

MATTA FAIR[®]

PENANG

13 - 15 OCTOBER 2017

**Straits Quay
Convention Centre (SQCC)**

10am - 9pm

www.matta.travel

RULES & REGULATIONS

1 INTRODUCTION TO MATTA FAIR® PENANG

1.1 TRADEMARKS

IMPORTANT: Please note that MATTA FAIR® PENANG 2017 is a registered trademark. Your use of the trademark, except as provided in these rules and regulations, without the written permission of the Malaysian Association of Tour and Travel Agents (MATTA) is strictly prohibited. You are also advised that MATTA will aggressively enforce its intellectual property rights to the fullest extent of the law, including the seeking of criminal prosecution.

1.2 DEFINITIONS & CONVENTIONS

Please note that the following definitions will apply to this entire document:

- i. **MATTA** refers to the Malaysian Association of Tour and Travel Agents.
- ii. **MATTA FAIR®, 'Fair' or 'Exhibition'** refers to the MATTA FAIR® PENANG 2017 held at Straits Quay Convention Centre (SQCC), from 13 - 15 October 2017.
- iii. **Organiser** refers to MATTA.
- iv. **Exhibitor** refers to any participant who has purchased exhibition space and / or who is promoting, selling, displaying, or advertising any products and services during the MATTA FAIR® PENANG 2017 at the venue.
- v. **'Booths'** refers to **both** standard shell scheme booths and space-only booths.
- vi. **'Official Contractor'** refers to **TBA**, the official contractor appointed for this MATTA FAIR® PENANG 2017 for all shell scheme booths.
- vii. **'Venue' or 'Landlord'** refers to the management / owners of Straits Quay Convention Centre (SQCC), Penang.
- viii. **'Premises'** refers to the MATTA FAIR® PENANG 2017 exhibition areas and the general property of the Straits Quay Convention Centre (SQCC), Penang.

1.3 EXHIBITOR CATEGORIES

Please note the following categories of exhibitors below. Rates and requirements for participation depend on which category you successfully register under.

CATEGORY	DEFINITION
A	Travel Agencies who are ACTIVE MATTA MEMBERS only, as defined in the MATTA Constitution.
B	Travel Agencies (non-MATTA members), hotels, GSAs, cruise operators, National Tourism Organisations (NTO), State Tourism Organisations (STO), theme parks and other places of attractions.
C	Any other company that do not fall into categories A & B.

2 RULES & REGULATIONS

i Registration Form accompanied with either deposit or full payment. The exhibitor shall agree to comply with the terms and conditions of the MATTA FAIR® PENANG 2017. The submission of the entry form shall be deemed as the confirmation of exhibitor's application to participate in the MATTA FAIR® PENANG 2017 and exhibitor's acceptance and agreement to be bound by the terms and conditions of the MATTA FAIR® PENANG 2017. The Organiser reserves the right to accept or reject any application without disclosing any reasons.

ii **DATE : 13 - 15 OCTOBER 2017**

VENUE : STRAITS QUAY CONVENTION CENTRE (SQCC)

3 PARTICIPATION RATES & REGISTRATION DETAILS

i **SHELL SCHEME (Booth size: 9 sq. metres or 3m x 3m)**

Includes the following:

- Fascia board with exhibitors' booth number, name and KPL/KPK number (for Travel Agencies)
- 2 x units fluorescent lights
- 1 x unit 13-amp electrical point
- 1 x information desk
- 2 x chairs
- 1 x wastepaper basket
- Needle-punch carpet flooring (booth area only)

Important : NO REFUND for the changes on shell scheme to space.

(Changes must be done by Monday, 25 September 2017)

ii **SPACE ONLY (Minimum Size: 18 sq. metres or 2 booths space)**

Exhibitors wishing to purchase space-only booths are required to purchase a minimum of 18sqmetres. (i.e. 2 booths space of 3m x 3m each).

Important : Changes on Space to shell scheme will be charged accordingly at RM300 per booth after full payment.

The exhibitor shall be responsible for their own designs, construction and furnishings. All electrical fittings and installation must be undertaken by the official contractor appointed by the Organiser. All exhibitors must design their booths and submit the drawing/s to the Organiser for approval by Wednesday, 13 Sept 2017. Failure to do so without the prior written approval of the Organiser is considered a breach of the Fair's Rules & Regulations.

3.1 PARTICIPATION FEE

CATEGORY	PRICE PER 3m x 3m BOOTH (RM)		SECURITY DEPOSIT (RM)	REGISTRATION FEE (RM)
	SPACE-ONLY	SHELL SCHEME		
A	1,700	2,000	200 per booth	200
B	2,300	2,500	200 per booth	200
C	2,700	3,000	200 per booth	200

**** GST IS APPLICABLE FOR ALL EXHIBITORS UNDER ALL CATEGORIES.**

- i All travel agencies / tour operators must submit a copy of their valid license (KPL/KPK) issued by the Ministry of Tourism and Culture, Malaysia, during the registration through the period of the MATTA Fair.

3.2 REGISTRATION DATE

- i. MATTA HQ SECRETARIAT KUALA LUMPUR OFFICE SHALL BEGIN ACCEPTING THE REGISTRATION FORM FOR THE MATTA FAIR® PENANG 2017 FROM 10.00 A.M ON FRIDAY, 9 JUNE 2017.

ii. REGISTRATION WILL BE AT:

MATTA HQ OFFICE
NO 6, JALAN METRO PUDU 2
FRASER BUSINESS PARK,
55100 KUALA LUMPUR
TEL: 03 9222 1155

or

Completed form and full payment to email to:
mfpenang@matta.org.my

- iii. REMARKS: ANY PAYMENT PAID TO MICEM SDN BHD THROUGH BANK AFTER 5.00 P.M. FRIDAY, 9 JUNE 2017, WILL BE CONSIDERED NEXT DAY PAYMENT

- iv. CLOSING DATE : WEDNESDAY, 4 OCTOBER 2017. AT 5.00 P.M, OR EARLIER SUBJECT TO AVAILABILITY OF BOOTHS

4 TERMS OF PAYMENT

4.1 UPON REGISTRATION, EACH APPLICATION SHOULD CONSISTS OF:

i. REGISTRATION FORM

- Submission of completed registration form does not constitute acceptance of your participation in the Fair.
- The Organiser shall refund the payment made to **MICEM SDN BHD** in the event the Organiser rejects an exhibitor's application.

ii. FULL PAYMENT TO BE MADE UPON REGISTRATION

Every exhibitors must make **full payment** during registration. Deposit payment will not be accepted and entertained.

Full payment consists of the following:

- a. Booth Rental
- b. Registration Fee of RM 200.00
- c. GST 6% (a + b)
- d. Refundable Security Deposit (Security deposit will be refunded once Feedback & Statistic Forms submitted to MATTA Fair Penang by **Friday, 20 October 2017**. Failure to submit within the deadline, security deposit will not be refunded.)

iii. PAYMENT DETAILS

THE PAYMENTS SHALL BE MADE PAYABLE TO MICEM SDN BHD KUALA LUMPUR OFFICE IN THE FORM OF CHEQUE OR BANK TRANSFER. DETAILS OF THE BANK ACCOUNT FOR TRANSFER OF PAYMENT ARE AS FOLLOWS :

Name of Account: MICEM Sdn Bhd

Account No: 195 - 304 - 869 - 3

Name of Bank: United Overseas Bank (Malaysia) Bhd

Address of Bank: Jalan Pudu Branch, 408 - 410 Jalan Pudu, 55100 Kuala Lumpur

Swift Code: OUVBMYKL.

