



Please complete section 1, 2, 3 & 4 and return to:

**TOURISM UNIT @ KUALA LUMPUR CITY HALL**

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## MICE INCENTIVE FORM

### SECTION 1 - EVENT ORGANIZER DETAILS

#### Host company/organization

Company or organization name: \_\_\_\_\_

Address: \_\_\_\_\_

Person in charge: \_\_\_\_\_ Tel : \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

#### What type of organization?

Association       Government       PCO (Professional Conference Organizations)

Others \_\_\_\_\_

#### Your organization's experience at MICE

Is this your first MICE event?  Yes       No

If No, please list down your pervious MICE events?

Name of event	Type of event	No. of attendees	Year organized

### SECTION 2 - EVENT DETAILS

Event name: \_\_\_\_\_

Date: \_\_\_\_\_ Venue: \_\_\_\_\_

#### Type of event:

Exhibition       Conference       Convention  
 Seminar       Trade Show       Consumer Show

What industry does the event target?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please provide event profile

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Your event key speakers are:

Speaker Name	Speaker Nationality	Topic of Presentation

No. of expected attendees/participants	
International	
Local	
Total	

Has this event been held in Kuala Lumpur before?

Yes

No

If yes, please state

Date/s of event: \_\_\_\_\_ Venue of event: \_\_\_\_\_

No. of attendees/participants	
International	
Local	
Total	

Is this a sanctioned event?

Yes

No

If yes, what is/are the sanctioning body/bodies?

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Are the attendees/participants charged any fees?

Yes

No

If yes, what are the rates? \_\_\_\_\_

Is the event sponsored?

Yes

No

If yes, the sponsors are \_\_\_\_\_

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**SECTION 3 - EVENT PUBLICITY**

What publicity efforts are planned for the event?

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Does the publicity of the event include the following? Please give details

Advertising

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Public Relations (press conference, launch events etc.)

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Direct Marketing

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Internet Marketing

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**SECTION 4 - INCENTIVE REQUESTED**

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|--|------------------------------|-----------------------------|
| 1. To provide a cultural troupe performance for the opening ceremony or gala dinner event.                               | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2. Free promotion of the event on the Visit-KL website.  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 3. Official letter of invitation from the Mayor of KL to support the bidding process for international events.           | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 4. To assist the organizer and related government agencies to work with organizers to solve security and traffic issues. | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 5. Special discounted rates for international and local event delegates and their spouses on tourist attractions site.   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

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**SECTION 5 - DISPLAY OF LOGO**

Will the Visit KL & DBKL logos be displayed and given the status of 'Supported By' on all official communications material for the event?  Yes  No

If yes, please list down all communications materials

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