



GO Malaysia Fair



Digital Fair:

22nd – 28th April 2024
@ gomalaysia.sg

Physical Fair:

26th – 28th April 2024
@ Marina Square (Singapore)
Level 2, Central Atrium

Supported by:



Organised by:





Nice to meet you, we are GO Malaysia!

GO Malaysia, based in Singapore, is a project dedicated to promoting the overflowing natural beauty, vibrant cities, and rich cultural heritage of Malaysia to Singaporeans. Whether it's an adventure, relaxation, or a culinary expedition, Malaysia offers a kaleidoscope of experiences that Singaporean consumers actively seek.

With the unwavering support of the Malaysia Tourism Promotion Board, the **GO Malaysia** project aims to highlight the many exciting aspects of travelling in Malaysia essential to Singaporeans, covering 5 main categories; Destinations, Travel, Experiences, Lifestyle and Essentials for Singaporeans to explore.

To elevate the experience of this venture, GO Malaysia is hosting our **GO Malaysia Fair!**

GO Malaysia Fair

The GO Malaysia Fair is both a Physical and a Digital Fair too!

One of the highlights of the GO Malaysia Fair is the diverse range of booths dedicated to selling exciting travel packages and services. Visitors can expect to find exclusive deals, discounted packages, and tailored itineraries that cater to various preferences and budgets. Building on the thrill, guests will be encouraged to secure packages at the fair for an opportunity to snag amazing prizes, such as cruise vouchers, airline tickets, hotel stays, resorts, and travel vouchers.

Riding the waves of the digital era, this online landscape benefits consumers and businesses in advantageous and cost-saving ways. Enhance your branding digitally and join us online as an exhibitor by uploading your exclusive packages on our GO Malaysia website! This online counterpart extensively covers destinations in Malaysia, updated with essential information and important travelling tips for Singaporeans. Not only do you showcase your packages but get ready to experience unlimited space of exposure for the online traffic from the comfort of your own grounds!



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Benefits of GO Malaysia Fair Participation

- Q Game-changer for your brand
- Q Strong market focused on visitors travelling from Singapore to Malaysia
- Q Strategic venue selection and well-planned booth placements
- Q Thrilling game activities, Flash Sales and Lucky draws
- Q Maximize visitorship and product purchases by visitors

**We highly encourage
your participation
if you are from the
following industries:**

- State Tourism
- Hoteliers and Resorts
- Airlines
- Transport & Service Providers
- Medical & Health Tourism
- Local Travel Agents
- Culture & Art Tourism
- Attractions and Entertainment
- Food & Beverages
- Lifestyle & Adventure
- Banks & Telecommunication

So what are you waiting for?

Join us at the GO Malaysia Fair and let's make your brand shine!

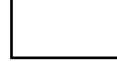

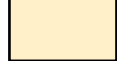
Contact us now for more information:

Tel: (+65) 6291 1000 | Email: gomalaysia@uee.com.sg | Website: gomalaysia.sg

GO Malaysia Fair - Physical



LEGEND:

-  Travel Booth
3m x 2m
-  Stage/
Site-Office
-  Food Booth
2.5m x 2m



Enhanced Shell Scheme Booth 3m x 2m

Floor Carpet	1 lot
Low Counter	1 no.
High Counter with Lockable	1 no.
Backdrop	1 (shared)
Poster print on backdrop	1 no.
Fascia Name	1 no.
Round Table	1 no.
Stools	6 nos.
Logo prints on low counter (0.75mL x 1mW)	1 no.
13amp Power point	1 no.
Downlight	2 nos.

Rate: SGD \$3,600 per booth before GST

*Exhibitors are only allowed to set up and display 1 set of additional posters OR pull-up banner per booth.

All physical booth spaces are allocated on a first-come, first-served basis due to the limited availability of exhibition space.