KINDLY EMAIL THE BANK IN SLIP AND PHOTOCOPY OF CHEQUE TO:

MATTA HQ OFFICE

EMAIL: mfpenang@matta.org.my

4.2 CANCELLATION CHARGES

In the event of any cancellation and/or default in payment by an exhibitor, the Organiser reserves the right on a strictly without prejudice basis to cancel the application without any refund of payment made. The Organiser will also have the right to re-let the booths contracted to an exhibitor in default. Where the Organiser has elected to re-let the said booths/space but is unable to do so or otherwise is only able to re-let the same at a lower rate, the exhibitor in default shall without derogation of the Organiser's other rights in law or in equity, be liable to pay, amongst others, the loss suffered by the MATTA FAIR® PENANG 2017 as a result thereof as damages.

Cancellation Received

Before 5.00 pm on 15 Sept 2017.

After 5.00 pm on 15 Sept 2017.

Cancellation Charges

50% of cost of booth / space

100% of cost of booth / space

5 BOOTH ASSIGNMENT SYSTEM

- i. Selection of booths will be on a balloting basis.
- ii. The Organiser reserves the right to allocate booths prior to opening for booth selection by exhibitors.
- iii. Exhibitors must be present to do the selection, if an exhibitor is not present, the next exhibitor shall be called. However, if and when they arrive, they shall have the next priority.
- iv. The Organiser will designate the areas to be selected as well as reserves the right to relocate the booths after booth assignment to better manage the fair.
- v. When in the Organiser's opinion and in the best interest of the Fair and /or its participants, the Organiser reserves the right at any time, to redesignate certain booths for certain exhibitors or not to make such booths/spaces available.
- vi. Final booth assignment remains the prerogative of the Organiser.

5.1 BOOTH SELECTION DAY/BRIEFING ON RULES & REGULATIONS.

DATE / TIME : TO BE ADVISED

VENUE : TO BE ADVISED

6 DESIGN OF BOOTHS

- i. All booths of whether they are Space or shell schemes **must** be carpeted and the Standard height of perimeter walls must not exceed 2.5m from the floor level.
- ii. All tables or counters must be set inwards 0.5 metres from the booth border line.
- iii. Helium balloons are **NOT ALLOWED** in any halls in SQCC. Any request will not be entertained.
- iv. This wall must be back clad, lighted & decorated on both sides to present a clean appearance from gangways and adjoining stands. Exhibitors must ensure that a plain solid wall will not be seen from the aisle.
- v. This wall must be set back inside your booth area. Not less than 1m from the perimeter. (see diagram in page 16).
- vi. Exhibitors are only allowed to have 1 long run of Solid wall.
- vii. If an exhibitor intends to construct a wall along the perimeter, the wall must only be 1/3 the length of either the width or length. The height of this wall must not exceed 2.00 m in height. (see diagram in page 16).
- viii. All ticketing agent exhibitors must designate queuing area for customers without disturbing and blocking the passageway. For example, to build queuing system using queue rope. (See Appendix A - Diagram 7, page 20 for more details).

7 EXHIBITION RULES, REGULATIONS & IMPORTANT INFORMATION

7.1 SECURITY

- i. All personnel working in the exhibition halls must wear the official **MATTA FAIR® PENANG 2017** identification badges at all times.
- ii. The Organiser reserves the right to evict any Exhibitor without the official MATTA FAIR® PENANG 2017 identification badge.
- iii. Security guards will patrol the exhibition site in general, but their duties shall not include specific attention to individual stands. Exhibitors are reminded to arrange their own insurance to cover all stages of the event and be particularly careful to pack light, portable and attractive exhibits immediately after the close of the exhibition site on **Sunday, 15 October 2017**.
- iv. It is strongly recommended that at least one person to be at the exhibition Booth at **8.00 am to 10.00 am on 16 OCTOBER 2017 during handing over to Straits Quay Convention Centre (SQCC)**. It is important to note that while the Organiser will maintain security surveillance at all times, Exhibitors are reminded that their booths should not be left unattended until all portable items have been secured.
- v. Exhibitor shall be responsible for all their exhibits in transit to and from and within the confines of the exhibition area at the venue.
- vi. Exhibitors will not be allowed in the exhibition halls after the exhibition hours. Exhibitors wishing to hire security personnel to attend to their stand exclusively, kindly contact the Organiser to make the necessary arrangements.

7.2 INSURANCE

- i. Every reasonable precaution will be undertaken by the Organiser to ensure that security and safety of the exhibition halls and adjacent areas. **However, the Organiser will not be responsible or be liable to any Exhibitor, their employees, contractors or agents in respect of any direct or indirect loss or damage to any exhibit, person or property, arising out of or in any way connected with the exhibition. Exhibitors are strongly advised to insure their exhibits against such loss or damage, including risk of fire, throughout the duration of the exhibition.**
- ii. Exhibitors will also be held responsible for loss or damage or injury to property (including those belonging to other Exhibitors and persons, caused by themselves, their employees or agents.) **Each Exhibitor participating in the exhibition MUST indemnify the Organiser against all claims of whatever nature, which may be made against the Organiser, arising out of in any way connected with such exhibitor's participation in the exhibition. This provision is specifically agreed to be fair and reasonable by the Exhibitor participating in the event.**

7.3 PROMOTIONAL ACTIVITIES

- i. The Organiser will arrange for promotional activities for the Fair. These can be organized by individual Exhibitor within their booth, provided approval has been obtained from the relevant government authorities and subject to the approval of the MATTA FAIR® PENANG 2017 Organiser.
- ii. The Organiser reserves the right to stop any promotional activity or evict any participant.
- iii. **Sandwich Board Advertising is not allowed during the 3 days fair.**

7.4 SALE OF TOUR SERVICES / PRODUCTS

- i. The Organiser reserves the right to impose restrictions on advertisements and promotions.
- ii. Exhibitors are required to practice principles of professional conduct in the promotion of their services/products and are not allowed to undertake promotional activities and publicity programmes deemed disruptive to the MATTA FAIR® PENANG 2017 by the Organiser.

7.5 FILMS AND VIDEO TAPES

- i. All films and videotapes, even if they originate from Malaysia, must obtain the Censor Board's approval. Clearance may take about four weeks and exhibitors are advised to send their films to the Censor Board together with a covering note indicating that it is to be used at the exhibition. Exhibitors should obtain the Censor Board's approval from:

LEMBAGA PENAPISAN FILEM (FILM CENSORSHIP BOARD)

Kementerian Dalam Negeri Bahagian 'C', Aras 2, Blok D2,

Kompleks D, Presint 1

Pusat Pentadbiran Kerajaan Persekutuan 62546 Putrajaya, Malaysia.

Tel: (603) 8886 3223 / 3224

Fax: (603) 8889 1685

- ii. In addition, a license from Jabatan Perlesenan must be obtained before the film/tape may be screened at the exhibition. All the related fees are to be borne by the Exhibitors.
- iii. Foreign exhibitors should get these arranged by their local agents. As inspectors might visit the site, please keep a copy of the censorship certificate license on site.

