



**MALAYSIAN  
INTERNATIONAL  
FURNITURE  
FAIR 2024**

**1-4 MARCH  
MITEC & WTCKL**

## ADVERTISING & SPONSORSHIP PACKAGE

-  **Stand out** from the hundreds of exhibitors & thousands of products.
-  **Maximise your sales and enhance your company image** through us, pre-show and during show days with exclusive advertisement spaces.
-  Take advantage of MIFF's advertising opportunities to **reach a worldwide audience**.



[www.miff.com.my](http://www.miff.com.my)

Organised by :



Strategic Partner :



This event is powered by  
**Renewable  
Electricity**

**30** YEARS OF  
GLOBAL  
FURNITURE  
TRADE  
1995 - 2024



1-4 March  
MITEC & WTCKL

## MIFF E-Newsletter Advertising

One of MIFF's most notable and effective communication tools. With over 50,000 global reaches per E-newsletter blasts on a regular basis, maximum exposure guaranteed.

### Exclusive Banner Ad:

Advertising Cost	: USD 2,000
Ad Size	: 580(w) x 80(h) pixels
Advertising Period	: December 2023 till February 2024
Booking Deadline	: 17 November 2023

Your Advertisement

## ADVERTISING PACKAGES

**6-9 March**  
MITEC & PWTC  
Kuala Lumpur, Malaysia  
www.miff.com.my

**Design Connects People**

**Buyers' Popular Choice at MIFF**  
Exhibitor Product Preview: Wooden Furniture

The Malaysian wood furniture industry's success owes much to the survival story of the humble rubber tree. From its up and down, rubber tree remains importance as it helped drive Malaysian wood furniture from a cottage industry to the multi-billion-ringing export industry it is today.

Although rubberwood has become widely used for the furniture industry, other less populous plantation species like acacia and eucalyptus are also beginning to gain notice. While Malaysia's furniture industry is mainly wood-based, there is more to wood than meets the eye. Its beauty is definitely more than 'skin deep'.

Check out Malaysia manufacturers' great talent and skill in creating beautiful pieces out of wood at MIFF 2020, 6 - 9 March

**Register Now**

Rubenwood | Acacia | MDF and other wooden materials

Inception Design And Trading  
MITEC, Booth M802

BE Wood Craft  
MITEC, Booth M216

TMH Furniture Industries  
MITEC, Booth M220

Loft Furniture  
MITEC, M226A

**Plan your trip to MIFF 2020!**

**Register as Visitor** **Book Hotel** **Book a Space**

**WASANIAGA Sample**

Share article: [f](#) [t](#) [in](#) [p](#) Join our community: [f](#) [in](#) [ig](#) [wh](#)

Organiser: [informa](#) [LSM](#) Strategic Partner: [MITEC](#) Endorsed by: [Ministry of Trade](#) [Ministry of Industry](#) [Ministry of Tourism](#) Media Partner: [TheStar](#) Official Magazine: [furnishnow](#)

**6-9 March**  
MITEC & PWTC  
Kuala Lumpur, Malaysia

**TOP DESTINATION FOR DESIGN LOVERS**

**Why Malaysian International Furniture Fair 2020 is the Top Destination for Design Lovers**

Furniture design rapidly evolving with the changing trends of lifestyle. There is a plethora of choices of design available in the market, from minimalist, minimalist, modern to classic and even avant-garde design. But within this vast global market, where can furniture buyers find exactly the thing that they are looking for under one roof? The Malaysian International Furniture Fair (MIFF) 6-9 March is the answer.

With the eye on the world, many MIFF exhibitors find success outside of their home countries. These exhibitors, in particular, create designs geared toward buyers worldwide and find success in those other markets. MIFF, of course, is uniquely positioned to aid those exhibitors, facilitating connections and helping to establish relationships without borders. [Read more](#)

**Exhibitor product preview:**  
Your lifestyle products solution under one roof

Luxury Sleep Products  
MITEC, Booth M1015

Inception International  
MITEC, Booth M213A

Deesse Furniture  
MITEC, Booth M407

Seshuwan Furniture  
PWTC, Booth 101

Bazhou Baidian Furniture  
PWTC, Booth 2C19

Vastwood Industries  
MITEC, Booth M801

Steep Furniture  
MITEC, Booth M703

**Plan your trip to MIFF 2020!**

**Register Now** **Book your Hotel** **Exhibitor List**

**WASANIAGA Sample**

**1 FAIR 2 VENUES**

[MITEC](#) [PWTC](#)

