



# SINGAPORE FESTIVAL

## A Special Singapore Festival Marketplace Invitation



*Make your mark, and make history with us  
at USA's largest community-led Singapore Festival*





# Who We Are

SingaporeConnect is a non-profit corporation, pending 501(c)(4) status, based in the San Francisco Bay Area. We are a team of passionate volunteers dedicated to building a vibrant and connected community of Singaporeans and fans/friends of Singapore.

Founded in 2005, SingaporeConnect aims to serve as a cultural and social bridge — celebrating Singaporean heritage, fostering meaningful connections with fans and friends of Singapore, and engaging the next generation of overseas Singaporeans.

From family-friendly gatherings to professional networking sessions, and even milestone celebrations, we bring the Singapore spirit to life abroad.









It's SingaporeConnect's 20<sup>th</sup> year, Singapore's 60<sup>th</sup> — and we're pulling out all the stops for our biggest celebration yet!

On the heels of a [Sunday Times feature](#), we will tell the Singapore story from our hearts. From a sleepy fishing village to Southeast Asia's jewel, we're not just a business spot, but a place of beauty, diversity, cuisine, and heart!

We will celebrate a country that has given us so much. Even from the US, we believe we can make a difference, and are delighted to invite you to be part of our story, and to help make this milestone event truly successful and unforgettable.



# SINGAPORE



Mrs. Tabitha Chee and her daughter Joy, who are part of a team of US-based Singaporeans involved in the project to celebrate the Republic's 60th birthday, at Gardens by the Bay on May 27. Mrs. Chee is co-chair of the event, while her daughter is the event's lead artist. Themed A Legacy of 60 Years, it will take place on Sept 21 in the San Francisco Bay Area. ST PHOTOS: LIM YACHU

## S'poreans in US plan event to showcase Garden City in celebration of SG60

33-year-old chef and owner of Dabao SG, a Singaporean restaurant in San Francisco, and a volunteer with SingaporeConnect.

The Singaporean moved to America's West Coast 11 years ago in pursuit of her culinary dreams, and fondly remembers her childhood in Singapore.

She recalled playing in her neighbourhood's dragon-shaped playground, catching spiders and tadpoles, and buying food in her primary school canteen for "just 50 cents".

Drawing inspiration from Singa-

### REKINDLING MEMORIES

**I wanted to revive the Singapore of yesteryears and rekindle some memories. It's this sentiment that makes us human and pushes us to connect more with one another.**



**MRS EMILY LIM**, who came up with the theme for the event. She is the chef and owner of Dabao SG, a Singaporean restaurant in San Francisco, and a volunteer with SingaporeConnect.

themed rooms, designed to guide visitors through pivotal moments in Singapore's history: from Sang Nila Utama's arrival in 1299 to the beginning of British colonial rule in 1819, the Japanese occupation from 1942 to 1945, and Singapore's remarkable growth after gaining independence in 1965.

Mrs Chee, the event's lead artist, is playing a key role in bringing Ms Lim's vision to life. Born and raised in Atlanta, Georgia, she grew up with limited knowledge of Singapore's history.

To conceptualise the rooms, she received a crash course in the Republic's history from her mother, who grew up in Singapore, but emigrated to the United States in 1959.

Ms Chee supplemented her mother's information with her own research on Singapore's art and cultural history and decided to "incorporate different art styles through the ages".

"I began researching art references and various artists that were from that period. For example, the room which depicts Singapore under British colonial rule is designed to resemble a traditional British painting, instead of the more brushy and airy style of traditional Asian artworks from that era," she said.

In addition to the themed rooms, the event will feature a performance area with Singaporean talent.

Ms Janice Chua, the home-grown creative and associate producer of the film *Crazy Rich Asians*, will

# Singapore Festival

*60 Years Young: Still Shiok!*

The inaugural **Singapore Festival** is the largest and most ambitious community-led event in the US, uniting US-based Singaporeans to American and Asian communities, and to showcase Singapore's unique multicultural identity in America.

Experience the first-ever immersive theatre based on Singapore's *Road to Independence* with the best of our food, culture, arts, and traditions in a welcoming 33,000 square foot expo hall located in **San Mateo County Event Center (near SFO) on Sunday, September 21, from 10am to 8pm.**

Our tagline, "**60 Years Young: Still Shiok!**" reflects Singapore's youthful energy and joy at 60, with "*shiok*" expressing the delight and satisfaction of every Singaporean experience.

Join us in making history! Partner with us to support this milestone celebration, where the spirit, pride, and innovation of Singapore come alive through the power of community.

