

MATTA CONNECT

Powered by **MATTA**

**17 APRIL
2025**

MITEC KL

RULES AND REGULATIONS

MATTA CONNECT 2025

1. SCHEDULE

EXHIBITION DAY: 17 APRIL 2025 (THURSDAY) AT HALL 5, MITEC	
Sellers Badge Collection	9.00am - 10.00am
Hall Open for Seller	From 10.00am
Buyers Badge Collection	10.00am - 10.30am
Hall Open for Buyer	From 11.00am
Refund Counter	5.00pm – 7.00pm
Hall Closure	6.00pm

NOTE:

- The above dates and times may change if necessary. Sellers will be notified via email and the official MATTA website.

2. DEFINITIONS AND CONVENTIONS

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

Organiser refers to MATTA Connect 2025.

- 'Exhibition' refers to the MATTA Connect 17 April 2025 held at Malaysia International Trade and Exhibition Centre (MITEC).
- Seller refers to any participant who has purchased a seller table for MATTA Connect at the venue.
- 'Premises' refers to MATTA Connect 2025 exhibition areas and the general property of the venue.

3. EXHIBIT SPACE RATES - SELLER

- Seller Rates:
 - Early Bird: USD 350 per table
 - Standard Fee: USD 500 per table
- Table with cover & 4 chairs
- Power with 2 sockets

3.1 BOOTH ASSIGNMENT - SELLER

- Applications are accepted on a first-come, first-served basis. Complete the seller application and submit to industryservices@matta.org.my along with applicable payment.

4. CANCELLATION NOTICE SUBMISSION PERIODS

- In the event of any cancellation and/ or default in payment by the Seller, the Organiser reserves the right, on a strictly without prejudice basis, to cancel the application without any refund of payment made.
- The Organiser shall also have the right to re-let these table to another Seller.

- iv. For cancellation notices received on or after 17 March 2025, a charge equivalent to 50% of the booth fee will be imposed by the organiser for the cancellation of each MATTA Connect 2025 table.
- v. Cancellation Notice received after 1 April 2025, a charge equivalent to 100% of the table fee will be imposed by the organiser for the cancellation of each MATTA Connect 2025 table.

5. EXHIBITION RULES AND REGULATIONS

5.1 MANNING OF BOOTHS AND CONDUCT OF BOOTH PERSONNEL

- i. Seller tables must be fully staffed and operational throughout the operating hours of the exhibition.
- ii. Exhibits must not be dismantled or packed until the exhibition is closed on Thursday, 17 April 2025, 6.00pm.
- iii. Promotion, advertising, and canvassing for business are strictly prohibited outside the allocated seller tables. Additionally, staff recruitment activities are not permitted during the exhibition.
- iv. All Seller and their employees/ approved agents/ temporary staffs must wear their Seller Badges at all times. Failing to do so will result in penalty charges towards the Seller.
- v. 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, the exhibition halls, properties and fixtures.
- vi. Sellers are not allowed to place a third-party company/ promoter in their table.

5.2 INTERNATIONAL SELLERS

Participation of any international Seller/ National Tourism Organisations at the MATTA Connect 2025 must adhere and abide with all Laws of Malaysia.

5.3 SECURITY

- i. The Organiser reserves the right to evict any Seller found not wearing the official MATTA Connect 2025 Badges together with the official lanyard provided.
- ii. All personnel working in the exhibition halls MUST wear the official MATTA Connect 2025 Badge and lanyard at all times.
- iii. Sellers shall be responsible for all their exhibits in transit to and from and within the confines of the exhibition area at the venue at all times.
- iv. Sellers are advised to remove all promotional items/ inventory/ easily removable items upon the closing of the event to avoid having them stolen/ lost.
- v. Sellers will not be allowed in the exhibition halls after the exhibition hours.

5.4 INSURANCE

- i. The Organiser will take reasonable precautions to ensure the security and safety of the exhibition halls and adjacent areas. However, the Organiser will not be responsible or liable to any Seller, their employees, contractors, or agents for any direct or indirect loss or damage to any exhibit, person, or property arising out of or in any way connected with the exhibition. Sellers are strongly advised to insure

their exhibits against such loss or damage, including risk of fire, throughout the duration of the exhibition.

