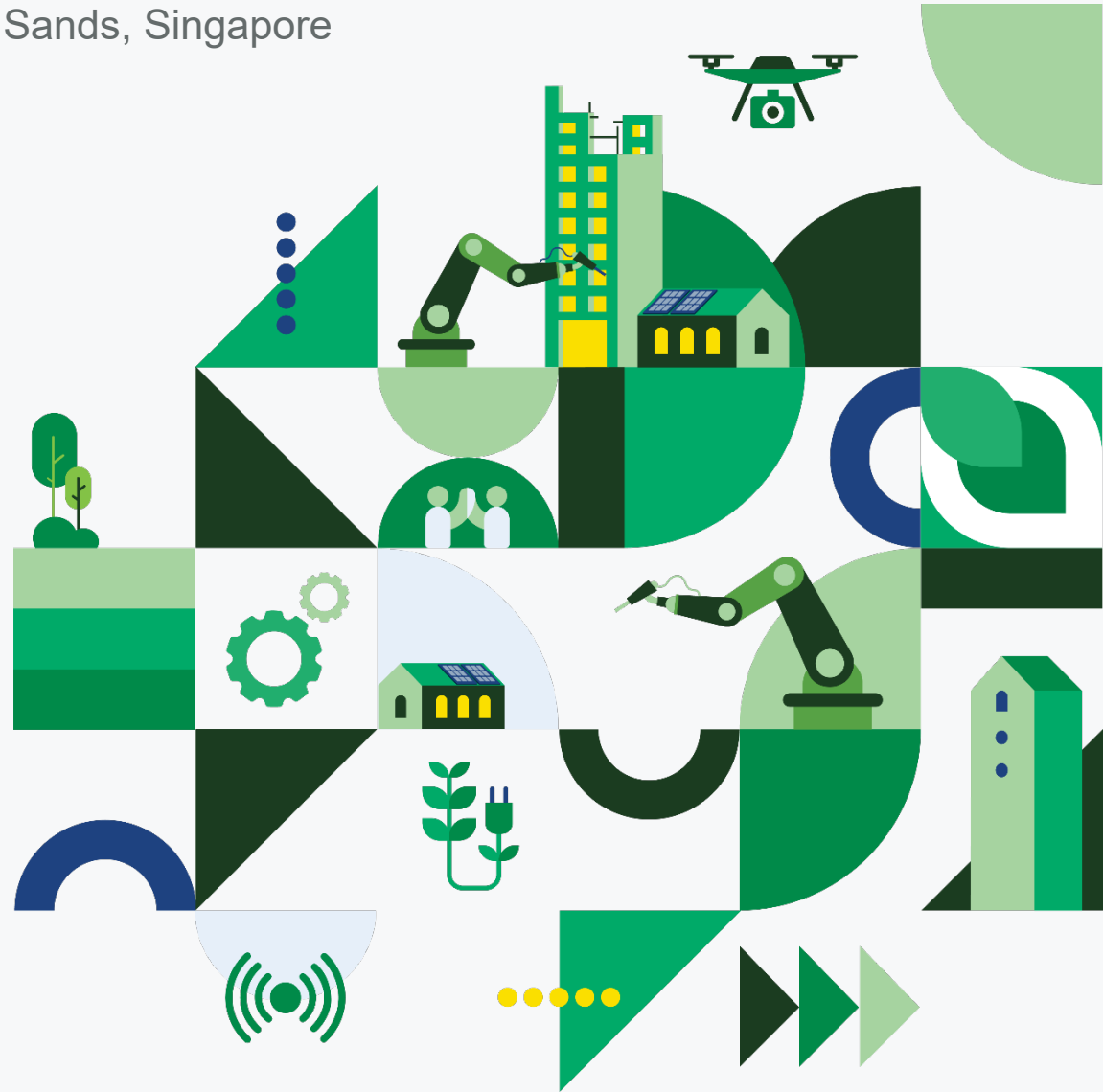


# Marketing Assets Submission

Guidebook



## Marketing Entitlements Content Quick Links

ESSENTIAL	Link	ENHANCED	Link	ENTERPRISE	Link
E-Invite	Customised link be provided to you in July	E-Invite	Customised link be provided to you in July	E-Invite	Customised link be provided to you in July
		Press Release	<a href="#">Slide 3</a>	Press Release	<a href="#">Slide 3</a>
		e-DM banner	<a href="#">Slide 4</a>	Dedicated e-DM	<a href="#">Slide 5</a>
				Web Banner	<a href="#">Slide 6</a>
				Dedicated Social Post	<a href="#">Slide 7</a>
				Inclusion in PR Activities	<a href="#">Slide 8</a>
				Business Meetings	BEX Asia Matchmaking team will do an outreach in July.

