

MALAYSIA OPTICAL FAIR

VISION 2024

A.i. The Future Of Visioncare

HALL 2, GROUND FLOOR KUALA LUMPUR CONVENTION CENTRE
27th & 28th APRIL 2024 from 09:00am – 6:00pm



<https://www.malaysiaopticalfair.com.my>

MOF 2024 FAQ

Organizers?

This event is jointly organized by:

- MOWA – Malaysia Optical Wholesalers Association
- MAPO – The Malaysian Association of Practicing Opticians
- AMO – Association of Malaysian Optometrists and
- MOA – Malaysian Optometry Association.

Location and Date?

HALL 2, GROUND FLOOR KUALA LUMPUR CONVENTION CENTRE
27th & 28th APRIL 2024 from 09:00am – 6:00pm

Why Should You Exhibit at MOF 2024?

MOF 2024 is the largest optical exhibition in ASEAN with international standards of professionalism. It is a great business platform for the Malaysian optical industry players. This exhibition also offers trade opportunities, latest information on trends and complete product showcase. It is the fundamental meeting point for eyecare practitioners, suppliers and wholesalers.

Key benefits of exhibiting in MOF include:

Premium Brand Exposure

- At MOF 2024, your esteemed company will attract and receive favourable attention from the practitioners and professionals in the optical industry.
- MOF2024 will maximize your company's brand name in all communication for a maximum impact. Your potential customers will have easy access to information regarding your company, technology, products and services.

Platform for information Exchange

- To get inspiration on major trends to be ready for tomorrow's demands.
- Remarkable Exhibition Venue, World Class Host for a World Class Event. Kuala Lumpur Convention Centre with its world class facilities provide a conducive environment for business to take place, and yes, you get better industrial recognition and prestige by showcasing new products and services to customers in MOF 2024.

Cost Concern?

- MOF 2024 is a non-profit entity to help bring together industry players at a world class platform for a positive interaction.
- For this, the exhibition booth package is designed in such a way that there is something for everybody. It is very affordable in comparison with all other optical fairs of the world!

Respond Concern?

- MOF 2024 is the collaborative effort from all four major optical associations in Malaysia. To ensure good turn out, besides preparing many attractive programs for the attendants, there will be concurrent AGM for the associations. All parties involved have pledged their full support to excellent participation from the buyers and visitors.

So? What are you waiting for? Book Your Space Today!

For more information, kindly visit <https://www.malaysiopticalfair.com.my>

PROGRAM & FEATURES

EXHIBITION

Exhibition Date : 27th – 28th April 2024 (Saturday & Sunday)
Venue : Hall 2, Ground Floor, Kuala Lumpur Convention Centre
Time : 9.00am - 6.00pm

MOF 2024 LAUNCHING DINNER

Date : 24th November 2023 (Friday)
Venue : To be confirmed.
Time : 7.00pm - 10.00pm

