As at
17 July 2023

# MATTA FAIR®

# RULES & REGULATIONS

1 - 3
SEPTEMBER
2023
MITEC,KL

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# 1 INTRODUCTION TO MATTA FAIR®

## 1.1 TRADEMARKS

**IMPORTANT:** Please note that **MATTA FAIR®** 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® 1-3 SEPTEMBER 2023** held at Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur from **10.00am to 9.00pm**.
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®** at the venue.
v. **'Booths'** refers to **both** standard shell scheme booths and space-only booths.
vi. **'Official Contractor'** refers to **Qube Integrated Malaysia Sdn Bhd** – the official contractor appointed for this **MATTA FAIR®** for all shell scheme booths.
vii. **'Venue'** or **'Landlord'** refers to the management/owners of **Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur.**
viii. **'Premises'** refers to the **MATTA FAIR®** exhibition areas and the general property of the Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur.

## 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 which are MATTA'S ACTIVE MEMBER only, as defined in the MATTA Constitution. |
| B | Non-MATTA members, State Tourism Organisations (STO), National Tourism Organisations (NTO), Hotels, Cruise, Airlines, Theme Parks and Attractions. |
| C | Any other company that do not fall into category A & B. |

Note:

- Timeshare companies, Online Travel Agency (OTA), Banks, non-Malaysian licensed travel agencies and foreign hotels are not allowed to participate.
- Foreign hotels must participate through local hotel chain.

# 2 APPLICATION TO PARTICIPATE

i. All applications to participate as Exhibitors in the **MATTA FAIR®** must be made via online using the official **MATTA FAIR® Registration Link**.

ii. All travel agencies/tour operators **must submit a copy of their valid license (KPL/KPK)** issued by the Ministry of Tourism, Arts and Culture, Malaysia, **during the registration through the period of the MATTA FAIR®. Those without the KPL/KPK license will not be entertained.**

iii. The submission of the **MATTA FAIR®** Registration via online shall be deemed as the applicant's interest to participate as an Exhibitor in the **MATTA FAIR®** and the applicant's acceptance and agreement to be bound by the Rules & Regulations of the **MATTA FAIR®**.

iv. MATTA reserves the right to accept or reject any application without disclosing the reasons thereof.

v. Registration of exhibitors on the registration day will be by the sequence of the registration number generated once online registration is completed by the company / organisation.

**vi. The MATTA FAIR online registration will start from Tuesday, 6 June 2023 at 10.00am until all booths are subscribed.**

vii. Although exhibitors have registered, exhibiting companies are reminded that booths are subject to availability and NOT guaranteed.

viii. Upon confirmation, our office will issue an invoice.

ix. Acceptance of registration during the registration period is subject to availability of booths. Once the maximum number of booths available is taken up, all subsequent requests will be placed in a waiting list.

x. Reservation of booth is not allowed and will not be entertained.

xi. Confirmation of booth is not at a point of online registration is completed.

**xii. The Organiser reserves the right to cancel, postpone or shorten the MATTA FAIR®** in the event of any unforeseen circumstances that are beyond the control of the Organiser.

**xiii. If the Fair is cancelled, all payments made shall be refunded.** No other claims or compensation will be entertained.

# 3 BOOTH CONFIGURATIONS & FEES

## 3.1 BOOTH CONFIGURATIONS

i. Exhibitors can opt to purchase standard shell scheme or space-only booths in 9 sq. metre (3m x 3m) blocks. Please note that special conditions apply to booths designated as Premium Areas *(See "Section 3.5 - Premium Areas" for more details).*

ii. Exhibitors who have registered and paid for standard shell scheme booths are **strictly not allowed** to change to space-only booths area during the fair (1-3 SEPTEMBER 2023).

iii. Exhibitors occupying shell scheme booths must use the system exactly as erected by the Main Contractor. Exhibitors, who are found to have dismantled any part of the structure provided, will be required to have the structure re-installed prior to the opening of the show.

**iv. Any change of booth type after 4 August 2023 is STRICTLY NO REFUND.**

### 3.1.1 STANDARD SHELL SCHEME BOOTHS

i. Each standard shell scheme booth (3m x 3m) with 2.5m height includes the following:
- 350 mm Fascia board with exhibitors' booth number, name and KPL/KPK number (for Travel Agencies)
- 2x units fluorescent lights
- 1x unit 13-amp electrical point
- 1x information desk
- 2x folding chairs
- 1x wastepaper basket
- Needle-punch carpet flooring (booth area only)

ii. No financial credit will be given for any shell scheme package item not utilized.

### 3.1.2 SPACE-ONLY BOOTHS

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

## 3.2 HALL DESIGNATION

Note that halls may be designated for certain types of products and services themes and may be restricted to certain categories of Exhibitors. Please choose your desired halls carefully when making your booking.

| LEVEL | THEME | ALLOWED PRODUCT TYPES |
|---|---|---|
| Level 1 | Domestic | Domestic tour and travel packages only |
| Level 2 | International | Tour and travel packages only |
| Level 3 | International | Tour and travel packages only |

i. **PLEASE BE ADVISED LEVEL 1 HAS ONE ENTRANCE AND ONE EXIT ONLY. VISITORS' MOVEMENT ARE ON FREE FLOW BASIS i.e. FREE TO ENTER ANY LEVEL OF THEIR CHOICE (See "Appendix A - Diagram 1", page 18 for more details).**

NEW! ii. **PLEASE BE ADVISED LEVEL 2 & LEVEL 3 ENTRANCE AND EXIT WILL BE AT ALL DOORS.**

iii. **EXHIBITORS MAY TAKE DIFFERENT LOCATION EITHER IN INTERNATIONAL OR DOMESTIC HALL.**

iv. **LEVEL 1 IS STRICTLY FOR THE SALE & PROMOTION OF DOMESTIC TOUR AND TRAVEL PACKAGES ONLY.**

v. **OUTBOUND PACKAGES ARE NOT ALLOWED TO BE SOLD, PROMOTED OR DISPLAYED IN ANY FORM OR MANNER KNOWINGLY OR UNKNOWINGLY IN LEVEL 1. IF FOUND, ORGANISER WILL TAKE ACTION TOWARDS THE EXHIBITOR INVOLVED.**

vi. **ALLOCATION OF BOOTHS FOR CATEGORY 'C', WILL BE BASED ON AVAILABILITY OF BOOTHS AFTER THE BOOTH SELECTION PROCESS FOR CATEGORIES A & B.**

## NEW! 3.3 DOMESTIC HALL

i. Each State will have a designated zone consisting of State Tourism Organization (STO) and MATTA Chapter together with the State local Travel Agents, Tour Operators, Hotels, Homestays, Resorts, Theme Parks, Attractions, Airlines, Cruise Operators and related tourism products.

ii. Travel Agents, Tour Operators, Hotels, Homestays, Resorts, Theme Parks, Attractions, Airlines and Cruise Operators are not allowed to participate under the State Tourism Organization (STO) booths.

iii. Only non-trade exhibitors such as arts, culture, handicrafts and local specialty cuisines are permitted inside the STO booths. Food & beverage products are subject to approval by the Organizer & Venue owner.

iv. Travel Agents, Tour Operators, Hotels, Homestays, Resorts, Theme Parks, Attractions, Airlines and Cruise Operators that intend to transact any sale activity, need to register in the fair directly with the Organizer.

v. Participating travel agents (active MATTA members) may engage with another partner such as hotels, theme parks or attractions in respective registered booth(s). All transactions must be made through the travel agents.

| CATEGORY | DEFINITION |
|---|---|
| Trade | Travel Agents, Tour Operators, Hotels, Homestays, Resorts, Theme Parks, Attractions, Airlines, Cruise Operators and Tourism Products Owners |
| Non-Trade | Arts, Culture, Handicrafts, Local Specialty Cuisines. |

**NOTE:**
- Exhibitors who fall under Trade category are not allowed to participate in STO booths.
- Only non-trade exhibitors are permitted inside STO booths.

## 3.4 STANDARD BOOTH FEES

i. Booth rates are according to the floor level and category you are registered as below table.

ii. ** See Section 3.6 – Refundable Security Deposit for details.*

### DOMESTIC HALL (LEVEL 1)

| CATEGORY | PRICE PER 3m x 3m BOOTH (RM) | | REFUNDABLE SECURITY DEPOSIT* (RM) | REGISTRATION FEE (RM) |
|---|---|---|---|---|
| | SPACE-ONLY | SHELL SCHEME | | |
| **A** (MATTA'S Active Members) | 1,000 | 1,000 | 600 per booth | 200 |
| **B** (Trade Category) | 2,500 | 2,500 | 600 per booth | 200 |
| **B** (STO & NTO) | 4,300 | 4,600 | 600 per booth | 200 |
| **C** | 5,300 | 5,600 | 600 per booth | 200 |

### INTERNATIONAL HALL (LEVEL 2)

| CATEGORY | PRICE PER 3m x 3m BOOTH (RM) | | REFUNDABLE SECURITY DEPOSIT* (RM) | REGISTRATION FEE (RM) |
|---|---|---|---|---|
| | SPACE-ONLY | SHELL SCHEME | | |
| A | 3,500 | 3,800 | 600 per booth | 200 |
| B | 4,500 | 4,800 | 600 per booth | 200 |
| C | 5,300 | 5,600 | 600 per booth | 200 |

### INTERNATIONAL HALL (LEVEL 3)

| CATEGORY | PRICE PER 3m x 3m BOOTH (RM) | | REFUNDABLE SECURITY DEPOSIT* (RM) | REGISTRATION FEE (RM) |
|---|---|---|---|---|
| | SPACE-ONLY | SHELL SCHEME | | |
| A | 2,500 | 2,800 | 600 per booth | 200 |
| B | 3,200 | 3,500 | 600 per booth | 200 |
| C | 5,300 | 5,600 | 600 per booth | 200 |

## 3.5 PREMIUM AREAS

i. The Organiser has designated specific Premium Areas in International Hall (Level 2) only.
ii. Premium Area booths are available for **Category 'A'** Exhibitors only.
iii. **Allocation of Premium Area booths will be assigned during the booth balloting session**.

| CATEGORY | PRICE PER 3m x 3m BOOTH (RM) | | REFUNDABLE SECURITY DEPOSIT* (RM) | REGISTRATION FEE (RM) |
|---|---|---|---|---|
| | SPACE-ONLY | SHELL SCHEME | | |
| A | 4,000 | 4,300 | 600 per booth | 200 |

** See Section 3.6 – Refundable Security Deposit for details.*

## 3.6 REFUNDABLE SECURITY DEPOSIT

i. Exhibitors from all categories are required to pay a refundable security deposit to the Organiser.
ii. Security deposit will be refunded when Feedback & Statistic Forms are submitted by **8 SEPTEMBER 2023**. Failure to submit within the deadline, security deposit **will not be refunded**.
iii. Security deposit will be refunded within 30 - 60 days after the fair.

