

Exhibitor Services



EXHIBITOR SERVICES

Our Services for Exhibitors >

Step by Step Guide >

Step by Step Guide

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Your 20-Step Guide to exhibiting at an international trade fair and exhibition.

Step 1

Is the fair the right one for your product?

Choose an exhibition that best fits your needs



Step 2

Contact Your Malaysian Representative

Get a complete picture of the exhibition from your local Representative



Step 3

How much does it cost?

How do I save cost?

What government subsidy could I apply for?

[\(See Step 19\)](#)


Plan early for a successful participation

Step 4

Completing the Application Forms

Application Forms come in soft or hard copies. You may download the soft copy of the forms from the website or contact your Malaysian Representative for the Hard Copy

Complete all required company details and state the contact person clearly. State your desired size of booth in square metres, describe your exhibits correctly (using the product numbers assigned by the organizers), stamp and sign where applicable. Also confirm if you are booking for space only or are using one of the shell scheme packages



Step 5

Before submitting the Forms


Read the terms and conditions before signing on the dotted line

Submitting a signed Form legally binds you to all the conditions stated

You may incur a cancellation fee if you decide not to go later

Fax or E-Mail the Forms to the organizers

Send Your Malaysian Representative a copy for our follow-up




Step 6

Await a stand offer from the organizers

Once a space becomes available, the organizers would send you an offer with your stand location and size in square metres within a Hall.


As most fairs are generally fully booked out, first time exhibitors will not be offered an option to choose your preferred location



Step 7

Confirm or Reject a stand offer

Whether the location is satisfactory or not, you must call or speak to the organizers or your Malaysian Representative to confirm or reject the offer. Without a written request from you, the organizers automatically assume that you agree with the location offered




Step 8

Stand Construction

You could make use of one of the 3 types of shell schemes on offer from the organizers
Each comes with differing costs and varying levels of equipment and stand fittings

If you wish to appoint an independent Stand Builder to construct a custom-built stand, contact us for a list of such independent contractors in Malaysia and Germany
Cost can vary substantially

When using a European contractor a Value Added Tax will apply in addition



Step 9

Plan your Travel Early

As flights during trade fair periods are normally very full, early travel arrangements will ensure that your staff will have suitable accommodation and flights
Plan to arrive early - at least 2 days before the event
This is to make sure that you have enough time to set up the booth and display the exhibits tastefully. Large machinery may need a longer lead time to set up

Call your Malaysian Representative for the best travel packages



Step 10

Send the right Personnel

- The person manning the booth
- must have complete knowledge of the product that is being promoted
 - must have full grasp of the technical details of the products
 - must be able to make price adjustment on-the-spot



Step 11

Exhibits

Choose your exhibits carefully!
Exhibits must best describe your company's capability
Do not have a Pasar-Malam type of exhibits

If you are producing under-license for an international brand, make sure the licensing agreement with the Brand owner allows you to exhibit that product at the exhibition. If possible, get a written agreement from the Brand Owners authorizing you to use their products at the exhibition

Copy Right Laws must be observed at all times



Step 12

Shipping your exhibits!

Ship your exhibits early to make sure they will arrive on time
Use reputable forwarding agents or those appointed by the organizers

If you hand carry your exhibits, make sure you have a pro-forma invoice. If you courier the exhibits, be sure to have proper documentation at hand should your exhibits not arrive at your booth on the designated date

If you do not wish to bring your exhibits home, find out the disposal possibilities provided by the organizers and how much it costs

If you wish to leave your exhibits with the MATRADE office in Germany, ask for a prior agreement from the Malaysian Trade Commissioner in Germany

Delivery of exhibits to potential customers may attract Value Added Tax



Step 13

Ordering Technical Services

Be sure to place your orders for technical services such as electricity and water supply;

internet connection and other services before you arrive at your destination
Make use of the order forms in your Exhibitor Kits or order On-Line

Consider the costs of these services carefully before ordering



Step 14

Invoices

You will receive 2 Types of Invoices

1. Invoice for Rental of Raw Space Only or Standard Shell Scheme
2. Invoice for services such as electricity connection, consumption, waste disposal and other services

Pay all Invoices within two weeks of receipt



Step 15

Make Pre Show Marketing & Appointments before the fair begins

Make sure you send out invitations to your existing clients. Invitations should also be sent to potential clients already in your database to inform them of your booth and Hall number at the exhibition

Speak to MATRADE in Kuala Lumpur and find out how the overseas office may help you in making pre-show marketing

Arrange appointments with fellow exhibitors, existing and potential customers
Visit the other exhibitors of similar products to study the trends, OEM possibilities and other cooperation possibilities



Step 16

DOs and DON'Ts

Do not peddle your goods like your local night market vendor
A tasteful and attractive display of your exhibits will attract visitors
Wear business attire at all times

Punctuality is very important and be at the stand at all times during the opening hours
Never eat at your stand



Step 17

Security

1. Set-Up and Tear-Down time

This is the time when thefts most occur
Stand security is a MUST

Do not ever leave exhibits and personal belongings unattended

2. During the Exhibition

Make sure your lap-tops are securely fasten



Step 18

Follow up on your leads

Make sure you follow-up with the leads you have collected during the exhibition



Step 19

Incentive schemes provided by the Malaysian Government

To reduce the cost of your participation considerably, check out the various incentives provided by the Malaysia government

1. Market Development Grant (MDG) by MATRADE
2. Tax Rebate under the Double Deduction for Export Promotion Scheme by The Malaysian Inland Revenue Board

Please visit www.matrade.gov.my



Step 20

Finalizing your submission for Government Subsidy

Should you have applied for a Market Development Grant, be sure to provide all the relevant documents that are needed by MATRADE for reimbursement

Check with MATRADE for details

HAVE A SUCCESSFUL & ENJOYABLE EXHIBITION

EVERY EXHIBITION IS A UNIQUE EXPERIENCE

CONTACT US AT +603 7803 2276