

CALL-FOR-PROPOSAL SPECIFICATIONS
FOR THE SINGAPORE PAVILION TECH SHOWCASE
UNDER THE
NATIONAL RETAIL FEDERATION – ASIA PACIFIC (NRF APAC)
2026

29 JANUARY 2026

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CALL-FOR-PROPOSAL (CFP) FOR THE SINGAPORE PAVILION TECH SHOWCASE UNDER THE NATIONAL RETAIL FEDERATION – ASIA PACIFIC (NRF APAC) 2026

BACKGROUND

About Singapore Retailers Association (SRA)

1. Singapore Retailers Association (SRA) was founded in 1977, originally as the Singapore Retail Merchants Association by 10 leading retailers. It is a non-profit, independent/non-governmental retail trade body in Singapore, funded entirely by the private sector. Led by 18 Council Members from leading companies and SMEs, SRA's vision is to be the respected and collective voice of the retail industry and advance the interests of the retail industry via insights, education and strategic collaborations. SRA organises a wide range of year-round programmes ranging from industry events and conferences, market insights sharing sessions, training and masterclasses, local learning journeys and overseas study missions as well as professional guidance and mentorship for retailers' brand growth and business development. Our membership of almost 600 members reflects the diversity and vibrance of Singapore's retail industry – Fashion Apparel/& Accessories, Furniture and Furnishings, Electrical & Electronics, Watch & Accessories, Beauty & Wellness, Telecommunications, Specialty and Food Retail, Department Stores and Supermarket/Convenience Stores. Collectively, they employ more than 80,000 workers, own or resell more than 4,500 brands, own more than 14,000 local stores, and account for more than \$30 billion in operating receipts annually.

National Retail Federation – Asia Pacific (NRF APAC) 2026

2. NRF APAC, officially branded as Retail's Big Show Asia Pacific, is the regional counterpart to the National Retail Federation's long-running New York "Big Show," created to serve the world's largest and fastest-growing retail market. It brings together thousands of retailers, brands, technology providers and investors from across Asia Pacific to explore the future of commerce, with Singapore chosen as its long-term home thanks to its role as a trusted innovation and business hub for the region. Since its inaugural run in 2024, the event has combined large-scale expo floors, conference content, store tours and startup zones to address topics such as Artificial Intelligence (AI), digital transformation, omnichannel journeys, sustainability and experiential retail. It continues the expansion path set by the 2024 and 2025 shows, which drew upwards of 8,000–10,000 participants and hundreds of exhibitors from dozens of countries.

3. Positioned as the premier APAC retail trade event, NRF 2026: Retail's Big Show Asia Pacific's theme "The Next Now" underscores the need for retailers to execute immediately on AI, data, cross-border commerce and retail media while designing longer-term, future-ready operating

models. Through C-suite keynotes, focused conference tracks and innovation showcases, NRF APAC 2026 aims to act as both a strategic meeting ground for the region's leaders and a launchpad for new ideas and technologies that will shape Asia Pacific retail in the coming decade.

4. SRA manages the Singapore Pavilion which features a curated lineup of exhibitor booths showcasing innovative retail tech solutions from Singapore-registered providers, alongside the flagship SRA Retail Tech Showcase.

Pavilion Objectives: Position Singapore as Asia Pacific's premier retail innovation hub by facilitating high-value B2B connections between Singaporean solution providers and regional retailers/brands, drive export sales and partnerships through targeted matchmaking and amplify Singapore's competitive edge in AI, data analytics, omnichannel platforms and sustainable retail tech.

Tech Showcase Objectives: Spotlight SRA-curated, market-ready technologies via live demos and case studies from Singapore retailers.