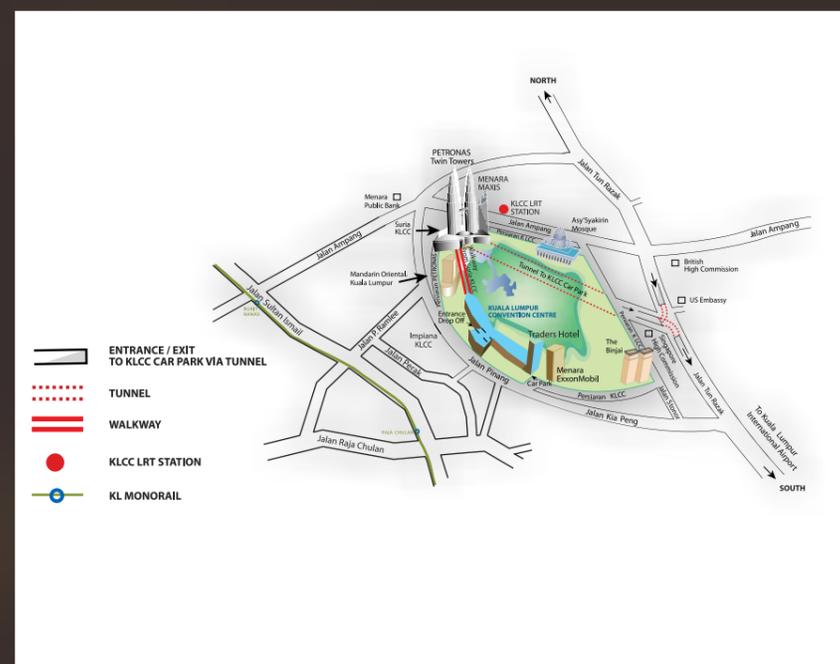
ITINERARY

26th April 2024 (Friday)
7.00am - 10.00am : Official Contractor moves in for booths installations.
10.00am - 2.00pm : Setting up of booths by other contractors.
2.00pm - 7.00pm : Booth dress by exhibitors.

27th April 2024 (Saturday)
9.00am : Open for ECP/Buyers Registration.
9.15am : MOF 2024 Opening Ceremony.
9.30am - 6.00pm : Associations' AGMs.
6.00pm : Exhibition closes.

28th April 2024 (Sunday)
9.00am : Open for ECP/Buyers Registration.
6.00pm : Exhibition closes.

Note* Above schedules are subjected to change without prior notice.



KEY BENEFITS



MOF enhances networking possibility, translating into business opportunities!



Platform that provide clarity of industrial trend and direction through information sharing.....



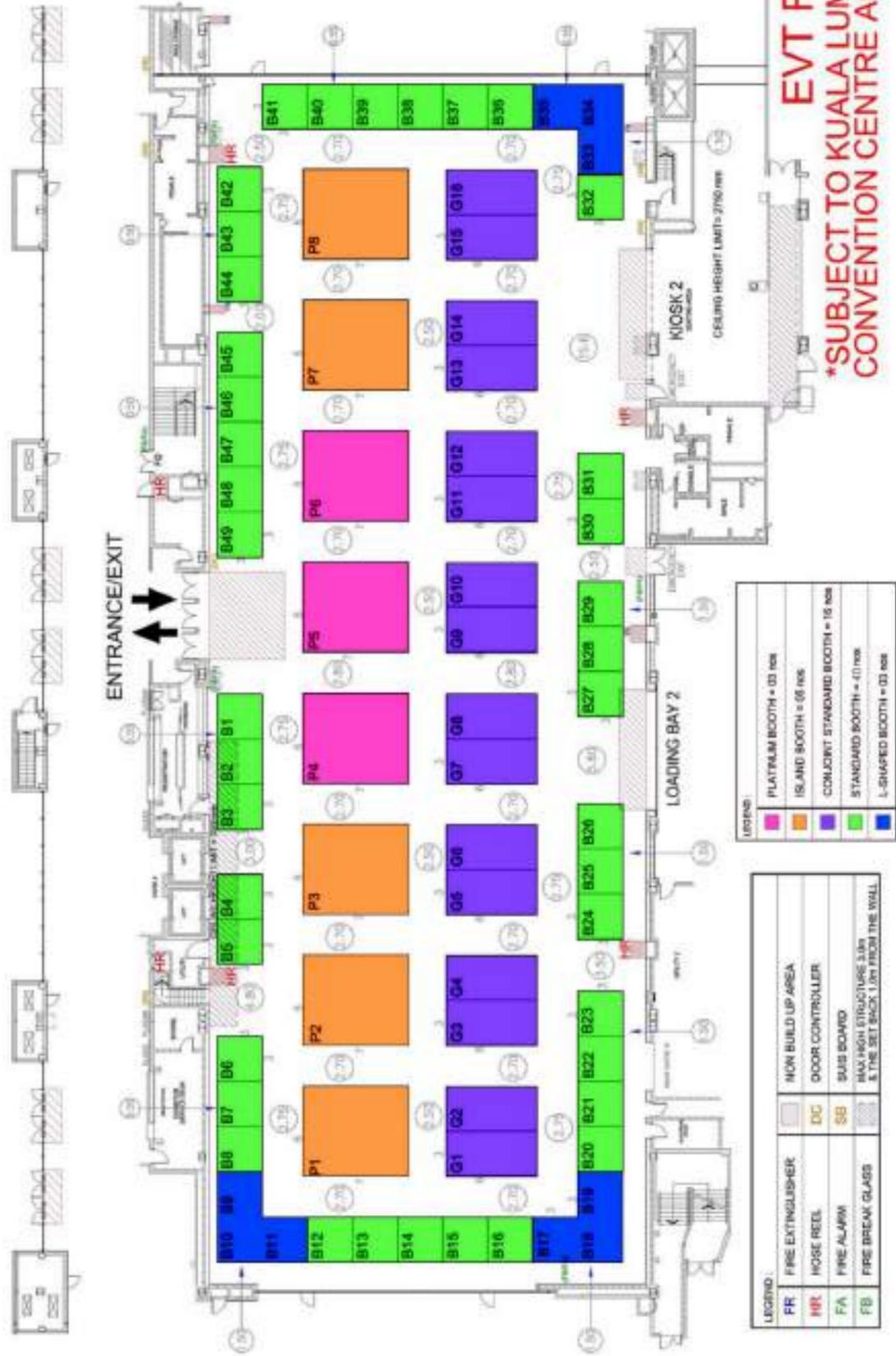
Many attractive activities, association AGM and other goodies from MOF to encourage attendants



