

MEDIA RELEASE

For immediate release

Unbeatable deals on smart home products at The Tech Show Festival Christmas Edition from 9 – 19 December 2021 presented by Constellar in collaboration with Shopee



Singapore, 23 November 2021 – Christmas shoppers and year-end sales hunters will be spoilt for choice this upcoming gifting season with a myriad of deals at the largest end-of-year consumer electronics event, the Tech Show Festival. Taking place online and offline from 9 – 19 December 2021, the event is organised by Constellar in collaboration with Shopee, the leading e-commerce platform in Southeast Asia and Taiwan.

This year's edition of the Tech Show Festival will introduce a new Smart Home & Living segment, focusing on smart-tech products that can enhance consumers' quality of life and day-to-day convenience. Top exhibitors joining this segment include Google, Xiaomi, Home Auto, Philips, and SG Digital Lock, offering exclusive discounts on their latest products and innovations.

The specially curated collection of home control, housekeeping, lighting and other latest smart home technologies will be available in-app on Shopee, as well as from participating exhibitors' e-stores and retail outlets islandwide.

Beyond grabbing gifts for friends and family, shoppers can also look forward to exciting Shop & Win prizes this season, with trending prizes that include a digital drawing tablet by Xencilabs, steam mop cleaner by Grunn, a 55-inch Android TV by Philips, and Ergonomic Desk by Noble. Homegrown entrepreneurial powerhouse Secretlab is also offering one of their premium gaming chairs as a top prize.

Another key highlight at The Tech Show Festival will be Shopee's Mega Tech Expo happening from 9 - 19 December, offering daily thematic deals and flash sales. Consumers can also access the Shopee app daily during this period to increase their chances of winning vouchers worth up to \$1,000.

Additionally, they can also anticipate a series of 12.12 activities, such as \$100 flash vouchers on the Shopee app, a three-hour livestream on the COMEX & IT Show Facebook page and a one-day only Sizzling Jingle deals offered by participating exhibitors.

The full list of highlights, promotions and deals will be available in a free digital brochure launched on COMEX & IT Show's [website](#) on 9 December, the first day of the festival.

"We're breaking from tradition this year to excite more consumers by holding The Tech Show Festival during the holiday season," said **Chua Wee Phong, Chief Executive (Markets) at Constellar Holdings**. "By engaging with new and loyal exhibitors, as well as returning e-marketplace partner Shopee, we are eager to bring fellow shoppers and tech enthusiasts greater convenience and accessibility to the best consumer deals this festive period."

Chua Cheng Xun, Head of Marketing, Shopee Singapore said, "Shopee is glad to once again be the exclusive e-marketplace partner of the Tech Show Festival for this upcoming Mega Tech Expo. We're excited to bring a round-up of the best tech deals to shoppers on our platform and to help them discover more local offers and merchants online this festive season."

More details will be released closer to the event dates. Register your interest for The Tech Festival 2021 [here](#), or find out more about the event by visiting [The Tech Show Festival website](#), [Facebook](#) and [Instagram](#) pages.



EVENT DETAILS

The Tech Show Festival 2021 (Xmas Edition)
9 - 19 November 2021
Happening Online and Offline
RSVP: <https://bit.ly/30eOhGD>
Official Hashtags: #TTSFestival #TTSFestival2021

Website: <https://www.comexitshow.com.sg/>
Facebook: <https://www.facebook.com/ComexITShow/>
Instagram: <https://www.instagram.com/comexitshow/>

Media Assets for Download: <https://ter.li/kpu2fg>
Please credit all images to "The Tech Show Festival 2021"

Issued by Constellar Holdings Pte Ltd

For more information, please contact:

Daphne Xiao

Senior Marketing Executive
Constellar Exhibitions Pte Ltd
DID: 6319 1560
Email: daphne.xiao@constellar.co

Kristin Chia

Assistant Marketing Manager
Constellar Exhibitions Pte Ltd
DID: 6319 1560
Email: ckristin@constellar.co

Constellar Communications

Email: comms@constellar.co

Cedric Wceke

Public Relations Lead
Shopee Singapore Private Limited
E: cedric.wceke@shopee.com
M: +65 9653 1723

Constellar Exhibitions Pte. Ltd.

A subsidiary of Constellar Holdings Pte. Ltd.

1000 Toa Payoh North, News Centre, Annexe Level 6, Singapore 318994
T (65) 6319 6319 F (65) 6319 6140
Co. Reg. No.: 197400503M GST Reg. No.: M90369161L

constellar.co





About Constellar

Constellar connects a global eco-system of event partners and consumers through a holistic portfolio of intellectual property (IP) in the Meetings, Incentives, Conventions and Exhibitions (MICE) industry.

As Asia's partner of reference for curating innovative event and venue experiences, Constellar activates impactful networks to bring global markets, businesses and consumers together for sustainable growth. With our expertise and dedication, we are invested in helping you build trusted relationships with stakeholders for the long term and enabling cross-industry collaboration through world-class audience engagement solutions.

Constellar is headquartered in Singapore. Founded in 2021, it brings together decades of experience with an intrepid team of experience specialists around the world. Visit www.constellar.co for more information.

About Shopee

Shopee is the leading e-commerce platform in Southeast Asia & Taiwan. Shopee connects shoppers, brands and sellers across Asia and other fast-growing markets, empowering anyone to buy and sell anywhere and at any time.

Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. It offers a wide product assortment, supported by integrated payments and logistics, as well as popular entertainment features tailored for each market. Shopee is also a key contributor to the region's digital economy with a firm commitment to helping brands and entrepreneurs succeed in e-commerce.

Shopee is a part of Sea Limited (NYSE:SE), a leading global consumer internet company. In addition to Shopee, Sea's other core businesses include its digital entertainment arm, Garena, and digital financial services arm, SeaMoney. Sea's mission is to better the lives of consumers and small businesses with technology.

Constellar Exhibitions Pte. Ltd.

A subsidiary of Constellar Holdings Pte. Ltd.

1000 Toa Payoh North, News Centre, Annexe Level 6, Singapore 318994
T (65) 6319 6319 F (65) 6319 6140
Co. Reg. No.: 197400503M GST Reg. No.: M90369161L

constellar.co

