

# Alpha Fest 2025 Register For Gift Promotion

## Redemption Steps

1. **Purchase** an eligible Sony Camera or Lens from any Sony Authorised Retailer from **1 Jan 2025 – 12 Oct 2025**.
2. **Register** the [product online](#) by **12 Oct 2025**.
3. **Receive your** complimentary gift voucher in your My Sony Rewards Account by **15 October**.
4. **Redeem** the free gift at Alpha Fest 2025 between **17 – 19 Oct 2025**.

## Terms & Conditions

1. Sony is extending a complimentary gift (**Eco Bag Plushie - Winter Wanderer Pengy**) to customers who purchase and successfully register their warranty online for Sony Cameras and Lenses\* (the "Product(s)") from **1 January 2025 to 12 October 2025** (inclusive of both dates).
2. The redemption promotion is only valid from **17 October 2025 to 19 October 2025** (inclusive of both dates).
3. All promotions are only applicable to purchases made with authorised retailers in Singapore. For the list of authorised retailers, please refer to <https://www.sony.com.sg/section/retailshops>.
4. Customers who are **eligible for Auto Warranty Registration** (Purchased at [Sony Stores](#) excluding marketplaces) would have their warranty successfully registered in their account within 8 days upon date of delivery.
5. Customers who are **not eligible for Auto Warranty Registration** are required to register their warranty for their Product(s) within 14 days from date of receipt of product. No extensions will be granted. [Terms and Conditions](#) for My Sony Rewards registration apply.
6. Eligible customers who successfully register their warranty online will receive their complimentary gift voucher by 15 October.
7. If customers do not receive their My Sony Rewards Loyalty Voucher by stipulated period, please contact Sony [Customer Contact Centre during operating hours \(Monday – Friday, 1000hrs - 1700hrs excluding Public Holidays\)](#). Queries on this issue after **19 October 2025** will not be entertained.
8. Please utilise the voucher before the expiry date stated in the complimentary gift voucher. **No delivery service will be provided for the redemption.**
9. Sony shall not be responsible for undelivered, misdirected (due to customer's input of incorrect email address), of the complimentary gift voucher.
10. Each eligible customer is entitled to one (1) complimentary gift only, regardless of the number of eligible products purchased or registered, while stocks last. Sony reserves the right to replace the complimentary gift with another item of similar value as determined by Sony at its sole discretion.
11. In the event where the Customer returns the product, within the product return period, the Customer must also return the complimentary gift in good condition, along with the box and manuals failing which Sony reserves the right to levy a replacement cost to the Customer that shall not exceed the retail value of the complimentary gift.
12. The complimentary gift is not exchangeable for cash or credit.

13. The original receipt of purchase must be retained and presented upon request by Sony for verification purposes.
14. By registering the product warranty online, you agree to be bound by these Promotion Terms & Conditions as well as the standard [Terms & Conditions](#).
15. Sony Electronics (Singapore) Pte Ltd reserves the right to, at any time, change or modify these Promotion Terms & Conditions at its sole discretion.

**\*List of Sony Cameras and Lenses (the "Product(s)")**

Category Description	Model Name
CREATIVE PRO	ILX-LR1
CREATIVE PRO	ILME-FR7
CREATIVE PRO	ILME-FX6
CREATIVE PRO	ILME-FX2
CREATIVE PRO	ILME-FX2B
CREATIVE PRO	ILME-FX3
CREATIVE PRO	ILME-FX30
CREATIVE PRO	ILME-FX30B
CREATIVE PRO	ILME-FX3A
CREATIVE PRO	PXW-FX9
CREATIVE PRO	MPC-2610
ILC LENS	SEL1635Z
ILC LENS	SEL2470Z
ILC LENS	SEL35F14Z
ILC LENS	SEL35F28Z
ILC LENS	SEL50F14Z
ILC LENS	SEL55F18Z
ILC LENS	SEL100400GM
ILC LENS	SEL100F28GM
ILC LENS	SEL1224GM
ILC LENS	SEL135F18GM
ILC LENS	SEL14F18GM
ILC LENS	SEL1635GM
ILC LENS	SEL1635GM2
ILC LENS	SEL2470GM
ILC LENS	SEL2470GM2
ILC LENS	SEL24F14GM
ILC LENS	SEL2870GM
ILC LENS	SEL300F28GM
ILC LENS	SEL35F14GM
ILC LENS	SEL400F28GM
ILC LENS	SEL50150GM
ILC LENS	SEL50F12GM
ILC LENS	SEL50F14GM
ILC LENS	SEL600F40GM
ILC LENS	SEL70200GM
ILC LENS	SEL70200GM2
ILC LENS	SEL85F14GM
ILC LENS	SEL85F14GM2
ILC LENS	SEL1224G

