

81%

**of buyers at exhibitions
already have money to spend.**

Are you in the room when they decide? Most businesses aren't. That's your opportunity — and your competitor's advantage.





Your best buyers don't find you online.

72% of buyers are more likely to buy from someone they met face-to-face. Ads can't replicate that. Exhibitions can.

Digital advertising reaches many — but it rarely builds the trust that closes a deal. The handshake, the eye contact, the live product demo: these are conversion tools that no algorithm can replace.

Online Ads

Broad reach, low trust, high competition

Exhibitions

Targeted reach, high trust, live conversion

By the end, you'll know exactly when to exhibit.

A practical guide built for Malaysian businesses — from SME fairs to international trade shows.

1

Real Costs

What expos actually cost in Malaysia — no surprises

2

Right Timing

When to join, and when to confidently skip

3

Show Selection

How to choose the right exhibition for your business

4

Growth Path

The proven local national international roadmap

RM 6.05B

Generated at MIHAS 2025 alone

4

Days

Total duration of MIHAS 2025

107

Countries

Represented by trade visitors

50K+

Trade Visitors

Buyers in the room, ready to spend

One Malaysian exhibition. Four days. The room was full of buyers. *Source: MATRADE / Malay Mail Oct 2025*

Don't exhibit until you've visited first.



Walking the floor as a visitor is the single highest t-ROI preparation step any Malaysian business can take before committing to a booth.

→ Study Booth Designs

What draws visitors in? What layouts convert?

→ Talk to Buyers

Understand what they're actually looking for

→ Avoid RM 30,000+ Mistakes

This one step prevents costly misalignment

The wrong show will drain your budget fast.

Not all exhibitions are created equal. Before you book, run this three-point check:



Past Visitor Numbers

Is the footfall large enough to justify your investment? Look for verified attendance data from previous editions.



Buyer Profile Match

Are the visitors actually your customers? Industry, seniority, and purchasing power all matter.



Competitor Presence

Do your competitors exhibit here? If yes, your buyers are already in the room. That's validation — not a threat.

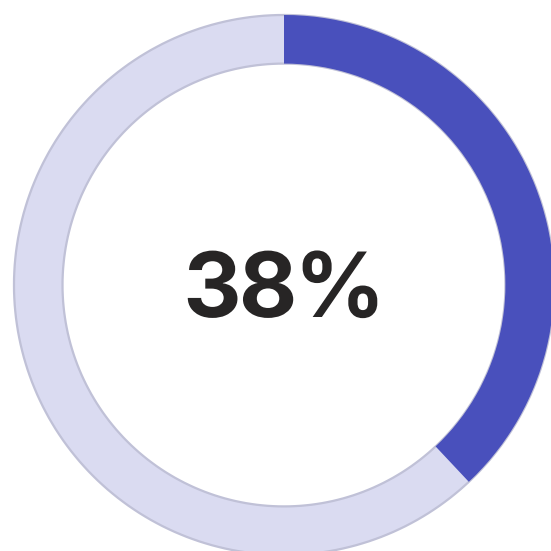
38%

Cheaper to convert a trade show lead vs a cold sales call

Exhibitions are not a cost — they're your cheapest qualified sales channel.

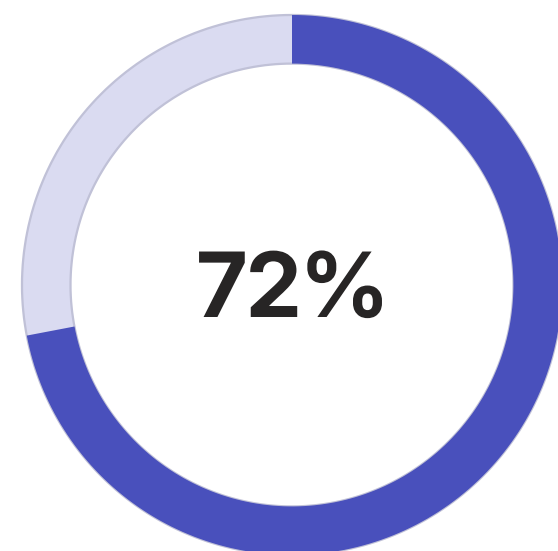
When you meet a buyer at a trade show, they've already self-selected. They showed up. They're interested. The cost-per-conversion drops dramatically compared to outbound cold calling or digital retargeting.

