



# My@TripleE

MyTripleE is a support programme under MyCEB's Meet in Malaysia campaign to attract regional/international business events to Malaysia while boosting domestic business events market in line with the MyCEB Malaysia Business Events Strategic Marketing Plan 2021-2030.

 **enliven**

for Existing International Trade  
or Semi-trade Exhibition

Meet in   
**Malaysia**  
BE Greater, Together.



## MyTripleE: ENLIVEN

### Enliven for Existing International Trade or Semi-trade Exhibition

An event support for the mature exhibition in enhancing the event profile and trade visitors' experience in the country.

Requirement	Package A	Package B	Package C	Package D
<b>Amount of Support</b>	Up to RM30,000.00	Up to RM60,000.00	Up to RM90,000.00	Up to RM100,000.00
Gross Space (sqm)	>2,500	>4,500	>7,500	>8,700
Total Visitors (pax)	>1,500	>4,000	>6,000	>8,000
International				
• Net Space	10%	10%	10%	10%
• Visitors Ratio (%)	10%	15%	15%	15%
<b>Support Items</b>	Event Duration: Minimum 3 days			
A. Partial Sponsorship for Hall Rental (25%)	RM7,500.00	RM15,000.00	RM22,500.00	RM25,000.00
B. Partial Sponsorship for (75%)				
a. International hosted buyers and speakers				
• Accommodations				
b. Onsite-Support				
• Post Tour				
• Cultural Performance	RM22,500.00	RM45,000.00	RM67,500.00	RM75,000.00
• Networking Cocktails				
• Gala Dinner				
• AV & Staging				
c. Legacy and sustainability activity incl. <i>corporate social responsibility</i>				

#### Criteria for Support:

1. Applicable to professional exhibition organisers, trade associations and event management companies.
2. Support is exclusive for hosting of **existing international trade or semi-trade exhibition** with a minimum of:
  - i. Three (3) days event duration
  - ii. 2,500 sqm gross space
  - iii. 1,500 visitorships

#### Terms & Conditions:

1. Application must be received by Malaysia Convention & Exhibition Bureau (MyCEB) no later than 90 working days prior to the event date.
2. This offer is not valid with any other MyCEB campaign or support.
3. Campaign is valid until 31 Dec 2024 and subject to approval and funding availability.
4. Financial support is claimable after completion of the event with complete submission of documentation within the stipulated time and subject to approval.



## REQUEST FOR SUPPORT

### MyTripleE: ENLIVEN

Enliven for Existing International Trade or Semi-trade Exhibitions



#### APPLICANT DETAILS

Company :		
Company License or Business Registration Number :		
Address :		
State Province :		
Country :	Postcode :	
Company Telephone :	Company Fax :	Company Website :
Company Type :		
<input type="radio"/> Professional Exhibition Organiser	<input type="radio"/> Trade Association	
<input type="radio"/> Event Management Company	<input type="radio"/> Other (please specify)	
<b>CONTACT PERSON</b>		
Full Name (salutation, first name, surname) :		
Designation :		
Telephone :	Fax :	Mobile :
Email :		

#### EXHIBITION PROFILE

Event of Exhibition :	
Exhibition Date: DDMMYYYY to DDMMYYYY) :	
Exhibition Venue :	
Event Website :	
<input type="radio"/> Trade exhibition	<input type="radio"/> Semi-trade exhibition
Industry Sector :	
<input type="radio"/> Furniture, interior design	<input type="radio"/> Health, medical equipment
<input type="radio"/> Jewellery, watch & accessories	<input type="radio"/> Engineering, industrial, manufacturing, machines, instruments, hardware
<input type="radio"/> Textiles, apparel, fashion	<input type="radio"/> Printing and packing
<input type="radio"/> Business services, retail	<input type="radio"/> Premium, household, gift, toys
<input type="radio"/> Beauty, cosmetics	<input type="radio"/> Environmental protection
<input type="radio"/> Food and beverages, hospitality	<input type="radio"/> Transport, logistics, maritime
<input type="radio"/> IT & Communications	<input type="radio"/> Travel
<input type="radio"/> Construction, infrastructure	<input type="radio"/> Security, re safety, defence
<input type="radio"/> Leisure, hobby and entertainment	<input type="radio"/> Technology
<input type="radio"/> Electronics, components	<input type="radio"/> General (including export, trade and investment)
<input type="radio"/> Automotive, motorcycle	<input type="radio"/> Others (please specify):

#### EXHIBITION PROFILE

	Local	Regional (Asia)	International	Total
Trade exhibitors (pax)				
Trade visitors (pax)				
Public visitors (pax)				
<b>Total</b>				
Gross Square Metres :				
Nett Square Metres :				
Total Number of Booths :				
Total Number of International Booths :				

## REQUEST FOR SUPPORT

### MyTripleE: ENLIVEN

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Programme Outline (Provide a brief overview of the programme schedule and activities, i.e. exhibition hours, seminars, conference, events) :	
	Programme
Day 1	
Day 2	
Day 3	
Day 4	
Day 5	
Day 6	
Day 7	
Note: Alternatively, you may enclose a copy of your confirmed or proposed programme.	
Please outline the support requested with a budget proposal. Alternatively, you may enclose an attachment.	
<input type="radio"/> Package A <input type="radio"/> Package C	
<input type="radio"/> Package B <input type="radio"/> Package D	
Please outline a list of major supporters and sponsors for this event. Alternatively, you may enclose an attachment.	

☐ I/We hereby confirm that I/We shall give the consent to Malaysia Convention & Exhibition Bureau (MyCEB) to use our personal data for the purpose of subvention and any related purpose subject to the terms and conditions and in the manner set under the Personal Data Protection Act 2010, Malaysia.

**Date of Application (DD/MM/YYYY) :**

**SIGNATURE :**

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**NAME :**

**COMPANY STAMP :**

Please return completed form to :

**Exhibition Unit**  
**Malaysia Convention & Exhibition Bureau (MyCEB)**  
Level 9, Menara Z10,  
Jalan Alamanda 2, Presint 1,  
62000 Putrajaya

**Phone** : +603 88934500  
**Email** : EXHIBITION@myceb.com.my  
**Web** : www.myceb.com.my