## BEX Asia Business Builder – Available to All Exhibitors

- |  |   |
|--|---|
| 1. <a href="#">Exhibitor Profile</a>   | 1. <a href="#">Colleqt</a> (2025 Free value-added tool) |
| 2. <a href="#">Exhibitor Dashboard</a> | 2. <a href="#">Lead Manager</a>                         |

# Submission - Press Release

Announce your brand/product to a wider audience.



**Carrier to Showcase Resilient, Sustainable, and Intelligent Building Solutions at BEX Asia**

[Read sample A](#)



**Daikin Introduces Revolutionary HVAC Management Platform – MARUTTO**

[Read sample B](#)



**ebm-papst SEA Announces Change in Managing Director**

[Read sample C](#)



**BEX Asia Exhibitor Spotlight**

## To Provide:

- ✓ A min. 500 words article in the form of a press release, product feature or other relevant announcement
- ✓ One 990 x 660px image (jpeg) as article featured image
- ✓ Provide URL link for CTA
- ✓ **Deadline: 25 July 2025**



#### DIGITAL BEX ASIA 2021 KICKED OFF THIS MORNING

Digital BEX Asia 2021 officially kickstarted this morning at 09.00AM (SGT). Registration is still open. Don't miss the opportunity to explore over 200 built environment solutions from the region. Find relevant suppliers and partners, and schedule online meetings with just a click away. Yes, as simple as that. You can also tune in 'live' or watch video-on-demand of our complimentary technical webinars for case studies and experiences shared by various companies.

Do not miss the Opening Ceremony tomorrow at 9.00AM (SGT) to catch our Guest of Honour, Minister for National Development Mr. Desmond Lee, as he shares about the exciting new developments and his vision for the sector.

Join us as we re-imagine this future of building a more sustainable, resilient and robust built environment.

[REGISTER NOW](#)

TUNE IN TO HAVE A CHAT WITH OUR EXHIBITORS TO FIND OUT HOW WE CAN EMERGE STRONGER POST-PANDEMIC



and more...

#### NAVIGATING IBEW AND BEX ASIA DIGITAL PLATFORM

For registered attendees, you should have received your dedicated login link in your mailbox. Please check your inbox or junk box for an email from IBEW Team. If you did not receive it, please send an email to [ibew@reedexpo.com.sg](mailto:ibew@reedexpo.com.sg)



Learn how to navigate IBEW and BEX Asia Digital Platform by clicking on the video.

If you are still experiencing technical difficulties in accessing the platform, please feel free to reach out to Annie at +65 6780 4618 or email [annie.jim@rxglobal.com](mailto:annie.jim@rxglobal.com)

[VIEW TECHNICAL WEBINAR SCHEDULE](#)

[REGISTER FOR YOUR COMPLIMENTARY ACCESS](#)



→ e-DM banner



# Submission – e-DM Banner

One-time EDM banner positioned within BEX Asia e-DM to promote your product/services through BEX Asia' extensive database

## To Provide:

- ✓ Header banner in 600 (W) x 200 (H)
- ✓ Provide URL link for banner
- ✓ **Deadline: 18 July 2025**

**ONLY FOR ENHANCED PACKAGE**

# Submission – Dedicated EDM

Promotes your BEX Asia presence with our exhibitor promotional tools.

