

ADVERTISING & SPONSORSHIP PACKAGE

Stand out from the hundreds of exhibitors & thousands of products.

Maximise your sales potential and elevate your company's image by leveraging exclusive advertisement spaces with us, both before and during the event.

Seize the opportunity with MIFF's advertising options to **reach a global audience.**



**MALAYSIAN
INTERNATIONAL
FURNITURE
FAIR 2026**

4-7 MARCH

**MITEC & WTCKL
KUALA LUMPUR**

www.miff.com.my

Organised by:



Strategic Partner:





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ADVERTISING PACKAGES

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 : RM 8,000.00
- Ad Size : 600px(w) x 120px(h)
- Advertising Period : December 2025 till February 2026
- Booking Deadline : 14 November 2025

Your Advertisement

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-ringggit export industry it is today.

Although rubberwood has become widely used for the furniture industry, other less popular plantation species like acacia and eucalyptus are also beginning to gain notice. While Malaysia 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 2026, 6-9 March

Register Now

Rubberwood | 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 HALL 07 MITEC M713

Share article: | Join our community: |

Organiser: | Strategic Partner: | Endorsed by: | Media Partner: TheStar

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 maximalist, 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

Home International
MITEC, Booth M213A

Deesse Furnish
MITEC, Booth M407

Sethuwan Furniture
PWTC, Booth 101

Rachou Rattan Furniture
PWTC, Booth 2C19

Woodsand Industries
MITEC, Booth M801

Stem Furniture
MITEC, Booth M703

[Check out more <<](#)

With so much to explore, spend 4 days at MIFF 2020

Register Now | Book your Hotel | Exhibitor List

WASANIAGA Sample HALL 07 MITEC M713

1 FAIR 2 VENUES

MITEC | PWTC

Non-stop free shuttle service available between venues

**All rates are subjected to 8% SST*



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Sample: [Luxury Sleep eDM](#)

[Sern Kou eDM](#)

Exclusive Dedicated EDM

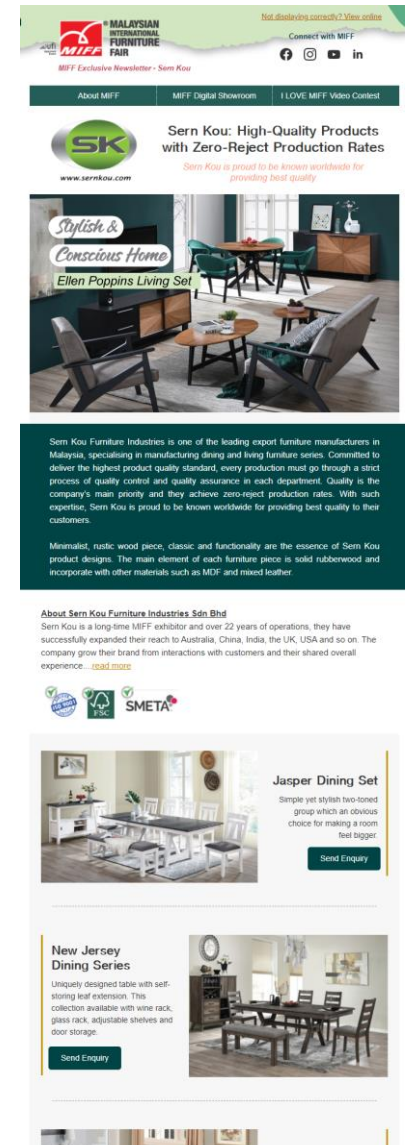
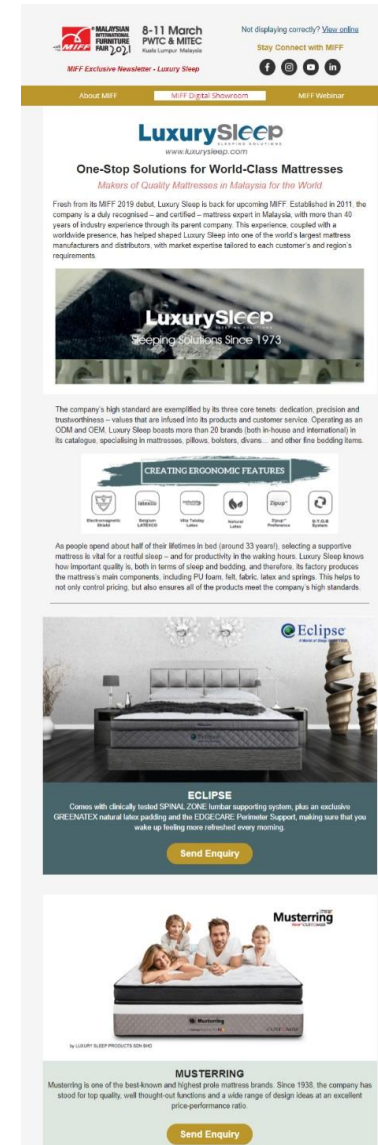
Generate new business leads through our extensive database