## 3.7 REGISTRATION FEE

Registration fee of RM 200.00 is applicable for Category A, B and C. In the event of a cancellation or not eligible to participate for whatever reason, the registration fee is non refundable.

## 3.8 DOUBLE-DECKER BOOTHS

i. **A minimum 1 island of booths** is required and only 50% of total booth space can be used to construct double-decker booths.
ii. Any Exhibitor intending to construct double-decker booths, please inform the MATTA Fair Secretariat for approval.
iii. Please note that other technical restrictions and limitations may apply depending on booth design and Venue rules and regulations.
iv. Maximum height for Double Decker booth is 6.0 metres with endorsement by the Venue.

# 4 PAYMENT TERMS & CANCELLATION CHARGES

## 4.1 TERMS OF PAYMENT

i. Registration must be made together with full payment before the Assignment of Booths.
ii. Full payment consists of the following:
   a. Booth Rental
   b. Registration Fee of RM 200.00
   c. Refundable Security Deposit
iii. All registrations made with full payment are subject to final acceptance by the Organiser.
iv. Payments shall be refunded in the event registration is rejected.

## 4.2 PAYMENT METHODS

i. Direct transfer of payment to **MICEM Sdn Bhd** can be made to the following bank account:

| | |
|---|---|
| **Name of beneficiary** | **: MICEM SDN BHD** |
| **Company Registration No** | **: 732247-K** |
| **Bank account number** | **: 3209193736** |
| **Name of bank** | **: Public Bank Berhad** |
| **Address of bank branch** | **: Bandar Sunway Branch** |
| **SWIFT Code** | **: PBBEMYKL** |

ii. Kindly email **(mattafair@matta.org.my) a copy of the payment transaction slip** to the MATTA Secretariat **immediately.**

## 4.3 CANCELLATION CHARGES

i. 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.
ii. The Organiser shall also have the right to re-let these booths to another Exhibitor.
iii. Where the Organiser has chosen to re-let said booths 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 losses incurred by the **MATTA FAIR®** as a result thereof as damages.
iv. In the event of a cancellation, the registration fee is non refundable.

## 4.4 TERMS OF CANCELLATION/NOT ELIGIBLE TO PARTICIPATE

i. Exhibitors/travel agencies that have issues with their KPL/KPK license issued by the Ministry of Tourism, Arts and Culture Malaysia or any other issues, for the **MATTA FAIR®**.
ii. Other Exhibitors that have issues with their payment, and/or other issues that disqualify them from the Fair.

| Cancellation Received | Cancellation Charges |
|---|---|
| **Before 5.00 pm 4 AUGUST 2023** | **50% of total cost of booth/space** |
| **After 5.00 pm 4 AUGUST 2023** | **100% of total cost of booth/space** |

# 5 BOOTH ALLOCATION SYSTEM

## 5.1 BOOTH BALLOTING, SELECTION OF LOCATION & ASSIGNMENT OF BOOTHS

i. Booth Balloting & Selection will be held at MATTA HQ Office, Kuala Lumpur on a date and time to be advised.
ii. Balloting and Selection Process will be done separately by Level.
iii. Exhibitors will select their booths from the areas designated for them based on their pre-defined categories (*see "Section 1.3 – Exhibitor Categories" page 2 for more details*).
iv. Exhibitors will ballot for priority numbers to select booths.
**v. Exhibitors must make full payment before the booth balloting session. If an Exhibitor could not make full payment on the day of booth balloting, the next Exhibitor will be informed and have the priority.**
**vi. Exhibitors must be present during booth selection. If an Exhibitor is not present, the next Exhibitor will be called. However, if and when the Exhibitor arrives, they shall have the next priority.**
vii. Exhibitors will be informed which session they are required to attend.

viii. The Organiser reserves the right to allocate booths prior to opening for booth selection by Exhibitors.
ix. The Organiser shall designate the areas to be selected and reserves the right to relocate the booths after booth assignment to better manage the Fair.
x. 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 re-designate certain booths/halls for certain Exhibitors or not to make such booths available.
xi. Final booth assignment remains the prerogative of the Organiser.
xii. In the interests of the exhibition as a whole, it may be necessary to remove or alter anything in - or forming part of - any stand. The exhibition floor plan is subject to change at the discretion of the Organiser.

## 5.2 BOOTH HEIGHT RESTRICTIONS & LIMITATIONS FOR ALL LEVELS

- Ground structure - from ground to top structure **max 5mH**
- Hanging structure - from ground to top strcuture **max 6mH**

## 5.3 BOOTH AVAILABILITY BY HALL

The total number of available booths is **1516** booths.

| LEVEL | NUMBER OF AVAILABLE BOOTHS |
|---|---|
| 1 | 540 |
| 2 | 604 |
| 3 | 372 |

# 6 EXHIBITION RULES & REGULATIONS

## 6.1 EXHIBITOR BADGES

i. Exhibitors shall be provided with **five (5)** Exhibitor Badges per booth, FREE of charge. Additional Badges can be purchased from the Organiser at RM10.00 per badge prior to the Fair.
ii. **Additional Exhibitor Badges** can be purchased up to a **maximum of three (3) badges per booth** for Exhibitors in category A and B only. All other Exhibitor categories are not eligible to purchase additional badges.
iii. Additional badges **purchased and paid on-site at the Venue** will be charged at **RM40.00** per badge, notwithstanding any tax invoice issued on an earlier date.
iv. An activation charge of RM 40.00 per Exhibitor Badge shall apply to any Exhibitor Badges confiscated by the Organiser for infringement of the Rules and Regulations of the Fair.
v. Exhibitors are **required to wear** their official **MATTA FAIR®** Exhibitor Badges and lanyard **at all times** within the Fair area.
vi. Exhibitor Badges are non-transferable.
vii. A completed Exhibitors Badge form must be submitted to the MATTA Secretariat latest by 5:00 pm on **Friday, 4 August 2023**. If an Exhibitor Badge entitlement is not fully utilized all remaining badge entitlement will be forteited.

## 6.2 BOOTH DESIGNS

i. All booths MUST BE carpeted.
ii. **All ticketing agent exhibitors must designate queuing area for customers without disturbing and blocking the passageway, and neighbouring booths. For example, to build queuing system using queue rope. (See Appendix A - Diagram 6, page 23 for more details).**
iii. Helium balloons are **NOT ALLOWED** in any hall in MITEC. Any request will not be entertained.
iv. All tables or counters must be set inwards 0.5 metres from the booth border line.
NEW! v. If an Exhibitor intends to construct a stage, the stage stucture must be built in the middle of booths area and must be **facing inwards**.
vi. If an Exhibitor intends to construct a wall along the perimeter of their booths facing walkway, the wall must only be **1/3 the length of either the width or length of the booth perimeter** and in accordance to individual hall booth height restriction and must be set inwards 1.0 metres from the booth border line.
vii. The standard height of perimeter walls must not exceed hall's booth restriction from the floor level (See "Appendix A - Diagram 4", page 21 for more details).
viii. Walls 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.
ix. For "Space-Only" booths, a drawing in duplicate showing the plan view (with measurements in metres and centimetres) and an artist's impression must be submitted to the Organiser prior to commencement of work.

x. For "Space-Only" booths the Organiser reserves the right to require the Exhibitor to change, modify, lower or shorten any back and/or side walls proposed in the drawings if, in the opinion of the Organiser, such walls will obstruct the reasonable exposure of any adjacent exhibition booths.

xi. All booths must be constructed with back and side walls, except for island booths which do not require any walls.

xii. In the case of a one-corner booth, a back wall and one side wall must be constructed, while a two-cornered or perimeter booth requires only a back wall.

xiii. Where a structure such as a wall or a sign exceeds the height of the neighbouring booth, the Exhibitor with the higher wall must decorate the visible portion to a standard acceptable to the Organiser.

xiv. Booth drawings and lighting plans must be submitted to the Organiser **no later than 5:00 pm on Friday, 4 August 2023,** failing which the Organiser is entitled to terminate the contract strictly without liability and retain all payments made by the Exhibitor. Original drawings (hard or soft copy) and not facsimile transmitted copies are required.

xv. No booths may be constructed until these plans/drawings have been duly approved by Organiser. Stand structures or designs which are not approved, must be altered or removed. Exhibitors or their appointed contractors will be responsible for all costs incurred with regards to the necessary alterations.

xvi. Non-submission of these drawings within the stipulated period is considered a breach of the Rules & Regulations of the **MATTA FAIR®**.

## 6.3 BOOTH FITTINGS

### 6.3.1 CONTRACTORS

i. The Organiser has appointed an Official Contractor for all the construction of all shell scheme booths. However, an Exhibitor may employ a contractor of his choice to construct booth interiors and any free-standing displays or fitments which may be required provided that the said contractor concerned is registered with and approved by the Venue and has conformed to all the rules and regulations of the **MATTA FAIR®**.

