

# Conventions

Redefined Conventions Redefined

# Redefined



Conventions **Redefined**

Conventions **Redefined**

Conventions **Redefined**

# Redefined

# Conve



awaken your  
senses with  
fresh  
meeting  
spaces

Discover MAX Atria @ Singapore EXPO, where event spaces are transformed by natural light, lush garden features, as well as stimulating scent and sound scapes.

Inspired by nature and Earth's natural elements, MAX Atria – Singapore EXPO's convention wing – is designed to provide dynamic spaces that lay the foundation for successful meetings, conferences, and events. These well-appointed rooms are named after crystals, to evoke a sense of well-being that is complemented by verdant landscaping, architecture and interiors that incorporate greening initiatives.



versatile  
spaces

Fitted with modern audio-visual, lighting and technical capabilities, and powered by high-performance WIFI, MAX Atria provides over 12,000sqm (129,167sqft) of additional meeting space spanning two levels. The column-less meeting rooms are designed to support a variety of events – from intimate business settings like boardroom meetings to larger set-ups like seminars, product launches and gala dinners. MAX Atria also features an open rooftop event space and a tropical garden for pre-event cocktails.

Designed with sustainability in mind, MAX Atria is the first MICE facility in Singapore to achieve the Building & Construction Authority Green Mark Platinum standard. The extensive use of natural light and greenery within the building – the concept 'bringing nature inside' – is designed to enhance the visitor's comfort. Experience the best of Asian hospitality combined with Singapore EXPO's proven operational and service excellence at MAX Atria.





# level 1

MAX Atria Gallery measures 2,646sqm (28,482sqft) and is an ideal venue suitable for light exhibition showcases, opening ceremonies or reception space as it is directly connected to adjoining Singapore EXPO exhibition Hall 1. Also situated on the ground level is the lush tropical garden which inspires delegates with creativity during each coffee break at conferences and seminars.

All 7 Opal rooms with ample pre-function areas measuring a total of over 5,100sqm (54,800sqft) are available on the ground floor. Rooms are scalable according to the size of your event, with various seating configurations to suit the number of guests.

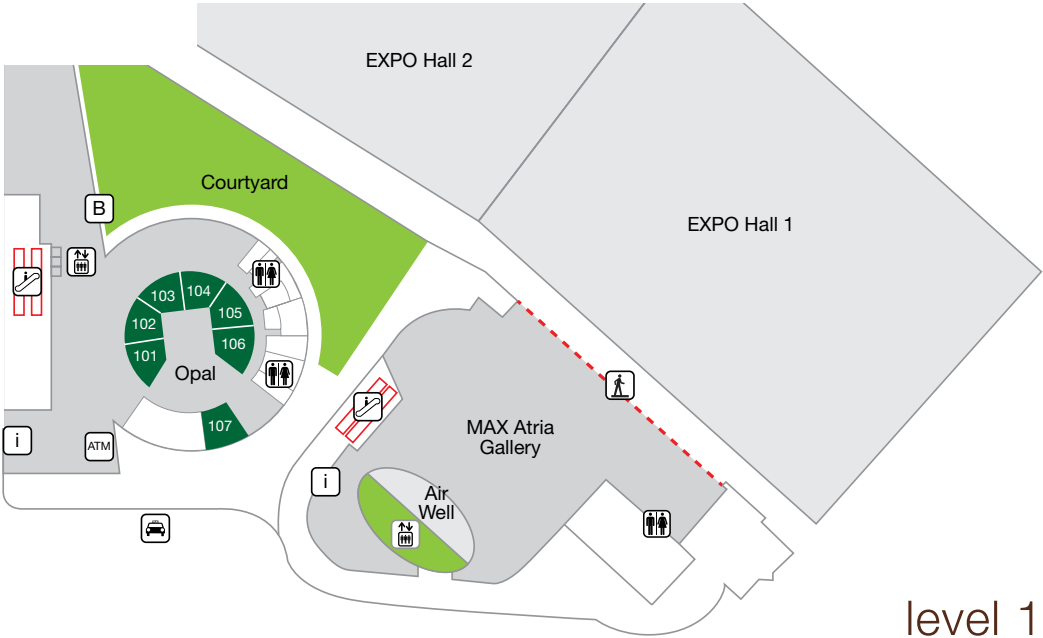


# level 2

25 column-less rooms and spacious foyers measuring a total of over 7,000sqm (75,320sqft) are designed to be easily configured for conferences, meetings, banquets, and light exhibitions.