Advertising Cost (2 EDMs) : RM 15,000.00
 Booking Deadline : 30 September 2025
 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) customised 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

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ADVERTISING PACKAGES

MIFF Website Exclusive Banner

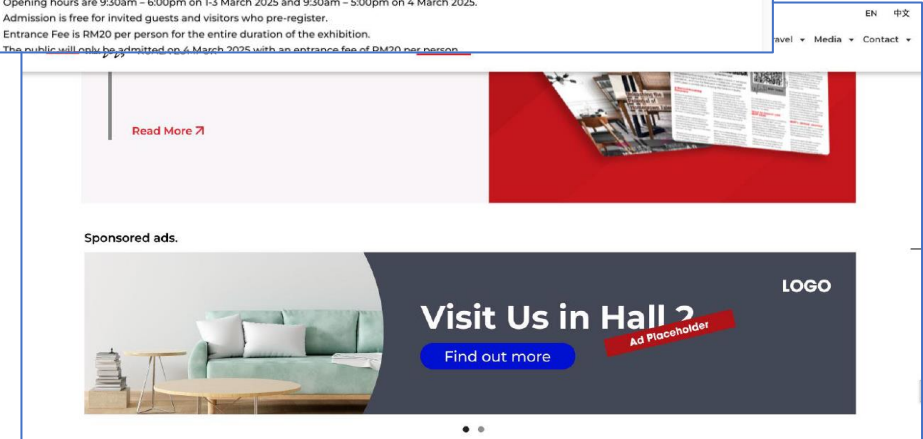
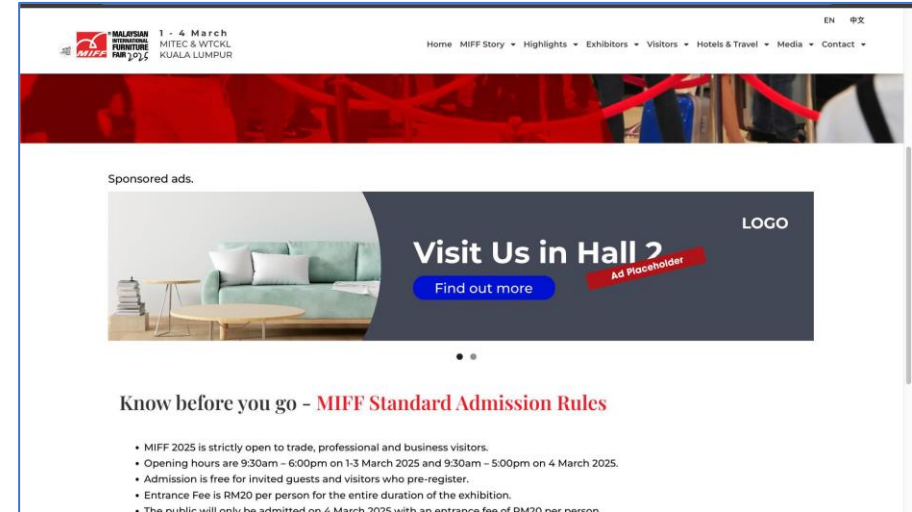
Be seen 24/7 all year round on MIFF's website!

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

- Advertising Cost : RM 10,000.00 each banner
- Ad Size : TBA
- Advertising Period : **November till March 2025**
- Booking Deadline : 30 September 2025
- Materials Deadline : 24 October 2025

Advertise your advertisement on any popular webpages below:

