info</a>	31 May 2024	S\$500.00	<input type="text" value="0"/> 
<b>SINGAPORE MICE AWARDS NOMINATION 2024 (NON MEMBER RATE)</b> 20% discount will be applicable for more than 1 <a href="#">More info</a>	31 May 2024	S\$600.00	<input type="text" value="0"/> 
<b>SINGAPORE MICE AWARDS NOMINATION 2024 (NEW MEMBER SPECIAL)</b> Special Rates will only be applicable upon payment of An <a href="#">More info</a>	31 May 2024	S\$400.00	<input type="text" value="0"/> 

For enquiries, please contact us at [awards@saceos.org.sg](mailto:awards@saceos.org.sg)

# Registration

## Call for Nomination

### Step 4: Click on Buy to proceed



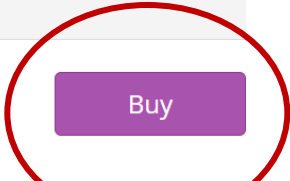
#### BUY TICKETS

##### (NON MEMBER RATE)

20% discount will be applicable for more than 1 [More info](#)

<b>SINGAPORE MICE AWARDS NOMINATION 2024 (NEW MEMBER SPECIAL)</b>	31 May 2024	S\$400.00	<input type="text" value="0"/>
Special Rates will only be applicable upon payment of An <a href="#">More info</a>			
<b>SINGAPORE MICE AWARDS &amp; GALA DINNER 2024 - SINGLE SEAT (MEMBER RATE)</b>	19 Jul 2024	S\$500.00	<input type="text" value="0"/>
<b>SINGAPORE MICE AWARDS &amp; GALA DINNER 2024 - SINGLE SEAT (NON MEMBER RATE)</b>	19 Jul 2024	S\$600.00	<input type="text" value="0"/>
<b>SINGAPORE MICE AWARDS &amp; GALA DINNER 2024 - A TABLE OF 10 (MEMBER RATE)</b>	19 Jul 2024	S\$4,000.00	<input type="text" value="0"/>
<b>SINGAPORE MICE AWARDS &amp; GALA DINNER 2024 - A TABLE OF 10 (NON MEMBER RATE)</b>	19 Jul 2024	S\$5,000.00	<input type="text" value="0"/>

[Got a promotional code? Enter it here](#)



Organiser: SACEOS  
SINGAPORE

[Contact the organiser](#)

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For enquiries, please contact us at [awards@saceos.org.sg](mailto:awards@saceos.org.sg)



# Registration

## Call for Nomination

**Step 5:** Fill up your personal details (Member's email if applicable, for member's rate) and tick on the awards category you wish to register for

**SINGAPORE MICE AWARDS NOMINATION 2024 (MEMBER RATE)**

First Name \*

Last Name \*

Email Address \*

Phone Number \*  +  -   
Country code Phone number

Company Name \*

Title/Position \*

Address \*

City \*

Postal Code \*

Awards Category \*

- Consumer Event of the Year
- Medium Trade Show of the Year
- Large Trade Show of the Year
- Conference of the Year
- Business Event of the Year
- Hotel Venue of the Year
- MICE Venue of the Year
- Supplier of the Year
- AV/Event Tech Company of the Year
- Caterer of the Year
- Green Event of the Year
- Debut Event of the Year
- Inclusive Event of the Year
- Sustainability Initiative of the Year
- Digital Innovation of the Year
- Emerging Talent of the Year
- Highlight Performance of the Year

For enquiries, please contact us at [awards@saceos.org.sg](mailto:awards@saceos.org.sg)

# Registration




## Call for Nomination

**Step 6:** Select your payment method and click on Submit button

### SINGAPORE MICE AWARDS NOMINATION 2024 (MEMBER RATE)

- Best Exhibition Booth Design of the Year
- Stand Builder of the year
- Best Environmental Decor of the Year

### PAYMENT METHOD

- GEVME  
- Telegraphic/Bank Transfer
- Cheque
- PayNow 

Cancel

SUBMIT

TOTAL:

**S\$545.00**

Inclusive GST 9% : S\$45.00

1 × SINGAPORE MICE AWARDS  
NOMINATION 2024 (MEMBER  
RATE)

S\$500.00

Tax (GST@9%)

S\$45.00

For enquiries, please contact us at [awards@saceos.org.sg](mailto:awards@saceos.org.sg)

# Registration

## Call for Nomination

### Step 7:

#### Payment via Credit Card

You will receive a confirmation email along with the link to submit your documents, upon successfully making payment.

