



BEX  **ASIA**

The Built Environment Expo

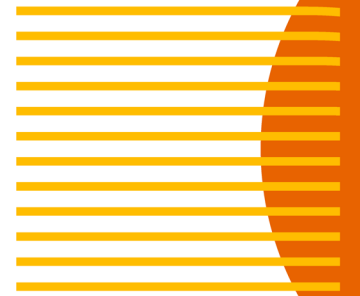
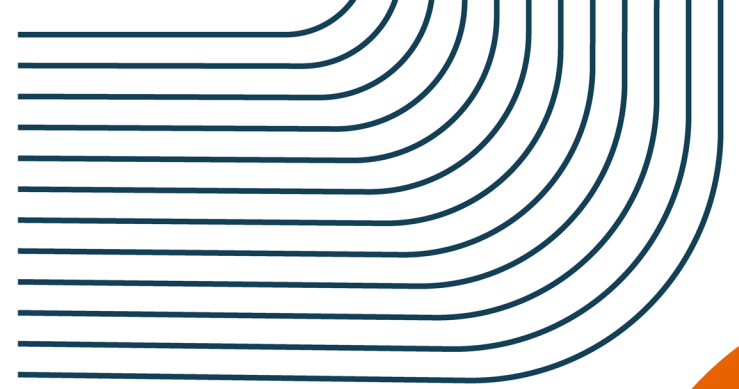
2 - 4 SEP 2026

Marina Bay Sands, Singapore

Marketing Assets Submission



Guidebook



Key Visitor Promotional Launch Date

1. Exhibitor Directory Launch – 8 July
2. Programme Directory Launch – 8 July
3. Event Overview – 3 Aug

Marketing Asset Entitlements Content Quick Links

ESSENTIAL PACKAGE	
Entitled Item	Page Link
E-Invite Link	Customised link will be shared in July

ENHANCED PACKAGE	
Entitled Item	Page Link
E-Invite Link	Customised link will be shared in July
e-DM banner	Slide 3
Innovation in Action (Article)	Slide 4

ENTERPRISE PACKAGE	
Entitled Item	Page Link
E-Invite Link	Customised link will be shared in July
Innovation in Action (Article)	Slide 4
Dedicated e-DM	Slide 5
Web Banner (*Run On Page (ROP))	Slide 6
Social Post	Slide 7
Media Spotlight Opportunities	Slide 8

Enhanced Package Entitlement

e-DM Banner

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

Specifications:

- ✓ Header banner in 600px (W) x 200px (H)
- ✓ JPEG or PNG format

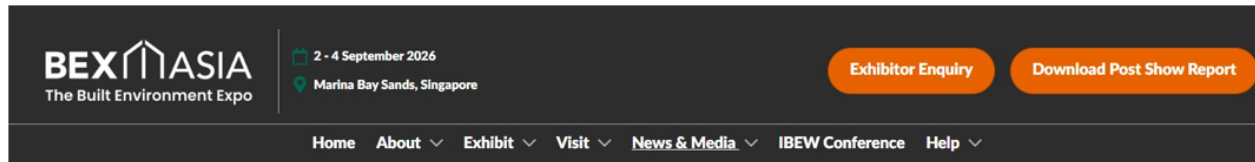
Sample of e-DM Banner ←

The image shows a screenshot of an e-DM banner for BEX Asia. The banner is titled "Exhibitor and Product Directory is Now Open" and features the BEX ASIA logo and event details: "3 - 5 September 2025, Marina Bay Sands, Singapore, www.bex-asia.com". Below the header, there is a section titled "Discover the Latest Products and Solutions in Our Exhibitor & Product Directories" with a sub-header "Uncover Cutting-Edge Solutions from Our New Exhibitors". This section displays a grid of logos for various exhibitors including AKT/O, CHUAN LEONG, eco DUCT, FOF Trade & Investment, GUSH, ida, Archi-Techonics MAGAE VIETNAM, NANO-STAR, Natural Cool Holdings Limited, NEW POWER, OBAYASHI, ICP PILES, PACCO, MOTOROLA SOLUTIONS, and HPP. At the bottom of the banner, there is a red-bordered box containing the text "Highlighting AI in Construction" and logos for BEX ASIA and BIMASE. The footer of the banner includes the text "Organised by" (with RX logo), "Strategic partner" (with Building and Construction Authority logo), "An anchor exhibition of" (with BIM logo), and "An initiative under" (with Build SG logo).

