



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.



for Hosting of National New or Existing
Trade or Semi-Trade Exhibitions

Meet in 
Malaysia
BE Greater, Together.



MyTripleE: EXCEL

Excel for Hosting of National New or Existing Trade or Semi-Trade Exhibitions

A targeted support to create homegrown national trade or semi-trade exhibitions with broader event crowd through event marketing.

Type of Support	Value Up To
A. Partial Sponsorship for Hall Rental (25%)	RM12,500.00
B. Partial Sponsorship for (75%) 1. International Hosted Buyers & Speakers <ul style="list-style-type: none">• Accommodation 2. Marketing <ul style="list-style-type: none">• Digital and Non-Digital Advertisement, Platforms, Collaterals 3. Onsite-Support <ul style="list-style-type: none">• Post Tour• Cultural Performance• Networking Cocktails• Gala Dinner• AV & Staging• Legacy and sustainability activity incl. <i>corporate social responsibility</i>	RM37,500.00
TOTAL	RM50,000.00

Criteria for Support:

1. Applicable to professional exhibition organisers, trade associations and event management companies.
2. Support is exclusive for hosting of national new or existing trade or semi-trade exhibitions with a minimum of:
 - i. Two (2) days event duration
 - ii. 1,000 sqm gross space
 - iii. 600 visitorships
3. This package will be available based on the allocated budget in 2023.

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 December 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: EXCEL

Excel for Hosting of National New or Existing 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)	
CONTACT PERSON		
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)				
Total				
Gross Square Metres :				
Nett Square Metres :				
Total Number of Booths :				
Total Number of International Booths :				

REQUEST FOR SUPPORT

MyTripleE: EXCEL

Excel for Hosting of National New or Existing Trade or Semi-Trade Exhibitions



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 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 :

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