NEW! **ii. All contractors are required to wear safety vest and shoes at all times during setup.**

iii. For safety reasons, only the Official Contractor can carry out any and all electrical wiring and connections.

iv. Exhibitors **must** refer to the Official Contractor to obtain approval if changes need to be made to the standard wiring laid out by the Official Contractor. The Organiser reserves the right to stop all activities of an Exhibitor should it deem that electrical rules and regulations have been breached.

v. All contractors are expected to clean the booths and remove all construction debris before hall closing on build-up day.

vi. Before a contractor is permitted to start work, either the contractor or the Exhibitor is required to place a refundable Performance Bond of **RM3,000.00 for booth space less than 36 sq. metres** and **RM5,000.00 for booth space more than 36 sq. metres** with the Organiser and sign an undertaking to guarantee conduct, proper schedule of production and observance of the **MATTA FAIR®** and Venue rules and regulations. Only when this Performance Bond is placed and the undertaking signed, would the contractor be allowed to bring in materials into the halls to commence work.

vii. The Performance Bond to ensure that the rules and regulations are abided by, to cover any damages arising directly or indirectly from any infringements, and to settle all payments for supply and services rendered during the exbition or for the purposes of the exhibition.

viii. Please note that the Organiser will not release the contractor badges should we not receive the payment for Performance bond.

ix. Provided no damage is caused during build-up, fair days and teardown, the Performance Bond shall be returned to the contractor / Exhibitor, in full within 60 days of the completion of the **MATTA FAIR®**.

x. Any other contractor is required to pay a non-refundable administration fee of **RM 20.00 sq. metres** to the Official Contractor prior to commencing work, processing of communications, management function including securing approval from the relevant authorities.

**xi. Contractor will not be permitted to start the work if there any outstanding payment with the Official Contractor.**

NEW! xii. Contractor badges can be purchased at RM10.00 per badge. **Contractor Badges can be replaced at a cost of RM20.00 per badge. Contractor Badges are valid only for build-up and teardown days and not during the 3 days of the MATTA FAIR®.**

xiii. Contractor badges **purchased and paid on-site at the Venue** will be charged at **RM40.00** per badge, notwithstanding any tax invoice issued on an earlier date.

**xiv. Remarks : The Organiser reserved the right to charge the exhibitor for late check out/finish work after 10.00pm, on Wednesday, 30 August 2023 and Thursday, 31 August 2023. Charges will be advised later.**

### 6.3.2 BOOTH FITTINGS & DISPLAYS

i. For shell scheme booths, no additional booth-fittings or displays may be attached to the shell scheme structure except for those approved by the Organiser. Any protruding or cantilever signage must conform to the specifications approved by the Organiser *(See "Appendix A - Diagram 2", page 19 for more details).*

**ii. Neither fittings, displays or self-adhesive stickers/signs may be attached to or suspended from the pillars/ 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, the Venue/Organiser has the right to remove the items and charge the Exhibitor/ contractor concerned for any damage caused.**

iii. Exhibitors wishing to construct a false ceiling at their booths 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 a fire.

iv. False ceiling above 18 sq. metres is required to provide with fire protection equipment (Smoke detector, fire extinguisher or sprinkler system)

v. 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.

**vi. No nailing or drilling will be allowed. If you require assistance in hanging or displaying your exhibits, please consult the Official Contractor. No painting or wall papering on the shell scheme booth panels is allowed. Exhibitors who wish to have the panels painted must inform the Official Contractor who will provide quotations on request.**

vii. The details for lightings inside booth are as follows:
   a. Exhibitors can bring their own lightings or order from the Official Contractor.
   b. All lighting order to submit with lighting plan indicating position of lighting or power socket location.
   c. Lighting installation on site will be given priority for those submitted together with full payment.
   d. Any changes on site will be imposed & relocation fee of RM50.00 per unit.

viii. Each 13 Amp single-phase power outlet is allowed to accommodate up to a maximum sharing of two (2) PC terminals only.

ix. Application of any electrical isolator such as 30 Amp three-phase power outlets will be subject to the approval of the Organiser. **Application must come with the drawing plan. Any changes on site will be imposed & relocation fee of RM500.00.**

**x. All Malaysian-registered travel agency Exhibitors <u>must</u> prepare and display an A3-sized copy of their valid travel license (KPL/KPK) issued by the Ministry of Tourism, Arts and Culture (MOTAC) at a prominent location easily visible to visitors and the Organiser. Non-display of a valid travel licence will be deemed as a serious breach of the rules and regulations of the MATTA FAIR®.**

xi. The official registered name of the Exhibitor must be more prominently displayed at all times, together with the travel license (KPL/KPK) number.

NEW! **xii. Carpet cannot be installed between island booths at walkway near entrance/exit area. Additional charges will be incurred for walkway usage (Not applicable for Premium area).**

NEW! **xiii. Exhibitor wishing to install carpet in between their island booth are required to request approval from MATTA (Not applicable for Premium Area).**

## 6.4 FASCIA BOARD

i. Only the official registered name of Exhibitors will appear on 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.

ii. The official registered name of the Exhibitor **<u>must</u>** be more prominently displayed at all times, together with the travel license (KPL/KPK) number.

iii. The names of products/brands may appear inside the Exhibitor's booths but not the names of other travel agents or companies. This rule is only applicable to travel agencies. Such names must not change the identity of the registered Exhibitors.

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

v. For all space-only booths, Exhibitors 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® must be at a minimum size of 21 cm (8 inches) and prominently displayed at all times at all sides of booths/open space during the fair.**
   c. The name shall not exceed the length and height permitted and shall not encroach into the space of another Exhibitor.
   d. Should the Organiser found any exhibitor cover the Fascia Board, Yellow Notice will be issued accordingly.

NEW! **vi. Fascia Board changes onsite shall be charged RM100.00 per unit.**

## 6.5 LOADING AND UNLOADING PROCEDURES

i. Exhibitors' exhibit materials must enter and exit through the approved loading bay.
ii. Exhibitors will be allowed to hand carry items in or out of the exhibition halls during move in and move out days.
NEW! iii. Vehicle Permit to access the loading bay will be issued as follows:
(a) **For exhibitors:** Will be provided by the Organiser near to Fair date.
(b) **For contactors:** Can be collected from Main Contractor service counter during Build-Up day.
NEW! iv. Vehicle permit is required to be displayed before entering the loading bay. This applies to all exhibitors and contractors.
v. During a large scale exhibition move-in/out, exhibitors will be required to go to the vehicle holding area (VHA) to queue for unloading in the dock area. Exhibitors will not be allowed to unload at the loading dock area without going to the VHA first.
vi. Access to exhibition halls will be via a loading dock and will be under the supervision of the Centre's Traffic Marshal.
vii. Hand carry loading procedures are limited to cars, mini-vans, station wagons or pick-up trucks (cannot exceed 20 feet (6.1 metres) in length and 12.5 feet (3.8 metres) in height. No full-sized trucks or trailers will be allowed to unload via the hand carry loading procedures.
viii. Should exhibitors need assistance with load in/out, they will be referred to the appointed Official Freight Forwarder at which time fees may apply.
ix. Vehicles are allowed to load/unload only and shall not park at the loading bay area. Once vehicles are unloaded, they must be moved to alternate parking locations.
x. Upon the close of the exhibition, there will be a 1-hour allowance for removal of hand carry exhibits. Exhibitors can load the hand carry exhibits to their vehicles in the loading bay area during teardown.
xi. Exhibitors will be brought to the loading bay from the VHA on a first come-first served basis in combination with the trucks and van lines coming to pick up exhibitor freight.
NEW! xii. Movement of exhibit/stock in the hall during exhibition hours is strictly prohibited.
**xiii. Trolley is not permitted at the foyer.**

## 6.6 PERFORMANCE, AUDIO-VISUAL EQUIPMENT & POTTED PLANTS

i. Exhibitors are permitted to bring their own audio-visual equipment such as televisions and CD players into the exhibition area. These must be placed inside the confines of the Exhibitor's booth and must not be on walkways or any other common area.
ii. Exhibitors may use their PA/sound system but must ensure the volume is kept at an acceptable level and is not disruptive to their immediate neighbours. However, microphones usage for announcements are not allowed. The Organiser reserves the right to stop the use of audio-visual equipment if it is deemed to be disruptive to the other Exhibitors.
**iii. Should Exhibitors intend to do any activity involving performance, e.g. dance, quiz with visitors and the use of any musical gadget or instrument, they must get the prior written approval from the Organiser and Organiser may provide fixed schedule of performance which all have to follow accordingly. This is to avoid any disturbance from the activities for the neighbouring exhibitors that may affect their business transaction with customers. Any performance without prior approval from the Organiser will be stopped by the Organiser.**
iv. Exhibitors intend to play any music and performances in your booths and must apply PPM and MACP license.
v. Exhibitors can rent potted plants from the Venue. The relevants form can be found on the official MATTA FAIR website.

## 6.7 SALE OF TOUR SERVICES AND PRODUCTS

i. Only companies with the valid relevant Malaysian licenses are allowed to sell tour services and products.
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®**.
iii. All special offers for tour packages are only valid for sale for the duration of the **MATTA FAIR®** at the official Venue.
iv. All Exhibitors must exercise professional and ethical best practices in honouring and delivering on the items in their products and services sold to customers during the **MATTA FAIR®**. Any complaints received from consumers and found to be substantiated against any Exhibitors will entitle MATTA to take such action as considered appropriate, including limiting the Exhibitor's participation in future Fairs.
**v. Airlines companies are not allowed to sell their tour services and products directly to the consumers at the fair.**

## 6.8 SALE OF SOUVENIRS AND PRODUCTS

i. Approval to sell souvenir items bearing the MATTA/MICEM Sdn Bhd or the **MATTA FAIR®** logo **must** be obtained from the Organiser.
**ii. Foreign companies not incorporated in Malaysia are not allowed to sell souvenirs or any other product/service at the Fair.**

## 6.9 MANNING OF BOOTHS AND CONDUCT OF BOOTH PERSONNEL

i. Exhibition booths must be fully staffed and operational throughout the operating hours of the Fair.
ii. Booths and exhibits must not be dismantled or packed until the Fair is closed at **9.00 pm** on **Sunday, 3 September 2023**.
iii. All activities of the Exhibitors and their employees/approved agents/temporary staff must be confined to their allocated booths. 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** may take place elsewhere on the exhibition premises and neither can recruiting of staff be carried out during the exhibition.
iv. All exhibitor and their employees/approved agents/temporary staffs **must wear** their Exhibitor Badges at all times. Failing to do so will result in penalty charges towards exhibitor.
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. Only **one (1) foreign staff to three (3) local staffs** is allowed per booth (applicable to local travel agents only.) Participation of any foreign Exhibitor must adhere to the current Malaysian Immigration Laws.
**vii. Exhibitors are not allowed to place a third party company/promoter in their booth.**