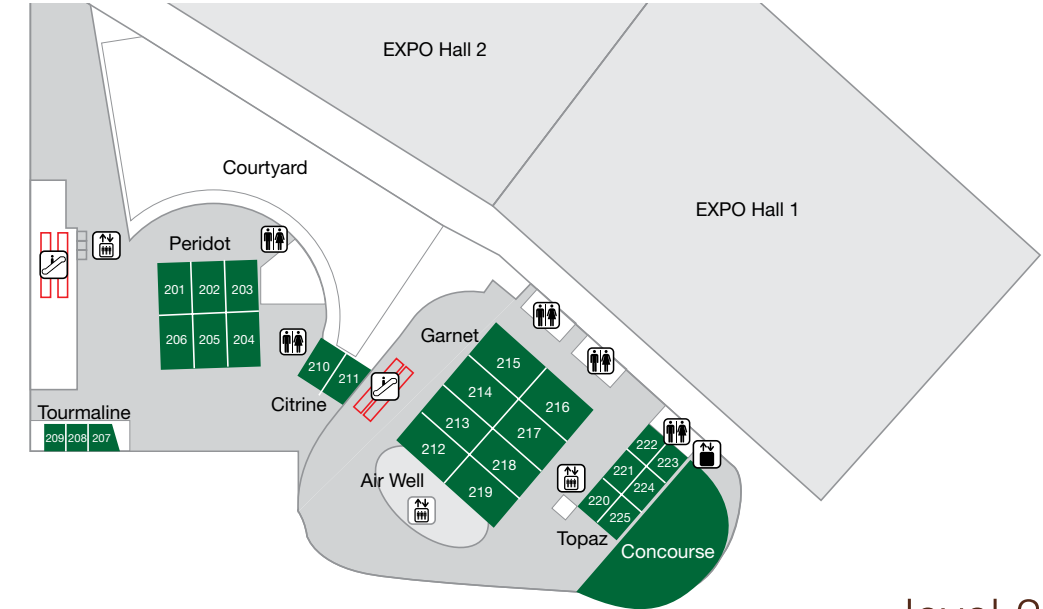
level 1



rooftop

legend

- Toilet
- Lift
- Cargo Lift
- Escalator
- MAX Atria Taxi Stand
- Direct Link to EXPO Hall 1
- ATM / AXS Machine
- Concierge
- Business Centre



level 2

Map is not drawn to scale.

level 1

room	floor area		dimensions (metres)			capacity		
	sqm	sqft	L	W	H	theatre	classroom	banquet
Opal 101 - 106	56	605	7.5	7.5	3.6	55	27	40
Opal 107	56	603	7.0	8.0	3.6	42	18	40
Opal 101 & 102	113	1,211	15	7.5	3.6	130	57	80
Opal 103 & 104	113	1,211	15	7.5	3.6	130	57	80
Opal 105 & 106	113	1,211	15	7.5	3.6	130	57	80

level 2

Peridot 201 - 206	sqm	sqft	L	W	H	theatre	classroom	banquet
1 room	134	1,446	14.3	9.4	5.6	130	80	90
2 rooms	269	2,893	14.3	18.8	5.6	340	160	180
3 rooms	403	4,339	14.3	28.2	5.6	510	270	270
4 rooms	538	5,785	28.6	18.8	5.6	650	360	360
6 rooms	807	8,678	28.6	28.2	5.6	1,000	540	540

Tourmaline 207 - 209	sqm	sqft	L	W	H	theatre	classroom
Tourmaline 207	47	508	5.9	8.0	3.8	54	20
Tourmaline 208	31	330	5.9	5.2	3.8	30	15
Tourmaline 209	22	241	5.9	3.8	3.8	15	5
3 rooms	100	1,079	5.9	17.0	3.8	15	5

Citrine 210 - 211	sqm	sqft	L	W	H	theatre	classroom
Citrine 210	24	258	6.0	4.0	4.0	30	15
Citrine 211	35	372	7.2	4.8	4.0	30	15

Garnet 212 - 219	sqm	sqft	L	W	H	theatre	classroom	banquet
1 room	148	1,597	15.3	9.7	5.8	130	75	90
2 rooms	297	3,194	15.3	19.4	5.8	340	160	180
3 rooms	445	4,791	15.3	29.1	5.8	530	270	280
4 rooms	594	6,388	30.6	19.4	5.8	700	360	360
6 rooms	891	9,581	30.6	29.1	5.8	1,010	630	630
8 rooms	1,187	12,775	30.6	38.8	5.8	1,500	840	800

Topaz 220 - 225	sqm	sqft	L	W	H	theatre	classroom	banquet
1 room	33	358	6.4	5.2	4.8	40	18	20
2 rooms	67	716	6.4	10.4	4.8	80	42	50
3 rooms	100	1,074	19.2	5.2	4.8	110	54	70
4 rooms	133	1,432	12.8	10.4	4.8	130	60	80
6 rooms	200	2,149	19.2	10.4	4.8	240	108	140
Concourse	263	2,830	25.0	10.5	4.8	250	120	150
6 rooms & Concourse	463	4,979	25.0	18.5	4.8	420	300	240

# rooftop

Over 375sqm (4,036sqft) of space is available on the rooftop. Whether you are looking to host an intimate cocktail reception or any special event, the rooftop space is an ideal location for an event at a venue apart from the meeting rooms.