1. Home Page
2. Visitor Registration page



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ADVERTISING PACKAGES

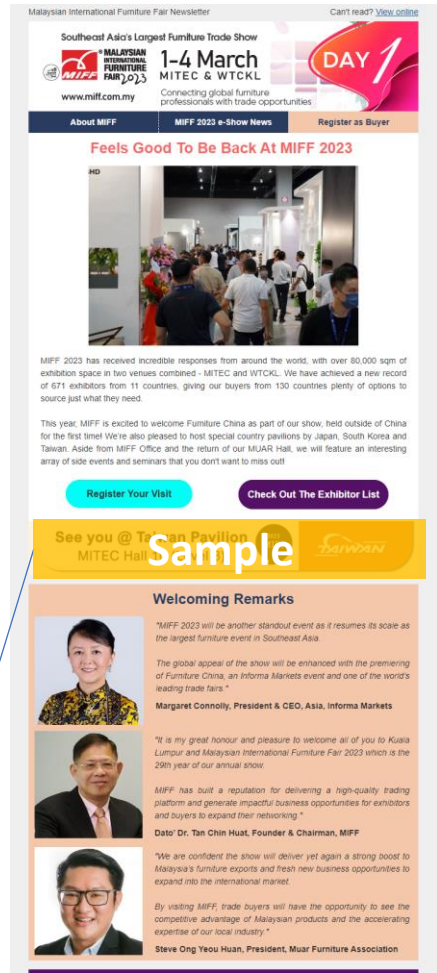
MIFF Show Daily

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 Show Daily (e-Newsletter):

- Advertising Cost : RM 8,000.00
- Edm Ad Size : 600px(w) x 120px(h)
- Show Daily Ad Size : 210mm(w) x 80mm(h)
- Advertising Period : **4-7 March 2026**
- Booking Deadline : 31 December 2025
- Materials Deadline : 23 January 2026

Your Advertisement



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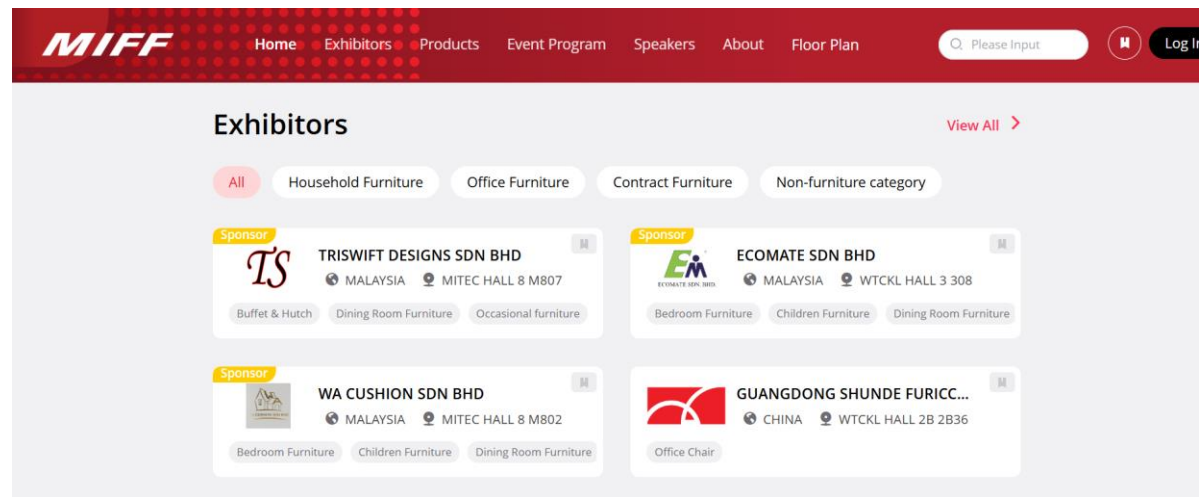
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ADVERTISING PACKAGES

MIFF Furniverse

Increase your brand exposure and reach out to global buyers

All-in-one APP, designed for your company to effortlessly showcase your products or services every day of the year. Connect with discerning buyers, ensuring quality matches, and seize new business opportunities spanning the globe.



Advertisement	Unit Price
MIFF Furniverse Open Screen Ad (6 months)	RM 15,000.00
MIFF Furniverse Banner Ad (6 months)	RM 10,000.00
MIFF Furniverse Directory Sponsor Exhibitor – 1 st position (6 months)	RM 5,000.00
MIFF Furniverse Directory Sponsor Exhibitor – 2 nd position (6 months)	RM 3,000.00
MIFF Furniverse Directory Sponsor Exhibitor – 3 rd position (6 months)	RM 1,500.00

