



**FOR IMMEDIATE RELEASE**

## **SITEX CASHES IN ON THE FAIRER SEX**

*Increase of almost 100,000 females in two years with Ladies Go Tech promotion*

**24 November 2009, Singapore** – IT fairs have traditionally been a male-driven event. But with the launch of the Ladies Go Tech promotional campaign at SITEX back in 2007, the Organisers have witnessed a 12 per cent jump in female visitorship – from 23% in 2006 to 35% last year. This is a sizeable increase considering the fact that SITEX rakes in an average of 800,000 visitors per show. The 21st edition of SITEX opens at the Singapore Expo (Halls 5, 6 and Foyer 2) this Thursday from 26 to 29 November 2009, 11am – 9pm. Admission is free.

Said Mr Chandran Nair, Deputy General Manager of SingExhibitions which manages SITEX, “Females represent a big group of lifestyle users whom exhibitors are increasingly targeting to gain a bigger share of the market. With 51% of Singapore’s population<sup>1</sup> comprising the fairer sex, manufacturers have gone beyond the stereotype of producing a pink or slimmer version of an existing product by creating gadgets with the women’s needs in mind. The Ladies Go Tech promotion is definitely here to stay.”

The Organisers are courting PMEBS and tertiary students aged 17-39 years as they form the bulk of the digital revolution adapters.

The Ladies Go Tech promotion at SITEX will encompass a ladies-only Lucky Dip and product highlights on feminised gizmos.

With signs of an economic recovery on the horizon, the Organisers are confident to tip last year’s record of 826,000 visitors and \$45 million in sales revenue.

### **Ladies Go Tech Lucky Dip**

Ladies who accumulate a minimum \$200 in a single receipt will be entitled to one chance at the Lucky Dip. The redemption counter is located outside Hall 5. Over 50 sets of prizes will be given away including:

- Top prize: 7-Night Resort Stay for 4 Anywhere In The World (1 set worth \$2000)
- abKey Premium Keyboard (5 sets worth SGD151 each)
- D-Link MediaLounge Media Player (1 set worth \$179)
- G-Cube’s Notebook Skins (25 sets worth \$35 each)
- Handy Door Viewer (3 sets worth \$349 each)
- Holux 5" GPS (3 sets worth \$359 each)
- Pat Says Now Laptop Sleeves (10 sets worth \$59 each)
- Sony Cybershot Digital Camera (2 set worth \$649 each)
- Zumreed SFit Headphones (5 sets worth \$79 each).

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<sup>1</sup> Singapore Population Statistics 2008

## Gadgets for Ladies

Here's a sneak preview of a range of female-skewed gizmos at SITEX:

- IdeaPad S10-2 and S10-2 netbooks by Lenovo
- Aiptek Pocket Cinema T30 by iknow
- Apple iPod Nano in striking colours by EpiCentre.
- Anti-UV foldable hat for hair and eye protection by Share & Care.
- "After-purchase Whiz" warranty library by Yarra allows home-makers to save and track all their purchase and warranty information online for free.
- Casual games by Cylon including Diner Dash, Sally Spa, Plants vs Zombie, Cake Mania etc
- GPS by Garmin, Holux, TIBO, VITAS, SpeedNavi SQ and Marbella.
- G-Cube Mouse with matching Mouse pads by Vertex
- Handy door view by First Emperor Marketing
- Mini-speakers by Bizgram
- ORDRO camcorders in feminine colours and designer prints
- Light-weight MSI X-Slim series notebooks in exquisite colours.
- SkinBody Meter that measures the water level, oil level and rugosity of your skin.
- iRobot Roomba robotic vacuum cleaner and iRobot Scooba robotic floor wash cleaner.
- Mini powerful speakers by Bizgram
- Ranger LED optical mouse in adorable prints
- Toshiba portable HDD in rocket red & Slim Series PORTÉGÉ T110/T130 notebooks

## Other Highlights

- More than 20 product launches including Win 7 / Office 2007 by Microsoft, IdeaPad Y550p notebook by Lenovo, and Toshiba Slim Series PORTÉGÉ T110/T130 Notebook PCs.
- 36 new exhibitors including Allbright Technology, Album Stories, Axioo, BuyRule from Korea, EUBIQ, M1, Manda International from Hong Kong, Microsoft, TravelSIM from Estonia, Yarraa Inc, Pericom and Waliwastokm.
- Travel Tech – a new segment that features gadgets that are not only packed with performance but also extremely portable for that out-of-town trip.
- "All I Want For X'mas" Lucky Draw (Redemption at entrance of Hall 5) – For every \$100 accumulated in a single receipt, visitors will receive a chance to win \$2000 cash and a gadget of their choice.
- Cash Converters (Hall 5, Booth 5A00) - Visitors can exchange their quality electronic products for instant cash to finance their new purchases.
- Go Green With SITEX (entrance of Hall 6) - eWaste Recycling & Paper Recycling On-the-Go. Visitors will be recycling for a good cause as proceeds will be donated to the Society for the Physically Disabled (SPD).

**Established since 1988, SITEX is organised by Singapore infocomm Technology Federation (SiTF) and managed by SingExhibitions.**

Editor's note:

- URL: [www.sitex.com.sg](http://www.sitex.com.sg)
- High res 2008 photos can be downloaded from [http://www.hg.sg/public/sitex\\_hires\\_images.zip](http://www.hg.sg/public/sitex_hires_images.zip)
- SITEX 2009 logo can be downloaded from [http://www.sitex.com.sg/content\\_page/download\\_logo.html](http://www.sitex.com.sg/content_page/download_logo.html)

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