CFP OBJECTIVES

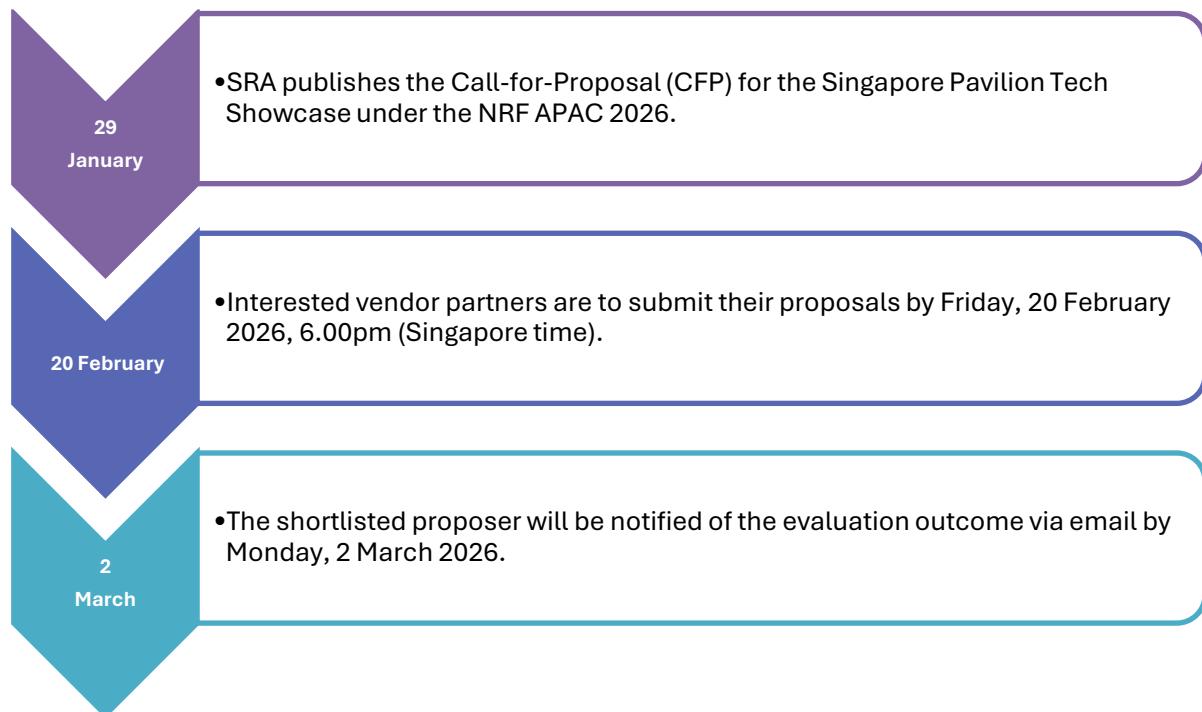
5. This CFP seeks to solicit one vendor partner to conceptualise and execute the SRA Retail Tech Showcase at the Singapore Pavilion. This CFP does not constitute a financial appointment or funding commitment. The vendor partner will be selected at the conclusion of this CFP, and any appointment or engagement shall be subject to the issuance and acceptance of a formal Letter of Appointment by SRA.

The appointed vendor partner shall work closely with SRA and shall comply with all requirements set out in this CFP and any subsequent Letter of Appointment issued by SRA.

Proposers should refer to **Annex A**, which includes:

- Background and key highlights of the Singapore Pavilion Tech Showcase at NRF APAC 2025
- Reference programme and benchmarks
- Photo documentation of past activations
- Indicative project fees disbursement schedule of the Singapore Pavilion Tech Showcase at NRF APAC 2025

6. SRA will adhere to the following structured process flow for initiating the CFP:



KEY PARAMETERS OF SINGAPORE PAVILION TECH SHOWCASE AT NRF APAC 2026

Showcase Period

7. Showcase period for NRF APAC 2026: 2 to 4 June 2026.

Proposed Concept

8. Create and immersive Retail technology time tunnel exhibit tracing the transformation of Front-of-House (customer-facing), Back-of-House (e.g. operation, supply chain) and digital space (omnichannel/e-commerce) technologies from legacy systems to cutting-edge innovations. This interactive journey maps solutions across retailer maturity stages (e.g. starter, scaler, leader), highlighting "next-level" upgrades for growth. Leverage dynamic formats including, but not limited to, Augmented Reality, Virtual Reality (VR), holographs and multi-screen TV walls to deliver a visually stunning and narrative-driven experience.

9. Proposers are encouraged to incorporate the technologies covered under the Retail Industry Digital Plan (IDP) jointly developed by Enterprise Singapore (ESG) and Infocomm Media Development Authority (IMDA).

10. The Singapore Pavilion Tech Showcase technologies need not be limited to the solution providers exhibiting under the Singapore Pavilion. Proposers are encouraged to integrate global innovative solutions which may not be available in Singapore.