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ADVERTISING PACKAGES

Banner Ad @ MIFF Visitor Registration Login page

Increase your brand exposure and reach out to global buyers

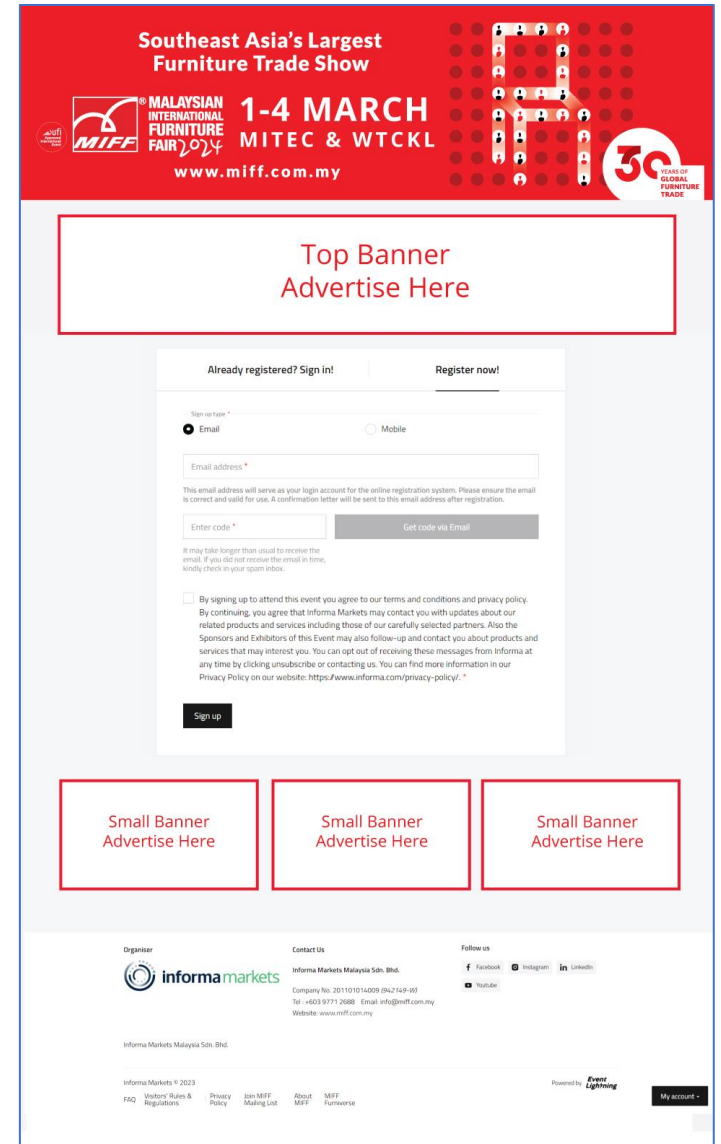
A global reach, thousands traffic from 140 countries & regions register to the show.

Top Banner ads

- Advertising Cost: RM 15,000.00
- Size: 1170px (w) x 208px (h)
- Banner ads link to exhibitor's website

Small Banner ads

- Advertising Cost: RM 6,000.00
- Size: 375px (w) x 211px (h)
- Banner ads link to exhibitor's website



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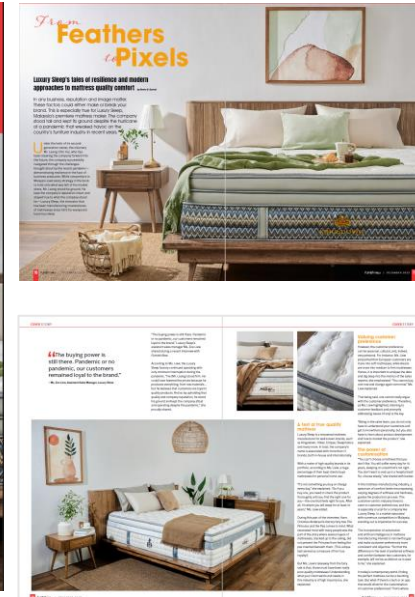
ADVERTISING PACKAGES

Furnish Now – MIFF official magazine

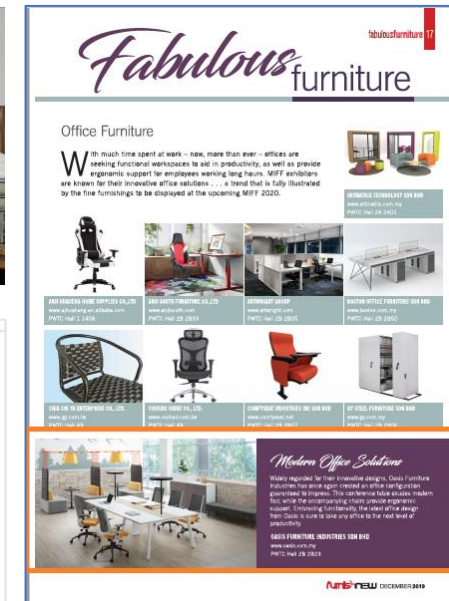
Stay connected with over 100,000 potential buyers around the globe through Furnish Now magazine. Take advantage of this advertising opportunity to “keep in touch” with buyers and maintain their interest in you. This is a great opportunity to promote your latest products.

