

# EVENTXPO 2024

"Everything, Everywhere, Events!"

## What is EVENTXPO?

Held from 19 – 21 August 2024, EVENTXPO will be part of the Malaysia Business Events Week (MBEW) this year, the annual show produced by Malaysia Convention & Exhibition Bureau (MyCEB). Carrying the theme, "Everything, Everywhere, Events!", the trade show aims to be a one-stop marketplace of the latest business events products, services, technology, trends, and insights, that will help to sharpen industry growth.

## Can I apply to be a Hosted Buyer?

Yes. If you represent one of the following organizations and are involved in the decision-making process.

Training centre / Educational institution event planners

Association – national and international

Corporate in-house planners

Conference Producers

Event management agencies

Government event planners

Incentive agencies

Media house / PR agencies event planners

Sporting events planners

## What are Hosted Buyers' commitments?

Hosted Buyers are required to commit to 10 x 15-minute Pre-Scheduled Appointments (PSAs) with exhibitors between 19 – 21 August 2024.

## What do I get in return for attending the event?

Eligible and selected hosted planners are hosted by Malaysia Convention & Exhibition Bureau (MyCEB)

- 5Days/4 nights stay at a hotel in Kuala Lumpur\*
- Return (economy) flight tickets to Kuala Lumpur\*
- Return airport transfers in Kuala Lumpur\*
- Complimentary access to educational program sessions at MBEW 2024
- Invitation to the Welcome Reception and networking sessions during MBEW 2024 and EVENTXPO 2024
- Meals during MBEW 2024 and EVENTXPO 2024
- Option to participate in a technical visit in Kuala Lumpur (subject to seat availability)

*\*Applicable to buyers travelling from outside Klang Valley and Malaysia only.*

*\*Accommodation of 5 days and 4 nights is only applicable for buyers who participate fully in the program inclusive of 1.5-day site visit.*

## What is the application process?

1. Any interested party may apply via the application link (HERE) as long as they meet the minimum criteria listed HERE.
2. Once the application is received, the Hosted Buyer secretariat will check and verify the information provided to ensure we are attracting quality buyers with purchasing power to the event.
3. If your application is approved, you will receive a notification email confirming your participation, together with an indication of the next steps to be taken, for example, preferred flight information, register PSA account, exhibitor preferences, dietary requirements, etc.
4. If your application does not meet our assessment criteria, you will be notified and invited to register as a regular Buyer.

### What is a PSA?

PSA stands for pre-scheduled appointment. A fully hosted buyers commit to 10 x 15-minute PSAs to be taken on the show floor between 19 to 21 August 2024.

Buyers are not allowed to share their appointments with another person or colleagues.

### Cancellation Policy

If you are no longer able to commit to attend the event, you must notify the Hosted Buyer secretariat at least 14 days in advance. If you need to cancel for some reason, it is acceptable to have a colleague from the same organisation as a replacement. However, he/she must meet the criteria and will still need to go through the screening process by the Secretariat.

Hosted Buyer Secretariat:

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