#### Payment via Bank Transfer

You will receive a confirmation email with the **link/invoice** to complete the payment process.

You will receive a confirmation email along with the link to submit your documents, upon successfully making payment.

For enquiries, please contact us at [awards@saceos.org.sg](mailto:awards@saceos.org.sg)



# Registration






## Call for Nomination

### Step 7: (cont)

You will receive an email from SACEOS within 3 working days upon completion of payment.  
Please follow the instructions to upload your submission documents.

Submission Details: Singapore MICE Awards 2024

 Singapore Mice Awards  
To  Haziera

  Reply  Reply All  Forward 

Tue 30/4/2024 4:17 pm

Dear Secretariat,

Greetings from SACEOS! Hope everything is going well.

We are pleased to inform you that we have received your nominations for the **Singapore MICE Awards 2024** and the payment has been successfully completed. Kindly refer to the following award categories:

1. XXX of the Year
2. XXX of the Year

Please click on the link [here](#) to submit the documents needed for each award nomination. We advise you to prepare all necessary documents (*write-up in 1 PDF file of max 5 (A4) pages & a link to your video of no longer than 3 minutes*). The supporting file may include any client testimonials, photos, media coverage etc.

A kind reminder for new users to register for a new account to proceed with the submission. All draft submissions will be stored under your profile.

*For enquiries, please contact us at [awards@saceos.org.sg](mailto:awards@saceos.org.sg)*

# Preparation Documents

## SUBMISSION DOCUMENTS

### Compulsory:

1. A write up of **no more than 5 pages (A4 size)** – PDF
2. A video **no longer than 3 minutes** –  
Video Link

### Optional:

1. 1 PDF document of the following supporting material:
  - Category/Project related photos
  - Client testimonials
  - Media coverage
  - Other awards & accolades
  - Any relevant documents to support the entry

# Document Submission

**Step A:** Click on the Submit Nomination button, New users will have to create a new account.

 Singapore MICE Awards 2024



The banner features the SMA 2024 logo in white on a purple background. Below the logo, it says 'SINGAPORE MICE AWARDS' and '25 JULY 2024'. A tagline 'MOMENTS & MENTUM' is displayed with a red dot and a blue bar. On the right, there are logos for SACEOS SINGAPORE, supported by Singapore Airlines and held in Singapore. A red circle highlights the 'Submit Nomination' button and the text 'If you are a new user, please click [here](#)'.

Entries Deadline  
31-May-2024 05:00 PM (GMT +8:00)

Submit Nomination

If you are a new user, please click [here](#)

For enquiries, please contact us at [awards@saceos.org.sg](mailto:awards@saceos.org.sg)

# Document Submission

**Step B:** New users will have to fill in the following details to register for a new account.



Singapore MICE Awards 2024

Entries Deadline  
31-May-2024 05:00 PM (GMT +8:00)

**37** Days Left

## Registration Profile

### Registration:

First Name:

Last Name:

Email:

Password:

Country:

Company Name: \*

Job Title: \*

Mobile: \*

*For international numbers, we will be contacting you via Whatsapp.*

For enquiries, please contact us at [awards@saceos.org.sg](mailto:awards@saceos.org.sg)



# Document Submission

**Step C:** Select your desired award category and complete all fields.

## Submission Details

Name of Event: \*

Category: \*

Choose one ...

Company Name: \*

Event Start Date:

Event End Date:

About the event:

December 2023						
Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16

For enquiries, please contact us at [awards@saceos.org.sg](mailto:awards@saceos.org.sg)

# Document Submission

**Step D:** Please take note that edits cannot be made once you click Submit.

## General Submission Documents

Write-Up: \*

Browse



**Submit 1 File**

Maximum 5 A4 pages

Video Link: \*



**Submit 1 video link**

Maximum 3 minutes video

## Supporting Materials

Supporting File:

Browse



**Submit 1 File**

Acknowledgment: \*

I am authorised to submit this form on behalf of the organisation stated above.