Non-stop free shuttle service available between venues

\*All rates are subjected to 6% SST



1-4 March  
MITEC & WTCKL

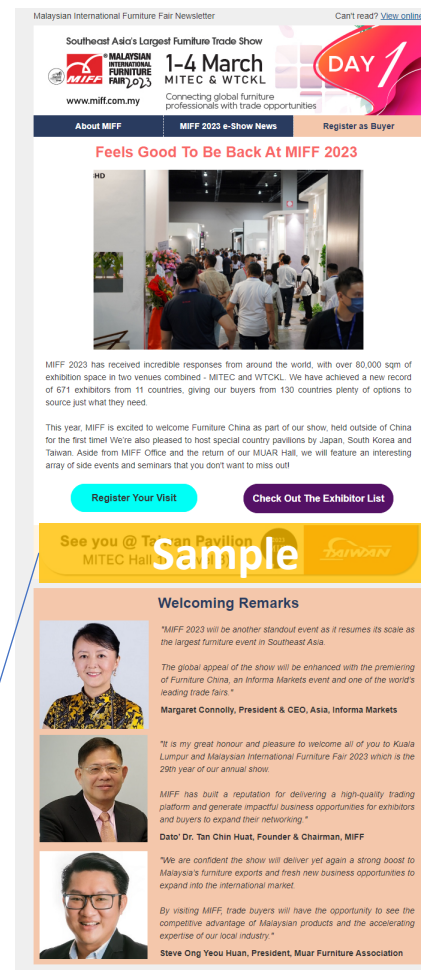
## MIFF Show Daily

One daily news a day, carrying the most punch, excitement and current news of MIFF. Spread the word of your products and booth to onsite buyers via our Show Daily E-Newsletter. Maximum exposure guaranteed.

### 4 days Banner Ad @ MIFF eShow Daily & E-Newsletter:

Advertising Cost	: USD 2,000
Edm Ad Size	: 580(w) x 80(h) pixels
Show Daily Ad Size	: 210 mm(w) x 80 mm(h)
Advertising Period	: 1- 4 March 2024
Booking Deadline	: 31 December 2023
Materials Deadline	: 31 January 2024

**Your Advertisement**



## ADVERTISING PACKAGES



**Your Advertisement**

*\*All rates are subjected to 6% SST*





1-4 March  
MITEC & WTCKL

## ADVERTISING PACKAGES

### Exclusive Dedicated EDM

*Generate new business leads through our extensive database*

Advertising Cost (2 EDMs) : USD 3,800  
Booking Deadline : 30 September 2023  
Materials Deadline : 2 weeks before distribution date

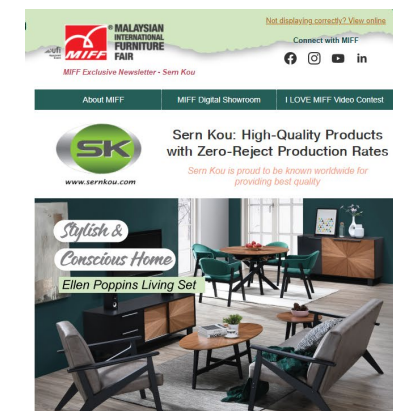
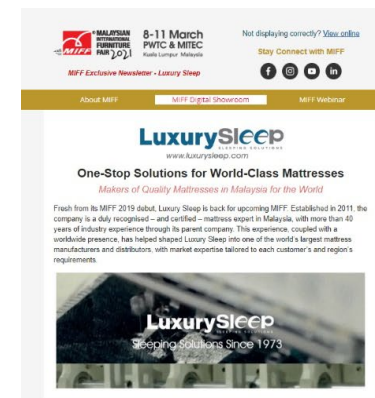
#### Terms and condition:

1. One (1) EDM distribute to maximum 3,000 contacts with exhibitor target market (max 2 segments)
2. Company name included in the EDM subject line
3. Company Logo and background (maximum 100 words) to be featured
4. Maximum four (4) product photos (in JPEG format) to be featured in the EDM
5. One (1) customized enquiry form
6. 2 weeks lead collection period, 1 time of follow-up campaign provided to non-opener
7. Post campaign deliverables:
  - Leads with contact details who are interested in your products
  - Campaign performance report including metrics such as: Email sent, opened rate and clicked rate
8. Product photos in EDM publish on MIFF social media platform

*\*All rates are subjected to 6% SST*

Sample: [Luxury Sleep eDM](#)

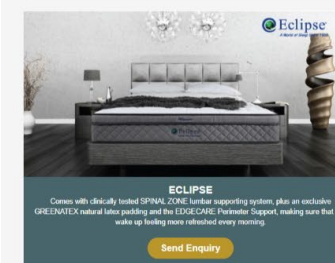
[Sern Kou eDM](#)



The company's high standard are exemplified by its three core tenets: dedication, precision and trustworthiness – values that are infused into its products and customer service. Operating as an OEM and ODM, Luxury Sleep boasts more than 20 brands (both in-house and international) in its catalogue, specialising in mattresses, pillows, bolsters, divans... and other fine bedding items.



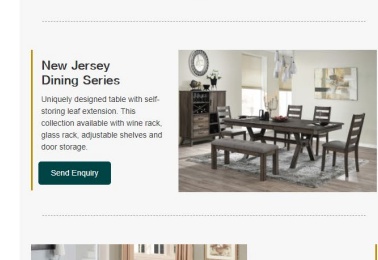
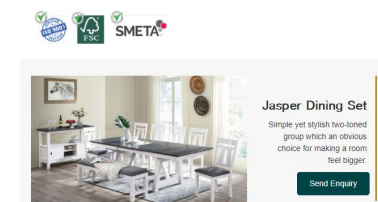
As people spend about half of their lifetimes in bed (around 33 years!), selecting a supportive mattress is vital for a restful sleep – and for productivity in the waking hours. Luxury Sleep knows how important quality is, both in terms of sleep and bedding, and therefore, its factory produces the mattress's main components, including PU foam, felt, fabric, latex and springs. This helps to not only control pricing, but also ensures all of the products meet the company's high standards.



