

SM.A 2025

SINGAPORE MICE AWARDS

Organised by:



Supported by:



Held in:



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.

SINGAPORE MICE AWARDS 2025

Awards

A prestigious **celebration of excellence** in the MICE industry, recognising the individuals and organisations that have played a pivotal role in shaping Singapore as a world-class MICE destination.

Created by the industry, for the industry, SMA honours those driving innovation, talent, and success in our sector.

Eligible for MICE companies/companies actively participating in MICE with a registered office in Singapore and all MICE events organised between **January 2024 to December 2024**.

18 AWARD CATEGORIES

01. Large Trade Show of the Year
02. Medium Trade Show of the Year
03. Business Event of the Year
04. Conference of the Year
05. Consumer Event of the Year
06. Association Event of the Year
07. Debut Event of the Year
08. International Event of the Year
09. Live Event of the Year
10. Installation of the Year
11. Exhibition Booth Design of the Year
12. Stand Builder of the Year
13. Hotel Venue of the Year
14. MICE Venue of the Year
15. Supplier of the Year
16. Event Tech Application of the Year
17. Emerging Talent of the Year
18. Sustainability Initiative of the Year





RECOGNITION

WINNERS

Receive an Award
Trophy & a Certificate
of Recognition

FINALISTS

Receive a Finalist
Certification of
Recognition

ALL PARTICIPANTS

Receive a Certificate of Participation

Save the Date

SMA GALA DINNER

Date: 24 July 2025, Thursday

Time: 7.30pm - 10.00pm

GOH: Mr Alvin Tan, Minister of State for Trade and Industry
and Culture, Community and Youth

AWARD DESCRIPTION & JUDGING CRITERIA

01. LARGE TRADE SHOW OF THE YEAR

Award Description

Rewards trade exhibitions over 10,000 sqm (gross) that excel in exhibit design, buyer-seller engagement and economic contribution.

Judging Criteria

- **Exhibit Innovation** Creative booth concepts and interactive experiences.
- **Buyer-Seller Engagement** Effectiveness of matchmaking, meetings and lead-gen tools.
- **Footfall & Attendance Quality** Volume of visitors and relevance to exhibitors.
- **Event Layout & Traffic Flow** Logical zoning and navigation that maximises exposure.
- **Marketing & Promotion** Reach and impact of campaign across channels.
- **Operational Excellence** Smooth move-in/out and on-site support.
- **Sustainability Initiatives** Waste reduction, recycling and energy-saving measures.

02. MEDIUM TRADE SHOW OF THE YEAR

Award Description

Honours trade exhibitions under 10,000 sqm (gross) that combine innovative layouts, targeted networking and demonstrable ROI.

Judging Criteria

- **Concept & Positioning** Clarity of theme and unique selling proposition.
- **Exhibitor Satisfaction** Quality of leads, space allocation and support services.
- **Visitor Relevance** Attractiveness of the audience profile to exhibitors.
- **On-Site Experience** Hospitality, signage and amenities for all attendees.
- **Technology Enablement** Digital registration, floor-plan apps and lead retrieval.
- **Marketing & Promotion** Reach and impact of campaign across channels.
- **Green Practices** Eco-friendly materials and operational sustainability.

03. BUSINESS EVENT OF THE YEAR

Award Description

Recognises corporate and agency-organised B2B events that achieve strategic objectives, showcase creative concepts and generate measurable business impact. This could include product launches, anniversary celebrations, openings, and award ceremonies/ gala dinners.

Judging Criteria

- **Strategic Alignment** Clarity of event objectives and alignment with corporate goals.
- **Content & Agenda** Quality and relevance of keynote addresses, panels and case studies.
- **Networking & Partnership** Structured opportunities for business matchmaking and alliances.
- **Production Quality** Seamless staging, branding and technical delivery.
- **Measurable ROI** Lead generation, sales conversions or other KPIs.
- **Communication & Promotion** Effectiveness of pre-, on- and post-event marketing.
- **Sustainability Considerations** Responsible practices in sourcing, waste and social impact.

04. CONFERENCE OF THE YEAR

Award Description

Celebrates knowledge-driven events distinguished by compelling content, thought-leadership speakers and flawless execution.