- ii. Sellers will also be held responsible for the loss or damage to property (including those belonging to other Sellers and persons) caused by themselves, their employees, contractors or agents. Each Seller participating in the exhibition must indemnify the Organiser, Contractor and Venue against all claims of whatever nature (which may be made against the Organiser) arising out of or in any way connected with such Seller's participation in the exhibition. This provision is specifically agreed to be fair and reasonable by the Seller participating in the exhibition.

5.5 FOOD AND BEVERAGE

- i. The Venue strictly prohibits outside food/ drinks of any kind to be brought onto the Premises. Food and drinks are to be purchased at the cafes/ outlets setup by the Venue on the premises or can be catered from the approved caterer.
- ii. The Venue strictly prohibits sale of any kind of outside food and beverages.

5.6 HANDING OVER OF HALL

- i. The halls must be handed back promptly to the Venue at 11:59 PM on Thursday, 17 April 2025. Any remaining materials beyond this time will be disposed of at the seller's expense.
- ii. The Organiser shall not be held responsible for any loss or damage.

5.7 DILAPIDATION

- i. The Organiser, together with the Landlord, will inspect the halls before build-up and after teardown of the Fair.
- ii. Sellers are responsible for the cost of making good or replacing any damage or dilapidation to the exhibition premises, whether caused by themselves, or by any person employed or engaged on their behalf.
- iii. The cost of making good for any damages will be assessed by the Organiser and charged to the Seller concerned.

5.8 FAILURE TO EXHIBIT

Any organisation which, having signed a contract for the exhibition but 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.

5.9 INFRINGEMENT AND ENFORCEMENT

- i. The appointed enforcement officers shall be responsible for enforcing the Rules and Regulations of the exhibition and therefore are empowered to demand immediate compliance from the Sellers.
- ii. The Organiser shall deal with all infringements and breaches of the Rules and Regulations.
- iii. The Organiser is empowered to order any Seller to remove any materials which may obstruct or interfere or contravene any part of the Rules and Regulations of the exhibition.

6. OTHER IMPORTANT INFORMATION

6.1 IMPORTANT DATES AND TIMES

Please refer to page 1 for the Schedules.

6.2 STORAGE AND REMOVAL OF WASTE MATERIALS

- i. No storage area is available. Sellers must make their own storage arrangements for the exhibit, displays, equipment or other promotional materials.
- ii. All Sellers' materials and properties kept within the hall shall be at the Seller's own risk.
- iii. All Sellers are required to store their materials in an orderly manner so as not to cause any obstruction.
- iv. At the end of each day, Sellers are responsible for ensuring that they remove all unwanted materials from the exhibition halls.

6.3 RIGHTS TO CANCEL, POSTPONE OR SHORTEN THE FAIR

- i. The Organiser reserves the right to cancel MATTA Connect 2025 if, in the opinion of the Organiser, unforeseen circumstances require cancellation.
- ii. The Organiser also reserves the right to cancel, postpone or shorten the MATTA Connect 2025 in the event of any unforeseen circumstances.
- iii. If the exhibition is cancelled, all payments shall be refunded. No other claims or compensation will be entertained.
- iv. If the exhibition is shortened, there will be no refund of payments made. No other claims or compensation will be entertained.

6.4 FINAL DECISION

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

7. SAFETY AND SECURITY MEASURES

7.1 PRACTICAL SAFETY AND SECURITY RECOMMENDATIONS

As safety and security is everyone's responsibility, Sellers are requested to commit to collaborating with the Organiser in observing the following guidelines:

- i. Your safety and security, that of the persons that depend on you, and that of the visitors is our foremost consideration. Accordingly, please bear in mind the following practical safety and security recommendations and locate the emergency exits, alarms and fire-fighting equipment that are nearest to your table(s).
- ii. Do not forget that the Venue, like any other public place, there is the risk of theft.
- iii. Naked lights and lamps, or temporary gas. Explosives, petrol, dangerous gasses or highly inflammable substance are not allowed into the exhibition halls.
- iv. Remember that the periods with maximum security risk for your belongings are the days of exhibition goods' entry and removal and the clearance time at the end of event.
- v. Before leaving your table(s):
 - a. Make sure that you have unplugged / disconnected all the electrical appliances and devices.
- vi. During the Exhibition:
 - a. Do not lose sight of your valuable exhibition objects and property.

