

## SLV EXPO 2010 CURTAIN CALLS AT MARINA BAY SANDS

**Singapore, October 15, 2009** – UnUsUaL Exhibition Services Pte Ltd, part of the UnUsUaL Group of Companies is proud to present the second instalment of its much awaited Sound Light Visual Expo, from 16 – 18 June 2010. In response to SLV Expo 2009's overwhelming feedback, SLV Expo 2010 will be doubling up; not only its exhibition space but also its various show features. To add to the victorious blend, not only will 2010's SLV Expo be brought back home, it will be held in Singapore's brand new integrated resort, Marina Bay Sands®, a winning combination of flexible convention and exhibition facilities, a luxury hotel, shopping, dining, and world-class entertainment under one magnificent roof.

Conceptualised and planned in Singapore, SLV Expo made its debut in Genting Highlands, Malaysia, from 29 – 31 July 2009. After this warm welcome received by Malaysia, "we knew we had to bring SLV Expo back to Singapore", as expressed by Mr Alan Meng, Director of UnUsUaL Group of Companies. Hence, come June 2010, SLV Expo will unveil, and at a very special venue – Singapore's very own integrated resort, the Marina Bay Sands®. According to Mr Alan Meng, this will be an iconic moment not only for SLV Expo but also for Marina Bay Sands® because "as the Chinese say, it is 双喜临门 (shuang xi lin men; two celebratory moments on one occasion); it is both ours and Marina Bay Sands®' debut year in Singapore. This will definitely be an event not to be missed".

As visualised during the initial planning stages, SLV Expo aims to differ from other similar-styled trade expos by focusing a lot on the importance of knowledge and skills upgrading. In this time and age, it is important that industry players keep up-to-date with the latest information and technology, for a moment of complacency would push you off the bandwagon almost instantaneously. Being fully aware of this importance, SLV Expo has been created as a one-stop for visitors to discover new technologies and products, advance their knowledge and skills, and network to expand their contact points. "That is why SLV Expo 2010 will feature added booths, more exhibitors, and bigger, better and more promising seminar workshops and exhibits", Mr Johnny Ong, Director of UnUsUaL Group of Companies.

Also not to be missed is SLV Expo 2010's Speaker Shootout. Featuring live speaker demonstrations in a contained environment, the Speaker Shootout features the most premium atmosphere for

visitors to enjoy and savour quality, top-end sound systems. SLV Expo 2010 will also bring in more speaker brands than 2009 to satisfy visitor desires.

For more details on SLV Expo 2010, log on to our website, [www.slvexpo.com](http://www.slvexpo.com).

For SLV Expo 2010 exhibition space enquiries, please contact Ms Gin Sum at (65) 6841 4555, or email [gin@unusual.com.sg](mailto:gin@unusual.com.sg).

The **UnUsUaL Group of Companies**, previously known as UnUsUaL Productions in the industry, was incorporated in 1997 and serves to provide a full spectrum of services for the event and concert scene in the region. It has grown to become the leading name in event and concert production.

With its growing market share in the event and concert production market, it was natural that UnUsUaL venture into the exhibition arena. The objective was not to increase the level of competition in the already highly competitive market, but to share and receive added knowledge with the industry through their exhibitions, with regards to staging solutions. Hence, the birth of **UnUsUaL Exhibition Services Pte Ltd** to focus on this Sound Light Visual Expo, to create a conducive learning environment as well as provide a platform for industry visitors to network and build alliances.

**Marina Bay Sands®** stands proudly in Singapore's Central Business District, a 20-minute ride from Singapore Changi Airport and minutes from the island's most exciting cultural and leisure spots. The spectacular design, conceived by world-renowned architect Moshe Safdie, is an entertainment destination featuring the Sands Hotel crowned by the awe-inspiring Sands SkyPark®, fully integrated MICE facilities, the region's first Las Vegas-style casino, two theatres, a cutting-edge museum, signature shopping and dining.

**The Sands Expo and Convention Center** will total 120,000 square meters over five floors, and will feature Southeast Asia's largest ballroom. With space for 2,000 exhibition booths and 250 meeting rooms, the center can host up to 45,000 delegates. Flexibility is programmed into the space it offers. For instance, the grand ballroom, which can accommodate up to 11,000 people, can be configured into 16 rooms to hold smaller groups of a few hundred delegates.

For more media-related information, please contact Ms Gin Sum at (65) 6841 4555, or email [gin@unusual.com.sg](mailto:gin@unusual.com.sg).