Judging Criteria

- **Thought-Leadership Content** Original insights, research and vision presented.
- **Speaker Line-Up** Calibre, diversity and relevance of speakers.
- **Audience Interaction** Q&A formats, live polling and event tech engagement/ utilisation.
- **Networking Structures** Quality of business matching, lounges and roundtables.
- **Production & Logistics** Technical execution, on-time delivery and attendee flow.
- **Delegate Experience** Seamless experience for delegates.
- **Post-Event Impact** Availability of on-demand content and long-term community activation.

05. CONSUMER EVENT OF THE YEAR

Award Description

Honours the most engaging B2C event that delivers memorable experiences, fosters community connection and spotlights Singapore's vibrancy in the MICE landscape.

Judging Criteria

- **Concept & Innovation** Originality of theme and creative elements that distinguish the event in the consumer marketplace.
- **Audience Engagement** Ability to attract, captivate and retain the attention of a broad public audience.
- **Brand Alignment** How well the event experience reinforces brand values and messaging.
- **Production Excellence** Quality of staging, AV, entertainment and overall delivery.
- **Attendee Experience** Ease of registration, wayfinding, hospitality and overall satisfaction.
- **Commercial Impact** Measurable outcomes—ticket sales, sponsorship revenue or media reach—that demonstrate success.
- **Sustainability & CSR** Meaningful environmental or community initiatives embedded into the event.

06. ASSOCIATION EVENT OF THE YEAR

Award Description

Honours association-led meetings that deliver high-value programming, foster professional development and drive industry advancement through outstanding content and engagement.

Judging Criteria

- **Programme Quality** Depth, relevance and diversity of session tracks or workshops.
- **Speaker & Content Curation** Credibility of speakers and alignment of topics to member needs.
- **Member Engagement** Effectiveness of networking formats, roundtables and social events.
- **Professional Development Impact** Tangible learning outcomes and skill-building opportunities.
- **Operational Execution** Seamlessness of registration, on-site logistics and support.
- **Digital Integration** Use of apps, virtual components or engagement platforms.
- **Long-Term Value** Post-event resources, follow-up activities and community building.

07. DEBUT EVENT OF THE YEAR

Award Description

Celebrates inaugural events (trade shows, conferences, meetings, consumer events etc) launched in 2024 that showcase originality, strong market entry and the promise to become enduring fixtures.

Judging Criteria

- **Originality & Concept** Freshness of idea and distinction in a crowded market.
- **Market Entry Strategy** Clarity of audience targeting and promotional plan.
- **Execution Excellence** Seamlessness of planning, delivery and on-site management.
- **Attendance & Engagement** Quality and quantity of first-time attendees.
- **Financial Viability** Budget management, sponsorship and revenue metrics.
- **Brand Positioning** Early impact on market perception and media coverage.
- **Growth Potential** Plans and indicators for future editions or expansion.

08. INTERNATIONAL EVENT OF THE YEAR

Award Description

Honours overseas events organised by Singapore incorporated organisations, including incentive travel programmes and overseas events (trade shows, conferences, meetings, consumer events etc) that deliver exceptional cross-border experiences and seamless execution.

Judging Criteria

- **Cross-Border Collaboration** Strength of partnerships between Singapore organisers and overseas stakeholders/ suppliers.
- **Cultural Relevance** Sensitivity and appeal to diverse international audiences.
- **Logistics & Coordination** Seamless handling of visas, travel, freight and accommodation.
- **Participant Experience** Quality of on-site hospitality, networking and content delivery.
- **Delegate Experience** Seamless experience for delegates.
- **Brand Building** Enhancement of Singapore's reputation on the global stage.
- **Sustainable Operation** Green practices in international transport and event delivery.

09. LIVE EVENT OF THE YEAR

Award Description

Recognises outstanding live productions—concerts, sporting spectacles and performances—that amplify Singapore’s reputation as a dynamic destination. Events must be for a duration of not more than 2 weeks.

Judging Criteria

- **Production & Technical Mastery** Quality of staging, lighting, sound and broadcast capabilities.
- **Creative Direction** Original concept and artistic execution.
- **Audience Engagement** Interactivity, crowd activation and attendee satisfaction.
- **Safety & Crowd Management** Robust plans for emergency, traffic and on-site security.
- **Talent & Programming** Quality and suitability of performers, speakers or athletes.
- **Marketing & Reach** Effectiveness of promotional campaigns and media coverage.
- **Environmental Stewardship** Waste management, recycling and carbon-offset measures.

