



# Privilege Penang

*Create VIP experiences for your delegates  
with exclusively curated business events  
privileges. Only in Penang.*

20  
19

**EXPERIENCES  
UNFILTERED**

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# Privilege Penang by PCEB

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Penang, the business hub of Northern Malaysia, offers award-winning convention facilities and world-class accommodation for the global business events market. Home to the world's first and only hybrid solar powered convention centre and the UNESCO World Heritage Site of George Town, Penang successfully hosted over 200 international meetings with 106,265 delegates from across the globe in 2018.

We have curated exclusive support and incentive packages for worth up to €20,000 that will elevate your events and dazzle your delegates.

If Penang is in your radar for hosting your business event, we invite you to explore our exciting Privilege Penang programme!

Email [sales@pceb.my](mailto:sales@pceb.my) to find out how you can qualify for Privilege Penang.

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# 01



**Bronze Meeting**  
**50 - 100 pax**



**Silver Meeting**  
**101 - 300 pax**



**Gold Meeting**  
**301 - 500 pax**



**Platinum Meeting**  
**500 > pax**

### **Pre-Event:**

Hosting of:

- Welcome Reception at the Airport/ Hotel for the group arrival
- Welcoming Luncheon with VIP/ Organizing Committee up to 10 pax
- Half-Day Guided George Town Walking Tour for 10 pax
- Complimentary PCEB's Business Events Privilege Wallet for 100 pax

### **During Event:**

Hosting of:

- Half-Day George Town Walking Tour for up to 10 pax
- Welcoming Luncheon with VIP/ Organizing Committee up to 10 pax
- Complimentary PCEB goodie bags with Penang Maps & Penang Delicacies
- Programme Listing on Business Events Penang app

### **During Event:**

Hosting of:

- Traditional Lion Dance performance during Opening Ceremony
- Malaysian Dying Trades & Art Workshop at the meeting venue
- Complimentary PCEB goodie bags with Penang Maps & Penang Delicacies
- Programme Listing on Business Events Penang app

### **During Event:**

Hosting of:

- Half-Day George Town Walking Tour for 20 pax OR Traditional Lion Dance performance during Opening Ceremony
- Complimentary PCEB goodie bags with Penang Maps & Guides and Penang Delicacies
- Malaysian Dying Trades & Art Workshop at the meeting venue
- Programme Listing on Business Events Penang app
- Welcome performance at airport



*Silver Incentive*  
**100 pax**



*Gold Incentive*  
**101 - 500 pax**



*Platinum Incentive*  
**500 > pax**

### ***During Event:***

- Hosting of Welcoming Luncheon with the incentive group up to 100 pax at PCEB's best-picked Penang's must eat restaurant

### ***During Event:***

- Co-hosting Sunset Ferry Ride & enjoy the picturesque of Penang island & mainland
- Complimentary PCEB goodie bags with Penang Delicacies

### ***During Event:***

- Co-hosting of Half-Day Guided Tour at one of PCEB's best-picked Penang attractions
- Complimentary PCEB goodie bags with Penang Delicacies



**Bronze Meeting**  
**50 - 100 pax**



**Silver Meeting**  
**101 - 300 pax**



**Gold Meeting**  
**301 - 500 pax**



**Platinum Meeting**  
**500 > pax**

### **During Event:**

Hosting of:

- Welcome Reception at the Airport/ Hotel for the group arrival
- Welcoming Luncheon with VIP/ Organizing Committee up to 10 pax
- Complimentary Penang Delicacies
- Complimentary PCEB's Business Events Privilege Wallet for 100 pax

### **Pre-Event:**

- 3D2N Fully Hosted Experience Penang Fam with souvenirs for 2 pax Decision Makers (not inclusive of return flights)

### **During Event:**

- Half-Day George Town Walking Tour for organizing committee up to 10 pax
- Complimentary Penang Delicacies
- Programme Listing on Business Events Penang app