7.6 SALE OF SOUVENIRS

- i. Sale of souvenir items bearing the MATTA or the MATTA FAIR® PENANG 2017 logo must obtain prior approval from the Executive Council of MATTA and the Organiser.
- ii. **Foreign companies not incorporated in Malaysia are not allowed to sell souvenirs or any other products / services at the Fair.**

7.7 MANNING OF BOOTH AND CONDUCT OF BOOTH PERSONNEL

- i. Exhibition booths must be fully staffed and operational throughout the operating hours of the fair. Booths and exhibits must not be dismantled or packed until the Fair has closed on the final day at 9.00 pm, 15 October 2017, **OTHERWISE THE SECURITY DEPOSIT WILL BE FORFEITED.**
- ii. All activities of the Exhibitors and their employees must be confined to the booth/ space allocated. Exhibitors must not participate in any activities, which may cause or is likely to cause, annoyance to visitors or other Exhibitors. Neither advertising nor canvassing for business which may take place elsewhere in the exhibition premises, nor recruiting of staff to be carried out during the exhibition.
- iii. No person participating in the exhibition is to behave or act in a manner, which may cause harm, injury or damage to other persons, exhibits, exhibition hall, properties and fixtures.
- iv. **Straits Quay Convention Centre (SQCC)** strictly prohibits outside food/ drinks of any kind to be brought into the venue. Food & drinks are to be purchased at the cafes set up by SQCC or can be catered from the approved caterer.
- v. Exhibitor wishing to do food sampling activity must inform the Organiser via email but no guarantee of approval by Venue.
- vi. Straits Quay Convention Centre (SQCC) strictly prohibits sales of any kind of food and beverages.
- vii. **Exhibitors are not allowed to place a third party company/promoter in their booth.**

7.8 BUILD-UP AND TEARDOWN

The Fair will be held over a period of 3 days. Build up will be on 11-12 OCTOBER 2017 and teardown will be after the Fair on 16 OCTOBER 2017 from 9.00am to 4.00pm.

11-12 OCTOBER 2017 (Wed & Thu)

9.00am

12.00pm

10.00pm

(Build-up)

Contractors move in

Exhibitors move in

Hall closed

13 OCTOBER 2017 - Friday

9.30am

10.00am - 12.00pm

(All Exhibitors are required to attend)

10.30am - 10.00pm

(Fair Day)

Hall Open for Exhibitors

Opening Ceremony

Open to Public

14 OCTOBER 2017 - Saturday

9.30am

10.30am - 10.00pm

(Fair Day)

Hall Open for Exhibitors

Open to Public

15 OCTOBER 2017 - Sunday

9.30am

10.30am - 10.00pm

10.00pm - 12.00am

(Fair Day)

Hall Open for Exhibitors

Open to Public

Dismantling booth / space by exhibitor

16 OCTOBER 2017 - Monday

9.00am - 12.00pm

12.00pm

(Dismantle & Tear Down Day)

Hall Open for Exhibitors

Hall Closed & Handed over to SQCC

Remarks : Organizer reserved the right to charge RM200 per hour per exhibitor on 12 OCTOBER 2017 from 10.00pm onwards.

7.9 BOOTH FITTING REGULATIONS

- i. The Organiser will **appoint a contractor for all the Shell Scheme** booths. However, an Exhibitor may employ a contractor of his choice to construct booth interior and any free standing displays or fitments which may be required, provided that the contractor concerned is registered with and approved by **Straits Quay Convention Centre (SQCC)** and has conformed to regulations.
- ii. For "Space Only" booths, a drawing in duplicate showing the plan view (with measurements) and an artist's impression must be submitted to the Official Contractor and also the Organiser latest by **Wednesday, 13 September 2017** failing which the Organiser is entitled to terminate the contract strictly without liability and retain all payment made by an exhibitor. Original drawings (hard or soft copy) and not facsimile transmitted copies are required. The Exhibitor must establish whether this have been done by the Contractor as no booth may be constructed until these plans/drawings have been duly approved and signed by the Organiser. For shell scheme booths, such drawings are only required if upgrading work or any changes is being carried out. Non-submission of these drawings within the stipulated period is considered a breach of the Rules & Regulations of the MATTA FAIR® PENANG 2017.
- iii. Neither fitting, display or self adhesive stickers/signs may be attached to or suspended from the ceiling of any part of the exhibition halls, nor any item be nailed, screwed, drilled or punched into the floor. If this instruction is ignored, Straits Quay Convention Centre (SQCC) has the right to remove the items and charge the exhibitor/contractor concerned for the damage caused.
- iv. Exhibitors wishing to construct a false ceiling at their booth must submit duplicate drawings to the Organiser for approval by the Fire & Safety Authority. Ceilings can only be constructed of large mesh or egg box materials, which permit the passage of water in the event of fire.
- v. For safety reasons, only the Official MATTA FAIR® PENANG 2017 Contractor can carry out electrical wiring and connections. Exhibitors must refer to the Official MATTA FAIR® PENANG 2017 Contractor to obtain approval if changes need to be made to the standard wiring laid out by the Official MATTA FAIR® PENANG 2017 Contractor. The Organiser reserves the right to stop all activities of an exhibitor should it deem that electrical rules & regulations have been breached. No multi plugs are allowed as it may cause an overload and electrical tripping. Besides, lighting connections are charged based on number of tubes and bulbs lighted on the booth. LED lights will be charged 1 metre for 1 lighting connection.
- vi. No devices, such as electricity cables, water/compressed air pipes, and telephone lines inside or near the booth may be removed, cut or diverted without the permission of the Organiser.
- vii. All contractors are expected to clean the booths and remove all construction debris.
- viii. Before an Exhibitor appointed contractor is permitted to start work, either the contractor or the Exhibitor is required to place a refundable Performance Bond or cheque of RM50.00 per sq meters with MATTA for MATTA FAIR® PENANG 2017 and sign an undertaking to guarantee conduct, proper schedule of production and observance of the Exhibition and the Hall Regulations.

- ix. Only when this Performance Bond is placed and the undertaking signed, will the contractor be allowed to bring in materials into the halls to commence work.
- x. Provided no damage is caused during build-up, fair days and teardown, the Bond shall be returned to the contractor/exhibitor, in full within 50 days of the completion of the exhibition.
- xi. Any other contractor is required to pay a non-refundable administration fee of RM10.00 per sq metre to contractor for MATTA FAIR® PENANG 2017.
- xii. Sub Contractor badges will be charge RM10.00 each, which valid during the Build Up and Tear Down periods only.
- xiii. **For "Space Only" Booths** - The Organiser reserves the right to request the exhibitor to change, modify, lower or shorten any back wall and side wall proposed in the "Space Only" design if, in the opinion of the Organiser, such back wall and side wall will obstruct the reasonable exposure of any adjacent exhibitor booths. All booths must be constructed, with a back and side walls, except island booths, which do not require any walls. In the case of a one-corner booth, a back wall and one sidewall must be constructed, while a two cornered or peninsular booth requires only a back wall. Where a structure such as a wall or a sign, exceeds the height of the neighboring booth, the Exhibitor with the higher wall must decorate the visible portion to a standard acceptable to the Organiser. All contractors other than the Official MATTA FAIR® PENANG 2017 Contractor must purchase a contractor's pass to gain entry to work in their respective areas in the hall.
- xiv. **For Shell Scheme Booth** - No additional booth-fittings or display may be attached to the shell scheme structure except for those approved by the Organiser. Any protruding or cantilever signages must conform to the specifications approved by the Organiser.

No nailing or drilling will be allowed. If you require assistance in hanging or displaying your exhibits, please consult the Official MATTA FAIR® PENANG 2017 Contractor. No painting or wall papering on the shell scheme booth panels is allowed. Exhibitors who wish to have the panel painted must inform the Official MATTA FAIR® PENANG 2017 Contractor who will provide quotations on request. No financial credit will be given for any shell scheme package item not utilized.

