

MAPEX PROPERTY SHOWCASE

Organizer : REHDA Youth
Date : 8 - 12 July 2026 (5 days)
Venue : 1 Utama Shopping Centre
Exhibition Area : LG Oval (New Wing)

Exclusive exhibition space for only 16 exhibitors.



WHY EXHIBIT AT 1UTAMA?

Top Location, Massive Footfall

Showcase your properties in 1 Utama, one of the Top 10 largest malls in the world, with over 33 million visitors annually!

Shopper Magnet

With 700+ retail outlets, an indoor rainforest, rooftop gardens & more, the mall draws a diverse, high-traffic crowd every day.

Engaging Activities

Fun initiatives like our stamp & win contest guarantee steady visitor flow to every booth.

Easy Access, Prime Crowd

Located in Bandar Utama and well-connected by highways and public transport—reach thousands of potential buyers effortlessly.

High Impact, Great Value

Enjoy a premium 5-day space at a highly competitive rate—maximize your exposure with minimal cost.

MALL & OUTDOOR DIGITAL ADVERTISING



Exclusive Advertising Exposure for Exhibitors

On top of 1 Utama's high foot traffic and strategic location, we are maximizing exposure through advertisements across multiple prime locations inside and outside of the mall. Your brand will enjoy premium exposure across a full ecosystem of digital touchpoints, reaching not only property buyers and mall visitors, but also commuters, professionals, hotel guests, and affluent local communities.

DIGITAL OUTDOOR LED SCREENS

■ Linkbridge LEDs (2 Panels)

Dual-facing screens targeting both Bandar Utama and LDP commuters. Located on a high-traffic bridge for maximum roadside visibility.

■ 1UE Block A

High-resolution screen facing LDP, located at Block A for broad traffic exposure with crisp, vibrant visuals.

■ 1UE Block B

Single-panel screen along LDP, offering targeted exposure to consistent traffic flow.

■ E-hailing Lounge

Positioned at the main entrance near the e-hailing pickup area, targeting waiting commuters and shoppers in a captive environment.

■ 1UE (Facing One World Hotel)

Located near One World Hotel, reaching a sophisticated mix of tourists, business travellers, and mall visitors.

BANDAR UTAMA SOUTH BRIDGE SCREENS

2 panels located on the Sprint Highway near Damansara Toll, capturing attention from affluent neighbourhoods like Tropicana & Damansara.

CHANNEL ONE SCREENS (70 UNITS MALLWIDE)

Mallwide network providing 15 seconds of screen time per loop across 70 digital screens, offering continuous indoor visibility to thousands of daily shoppers.

DIGITAL SCREENS LOCATIONS

From digital bridges to high-traffic mall screens, the event will light up 1 Utama with bold visuals and featured exhibitors, reaching thousands every day.

Campaign Duration: 2 weeks before and during event.



Linkbridge LEDs (facing LDP)



1UE Block A (facing LDP)



1UE Block B (facing LDP)



Linkbridge LEDs (facing Bandar Utama)



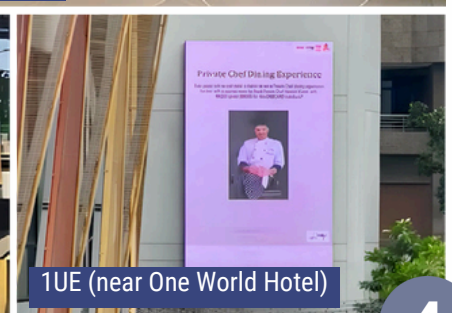
E-hailing lounge



Channel One screens (70 units mallwide)



Bandar Utama South Bridge



1UE (near One World Hotel)

SOCIAL MEDIA PROMOTIONS

Digital Spotlight on Every Exhibitor

To enhance exhibitor visibility and drive visitor engagement, we will run a dedicated digital marketing campaign **3 weeks** leading up to the event.

- Each exhibitor will receive **one (1) week** of dedicated exposure on **REHDA Youth's official social media** platforms leading up to event day.
- Exhibitors will be provided with a **template** to promote their participation on their own channels.



Campaign Duration

- ✓ 3 weeks before and during event.
- ✓ Enjoy 1 week of exclusive promotion on REHDA Youth's social channels before the event.

SOCIAL MEDIA PROMOTION PREVIEW

From curated exhibitor spotlights to eye-catching digital content, our social media campaign will build buzz in the weeks leading up to the event, putting your brand in front of eager buyers before they even step into the mall.



