

**BCB**  
BAR CONVENT  
SINGAPORE

**03-04 MAR 2025**

MARINA BAY SANDS, SINGAPORE

# Where **Craft** Meets **Opportunity**

INTERNATIONAL BAR &  
BEVERAGE TRADE SHOW



[barconventsingapore.com](http://barconventsingapore.com)

f @ @barconventsingapore

## Join the action at BCB Singapore Asia's Ultimate Industry Platform - Where Craft Meets Opportunity

Calling all producers - the stage is set to showcase your excellence, inspire the senses, and form lasting, strategic partnerships.

For bar and beverage professionals, it's a curated experience to explore the finest spirits, learn from industry leaders, and establish connections that will shape the future of mixology.

Together, let's craft a new standard of excellence and elevate Asia's cocktail scene to new heights.



[Click to Watch 2023 Highlights](#)



## The Key Ingredients for Success



### PRIMED COMMUNITY

Connect with Asia's leading bar owners, bartenders, F&B directors, distributors, and partners in a curated, business-centric and education rich environment.



### EXPERT EDUCATION

Be inspired by leading industry professionals worldwide, with over 30 educational sessions covering key market topics.

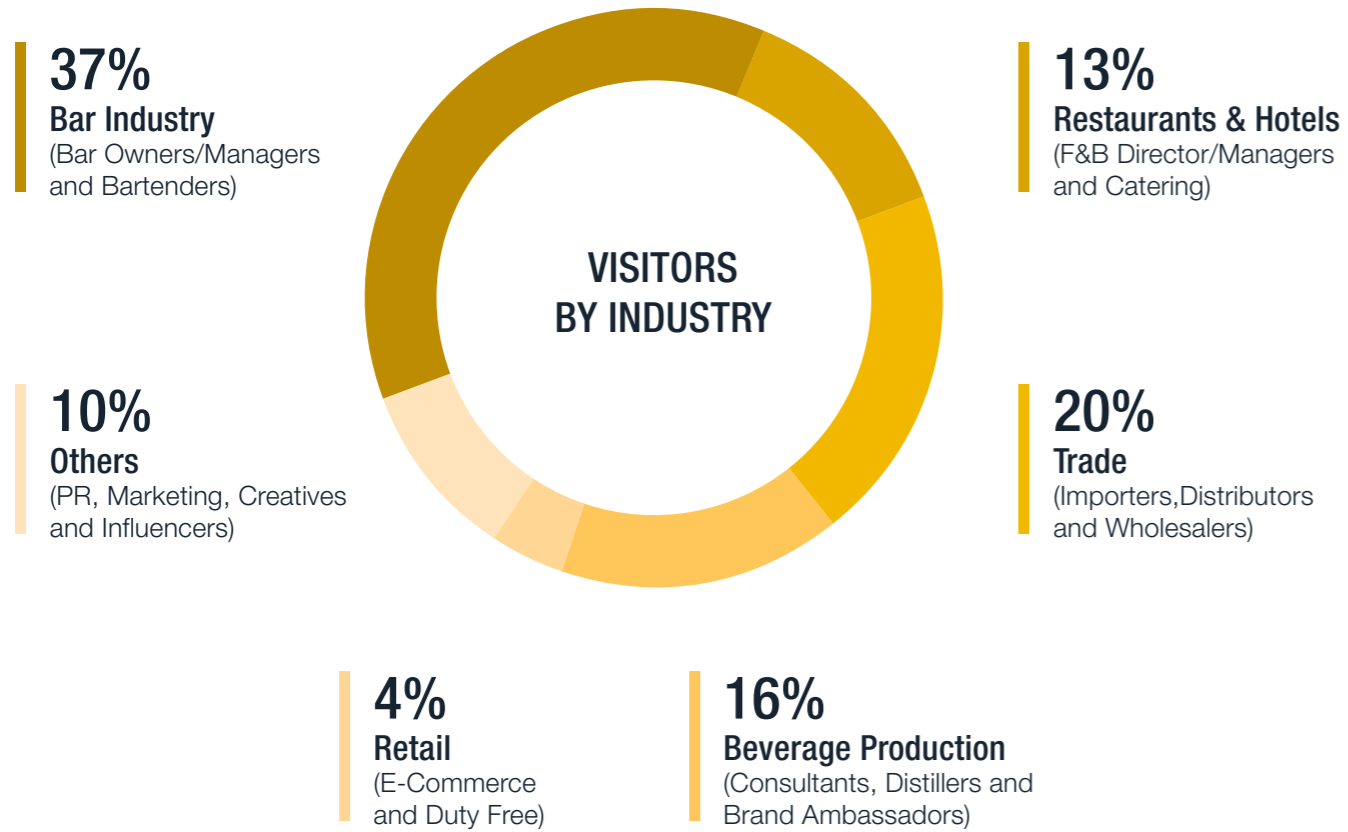


### BRAND CULTIVATION

Craft and share your brand's unique story. Grow your following through guided tastings, brand activations, and customised experiences.

# Who you'll meet at BCB Singapore

Connect with **3,000 passionate** and influential bar and beverage industry professionals, shaping the future of mixology across Asia.



\*Statistics from Bar Convent Singapore 2023

## Meet 85% Key Decision Makers in One Place

### VISITORS BY SENIORITY

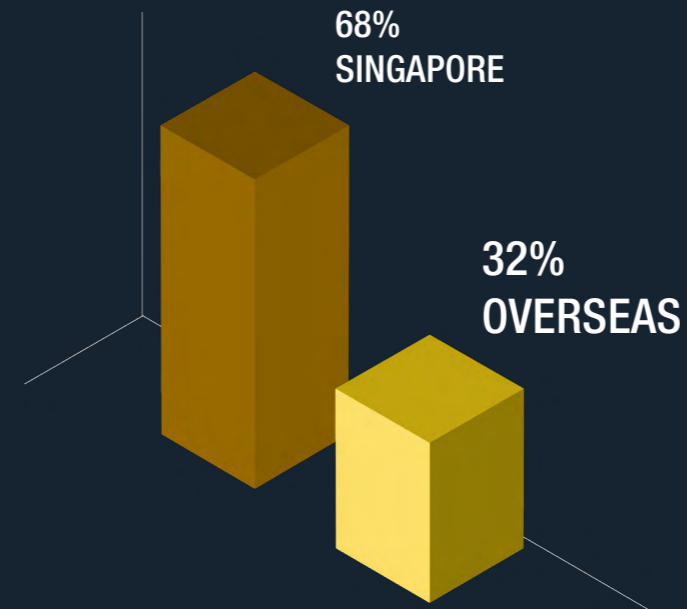


\*Statistics from Bar Convent Singapore 2023

# Markets Represented

An international gathering attended by industry professionals from **44 countries and regions**