Advertisement	Unit Price
Cover Story	RM 40,000.00
Inside Front Cover	RM 16,000.00
Facing Inside Front Cover	RM 16,000.00
Back Cover	RM 20,000.00
Inside Back Cover	RM 16,000.00
Facing Inside Back Cover	RM 16,000.00
Run On Page	RM 8,000.00
Fabulous Furniture (with 50- 100 words write-up)	RM 2,500.00

Cover Story Sample:



Fabulous Furniture Sample:



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ADVERTISING PACKAGES

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 (Top-Up RM500 for Logo Listing on On-site Directory Board)	RM 1,500.00	Logo in AI format
Product Listing	RM 2,500.00	1920px(w) x 1080px(h)
Inside Front Cover - Full Page Ad	RM 16,500.00	184mm(w) x 297mm(h)
Inside Back Cover - Full Page Ad	RM 16,500.00	210mm(w) x 297mm(h)
Run On Page - Full Page Ad	RM 11,000.00	
Back Cover - Half Page (1/2) Ad	RM 11,000.00	210mm(w) x 148mm(h)
Run On Page - Half Page (1/2) Ad	RM 6,500.00	
Run On Page - Quarter Page (1/4) Ad	RM 4,000.00	105mm(w) x 148mm(h)

Product Listing Sample:



Quarter Page Ad Sample:



Half Page Ad Sample:



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ADVERTISING PACKAGES

WTCKL 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 : RM 8,000.00 / unit
Ad size : 950mm(w) x 2000mm(h)

Advertising Period: 4-7 March 2026
Booking Deadline : 31 December 2025
Materials Deadline: 23 January 2026



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ADVERTISING PACKAGES

WTCKL Registration Counter Advertisement

Advertising Cost : RM 6,800.00 / unit
Ad Size : 1400mm(w) x 2300mm(h)
Advertising Period: **4-7 March 2026**
Booking Deadline : 31 December 2025
Materials Deadline: 23 January 2026

Your advertisement



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ADVERTISING PACKAGES

**WTCKL Wall Railing Advertising
(Left & Right Side)**

The largest ad space on site. Enough said.

Advertising Cost	: RM 10,000.00 / side
Ad Size	: 5920mm(w) x 1900mm(h)
Advertising Period	: 4-7 March 2026
Booking Deadline	: 31 December 2025
Materials Deadline	: 23 January 2026

LEFT



RIGHT



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Exclusive Ad @ Self-Reg Kiosk (2 venues)

Advertising Cost : RM 25,000.00
 Advertising Period : 4-7 March 2026
 Booking Deadline : 31 December 2025
 Materials Deadline : 23 January 2026



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MITEC Pillar Wrap Advertisement

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

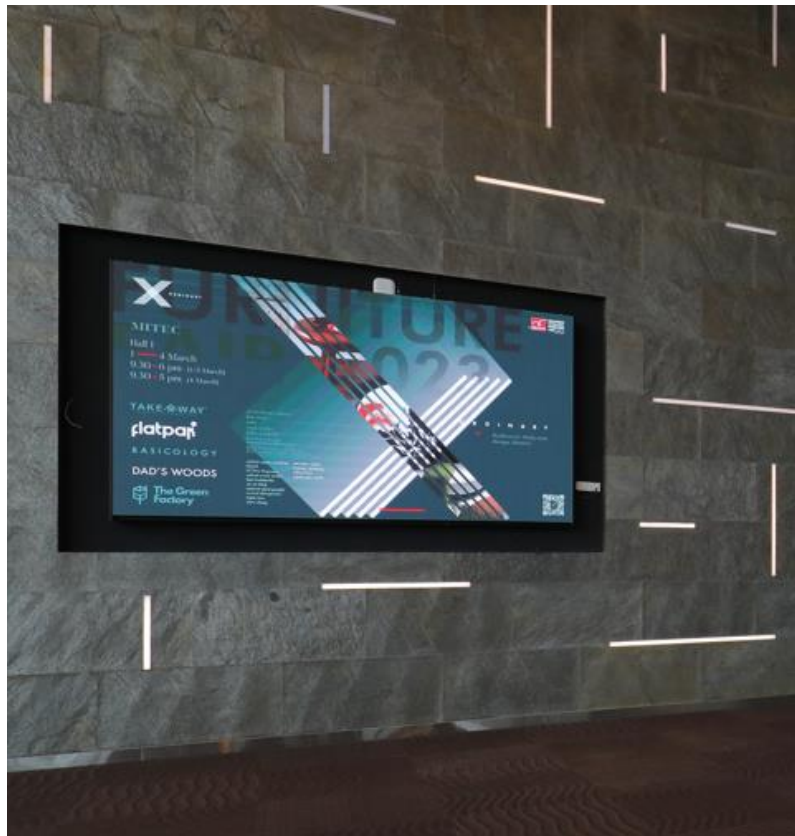
Advertising Cost	: RM 16,500.00 (3 units, each level 1 unit)
Ad size	: 1500mm(w) x 3000mm(h) for level 1 & 2 1500mm(w) x 2500mm(h) for level 3
Advertising Period	: 4-7 March 2026
Booking Deadline	: 31 December 2025
Materials Deadline	: 23 January 2026