Objectives

11. The Singapore Pavilion Tech Showcase aims to achieve the following objectives:

- **Benchmark for Local Excellence:** Establish a technology benchmark for Singapore retailers by curating market-ready solutions across Front-of-House, Back-of-House and digital domains.
- **Gateway for Overseas Retailers' Expansion into Singapore:** Attract and convert inbound interest from overseas retailers eyeing Singapore market entry by showcasing proven, locally available technologies, complete with live demos and case studies.
- **Visionary Roadmap Catalyst:** Blueprint the future state of retail technology and solicit participation from potential vendors for SRA's Retail Tech Roadmap.

12. The proposal must showcase technologies from at least 20 different technology solution providers across 5 different retail functions which may include, but not limited to, the following:

- Front-of-House – Virtual Merchandising
- Front-of-House – Shopfront Technology
- Back-of-House – Finance
- Back-of-House – Warehouse Management and Logistics
- Digital Space – Content and Digital Marketing

- Digital Space – Analytics
- Digital Space – Artificial Intelligence

Space Layout and Design

13. The Singapore Pavilion Tech Showcase, a 45sqm L-shaped space, will be within the Singapore Pavilion. The design of the showcase should complement the overall look and feel of the Singapore Pavilion. The tentative Singapore Pavilion design and floorplan can be found in [Annex E](#).

Budget

14. The Singapore Pavilion Tech Showcase is a government-funded project. Proposers must submit proposals within the budget of S\$200,000.

Commercial and Revenue-Sharing Framework

15. SRA is open to revenue-sharing models and would favourably consider a vendor partner who could propose an approach to offset the activation cost of the Singapore Pavilion Tech Showcase, including (but not limited to) the following from the identified and participating solution providers:

- Sponsorships
- Paid activations and space rental
- Commercial partnerships
- Advertising space sales.

SCOPE OF APPOINTMENT AND DELIVERABLES

16. The appointed vendor partner(s) shall be responsible for designing and delivering the Singapore Pavilion Tech Showcase at NRF APAC 2026, with clearly defined performance, revenue.

Table 1: Scope of Appointment and Deliverables

S/N	Scope of Work	Deliverables
1	Concept and Design	<ul style="list-style-type: none"> • Develop the concept, detailed design proposal, tech stack of the immersive Singapore Pavilion Tech Showcase, integrating global innovative solutions and ESG's and IMDA's IDP technologies.
2	Project Management	<ul style="list-style-type: none"> • End-to-end coordination with NRF APAC 2026 organiser and designated builder, SRA and participating tech solution partners and retailers from the planning to the execution of the showcase buildup.

		<ul style="list-style-type: none"> Manage the on-site operations during the showcase period.
3	Industry and Stakeholder Engagement	<ul style="list-style-type: none"> Recruit and onboard identified local and global tech solution providers and retailers for seamless integration of the Singapore Pavilion Tech Showcase.

17. The mandatory deliverables for the Singapore Pavilion Tech Showcase 2026 are set out in **Table 2** below. These deliverables form the core basis for evaluation and appointment. Proposers will be assessed on their ability to deliver all mandatory deliverables in an integrated and timely manner, in accordance with the objectives and scale of NRF APAC 2026.

Table 2: List of Mandatory Deliverables

1	Proposal concept proposal and deck for the Singapore Pavilion Tech Showcase
2	Prototype/mockup of the Singapore Pavilion Tech Showcase
3	Full buildup and installation of the Singapore Pavilion Tech Showcase
4	Consolidation of survey outcomes, impact and feedback from tech solution partners
5	Post-event report (includes descriptions and photos of the technology being showcased, footfall numbers, feedback from exhibitor attendees)

18. Deliverables shall be benchmarked against NRF APAC 2025, with enhancements and mark-ups calibrated against a S\$200,000 project reference.

PROJECT QUANTUM

19. The indicative project quantum is S\$200,000.

PROJECT FEES DISBURSEMENT MODEL

20. The project fees will be disbursed by SRA to the appointed vendor partner upon the successful completion of agreed project milestones and deliverables and upon submission of the required supporting documentation.