Translating into better overall Business Performance!

MALAYSIA OPTICAL FAIR 2024

/ 27 - 28 APRIL 2024 / EXHIBITION HALL 2, KUALA LUMPUR CONVENTION CENTRE



EVT F291
***SUBJECT TO KUALA LUMPUR CONVENTION CENTRE APPROVAL**

LEGEND:	
FR	FIRE EXTINGUISHER
HR	HOSE REEL
FA	FIRE ALARM
FB	FIRE BREAK GLASS
FR	NON BUILD UP AREA
DC	DOOR CONTROLLER
SB	SUS BOARD
	MAX HIGH STRUCTURE SURF & THE SET BACK 1.0M FROM THE WALL

LEGEND:	
	PLATINUM BOOTH = 03 nos
	ISLAND BOOTH = 06 nos
	CONJOINT STANDARD BOOTH = 18 nos
	STANDARD BOOTH = 41 nos
	L-SHAPED BOOTH = 03 nos

INNOGEN

FILE NAME: MALAYSIA OPTICAL FAIR 2024 LAYOUT/RS
 TITLE: LAYOUT PLAN
 REVISION: YY/CW
 CLIENT: MAPO/MOA/MOWA/AHO
 DATE: 27 - 28 APRIL 2024
 PROJECT NO: 27 - 28 APRIL 2024

EXHIBITORS CATEGORY

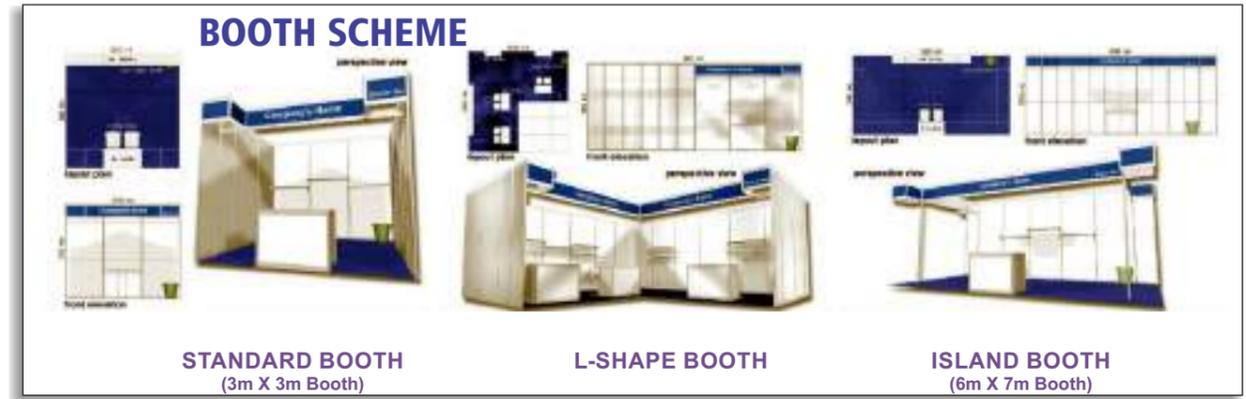
- PLATINUM SPONSORS (W 6m X H 7m)**
 - One ISLAND Booth strategically located in front of main entrance.
 - Free 5 pages of E-Magazine with one slide for MOF website advertisement (one year).
 - LOGOs placement on all MOF 2024 communications.
 - One celebrity appearance air time slot for one exhibition day (20 minutes).
 - Free Directory Listing for MOF website.