## Target Audiences

We expect to receive a **total of 3,000 visitors**, made up of:

- Bay Area and Silicon Valley professionals and students
- Singaporean families from the Bay Area, and US
- Southeast Asians, US-based fans and friends of Singapore
- Cultural Enthusiasts
- Food Lovers





# Marketplace Opportunities

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# Celebrating a Legacy of 60 Years

## *An Immersive, Multi-Sensory Experience*

**A Grassroots Continuation:** Held in September after the National Day celebrations, it's a separate community-led event, a heartfelt tribute of Singaporeans' love for our homeland.

### What Fun & Excitement Awaits?

- **Immersive Theatre:** Step into moments in time, not just to learn history, but to converse and chat, and to relive those critical turning points in Singapore's journey to independence! Join early Singaporeans seeking self-rule and transforming the island into a culture-rich and resilient nation-state.
- **Culinary Adventures:** Chow down on Singaporean favs from 10 leading restaurants.
- **Shop & Play:** Shop for products and services with Singapore roots or connections. Catch live demos, play to win, have your caricature drawn, tag your "shiok" finds.
- **Games for All Ages, Community Art Wall:** Take part in interactive and fun games, some with a Singapore touch, and more! Add our touch to community art wall.
- **Celebrity Guests & Cultural Performances:** Fireside Chats with prominent US-based Singaporeans, and other Singapore-inspired performances.
- **Live Comedy:** Enjoy laughter and local flavour with comedy stand ups.
- **Broadening Community Connections:** Deepen bonds between Singaporeans and local American communities in a vibrant, welcoming setting.





# Singapore Festival Marketplace is Curating Companies and Individuals from...

## Retail, Travel, Merchandising

- Airlines
- Artisan, crafts, clothing, accessories
- Massage chairs
- Beauty & health
- Outdoor gear
- Household items
- Grocery stores
- Hotels
- Packaged foods (no on-spot cooking)
- Singapore heritage items

## Professional Services

- Immigration & other legal services
- Financial advisors & tax consultants
- Real estate companies
- Insurance providers
- Banks
- Professional and personal coaching
- Fortune tellers and Fengshui consultants
- Wellness & health practitioners

## Community, Social Impact, Experiences

- Social enterprise companies/startups
- Education/tuition
- Interactive booths: calligraphy, painting, caricatures, photo booths, etc.
- Nonprofits & community orgs.
- Heritage groups
- Youth clubs

## Technology & Gaming

- Technology companies and products
- Startups
- Consumer/home tech, appliances, smart wearables, security, software etc.
- Gaming and devices, VR/AR products & live demos



# Marketplace Opportunities

## *Rent a Space, Grow Your Biz!*

Starter Table	Standard Table	Standard Booth	Shiok! Feature Booth
\$130	\$250	\$500	\$1,000
Half Table (4'x30") on 4'x4' space	1 table (8'x30") on 8'x4' space	10'x10'	10'x10'
Standard area split 8'x30" table with another vendor	Standard area	Standard area	Prime/high-traffic area
<ul style="list-style-type: none"> <li>• Half table (4'x30"), 1 chair</li> <li>• 1 exhibitor ticket</li> <li>• Listing in festival map</li> <li>• Website</li> </ul>	<ul style="list-style-type: none"> <li>• 1 table (8'x30"), 2 chairs, shared power</li> <li>• 1 exhibitor ticket</li> <li>• Listing in festival map</li> <li>• Website</li> </ul>	<ul style="list-style-type: none"> <li>• 2 tables, 4 chairs</li> <li>• standard power outlet</li> <li>• 2 exhibitor tickets</li> <li>• Listing in festival map</li> <li>• Website, social media shares during event</li> </ul>	<ul style="list-style-type: none"> <li>• 3 tables (two 8x30", 1 small round), 6 chairs, table cloth, enhanced power, feature booth signage</li> <li>• 2 exhibitor tickets</li> <li>• Feature logo in festival map, on-stage mention</li> <li>• Website, social media shares during event</li> </ul>



\* All dollar amounts in US currency.



# Why Partner with Us? Singapore Festival Marketplace Offers:

- **Unmatched Visibility:** Gain exposure to a diverse, high-energy crowd at America's largest community-led Singapore Festival — perfect for showcasing your brand, products, or services to thousands of attendees.
- **Boost Sales & Leads:** Leverage our high foot traffic to drive direct sales, collect leads, and introduce your latest offerings to an engaged audience eager to discover something new.
- **Cost-Effective Marketing:** Renting a space is an affordable way to achieve measurable marketing results and brand awareness without the high costs of traditional advertising or permanent retail locations.
- **Grow Your Network:** Connect with new customers, business partners, and community members in a vibrant, multicultural setting designed to foster meaningful relationships.
- **Amplify Your Brand:** Benefit from festival-wide promotions, media coverage, and social buzz — your participation helps position your brand as a community supporter and cultural connector.
- **Try New Ideas:** Test products, services, or marketing concepts in a live, interactive environment and get immediate feedback from real customers.
- **Be Part of Something Special:** Join a milestone celebration that's about more than just social and business — let's celebrate Singapore's 60th, build community, and make history together.