Contact us now for more information:

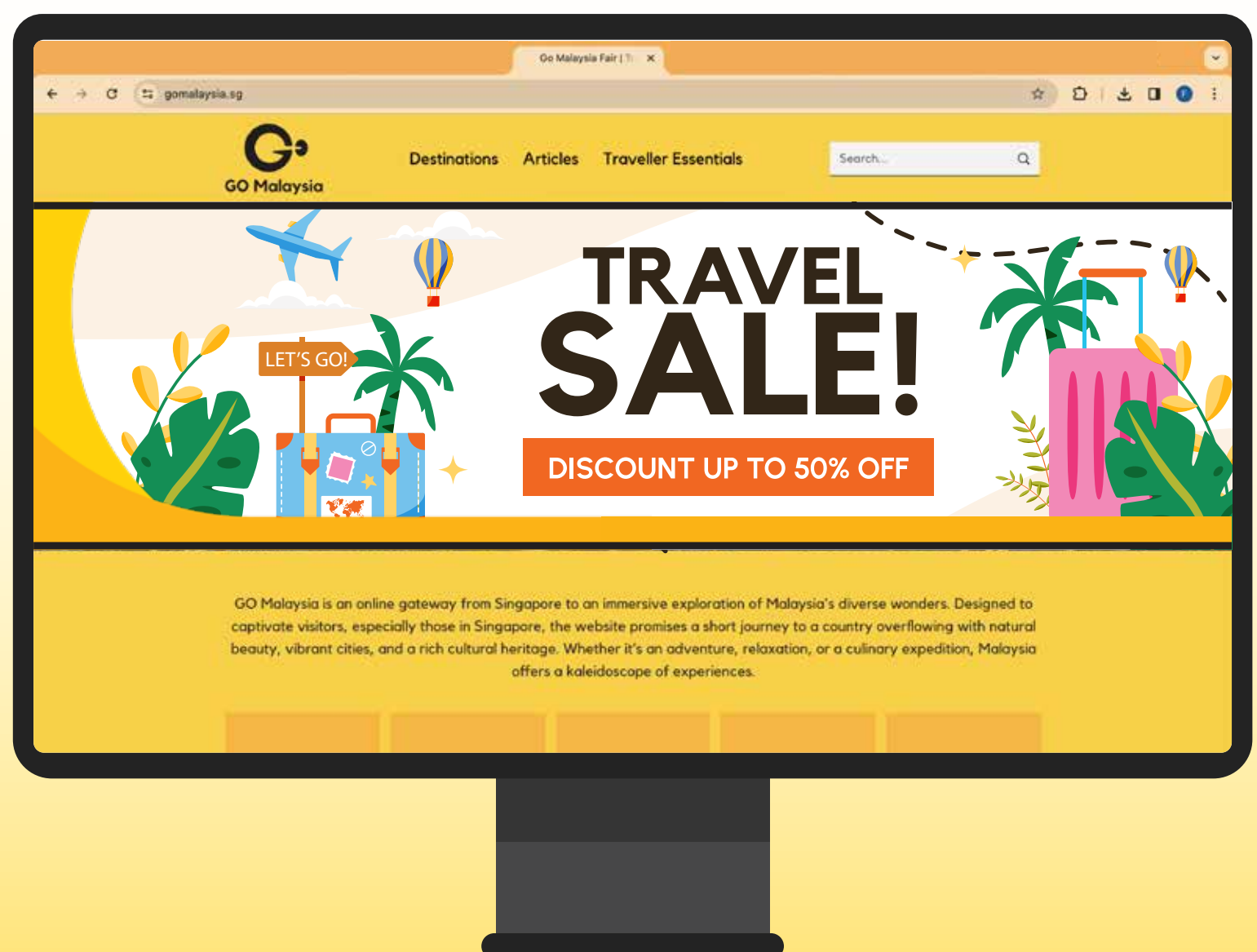
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GO Malaysia Fair - Digital