## transportation & accessibility

### accessibility

Singapore EXPO is conveniently located 5 minutes from Changi International Airport and 15 minutes from the Central Business District; at the crossroads of 3 main expressways – East Coast Parkway, Pan Island Expressway and Tampines Expressway.

### changi precinct

Singapore EXPO is located in the vibrant eastern part of Singapore, beside the Changi Business Park. The business park is a strategic hub comprising of high technology firms, knowledge-intensive facilities, and multi-national companies. In addition, the centre is also located near hotels and a wide array of F&B and retail outlets.

### public transportation

#### by car

Situated at the crossroads of 3 main expressways – East Coast Parkway, Pan Island Expressway and Tampines Expressway, EXPO is a mere 15-minute drive from Central Business District (CBD) and a 5-minute ride to Changi International Airport.

#### by taxi

There are numerous taxis available in Singapore that offer reliable service. The taxi fare from the airport to Singapore EXPO is about \$15 and to the city about \$20, subject to surcharges.

#### by train

Singapore EXPO has a dedicated Mass Rapid Transit (MRT) station, located next to Hall 6. Trains arrive every 5 minutes from Changi International Airport and Tanah Merah MRT station while it takes about 15 minutes from the city location. By 2017, EXPO MRT station will become the interchange for the Downtown Line, which will provide additional transport modes from EXPO to CBD locations such as Clarke Quay, Marina Bay and River Valley.





# exceptional hospitality



**our catering**  
Going the extra mile for your delegates, our resident caterers will use their culinary expertise to serve various dietary requirements. From award-winning Asian cuisine to imaginative international menus, delegates will be spoilt for choice.



**our visitor amenities**  
To complete your hassle-free experience, we have accommodated a full range of amenities, from a fully functioning Business Centre, digital concierge services, WIFI capabilities and a 3.5G mobile coverage connectivity, to automated teller machines (ATMs), nursing rooms, prayer rooms, stationery supplies, and a massive 2,500-lot car park. On-site advertising spaces are also available to ensure exposure and publicity for your event.

# advertising & promotion



Singapore EXPO and MAX Atria offer versatile spaces which make a difference. With a comprehensive and diverse suite of on-site advertising solutions, organisers can now maximise their returns by strategically tapping into their target market and gain greater visibility and exposure, through the extensive array of flexible display and advertising opportunities available. From outdoor pylon banners to indoor glass panel advertising, Singapore EXPO and MAX Atria offer direct and targeted exposure for any event.





# service quality

## service excellence

Every rewarding event experience starts with great people. Our dedicated team always brings forth their passion and listening ear to serve you with dedication and commitment to ensure every event is a roaring success that brings smiles to our organisers and delegates. From planning to execution, including all its diverse needs and requirements, we are here to ensure every need is taken care of. Always attentive and providing a quick turn-around and response time to ad-hoc or last-minute requests and changes from room layouts and set-ups, to additional AV system, varied F&B meal types and many more, our team helps organisers to reduce time and costs, and ensuring a flawless event.

We follow international standards which include dual certification for Business Continuity Management in Singapore and the UK, and ISO 9001:2008 for Quality Management Systems.

## our standards

Our team of event service executives, operations professionals, sales managers, concierge team, security staff and traffic planning officials are all dedicated, decisive, meticulous, customer-oriented, and resourceful team players. They stand ready to assist you in event planning and logistics, ensuring that everything from build-up and onsite operations to tear down runs with clockwork precision, leaving you relaxed and assured.



An ISO 9001:2008  
Certified Company



## sustainability for the future

An advocate of protecting the environment, Singapore EXPO is proud to be the first exhibition and convention centre in Singapore to have a convention wing, MAX Atria, which is in line with Singapore's Building & Construction Authority (BCA) Green Mark Platinum standard - a benchmarking scheme which incorporates internationally recognised best practices in environmental design and building performance. The green building's innovative sustainable design and operational features ensure that the comfort of delegates and protection of the environment go hand-in-hand. MAX Atria is extensively outfitted with energy-efficient technologies, Green Label-certified products and products with at least 30 per cent recycled material.

Besides incorporating green features in MAX Atria, we also emphasise on environmentally-friendly best practices for events that we host including recycling initiatives and reduction of waste.

By hosting your event at Singapore EXPO and MAX Atria, you can help reduce our collective carbon footprint, hence undertaking an important role in protecting the health of mother earth.





# Redefined

Conventions **Redefined** Conventions

# Conventions

Conventions **Redefined**

MAX Atria @ Singapore EXPO is managed by:



**Singex Venues Pte Ltd**

1 Expo Drive, #02-01, Singapore 486150

T +65 6403 2160 F +65 6822 2616

[www.maxatria.com.sg](http://www.maxatria.com.sg) [sales@maxatria.com.sg](mailto:sales@maxatria.com.sg)

# Conventions