

BOOTH PURCHASE AGREEMENT

9 September 2026

MAX Atria @ Singapore Expo
Level 2, Peridot & Garnet Ballrooms

Updated as of 1 July 2026

VISION TO ACTION: AI ADOPTION FOR SMEs



ABOUT SME CENTRE CONFERENCE 2026

Artificial Intelligence (AI) has moved beyond experimentation — it is now reshaping industries, transforming business models, and redefining competition. For businesses, the question is no longer whether to adopt AI, but how to harness it effectively and empower their people in an AI-driven world. With vast opportunities come new responsibilities. Success in this AI-driven era demands **strategic planning and purposeful execution**.

This year's conference brings together thought leaders, industry experts, and SME pioneers to explore how enterprises can **strategically and effectively harness practical AI solutions**. Through keynote presentations, case studies, and interactive discussions, the conference will help business leaders design and implement future-ready AI strategies for growth.

Join us in charting the path forward.

SME
Centre@ASME

SME
Centre@SCCCI

SME
Centre@SICCI

SME
Centre@SMCCI

SME
Centre@SMF

SUPPORTED BY



新加坡中華總商會
Singapore Chinese Chamber of Commerce & Industry



Singapore Indian Chamber
of Commerce & Industry



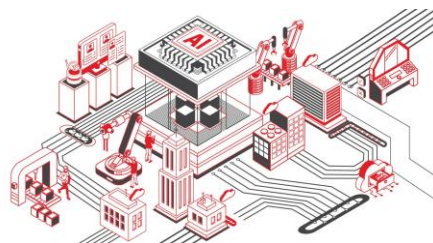
Malay Singapore
Singapore Malay Chamber of Commerce & Industry



Singapore
Manufacturing
Federation

Enterprise
Singapore

VISION TO ACTION: AI ADOPTION FOR SMEs



BOOTH PACKAGE

The following details outline the standard booth package included under this Booth Purchase Agreement.

Item	Details
Package Price	S\$3,270 (inclusive of 9% GST)
Booth Space	3m x 2m
Exhibitor Passes*	3
Conference Passes*	3
Logo on Exhibition Backdrop	✓
Logo on Event Website	✓

* Both Exhibitor Pass and Conference Pass holders will have access to the conference sessions and refreshments.

EXHIBITION BOOTH DESIGN

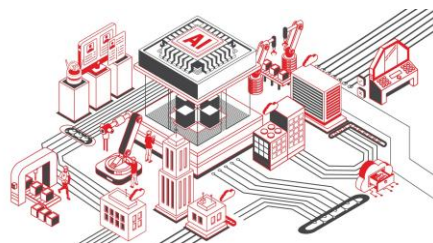


3m x 2m STAXX Booth

Note: The front panel of the counter will be printed with the event key visual design.

The booth design illustrated is for reference only. The organisers reserve the right to amend the final design and specifications without prior notice.

VISION TO ACTION: AI ADOPTION FOR SMEs



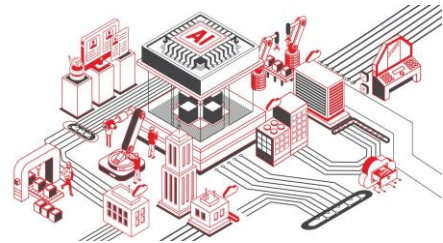
The standard booth package is furnished with the following items:

Item	Quantity	Details
FURNISHING		
Shell Scheme Structure	1	Includes backwall and side partition
Lockable Reception Counter	1	
Stool	2	
Rubbish Bin	1	
ELECTRICAL		
13A Single-Phase Power Point	1	
Spotlights	2	
BRANDING		
Fascia Board	1	Exhibitor name and booth number
Counter Front Graphic	1	Event key visual