10. INSTALLATION OF THE YEAR

Award Description

Celebrates immersive installations that transform spaces through innovative design, interactive storytelling and striking visual impact. Installations must be for a duration of more than 2 weeks.

Judging Criteria

- **Artistic Concept** Strength and originality of the creative idea.
- **Immersion & Interactivity** Degree to which visitors can engage physically or digitally.
- **Technical Execution** Engineering, lighting, sound and multimedia precision.
- **Visual & Spatial Impact** Harmonious integration with venue architecture and flow.
- **Narrative & Storytelling** Clarity and resonance of the installation's message or theme.
- **Accessibility & Inclusiveness** Ease of access and appeal to a broad audience.
- **Sustainable Design** Use of eco-friendly materials and end-of-life recyclability.

11. EXHIBITION BOOTH DESIGN OF THE YEAR

Award Description

Recognises bespoke booth designs where creative storytelling, immersive and/or sustainable features, and flawless build quality captivate visitors.

Judging Criteria

- **Creative Concept** Strength of the design idea and storytelling.
- **Visual & Spatial Impact** Aesthetics, lighting and three-dimensional flow.
- **Brand Manifestation** Effective translation of brand identity into physical form.
- **Functionality & Traffic Flow** Ease of access, meeting spaces and visitor circulation.
- **Craftsmanship & Build Quality** Precision of construction and finishing details.
- **Interactivity & Engagement** Hands-on elements, demos or digital activations.
- **Sustainable Materials** Use of eco-friendly or reusable build components.

12. STAND BUILDER OF THE YEAR

Award Description

Recognises stand contractors whose craftsmanship, efficiency and meticulous attention to detail set the standard for build-up.

Judging Criteria

- **Technical Expertise** Proficiency in structural engineering and safety compliance.
- **Design Interpretation** Faithful realisation of designer's vision.
- **Build Quality & Durability** Finish, materials and sturdiness of the constructed stand.
- **Project Management** Timeliness, cost control and communication.
- **Client Collaboration** Responsiveness to feedback and flexibility in changes.
- **Innovation in Materials & Methods** Adoption of new techniques, modular systems or eco-materials.
- **Sustainability Practices** Minimisation of waste and use of reusable components.

13. HOTEL VENUE OF THE YEAR

Award Description

Recognises a hotel venue that excels in hosting MICE gatherings, offering versatile ballrooms, state-of-the-art facilities and exemplary service to elevate every event.

Judging Criteria

- **Facility & Ambience** Quality, flexibility and aesthetic appeal of ballrooms and meeting spaces.
- **Service Excellence** Professionalism, responsiveness and consistency of the hotel's MICE team.
- **Technology Infrastructure** Robustness and ease of use of in-house AV, Wi-Fi and connectivity solutions.
- **Food & Beverage Offerings** Creativity, quality and reliability of F&B menus and service.
- **Operational Efficiency** Smoothness of logistics—from room set-up to breakdown.
- **Client Feedback & Testimonials** Scores and qualitative comments from event organisers.
- **Sustainability Practices** Green initiatives, waste reduction and energy-saving measures in guest and event operations.

14. MICE VENUE OF THE YEAR

Award Description

Celebrates Singapore's premier purpose-built event spaces—from convention centres to exhibition halls—with the ability to demonstrate operational excellence, cutting-edge amenities and superior guest satisfaction whilst continuously striving for improvements.

Judging Criteria

- **Space Versatility** Range and adaptability of halls, ballrooms and outdoor event areas.
- **Accessibility & Location** Ease of access via public transport, parking and nearby amenities.
- **Technical Capabilities** State-of-the-art AV rigs, rigging and production support.
- **Guest Experience** On-site wayfinding, amenities and customer service.
- **Event Success Metrics** Occupancy rates, repeat bookings and organiser satisfaction.
- **Client Feedback & Testimonials** Scores and qualitative comments from event organisers.
- **Environmental Responsibility** Certifications, waste-management and energy-efficiency initiatives.

