

2023

SINGAPORE
BUSINESS
SHOW

GCPIT
Global Council for The Promotion
of International Trade

<https://trade.gcpit.asia/>

30TH & 31ST AUG 2023
SINGAPORE EXPO

MEDIA PACK

THE LEADING EVENT FOR ENTREPRENEURS,
BUSINESS OWNERS AND STARTUPS



2023 SINGAPORE BUSINESS SHOW

WELCOME

With the huge success of The Business Show Singapore 2022 edition, The Business Show Singapore is returning to the Singapore EXPO on the 30th & 31st of August 2023!

Whether you are from large businesses, SMEs or startups, this is the ultimate destination with prospective buyers that can help your business grow and develop by revealing the secrets of business adaptation and innovation.

The Business Show Singapore welcomes hundreds of hand-selected exhibitors from across the business sector to showcase their products and services to an audience of 5,000 entrepreneurs and business leaders, including over 1,000 key buyers in the business sector - all of which are seeking innovative ways to increase their efficiency, boost profits, and unlock their business's true potential.

As advanced technology is becoming the new normal, this is the perfect time to join the show and capitalise on this growing market! And with demand for the business industry ever growing, this is the only platform for forward-thinking businesses coming together and your one opportunity to stimulate sales conversations with thousands of potential clients in just 2 days.

By exhibiting at the show, you'll have the opportunity to come face-to-face with thousands of potential buyers, increase your brand awareness and boost your customer base and revenue. With the huge array of sponsorship, advertising, and marketing opportunities we offer, this is the ultimate chance to gain exposure like never before!



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For all exhibiting enquiries please contact: Santosh Ganesh, Director | +65 8589 6585, +91 70223 87812 | contact@gcpit.org

BUYER SECTOR

Sales & Coaching

Marketing

Branding & PR

Business & Legal Services

Accounting & Financial Services

eCommerce & Advertising

HR, Training & Development



OVER

5000

ATTENDEES

73%

OF VISITORS HAD
STARTED THEIR
OWN BUSINESS

87%

OF VISITORS ARE
KEY DECISION
MAKERS

91%

OF VISITORS HAD
AN INFLUENCE ON
DECISIONS

TYPES OF ATTENDEES:

- Owner
- Founder
- CEO
- Managing Director
- Head of Business Development
- Customer Experience Director
- Procurement Director
- Head of Product Development
- Marketing Director
- COO
- IT Director
- CFO
- Chief Digital Officer
- Director of Finance
- Director of Operations
- Head of Marketing
- Project Manager
- Head of Branding
- Head of Buying
- Purchasing Director

FROM THE LIKES OF:



WHY DO DELEGATES ATTEND?

SOURCE ALL OF THE NEWEST PRODUCTS AND SERVICES

This is an incredible opportunity for key buyers to come face to face with thousands of the world's top suppliers and try, touch, and test a multitude of products. Delegates can take advantage of free advice and consultations, helping them to secure the best deals and for you to gain new, invested clients.

ONE STOP SHOP

The show is designed to be a complete experience, providing visitors with an incredible array of exhibitors and the knowledge to equip themselves to see their business grow exponentially.

UNRIVALED SEMINAR SCHEDULE

The Business Show Singapore provides an unparalleled platform for delegates at the show. The organisers have pulled together the industry's leading minds to create a seminar line-up that is not to be missed. Every seminar is curated to be as informative and insightful as possible.

INDUSTRY AWARDS

The Business Show Singapore wants to recognise those that are breaking the boundaries of innovation, technology, guest experience and sustainability with the live industry awards! If you think your product has what it takes to be the winner of one of our prestigious awards, then make sure you speak to the Event Director.

TESTIMONIALS



Taking part in The Business Show Singapore is a good opportunity for startups and small businesses. Considering this was our first time exhibiting at any events, we hoped to build up our visibility and let people know what we do and who we are. We got potential leads through this event, which is a golden prize for any startup business! It is such a great accomplishment to solidify your market through this event. We would recommend young startups like us to exhibit in such events especially The Business Show Singapore!