Sern Kou Furniture Industries is one of the leading export furniture manufacturers in Malaysia, specialising in manufacturing dining and living furniture series. Committed to deliver the highest product quality standard, every production must go through a strict process of quality control and quality assurance in each department. Quality is the company's main priority and they achieve zero-reject production rates. With such expertise, Sern Kou is proud to be known worldwide for providing best quality to their customers.

Minimalist, rustic wood piece, classic and functionality are the essence of Sern Kou product designs. The main element of each furniture piece is solid rubberwood and incorporate with other materials such as MDF and mixed leather.

About Sern Kou Furniture Industries Sdn Bhd  
Sern Kou is a long-time MIFF exhibitor and over 22 years of operations, they have successfully expanded their reach to Australia, China, India, the UK, USA and so on. The company grow their brand from interactions with customers and their shared overall experience. [read more](#)





**1-4 March**  
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## ADVERTISING PACKAGES

### MIFF Website Exclusive Banner

*Be seen 24/7 all year round on MIFF's website!*

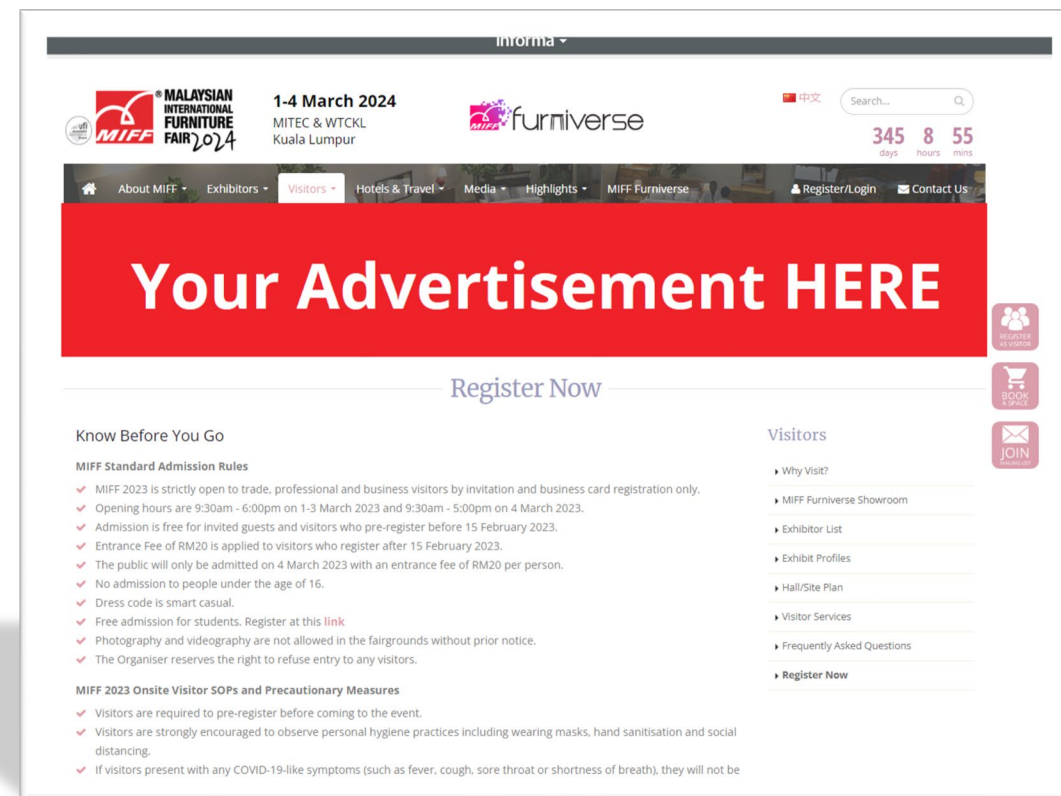
A global reach, the main portal attracting 100,000 traffic from 181 countries & regions annually.

Advertising Cost : USD 2,500 each banner  
Ad Size : 678 (w) X 178 pixels (h)

Advertising Period : **November till March 2024**  
Booking Deadline : **30 September 2023**  
Materials Deadline : **25 October 2023**

### Advertise your advertisement on any popular webpages below:

1. Visitor Registration page OR
2. Exhibitor List page OR
3. Hotel & Reservation page



**www.miff.com.my**

*\*All rates are subjected to 6% SST*



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# MIFF Furniverse Showroom

*Increase your brand exposure and reach out to global buyers*

Dedicated digital showroom for your company to showcase your products or services. Find the right quality buyers and get new business leads from around the world.

## Banner ads (6 months)

- Advertising Cost: USD 2,500
- Size: 1000px (W) x 120px (H)
- Banner ads link to exhibitor's website
- Labeled as '**Sponsor**' at 1st page of MIFF Furniverse (Featured Exhibitor page)

*\*All rates are subjected to 6% SST*

## ADVERTISING PACKAGES

[VISIT EVENT WEBSITE](#) [VIEW MY BOOKMARK LIST](#)

[SCROLL TO TOP](#)



## MIFF Furniverse

[FEATURED EXHIBITORS](#)

[PRODUCT HIGHLIGHTS](#)

SEARCH

ALL SECTORS

ALL CATEGORIES

ALL COMPANIES (A-Z)

ALL COUNTRIES & REGIONS



Hi, INTERNATIONAL BUYERS

TELL US WHAT

YOU LOVE ABOUT MIFF



Show 36 entries

### Priority Listing



**2M FURNITURE  
MANUFACTURING SDN BHD**

COUNTRY: MALAYSIA

HALL NO:

