

# Conference Bay Offers Online Reservation & Bidding Portal

**Conference Bay**  
Everything about conferences in one sp



Set to revolutionise the way conferences are organized and attended in the Asia Pacific, Conference Bay has been launched as the first portal here to allow users to book or make a bid online for seats at conferences.

Developed by Singapore-based Mr Arnout Mostert and Mr Frank Bomers, Conference Bay was sponsored by an angel investor, SPRING Singapore (under the SEEDS scheme) and EDB (under the

Innovation Commercialisation Scheme) with a total of \$675,000 in funding.

Organised by topic and location within the Asia Pacific Region, Conference Bay features an easy-to-use interface for attendees which includes conference description, seat prices, organiser contact details, venue, etc – to evaluate, participate or sign up for a particular conference.

Delegate-friendly, Conference Bay offers conference attendees a central overview of what is going on in their area of expertise and the opportunity to name their preferred price for a seat at any conference through the portal's bidding mechanism.

Conference organisers benefit from Conference Bay's effective sales and marketing channel as they are able to sell more seats, and reach out to new market segments which would otherwise be difficult or expensive to reach. The conference portal's unique bidding system gives organisers the flexibility in accepting bids that allow them to control the type of delegates they would like to attract. Leading conference organisers like The Financial Times and The Economist will be posting their conferences on Conferencebay.com.

"Conference Bay is a professional and dependable marketing channel which makes visiting, organising and speaking at conferences a more pleasant experience. We offer an easy and reliable online booking and bidding platform – a first in the industry, which makes Conference Bay the ideal online meeting place for conference organisers, delegates, speakers and senior HR managers," said Mr Arnout Mostert, founder and chief executive officer of Conference Bay. **SP**