



# IFLA WORLD CONGRESS SINGAPORE 2018

18–21 July 2018

Sands Expo and Convention Centre,  
Marina Bay Sands, Singapore

BIOPHILIC CITY | SMART NATION | FUTURE RESILIENCE

Held in conjunction with Singapore Garden Festival



[www.ifla2018.com](http://www.ifla2018.com)

# Singapore

prides herself as a 'City in a Garden', and progressively being recognised as a Biophilic City internationally.

This vision reinforces the importance of landscape architecture, in partnership with other disciplines, in the continuous shaping of our living environment.

The 55<sup>th</sup> IFLA World Congress is supported by five IFLA regions, namely Americas, Europe, Africa, Middle East and Asia-Pacific regions. Widely connected to its member's network, the conference will enhance networking opportunity globally. The congress will present recently completed projects, international awards and topics that demonstrate biophilia innovations, universal ecosystems, therapeutic landscapes, inclusive designs, smart building solutions, greening policies and smart eco-systems enhancement. The congress will be a milestone for thought-leadership to drive the future of biophilic cities, to enhance smart nations' capabilities and build future resilience for the next generation.



## EVENT HIGHLIGHTS

- ▶ Singapore Garden Festival
- ▶ Trade Exhibition
- ▶ IFLA Conference
- ▶ Hosted Buyers Programme
- ▶ Business Forums
- ▶ Site Visits
- ▶ Gala Dinner & Award Presentation
- ▶ Networking Functions
- ▶ Accompanying Persons Programme
- ▶ Golf Tournament
- ▶ Student Design Competitions
- ▶ Student Charrette
- ▶ Technical Tours

**IFLA** World Congress 2018 will be the largest and most significant landscape industry event in Singapore. It presents an enriching conference experience with the largest and most inclusive exhibition in Asia-Pacific.

The IFLA Conference will host a privileged field for conversation in the context of greening strategies within rapidly growing cities, application of potential technologies to provide insight into design processes and capacities to adapt to changing environmental conditions. IFLA 2018 will also continue to investigate emerging questions in the practice of landscape architecture with communities, architecture and engineering through the themes of **Biophilic City, Smart Nation and Future Resilience**.



## DELEGATE PROFILE

- ▶ Government and public agencies
- ▶ Property developers
- ▶ Facility managers
- ▶ Landscape architects, architects, planners, environmental graphic designers
- ▶ Agronomists, arborists, botanists, floriculturists, horticulturists
- ▶ Landscape contractors/ implementers
- ▶ Consultants, engineers
- ▶ Distributors, manufacturers, retailers and wholesalers of landscape and urban greenery products and solutions
- ▶ Academics and students

## WHY PARTICIPATE?

- ▶ Discover the latest products and solutions from top innovators and learn how they differ from your current vendors
- ▶ Learn from international and regional industry thought leaders who have valuable knowledge to share with case studies to add weight and credibility in a saturated market
- ▶ Network, learn and bounce ideas off industry peers, public sector officials and policy makers to stay relevant and competitive
- ▶ Interact and make valuable connections with industry practitioners during the exhibition and fringe activities.

Congress Delegate Rates	Early Bird Rate (until 30 Mar 2018)	Standard Rate (01 Apr 2018 onwards)
IFLA Delegation / Members	SGD680	SGD780
Supporting Organisation	SGD700	SGD800
Concession Rate <sup>2</sup>	SGD500	SGD550
Others	SGD800	SGD900
Students	SGD300	

Notes: 1. Rates above will be subjected to prevailing government and service taxes.  
2. Refer to event website for eligible list of emerging economies from World Bank.