Shreya Prakash & Rashmi Rammohan, Co-Founders, Flexibeas

There is a lot of energy at the event, and the diversity of exhibitors, creativity of the event, and lineups of keynote speakers have all been outstanding. The biggest takeaway is that we can meet with our existing and potential clients face to face and the adrenaline rush we get to be able to interact and connect with them after COVID is tremendous! It is a great pleasure to be part of the exhibitor group this year, and I look forward to returning next year!

Caecilia Chu, Co-Founder & CEO, YouTrip

We were very excited when we heard that one of the largest events is happening in Singapore. This has been a great event so far and we have very much enjoyed the partnership with the event organisers and we will definitely do it again next year.

Jenny Choo, Zendesk

It was so busy that we didn't even have time to check out the other exhibitors! There has been a lot of traffic, good energy, and a lot of positive feedback at the exhibition. Several great collaborators have expressed interest in partnering with us. We have had an interesting journey so far!

Elena Harith, Head of Experience Design, We The Spectrum

My biggest takeaway is to be able to connect, network and learn from like-minded individuals. The Business Show Singapore is a good platform for startups to learn from veterans, other startups companies whilst taking the opportunity to get potentials leads and prospects. Yes, we will be seeing TBSS again next year!

Eleen Lim, Head of Partnership, Aspire

REASONS WHY TO EXHIBIT



01 Be a part of the leading business event for the industry - don't miss out!

02 Gain unparalleled business opportunities and leads from industry-relevant visitors.

03 Get ahead of fast-moving consumer trends, and scale your business further (and faster).

04 Get involved in the prestigious Business Show Innovation Award to expose your product or service to the masses.

05 Keep an eye on your top competitors - many exhibitors use the show as a chance to launch new products and network with industry professionals.

06 Whether you're targeting SMEs or startups, we attract the audience that is right for you, enabling you to gain a huge return on investment.



07 Get ultimate brand awareness - exhibiting will entitle you to your own microsite on the official show website, business listing in the digital and printed show guides, and more!

08 Increase your sales and return on investment by exhibiting at the show and marketing your products and services face-to-face with key buyers within your sector.

09 Build long-lasting business connections with industry-leading experts.

10 Complete 2 years' worth of business in just two days!



EXHIBITING AT THE BUSINESS SHOW SINGAPORE!

Having a stand provides countless benefits over and above the obvious face-to-face advantages, you gain from interacting with over 4,000 business owners and decision-makers visiting the show.

Put your business in front of a pre-qualified audience of professionals, that is specifically, on the hunt for new products and services, like yours.

Shell Scheme

-Shell scheme stands are fully carpeted and walled.

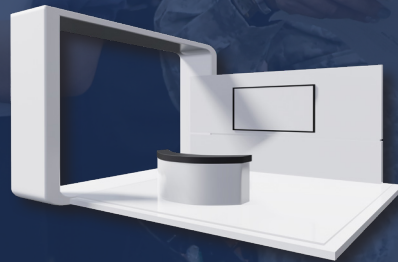
-This includes a fascia name board with stand number and company name



Space Only Stands

-Shell scheme stands are fully carpeted and walled.

-This includes a fascia name board with stand number and company name



WHAT'S INCLUDED?

Printed & Digital Showguide Listing

You will receive a 75-word listing, including your contact and website details, in the official event showguide. This is sent to all registrants before the event and put in the hands of every single visitor at the show.



Social Media Support

We offer expert social media support for you through our direct network. We will provide templates and ideas for you to promote your exhibitor stand as much as you wish.



Website

You will receive a dedicated page to promote your products and services on our website. Your dedicated page can include up to 500 words, a product image, a company logo, a link to your website and also links to your social media channels.



360° MARKETING CAMPAIGN

When it comes to attracting thousands of highly-targeted prospective visitors at The Business Show, no stone will be left unturned.