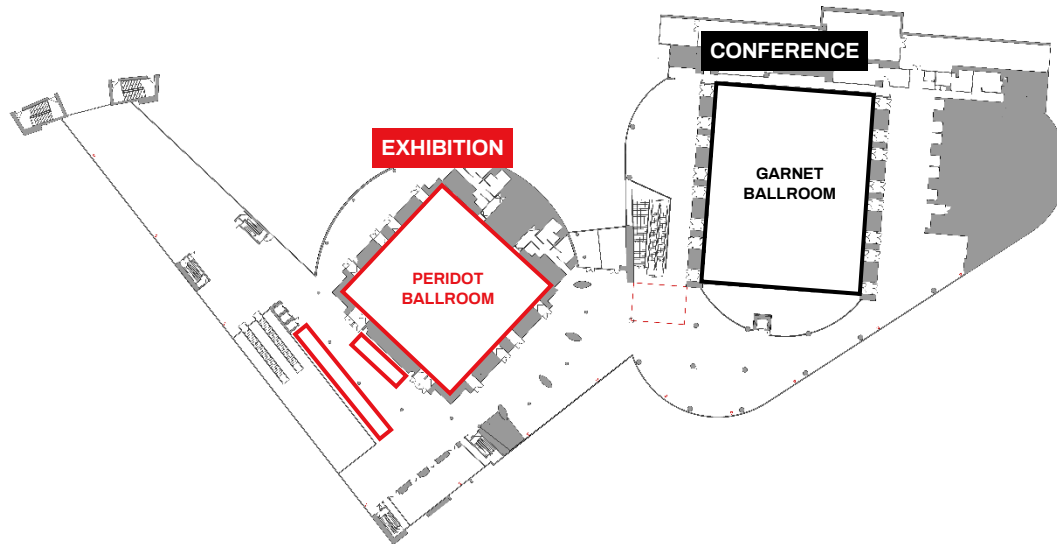
PACKAGE EXCLUSIONS

- Carpet Flooring
- Customised Backwall Graphics

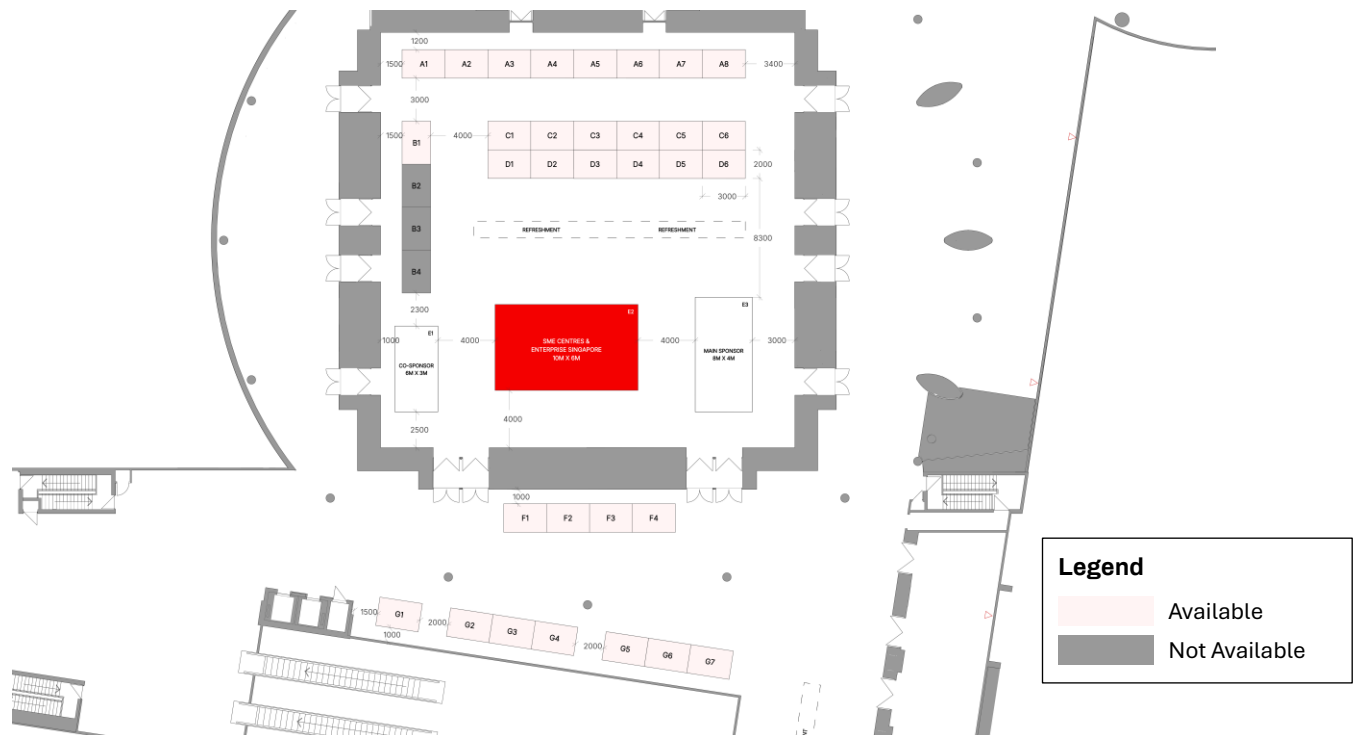
VISION TO ACTION: AI ADOPTION FOR SMEs



FLOOR PLAN OVERVIEW



EXHIBITION FLOOR PLAN



The exhibition floor plan shown is for reference only and is subject to change without prior notice.

VISION TO ACTION: AI ADOPTION FOR SMEs



BOOTH PURCHASE AGREEMENT FOR SME CENTRE CONFERENCE 2026

1. Booth Participant Obligations

- 1.1. Participants will be informed of the move-in and set-up schedule closer to the Event date. The schedule is subject to change at the Organisers' discretion. Please note that storage facilities will not be provided.
- 1.2. All exhibition materials, promotional collaterals, displays and equipment must be contained within the allocated booth space. The Organisers reserve the right to remove any items that obstruct walkways, emergency exits or common areas.
- 1.3. Participants shall ensure that no damage is caused to the booth structure, venue flooring or venue property. Any damage caused by the Participant, whether through action, omission or negligence, shall be the sole responsibility of the Participant. The Participant shall be liable for any claims, charges or costs imposed by the venue provider arising from such damage. The Organisers and/or Event Management Company reserve the right to invoice the Participant for any repair, reinstatement or replacement costs incurred.
- 1.4. Participants are solely responsible for the security and safekeeping of their exhibits, promotional materials and equipment. The Organisers shall not be liable for any loss, theft or damage.
- 1.5. Participants are not permitted to distribute brochures, flyers, giveaways or other promotional materials outside their allocated booth space. The Organisers reserve the right to remove any materials deemed to be improperly placed and/or require the Participant to cease distribution activities.