7.10 STORAGE AND REMOVAL OF WASTE MATERIALS

- i. No storage area is available. Exhibitors must make their own storage arrangement for tour shells or other promotional materials. Please contact the Management of Straits Quay Convention Centre (SQCC) for storage area arrangements.
- ii. All exhibitors' materials and properties kept within the hall shall be at their own risk.
- iii. All exhibitors are required to store their materials in an orderly manner so as not to cause any obstruction.
- iv. At the end of each day, exhibitors are responsible for ensuring that contractors remove all unwanted materials from the exhibition halls.
- v. Contractors are expected to clean the booths and remove all debris. The Organiser shall invoice exhibitors for the removal of wastes such as packing materials, crates and cartons etc. that are left behind by exhibitors or their contractor.

7.11 AUDIO VISUAL EQUIPMENT AND POTTED PLANTS

- i. Exhibitors are permitted to bring their own audio- visual equipment such as TV's and Video into the exhibition area. These must be placed inside the confines of your own booth area and must not be on walkways or any other common area. Exhibitors may use their sound system but must ensure the volume is kept at an acceptable level and is not disruptive to the immediate neighbors.

7.12 HANDING OVER OF HALL

- i. The halls must be handed back promptly to the Landlord (Straits Quay Convention Centre (SQCC)) at 12.00pm on 16 OCTOBER 2017. Any exhibit and/or materials which if it still remains in the halls during Tear Down from 12.00am onwards on 16 OCTOBER 2017 will disposed off immediately by the Official MATTA FAIR® PENANG 2017 Contractor and be charged to the Exhibitors accordingly.
- ii. The Organiser shall not be held responsible for any loss or damage. Any cost involved shall be borne by the Exhibitor concerned.

7.13 DILAPIDATION

- i. The Organiser in conjunction with the Management of Straits Quay Convention Centre (SQCC), will inspect the halls before build-up and after tear-down of the fair.
- ii. Exhibitors are responsible for the cost of making good or replacing any damages or dilapidation to the exhibition premises, whether caused by themselves, their agents, contractors or by any person employed or engaged on their behalf by such agents or contractors.
- iii. Exhibitors occupying shell scheme booths are also responsible for the cost of making good, restoring or renewing any damage or dilapidation to their booth structure, floor coverings, light fittings, or any part thereof whether caused by themselves, their agents, contractors or by any persons employed or engaged on their behalf by such agents or contractors.
- iv. The cost of making good for any damages will be assessed by the Official MATTA FAIR® PENANG 2017 Contractor and charged to the exhibitor concerned.

7.14 EXHIBITOR'S BADGES

- i. Exhibitors shall be provided with 5 (FIVE) Exhibitor's badges per booth, FREE of charge.
- ii. Additional badges to be purchased in advance before TBC, 5.00pm with full payment. **On site purchase is RM50.00 each exclude GST, up to maximum 3 badges per booth.**
- iii. Exhibitors are required to wear their badges at all times within the Fair area.
- iv. The Exhibitor Badges are non transferable.

7.15 FAILURE TO EXHIBIT

- i. Any organization which, having signed a contract for the exhibition space or booth and fails to exhibit for whatever reason shall be liable for the full amount stated in the contract plus any additional costs that may be incurred by the Organiser.
- ii. These terms cannot be varied under any circumstances.

7.16 RIGHT TO CANCEL, POSTPONE OR SHORTEN FAIR

- i. The Organiser reserves the right to cancel the MATTA FAIR® PENANG 2017 if, in the opinion of the Organiser, the total number of booths sold does not justify the staging of the fair.
- ii. It also reserves the right to cancel or shorten the MATTA FAIR® PENANG 2017 in the event of any unforeseen circumstances, which are beyond the control of MATTA FAIR® PENANG 2017 Organiser.
- iii. If the Fair is cancelled, then all payments made to MATTA shall be refunded. No other claims or compensation will be entertained.
- iv. If the Fair is shortened, there will be no refund of payments made. No other claims or compensation will be entertained.

7.17 INFRINGEMENT AND ENFORCEMENT

- i. The appointed enforcement officers shall be responsible to enforce the rules and regulations of the Fair and therefore are empowered to demand immediate compliance from the exhibitors and its agents.
- ii. The appointed enforcement officers shall deal with all infringements and breaches of the terms and conditions.
- iii. The appointed enforcement officers is empowered to order any Exhibitors and their agents to remove any materials which may obstruct or interfere or contravene any rules and regulations of the MATTA FAIR® PENANG 2017.
- iv. All written feedback or reports of unethical practices should be forwarded as per the Feedback form provided, to the Organiser for the preliminary investigation.
- v. The Exhibitor against whom the allegation has been made shall provide, at the request of the Organiser, such further information or documents as may be required within such period as may be specified.
- vi. The Organiser shall evaluate the merits of complaints / reports and if after investigation, the fact alleged against an exhibitor appears to constitute a prima facie infringement of the Rules & Regulations of the Fair, the Organiser shall be empowered to implement the following penalties:
 - a) To take appropriate action on any Exhibitor and evict them from the fair if found to have violated the MATTA FAIR® PENANG 2017 conditions/guidelines. The Organiser of the Fair will cancel participation by the exhibitor in the travel fair immediately and all monies paid by the Exhibitor shall be forfeited.

- b) To prohibit such Exhibitor from participating in any future Fairs. Any disciplinary action or penalty decided by the Organiser shall take effect immediately. The Organizer shall not entertain any claims for costs or refund of monies as a result of such action.

7.18 FINAL DECISION

The decision of the Organiser on any matter arising before, during and after the fair shall be final.

7.19 ADVERTISING, PUBLICITY & PROMOTION

i. PRESS RELEASES

Information/news by various Exhibitors regarding any activities etc. to be held during MATTA FAIR® PENANG 2017 is greatly welcomed. The MATTA FAIR® PENANG 2017 secretariat office will issue regular press releases regarding such activities under the MATTA FAIR® PENANG 2017 banner. Exhibitors are encouraged to submit all information on their products on a date to be advised.

7.20 RIGHTS OF OFFICIAL SPONSORS

- i. MATTA FAIR® PENANG 2017 Organiser shall protect the rights, interests and privileges of the MATTA FAIR® PENANG 2017 official sponsors.
- ii. No Exhibitor is allowed to have any direct or indirect joint promotion with competitors of our official sponsors without prior approval from the Organiser.

7.21 FASCIA BOARD – SHELL OR SPACE BOOTH AND KPK LICENSE NUMBER

Only the official registered name of exhibitors with MATTA FAIR® PENANG 2017 will appear in the official supplement, directional/information signage and on the fascia board as well as on the backdrop. Exhibitors may change the prints /fonts on the fascia board to suit the company's image and logo provided that the Identity of the registered Exhibitor is maintained. **The official registered name with MATTA FAIR® PENANG 2017 must be more prominently displayed at all times. The names of products/brands may appear inside the booths but not the names of other travel agents or companies. This rule is only applicable to travel agent only.**

i. FOR SHELL SCHEME

- a) Fascia Board: Standard letterings as provided by the Official Contractor. Exhibitor may change the prints/fonts and paste the company logo on the Fascia Board provided it reflects the identity of the registered Exhibitor.
- b) **Exhibitors are not allowed to cover the Fascia Board with their promotional materials.**

ii. FOR SPACE SCHEME

Exhibitor may be allowed to design the Fascia Board provided that:

- a) The name shall appear as registered and/or reflect the identity of the Exhibitor
- b) The official registered name with MATTA FAIR® PENANG 2017 must be more prominently displayed at all times
- c) The name shall not exceed the length and height permitted and shall not encroach into the space of another Exhibitor.
- d) The design structure height shall not exceed 4m in height