- ISLAND BOOTH (W 6m X 7m)**
 - The ISLAND are strategically located (kindly refer to the floor plan).
 - Free 4 pages of E-Magazine.
 - Free Directory Listing for MOF Website.

- CONJOINT STANDARD BOOTH (W 3m X H 6m)**
 - Spacious Island with no-dead end location.
 - Free 2 pages of E Magazine.
 - Free Directory Listing for MOF website.

- STANDARD BOOTH (W 3m X 3m)**
 - Located around the hall for easy access.
 - One free page E-Magazine
 - Free Directory Listing for MOF website.

- L-SHAPE BOOTH (W 3m X H 3m 3nos in L-Shaped)**
 - Located on left and right hand entrance corner.
 - Free 3 pages of E Magazine.
 - Free Directory Listing for MOF website.



STANDARD BOOTH (3m X 3m Booth) **L-SHAPE BOOTH (3m X 3m Booth)** **ISLAND BOOTH (6m X 7m Booth)**

FORM A: BOOTH BOOKING

REGISTRATION INSTRUCTIONS

Step 1: Fill in the booth booking detail (FORM A) and enclose therein exhibitor information (FORM B), and advertisement space request.

Step 2: Either Fax or Email the completed (scanned copy) Form A, Form B together with the Bank-In Slip to:

- a. **Mr Kow Kam Sang at Fax No: +603-9130 6125** or
 b. Email Address: kskoweyewear@gmail.com

Or Post the original completed Form A, Form B together with cheque payable to the below mentioned company and send to:

Mr Kow Kam Sang
No.2, Jalan Bee Eng 2,
Taman Taynton View,
Cheras, 56000 Kuala Lumpur

Step 3: All Payments in regards to MOF 2024, will be via this account as below:

Company: **MOWA Management Sdn. Bhd.**
 Company Registration No: **869603-M**
 Bank Name: **Malayan Banking Berhad**
 Swift Code: **MBBEMYKLXXX**

Maybank Account No: 564285316959

BOOKING AND PAYMENT INFORMATION

Booth Type	Price/unit (RM)	Unit	Total (RM)
 Platinum Sponsor Booth (Island 6m X 7m) 3 nos Booths	40,000.00	<input type="text"/>	<input type="text"/>
 Island Booth (Island 6m X 7mm) 5 nos Booths	22,800.00	<input type="text"/>	<input type="text"/>
 Conjoint Standard Booth (Twin 3m X 6m) 16 nos Booths	9,000.00	<input type="text"/>	<input type="text"/>
 Standard Booth (Single 3m X 3m) 40 nos Booths	4,500.00	<input type="text"/>	<input type="text"/>
 L-Shape Booth 3 nos Booths	11,250.00	<input type="text"/>	<input type="text"/>
Total (RM)			<input type="text"/>

Notes

- All MOWA members are entitled to 20% discount valid till **30th Nov 2023** only. After which will only entitle to 10% discount.
- Full payment made on booth before **31st Dec 2023** will enjoy an additional 5% discount and open to all participants.
- The closing date to make a booking and submit full payment is by **31st January 2024**.

FORM B: EXHIBITOR INFORMATION

EXHIBITOR INFORMATION

Company Name: _____

Nature of Business: _____

Contact Person: _____ Designation: _____

Address: _____

Tel: _____ Fax: _____ Email: _____

I hereby enclose cheque number _____ amounting to RM _____ in favour of **MOWA Management Sdn. Bhd.** to secure the above booking.