<b>ILC LENS</b>	SEL1625G
<b>ILC LENS</b>	SEL16F18G
<b>ILC LENS</b>	SEL200600G
<b>ILC LENS</b>	SEL2070G
<b>ILC LENS</b>	SEL20F18G
<b>ILC LENS</b>	SEL24105G
<b>ILC LENS</b>	SEL2450G
<b>ILC LENS</b>	SEL24F28G
<b>ILC LENS</b>	SEL400800G
<b>ILC LENS</b>	SEL40F25G
<b>ILC LENS</b>	SEL50F25G
<b>ILC LENS</b>	SEL70200G
<b>ILC LENS</b>	SEL70200G2
<b>ILC LENS</b>	SEL70300G
<b>ILC LENS</b>	SEL90M28G
<b>ILC LENS</b>	SELC1635G
<b>ILC LENS</b>	SELP1635G
<b>ILC LENS</b>	SELP28135G
<b>ILC LENS</b>	SEL057FEC
<b>ILC LENS</b>	SEL14TC
<b>ILC LENS</b>	SEL20TC
<b>ILC LENS</b>	SEL24240
<b>ILC LENS</b>	SEL28F20
<b>ILC LENS</b>	SEL35F18F
<b>ILC LENS</b>	SEL50F18F
<b>ILC LENS</b>	SEL50M28
<b>ILC LENS</b>	SEL85F18
<b>ILC LENS</b>	SEL15F14G
<b>ILC LENS</b>	SEL1655G
<b>ILC LENS</b>	SEL1670Z
<b>ILC LENS</b>	SEL24F18Z
<b>ILC LENS</b>	SEL70350G
<b>ILC LENS</b>	SELP1020G
<b>ILC LENS</b>	SELP18105G
<b>ILC LENS</b>	SEL1018
<b>ILC LENS</b>	SEL11F18
<b>ILC LENS</b>	SEL18135
<b>ILC LENS</b>	SEL18200LE
<b>ILC LENS</b>	SEL20F28
<b>ILC LENS</b>	SEL30M35
<b>ILC LENS</b>	SEL35F18
<b>ILC LENS</b>	SEL50F18
<b>ILC LENS</b>	SEL50F18/B
<b>ILC LENS</b>	SEL55210
<b>ILC LENS</b>	SEL55210/B
<b>ILC LENS</b>	SELP16502
<b>ILC LENS</b>	SELP18200
<b>ILC/DSC/CAM</b>	DSC-HX90V
<b>ILC/DSC/CAM</b>	DSC-HX99

ILC/DSC/CAM	DSC-WX500
ILC/DSC/CAM	DSC-WX800
ILC/DSC/CAM	DSC- RX0
ILC/DSC/CAM	DSC-RX0M2
ILC/DSC/CAM	DSC-RX100M3
ILC/DSC/CAM	DSC-RX100M4
ILC/DSC/CAM	DSC-RX100M5A
ILC/DSC/CAM	DSC-RX100M6 E32
ILC/DSC/CAM	DSC-RX100M7
ILC/DSC/CAM	DSC-RX100M7G
ILC/DSC/CAM	DSC-RX10M4
ILC/DSC/CAM	DSC-RX1RM2
ILC/DSC/CAM	DSC-RX1RM3
ILC/DSC/CAM	ZV-1
ILC/DSC/CAM	ZV-1F
ILC/DSC/CAM	ZV-1M2
ILC/DSC/CAM	DSC-W810
ILC/DSC/CAM	ILCE-5100L
ILC/DSC/CAM	ILCE-6000L
ILC/DSC/CAM	ILCE-6100
ILC/DSC/CAM	ILCE-6100L
ILC/DSC/CAM	ZV-E10
ILC/DSC/CAM	ZV-E10L
ILC/DSC/CAM	ILCE-6400
ILC/DSC/CAM	ILCE-6400K
ILC/DSC/CAM	ILCE-6400L
ILC/DSC/CAM	ILCE-6400M
ILC/DSC/CAM	ILCE-6600
ILC/DSC/CAM	ILCE-6700
ILC/DSC/CAM	ILCE-6700K
ILC/DSC/CAM	ILCE-6700L
ILC/DSC/CAM	ILCE-6700M
ILC/DSC/CAM	ZV-E10M2
ILC/DSC/CAM	ZV-E10M2K
ILC/DSC/CAM	ILCE-7C
ILC/DSC/CAM	ILCE-7CL
ILC/DSC/CAM	ILCE-7CM2
ILC/DSC/CAM	ILCE-7CM2L
ILC/DSC/CAM	ILCE-7M2
ILC/DSC/CAM	ILCE-7M2K
ILC/DSC/CAM	ILCE-7M3
ILC/DSC/CAM	ILCE-7M3K
ILC/DSC/CAM	ILCE-7M4
ILC/DSC/CAM	ILCE-7M4K
ILC/DSC/CAM	ZV-E1
ILC/DSC/CAM	ZV-E1L
ILC/DSC/CAM	ILCE-1
ILC/DSC/CAM	ILCE-1M2
ILC/DSC/CAM	ILCE-7CR

<b>ILC/DSC/CAM</b>	ILCE-7RM2
<b>ILC/DSC/CAM</b>	ILCE-7RM3
<b>ILC/DSC/CAM</b>	ILCE-7RM3A
<b>ILC/DSC/CAM</b>	ILCE-7RM4
<b>ILC/DSC/CAM</b>	ILCE-7RM4A
<b>ILC/DSC/CAM</b>	ILCE-7RM5
<b>ILC/DSC/CAM</b>	ILCE-7SM3
<b>ILC/DSC/CAM</b>	ILCE-9
<b>ILC/DSC/CAM</b>	ILCE-9M2
<b>ILC/DSC/CAM</b>	ILCE-9M3
<b>ILC/DSC/CAM</b>	HDR-CX405
<b>ILC/DSC/CAM</b>	FDR-AX43
<b>ILC/DSC/CAM</b>	FDR-AX43A
<b>ILC/DSC/CAM</b>	FDR-AX700

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