

For Immediate Release



Media Release

BizLink introduces new online Exhibitor Listing to help buyers effectively plan their visit and maximise time on the show floor

Singapore, 11 July 2017 – BizLink Exhibition Services Pte Ltd, a subsidiary of Singapore Press Holdings and Singapore’s leading exhibition organiser in the fields of gifts and premiums, stationery and office solutions, printing, packaging and signage launch an online Exhibitor Listing portal for their 3-in-1 mega sourcing event.

Taking place from 26 till 28 July at Marina Bay Sands, Sands Expo Convention Centre, Level 1, Hall A, B & C, Singapore Gifts & Premiums Fair (SGPFair), Office Expo Asia (OEA) and PrintPackSign (PP+S) expect to welcome more than 11,000 trade buyers over 3 days.

The new online Exhibitor Listing portal houses key information about participating exhibitors complete with product images, a brief company write-up, and also displays the categories of products carried. In each individual exhibitor listing, a “Request Meeting” button seamlessly connects to SMART MATCH – a self-facilitated online business matching platform where attendees can search and schedule meetings with exhibitors.

These new tool aims to enhance the attendee experience as it give buyers essential information at their fingertips, allowing them to plan ahead by easily previewing what is in-store and setting up a meeting schedule prior to show dates.

Both the online Exhibitor Listing and SMART MATCH are exclusive for VIP buyers, pre-registered visitors and exhibitors.

Winston Lim, General Manager of BizLink, says: “Our ultimate goal is to deliver a great attendee and exhibitor experience. The online Exhibitor Listing complements and enhances our existing business matching framework and is an essential step to take as our shows grow sizeably.”

Apart from sourcing for the latest corporate gifts; office and printing, packaging, signage solutions and innovative industry trends, attendees can look forward to new launches, the brand new Branding & Marketing Design Suite, the Festive Gifts & Packaging Design Showcase, letterpress demonstration and workshop, and local artists’ live demos at the Creative Crafts Corner at this year’s event.

Admission is free and restricted to trade and corporate visitors only. Pre-register to visit from now till 24 July, 9am at any of these 3 URLs – www.sgpfair.com/visitor-registration, www.officexpoasia.com/visitor-registration or www.printpacksign.com/visitor-registration. A

single badge allows access to all 3 concurrent events. Expect to spend a day or two to fully appreciate the myriad of activities.

**Issued by BizLink Exhibition Services Pte Ltd
Co. Registration. No. 201004551R**

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About Singapore Gifts & Premiums Fair, PrintPack+Sign and Office Expo Asia

Singapore Gifts & Premiums Fair, the nation's first most successful event of its kind continues to showcase the finest promotional, corporate, incentive and retail gifts from both local and foreign exhibitors. Held concurrently is PrintPack+Sign, Singapore's only dedicated event for printers, print buyers and all end-users in the printing, packaging and signage industry, as well as Office Expo Asia, an all-encompassing event for corporate businesses to source for workplace solutions, big and small.

About BizLink Exhibition Services Pte Ltd

BizLink Exhibition Services Pte Ltd is Singapore's leading exhibition organiser in the fields of gifts and premiums, stationery and office solutions, printing, packaging and signage, and also in the sector of franchising and licensing.

By enhancing our exhibition and event management expertise with alliances and other capabilities, we help move clients forward to achieve their business aims. With a dynamic team having over 30 years of collective relevant experience, deep industry and business expertise, broad media resources and a proven track record, BizLink Exhibition Services is fully committed to providing utmost quality services, delivering exceptional results.