# EXHIBITOR PROFILE

## Landscape and Urban Design

- ▶ Courtyards, Gardens & Parks
- ▶ Golf Courses & Sports Grounds
- ▶ Green Roofs & Gardens
- ▶ Landscape Architecture & Master Planning
- ▶ Playgrounds
- ▶ Skyrise & Vertical Greenery

## Services

- ▶ Associations and Institutions
- ▶ E-commerce
- ▶ Landscape Implementation
- ▶ Landscape Maintenance

## Materials & Components

- ▶ Aeration, Irrigation & Drainage
- ▶ Chemicals, Composts, Fertilisers & Pesticides
- ▶ Garden Accessories
- ▶ Garden Decoration
- ▶ Lighting System
- ▶ Soils
- ▶ Specialised Tools (Arboriculture)

## Technology

- ▶ 3D Printing And Fabrication
- ▶ Augmented Reality (AR)
- ▶ Gardening & Landscaping Software
- ▶ Unmanned Aerial Vehicles
- ▶ Virtual Reality (VR)

## Machinery & Equipment

- ▶ Analysis, Measurement & Testing Equipment
- ▶ Cleaning Equipment
- ▶ Transportation

## Urban Solutions

- ▶ Climate Control
- ▶ Greenhouses
- ▶ Plant Protection
- ▶ Soiless Gardening Systems

## Plants

- ▶ Nurseries

## WHY EXHIBIT?

- ▶ Exposure to the largest gathering of international Landscape Architects in a single location

### For International Brands:

- ▶ Reach out to key decision makers and influencers from Asia
- ▶ Recruit distributors or partners to represent your brand in Asia

### For Asia Brands:

- ▶ Be seen as industry leaders in a competitive market where innovative and disruptive solutions are constantly discovered
- ▶ Reach out to buyers from international markets to form new partnerships and open new revenue streams

## ADVERTISING & PROMOTIONAL CAMPAIGNS

- ▶ Advertising Campaigns in Major Trade Publications and Newspapers
- ▶ Collaborations with Trade Bodies and Associations
- ▶ Comprehensive and Informative Website & Show Directory
- ▶ Dedicated Marketing Campaigns to Reach Out to the China Market
- ▶ Direct Mailers to Targeted Audience including IFLA Association Members
- ▶ Effective and Industry Targeted Digital Marketing Campaigns
- ▶ Event & Fringe Activities Updates via Social Media and eNewsletters
- ▶ Event Listings in Targeted Industry Forums & Portals
- ▶ Featured Exhibitor / Sponsor Spotlight in Website and eNewsletters
- ▶ Pre & During Event Out-of-Home (OOH) Advertising at Venue
- ▶ Press Releases & Media Coverage
- ▶ Pre & Post Show Editorial Write Ups in Major Publications & Newspapers

## COST OF PARTICIPATION

Space Option	Early Bird Rate (until 30 Nov 2017)	Standard Rate (01 Dec 2017 onwards)
Raw Space (min. 18sqm)	SGD500/sqm	SGD600/sqm
Shell Scheme (min. 9sqm)	SGD550/sqm	SGD650/sqm

**National pavilion packages are available, contact us to find out more!**

# ABOUT THE ORGANISERS

## Singapore Institute of Landscape Architects



The Singapore Institute of Landscape Architects (SILA) is a non-profit organisation representing the Landscape Architectural professional in Singapore. It was established in 1985 to advance the science and art of Landscape Architecture and the theory and practice of landscape, environmental, and urban design; to promote research and education therein; and to create and maintain a high standard of professional qualification.

## International Federation of Landscape Architects

A truly global federation, IFLA currently represents 76 national associations from Africa, the Americas, Europe and Asia Pacific, and a newly emerging region in the Middle East. Our mission is to create globally sustainable and balanced living environments for the benefit of humanity worldwide.



**IFLA**

INTERNATIONAL FEDERATION  
OF LANDSCAPE ARCHITECTS

IFLA officially represents approximately 25,000 landscape architects across the world – the actual number of landscape architects is estimated to be about three times that. We have just been through a significant transformation to create a new, forward thinking and more effective organisation. Our strategic aim is to become more indispensable through the excellent services we provide to our members and through leadership that raises the profile of the profession and increases advocacy via national and international governments and NGO's.





## CONTACT US

### Sponsorship and Exhibition Sales

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Event



Organisers



Organising Partner



Show Management



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Supported By



*\*All information is correct at time of print and is subject to changes.*