### **Pre-Event:**

- 3D2N Fully Hosted Experience Penang Fam with souvenirs for 2 pax Decision Makers (not inclusive of return flights)

### **During Event:**

- Hosting of Welcoming Luncheon with VIP/ Organizing Committee up to 20 pax
- Premium Experience Penang Year (EPY) souvenirs for organising committee up to 20 pax
- Penang Experiences Unfiltered Notebooks & Complimentary Penang Delicacies
- Programme Listing on Business Events Penang app
- Malaysian Dying Trades & Art Workshop at the meeting venue

### **Pre-Event:**

- 3D2N Fully Hosted Experience Penang Fam with souvenirs for 2 pax Decision Makers (not inclusive of return flights)

### **During Event:**

- Hosting of Welcoming Luncheon with VIP/ Organizing Committee up to 20 pax
- Premium Experience Penang Year (EPY) souvenirs for organising committee up to 20 pax
- Penang Experiences Unfiltered Notebooks & Complimentary Penang Delicacies
- Programme Listing on Business Events Penang app
- Cultural performance for Opening Ceremony
- Malaysian Dying Trades & Art Workshop at the meeting venue



*Silver Incentive*  
**100 pax**



*Gold Incentive*  
**101 - 500 pax**



*Platinum Incentive*  
**500 > pax**

### **Pre-Event:**

- Hosting of 3D2N Fully Hosted Experience Penang Fam with souvenirs for 2 pax Decision Makers  
(not inclusive of return flights)

### **During Event:**

- Welcome Reception for the group arrival by PCEB and appointed DMC/ Travel agent at Penang International Airport

### **Pre-Event:**

- Hosting of 3D2N Fully Hosted Experience Penang Fam with souvenirs for 2 pax Decision Makers  
(not inclusive of return flights)

### **During Event:**

- Co-hosting of Half-Day Guided Tour at one of PCEB's best-picked Penang attractions

### **Pre-Event:**

- Hosting of 3D2N Fully Hosted Experience Penang Fam with souvenirs for 2 pax Decision Makers  
(not inclusive of return flights)

### **During Event:**

- Co-hosting of Welcome Reception at one of PCEB's best-picked Penang unique venues
- Hosting of Traditional Lion Dance/ Cultural Performance during Gala Dinner





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**Silver Meeting**  
**101 - 300 pax**



**Gold Meeting**  
**301 - 500 pax**



**Platinum Meeting**  
**500 > pax**

### **During Event:**

- Hosting of:
- Welcome Reception at the Airport/ Hotel for the group arrival
  - Welcoming Luncheon with VIP/ Organizing Committee up to 10 pax
  - Complimentary Penang Delicacies
  - Complimentary PCEB's Business Events Privilege Wallet for 100 pax

### **Pre-Event:**

- 3D2N Fully Hosted Experience Penang Fam with souvenirs for 2 pax Decision Makers (not inclusive of return flights)

### **During Event:**

- Malaysian Dying Trades & Art Workshop at the meeting venue
- Programme Listing on Business Events Penang app

### **Pre-Event:**

- 3D2N Fully Hosted Experience Penang Fam with souvenirs for 2 pax Decision Makers (not inclusive of return flights)

### **During Event:**

- Hosting of Welcoming Luncheon with VIP/ Organizing Committee up to 20 pax
- Premium Experience Penang Year (EPY) souvenirs for organising committee up to 20 pax
- Penang Experiences Unfiltered Notebooks & Complimentary Penang Delicacies
- Programme Listing on Business Events Penang app
- Malaysian Dying Trades & Art Workshop at the meeting venue

### **Pre-Event:**

- 3D2N Fully Hosted Experience Penang Fam with souvenirs for 2 pax Decision Makers (not inclusive of return flights)

### **During Event:**

- Hosting of Welcoming Luncheon with VIP/ Organizing Committee up to 20 pax
- Premium Experience Penang Year (EPY) souvenirs for organising committee up to 20 pax
- Penang Experiences Unfiltered Notebooks & Complimentary Penang Delicacies
- Programme Listing on Business Events Penang app
- Cultural performance for Opening Ceremony
- Malaysian Dying Trades & Art Workshop at the meeting venue