## To Provide Assets in:

- ✓ Header banner in 600 (W) x 200 (H) in JPEG or PNG file
- ✓ Short write-up of 200 words in Word Doc file
- ✓ Subject title of e-DM (Suggest to keep it from 35 to 120 characters)
- ✓ Preview texts of e-DM (Suggest to keep it from 35 to 120 characters)

## OR Provide Asset in:

- ✓ Html file consists with all content and images

Sample of html file ➡ [BEX24\\_Visprom\\_EDM\\_2\\_Mar\\_26\\_Webinar\\_Autodesk](#)

- ✓ Subject title of e-DM (Suggest to keep it from 35 to 120 characters)
- ✓ Preview texts of e-DM (Suggest to keep it from 35 to 120 characters)

**\*Slots are on first-come-first-serve basis**

**[Up to Organizer's discretion on allocation of slots]**

**Black out period: 22 Aug 2025 – 5 Sep 2025**

## EDM Sample

**VISIT US**  
For a complimentary Life Cycle Cost analysis. Booth: A-E13

UPGRADE YOUR FILTERS AND START SAVING TODAY!

**BIG SAVING WITH CLEAN AIR LIFE CYCLE ASSESSMENTS**

Rising energy costs can put a strain on your company's finances. If you're looking for ways to save money, consider upgrading the filters in your air filtration system.

While opting for a cheaper filter may seem like a cost-effective choice initially, studies show that it can lead to higher utility expenses. This compromise can significantly impact your air quality and result in frequent replacements, ultimately costing you more in a long run. Additionally, failed filters can trigger additional expenses such as dust-cleaning, coil-cleaning, and other maintenance cost.

Using Camfil Life Cycle Cost (LCC) Analysis software, our experts conduct a comparative analysis of different air filters to provide you with a comprehensive report on potential savings.

**Free LCC Assessment at BEX ASIA**

Camfil is here to support you in selecting the right air filter solution for you. We can provide you a complimentary analysis of your life cycle costs to help you make the right choice. Visit us today to find out more

**Detailed LCC Report includes:**

- Cost analysis & potential savings for energy, filter replacement and waste
- Optimal filter replacement intervals
- Consideration of different application and environmental conditions

Visit our booth at BEX Asia 2024, Booth A-E13

**REGISTER NOW**

Built By: **RX** in the business of building solutions  
Strategic Partner: **Building and Construction Authority**  
An Event Of: **BW**  
An Initiative Under: **BuildSG**

## BEX ASIA

The Built Environment Expo

### EDM Sample with html file

**SP Singapore Polytechnic** 70th ANNIVERSARY

**TRANSFORMATION MADE POSSIBLE WITH SINGAPORE POLYTECHNIC AT BEX ASIA 2024**

Singapore Polytechnic presents three key zones – Innovation, Digitalisation, and Sustainability – aligning with the Built Environment Industry Transformation Map (ITM). Visitors will gain valuable insights into the latest advancements and practical applications that drive productivity, enhance sustainability, and create smarter, more efficient urban spaces.

**INNOVATION ZONE** Showcasing cutting-edge technologies such as mixed reality, 3D printing, and IoT systems.

**DIGITALISATION ZONE** Featuring AI-enabled safety systems, intelligent maintenance, and digital design tools.

**SUSTAINABILITY ZONE** Dedicated to eco-friendly solutions, urban resilience and environmental sustainability.

Building a Sustainable Future with Innovative Technologies

Date: 4 - 6 September 2024  
Time: 10am - 6pm  
Venue: Marina Bay Sands Expo & Convention Centre  
SP Booths: A-D06

Scan and register for complimentary pass at: <https://tized.sg/bexasia2024/complimentarypass>

**HIGHLIGHTS**

- Mixed Reality Construction for Geometrically Complex Building Components
- IoT Cloud Enabled Automated Chemical Dispenser
- AI-Enabled Parts Management for Intelligent Maintenance
- SP's suite of Practitioner and Professional Certification in Sustainability courses
- Etching and Roughening Coatings for Ceramic/Porcelain Tiles and Natural Mineral Stones
- Flame retardant fibre reinforced polymer (FRP) for concrete strengthening
- BE Transformation Learning Journey: New Ways to Design, Build and Manage

**SHOWCASES BY**

- SG & AIOT** SG & AIOT Centre
- AMTC** Advanced Materials Technology Centre
- DSAC** Data Science & Analytics Centre
- ABE** School of Architecture & the Built Environment
- DSIC** Digital Building Innovation Centre
- ESEE** Centre for Environmental Sustainability and Energy Efficiency

**SHARING @ BEX ASIA MAIN STAGE**

**Harnessing the Potential of Industry-Academia Collaborations**

As part of their Built Environment industry transformation journey, industries can benefit through partnering the Institute of Higher Learning (IHL). Such ventures offer multiple areas of benefits from housing faculty and students developing solutions, R&D test bedding to measuring the attractiveness of the BE sector for a new generation of talents.