### 2023 DOMESTIC VS. OVERSEAS VISITORS



### BREAKDOWN OF INTERNATIONAL VISITORS

- |                |                   |
|----------------|-------------------|
| 15% Malaysia   | 4% Vietnam        |
| 12% Indonesia  | 4% United States  |
| 8% Philippines | 4% South Korea    |
| 8% India       | 3% Australia      |
| 7% Hong Kong   | 3% United Kingdom |
| 6% Thailand    | 3% Cambodia       |
| 5% Japan       | 2% China          |

\*Statistics from Bar Convent Singapore 2023



# Hear from Visitors



**“Those who miss BCB 2023, you miss half of your bartending life! It’s an opportunity to gather with other bartenders and bar professionals.”**

Reynan Ramos  
Okada Manila, Philippines



**“The best part of BCB is to connect with brands and industry friends.”**

Bartender,  
Potato Head Singapore



**“We came here because we’re about to start our own bar in Shanghai and from the speakers, we picked up some really good points. It’s not many chances that you can gather the whole industry in the same place to share experiences.”**

John Wang & Dre Yang,  
Pony Up China



# Hear from Exhibitors



**“Being part of this whole experience has enabled us to gain connections with bartenders and bar owners.”**

Rianna Juarez,  
Business Development Officer, Tanduay Rum



**“Lots of distributors. Lots of bars. The speakers are really good. The turnout is very well and definitely a positive experience.”**

Bran Hill,  
Master distiller and Founder, Tokki Soju



**“Participating in BCB has opened up a lot of opportunities, especially in the region.”**

Jessica Lim,  
Director, Woodstock Beverages

# Targeted Opportunities to Match Your Needs

## PRODUCT SHOWCASE

Elevate your brand(s) above the industry's best in a curated exhibition showcasing craft and premium producers from around the globe.