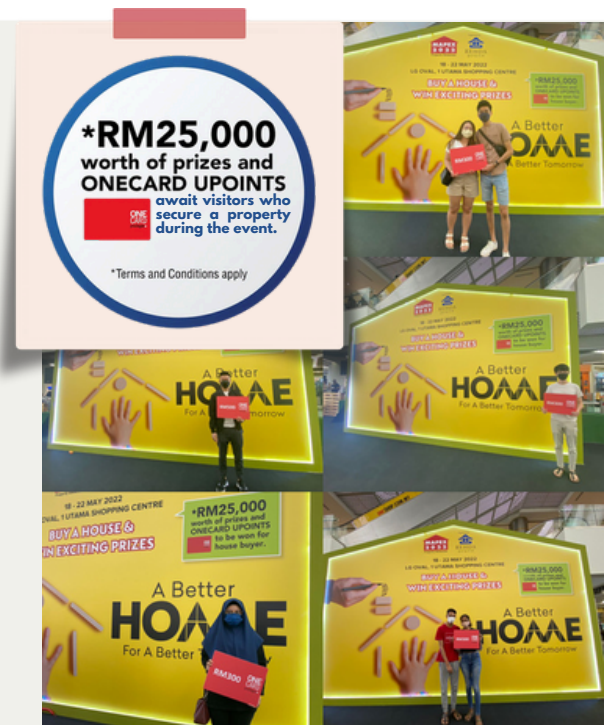
ON-GROUND ACTIVITIES & BUYER INCENTIVES

MAPEX Property Showcase at 1 Utama Shopping Centre is more than just a property showcase. It is a vibrant, family-friendly event designed to attract visitors, retain engagement, and drive booth traffic throughout the 5-day exhibition.

INCENTIVES FOR SECURING A PROPERTY

To support exhibitor sales efforts, visitors who secure a property during the 5-day event will best and a chance to win from a prize pool worth RM25,000, including ONECARD UPoints and exclusive giveaways.

This initiative is designed to create urgency, strengthen buyer motivation, and encourage meaningful engagement—helping exhibitors move prospects from interest to commitment.



DAILY REDEMPTION



To drive consistent traffic, visitors will be required to collect stamps from every exhibitor booth to complete their MAPEX Property Showcase Passport and redeem RM10 ONECARD UPoints.