7.22 FOREIGN TOURISM ORGANIZATIONS

- i. In compliance with the Ministry of Tourism and Culture (MoTaC) guidelines, all foreign tourism organisations are required to use licensed Malaysian exhibitors at the Fair to man their booths.
- ii. Foreign tourism organisations must provide a list of agents who will be manning their booth(s) to the Organiser for approval on a date to be advised. This is a mandatory condition for participation in the Fair.
- iii. Participants of foreign tourism organisations at the Fair must adhere to Malaysian Laws.
- iv. All exhibitors at the Fair, irrespective of foreign or local origin, marketing their products and/or services must indicate in print (rubber stamping or other means of indication not permitted) their Malaysian partners, who are also participating in the Fair right from the start in their printed materials.
- v. **Foreign exhibitors participating in the Fair, on their own or through any Tourism Organisation, are not permitted to transact any sale locally at the Fair. Sales, if any, must be transacted through licensed Malaysian exhibitor at**

the Fair. The full particulars (including company name, number & MOTAC license number, etc) of the Malaysian exhibitor engaged for this purpose must be clearly indicated on all promotional materials used at the Fair. This is to comply with requirements.

8 NON – COMPLIANCE

8.1 NON-COMPLIANCE TO ANY OF THE FOLLOWING RULES & REGULATIONS OF THE FAIR MAY RESULT IN THE:

SUSPENSION OF THE EXHIBITOR FROM PARTICIPATING IN FUTURE FAIRS.

- i. All exhibitors must wear the official MATTA FAIR® PENANG 2017 name badges at all times while on duty in the booths and in the exhibition halls. **NO EXCHANGING** of name badges is allowed among exhibitors.
- ii. All exhibitors must wear their own official MATTA FAIR® PENANG 2017 name badges before entering the exhibition halls. Entry without the badges to any of the exhibition halls will not be permitted.
- iii. No exhibitor is allowed to be on duty using either the entrance ticket, own company's name tags or the complimentary entrance ticket.
- iv. Exhibitors and their staff and agents are not allowed to distribute flyers, pamphlets, brochures, any and all types of forms and or any promotional items at entrances, public passageways, common areas or walkways. Exhibitors and their staff and agents are not allowed to conduct any surveys or gather any form of leads or canvass for business at entrances, public passageways, common areas or walkways. Distribution of approved flyers, pamphlets, brochures, any and all types of forms and or promotional items, conduction of surveys or gathering of leads or canvassing for business can only be done within the confines of your own booth area.
- v. Exhibition booths must be fully staffed and operational throughout the operating hours of the Fair. No exhibitor is allowed to dismantle their booth or leave their booth unmanned or unattended while the exhibition is in progress.
- vi. Exhibitors are strictly prohibited from the use of their own speakers / PA System. Exhibitors are also strictly prohibited from the ringing of bells or the blowing of whistles.
- vii. All Exhibitors whether taking up space or shell must display their fascia name and the booth number. All Exhibitors taking up space must construct / decorate their booth appropriately but the final decision on the design lies with the Organiser.
- viii. Exhibitors are not allowed to build booths and/or place exhibits / tables / chairs or any materials outside the allocated booth area. All materials must be within the confines of a booth area.(see diagram 1 and 2 on page 14 & 15).
- ix. Exhibitors are allowed to carpet the common walkway in between their island booths but the walkway must be free of any exhibits/tables/chairs or any materials. Exhibitors are not allowed to construct arches in the overhead space areas to adjoining booths. (see diagram 3 and 4 on page (16 & 17). A booth area is defined as 9sq.m per booth.
- x. Cantilevers of a permissible size are allowed. The approved size of the cantilever is 2ft in length and 6-8 ins in height. The cantilever has to be placed at a minimum height of 3.0 m up to a maximum height of 3.2m from the ground. The name to appear on the cantilever must be the same as that on the fascia board or it can be the brand name. (see diagram 1 on page 14)
- xi. All these banners, buntings or promotional materials must be placed within the confines of an exhibitors booth area and must not be placed on or over or protruding out into the common walkway areas. (see diagram 1 on page 13)
- xii. Neither fittings, displays or self-adhesive stickers/signs may be attached in The exhibition halls nor any item be nailed, screwed, drilled, glued, stuck on using self adhesive or double –sided tape, or punched onto the floor, walls, pillars, ceilings or any part of the exhibition halls.
- xiii. No nailing, drilling, the use of double-sided tapes, painting or wallpapering is allowed on the shell scheme fittings.
- xiv. The Booths / Space can only be used for the category/usage they are originally booked and paid for. All subsequent changes must obtain prior approval from the Organiser.
- xv. All Exhibitors are not allowed to consolidate, sublet, assign or redistribute any part of their booth / space to other parties (including exhibitors' dealers, agents and representatives) either in whole or in part without the prior written consent of the Organiser. Failing to comply shall permit the Organiser the right to take the necessary action.

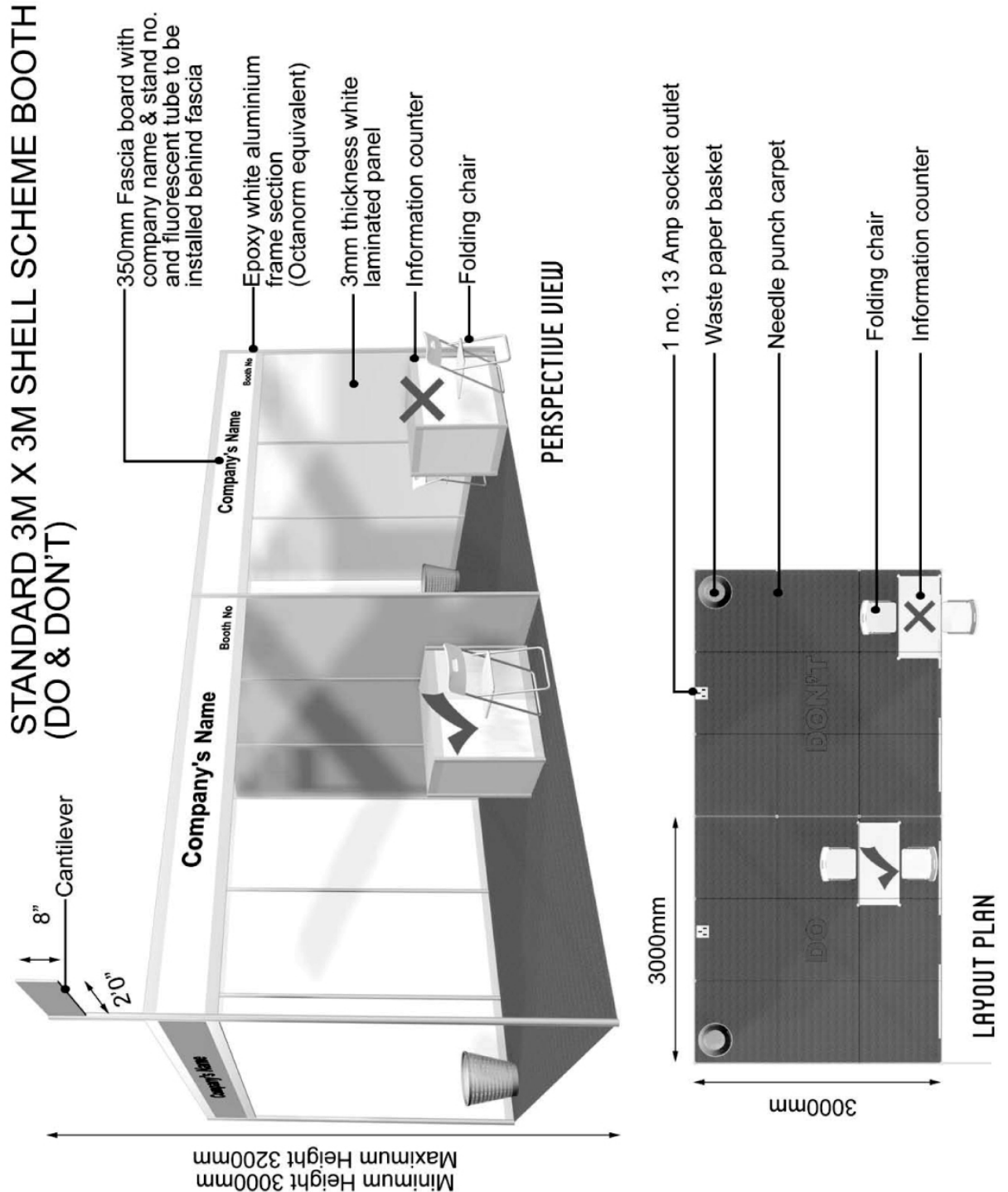
- xvi. All Exhibitors must submit their Booth Designs within the stipulated deadline. Non-submission of the Booth Design is considered a serious infringement and may result in the non-participation of the Exhibitor in the Fair.
- xvii. All exhibitors whether taking up space or shell must follow strictly according to the set up as per the diagram 1-7 on page 14-20.