## EDUCATIONAL MASTERCLASSES

Educate customers on your product's unique characteristics and inspire the next mixology masterpiece.

## BRAND ACTIVATIONS

The journey to success is sweeter when everyone is onboard. Take your customers through a unique experience to imagine and inspire creative excellence.



## TARGETED CONNECTIONS

Connect with the key buyers and partners primed to take your business to the next level. Whether your goal is to secure key new accounts or unlock new, strategic markets, we can support you with targeted buyers and connections to meet your business need.

## BRAND ADVOCACY

Engage the bartending community in your latest competitions, incentives, and partnerships. The next generation of advocates awaits you.



# Focused Solutions to Meet Your Objectives



## SALES LEAD CAPTURING

**Generate leads effortlessly!** Use your phone to gather prospects during the event and receive the complete list with their key data afterward.



## BUSINESS MATCHING

**Guide future customers to you!** BCB visitors receive AI-driven, tailored recommendations based on their interests, putting you at the top of their agenda.



## EXHIBITOR SHOWROOM

**At the forefront!** Be IN the room where the industry gathers to research and discover brands. Variable features to help you maximize exposure before the event.



## TARGETED COMMUNITY MESSAGING

**All eyes on you!** Have a new product or exciting opportunity? Share the great news with your target audience through BCB's social channels.



## BENCHMARK PRO

**Rise above the competition!** Boost and monitor your online performance in real-time, leveraging insights to identify and seize opportunities.



## FEATURE INTERVIEW

**Live in the Mix!** Shout out from the BCB show floor with a feature interview at your booth hosted by a BCB Ambassador. The interview will be shared on all BCB channels post-event.

LIVE AT BCB

# Packages to Meet Every Business Need

	CLASSIC	SIGNATURE	PREMIUM
		Brand Builder	Category Leader
<b>PRE-EVENT</b>			
Exhibitor Showroom	Bronze	Silver	Gold
Benchmark (PRO)	✓	✓	✓
E-Invite Templates	✓	✓	✓
Group welcome Social Media Post		✓	✓
Group welcome feature on EDM		✓	✓
Discount on Visitor Tickets - 10%		✓	✓
Consideration in BCB Content & PR Activities		✓	✓
Web Banner - Sub Page/Home Page			✓
Dedicated Social Media Post - Facebook, IG and LinkedIn			✓
1x Pre-Event Feature Video/Interview on BCB SG website (content provided by Exhibitor)			✓
<b>EVENT WEEK</b>			
Complimentary 2-day visitor tickets	5	10	20
Onsite Exhibitor Listing	✓	✓	✓
Sales Lead Capturing	✓	✓	✓
Business Matching - Exhibitor Recommendation Service	-	✓	✓
Digital Incentives Bag	-	-	✓
Onsite Event Map Logo	-	-	✓
<b>POST EVENT</b>			
On-Site Feature Interview with BCB Brand Ambassador (published post-show)			✓



## Bespoke Stand Concepts

Start with a blank canvas and bring your unique brand imagery to life, taking customers on an immersive journey through your creations and the powerful stories that they can champion in the bar. A wide range of opportunities and configurations can be explored to meet your creative ideas and available resources.



# Portfolio Stand (9 SQM)

The perfect, stress-free solution for multiple brand owners or distributors looking to showcase a core range of their portfolio. Portfolio stands are designed to showcase ideally 2-3 different brands.



Includes:

- 2-tier lockable Bar Counter (2mL x 1mH/1mD)
- Exhibitor's Branding (2mL x 1mHt)
- 1 x Display Shelving (2mL x 2.5mH x 0.5mD)
- 6 x Wall Shelving, (1mL x 0.5mH x 0.5mD)
- Exhibitor's Branding (2mL x 0.55mHt)
- Back and Side Walls
- 2 x Bar Stools
- 2 x 100w arm Spotlights
- 1 x 13amp Power Point
- Ice and Tasting Cups provided