21. Details on the indicative disbursement schedule, benchmarks, and reference programmes are provided as an example in **Annex A**. Proposers are expected to factor appropriate milestone planning into their project timelines and pricing proposals.

TERMS OF APPOINTMENT

22. The appointed vendor may appoint multiple tech solution partners and/or retailers for exhibition at the showcase.

SUBMISSION OF INFORMATION

23. Proposers are invited to submit the following information via softcopy to CFP@sra.org.sg no later than **20 February 2026, 6.00pm** (Singapore Time). Late submissions will not be accepted.

Required documents include:

- Company's **ACRA Bizfile generated in year 2026**;
- Completed Declaration of Proposal (**Annex B**), signed by company authorised personnel;
- Proposal based on templates in **Annexes D1 – 3**.

24. A Shortlisting Committee will assess whether a proposer is shortlisted and suitable to proceed to the next stage of the CFP.

25. Shortlisted proposers may be invited to present their proposals to an Evaluation Panel. SRA will notify shortlisted proposers of the presentation details and allocated timeslot in the month of April 2026.

EVALUATION CRITERIA

26. All proposals will be evaluated in accordance with the criteria set out in **Annex C**, as follows:

- Innovation and Concept (50%)
- Credibility and Track Record (20%)
- Cost-Effectiveness (30%)

CONFIDENTIALITY OF INFORMATION

27. Proposers shall maintain strict confidentiality of all information and materials provided by SRA or other parties in relation to this CFP, and shall not under any circumstances disclose any information, either in part or in full, to any third parties without prior written approval from SRA.

USE OF PROPOSAL

28. All proposals will be treated as strictly confidential. SRA will only share submitted proposals with the SRA Shortlisting Committee, Evaluation Panel and relevant partnering government agencies involved in SRF. Concepts and materials will not be shared with other competing agencies or vendors.

SUBMISSION INSTRUCTIONS

29. Proposers must submit their proposals and supporting documents via softcopy to

CFP@sra.org.sg.

30. Please use the following email subject line when submitting the proposal:
NRF APAC 2026 CFP – [Vendor Company Name] Proposal Submission

CLOSING DATE OF SUBMISSION

31. The closing date and time for proposal submission is **20 February 2026, 6.00pm** (Singapore Time) sharp. Late submissions will not be accepted.

ENQUIRIES

32. All enquiries relating to this CFP shall be submitted in writing to: shaan.liew@sra.org.sg and elise.lee@sra.org.sg

LEGAL DISCLAIMER AND RIGHTS OF SRA

33. SRA reserves the right to reject any or all proposals, waive any irregularities or informalities, and accept or reject any component of any submission. This CFP does not constitute a contract, tender, or commitment to award, and SRA may amend the requirements, timeline, or scope at its sole discretion.

Annex A: NRF APAC 2025

As a premier international retail tradeshow, the National Retail Federation Asia-Pacific (NRF APAC) 2025 brought together over 9,500 delegates representing 70 countries, with Singapore attendees comprising a significant 56% of the participant base. NRF APAC 2025 provided Singapore retailers with an unparalleled opportunity to gain insights into the latest trends, technologies, and innovations emerging from leading global retail players. Beyond inspiration, the event served as a vital platform for Singaporean retailers to engage directly with international retail leaders, potential partners, and investors, facilitating strategic discussions aimed at driving international expansion.

The Singapore Pavilion, featuring a diverse lineup of local solution providers, further catalyzed collaborative opportunities by:

- (i) Empowering local enterprises to leverage innovative technologies that enhance operational efficiency and support business growth;
- (ii) Acting as a gateway for international brands and partners seeking to enter and establish a presence in the Singapore market.

A key highlight of NRF APAC 2025 was the Singapore Pavilion, which offered an invaluable platform for local SME solution providers to showcase their retail technologies and innovations on a world stage. By participating in the Pavilion and exhibiting alongside top-tier global players, these SMEs gained valuable exposure that can accelerate brand recognition, foster strategic partnerships, and position them for expanded market presence within the highly competitive Asia Pacific retail landscape. This platform further reinforced Singapore's reputation as a vibrant hub for retail innovation and technology in the region.

Overall, the Singapore Pavilion highlighted Singapore's commitment to building a future-ready retail ecosystem. These efforts support our vision to be at the forefront of retail transformation, empowering local retailers and technology providers to scale internationally and contribute to the evolution of the retail industry in Asia-Pacific.