## 6.10 FOREIGN TOURISM ORGANIZATIONS

i. In compliance with the Ministry of Tourism, Arts and Culture (MOTAC) guidelines, all foreign tourism organisations are required to use registered MATTA members and 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 by **4 August 2023.** 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 THROUGH ANY TOURISM ORGANISATION, ARE NOT ALLOWED TO TRANSACT ANY SALE WITH THE CUSTOMERS AT THE FAIR. SALES, IF ANY, MUST BE TRANSACTED THROUGH REGISTERED MATTA MEMBERS AND LICENSED MALAYSIAN EXHIBITOR AT THE FAIR. THE FULL PARTICULARS (INCLUDING COMPANY NAME, 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 OF THE MINISTRY OF TOURISM, ARTS AND CULTURE (MOTAC).**

## 6.11 SECURITY

i. The Organiser reserves the right to evict any Exhibitor found not wearing the official **MATTA FAIR®** Exhibitor Badges together with the official lanyard provided.
ii. All personnel working in the exhibition halls **must** wear the official MATTA FAIR® Badge and lanyard **at all times.**
iii. Opening Ceremony Badges and Contractor Badges are **not** to be used when working inside the exhibition halls or for the distribution of flyers or any other materials at any time during the **MATTA FAIR®**. Anyone found misusing these Badges will be asked to leave the exhibition halls immediately and all materials shall be confiscated.
iv. Contractors working on build-up and teardown days **must** wear the official **MATTA FAIR®** Contractor Badges and lanyard at all times. Security guards on duty have the right to refuse entry to any contractor not wearing the official **MATTA FAIR®** Contractor Badge.
v. It is strongly recommended that at least one person to be at the exhibition booth at 9.00 am on teardown day **(Monday, 4 September 2023)**.
vi. Exhibitors 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.
vii. Exhibitors are advised to remove all promotional items/inventory/easily removable items upon the closing of each fair day to avoid having them stolen/lost.
viii. Exhibitors will not be allowed in the exhibition halls after the exhibition hours.
ix. Exhibitors wishing to hire security personnel to attend to their booths exclusively are to contact the Organiser and Venue to make the necessary arrangements.

## 6.12 INSURANCE

i. Every reasonable precaution will be undertaken by the Organiser to ensure the 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 the loss or damage to property (including those belonging to other Exhibitors and persons) caused by themselves, their employees, contractors or agents. Each Exhibitor 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 Exhibitor's participation in the exhibition. This provision is specifically agreed to be fair and reasonable by the Exhibitor participating in the exhibition.

## 6.13 FOOD & 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. Exhibitor wishing to do food sampling activity must inform the Organiser in writing, but there is no guarantee of approval by the Venue.

iii. The Venue strictly prohibits sale of any kind of outside food and beverages.

## 6.14 HANDING OVER OF HALL

i. The halls must be handed back promptly to the Venue at 2.00 pm on **Monday, 4 September 2023**. Any exhibit and/or materials which still remain in the halls during teardown from 1.00 pm onwards on the same day will be disposed of immediately by the Official Contractor and the cost of disposal will be charged to the Exhibitor concerned.

ii. The Organiser shall not be held responsible for any loss or damage.

## 6.15 DILAPIDATION

i. The Organiser, together with the Landlord, will inspect the halls before build-up and after teardown of the fair.

ii. Exhibitors are responsible for the cost of making good or replacing any damage 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 person 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 Contractor and charged to the Exhibitor concerned.

## 6.16 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. Such organisations may also be blacklisted from future Fairs.

## 6.17 INFRINGEMENT & ENFORCEMENT

i. The appointed enforcement officers shall be responsible for enforcing the Rules and Regulations of the Fair and therefore are empowered to demand immediate compliance from the Exhibitors and its agents.

ii. The Organiser shall deal with all infringements and breaches of the Rules and Regulations.

iii. The Organiser is empowered to order any Exhibitor and their agents to remove any materials which may obstruct or interfere or contravene any part of the Rules and Regulations of the Fair.

iv. All written feedback or reports of unethical practices shall be made using the official feedback forms provided and forwarded to the Organiser for preliminary investigations.

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 the investigation, the facts alleged against an Exhibitor appears to constitute a prima-facie infringement of the Rules and Regulations of the Fair, the Organiser shall be empowered to implement the following penalties:
   a. To take appropriate action against any Exhibitor and, if deemed necessary, evict them from the Fair if found to have violated the Rules and Regulations of the Fair. The Organiser may cancel participation by the Exhibitor immediately and all monies paid by the Exhibitor shall be forfeited.
   **and/or**
   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 Organiser shall not entertain any claims for costs or refund of monies as a result of such action.

vii. All appeals for infringement must be submitted for the Organiser's consideration within two (2) weeks after the conclusion of the Fair.

# 7 OTHER IMPORTANT INFORMATION

## 7.1 IMPORTANT DATES & TIMES

Please refer to Appendix E, page 29 for Pre-Fair, Fair Day and Post-Fair Schedules.

## 7.2 STORAGE & REMOVAL OF WASTE MATERIALS

NEW! **i. Storage room is available. Please contact the Organiser for storage room arrangements.**

ii. All Exhibitors' materials and properties kept within the hall shall be at the Exhibitor's 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 their contractors remove all unwanted materials from the exhibition halls.

v. Contractors are expected to clean their 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 contractors

NEW! vi. Exhibitors are responsible to manage their own waste materials, if failed to comply a minimum penalty will be imposed from the security deposit or performance bond. The skips provided by venue are for the Organiser use only.

## 7.3 RIGHTS TO CANCEL, POSTPONE OR SHORTEN THE FAIR

**i. The Organiser reserves the right to cancel the MATTA FAIR®** if, in the opinion of the Organiser, for whatever reasons that requires the cancellation.

**ii. The Organiser also reserves the right to cancel, postpone or shorten the MATTA FAIR®** in the event of any unforeseen circumstances.

**iii. If the Fair is cancelled, all payments 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.

## 7.4 FINAL DECISION

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

## 7.5 ADVERTISING, PUBLICITY & PROMOTION

### 7.5.1 PROMOTIONAL ACTIVITIES

i. Exhibitors can organize promotional activities within their booth(s), provided approval has been obtained from the relevant local government authorities and duly notified to Organiser at least **two (2) weeks** before the Fair.

ii. The Organiser reserves the right to stop any promotional activity as and when deemed fit.

## 7.6 MATTA FAIR® BRANDING

The use of the official **MATTA FAIR®** logo and the phrase **MATTA FAIR® MARCH 2023** or any derivative thereof can be used in **all media** one (1) month before the Fair and one (1) week after the Fair by confirmed and registered **MATTA FAIR®** Exhibitors only. MATTA is entitled to revoke this permission to use at any time.

# 8 SAFETY & SECURITY MEASURES

## 8.1 PRACTICAL SAFETY & SECURITY RECOMMENDATIONS

As safety and security is everyone's responsibility, Exhibitors 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 booth(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 inflammbale substance are not allowed into the exhibition halls.

iv. Before concluding the decoration of your booth(s), check that the locks on your storerooms, cabinets and showcases are tightly secured.

v. 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 each Fair day.

vi. Before leaving your booth(s):
   a. Make sure that you have unplugged / disconnected all the booth's electrical appliances and devices.
   b. Turn off all booth lights.
   c. Place objects that you consider to be of greatest value or the easiest to be stolen due to their size or interest (like portable computers, small LCD displays, jewellery, photographic or video cameras, etc.), under suitable lock and key throughout the whole two (2) days.

vii. During the Exhibition:
   a. Assign each of your fellow Exhibitors a specific observation point at your booths (especially those with many booths).
   b. Do not lose sight of your valuable exhibition objects and property.
   c. Avoid being surrounded by groups of two or three persons that might attempt to distract you whilst others 'remove' your belongings.
   d. Do not leave any personal items (bags, briefcases, clothing, mobile phones, etc.) on desks, counters, chairs, etc. It is advisable to leave these objects inside your booth storerooms or office section.
   e. Keep your storeroom doors shut at all times.
   f. Beware of couples that separate upon entering your booth, with one person addressing you while the other moves around.
   g. Take special precaution at meal times and do not leave your booth(s) unattended.
   h. Attempt to memorise and retain the personal characteristics (age, height, hair colour, colour and type of clothing, accent, etc.) of any person that raises your suspicion.

viii. If you are the victim of an offence, let the Organiser knows immediately so we can assist you accordingly. **Subsequently, report the incident to the Venue security and the National Police (IPD Sentul at (+603) 4048 2222).**

ix. Smoking is strictly prohibited in the MITEC. All public area, inclusive of foyers, Registration Counters, Meeting Rooms, Organisers Office, Restrooms, Hospitality Lounges and Exhibition Halls are designated on NON-SMOKING ZONES.

x. **While we take available measures to protect your exhibition goods, please remember that you are fully accountable for the safety and security of your booth(s), goods and all other belongings.**

## 8.2 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. In case of a fire, you can contact **Balai Bomba & Penyelamat Sentul, Jalan Tun Ismail** at +603 4044 1994

iv. Exhibitors are to follow the instructions and cooperate with the Organiser, Venue or security personnel at all times.

v. Upon arrival of the Official Fire Response Team, they will supersede all prior instructions.

iv. The Organiser reserves the right to charge Exhibitor a cleaning fee for those who failed to remove graphic/poster/foamboard and anything else from their shell scheme or decorations in Open Space area.

# 9 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 by the visitors in the **common areas.**

ii. Exhibitors are responsible for any rubbish within the confines of their booths. The cleaners are **not** permitted to enter any Exhibitor's booth area 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 Exhibitors' obligation that booths should be kept clean at all times to project a good image of your company to visitors and fellow Exhibitors.