BOOTH NO:

CATEGORY: DIY / RTA Furniture, Display  
Products & Accessories



**ACACIA HOME FURNISHING  
SDN BHD**

COUNTRY: MALAYSIA

HALL NO:

BOOTH NO:

CATEGORY: DIY / RTA Furniture,  
Furniture Products & Accessories



**ACCORD FURNITURE SDN  
BHD**

COUNTRY: MALAYSIA

HALL NO:

BOOTH NO:

CATEGORY: Buffet & Hutch, DIY / RTA  
Furniture Products & Accessories



**ACME FINE FURNISHINGS  
SDN BHD**

COUNTRY: MALAYSIA

HALL NO: 10

BOOTH NO: M1019

CATEGORY: DIY / RTA Furniture, Bar  
Furniture Products & Accessories

# Banner Ad @ MIFF Visitor Registration Login page

*Increase your brand exposure and reach out to global buyers*

A global reach, thousands traffic from 140 countries & regions register to the show.

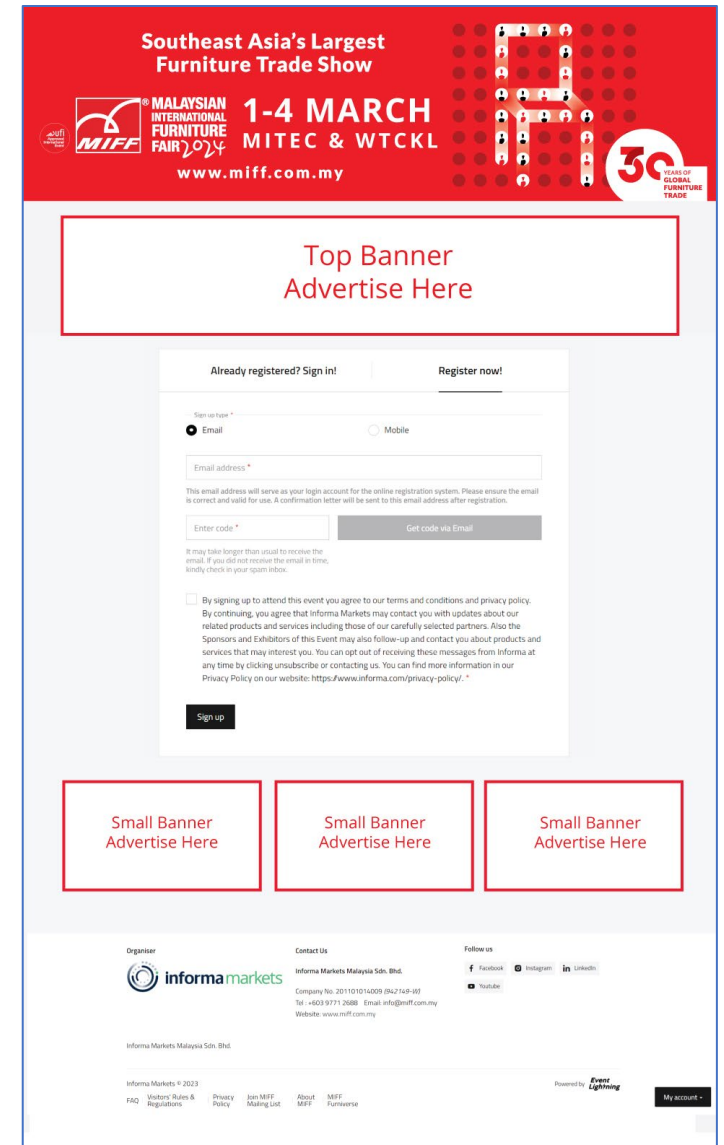
## Top Banner ads

- Advertising Cost: USD 3500
- Size: 1170 (w) x 208 (h) pixels
- Banner ads link to exhibitor's website

## Small Banner ads

- Advertising Cost: USD 1500
- Size: 375x211 pixels
- Banner ads link to exhibitor's website

**\*All rates are subjected to 6% SST**



The screenshot displays the MIFF Visitor Registration Login page. At the top, there is a red banner with the text "Southeast Asia's Largest Furniture Trade Show" and "1-4 MARCH MITEC & WTCKL". Below this, there is a large white box with the text "Top Banner Advertise Here". The main content area features a registration form with fields for "Email address" and "Enter code", and a "Sign up" button. Below the form, there are three smaller white boxes, each with the text "Small Banner Advertise Here". The footer contains contact information for Informa Markets Malaysia Sdn. Bhd. and social media links.



## e-Furnish Now – MIFF official magazine

Stay connected with over 100,000 potential buyers around the globe through Furnish Now magazine. Take advantage of this advertising opportunity to “keep in touch” with buyers and maintain their interest in you. This is a great opportunity to promote your latest products.

Advertisement	Unit Price
Cover Story	USD 9000
Inside Front Cover	USD 3800
Facing Inside Front Cover	USD 3800
Back Cover	USD 4500
Inside Back Cover	USD 3800
Facing Inside Back Cover	USD 3800
Run On Page	USD 2000
Fabulous Furniture (with 50- 100 words write-up)	USD 600

### Cover Story Sample:



### Fabulous Furniture Sample:





## Advertisement on MIFF Buyer's Guide

Buyer's Guide will be the **ONLY** printed material handed out across both venues. Think of it as a sea of walking advertisements, thousands of them.