Date: 4 September 2024  
Time: 4.30pm - 5.00pm  
Venue: BEX Asia Main Stage

**Dr Faris Hageimideen**  
Senior Director  
Built Environment & Maritime Cluster  
Singapore Polytechnic

**Mr Pan Yi Cheng**  
Founder & Principal Architect  
Typical Architects

**Mr Fann Zhi Jie**  
Assistant Director  
Industry and Partnerships  
Singapore Polytechnic

**Transformation Made Possible**

Visit Singapore Polytechnic at Booth A-D06 at BEX Asia 2024

**REGISTER NOW**

Built By: **RX** in the business of building solutions  
Strategic Partner: **Building and Construction Authority**  
An Event Of: **BW**  
An Initiative Under: **BuildSG**



# Submission – Web Banner

350x250



## To Provide:

- ✓ 970 (W) x 90px (H) – for desktop
- ✓ 728 (W) x 90px (H) – for tablet
- ✓ 300 (W) x 250px (H) – for mobile
- ✓ UTM hyperlink to your preferred website
- ✓ **Deadline: 18 July 2025; Longer runway on the website is provided when submission is made before deadline.**

728x90



970x90



# Submission – Dedicated Social Post

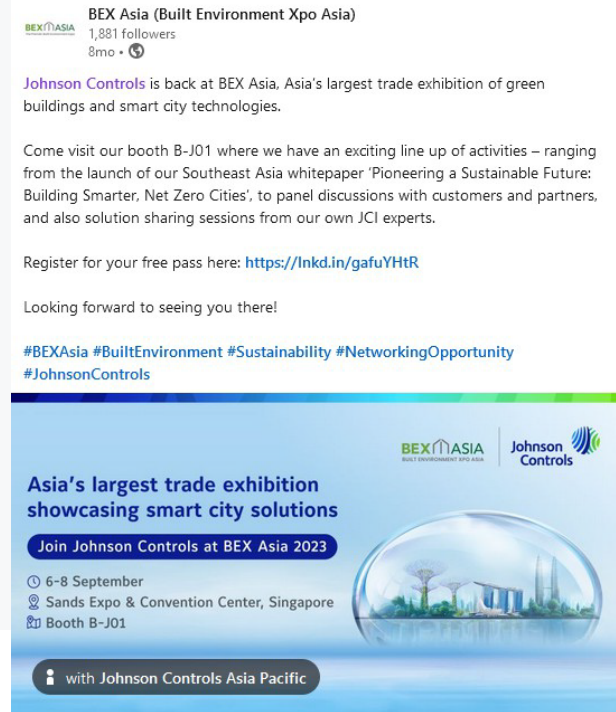
The post will be scheduled within the core lead-up period to the show, so as to maximise your brand visibility.

## To Provide:

- One high resolution image (JPEG/PNG) showcasing your brand/product in 1,200px (W) x 627px (H); OR - 1080 (W) x 1080px (H)
- Your preferred caption for the post
- Your brand/product social media handles for Facebook and LinkedIn

**\*Slots are on first-come-first-serve basis [Up to Organizer's discretion on allocation of slots]**

**Black out period: 22 Aug 2025 – 5 Sep 2025**



# Submission – Inclusion in PR Activities

## To Provide:

1. Main point of contact for PR matters. BEX Asia's PR Agency PIC will do reach out to the PIC.
  - ✓ Name
  - ✓ Contact No.
  - ✓ Email
2. Company's Spokesperson Preferably a non-salesperson
3. Key innovations that we can use to pitch to the media
4. Any onsite activities – Why visit: MOU signing, Exclusive Product Launch, Booth activities

*Pitching to the media is on a best effort basis. Content pick-up is subject to media outlets' discretion.*