Company Stamp & Signature

Date

ADVERTISEMENT

ITEM	PRICE (RM)	QUANTITY	TOTAL (RM)
Invitation cards Advertisement	RM 1200 / 1000 pcs		
Celebrity Appearance/Product Launching AirTime	RM 500 / 20 minutes		

MOF 2020 E-Magazine Advertisement:

Full page (with direct link)	RM 500		
Half page	RM 250		
Quarter page	RM 125		
Classified Ad	RM 50		

Note: Advertisement spaces are limited and subjected to availability. Kindly make your booking early to avoid disappointment. Other proposals are welcome. Kindly contact **Mr. Eric Ho (Organizing Chairman)** at Tel: **+60126799426**

ORGANIZERS:



EXHIBITORS RULES AND REGULATIONS

1. Admission

Professional trade and business visitors only.
The Organiser reserves the rights to refuse admission or to remove any person without giving reason. This also applies during the build-up and dismantle period

2. Booth Space Allocation

Exhibitors would only receive their desired booth on first come first served basis. Exhibition Organiser reserves the right to make changes it deemed necessary.

3. Subletting of Booths

Exhibitors must not transfer, dispose at, part with or otherwise sublet the whole or any part of his site. whether or financial consideration or otherwise.

4. Promotion during the Exhibition

Exhibitors are reminded not to place stickers, signs or posters anywhere in the hall over other than within their own stand. Likewise, exhibitors' representatives are not allowed to distribute brochures, invitations, etc. along the gangway or near the entrances This is unfair to other exhibitors and cause inconvenience to visitors.

5. Failure to Exhibit

Any organisation which, having confirmed and fully paid to participate in the exhibition, but fails to exhibit, payment submitted would be forfeited. These terms cannot be varied under any circumstances.

6. Booth Contractor

All booth constructions, rentals of furniture and electrical items, electrical and piping installation must be carried out by the Organisers official contractor, Innogen Sdn. Bhd. The Organiser shall not be responsible for any dispute which arises / may arise between Innogen Sdn. Bhd. and Exhibitors.

7. Manning of Booths

All Exhibitors are to ensure that their booths are fully manned during the 2 days of exhibition hours.

8. Exhibitions' Badges

Every company is entitled to maximum 10 badges for staff to man the booth. Additional badges required will be charged at RM 20 per badge.

9. Registration of Exhibitors

Registration of exhibitors will start from 2.00pm 26th April 2024 (Friday).

10. Infringement of Common Areas

All equipment, promotional material, furniture or exhibits are to be placed within the perimeters of exhibitors own booth / space. Exhibitors are **NOT** allowed to put up any posters or promotional material in the common areas, eg- pillars, walls partitions, panels etc.

11. Liability Insurance

Security will be arranged throughout the duration of the exhibition 27th & 28th April 2024. Although organiser will do its utmost to ensure the security of the area, they shall not be held responsible in the event of any damage, loss or theft of exhibitors' and belongings. All exhibitors are responsible to ensure that their items are adequately insured.

12. Site Secretariat

For the duration of the event, Organiser will maintain a site secretariat to attend to any concerns and to render any assistance that may be required by the exhibitors

13. Unforeseen Occurrences

In the event of any occurrences not foreseen in these Rules and Regulations, the decision of the Organiser shall be final.

MOF 2024 CHECKLIST

No.	SUBJECT	REMARKS	CLOSING DATE
1.	Participation Confirmation (Submit FORM A and FORM B)	Confirmation to Mr. Kaw Kam Sang	
2.	Payment made To: MOWA Management Sdn. Bhd. MBB A/C No: 564285316959	Direct Bank-In and Fax/Email the Bank In Slip to Mr. Kow Kam Sang at Fax No: +603 9130 6125 or Email Address: kskoveyewear@gmail.com	
3.	Artwork: - Submit magazine material in soft copy. Kindly provide JPEG or other Bitmap files. - Any cost related to digital production be borned by the advertiser. - Please do not include contact info in the visual as we will place it in the directory section. For booth: - To collect invitation card (for invitation card advertisers).	Detail refer to Exhibitor Guide . Contact: Chan Chee Min Email: longhairdolphin@gmail.com TEL: +6016 2261897	
4.	Confirmation of other activities during MOF 2024.		

NOTE

ADVERTISEMENT

Be the first contact for potential customers by advertising in the MOF invitation card!



- E-Magazine
- Advertisement
 - Feature Writings
 - Directory Services
 - Classifieds



With hyperlink and image map!

Most of all, all the advertisement assets/ resources will stay in [https:// www.malaysiaopticalfair.com.my](https://www.malaysiaopticalfair.com.my) for many years to come!





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