Advertisement	Unit Price	Ad Size
Logo Listing	USD 375	Logo in AI format
Product Listing	USD 500	1920 px(w) x 1080 px(h)
Inside Front Cover - Full Page Ad	USD 3500	184 mm(w) x 297 mm(h)
Inside Back Cover - Full Page Ad	USD 3500	210 mm(w) x 297 mm(h)
Run On Page - Full Page Ad	USD 2500	
Back Cover – Half Page (1/2) Ad	USD 2500	210 mm(w) x 148 mm(h)
Run On Page - Half Page (1/2) Ad	USD 1500	
Run On Page - Quarter Page (1/4) Ad	USD 800	105 mm(w) x 148 mm(h)

### Product Listing Sample:



### Quarter Page Ad Sample:



### Half Page Ad Sample:





1-4 March  
MITEC & WTCKL

## ADVERTISING PACKAGES

### WTC KL Registration Counter - Lightbox Advertisement

A prime location that guarantees an overflowing traffic. With the registration queues, be ensured buyers have ample time to digest your advertisement.

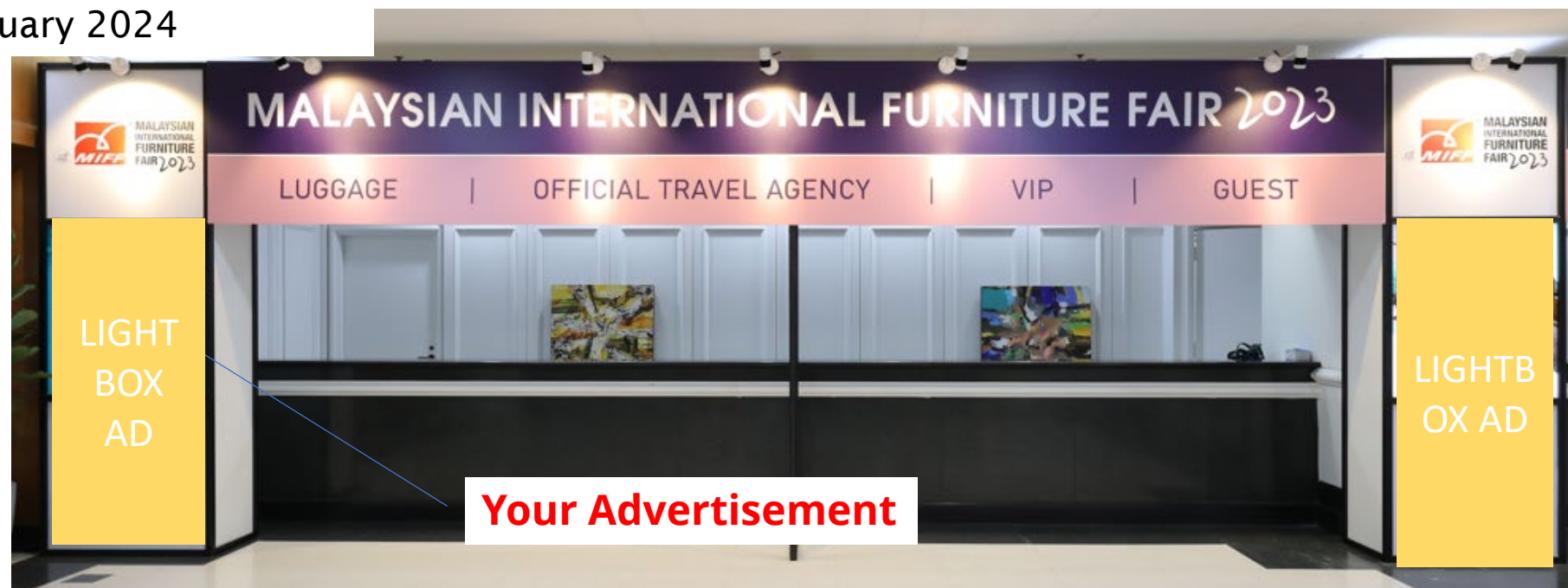
Advertising Cost : USD 2,000 / unit

Advertising Period: 1- 4 March 2024

Ad size : 965mm(w) x 1955mm(h)

Booking Deadline : 31 December 2023

Materials Deadline: 26 January 2024



*\*All rates are subjected to 6% SST*

## WTCKL Registration Counter Advertisement

Advertising Cost : USD 1,500/ unit  
Advertising Period: **1- 4 March 2024**  
Ad size : 1525mm(W)\*1970mm(H)  
Booking Deadline : 31 December 2023  
Materials Deadline: 26 January 2024

Your advertisement





## WTC KL Wall Railing Advertising (Left & Right Side)

The largest ad space on site. Enough said.

