



16th – 18th July 2009 Suntec Singapore International Convention & Exhibition Centre

Press Release

11th March 2009

For Immediate Release

PALME Asia 2009 awarded with IMAP Scheme Subsidy

PALME Asia 2009 has just been awarded with the International Marketing Activities Programme (IMAP) scheme by International Enterprise Singapore (IE Singapore). The IMAP scheme is awarded only to selected exhibitions hosted in Singapore and PALME ASIA 2009 is in this group of privileged exhibitions that have received the subsidy this year.

The IMAP scheme enables Singapore companies to enjoy **up to 50%** subsidy on space rental and stand construction.

"This is excellent news for our Singapore exhibitors! The timing of this Award could not have come at a better time in this current economic crisis," said Ms Rosalind Ng, Managing Director (Asia), IIR Exhibitions. "The proven track record of over 20 years is widely recognised by IE Singapore and the industry trade bodies. This is one of the key reasons why PALME Asia 2009 was selected for the IMAP Award. Singapore exhibitors can take advantage of this financial marketing scheme to help them defray their cost of participation", added Ms Ng. The Award, however will be given on a first come first served basis, subject to these companies meeting the criterias.

Besides the IMAP scheme award, the Organiser, IIR, is embarking on other new initiatives to make this year's show a very attractive proposition for prospective exhibitors. These include the Buyers' Fly-in Program whereby large corporate and public sector buyers from the South East Asian region will be flown in and hosted by the Singapore Tourism Board and IIR. In addition, a sponsored "Purchasing Mission Groups", consisting of key committee members of current and new projects in the region will be invited to attend the PALME Asia Event.



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“Exhibitors have affirmed and welcome this initiative as it assures them of quality buyers from the region to procure the latest products and technology at the Exhibition” said Ms Anna Cheong, Exhibitions Director of PALME Asia.

Besides the Fly-in program, other features for the event include themed pavilions and dedicated showcases in the areas of Architectural Lighting, Digital Signage, House of Worship, Control Technologies, Ecotechnology and Video Conferencing. These specialised feature-areas enable exhibitors to showcase their latest state-of-the-art technologies live. In addition, seminars/workshops in the areas of Architectural lightings, House of Worship, and Control Technologies will take place concurrently with the Exhibition. Attendees have the opportunities to learn and be updated with the latest technologies and systems available. In addition, Palme Asia aims to provide an ideal platform for manufacturers and dealers/agents to network and explore new business opportunities in a conducive environment.

Palme Asia, into its 21st year, is the most established and leading International Professional Audio, Lighting, Audio Visual & Systems Integration Exhibition in South East Asia. It incorporates Install Asia 2009 and Events 360. Install Asia is the showcase for cutting-edge AV Installation & Systems Integration Technologies and Applications for commercial and residential projects, while Events 360 targets all stakeholders involved in major events, including Event Planners, PR Companies, Event Promoters and Site/Venue Owners.

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About PALME Asia (www.palme-asia.com)

PALME Asia 2009, South East Asia's most established and leading International Professional Audio, Lighting, Audio Visual & System Integration Exhibition, is in its 21st year of presentation. It is held in conjunction with Install Asia 2009 and Events 360.

About INSTALL Asia (www.install-online/asia)

INSTALL Asia 2009 is South East Asia's Leading Audio Visual Installation & Integration Exhibition. It is the only exhibition for Cutting-edge AV Installation & Integration Technologies and Applications for commercial and residential projects.

About Event 360 (www.palme-asia.com/360)

Event 360 is the event for manufacturers and suppliers of technologies and services tailored for the event and entertainment industry. It is the latest vertical in the exciting PALME Asia series.

About IIR Exhibitions Pte Ltd (www.iirx.com.sg / www.informa.com)

Institute for International Research Exhibitions Pte Ltd (IIR), established since 1973, is part of Informa Plc, with a global network of 150 offices in more than 45 countries employing over 9,500 staff around the world. Informa Group is the world's leading international provider of specialist information and services for the academic and scientific, professional and commercial business communities via publishing, events and performance improvement.