Entitlement	Value Pack SGD \$500	Premium Pack SGD \$800
Exhibitor Page comprising a full suite of features to highlight your branding, services and product listings	✓	✓
Exclusive Deals to be featured in the Exhibitor Page	2 Deals	5 Deals
Whatsapp & Social Media Link in Exhibitor Page	✓	✓
Photo Gallery (maximum 5 pictures)	✓	✓
Logo display on main page	✓	✓
Corporate Video (one video)	✓	✓
Banner Display	—	Banner on main page



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Participation Contract

1. PARTICIPATING COMPANY (EXHIBITOR)

Company Name	
Exhibiting Brand Name <i>(if it's different from the Company Name)</i>	
Company Registration No.	
Address	
Country	
Person in Charge Name	
Designation	
Telephone	
E-mail	

2. PRODUCTS/SERVICES TO BE EXHIBITED (PLEASE SPECIFY BRAND (S) & PRODUCT (S) TYPE)

- | | |
|--|--|
| <input type="checkbox"/> Tourism Board/National Tourism Organisation | <input type="checkbox"/> Travel Agency/Tour Operator/Online Travel Agent |
| <input type="checkbox"/> Hotel/Resort/Homestay | <input type="checkbox"/> Medical/Health Tourism |
| <input type="checkbox"/> Theme Park/Golf and Country Club | <input type="checkbox"/> Restaurant/F&B/Entertainment |
| <input type="checkbox"/> Sport & Adventure Travel Industry | <input type="checkbox"/> Lifestyle or Spa Operator |
| <input type="checkbox"/> Culture and Art (Museum and Institution) | <input type="checkbox"/> Local Product/Retail |
| <input type="checkbox"/> Attraction | <input type="checkbox"/> Bank & Privilege Card Company |
| <input type="checkbox"/> Airline/Cruise/Rail | <input type="checkbox"/> Wedding/Honeymooner |
| <input type="checkbox"/> Property Investment/Retirement Entity | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Car Rental | <input type="checkbox"/> Telecommunication |
| <input type="checkbox"/> Transport Operator | <input type="checkbox"/> Others (Please specify): _____ |

Note: You may select more than 1 option.

Participation Contract

3. APPLICATION FOR THE PARTICIPATION PACKAGE

Early Bird Promo:

Exhibitors who confirm and book the exhibition space will enjoy the following:

20% discount if sign-up before 5 Feb 2024

10% discount if sign-up before 29 Feb 2024

Package Selection	Price	Qty	Subtotal
GO Malaysia Fair – Physical (26th – 28th April 2024) *All physical exhibitors are entitled to a FREE Value Pack Participation in Digital Fair			
(1) Enhanced Shell Scheme Booth (3m x 2m)	SGD \$3,600.00		
(2) Food booth (2m x 2.5m)	SGD \$2,000.00		
<i>Add-on:</i> for Cooked Food Vendor Water Sink (1 no.) + 15amp PowerPoint (2 nos.)	SGD \$ 500.00		
(3) Upgrade to Premium Pack in Digital Fair	SGD \$ 300.00		
GO Malaysia Fair – Digital (22nd – 28th April 2024)			
(4) Value Pack Participation	SGD \$ 500.00		
(5) Premium Pack participation	SGD \$ 800.00		
Discount (if any)			
9% Goods & Services Tax (GST)			
Total Cost Payable			

NOTE: Full payment is required with the return of the contract/receipt of the invoice.
 The booth space allocation is subject to the terms and conditions for participation.

To be completed by Exhibitor			
We hereby acknowledge that we shall remit full payment upon submission of this contract. Furthermore, we hereby affirm our acceptance of the terms and conditions as well as the rules and regulations specified in the Exhibitor's Manual that follows.			
Company Name		Company Stamp	
Name		Signature	
Date			

Upon completion, kindly return this contract to:

Unique Event & Exhibition Pte Ltd by email to gomalaysia@uee.com.sg