Project Deliverables for the SRA Tech Showcase under NRF APAC 2025

S/N	Deliverable	Achievement of Deliverables
1	Implement the retail tech showcase with at least 5 solutions applicable for Front-of-House and Back-of-House retail	<ul style="list-style-type: none"> 7 solutions were part of SRA's Retail Tech Showcase <p>AI Checkout System by Konbini Vending Automation Pte Ltd</p>  <p>AI Training Buddy App with Voice Tag by SRA and Sustainable Technology Centre (Singapore) Ltd</p>  <p>Shelving System with Digital Signage by Slicer Pte Ltd</p> 

2	<p>At least 60 business leads generated from the exhibitors at the Singapore Pavilion and vendors at the retail tech showcase</p>	<ul style="list-style-type: none"> • Participating exhibitors reported a total of 857 leads obtained from the event. <p>Note: This is a combined achievement with the solution providers exhibiting under the Singapore Pavilion (beyond the SRA Retail Tech Showcase).</p>
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Disbursement Schedule of SRA Tech Showcase under NRF APAC 2025 (for reference only)

Milestone	Milestone Deliverables	Remarks
Upon Confirmation of Contract	Cash advancement of \$60,000 upon confirmation of project scope and deliverables	Upon confirmation of contract.
Post-Event	Remaining upon completion of project and handover	Remaining upon completion of project and submission of required supporting claim documents, and subject to receipt of funds disbursement from the funding government agency.

Annex B: Declaration of Proposal

PROPOSAL REF: SRA-NRF-CFP-2026

To: Singapore Retailers Association (SRA) 1 Coleman Street #05-11B the Adelphi Singapore 179803	Name of Vendor: Address:
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1 We, _____ (Name(s) in Block Letters) hereby submit our Proposal (“Proposal”), in response to the Call for Proposal for the Singapore Pavilion Tech Showcase under NRF APAC 2026, in accordance with the Call for Proposal Specifications.

2 We confirm that our Proposal is fully consistent with, and does not contradict or derogate from, any provision in the CFP documents. We acknowledge that SRA is entitled to reject our Proposal if it is found to be inconsistent with or in contradiction of the CFP Documents.

3 We further undertake to provide any additional information, clarification, or supporting documentation that SRA may reasonably require in connection with the evaluation of our Proposal.

4 We warrant, represent and declare that:

- (a) we are submitting the Proposal as principal; and not as an agent, intermediary, or nominee for any other party;
- (b) we have the full legal capacity, authority and power to (i) submit this Proposal, (ii) comply with all requirements and obligations set out in the CFP Documents, (iii) receive instructions, provide information, and engage in communications with SRA in connection with this Proposal, and (iv) perform all obligations that may arise if we are appointed; and
- (c) a copy of the document conferring the necessary authority on the undersigned to submit this Proposal and bind the Vendor is attached herewith.

Vendor's Company or Business Registration No./ UEN: Name: Designation: Date of Submission:	Authorised Signature and Company's Official Stamp:
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Notice: This Declaration, duly completed and signed, must accompany every Proposal. Any amendment, modification, or deviation from the wording of this Declaration may render the Proposal liable to disqualification.

**Annex C: Evaluation Criteria for the Call for Proposal for
Singapore Pavilion Tech Showcase under NRF APAC 2026**

All proposals will be evaluated in accordance with the evaluation framework and criteria set out in this Annex C. The evaluation will be conducted by SRA's Evaluation Panel and relevant stakeholders.

Rating Scale (Applicable to All Evaluation Criteria)

Each evaluation criterion will be rated on a four-point scale as defined below.

Rating	Descriptor	Definition
1	Poor	Proposal does not meet the requirements of the criterion, or contains significant weaknesses, gaps, or risks.
2	Fair	Proposal partially meets the requirements, but contains notable weaknesses, limited clarity, or concerns in feasibility or relevance.
3	Good	Proposal meets the requirements adequately, with reasonable clarity, feasibility, and relevance. Minor gaps may exist but are manageable.
4	Very Good	Proposal fully meets and exceeds the requirements, demonstrating strong clarity, feasibility, relevance, and value with minimal or no weaknesses.