# 10 NON – COMPLIANCE [THE DO's AND DON'Ts]

Non-compliance to any of the stipulated rules & regulations of the fair may result in the:

**A) Forfeiture of Security Deposit and/or**
**B) Suspension of Exhibitor from Participating in Future Fairs**

**Official Identification**

a) All exhibitors must wear and display the official **MATTA FAIR® SEPTEMBER 2023** Exhibitor 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 Fair.
c) No one is allowed to be on duty using either the own company's name tags or the Opening Ceremony/Guests Name Badges/Contractor Badges.

**Promotional Activities**

a) Exhibitors are only allowed to distribute flyers, pamphlets, brochures or any promotional items (in any form) within their own booths.
b) Exhibition booths must be manned at all times during the operational hours of the Fair.
c) Exhibitors are not allowed to dismantle their booths while the Fair is in progress.
d) Exhibitors may use their PA/sound system but must ensure the volume is kept at an acceptable level and is not disruptive to the immediate neighbours. The ringing of bells or the blowing of whistles is strictly prohibited.
e) Any activity involving performance, e.g. dance and the use of any musical gadget or instrument without permission is strictly prohibited.
f) If the Event Organiser deem the level of noise from an exhibition stand to be an inconvenience to other Exhibitors, then the Event Organiser reserve the right to turn the sound off.
g) **No animal are permitted** in the venue or exhibition halls without prior approval of MITEC management. If found any, venue/organiser has the right to bring out the animals.

**Booth Layout / Design**

a) All Exhibitors must display clearly their registered company name and booth number(s).
b) **It is mandatory for Travel Agency Exhibitors to display an A3-sized copy of their valid travel license (KPL/KPK)** issued by the **Ministry of Tourism, Arts and Culture (MOTAC)** at a prominent location easily visible to visitors and the Organiser.
c) Exhibitors are not allowed to place exhibits/tables/chairs/banners/buntings or any materials outside the allocated booth area. All materials must be within the confines of a booth area.
d) Exhibitors are only allowed to carpet the common walkway in between their island booths.
e) Fittings and displays of any sort are not permitted to be fixed by any means to the walls, pillars, floors, ceilings of the exhibition halls and shell scheme fittings.
f) Cantilever dimensions must NOT exceed 61cm in length and 20cm in breadth. The cantilever has to be placed at a minimum height of 3.0m 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 an associated brand name. (See "Appendix A - Diagram 2", page 18 for more details).
g) Exhibitors must submit their Booth Designs and have them approved within the stipulated deadline. Unapproved booth designs are considered a **serious infringement** and may result in the non-participation of the Exhibitor penalties being levied.

## 11 RESPONSIBILITIES OF EXHIBITORS

While **MATTA FAIR®** is the platform for registered Exhibitors to promote and sell their products and/or services, the Organiser shall be absolutely entitled to take such steps necessary to ensure that the name of MATTA is not compromised by shoddy products, non-delivery of services and unethical practices by the Exhibitors.

The following rules and regulations are highlighted due to the numerous complaints received by MATTA and the Ministry of Tourism, Arts and Culture (MOTAC) after each **MATTA FAIR®**:

i. Exhibitors who are MATTA Members are reminded to ensure that the Terms and Conditions of their tour packages are in accordance with the Tourism Industry Act 1992.

ii. Exhibitors who are MATTA Members are governed by the 'Code of Ethics' under the MATTA Constitution which encourages best practices and fair play.

iii. All Exhibitors are **not allowed to 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.

iv. All Exhibitors are to ensure that their staff and freelance staff are properly briefed on their products and not to give promises/services that cannot be kept or delivered.

v. Exhibitors without a valid Outbound Licence shall not sell Outbound tour packages.

vi. All Exhibitors must provide consumers a printed document which clearly states their cancellation policy, schedule of refund and any other terms and conditions with regards to purchase of their products. This document has to be explained clearly for every client who purchases their products and the client has to agree with such terms. The consumer reserves the right to cancel any altered or revised tour packages. Full refund must be returned to the consumer by the Exhibitor in the event such a situation arises.

vii. Exhibitors must issue Tour Forms which state, amongst the particulars of the consumer, very clearly the minimum dates for the tour to be confirmed.

viii. An official receipt must be issued.

ix. A tour package may be cancelled due to unavoidable circumstances that are beyond the control of the Travel Agent such as force majeure, strikes, safety hazards, political unrest and government control. In such cases, an administrative charge may be imposed.

x. All Exhibitors must be professional in their dealings with the consumer.

xi. It is mandatory that all Exhibitors (Travel Agents and Tour Operators) offer a Basic Tour Insurance Protection Plan to their customers. In the event that the consumer does not require the basic Insurance coverage, Exhibitors/members must obtain a signed waiver from the consumer and refund the Insurance premium to the consumer.

xii. All Exhibitors are responsible to advise the consumers about their Travel Documents (e.g. passports) and Visa requirements and health regulations at the time of booking.

xiii. Should there be any cases/issues of complaints from consumer towards Exhibitors after **MATTA FAIR®** in regards of sales /service arrangements, Exhibitor should settle the issues with the consumer directly.

## 12 DISCIPLINARY ACTIONS

i. MATTA will call the Exhibitor for clarification and for the Exhibitor to explain his side of the story in response to any complaints made against him.

ii. All Exhibitors are encouraged to reach an amicable and satisfactory solution with consumers on complaints received.

iii. All Exhibitors are encouraged to avoid any legal actions by consumers.

iv. MATTA, after due process and, at its discretion, can and will impose Disciplinary Actions against any Exhibitors for non-compliance and/or for going against the above Addendum to the Rules and Regulations. Disciplinary actions can include but is not limited to the following:

   a. A warning
   b. A forferture of Security Deposit
   c. Bar from future participation in **MATTA FAIR®** and related activities
   d. Suspension of membership (for Exhibitors who are MATTA Members)
   e. De-listing of membership (for Exhibitors who are MATTA Members)

## 13 TERMINATION

In the event of any breach of the Rules and Regulations, the Organiser reserves the right to suspend or terminated the Exhibitor who has committed the breach during the period of **MATTA FAIR®**.

## 14 RIGHTS OF OFFICIAL SPONSORS & PARTNERS

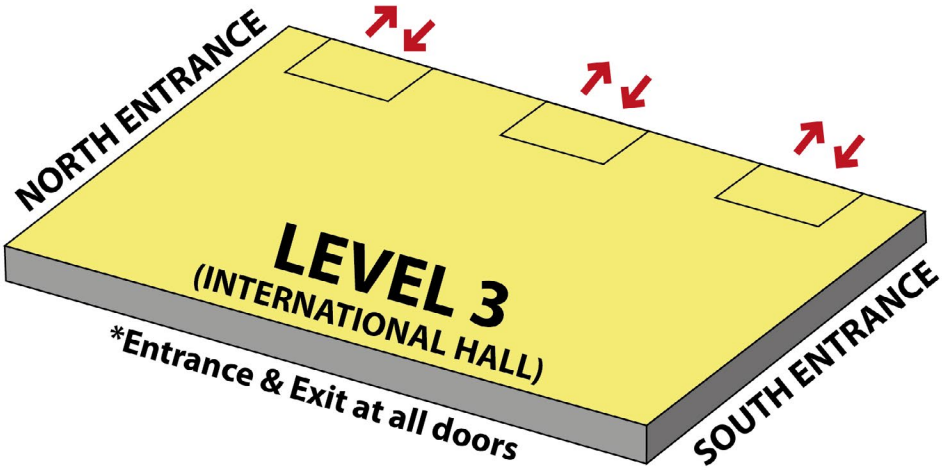
i. The Organiser shall be absolutely entitled to protect the rights, interests and privileges of the **MATTA FAIR®** official sponsors and partners.

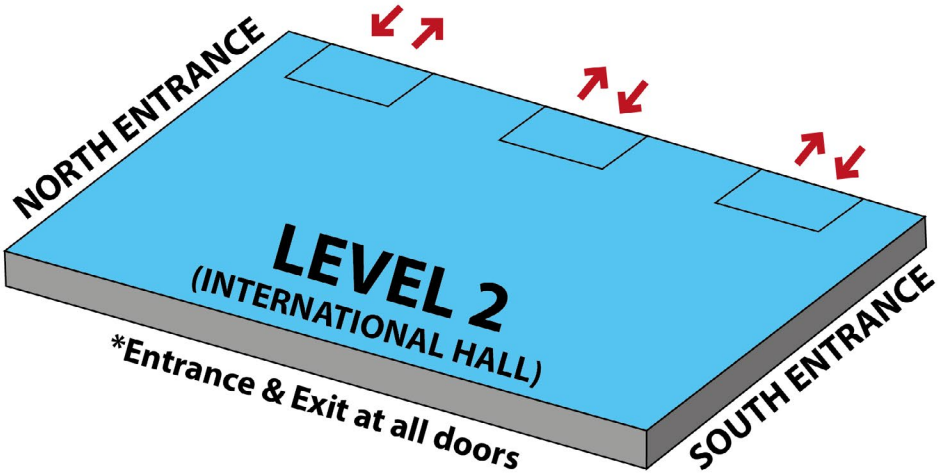
ii. No Exhibitor is allowed to have any direct or indirect joint promotion with competitors of our official sponsors and partners without prior approval from the Organiser.