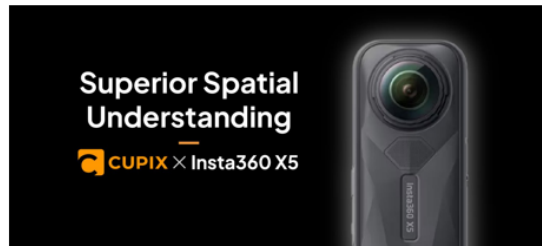
Enhanced & Enterprise Package Entitlement



Innovation in Action (Article)



Innovation in Action



Cupix Achieves New Heights with Insta360 X5: Superior 3D Point Clouds and Smarter AI Progress Analytics

Cupix, a global leader in AI-powered progress tracking and spatial intelligence, has announced its new integration with the Insta360 X5 camera. Cupix's seamless support of the Insta360 X5 brings a major upgrade to reality capture workflows across the architecture, engineering, construction and facility management industries.

[Click here to read the full article ->](#)

Zoho Launches Projects Plus, a Project Management Platform Empowering Mid-sized and Enterprise Organization

Zoho Corporation, a global technology company, launched Projects Plus, a flexible, collaborative new platform providing data- and intelligence-driven project management for mid-sized and large organizations. The new platform supports evolving Enterprise customer needs after Zoho Projects registers 20% YoY growth in 2024 and three-fold increase in migration from third-party apps.

[Click here to read the full article ->](#)



Sample of Innovation in Action (Article)

Specifications (Visual Media):

- ✓ Either an image of the new product or video of product launch
- ✓ Image 990 x 660px (JPEG or PNG)
- ✓ Video MP4 (max. 1 minute)

Specifications (Article):

- ✓ A min. 500 words article to describe the product feature
- ✓ Microsoft Word or PDF

Note: Image can be replaced with video

Enterprise Package Entitlement



Dedicated e-DM

e-DM can be provided in 2 formats – Word/PDF format or HTML format. e-DM slots are based on a **first-come-first-serve** basis.

Specifications (Word file):

- ✓ Header banner in 600px (W) x 200px (H) in JPEG or PNG format
- ✓ Short-writeup of 200 words in Microsoft Word or PDF

OR

Specifications (HTML):

- ✓ HTML file consisting all content and images

To also provide:

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

Sample of e-DM (word file)

The image shows a sample e-DM for Camfil Clean Air Solutions. It features a header banner with the Camfil logo and the tagline 'CLEAN AIR SOLUTIONS'. Below the banner is a photograph of various air filtration products. The main body of the e-DM contains the following sections:

- Join Us at BEX Asia!**
Let's Create A Cleaner Air, Healthier Spaces Together
- At Camfil, we believe clean air is a basic human right. As a global leader in air filtration, we offer a wide range of high-performance filters and smart clean air solutions to help you find the right fit for your facility.
- Visit us at Booth A-F15 at BEX Asia
- Meet our clean air specialists and discover how Camfil can support your air quality goals.
- REGISTER NOW TO VISIT**
- Life Cycle Cost Analysis Helps Our Customers Save Energy**
- Camfil's Life Cycle Cost (LCC) analysis software is a powerful modelling tool that helps our customers make informed, data-driven decisions by identifying the most effective filter strategy for every operating condition based on total life cycle cost.
- We offer complimentary LCC analysis and expert support to help you select the optimal air filtration solution.
- Visit us at Booth A-F15 at BEX Asia

Energy Cost 80%	Filter Cost 8%	Production downtime cost 5%
Annual labour & maintenance cost 5%	Waste filter disposal cost 2%	Equals total LCC 100%

REGISTER NOW TO VISIT

Organised by: In the business of building businesses. Strategic partner: Building and Construction Authority. An another exhibition of: An initiative under: Build SG.