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**Gold Incentive**  
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**Platinum Incentive**  
**500 > pax**

### **Pre-Event:**

- Hosting of 3D2N Fully Hosted Experience Penang Fam with souvenirs for 2 pax Decision Makers  
(not inclusive of return flights)

### **During Event:**

- Welcome Reception by PCEB and appointed DMC/ Travel agent at Penang International Airport

### **Pre-Event:**

- Hosting of 3D2N Fully Hosted Experience Penang Fam with souvenirs for 2 pax Decision Makers  
(not inclusive of return flights)

### **During Event:**

- Co-hosting Half-Day Guided Tour at one of PCEB's best-picked Penang attraction

### **Pre-Event:**

- Hosting of 3D2N Fully Hosted Experience Penang Fam with souvenirs for 2 pax Decision Makers  
(not inclusive of return flights)

### **During Event:**

- Co-hosting of Welcome Reception at one of PCEB's best-picked Penang unique venues
- Hosting of Traditional Lion Dance/ Cultural Performance during Gala Dinner



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**Platinum Meeting**  
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### **During Event:**

Hosting of:

- Welcome Reception at the Airport/ Hotel for the group arrival
- Welcoming Luncheon with VIP/ Organizing Committee up to 10 pax
- Half-Day Guided George Town Walking Tour for 10 pax
- Complimentary PCEB's Business Events Privilege Wallet for 100 pax

### **Pre-Event:**

- 3D2N Fully Hosted Experience Penang Fam with souvenirs for 2 pax Decision Makers (not inclusive of return flights)

### **During Event:**

- Malaysian Dying Trades & Art Workshop at the meeting venue
- Programme Listing on Business Events Penang app

### **Pre-Event:**

- 3D2N Fully Hosted Experience Penang Fam with souvenirs for 2 pax Decision Makers (not inclusive of return flights)

### **During Event:**

- Hosting of Welcoming Luncheon with VIP/ Organizing Committee up to 20 pax
- Premium Experience Penang Year (EPY) souvenirs for organising committee up to 20 pax
- Penang Experiences Unfiltered Notebooks & Complimentary Penang Delicacies
- Programme Listing on Business Events Penang app
- Malaysian Dying Trades & Art Workshop at the meeting venue

### **Pre-Event:**

- 3D2N Fully Hosted Experience Penang Fam with souvenirs for 2 pax Decision Makers (not inclusive of return flights)

### **During Event:**

- Hosting of Welcoming Luncheon with VIP/ Organizing Committee up to 20 pax
- Premium Experience Penang Year (EPY) souvenirs for organising committee up to 20 pax
- Penang Experiences Unfiltered Notebooks & Complimentary Penang Delicacies
- Programme Listing on Business Events Penang app
- Cultural performance for Opening Ceremony
- Malaysian Dying Trades & Art Workshop at the meeting venue



**Silver Incentive**  
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- Hosting of 3D2N Fully Hosted Experience Penang Fam with souvenirs for 2 pax Decision Makers  
(not inclusive of return flights)

### **During Event:**

- Welcome Reception for the group arrival by PCEB and appointed DMC/ Travel agent at Penang International Airport

### **Pre-Event:**

- Hosting of 3D2N Fully Hosted Experience Penang Fam with souvenirs for 2 pax Decision Makers  
(not inclusive of return flights)

### **During Event:**

- Co-hosting of Half-Day Guided Tour at one of PCEB's best-picked Penang attractions

### **Pre-Event:**

- Hosting of 3D2N Fully Hosted Experience Penang Fam with souvenirs for 2 pax Decision Makers  
(not inclusive of return flights)

### **During Event:**

- Co-hosting of Welcome Reception at one of PCEB's best-picked Penang unique venues
- Hosting of Traditional Lion Dance/ Cultural Performance during Gala Dinner