FAMILY FUN HIGHLIGHTS



Balloon Giveaway



Walkabout Clown



Handicraft for Kids



Hand Painting Activity

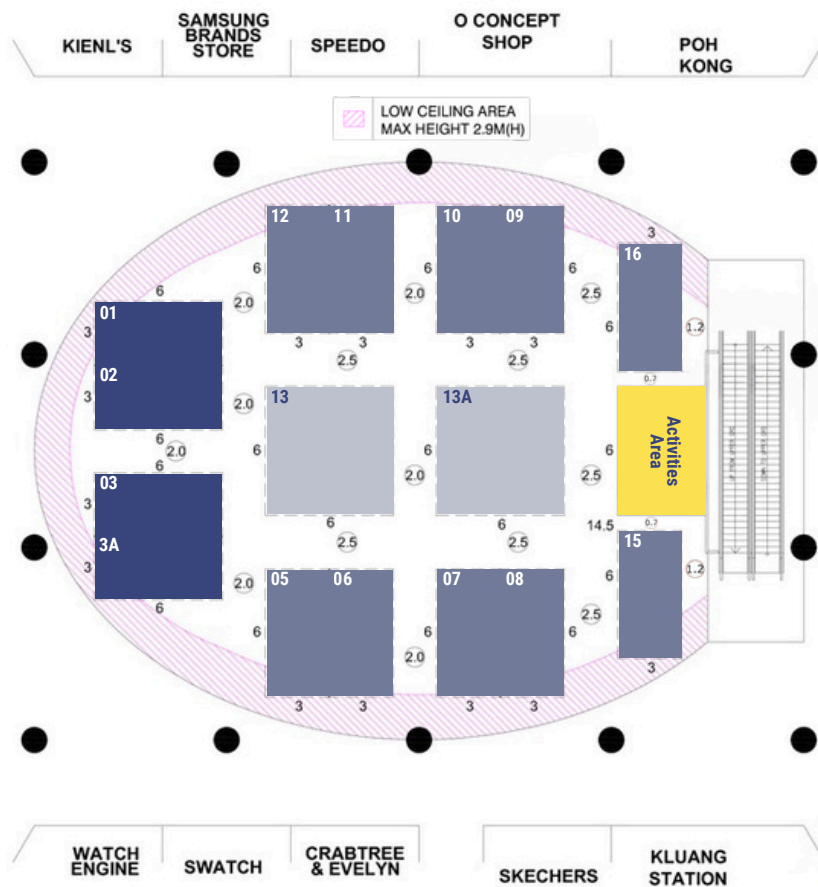


Caricature

**Activities may subject to change.*

EXHIBITION SPACE RENTAL

FLOOR PLAN



REHDA
YOUTH

Venue:

LG Oval Concourse,
1 Utama Shopping
Centre

Dates:

08 - 12 July 2026
(Wed - Sun)

Time:

Wed, Thu & Sun
10AM - 10PM
Fri & Sat
10AM - 10:30PM

Booth No.	Size (m ²)	REHDA Member Price (RM)	Non-Member Price (RM)
1 - 4	18	42,000	58,000
5 - 12	18	38,000	54,000
13 - 13A	36	75,000	100,000
15 - 16	18	40,000	56,000

PRICE INCLUSIVE OF:

- ✓ 5 full days of exhibition space
- ✓ Exact space with Doga carpet flooring
- ✓ Two (2) 13Amp power points for 18m² space
- ✓ Four (4) 13Amp power points for 36m² space
- ✓ Event-wide digital visibility
- ✓ Marketing & Promotional Support

(social media artwork, pre-event exposure and exhibitor highlights across Facebook, Instagram, Website and WhatsApp)

**Booth prices are subject to 8% SST.*

EXHIBITOR PARTICIPATION

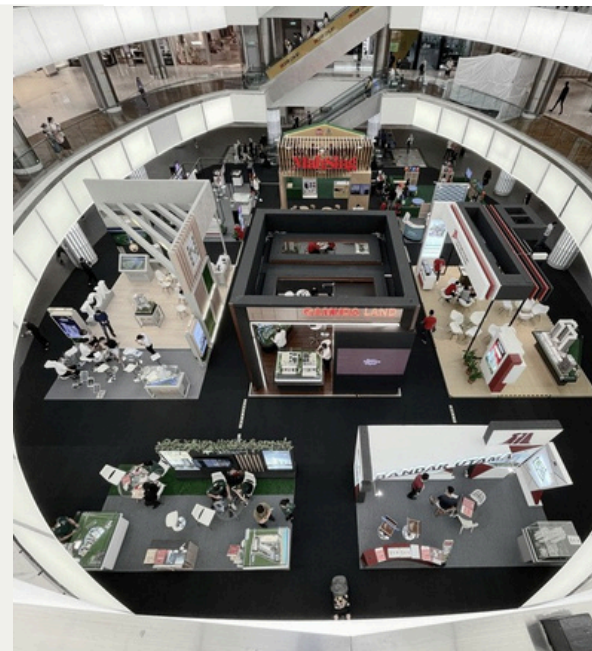
Secure your space and showcase your eligible developments!

- ✔ Please ensure your project meets the eligibility guidelines before registering.
- ✔ Only eligible submissions will proceed to the next stage of confirmation.
- ✔ The Organizer reserves the right to determine the eligibility of properties to exhibit, and this decision will be final.

EXHIBITOR ELIGIBILITY GUIDELINES

The following restrictions apply for properties showcased at MAPEX Property Showcase at 1 Utama Shopping Centre:

- ❌ **Non-residential properties** (e.g., commercial, industrial, office, etc.) are **not permitted**.
- ✔ Properties **within 10 km** of 1 Utama are now **eligible**, following the removal of the previous distance restriction.



- ✔ Space allocation will only be confirmed upon submission of both forms.
- ✔ Invoice and Exhibitor Manual will be issued upon eligibility.

**SCAN TO
RESERVE
YOUR SPACE**



SECURE YOUR SPOT NOW!

Participation is open to eligible exhibitors. To confirm your place, kindly submit the following:

- 1 Exhibitor Registration Form**
Only for qualifying projects that meet the eligibility guidelines.
- 2 Property Registration Form**
All projects are subject to review and approval by the 1 Utama's management.