You are receiving this email because you are subscribed to receive updates from BEX Asia.

Sample of e-DM (HTML)

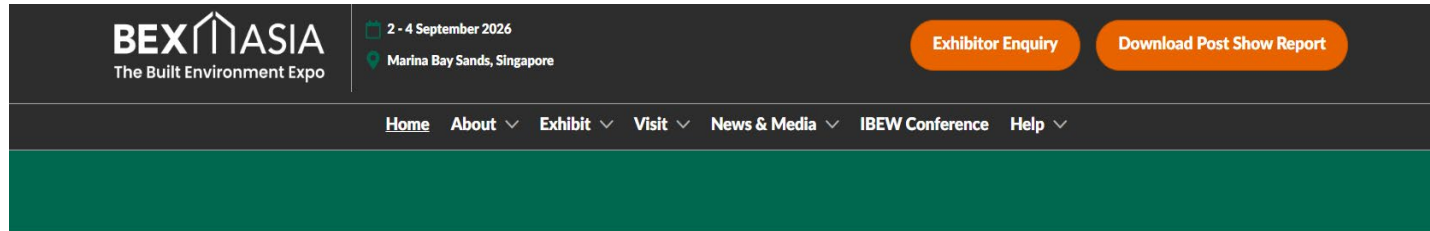
The image shows a sample e-DM for SP Singapore Polytechnic. It features a header banner with the SP logo and the tagline 'SP Transformation Made Possible'. Below the banner is a photograph of a modern building complex. The main body of the e-DM contains the following sections:

- Visit SP's Booth at **BEX Asia 2025**
- SP Company & Workforce Transformation (CWT): Scaling Industry Impact for the Built Environment
- 3 - 5 September 2025 | 10:00AM - 6:00PM
- Sands Expo & Convention Centre, Level 1 | Booth: B-W09
- Discover how SP works with the Built Environment sector to turn ideas into real results. At BEX Asia 2025, our booth will feature solutions that address today's challenges and open new possibilities for your business.
- See innovations in digitalisation, sustainability and workforce development, and hear success stories from our multidisciplinary centres. Meet our experts, get inspired, and leave with ideas you can put into action right away.
- Don't Miss Our Booth Highlights**
- CORENET X**
School of Architecture & the Built Environment, Digital Building Innovation Centre
In partnership with BCA, this zone features digital regulatory workflows and BIM-enabled processes through real-world projects by C&P Architects and the Republic of Singapore Air Force. See how SP empowers companies to move beyond compliance.
- Digitalisation**
Data Science & Analytics Centre, SIGACT Centre
See how Agents AI and text-powered advice analysis are redefining building operations and safety. Explore smart systems that detect anomalies, send real-time alerts and simplify tenant setup using natural language.
- Sustainability**
Advanced Institute for Energy Studies, Centre for Environmental Sustainability & Energy Efficiency, School of Building & Electronic Engineering
Explore RenewableEco 2.0 and nature-based solutions for the Solar Built Green for our Digital Twin Navigator. Learn how SP and partners guide companies through sustainability journeys using carbon assessment, data visualisation tools and green roadmaps.
- Talent Development**
Business Innovation Centre, Digital Building Innovation Centre
Discover SP's people-first approach to workforce transformation. This zone showcases experiential learning projects, tailored training tools and available support to help companies strengthen internal capabilities and build future-ready teams.
- Don't Miss Our Sharing Sessions**
- 3 September**
Industry Presentation
10:30 AM - 10:45 AM | Don't Miss: From First Step to Full Potential: An SME's CX Training Journey
- Fireside Chat**
2:00 PM - 3:20 PM | SP Booth: Employee Change, Decarbonisation Strategies for Singapore's Built Environment by SP Centre for Environmental Sustainability & Energy Efficiency (SEEC)
- 4 September**
Industry Presentation
10:30 AM - 10:45 AM | Don't Miss: From Waste to Worth: Woodcorp & Sweat Innovators for a Greener Built Environment
- Fireside Chat**
2:00 PM - 3:20 PM | SP Booth: Employee Change, Decarbonisation Strategies for Singapore's Built Environment by SP Centre for Environmental Sustainability & Energy Efficiency (SEEC)
- 5 September**
Fireside Chat
10:30 AM - 10:45 AM | SP Booth: Employee Change, Decarbonisation Strategies for Singapore's Built Environment by SP Centre for Environmental Sustainability & Energy Efficiency (SEEC)
- Scan Here for Your Complimentary Pass to BEX Asia 2025
Or Visit: <https://forasia.sp.edu.sg/bexasia2025-4redtepas>
- SP Transformation Made Possible**