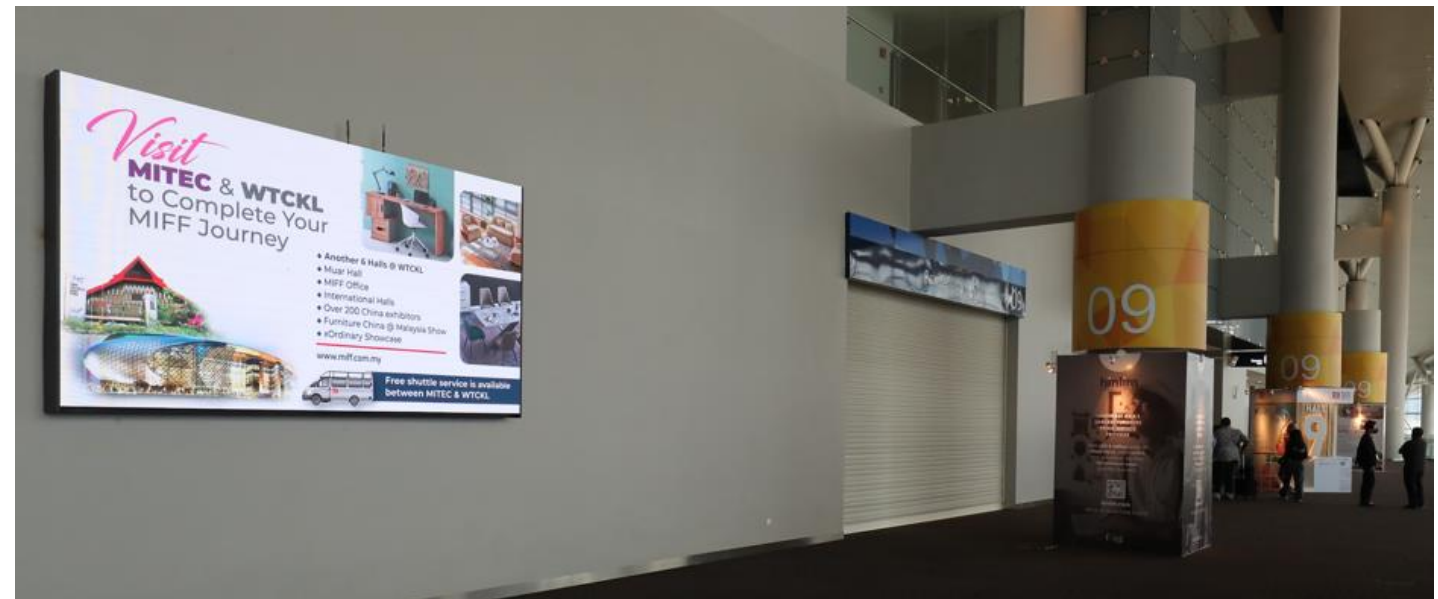
Your Advertisement

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Advertisement @ MITEC TV Wall LED Screen



Advertising Cost	: RM 6,500.00
Ad size	: 1920px(w) x 1080px(h)
Advertising Period	: 4-7 March 2026
Booking Deadline	: 31 December 2025
Materials Deadline	: 23 January 2026



