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BUSINESS EVENTS SUPPORT CRITERIA YEAR 2025

WHO CAN APPLY?

- Destination Management Company (DMC)
- Professional Conference Organizer (PCO)
- Incentive House
- Local Associations
- Professional Bodies with local chapter in Sabah/Malaysia
- GLC/Agencies
- Corporation
- Others relevant bodies



SABAH
CONVENTION
BUREAU

Sabah Convention Bureau
(Ministry of Tourism, Culture & Environment Sabah)

Lot No. A-6-10 & A-6-11, Level 6, Block A, Sutera Avenue,
88100 Kota Kinabalu, Sabah

"Host your next business event here in Sabah, Malaysian Borneo"

BUSINESS EVENTS SUPPORT CRITERIA YEAR 2025

Corporate Meetings

Eligibility Criteria:

- Minimum 30% National / International
- Minimum group size of 30 pax
- Minimum 2 nights stay in Sabah
- A full-day meeting, training, or team-building session held at a full-service venue (e.g., convention centre, event hall, ballroom, meeting room, or other suitable facilities)

Required Documents:

Pre-Event:

- BE Support Application Form
- Hotel & venue confirmation/agreement document
- End user company profile
- Event Overview
- Programme Itinerary
- Delegates Details (Name, nationality, flight details & profession)

Post Event:

- Post Event Report with supporting documents

Type of Support:

- Financial Support (Reimbursement Basis) **OR**
- Hosted Reception - (selected venue) **OR**
- Welcome Gifts and Cultural Performance



Updated: 19.06.2025 | Marketing Communications Unit, Business Growth Department



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Incentive Groups

Eligibility Criteria:

- Minimum 30% National / International
- Minimum group size of 50 pax
- Minimum 2 nights stay in Sabah
- A full-day meeting, training, or team-building session held at a full-service venue (e.g., convention centre, event hall, ballroom, meeting room, or other suitable facilities)

Required Documents:

Pre-Event:

- BE Support Application Form
- Hotel & venue confirmation/agreement document
- End user company profile
- Event Overview
- Programme Itinerary
- Delegates Details (Name, nationality, flight details & profession)

Post Event:

- Post Event Report with supporting documents

Type of Support:

- Financial Support (Reimbursement Basis) **OR**
- Hosted Reception - (selected venue) **OR**
- Welcome Gifts and Cultural Performance



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Conferences / Congresses

Eligibility Criteria:

- Minimum 30% National / International
- Minimum group size of 150 pax
- Minimum 3 Days/2 nights stay OR 100 room nights in Sabah
- Minimum 2 full days of Conference
- Annual event with a history of international participants

Required Documents:

Pre-Event:

- BE Support Application Form & Cover Letter
- Event Overview/Background & Event Itinerary/Programme
- Proposed Name List

Post Event:

- Final Name List & Proof of Event Invoices (Transportation, Banquet, Rooms, etc.)
- Survey Form & Event Photos

Type of Support:

- Financial Support (Reimbursement Basis) **OR**
- Hosted Reception - (selected venue) **OR**
- Welcome Gifts and Cultural Performance



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Homegrown Events / International Exhibitions

Eligibility Criteria:

- Minimum 30% foreign participants from 2 countries and at least 300 total participants OR
- Minimum 500pax total participants - Minimum event duration: 2 days
- Minimum 20 booths (at least 30% international or non-Sabahan exhibitors)
- Proof of participant numbers via an approved event solution method

Required Documents:

Pre-Event:

- BE Support Application Form & Cover Letter
- Event Overview/Background & Event Itinerary/Programme
- Proposed Name List

Post Event:

- Final Name List & Proof of Event Invoices (Transportation, Banquet, Rooms, etc.)
- Survey Form & Event Photos

Type of Support:

- Subsidy for event space or venue (**Up to RM20,000**) **OR**
- Up to 50% of subsidy for performances (**Max RM20,000**) **OR**
- Promotional or marketing budget (**Max RM20,000**)
- Note: Total support maximum **RM100,000** per event
(Disbursement max 50% prior to event **OR** 100% after event)



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Terms & Conditions & Criteria Notes

Terms & Conditions:

- Completed Support Request Form is to be submitted a minimum 45 days prior to the date of group's arrival.
- All forms must be completed in blue ink or blue font for clear visibility.
- Confirmed and final list of participants and programme/ itinerary must be submitted to Sabah Convention Bureau minimum 14 days prior to group arrival.
- Must be a paid Conference/Convention whereby registration fees must be collected from delegates.
- The Sabah Convention Bureau logo must be included on the event backdrop or any related promotional materials and video to be shown in one of the official functions.
- Submission of event's images in USB within two weeks of event completion, which SCB could use for promotional purposes.
- Reimbursement to be made after completion of the event and based on the actual number of National and International participants only (Please refer to the Reimbursement Flow).
- Information provided in this application will be handled in strict confidence and used for statistical purposes only, subject to applicant's permission.

Criteria Notes:

- Please refer to the "Business Events Support Criteria 2025" for any business events support.
- The fund is specifically for events that fall under national or international corporate meetings, corporate incentive travel, conferences, conventions, congresses, exhibitions, or any other business-related events.
- Successful applicants shall agree to allow SCB to conduct surveys with organisers and participants in a manner agreeable by both parties.
- National participants – All Malaysians from Peninsular Malaysia, Sarawak or Labuan. Except Local and non-local residing in Sabah.
- Sabah Convention Bureau has the right to reject further application should the information provided is found to be false, late submission, incomplete supporting documents and if events do not comply with the criteria and/or cause any illegal activities.



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HOW TO APPLY

How to apply?

1. Download the Application Form:

Available on the official website www.sabahconventionbureau.com -> About -> MICE Supports

2. Submission Deadline:

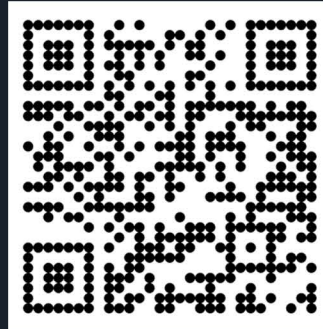
Applications must be submitted at least 45 days before the group's arrival.

3. Event Period:

The event must take place between January – December 2025.

4. Application Process:

Only fully completed applications submitted online via Submission Portal will be entertained.



5. Final Decision:

Sabah Convention Bureau reserves the right to approve or reject applications.



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