



COMEX 2026 Is Back At Suntec From 3 September: Free Entry, 400 Brands, \$300,000 In Prizes

Description

COMEX 2026 returns to Suntec Convention Centre from 3 to 6 September, and this one carries a bit of weight behind it. Singapore's longest-running consumer technology exhibition turns 35 this year, running under the theme Tech Comes to Life.

Admission is free. That has always been the deal, and it is still the reason the halls fill up by Saturday afternoon.

COMEX 2026 at a glance

- **Dates:** Thursday 3 September to Sunday 6 September 2026
- **Venue:** Suntec Convention Centre, Levels 3 and 4, Halls 401 to 406
- **Hours:** Level 3 from 11am, Level 4 from noon, both until 9pm
- **Admission:** Free
- **Brands:** More than 400
- **Lucky draw:** Prizes worth over \$300,000

Six halls across two levels is a lot of floor to cover. If you have a shopping list, do Level 3 first while it is still walkable.



Source: COMEX

What is on the floor

The exhibitor mix is broader than the old IT-show stereotype of laptops and printers. This year spans gaming and computing hardware, smart home and robotics, ergonomic furniture and consumer appliances.

Ergonomic chairs and standing desks have quietly become one of the busiest corners of these shows. The pricing on them at COMEX is usually the best you will see outside a warehouse sale, and you get to sit in the thing before committing.

The show also lands at a useful point in the calendar. Brands time their second-half launches around it, so a chunk of what is on display will have hit Singapore only weeks earlier.

The ASUS build-a-PC pop-up

COMEX is running an interactive pop-up with ASUS in front of Halls 403 and 404, walking visitors through what actually goes into a custom PC build.



Source: COMEX

If you have been quoted a number by a shop and had no idea whether it was fair, an hour here is worth more than a week of forum reading. Ask what each component does and why one costs three times another.

How to shop it without getting fleeced

Show-only deals are real, but so is the pressure to decide on the spot. A few habits help.

- Check online pricing for your shortlist before you go, and screenshot it
- Watch for bundles, since a “free” gift is often priced into the set
- Ask whether the warranty is local, and get it in writing on the receipt
- Confirm delivery timelines for bulky items rather than assuming next week
- Go Thursday or Friday morning if you want to talk to staff rather than shout at them

The weekend crowd is a spectacle in itself, and if you enjoy the atmosphere, by all means come Saturday. Just do not expect a considered conversation about thermal throttling at 3pm on a Sunday.

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Source: COMEX

Worth going?

If you are buying a laptop, a monitor, a chair or a home appliance in the next couple of months, yes. Seeing three competing models side by side settles arguments that no amount of YouTube reviews will.

If you are not buying anything, it is still a decent free afternoon out, and Suntec is a two-minute walk from Promenade MRT. Bring a bag, because you will leave with brochures whether you want them or not.

The official show guide and full exhibitor list are available to sign up for at the COMEX website.

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