

## MEDIA RELEASE

For immediate release

**IT SHOW Festival 2022 kicks off with amazing deals on notebooks and consumer tech**



**Singapore, 10 March 2022** – Singapore's first major consumer tech festival of the year begins today, offering the best deals on consumer electronics for the next 11 days from 10 - 20 March. The IT SHOW Festival 2022 will take place online and offline at participating exhibitors' retail stores, e-stores and exclusive e-marketplace Shopee.

Consumers can enjoy a plethora of great promotions at the festival by downloading the [free digital brochure](#) to access over 80 pages of offers and discounts on popular tech products and new launches including the latest Microsoft Surface Pro 8. With the theme of “Notebooks and Gadgets on the Go”, the festival will also offer the latest range of laptops from top brands such as Lenovo, Dell, Dreamcore, Aftershock PC and Machenike, as well as a new outdoor smartwatch series from Garmin.

Organised by Constellar and co-presented with leading e-commerce platform Shopee, the IT SHOW Festival coincides with the 3.15 Consumer Day Sale, Shopee's first mega sale of the year. Besides the hottest bargains across categories like F&B, Home & Living, Beauty, and Shopee Supermarket, shoppers can anticipate tech deals galore at the IT SHOW Festival x Shopee Super Tech Show happening from 10 - 17 March 2022. Look out for \$0.10 Mega Surprises, daily thematic flash deals on mobile and gadgets, home appliances, and computers, and upsized discounts on authentic electronic products across brands like Tineco, Samsung, OnePlus, Asus, Intel, and more. Shoppers can also claim up to \$100 electronics flash vouchers

daily. Furthermore, tech deals will be upsized on 15 March in conjunction with 3.15 Consumer Day Sale, with offerings such as free techie's gift, half-price deals, gift with purchase, \$0.99 deals & more.

### Click to Win Lucky Draw, Social Media Livestream Events & Contests



This year, the IT SHOW Festival is going all out to offer anyone a chance to “CLICK TO WIN” the latest tech & electronics gadgets, ranging from JMGO's newest top-line FHD LED Projector, Philips True Wireless Headphones, Secretlab TITAN Evo 2022 in Stealth NEO™ Hybrid Leatherette, Noble Desk Baron Series 2021 Gaming Desk, Nintendo Switch, Machenike Notebook, Garmin Vivomove Sport Smartwatch and other exciting prizes. Participants can simply join the contest by clicking on the [COMEX and IT SHOW website](#) and following our social media pages for more chances of winning.

Tech enthusiasts can look forward to the COMEX and IT SHOW Facebook livestreams on 18 March 2022, with Microsoft (7PM – 8PM) and Harvey Norman (8PM – 9PM) offering unmissable deals on the hottest consumer electronics in the market.

Acer's new lifestyle product – Acerpure Cool C2, a 2-in-1 air circulator and purifier – is also up for grabs via a giveaway contest on the COMEX and IT SHOW Facebook and Instagram pages.



For consumers looking to upgrade their mobile phones, laptops and games consoles, the IT SHOW Festival trade-in program will allow them to convert their old devices into cash to fund their new gadgets.


To begin your shopping experience at the IT SHOW Festival, [access the digital brochure now!](#) For more information, please visit the [COMEX & IT SHOW website](#), [Tik Tok](#), [Facebook](#) and [Instagram](#) pages.

**EVENT DETAILS**



IT SHOW Festival 2022  
 10 – 20 March 2022  
 Happening Online and Offline  
 RSVP: <https://bit.ly/3rP3c5D>  
 Click To Win:  
[https://bit.ly/clicktowin\\_itshowfestival](https://bit.ly/clicktowin_itshowfestival)  
 Official Hashtags: #ITSHOWFestival  
 #ITSHOWFest2022

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

NOTEBOOKS & GADGETS ON THE GO AT IT SHOW FESTIVAL 2022	
<p><b>1 Microsoft Surface Pro 8 - The Most Powerful Pro</b></p> 	<p>Surface Pro 8 combines the power of laptop with the flexibility of a tablet, with the iconic kickstand and larger 13" PixelSense touchscreen. Designed to deliver unprecedented levels of performance in this ultra-versatile device.</p> <p><b>Shopping Link:</b> <a href="https://bit.ly/ms-surface8">https://bit.ly/ms-surface8</a></p>
<p><b>2 Dell Alienware x14</b></p> 	<p>Game, work or study for hours on end with the world's thinnest 14" gaming laptop*, which features Type-C charging ports, the world's highest WHr for a 14" gaming PC* and exclusive Alienware Cryo-tech™ cooling technologies.</p> <p>Enjoy improved graphics on the world's first 14" gaming laptop with NVIDIA® G-SYNC® and Advanced Optimus*.</p> <p><b>Shopping Link:</b> <a href="https://dell.to/3IRa8oX">https://dell.to/3IRa8oX</a></p>