Source: CEIR / UPrinting 2025



Cost Savings

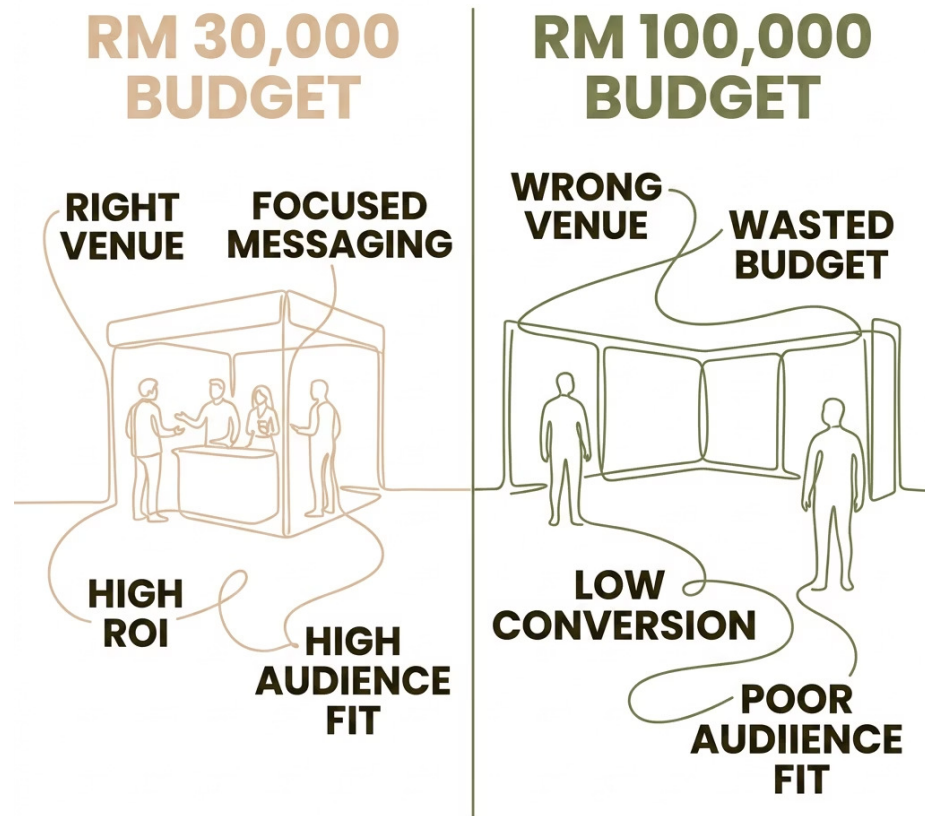
vs cold sales conversion



Face-to-Face Buyers

more likely to purchase

A small booth often outperforms a big one.



The most common mistake Malaysian exhibitors make is equating booth size with results. A **RM 30,000 well-targeted booth** at the right show will consistently outperform a **RM 100,000 premium space** at the wrong venue.

Audience Fit

The #1 driver of exhibition ROI — above booth size, design, or location

Message Clarity

A focused small booth with a clear offer converts better than a sprawling display with no hook

Follow this path: local > national > international.

The businesses that win at international exhibitions didn't start there. They built the system first.



Local SME Fair

Start here. Low cost, low risk. Master your booth setup, messaging, and lead capture process.



National Show (MIHAS / SIAL)

Scale up with confidence. Apply what you learned. Meet buyers from across Malaysia and the region.



International Exhibition

Go global with a proven system. Your booth, your pitch, and your follow-up process are already battle-tested.

Build the system, not the stage. The stage is just where you perform what you've already mastered.