Enterprise Package Entitlement



Web Banner



Sample of Web banner

Specifications:

- ✓ Square banner
- ✓ 300px (W) x 250px (H)
- ✓ JPEG or PNG format

Web Banner link will be re-directed to your BEX exhibitor profile directory

Enterprise Package Entitlement



Social Post

Posts will be scheduled within the core lead-up period to the show, to maximise your brand's visibility. Slots are on a **first-come-first-serve basis** (up to Organizer's discretion)

Specifications:

- ✓ One high resolution image showcasing product
- ✓ JPEG or PNG format
- ✓ **Either** 1,200px (W) x 627px (H) or 1080px (W) x 1080px (H)
- ✓ Preferred caption for the post
- ✓ Your brand/product social media handles for Facebook and LinkedIn

Sample of social post with landscape asset

BEX Asia (The Built Environment Expo)
3,219 followers
7mo • 🌐

As the global push for low-carbon, energy-efficient buildings intensifies, the HVAC industry is undergoing a major transformation.

Next-era EC technology is leading this change—delivering smarter performance, lower energy use, and greater sustainability.

Come experience the Digital Ecosystem at **ebm-papst's Booth B-H01** and see how digitalisation is redefining HVAC.

Register now to visit [#BEXAsia](#) and connect with [ebm-papst](#)
SEA: <https://lnkd.in/g2VuMhxt>

[#BEXAsia](#) [#BEXAsia2025](#) [#HVACInnovation](#) [#SustainableBuildings](#) [#ECTechnology](#)



Sample of social post with square asset

BEX Asia (The Built Environment Expo)
3,219 followers
7mo • 🌐

Turning Innovation into Impact at [#BEXAsia2025](#)

At **Ngee Ann Polytechnic (NP)**, we don't just talk sustainability—we build it. Through our SEED initiative, we've co-developed and deployed real-world technologies like AI-powered building management systems, digital twins, thermal comfort solutions, and biodegradable materials, all actively used in operational buildings.

NP holds the lowest Energy Use Intensity (EUI) among Singapore's institutions of higher learning, proving that energy efficiency and innovation go hand in hand.

As the appointed institution of higher learning to validate the Go25 Movement, we're proud to help shape Singapore's net-zero future, partnering with businesses to co-develop energy-saving technologies that meet evolving public expectations for sustainable indoor environments.

Join our expert panel at BEX Asia 2025, featuring SGBC members, as we unpack the tools, trends, and tactics driving real progress in green building and carbon management.

Let's connect ambition with action.

Register now to connect with Ngee Ann Polytechnic at [#BEXAsia2025](#): <https://lnkd.in/g2VuMhxt>

[#BEXAsia2025](#) [#Sustainability](#) [#GreenBuilding](#) [#NetZero](#) [#Innovation](#) [#EnergyEfficiency](#) [#DigitalTwins](#) [#AI](#) [#SEEDInitiative](#) [#NgeeAnnPolytechnic](#) [#Centre for Environmental Sustainability \(CFES\)](#)



REAL-WORLD DEPLOYMENTS. FULL-TIME EXPERTS. READY TO INNOVATE WITH INDUSTRY.

Meet us at BEX Asia Centre Stage (MBS Level 1) on 4 Sep, 2.30pm to 4.30pm.

with **Ngee Ann Polytechnic**

Media Spotlight Opportunity

Pitching to media is on a best effort basis. Media Spotlight Opportunity is subjected to new launches and media pick up and to media outlet's discretion.

To Provide:

1. Main point of contact : BEX Asia's PR Agency (FINN Partners) PIC will do reach out to the PIC below.
 - ✓ 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