3	<p><b>Lenovo IdeaPad Slim 3i (15")</b></p> 	<p>Looking for an entry-level laptop powerful enough to help you get things done? Check out the 15.6" IdeaPad 3. Cutting-edge 10th Gen Intel® Core™ processors and discrete graphics options fuel speedy performance, easy multitasking, and a great entertainment experience. Thoughtful design details like the physical webcam security shutter complete the picture.</p> <p><b>Shopping Link:</b> <a href="https://inv.gy/3Cn5CvZ">https://inv.gy/3Cn5CvZ</a></p>
4	<p><b>Dreamcore Fusion 15</b></p> 	<p>Introducing the Dreamcore Fusion 15, the best of all worlds. Built in collaboration with Intel, the Dreamcore Fusion 15 is our ultraportable performance powerhouse for gamers, photographers, videographers and content creators. Delivering blazing fast performance in an ultra-slim and unbelievably light form factor, the Fusion 15 was designed to be the ultimate portable companion for power users.</p> <p><b>Shopping Link:</b> <a href="https://bit.ly/3KoUYYi">https://bit.ly/3KoUYYi</a></p>
5	<p><b>Machenike F117-7P Gaming Laptop</b></p> 	<p>The Machenike F117-7P is overpowered, meticulously purpose-built and uncompromising in performance. Combining ultimate might with the INTEL i7 and NVIDIA RTX, you can game for as long as you want to without a blip in performance.</p> <p><b>Shopping Link:</b> <a href="https://shp.ee/w3h3sr7">https://shp.ee/w3h3sr7</a></p>

<p><b>6</b></p>	<p><b>Aftershock PC Lunar Z14</b></p> 	<p>The lunar Z14 RTX 3050 edition, our ultimate portable performance notebook. At just 1.05KG, the Z14 comes with an incredible suite of features, including the intel i7 11370H processor and a stunning WQXGA 90hz wide color 14 inch display. One of the lightest notebooks ever to carry the RTX 3050 for solid esports title gaming.</p> <p><b>Shopping Link:</b> <a href="https://bit.ly/3K4zcJr">https://bit.ly/3K4zcJr</a></p>
<p><b>7</b></p>	<p><b>Garmin Fenix 7 Solar Multisport GPS Watch (47mm)</b></p> 	<p>Garmin continues to challenge the fearless spirit of our adventure for users who take on challenges across all fields, launching the renowned fēnix® 7 Series. Compared with the previous generation, fēnix 7 features enhanced solar cell efficiency and longer battery life, offering that give users peace of mind when they take on the different sports modes.</p> <p><b>Shopping Link:</b> <a href="https://bit.ly/3tCBNnl">https://bit.ly/3tCBNnl</a></p>
<p><b>8</b></p>	<p><b>ASUS Vivobook 14</b></p> 	<p>Whether at work or play, ASUS VivoBook 14 is the compact laptop that immerses you in whatever you set out to do. Its new frameless four-sided NanoEdge display boasts an ultraslim 5.7mm bezel, giving an amazing 87% screen-to-body ratio for supremely immersive visuals. The new ErgoLift hinge design also tilts the keyboard up for more comfortable typing. VivoBook 14 is powered by up to the latest Intel® Core™ i7 processor with discrete NVIDIA® graphics and dual storage drives to help you get things done with the least amount of fuss.</p> <p><b>Shopping Link:</b> <a href="https://shp.ee/i9h34i7">https://shp.ee/i9h34i7</a></p>

<p><b>9</b></p>	<p><b>MSI GF66 11UE-252SG Gaming Laptop</b></p> 	<p>The Katana GF66 is optimized to unleash true performance during gameplay, with a visual concept designed by professional illustrator Nagano Tsuyoshi. The new Katana GF66 is built with the same exquisite craftsmanship used to forge a blade, and comes with exclusive Cooler Boost 5 Technology, MSI Center with exclusive gaming mode, and the MSI App Player for seamless gaming experience between mobile and PC.</p> <p><b>Shopping Link:</b> <a href="https://shp.ee/fpa3757">https://shp.ee/fpa3757</a></p>
<p><b>10</b></p>	<p><b>Armaggeddon Grumman Raven-III RGB Gaming Mouse</b></p> 	<p>The Armaggeddon Grumman Raven-III RGB Gaming Mouse 6400 CPI comes with a free Mouse Pad and features the world's most durable HUANO 5 Million click switches, 5 buttons and 2 way click scroll, as well as software for RGB light and macro customisation.</p> <p><b>Shopping Link:</b> <a href="https://shp.ee/6k6uah7">https://shp.ee/6k6uah7</a></p>

**Media Assets for Download:** <https://ter.li/elw835>

Please credit all images to "IT SHOW Festival 2022"

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## 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](http://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.