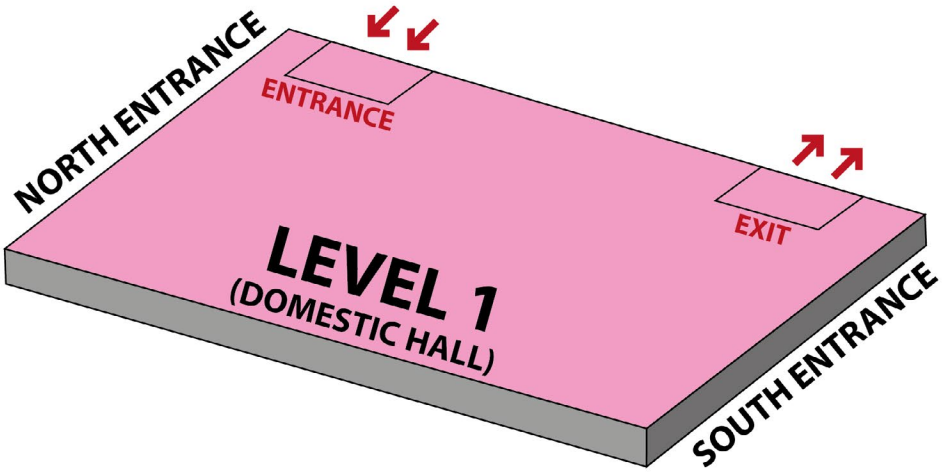
## 15 DISCLAIMER

Changes to these Rules & Regulations will only be applicable if confirmed in writing by the Event Organiser. Exhibitors should advise their Contractors to obtain copies of these Rules & Regulations from the Organiser before providing quotations. If you require clarification of any these Regulations, or further information, please contact MATTA Fair Secretariat.