The Fortem marketing team are very experienced when it comes to marketing trade exhibitions, always delivering results that scream success. Not only do they maximise every marketing channel available internally, but also collaborate externally with industry magazines, leading business owners and associations, ensuring that the show achieves unprecedented levels of success.

EMAILS CAMPAIGNS

Emails will reach industry professionals through our carefully selected partner directories, as well as the regular email blasts sent to thousands of our own highly targeted previous visitors and clients.



VISITOR ACQUISITION TEAM

The Visitor Acquisition Team is a dedicated team that personally invites industry professionals, innovators, decision makers and pre-qualified leaders looking for innovative new products at the show. This means that we are able to fully explain the benefits of attending, provide a complete registration service and ensure a high volume of quality visitors.



ONLINE ADVERTISING

We utilise a significant sum in online targeting and retargeting to guarantee the prospective clients our exhibitors want to meet are in attendance. Our PPC experts will be tasked with targeting relevant visitors through online advertising to entice them to register for the event.



CONTENT MARKETING

Our team are working with experts and partners to ensure that blogs, thought pieces, videos, images and social media platforms deliver high quality and engaging content. The content not only stimulates interest in the show but is also a crucial tool to promote the products and services that will be exhibited at the event.



PARTNERS

We work with numerous partners to reach their audiences through different marketing avenues, including: industry magazines and associations, blogs and websites, directory owners, social media group owners, key influencers and networking groups, are all being exploited and maximised!



PUBLIC RELATIONS

We are working closely with our dedicated PR agency to deliver quality show content. Not only creating a buzz and noise around the event across the entire industry press but also further field, ensuring the show information and hype spreads to every relevant organisation, resulting in maximum exposure.



E-MAGAZINE

Our monthly e-magazine is sent to an entire database of pre-qualified industry professionals. Ensure that your brand gets high exposure by submitting blogs and content that will be read by thousands of hospitality professionals, making your product or service known even before the show doors even open.



SPONSORSHIP OPPORTUNITIES

Our team is working with experts and partners to ensure that blogs, thought pieces, videos, images, and social media platforms deliver high-quality and engaging content. The content not only stimulates interest in the show but is also a crucial tool to promote the products and services that will be exhibited at the event.



SHOW SPONSORSHIP



By aligning your brand with The Business Show Singapore, you will gain unparalleled exposure to a highly targeted audience, enabling you to cultivate invaluable new business contacts and establish long lasting customer relationships.



LANYARD SPONSORSHIP



Every delegate and exhibitor is given a lanyard on entry to the show. They are the most dominant way of asserting your brand as a leader within the industry and are often reused by visitors following the show, increasing your exposure.



NETWORKING AREA



Become the first thing visitors see in the networking areas. Arrange materials on tables, and solidify your place in the discussions between existing and new customers.



KEYNOTE SPONSORSHIP



Sponsorship of a theatre hall provides you with a branded seminar theatre and speaker podium. Your logo will also be included on the seminar agenda in both the printed and digital showguides, as well as website timetable.



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**BOOK YOUR
STAND NOW!**

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THE WORLD'S
FASTEST GROWING B2B
TRADE SHOW COMPANY

FORTEM
INTERNATIONAL



FORTEM International is a multi-award-winning global trade exhibition organiser, headquartered in the UK.

With over 20 years of experience in delivering top-class trade exhibitions, our team has built up a reputation for delivering well-attended, content-rich events which are taking the industry to the next level. FORTEM is based globally with offices across the globe and runs over 35 events across sectors including eCommerce, Technology, Disaster Relief, Retail, Leisure, Farming, Hospitality, Food & Drink, and much more.

We consist of four rapidly expanding international businesses that collaborate with one another to execute world-leading, award-winning trade shows. Each one has its own experienced senior management team, specialist event teams in an international network of offices.

Our rapid growth has accelerated into 2021 and our first wave of new offices have already opened in London, Austin, Singapore, Grand Cayman, and Miami with more to follow shortly.

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