- 1.6. Participants are required to remove all exhibits, graphics, posters, decals and related materials from their booth space at the end of the Event. A disposal and reinstatement charge of S\$120 will be imposed for any materials left behind.

2. Payment Terms

- 2.1. Booth allocation is subject to availability and will be assigned on a first-come, first-served basis, determined by the date of receipt of the signed Booth Purchase Agreement and at the Organisers' discretion.
- 2.2. The standard booth package fee is S\$3,000 before GST. The total payable amount, inclusive of 9% GST, is S\$3,270. The following payment terms shall apply:
 - A 50% non-refundable deposit is payable upon signing the Booth Purchase Agreement.
 - Full payment must be received within one (1) month from the date of booth confirmation.
 - A cancellation charge of 100% of the booth fee will apply for cancellations made less than 30 days before the Event.
- 2.3. Participants may order additional items through the appointed Event Management Company, Spark Planners Pte Ltd. The relevant order forms will be included in the Exhibitor Manual, which will be issued closer to the Event date. Any additional items ordered will be invoiced separately by Spark Planners Pte Ltd.

VISION TO ACTION: AI ADOPTION FOR SMEs



2.4. Please sign and return the Booth Acceptance Form via email to:

- Nor Arliana Arsad – arliana@smecentre-smcci.sg
- Raihana – raihana@smecentre-smcci.sg
- Alvin Soo – alvin.soo@smecentre-asme.sg
- Keith Lim – keith.lim@smecentre-asme.sg

If payment is not received by the stipulated deadline, the Organisers reserve the right to terminate this Agreement, reallocate the booth, and notify the Booth Participant accordingly.

3. Postponement and Refunds

- 3.1. The Organisers reserve the right to postpone the Event to a date not exceeding six (6) months from 9 September 2026. Should the Event not take place within this period, the Organisers shall refund all booth fees paid by the Participant in full.