On behalf of my company, I confirm that the information provided above are true and accurate. I understand that the data collected and information provided may be used by SACEOS for marketing purposes.

Submit Submit & Add New Save as Draft Cancel



**3 Options to proceed with**





For enquiries, please contact us at [awards@saceos.org.sg](mailto:awards@saceos.org.sg)

# Document Submission

## Step E:

If you have previously clicked on Save as Draft, it will bring you to this page. You may edit your saved drafts then click on Complete Submission when ready.

### Draft Entries (1)

	Status	Title of Entry
 View	 Edit	 

For enquiries, please contact us at [awards@saceos.org.sg](mailto:awards@saceos.org.sg)

# Document Submission

## Step F:





Once done, it will lead you to this page. You can see the overall view of your Draft Entries and Submitted Entries.

You can click on Submit a New Entry for a new nomination.



[My Profile](#)

[Submit a New Entry](#)

### Draft Entries (1)

	Status	Title of Entry	Category
   	<span>Draft</span> <a href="#">Complete Submission</a>	Singapore MICE Awards 2024	Consumer Event of the Year

### Submitted Entries (1)

	Status	ID	Title of Entry	Category
 	<span>Completed</span>	LTSOY-0001	Singapore MICE Awards 2024	Large Trade Show of the Year

For enquiries, please contact us at [awards@saceos.org.sg](mailto:awards@saceos.org.sg)

# Document Submission

**Step G:** Within the next few minutes, you will receive a confirmation email upon submitting.  
You will receive 1 confirmation email for 1 award entry.



## Singapore MICE Awards 2024

Your submission has been received.

Dear Secretariat Secretariat ,

Congratulations! Your submission made on Thursday 25-Apr-2024 03:05 PM (GMT +8:00) has been accepted for processing.

Kindly find the details of your submission below:

Submission ID : MTSOY-0001
Name of Event: Singapore MICE Awards 2024
Category: Medium Trade Show of the Year
Company Name: Test 3
Write-Up: <a href="https://s3-ap-southeast-1.amazonaws.com/uploads.judgify.me/uploads/224176/11929_ea31ff1dd028a7117251b868b29bdc8d_1714028723399.pdf">https://s3-ap-southeast-1.amazonaws.com/uploads.judgify.me/uploads/224176/11929_ea31ff1dd028a7117251b868b29bdc8d_1714028723399.pdf</a>
Acknowledgment: I am authorised to submit this form on behalf of the organisation stated above., On behalf of my company, I confirm that the information provided above are true and accurate. I understand that the data collected and information provided may be used by SACEOS for marketing purposes.

For enquiries, please contact us at [awards@saceos.org.sg](mailto:awards@saceos.org.sg)

# FAQ

**Q: Who is eligible for the SACEOS Singapore MICE Awards?**

A: Companies and individuals who have made significant contributions to the MICE industry in Singapore are eligible for the awards.

**Q: What are the benefits of winning a SACEOS Singapore MICE Award?**

A: Winning a SACEOS Singapore MICE Award can bring recognition and prestige to a company or individual in the MICE industry. It can also lead to new business opportunities and partnerships.

**Q. How many finalists will be announced per category?**

A: Minimum of 3

# FAQ

**Q: Who are the judges who will be judging our nominations?**

A: The judges will be veterans of the MICE industry and Government authorities and partnering associations

**Q: Why is there no in-person judging round before finalists are announced?**

A: The nomination and submission process is created to be inclusive and effortless. Furthermore, some of the judges are based overseas/travelling, Hence, this will ease the process. We welcome all feedback to incorporate for next year's Singapore MICE Awards.





# Q&A Session

# Contact Details

## Awards Secretariat:



Email to [awards@saceos.org.sg](mailto:awards@saceos.org.sg)



Office Number +65 9732 3941

## Website:



<https://saceos.org.sg/singaporemiceawards/>