LEFT



RIGHT



Advertising Cost	: USD 2,500/ side
Ad Size	: 5920(w) x 1900(h) mm
Advertising Period	: 1- 4 March 2024
Booking Deadline	: 31 December 2023
Materials Deadline	: 26 January 2024



**1-4 March**  
MITEC & WTCKL

## ADVERTISING PACKAGES

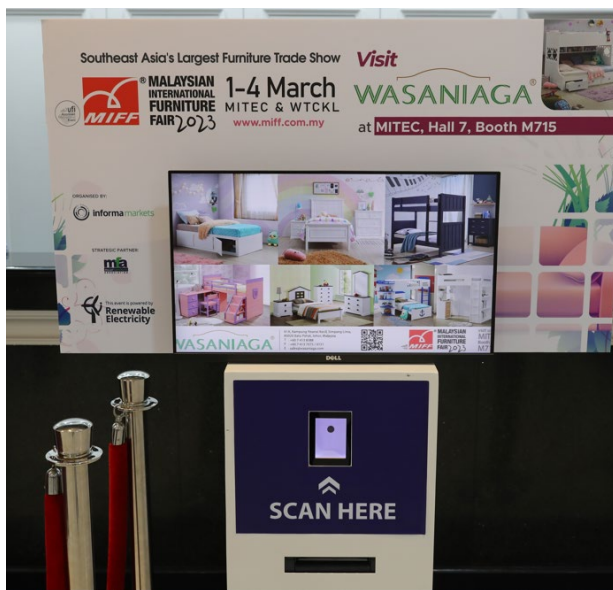
### Exclusive Ad @ Self-Reg Kiosk (2 venues)

Advertising Cost : USD 6,000

Advertising Period : 1- 4 March 2024

Booking Deadline : 31 December 2023

Materials Deadline : 26 January 2024



*\*All rates are subjected to 6% SST*

## MITEC Pillar Wrap Advertisement

Catch the buyers' attention by presenting your brand at the most noticeable yet unexpected advertising spots.

Advertising Cost	: USD 3,800 (3 units, each level 1 unit)
Ad size	: 1405mm (w) x 2850mm (h)
Advertising Period	: 1- 4 March 2024
Booking Deadline	: 31 December 2023
Materials Deadline	: 26 January 2024

**Your Advertisement**



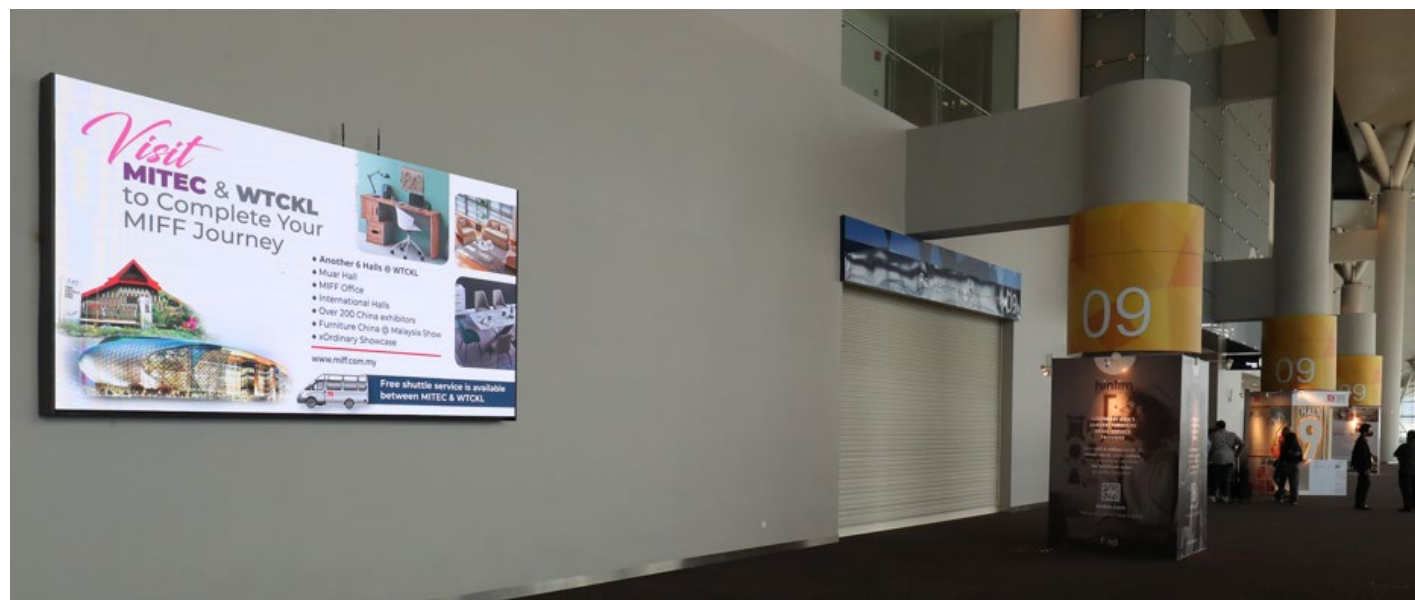


## Advertisement @ MITEC TV Wall LED Screen



Advertising Cost  
 Ad size  
 Advertising Period  
 Booking Deadline  
 Materials Deadline

: USD 1,500  
 : 1920(w)\*1080(h)px  
 : 1- 4 March 2024  
 : 31 December 2023  
 : 26 January 2024



*\*All rates are subjected to 6% SST*



**1-4 March**  
MITEC & WTCKL

## ADVERTISING PACKAGES



### MITEC **Exclusive** LED Banner Display

Advertising Cost : USD 1,500/ unit  
Ad size : 488(w)\*1984(h)px  
Ad format : JPEG/ Video file in MP4 (**Portrait Mode**)  
Advertising Period: **1- 4 March 2024**  
Booking Deadline : 31 December 2023  
Materials Deadline: 26 January 2024