NOTE: THE ABOVE RULES & REGULATIONS ARE NOT EXHAUSTIVE. THE ORGANISER RESERVES THE RIGHT TO DECIDE ON EACH CASE AS IT DEEMS FIT.

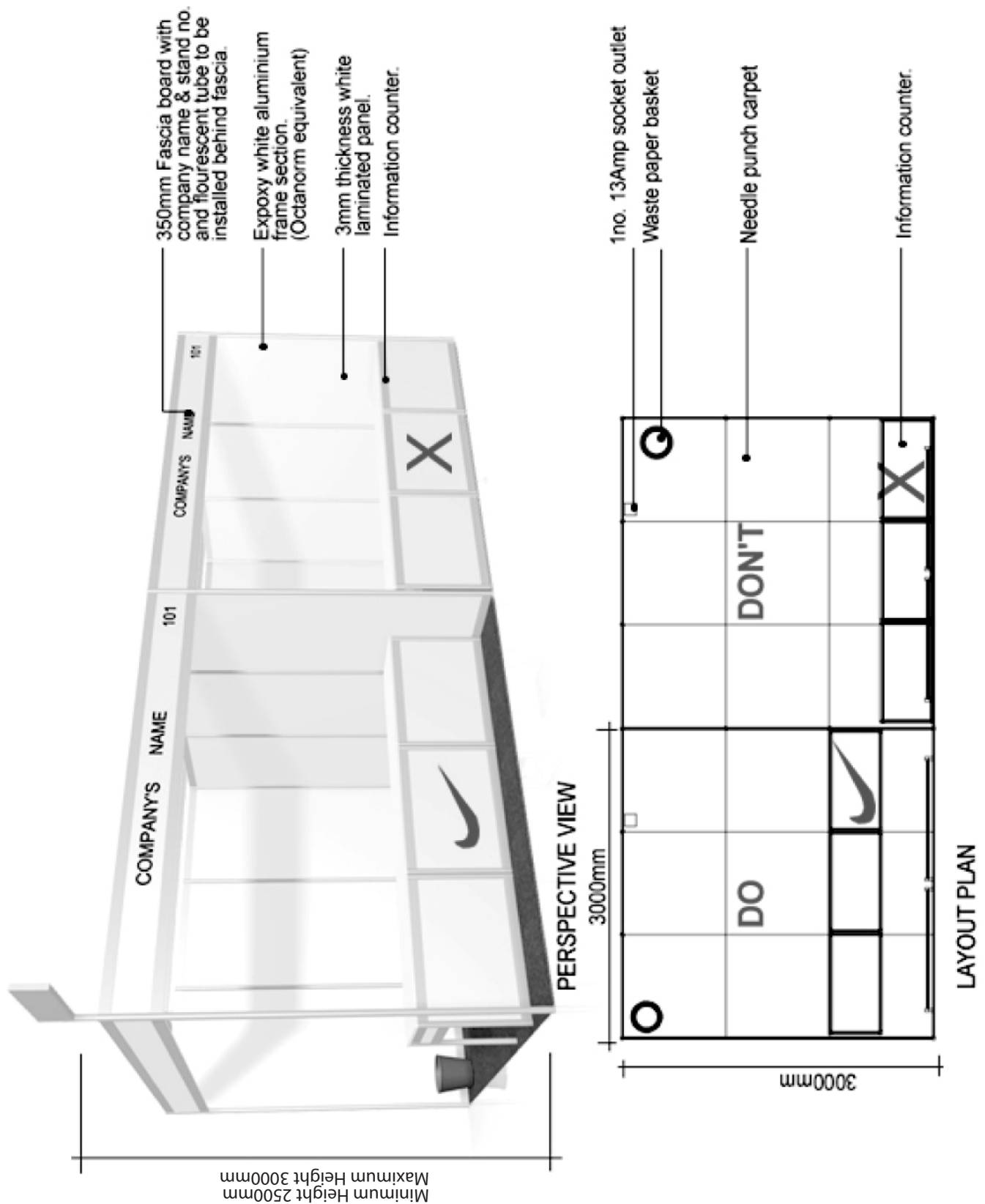
9 TERMINATION

In the event of any breach of the Rules & Regulations, the Organiser reserves the right to seal or evict the exhibitor.