15. SUPPLIER OF THE YEAR

Award Description

Recognises third-party service providers—AV, décor, staffing, catering and more—for outstanding reliability, innovation and partnership excellence.

Judging Criteria

- **Service Quality & Reliability** Consistency of delivery and adherence to SLAs.
- **Innovation & Customisation** Tailored solutions and creative problem-solving.
- **Responsiveness & Support** Speed and effectiveness of client communications.
- **Cost-Effectiveness** Value delivered relative to budget and expectations.
- **Partnership Approach** Proactivity in understanding and advising clients.
- **Operational Excellence** Professional processes, manpower and contingency planning.
- **Sustainability & Ethics** Use of responsible materials, labour practices and CSR.

16. EVENT TECH APPLICATION OF THE YEAR

Award Description

Celebrates digital solutions that transform event experiences, streamline operations and deliver clear value to organisers and attendees.

Judging Criteria

- **Innovation & Functionality** Original features that solve real industry challenges.
- **User Experience** Intuitiveness, reliability and ease of deployment.
- **Scalability & Performance** Ability to support large-scale or multi-site events.
- **Integration Capabilities** Seamless data flow with existing platforms and CRMs.
- **Measurable Impact** Clear KPIs—engagement, efficiency gains or cost savings.
- **Security & Compliance** Data protection, privacy controls and uptime guarantees.
- **Customer Support & Training** Quality of onboarding, documentation and helpdesk services.

17. EMERGING TALENT OF THE YEAR

Award Description

Honours up-and-coming professionals (under 30 with fewer than five years' experience) who demonstrate exceptional drive, creativity and leadership potential.

Judging Criteria

- **Creative Vision** Originality and imagination in project work.
- **Execution & Impact** Tangible results and influence on peers or clients.
- **Leadership Potential** Initiative, collaboration and ability to inspire.
- **Professional Growth** Learning trajectory and pursuit of excellence.
- **Client & Colleague Feedback** Testimonials on attitude, reliability and quality.
- **Ethical Conduct** Integrity, inclusiveness and responsibility.
- **Future Focus** Vision for ongoing contribution to the MICE industry.

18. SUSTAINABILITY INITIATIVE OF THE YEAR

Award Description

Celebrates events or organisations pioneering meaningful environmental, social and governance practices—regardless of scale or budget.

Judging Criteria

- **Environmental Impact** Measurable reduction in waste, emissions or resource use.
- **Social Responsibility** Contribution to local communities or charitable causes.
- **Governance & Transparency** Clear policies, reporting and accountability frameworks.
- **Innovation in ESG** Creative approaches that set new benchmarks.
- **Stakeholder Engagement** Collaboration with partners, suppliers and attendees.
- **Scalability & Legacy** Potential for long-term adoption and wider industry influence.
- **Compliance & Certification** Alignment with recognised green standards and accreditations.

NOMINATION FEE & APPLICATION PROCESS

SMA NOMINATION FEE

- **Members: \$500/Nomination (9% GST applies)**
- **Non-members: \$600/Nomination (9% GST applies)**
- **20% discount** if you submit more than 1 nomination
Discount Code: SMA20OFF
- **Payment to be made before nomination closes on 2 June 2025**

KEY DATES

2 June 2025
Monday

- Nomination closes
- Registration & Payment must be completed

30 June 2025
Monday

- Announcement of Finalists on SACEOS website

24 July 2025
Thursday

- Singapore MICE Awards Ceremony & Gala Dinner

APPLICATION PROCESS

Registration

<https://saceos.glueup.com/event/141205/register/>

Payment

- Follow instructions on invoice.
- Receive a confirmation email within 3 working days.

Submit Documents

- Judgify link to be shared in confirmation email

REGISTRATION

1. Visit <https://saceos.glueup.com/event/141205/register/>
2. Select ticket type & quantity

SACEOS Event Registration
Singapore MICE Awards 2025 Nomination

SELECT PACKAGE ATTENDEE INFORMATION CONTACT DETAILS REQUEST RECEIVED

Select your ticket(s). If you have any questions, please [contact us](#).