- b. Do not leave any personal items (bags, briefcases, clothing, mobile phones, etc.) on desks, counters, chairs, etc.
- vii. If you are the victim of an offence, let the Organiser know immediately so we can assist you accordingly. Subsequently, report the incident to the Venue security
- viii. Smoking is strictly prohibited in the Venue. All public areas, inclusive of foyers, Registration Counters, Meeting Rooms, Organisers Office, Restrooms, Hospitality Lounges and Exhibition Halls are designated as NON-SMOKING ZONES.
- ix. While we take available measures to protect your exhibition goods, please remember that you are fully accountable for the safety and security of your goods and all other belongings.

7.2 FIRE

In the event of a fire, do not panic, and follow the guidelines below:

- i. Locate the nearest fire extinguisher and try to put out the fire. Alert the Organiser immediately.
- ii. If the fire is 'out of control' and an evacuation is necessary, alert the Organiser and proceed in an orderly manner to the nearest emergency exit away from the fire.
- iii. Sellers are to follow the instructions and cooperate with the Organiser, Venue or security personnel at all times.
- iv. Upon arrival of the Official Fire Response Team, they will supersede all prior instructions.

8. CLEANLINESS

- i. The Organiser is committed to keeping the Exhibition areas clean by employing cleaners to remove any rubbish such as brochures and leaflets or unwanted materials left behind in the common areas.
- ii. Sellers are responsible for any rubbish within the confines of their own tables. The cleaners are not permitted to enter during the exhibition for security and safety reasons. As such, please place any unwanted materials or rubbish in the walkway for the cleaners to remove at the end of the day or early in the morning.
- iii. It is understood that it is the Sellers' obligation that tables should be always kept clean to project a good image of your company to Buyers and fellow Sellers.

9. NON – COMPLIANCE [THE DO's AND DON'Ts]

Official Identification

- a. All Sellers must wear and display the official MATTA Connect 2025 Seller Badges and lanyards at all times in the exhibition halls. These badges are non-transferable.
- b. Anyone not wearing and displaying the appropriate Identification Badge and lanyard will be denied entry to the Exhibition.
- c. No one is allowed to be on duty using either the own company's name tags or Guests Name Badges.

Promotional Activities

- a. Sellers are only allowed to distribute flyers, pamphlets, brochures, or any promotional items (in any form) within their own tables. Any distribution outside the allocated table area is strictly prohibited.

- b. The Seller tables must be always manned by personnel during the operational hours of the Exhibition.
- c. The ringing of bells or the blowing of whistles is strictly prohibited.
- d. Sellers are only permitted to distribute printed matter and use other means of advertising on their own areas.
- e. No animals are permitted in the venue or exhibition halls without prior approval of venue management. If found, the venue/ Organiser has the right to remove the animals.

10. TERMINATION

In the event of any breach of the Rules and Regulations, the Organiser reserves the right to suspend or terminated the Seller who has committed the breach during the period of MATTA Connect 2025.

11. RIGHTS OF OFFICIAL SPONSORS AND PARTNERS

- i. The Organiser shall be absolutely entitled to protect the rights, interests and privileges of the MATTA Connect 2025 official sponsors and partners.
- ii. No Seller is allowed to have any direct or indirect joint promotion with competitors of our official sponsors and partners without prior approval from the Organiser.

12. DISCLAIMER

Changes to these Rules and Regulations will only be applicable if confirmed in writing by the Event Organiser. If you require clarification of any these Regulations, or further information, please contact the Organiser.