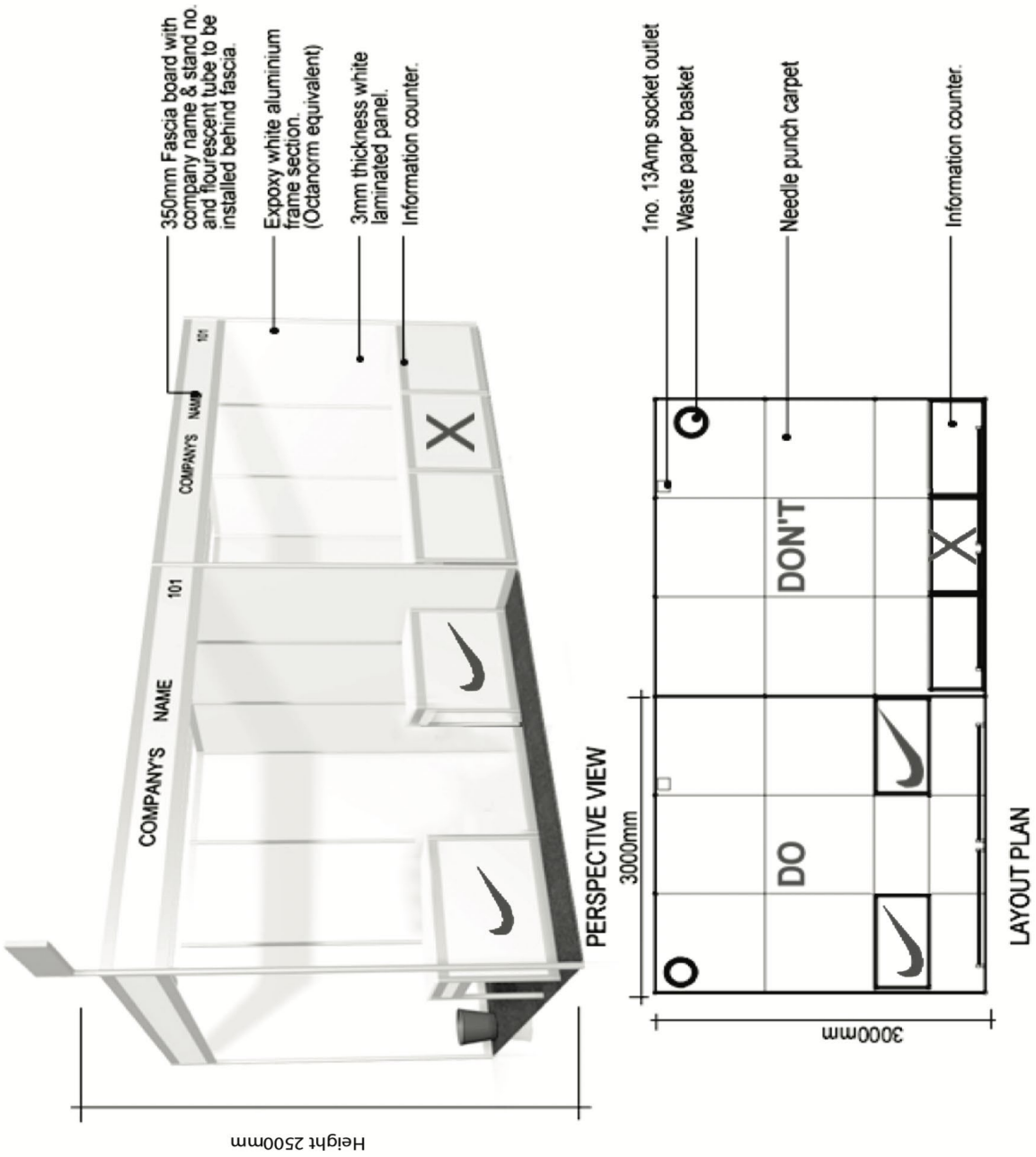
## APPENDIX A - Diagram 1



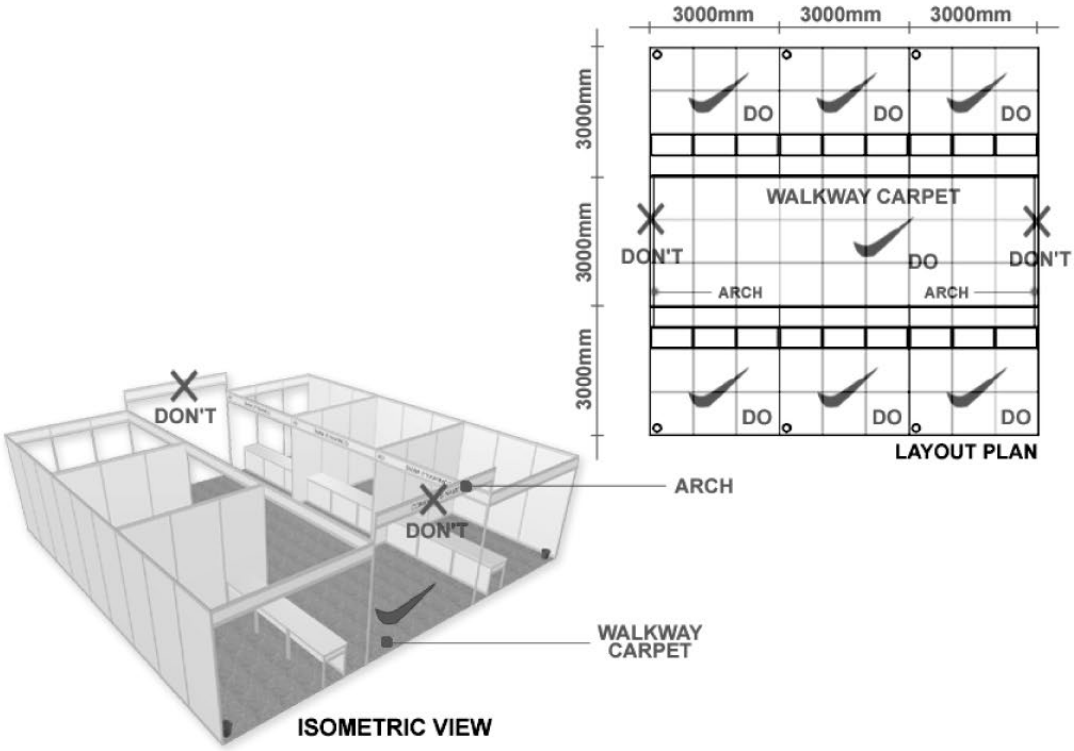



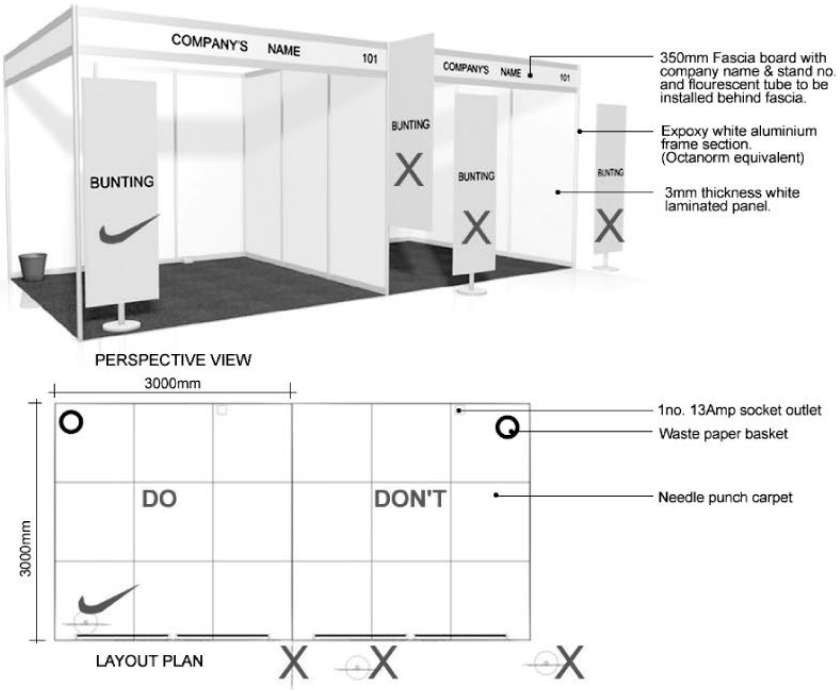



## APPENDIX A - Diagram 2

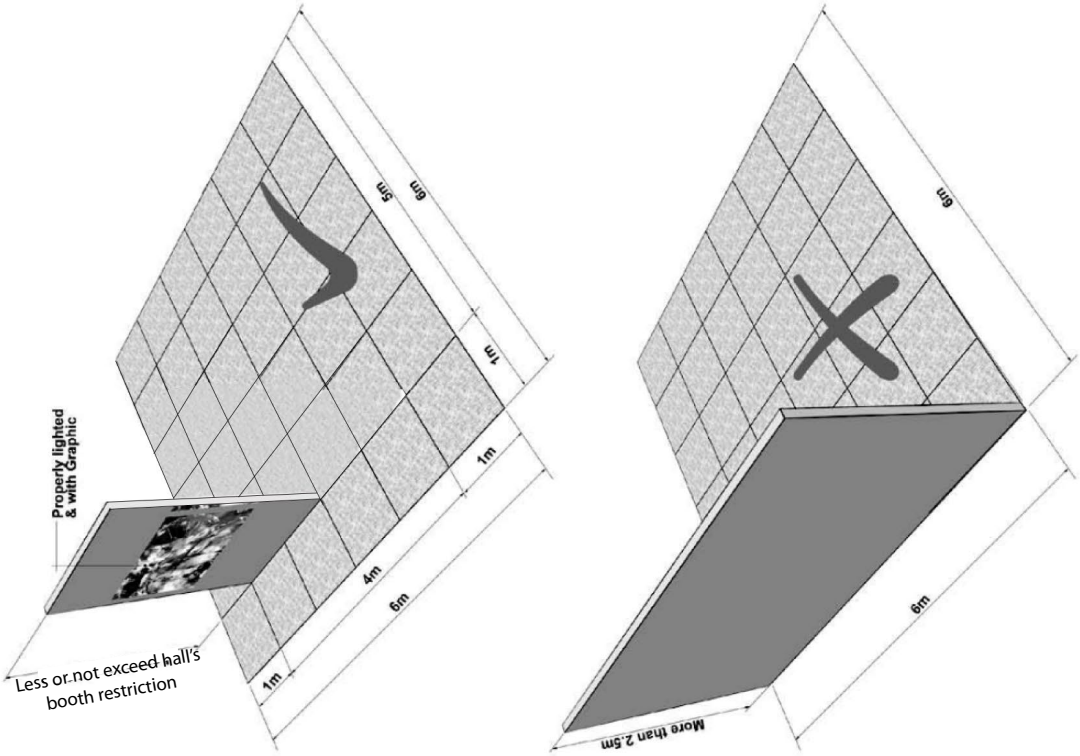


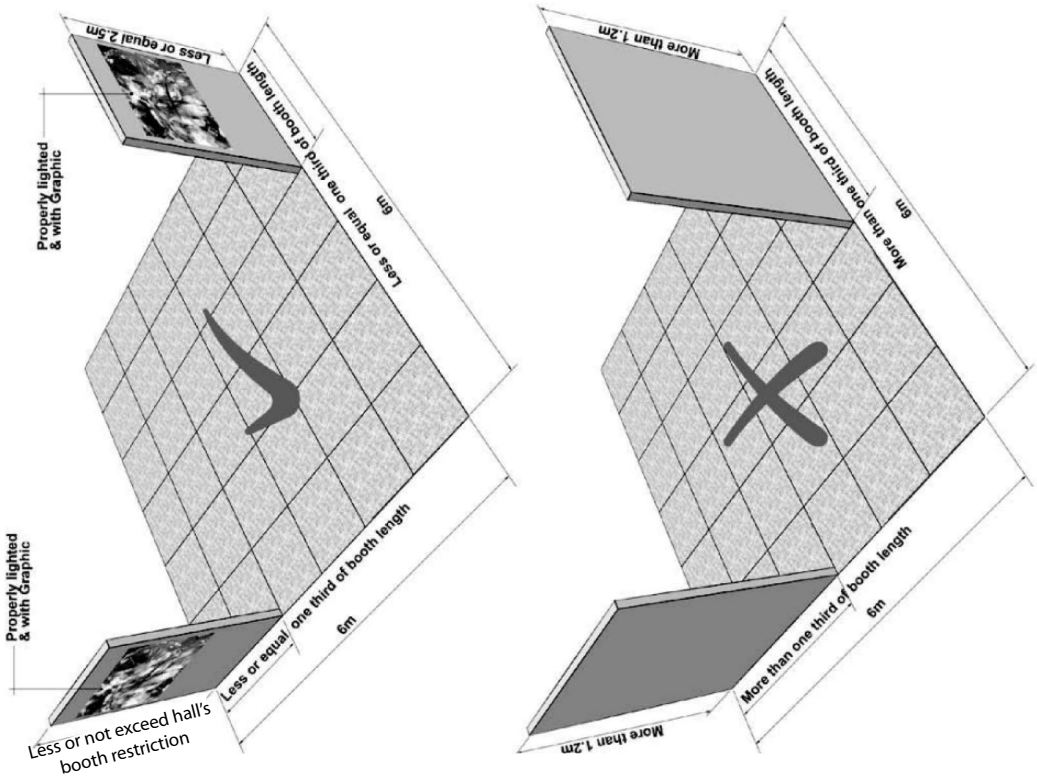
## APPENDIX A - Diagram 3



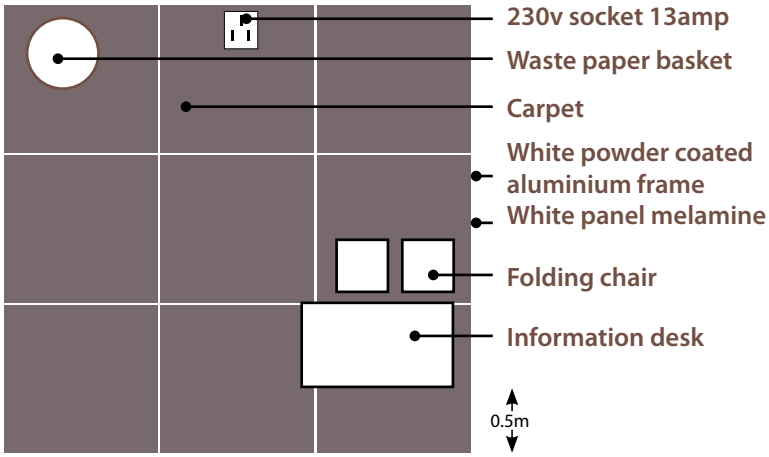
## APPENDIX A - Diagram 4

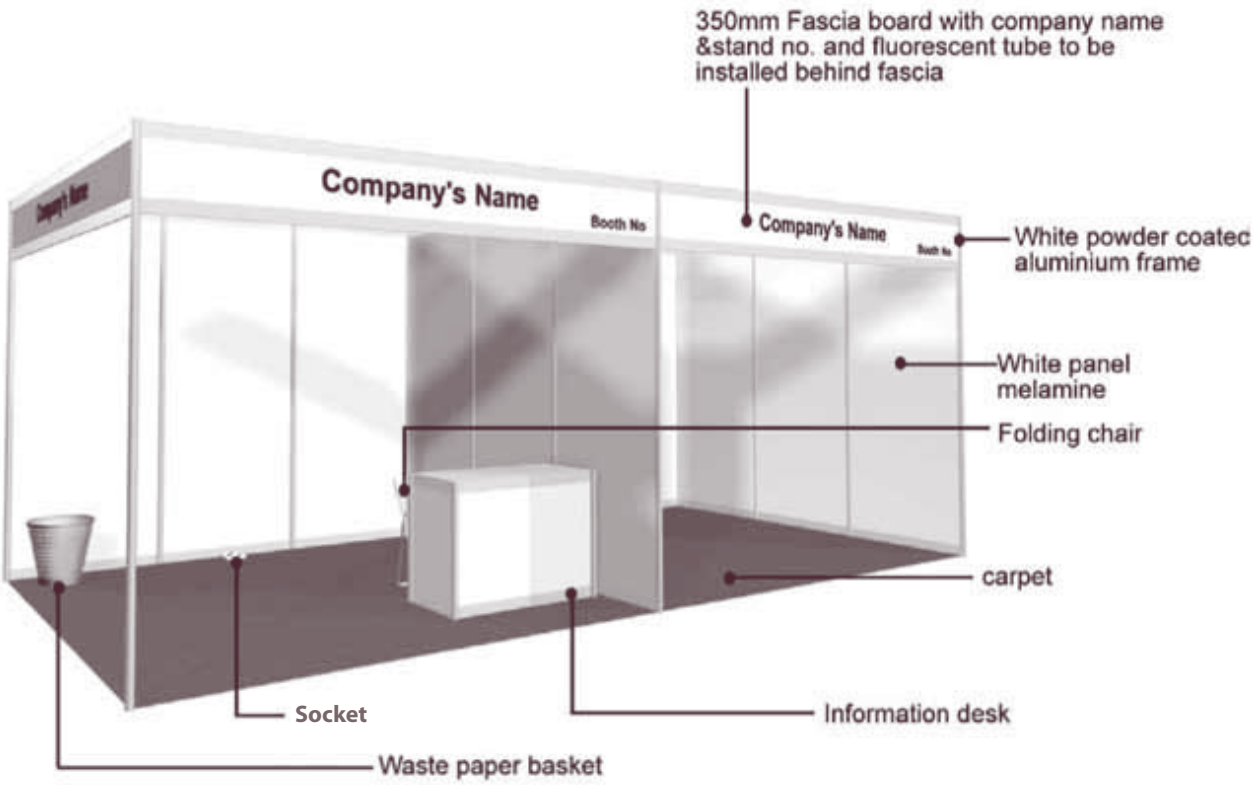


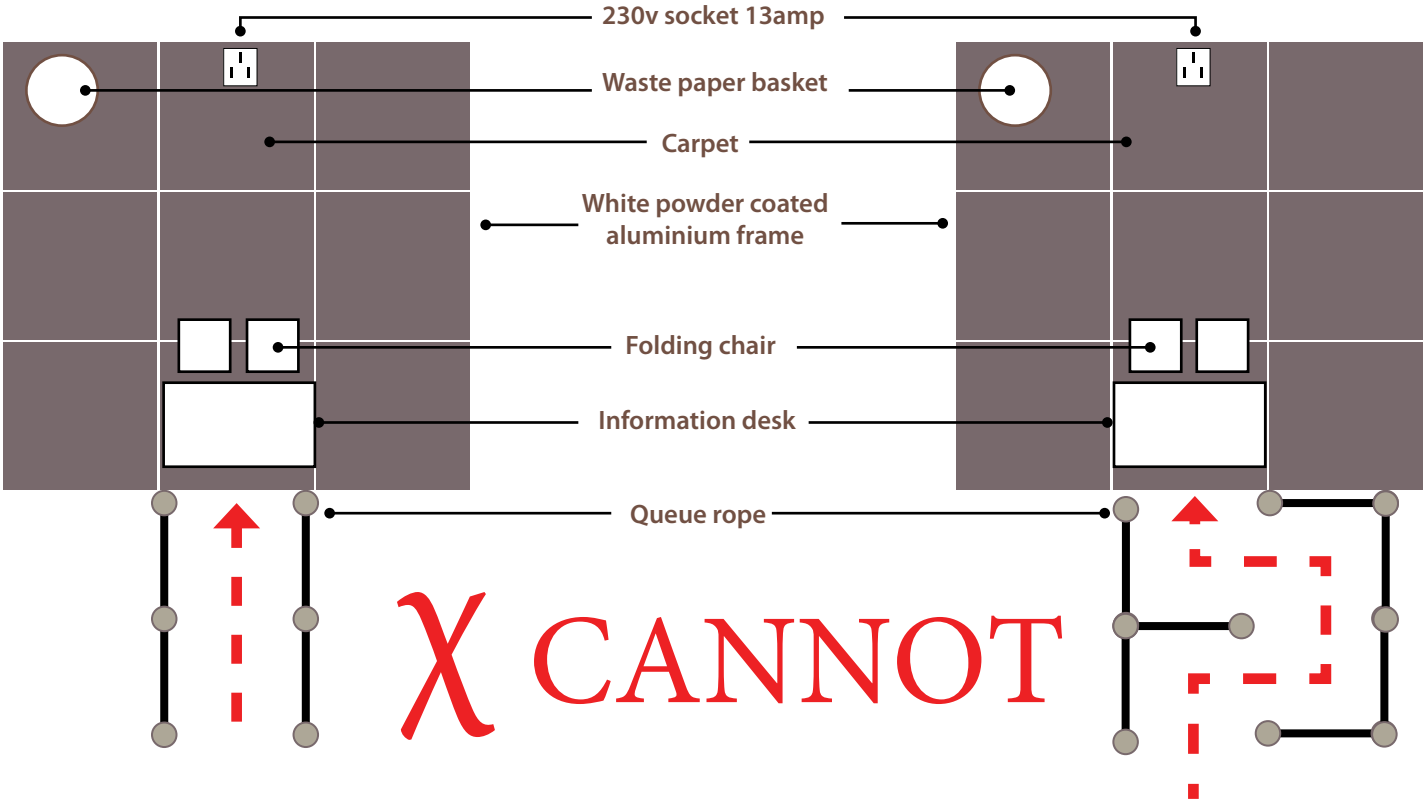
# APPENDIX A - Diagram 5

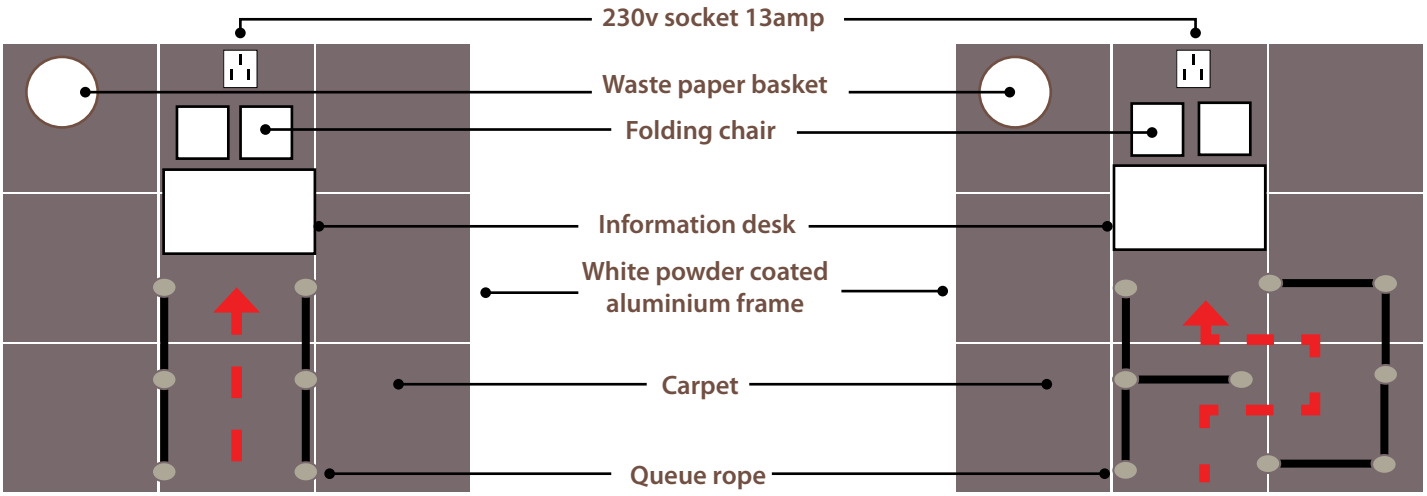
## 3M x 3M Shell Scheme Booth



## APPENDIX A - Diagram 6




OKAY

# APPENDIX B

## ON-SITE SERVICES AND FACILITIES

i. **Parking Spaces**
Hourly-rate car parks are available at MITEC. The car park is an auto pay car park.

Parking Rates

| | | | |
|---|---|---|---|
| First 3 hours or part thereof | : | RM | 3.00 |
| Every subsequent hour or part thereof | : | RM | 3.00 |
| Maximum | : | RM | 15.00 |

The car park is managed by MITEC and rates are subjected to chance without prior notice, PLEASE VISIT **www.MITEC.com.my** for more information.

ii. **First Aid Service**
First aid room is located at Level 1 (South Entrance).

iii. **Prayer Room**
Prayer rooms are available at Level 1A & 2. Prayer mats, slippers and ablution wash area are provided in the prayer rooms.

iv. **Business Centre**
a. The Centre is located at Level 1, provides facilities such as internet, fax, photocopy, etc. Charges apply.
b. Operation Hours: 8:00am - 5:00pm (Closed on Sunday and Public Holidays)
c. Operating hours on Saturday are subject to events held on that day.

v. **Security**
a. Security within the Exhibition Halls is the responsibility of the Event Organiser. While every effort will be made, the Event Organiser cannot guarantee the protection of Exhibitors' property. As there is an increased risk of theft during the build or dismantling period, Exhibitors would be prudent to strengthen their own security arrangements at this time. During the exhibition hours each Exhibitor will be responsible for the security of his exhibits and property.
b. Exhibitors shall ensure that they are fully covered by insurance and take out public liability and comprehensive protection as the Event Organiser will not be responsible for the safety of all that have been brought into the venue by the exhibitors, their agents, sub-contractors and visitors.