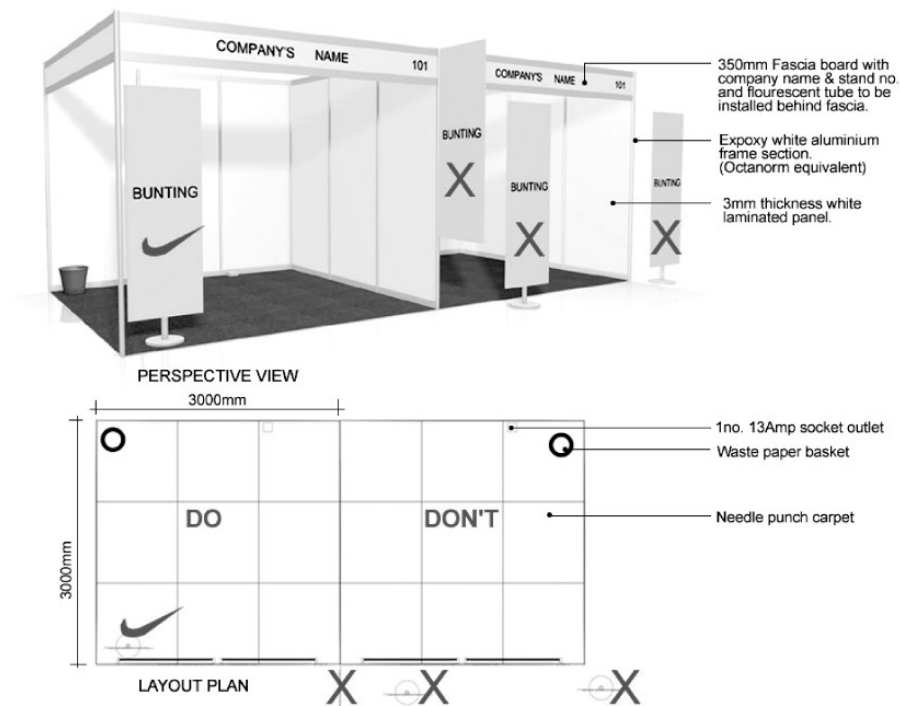
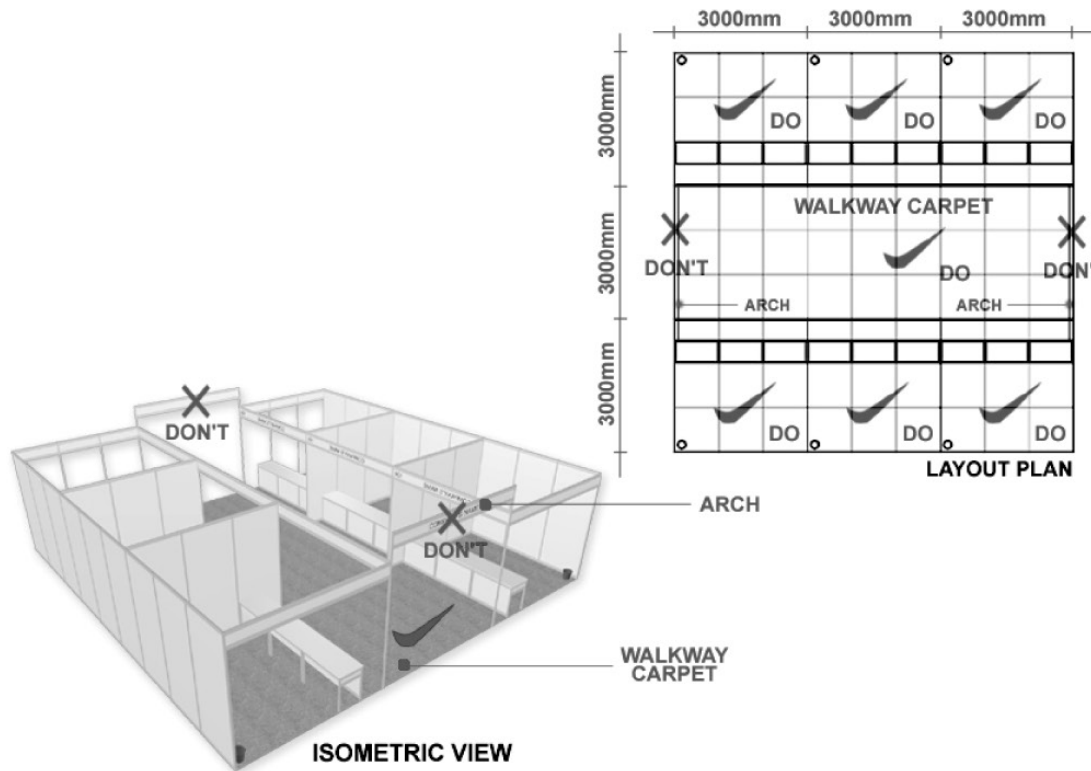
APPENDIX A - Diagram 1