# Others Countries

## Meetings & Conferences

10



**Bronze Meeting**  
**50 - 100 pax**



**Silver Meeting**  
**101 - 300 pax**



**Gold Meeting**  
**301 - 500 pax**



**Platinum Meeting**  
**500 > pax**

### ***During Event:***

Hosting of:

- Half-Day George Town Walking Tour for 20 pax
- Complimentary Penang Delicacies
- Complimentary PCEB's Business Events Privilege Wallet for 100 pax

### ***During Event:***

Hosting of:

- Complimentary PCEB goodie bags with Penang Maps & Guides and Penang Experiences Unfiltered Notebooks
- Welcoming Luncheon with VIP/ Organizing Committee up to 20 pax
- Complimentary Penang Delicacies
- Programme Listing on Business Events Penang app

### ***During Event:***

Hosting of:

- Traditional Lion Dance performance during Opening Ceremony
- Malaysian Dying Trades & Art Workshop at the meeting venue
- Complimentary PCEB goodie bags with Penang Maps & Guides
- Complimentary Penang Delicacies
- Programme Listing on Business Events Penang app

### ***During Event:***

Hosting of:

- Half-Day George Town Walking Tour for 20 pax
- Traditional Lion Dance performance during Opening Ceremony
- Complimentary PCEB goodie bags with Penang Maps & Guides & Penang Delicacies
- Malaysian Dying Trades & Art Workshop at the meeting venue
- Programme Listing on Business Events Penang app



*Silver Incentive*  
**100 pax**



*Gold Incentive*  
**101 - 500 pax**



*Platinum Incentive*  
**500 > pax**

### *During Event:*

- Hosting of Welcoming Luncheon up to 100 pax at PCEB's best-picked Penang's must-eat restaurant

### *During Event:*

- Co-hosting a Sunset Ferry Ride to enjoy the picturesque of Penang island & mainland
- Complimentary PCEB goodie bags with Penang Delicacies

### *During Event:*

- Co-hosting of Half-Day Guided Tour at one of PCEB's best-picked Penang attractions
- Complimentary PCEB goodie bags with Penang Delicacies

## Malaysia Airlines

Malaysia Airlines is the national carrier of Malaysia, offering the best way to fly to, from and around Malaysia. Malaysia Airlines carries up to 40,000 guests daily on memorable journeys inspired by Malaysia's diverse richness. Malaysia Airlines embodies the incredible diversity of Malaysia, capturing its rich traditions, cultures and cuisines via its inimitable Malaysian Hospitality across all customer touch points.

Since September 2015, the airline has been owned and operated by Malaysia Airlines Berhad. It is part of the Malaysia Aviation Group (MAG), a global aviation organisation that comprises of different aviation business portfolios aimed at serving Malaysian air travel needs. Via our alliance with oneworld®, Malaysia Airlines offers superior connectivity with seamless journeys to 1,000 destinations across 150 plus countries, and access to over 650 airport lounges worldwide.

For more information, please visit <http://www.malaysiaairlines.com>

## CONFERENCES & EXHIBITIONS

### Benefits for Organizers

- Malaysia Airlines will support the event as the Official Airlines
- Discounted rates or complimentary tickets for the purpose of marketing & site inspection trips
- Discounted rates to fly in speakers & hosted buyers
- Discounted rates for Malaysia Airlines inflight advertisement platform\*
- Oneworld MICE product "oneworld events"

### Benefits for Delegates

- Discounts on flights for attendees and travel companion.
- Travel up to seven days before and seven days after the event.
- Discounts on temptations\*
- Earn Enrich rewards and tier status points on eligible oneworld

## CORPORATE INCENTIVES

### Benefits for Incentives Group

- Discounted rates for flight ticket
- Group Seating Arrangement
- Special Malaysia Airlines partners offerings
- Special Check In counter
- Meet & Greet Arrangement
- Onboard announcement
- Discounts on Temptations





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In collaboration with  **malaysia** AIRLINE

Terms and conditions apply. All applications are subject to review.