Ticket Name	Price	Quantity	Total
Singapore MICE Awards 2025 Nomination (Member rate)	Member Price S\$500	0	S\$ 0
Singapore MICE Awards 2025 Nomination (Non-Member rate)	Standard Price S\$600	0	S\$ 0

Discount Code

Total Due: S\$0

3. Apply Discount Code (**SMA20OFF**) if you are applying more than 1 nomination

REGISTRATION

4. Fill up your details and select the award category/categories you are applying for.

Use my Glue account information

First Name *
Alaxys

Last Name *
Liu

Email *
alaxys@saceos.org.sg

Phone *
+65

Company *
SACEOS

Title/Position *
Executive Director

Address *

City *

Postal Code/Zip Code *

Awards Category *

- Consumer Event of the Year
- Hotel Venue of the Year
- MICE Venue of the Year
- Association Event of the Year
- Business Event of the Year
- Conference of the Year
- Large Trade Show of the Year
- Medium Trade Show of the Year
- Supplier of the Year
- Event Tech Application of the Year
- Exhibition Booth Design of the Year
- Emerging Talent of the Year
- Debut Event of the Year
- Stand Builder of the Year
- Sustainability Initiative of the Year
- International Event of the Year
- Live Event of the Year
- Installation of the Year



REGISTRATION

* If you are a member and receive the following pop-up message, please reach out to ron@saceos.org.sg for assistance.



Member Only Ticket

This email address is not associated with any SACEOS Community member account. Please use a different address or choose another ticket type.

If you have any questions, please contact alaxys@saceos.org.sg.

OK



REGISTRATION


5. After successful registration, you'll receive a message & email that your registration is awaiting approval.

 Your registration is awaiting approval.

Registration Received

An email has been sent to alaxys@saceos.org.sg. You will be notified again when your registration is confirmed.

Singapore MICE Awards 2025 (Call for Nomination)

 April 24, 2025 to June 2, 2025 (GMT +08:00)

 <https://saceos.glueup.com/event/singapore-mice-awards-2025-call-for-nomination-141205/>

[VIEW YOUR REGISTRATION](#)

 [Add to Calendar](#)  [Share Event](#)

REGISTRATION

6. Once SACEOS verifies and approves your registration, you'll receive a confirmation email with the invoice in the attachment.
7. Please follow the instructions on the invoice for payment (via bank transfer or paynow)

Singapore MICE Awards 2025 (Call for Nomination) Registration Status - Awaiting Payment



SACEOS <no-reply@glueup.com>
To Alaxys Liu



Thu 4/24/2025 5:02 PM

[If there are problems with how this message is displayed, click here to view it in a web browser.](#)



SACEOS
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SINGAPORE

Registration Confirmed

Please complete your Singapore MICE Awards 2025 (Call for Nomination) registration using the following payment information.

Registration form > Organization approval > Pay for the event

Choose Payment Method

DOCUMENT PREPARATION

Compulsory

- A write up of no more than 5 pages (A4 size) - PDF
- A video no longer than 3 minutes - Video Link

Optional

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

SUBMISSION

1. You will receive an email from SACEOS within 3 working days upon the completion of payment.
2. Please visit the Judgify link in the email to submit your documents. New users will be asked to create a new account.

 **SMA** Singapore MICE Awards 2025

SMA 2025
SINGAPORE MICE AWARDS
24 JULY 2025

Organised by
SACEOS
SINGAPORE

Supported by


Held in

SINGAPORE
Prestige Global Presence

Entries Deadline
23-May-2025 10:00 AM (GMT +8:00)

[Submit Nomination](#)

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



SUBMISSION

3. Select your award category and complete all fields.

Submission Details

Name of Event: *

Category: *

Company Name: *

Event Start Date:

Event End Date:

About the event:

← December 2024						
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



SUBMISSION

4. Document submission.

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



SUBMISSION

5. 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
	 Complete Submission	Singapore MICE Awards 2025

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







SUBMISSION

6. Once done, you will see this page featuring 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
   	Draft Complete Submission	Singapore MICE Awards 2025	Consumer Event of the Year

Submitted Entries (1)

	Status	ID	Title of Entry	Category
 	Completed	LTSOY-0001	Singapore MICE Awards 2025	Large Trade Show of the Year



Contact Details

SACEOS Secretariat:



Email to alaxys@saceos.org.sg



Office Number +65 9732 3941

Website:



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

Thank you

And we look forward to your nomination!