### MITEC LED Banner Display (**on looping**)

Advertising Cost : USD 700/ unit  
Ad size : 488(w)\*1984(h)px  
Ad format : JPEG (**Portrait Mode**)  
Advertising Period: **1- 4 March 2024**  
Booking Deadline : 31 December 2023  
Materials Deadline: 26 January 2024

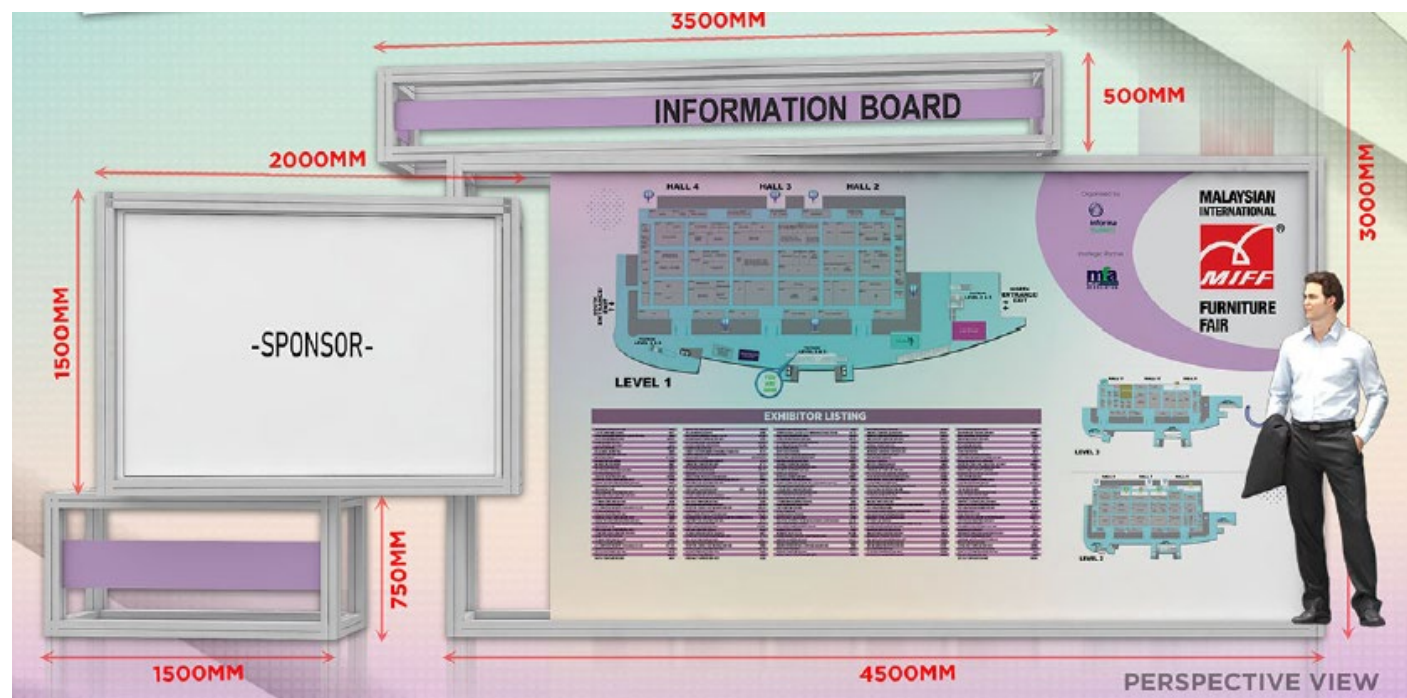
*\*All rates are subjected to 6% SST*

## MITEC Information Board

Catch the buyers' attention by presenting your furniture at the most noticeable yet unexpected advertising spots.

Advertising Cost	: USD 2,500/ unit
Ad size	: 2000mm(w)*1500mm(h)
Advertising Period	: 1- 4 March 2024
Booking Deadline	: 31 December 2023
Materials Deadline	: 26 January 2024

Sample:



*\*All rates are subjected to 6% SST*





**1-4 March**  
MITEC & WTCKL

**SPONSORSHIP OPPORTUNITY**

Sample:



## Trade Visitor Lanyard

Lanyard are given out to every individual across both venues during show dates. Think of it as a sea of walking advertisements, thousands of them.

Sponsorship Price : USD 9,500

Booking Deadline : 31 August 2023

Materials Deadline: 30 September 2023



*\*All rates are subjected to 6% SST*

## Advertisement @ Trade Visitor Pass

Visitor Pass are given out to every individual across both venues during show dates.

