

# CEE 2026 Suntec: Free Entry Tech Show With WOW Deals From S$9.90

## Description

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CEE 2026 Suntec is the tech show every Singaporean tech kiasu should pencil in for the long weekend. The Consumer Electronics Exhibition runs from 29 to 31 May 2026 at Suntec Singapore Convention Centre. Admission is free, and the show floor packs over 400 consumer tech brands plus daily WOW Deals starting from S$9.90. Yes, that is not a typo.

This is the largest consumer electronics show in Southeast Asia, organised by SUTL Group. Expect the latest TVs, smartphones, smart home gadgets and gaming gear at IT show prices. You will want to bookmark this â?? the doors open Friday morning, and the queues at the WOW Deal counters are already a real thing.




Source: SUTL Group

## What To Expect At CEE 2026 Suntec

CEE 2026 returns bigger than the previous edition with over 400 brands across four exhibition halls. Samsung, LG, Sony, Dyson, ECOVACS, Logitech and the major Singapore telcos all have flagship booths. Smart home and robotic cleaning gadgets are this yearâ??s star category, with ECOVACS launching the DEEBOT T90 at the show floor.

- **Headline launch**: ECOVACS DEEBOT T90 robotic vacuum and mop combo unit.
- **TV deals**: Samsung Neo QLED, LG OLED and Sony Bravia at IT show pricing.
- **Smartphone trade-in**: telco roadshow deals on Galaxy S26, iPhone 17 and Pixel 9.
- **Gaming gear**: Logitech G, Razer and Secretlab booths with show-only bundles.
- **Smart home**: Aqara, TP-Link Tapo and Philips Hue starter sets at clearance prices.

## CEE 2026 WOW Deals From S$9.90

The daily WOW Deals are CEE 2026â??s biggest crowd magnet. The promotion drops a limited number of high-value items at S$9.90 each, while a separate tier offers selected gadgets at flash-sale prices. Past WOW Deals have included earphones, smart bulbs and air fryers â?? first come, first served.

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- **Daily timeslot**: WOW Deals usually drop at 12pm, 3pm and 6pm.
- **Entry-level pricing**: selected gadgets from S$9.90.
- **Prize draws**: more than S$250,000 in prizes across the three days.
- **Loyalty perks**: stack DBS, OCBC and UOB card promos at participating booths.
- **Best timing**: weekday Friday for shorter queues; Saturday afternoon for biggest crowds.

## CEE 2026 Dates, Venue And Admission

- **Dates**: 29 to 31 May 2026 (Friday to Sunday).
- **Venue**: Halls 401 to 406, Suntec Singapore Convention Centre, Level 4.
- **Address**: 1 Raffles Boulevard, Singapore 039593.
- **Admission**: free entry, no pre-registration required.
- **Nearest MRT**: Esplanade or Promenade â?? both about 5 minutesâ?? walk.

## Tips To Survive CEE 2026 Suntec

Westies and Northies, plan for traffic â?? Suntec carparks fill up fast on Saturday afternoon. Take the MRT instead. Bring a tote because the show is famously generous with free samples and brochures.

For big-ticket TV or laptop purchases, compare the show price against the bank promo calendar before settling. Most credit cards stack 8% to 12% rebates on electronics purchases at CEE. Bookmark this â?? queues are already forming at the WOW Deal counters, and this one will not last long.

**Date Created**
28/05/2026
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