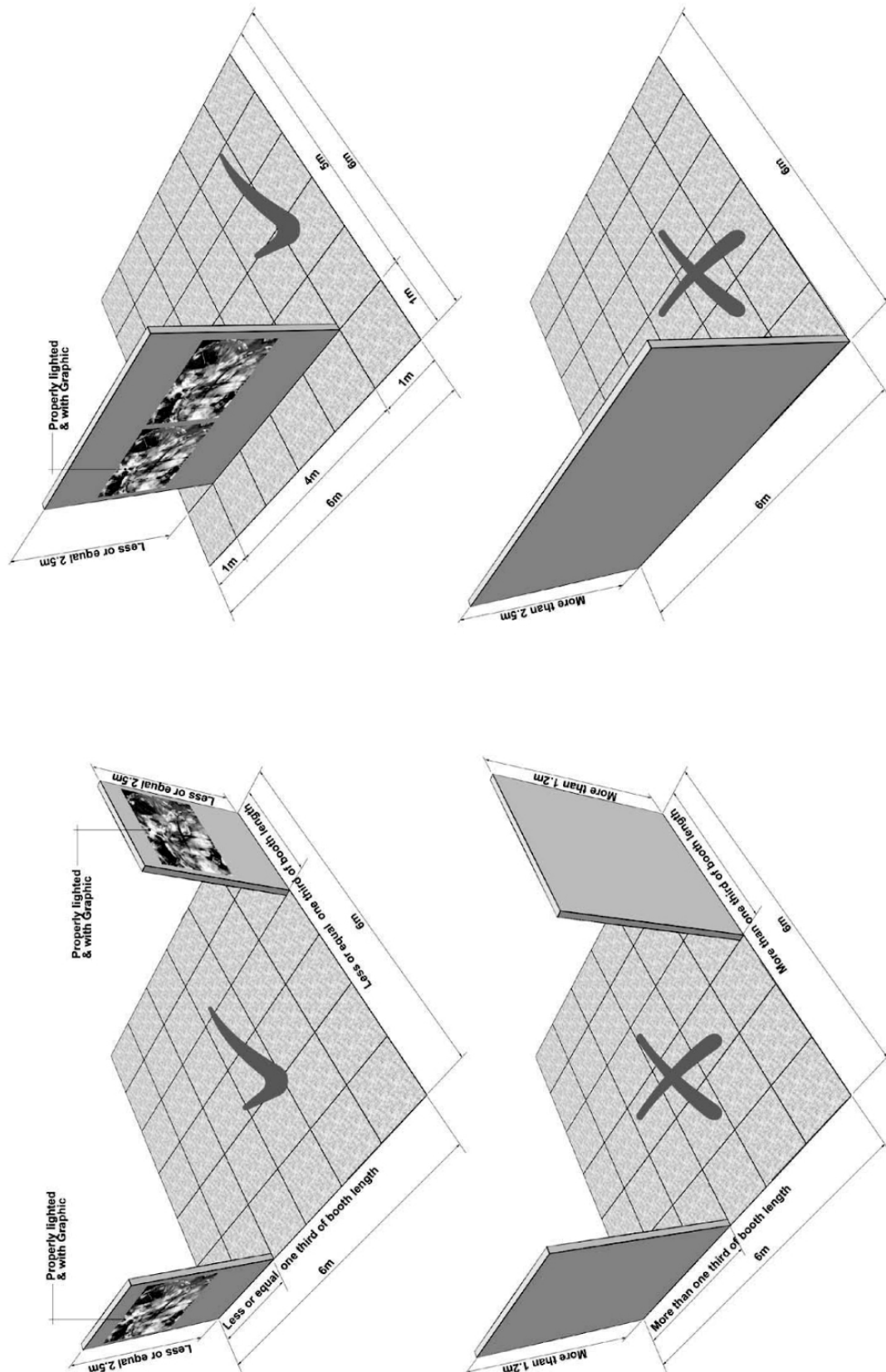
APPENDIX A - Diagram 2



APPENDIX A - Diagram 3

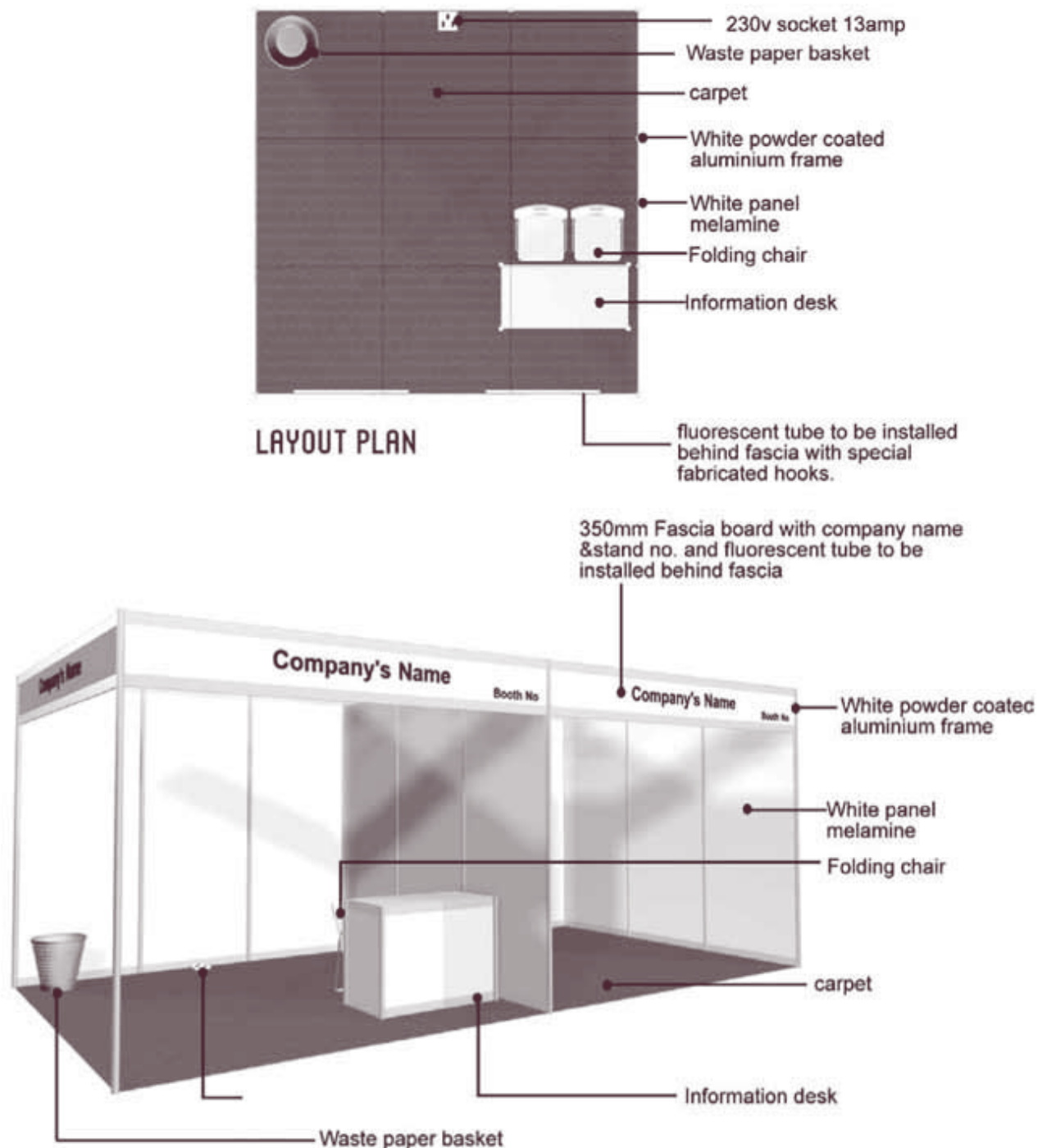


APPENDIX A - Diagram 4

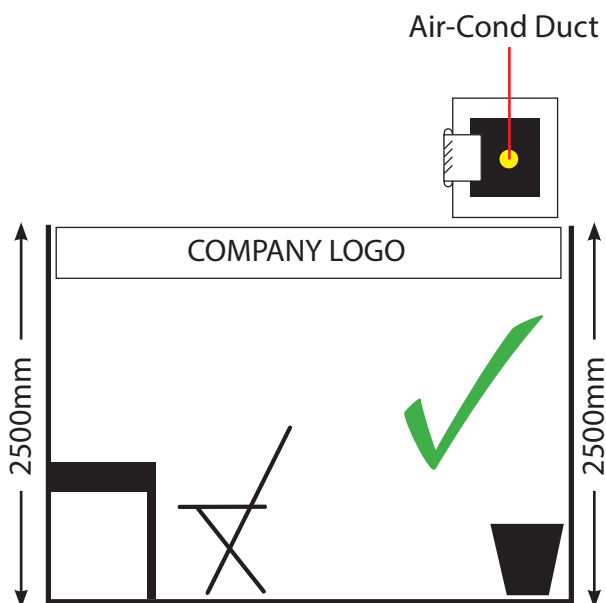
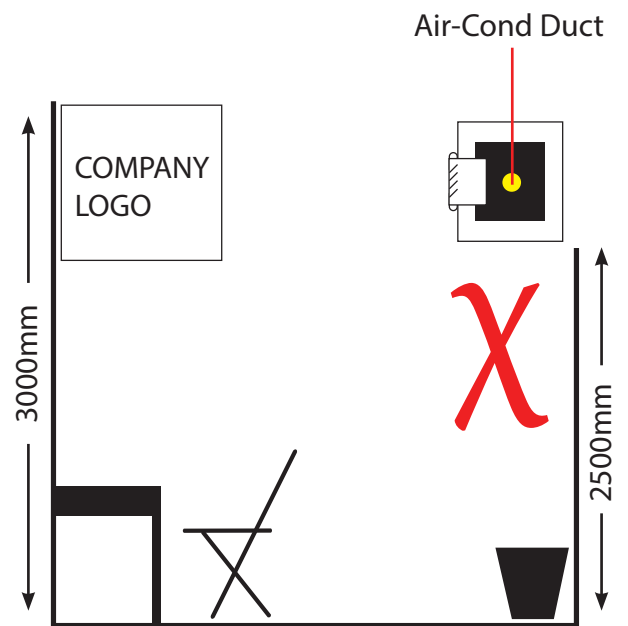
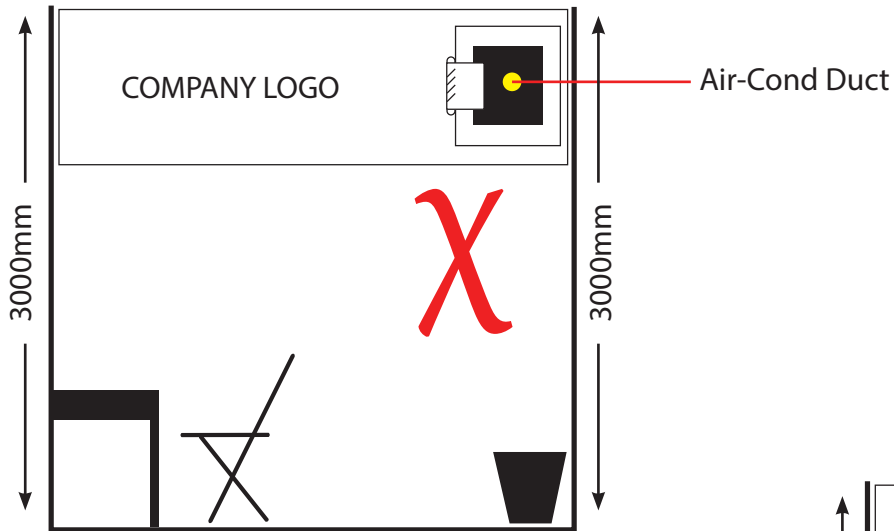


APPENDIX A - Diagram 5

STANDARD 3M X 3M SHELL SCHEME BOOTH



APPENDIX A - Diagram 6



APPENDIX A - Diagram 7

