



For immediate release

The PC Show 2017: Bringing People #Techgether for 27 Years

Marina Bay Sands Expo & Convention Centre

1 – 4 June 2017, 12pm – 9pm daily

25 May 2017, Singapore – Singapore’s longest running annual consumer technology and electronics fair, The PC Show, returns with the theme #Techgether from 1 – 4 June 2017 at the Marina Bay Sands Expo & Convention Centre.

In its 27th edition, this year’s theme highlights the show as the go-to event for families and friends to discover the latest consumer technology products and best deals in town. Boasting a wide range of familiar brands including Dell, Creative, Fujifilm, HP, Samsung, Courts, Lenovo, Best Denki, and homegrown PC company, Dreamcore, amongst others, The PC Show 2017 is committed to bringing quality, convenience and value for all in one stop.

Gillian Loh, Project Manager of show organiser, Lines Exposition and Management Services, said: “The PC Show has grown over the years to provide the latest electronic gadgets and new innovations for our visitors. Recognising that technology has become so involved in our everyday lives, we want our show to be more than a showcase of products, but as a place where people can also bond over shared experiences.

“For our 27th year, we are excited to introduce our theme #Techgether this year with the aim of bringing people together to enjoy and experience new technology products.”

The *Amazing Tech Hunt*, running from 1 – 4 June, will add to the PC Show this year as a supplementary shopping experience for visitors. The tech hunt will involve a set of clues that will lead participants to the latest products and bargains. To participate, visitors simply have to collect their yellow game card from the lucky draw booth located outside Hall B. All visitors are invited to join in the fun and stand a chance to win a 1-night staycation at the iconic Marina Bay Sands hotel.



Special zones at the show this year include:

- **GG Gaming Zone:** Enjoy exciting on-stage activities such as League of Legends, Overwatch Tournaments and live unboxing sessions. Customise your own gaming rig from scratch, take part in gaming challenges, or check out limited edition artworks by local artists and cosplayers available for sale. Whether you are an avid gamer or just a casual participant, check out the latest gaming systems and gears and deals exclusive to The PC Show.
- **Know Your Tech:** Exhibitors like Creative, Fujifilm, Samsung Mobile, Lenovo and Dell will be showcasing their latest technology and products to educate visitors on what's hot and new. A strictly no-sales zone.

About The PC Show

The PC Show 2017 is Singapore's longest running showcase of information technology (IT) and consumer electronics. Visitors to the PC Show 2017 will be able to enjoy some of the best bargains and deals on IT and consumer electronics in Singapore. The Show attracts tens of thousands of visitors every year and generates millions of dollars in sales. Admission is free.

Opening hours for the PC Show 2017 are from 12 noon to 9 pm, Thursday to Sunday, 1 – 4 June.

More information can be found at www.thepcshow.com.sg/  [The PC Show](#)

Media contacts

Melanie Ng / Lim Min Qi

melanie.ng@grayling.com / minqi.lim@grayling.com

Tel: (+65) 6671 7600