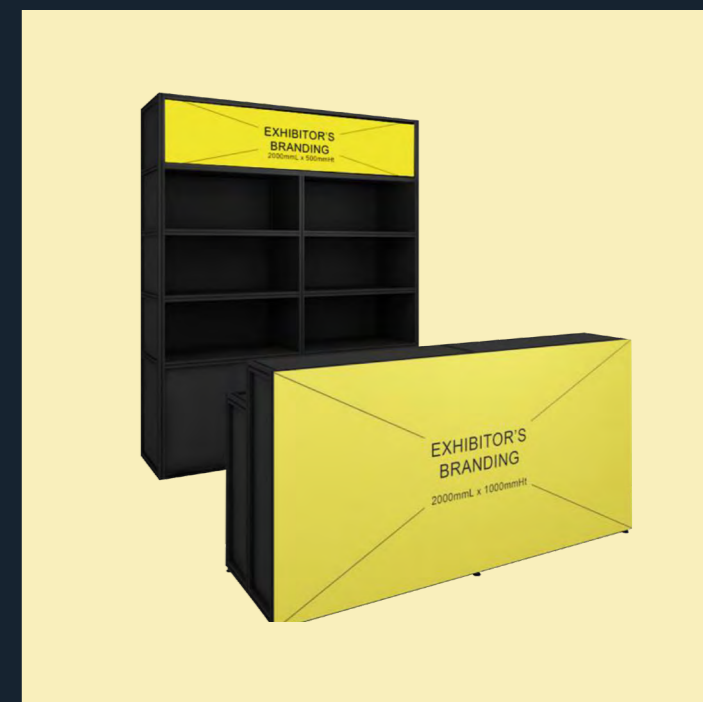


# One Brand Stand

The ideal, ready-made solution for single brand owners and young, craft distillers.

Includes:

- 2-tier lockable Bar Counter (2mL x 1mH/1mD)
- Exhibitor's Branding (2mL x 1mHt)
- 1 x Display Shelving (2mL x 2.5mH x 0.5mD)
- 6 x Wall Shelving, (1mL x 0.5mH x 0.5mD)
- Exhibitor's Branding (2mL x 0.55mHt)
- 1 x Bar Stool
- 2 x 100w arm Spotlights
- 1 x 13amp Power Point
- Ice and Tasting Cups provided



# Booth and Package Rates

BOOTH SIZE (SQM)	CLASSIC	SIGNATURE	PREMIUM
One Brand (5sqm)	S\$ 5,450.00	S\$ 6,850.00	-
Portfolio (9sqm)	S\$ 9,155.00	S\$ 10,555.00	-
12	S\$ 9,740.00	S\$ 11,140.00	-
18	S\$ 14,060.00	S\$ 15,460.00	-
24	S\$ 18,140.00	S\$ 19,300.00	S\$ 24,420.00
36	S\$ 26,660.00	S\$ 27,700.00	S\$ 32,580.00
48	S\$ 35,180.00	S\$ 36,100.00	S\$ 40,740.00
72	S\$ 52,220.00	S\$ 52,900.00	S\$ 57,060.00

\*Booths from 12sqm upwards are raw space.  
For larger stand concepts, please speak with us directly for a customized solution.



# Key Tools to Maximise Success

ACTIVATION	PRICE*
Official BCB Sponsored Guest Shift	S\$ 2,000
Roaming Sample Sponsorship	S\$ 2,000
Tasting/Education Masterclass	S\$ 1,750
Welcome Drink Sponsorship	S\$ 3,000
BRANDING	
Attendee Bag Sponsorship	S\$ 4,000
Branded Billboards	Request for options and pricing
Event Staff T-Shirt Sponsorship	S\$ 4,000
Floor Stickers	Request for options and pricing
Hanging Banners	Request for options and pricing
Official Event Badge Sponsorship	S\$ 5,000
Official Lanyard Sponsorship	S\$ 8,000
Onsite Map Advertising	S\$ 700
Visitor Registration Area Sponsorship	S\$ 15,000
DIGITAL	
Dedicated E-Mail Campaign	S\$ 1,500
Digital Incentives Bag Insert	S\$ 700
Digital Incentives Bag Sponsorship	S\$ 2,000
EDM Banner - Content Email	S\$ 2,000
Exhibitor Showroom - Gold	S\$ 1,200
Registration Platform Sponsor	S\$ 8,000
Web Banner - Sub Page	S\$ 1,500

\*Prices for some items may not include production costs.  
Please consult the BCB team for further information.



# Discover your Opportunity with **BCB Singapore**

Ready to be part of  
the journey?

Contact

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[Submit Enquiry](#)