Weighted Scoring Matrix

The rating awarded for each criterion will be multiplied by the corresponding multiplier below to determine the weighted score. Based on the rating scale and weighting multipliers, the maximum total weighted score under the evaluation framework is forty (40) points.

Criteria	Multiplier
Innovation and Concept	x5
Credibility and Track Record	x2
Cost-Effectiveness	X3

S/N	Criteria	Weightage
1	Innovation and Concept	50%
Proposals will be assessed on the extent to which the proposed concept demonstrates:		
<ul style="list-style-type: none"> • The level of technology innovation and strategic alignment of the proposed concept in meeting the Singapore Pavilion Tech Showcase objectives. • Creativity and effectiveness in bringing the immersive time tunnel to life. • Clarity and feasibility of the execution (detailed floorplans, tech stack, user journey, visitor journey). • Integration of ESG's and IMDA's Retail Industry Digital Plan. 		
Illustrative examples (e.g. video(s)) or success stories with details on practical implementation are strongly encouraged.		

2	Credibility & Track Record	20%
Proposals will be evaluated based on the proposer's ability to demonstrate:		
<ul style="list-style-type: none"> • Proven delivery of similar scale retail industry tech showcases, with track record in tech activations. • Capability to manage project timelines and multiple stakeholders effectively. • Strength of project team composition, expertise, and relevant credentials. • Demonstrated ability to engage and onboard tech solution providers/retailers. 		
Proposers are required to provide a list of corporate clients using <u>Annex D2</u> .		
Proposals should provide evidence of strong project track records for relevant projects undertaken over the past two (2) years, supported by outcomes achieved and client references where available.		
3	Cost-Effectiveness	30%
Proposals will be assessed on:		
<ul style="list-style-type: none"> • Competitive and transparent pricing aligned with the proposed scope, deliverables, and scale of the Singapore Pavilion. • Flexibility of proposed payment terms, taking into account disbursement model and milestone-based delivery. • Clarity and soundness of cost assumptions and the overall budget management approach • Feasibility of proposed cost-recovery strategies (e.g. sponsorships, partnerships, and other commercial returns). 		
Proposers will be assessed comparatively based on the overall value-for-money and competitiveness of proposed costings across all proposals received.		
TOTAL		100%

Annex D1: Proposal Submission Requirements and Format

Proposers are required to structure and submit their proposals strictly in accordance with the sections set out in this Annex D1. The information provided will form the basis of SRA's evaluation under Annex C (Evaluation Criteria).

Failure to comply with the required format or omission of any mandatory section may result in the proposal being marked down or disqualified.

About the Company	<p><i>Please include company logo</i></p> <p><i>Provide a brief profile of the company, including (where applicable):</i></p> <ul style="list-style-type: none"> • <i>Company background</i> • <i>Core business focus and strategic objectives</i> • <i>Target customer segments</i> • <i>Key competitive advantages and differentiators</i> • <i>Overview of business and service offerings</i>
Concept and Design	<p><i>Proposers shall submit a comprehensive proposal outlining the approach to delivering the Singapore Pavilion Tech Showcase, including:</i></p> <ul style="list-style-type: none"> • <i>Proposed concept and detailed design elements to create the immersive experience</i> • <i>Types of innovative retail technologies that would be showcased, including identified technology solution provider(s) and incorporation of ESG's and IMDA's Retail IDP</i> • <i>Highlights and success stories of retail companies that have adopted the technologies</i> • <i>Alignment with the objectives of the Singapore Pavilion Tech Showcase</i>
Project Management	<p><i>Proposers shall outline their execution methodology, including:</i></p> <ul style="list-style-type: none"> • <i>Project management structure and governance model</i> • <i>Roles, responsibilities, and accountability of key personnel</i> • <i>Approach to coordinate with SRA, NRF APAC 2026 organiser and designated builder and participating tech solution partners and retailers</i> • <i>Resources for on-site operations management during the showcase period</i>
Industry and Stakeholder Engagement	<p><i>Describe the identification and outreach strategies that the company intends to adopt, including:</i></p> <ul style="list-style-type: none"> • <i>Approach to identifying local and overseas tech solution providers</i> • <i>Engagement of retailers to showcase and share their tech adoption success stories</i>