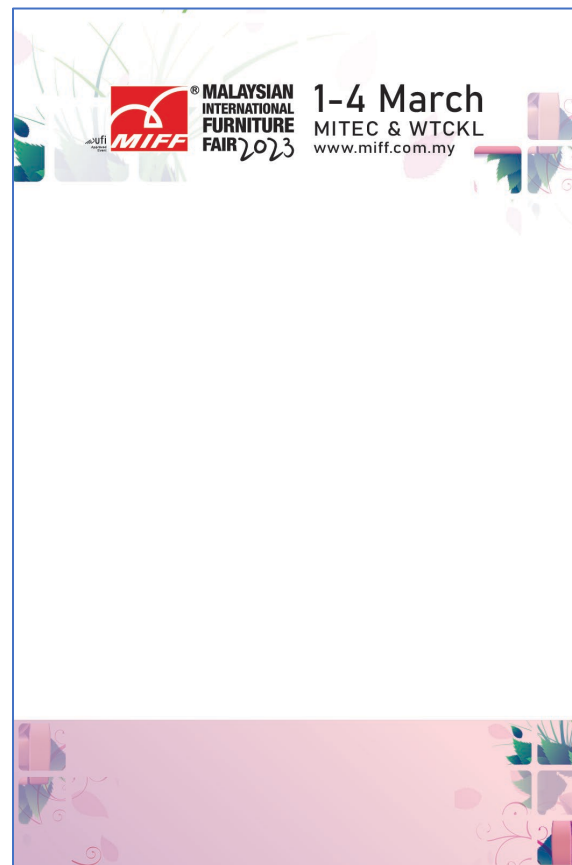
Sponsorship Price : USD 8,000

Booking Deadline : 31 August 2023

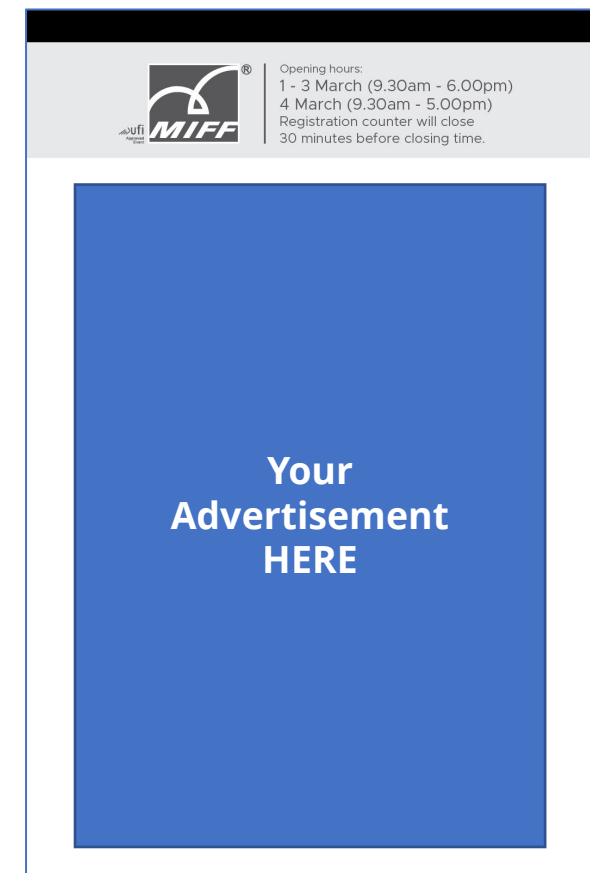
Materials Deadline: 30 September 2023

**\*\*printing inclusive of sponsor's company artwork at the back page of Visitor Pass**

### FRONT



### BACK



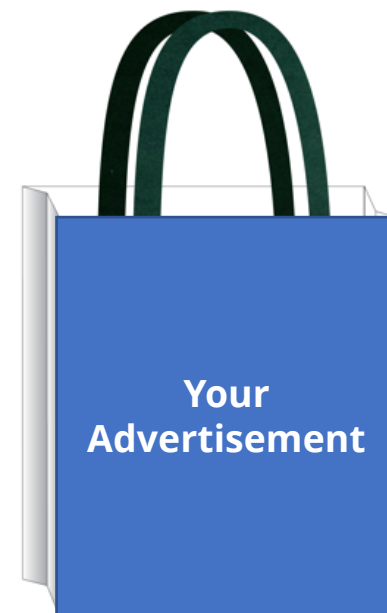
## MIFF Non-Woven Bag

Non-Woven bags are given out to every individual across both venues. Think of it as a sea of walking advertisements, thousands of them.

Sponsorship Price	: USD 12,000
Booking Deadline	: 31 August 2023
Materials Deadline	: 30 September 2023

FRONT

BACK





## MIFF Buyers' Night

Buyers' Night is the most highly-anticipated event in MIFF. Exhibitors can now buy Buyers' Night table to join the party and get connected with buyers and industry players from around the world in a relaxed and fun atmosphere.

### 1) Gold Sponsor for Buyers' Night

Sponsorship Price: USD 15,000

#### Entitlement:

- 2 reserved table for 20 pax
- 1 video clip to be play on loop before the event start
- Logo to be listed as the 'Gold Sponsor' on the Buyers' Night backdrop
- Company logo printed on the Buyers' Night tickets if the sponsorship confirmed by 30 November 2023

### 2) Table Booking

Table Price: USD 1,000 per table (10 pax)

Booking Deadline: 31 January 2024

### 3) Lucky draw item Sponsorship, kindly contact organiser



## WTCKL Marble Stage Furniture Showcase

A prime location that guarantees an over flowing traffic for your product exposure.

Advertising period : 1- 4 March 2024

Booking Deadline : 30 November 2023

**If you are interested, please contact the organiser.**





# Amplify Your Brand with MIFF



MIFF Sales Team



**Sandra Lye**

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**Irene Khoo**

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General enquiries: [info@miff.com.my](mailto:info@miff.com.my)