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ADVERTISING PACKAGES



MITEC **Exclusive** LED Banner Display

Advertising Cost : RM 5,500.00/ unit
Ad size : 512px(w) x 1920px(h)
Ad format : JPEG/ Video file in MP4 (**Portrait Mode**)
Advertising Period: **4-7 March 2026**
Booking Deadline : 31 December 2025
Materials Deadline: 23 January 2026

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

Advertising Cost : RM 3,000.00/ unit
Ad size : 512px(w) x 1920px(h)
Ad format : JPEG (**Portrait Mode**)
Advertising Period: **4-7 March 2026**
Booking Deadline : 31 December 2025
Materials Deadline: 23 January 2026

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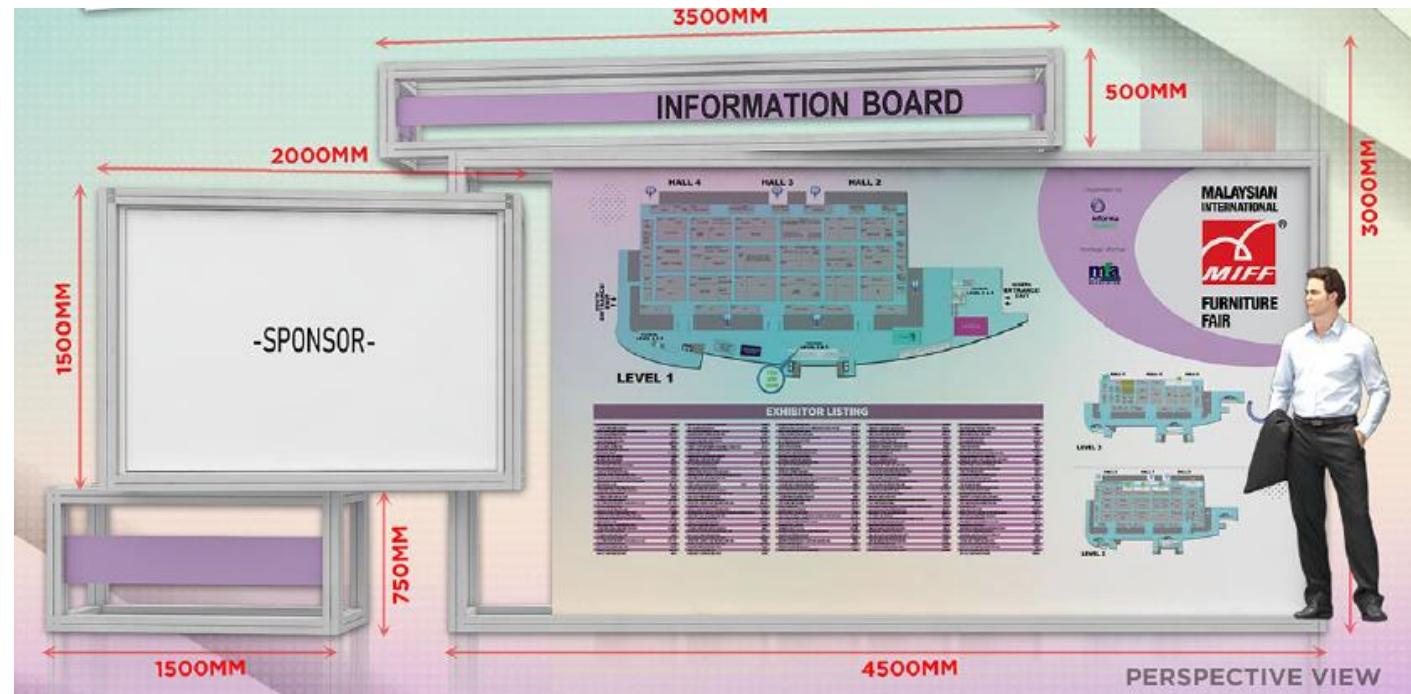
ADVERTISING PACKAGES

MITEC Information Board

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

- Advertising Cost : RM 10,000.00/ unit
- Ad size : 2000mm(w) x 1500mm(h)
- Advertising Period : 4-7 March 2026
- Booking Deadline : 31 December 2025
- Materials Deadline : 23 January 2026

Sample:



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SPONSORSHIP OPPORTUNITY

Sample:



Trade Visitor Lanyard

Lanyards are given out to every visitors across both venues during show days. Think of it as a sea of walking advertisements, thousands of them.