Track Records	<p><i>Proposers shall provide information on the company's background and capability, including:</i></p> <ul style="list-style-type: none"> • <i>Track record of similar projects undertaken over the past two (2) years (refer to Annex D2)</i> • <i>Key clients and strategic partnerships</i>
Commercial Proposal and Cost Breakdown	<p><i>Proposers shall submit a detailed commercial proposal, including:</i></p> <ul style="list-style-type: none"> • <i>Itemised cost breakdown by components (refer to Annex D3)</i> • <i>Clear identification of:</i> <ul style="list-style-type: none"> ◦ <i>optional add-ons (if any); and</i> ◦ <i>assumptions underpinning the costing</i> • <i>Applicable taxes, duties, or fees, where relevant</i> • <i>Proposed cost-recovery strategies</i> • <i>Proposed payment terms, aligned to milestone-based delivery</i> <p><i>All pricing shall be quoted in Singapore Dollars (SGD).</i></p>
Project Timeline for 2026	<p><i>Proposers shall provide an indicative project timeline for SRF 2026, including:</i></p> <ul style="list-style-type: none"> • <i>Key project phases and milestones</i> • <i>Indicative timelines for major deliverables and festival activations</i> <p><i>Timelines should demonstrate feasibility, readiness, and capacity to commence upon appointment.</i></p>
Supporting Documents	<p><i>Proposers shall submit the supporting documents listed under Submission of Information in the main CFP, including (but not limited to):</i></p> <ul style="list-style-type: none"> • <i>Company's ACRA Bizfile generated in year 2026;</i> • <i>Completed Declaration of Proposal (Annex B), signed by company authorised personnel;</i> • <i>Any additional information or documentation required under the CFP.</i>

Important Notes:

- Proposers should ensure that information provided across all sections and annexes is consistent, accurate, and complete.
- SRA reserves the right to seek clarifications or additional information during the evaluation process.
- Any deviation from the prescribed format or omission of required information may adversely affect the evaluation outcome.

Annex D2: Submission Format for Track Record of Projects Undertaken Over the Past Two (2) Years

(For projects started or ended between year 2024 – 2026)

Proposers are required to provide details of relevant projects undertaken over the past two (2) years that demonstrate their capability to deliver projects of a similar scale, complexity, and relevance to the Singapore Pavilion Tech Showcase.

S/N	Actual / Estimated Project Start and End Date (MM/YY)	Company / Client	Project Title & Brief Project Description (≈ 100 words)	Attach Evidence of Client Satisfaction ("Nil" is accepted)	Examples of Outcomes Achieved
1	MM/YY to MM/YY	<i>Company name and UEN If more than one company / client is involved, list all</i>	<i>e.g., Who, What, Where, When, Why, How, including how the project is related to the Tech Showcase or similar industry events and technology, or stakeholders involved</i>	<i>Attach viewable evidence such as email feedback or testimonial. Indicate "Nil" if not available.</i>	<i>Key outcomes achieved (e.g. lead generation, reach, participation, partnerships)</i>

Important Notes:

- All fields (column) must be completed.
- Multiple projects involving the same client may be listed separately.

Annex D3: Breakdown of Costs by Components

Proposers are required to provide a detailed and itemised cost breakdown for the delivery of the Singapore Pavilion, aligned to the proposed scope, deliverables, and scale of the project.

S/N	Components	Costing
1	<i>Design / Creative</i>	e.g. \$1,000
2	<i>Campaign Execution</i>	
3	<i>Booth Rental</i>	
4	<i>Other Costs (please specify)</i>	

Important Notes:

- Costing should be clear, itemised, and aligned with the proposed scope and deliverables.
- Any assumptions (e.g. volumes, duration, inclusions/exclusions) should be clearly stated in the proposal.
- Proposers will be assessed based on the competitiveness, transparency, and reasonableness of costs, relative to the scale of Project.

Annex E: Tentative Singapore Pavilion Design and Floorplan at NRF APAC 2026

The Singapore Pavilion design for NRF APAC 2026 embodies a balance of national identity and cultural vibrancy. The pavilion uses a strong red-and-white palette, directly reflecting Singapore's branding while creating a bold and premium presence on the show floor.

While the following images are tentative designs for the Singapore Pavilion which are subject to final approval by the funding government agency, the look and feel would revolve around the red-and-white palette.