# Floor Plan

(subject to change)



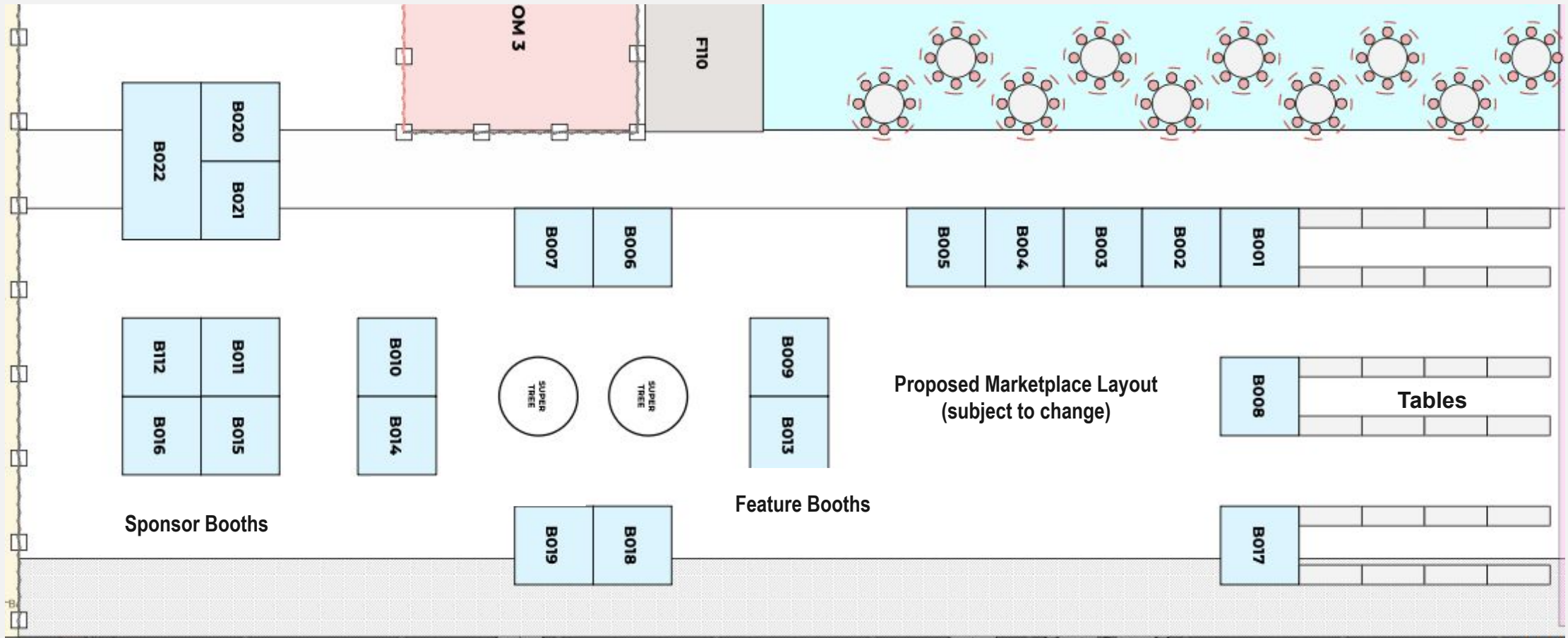
PROJECT NO.	1000000000
PROJECT NAME	SG60
PROJECT LOCATION	SMCC, FIESTA HALL
PROJECT TYPE	ZONE LAYOUT
DATE OF MEETING	1/14/2025
MEETING TIME	1:00 PM
MEETING LOCATION	ROOM 101
MEETING PREPARED BY	R61



# Marketplace Zone Layout

(subject to change)

Note: This is a zoomed-in detail of the Marketplace map at the Singapore Festival, rotated 90° for easier formatting and viewing.



## THANK YOU

Showcase your COMPANIES, PRODUCTS, and SERVICES at the Singapore Festival

**Contact:** [marketplace@singaporeconnect.org](mailto:marketplace@singaporeconnect.org)