Sponsorship Price : RM 40,000.00
 Booking Deadline : 29 August 2025
 Materials Deadline: 30 September 2025



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SPONSORSHIP OPPORTUNITY

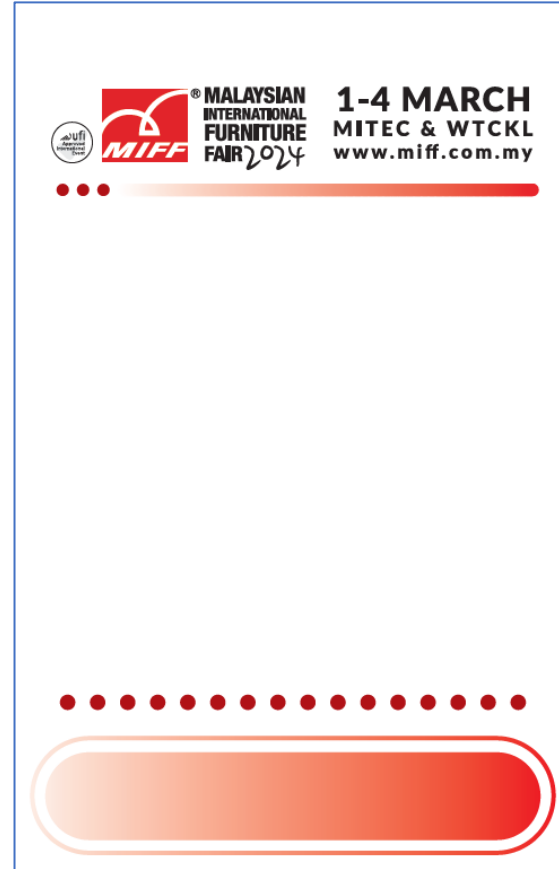
Advertisement @ Trade Visitor Pass

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

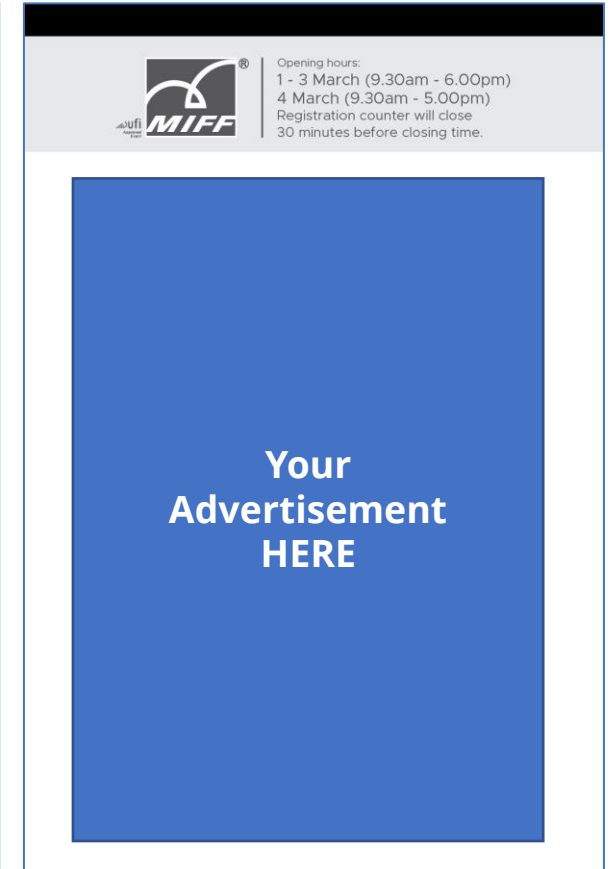
Sponsorship Price : RM 35,000.00
 Booking Deadline : 29 August 2025
 Materials Deadline: 30 September 2025

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

FRONT



BACK



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SPONSORSHIP OPPORTUNITY

MIFF Non-Woven Bag

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

- Sponsorship Price : RM 50,000.00
- Booking Deadline : 29 August 2025
- Materials Deadline : 30 September 2025

FRONT



BACK



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SPONSORSHIP OPPORTUNITY

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: RM 50,000.00

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 28 November 2025

2) Table Booking

Table Price: RM 3,500.00 per table (10 pax)

Booking Deadline: 30 January 2026

3) Lucky draw item Sponsorship, kindly contact organiser



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SPONSORSHIP OPPORTUNITY

WTCKL Marble Stage Furniture Showcase

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

Advertising period : 4-7 March 2026

Booking Deadline : 28 November 2025

If you are interested, please contact the Organiser.



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Amplify Your Brand *with MIFF*

Contact our sales reps:
Irene.Khoo@informa.com
Raine.Chah@informa.com

General enquiries: info@miff.com.my



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