The Singapore Pavilion Tech Showcase, occupying a 45sqm L-shaped space, is highlighted in yellow in [Image 3b](#).

Image 1: Perspective View of the Singapore Pavilion



Image 2: Aerial View of the Singapore Pavilion



Image 3a: Layout of the Singapore Pavilion

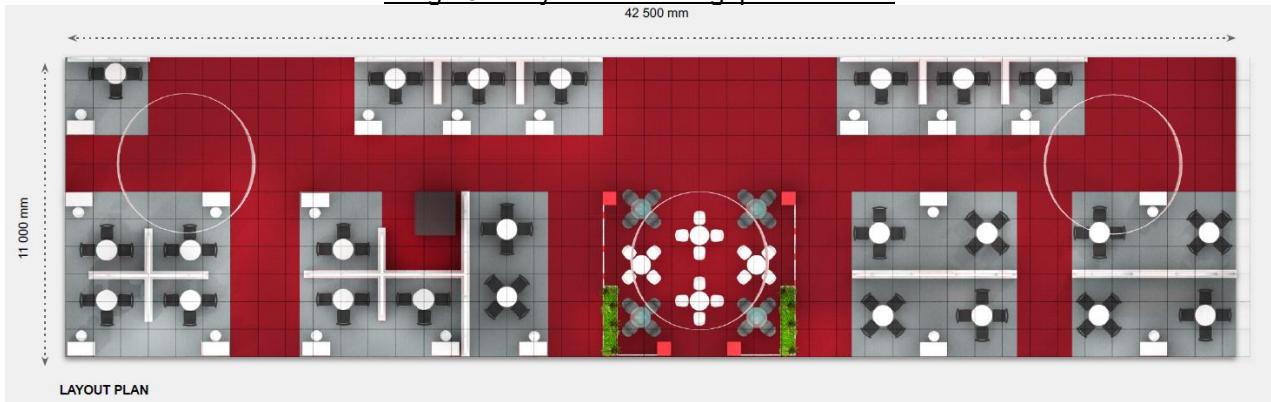


Image 3b: Layout of the Singapore Pavilion

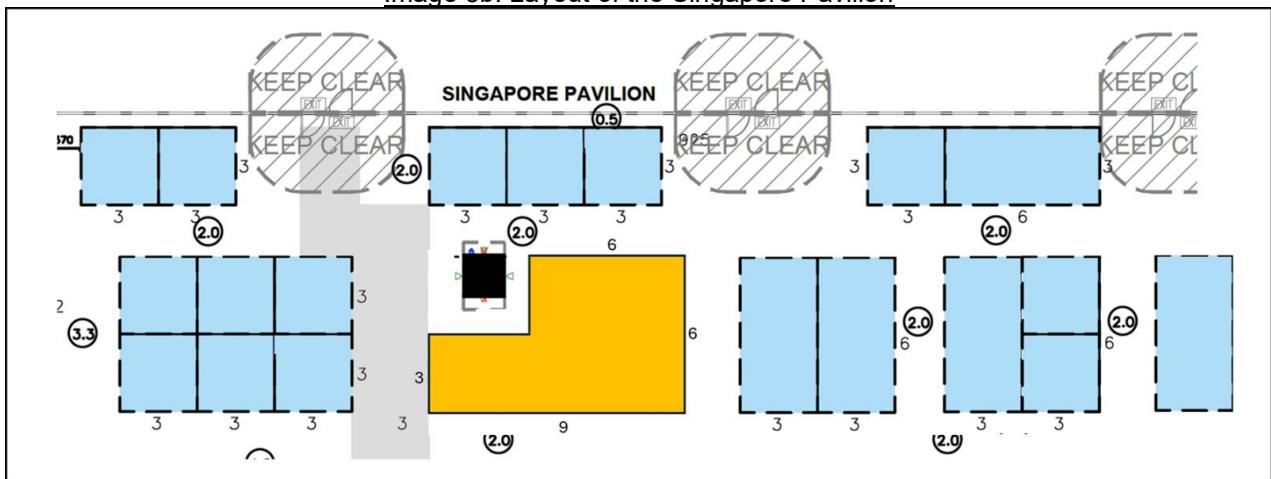


Image 4: Elevation of the Singapore Pavilion