c. Exhibitors are strongly advised to remove from the venue all portable and valuable items at the end of each day when the exhibition closes. All of these items must not be left unattended during the opening hours of the events.
All laptops should have an anti- theft lock installed.

vi. **Loss Property**
A Lost and Found counter is available at Registration Counter at Level 1. In any case, the security department deals with all reported incidents of theft as well as items that are lost or found.

# APPENDIX C

## USEFUL LIST OF CONTACT

| | |
|---|---|
| **Organiser** | **MATTA Fair Team**<br>No. 6, Jalan Metro Pudu 2 Off Jalan Yew, Fraser Business Park, Wilayah Persekutuan, 55100 Kuala Lumpur<br>Contact: +603-9222 1155<br>Email: mattafair@matta.org.my<br><br>**MATTA Fair Finance Team**<br>No. 6, Jalan Metro Pudu 2 Off Jalan Yew, Fraser Business Park, Wilayah Persekutuan, 55100 Kuala Lumpur<br>Contact: +603-9222 1155<br>Email: mattafairfinance@matta.org.my |
| **Main Contractor (Stand Construction, Furniture, Electrical, Printing, Audio Visual & Rigging/Hanging)** | **QUBE Integrated Malaysia Sdn Bhd**<br>Mr Bowie Khuah<br>Manager – Exhibition Division<br>Contact: +6012 369 9418<br>Email: bowie.khuah@qube.com.my / operation@qube.com.my |
| **Venue (Beverage, Internet & Telecom, Water & Compressed Air, Stand Catering, Packed Meals, Security, Plant & Flower, Stand Cleaning)** | **Malaysia International Trade & Exhibitor Centre (MITEC)**<br>Kompleks MITEC No. 8,<br>Jalan Dutamas 2,<br>50480, Kuala Lumpur, Malaysia<br>Contact: +603-6206 0100<br>Email: salesoperation@mitec.com.my |
| **Freight Forwarder** | **TBA** |

# APPENDIX C

## USEFUL LIST OF CONTACT

| | |
|---|---|
| **Hotel** | **ALOFT KUALA LUMPUR SENTRAL**<br>Tel: +603 2723 1188<br>aloft.kualalumpur@alofthotels.com<br>www.aloftkualampursentral.com<br><br>**AMI SUITES, ARTE MONT KIARA**<br>Tel: +603 6211 0188<br>hello@amisuites.com<br>www.amisuites.com<br><br>**ARTE KUALA LUMPUR**<br>Tel: +601 3398 8815<br>reservation@artebythomaschan.com<br>www.artebythomaschan.com<br><br>**BEST WESTERN PETALING JAYA**<br>Tel: +603 7610 2222<br>info@bestwesternpj.com.my<br>best-western.selangorhotels.com<br><br>**DAMAS SUITES & RESIDENCE KUALA LUMPUR**<br>Tel: +603 6203 2333<br>reservations@damas-suites.com<br>www.damas-suites.com/<br><br>**DORSETT HARTAMAS, KUALA LUMPUR**<br>Tel: +603 6209 8888<br>info.hartamas@dorsetthotels.com<br>www.dorsetthotels.com<br><br>**EASTIN HOTEL KUALA LUMPUR**<br>Tel: +603-7665 1111<br>info.kl@eastin.com<br>kualalumpur.eastin.com<br><br>**HILTON KUALA LUMPUR**<br>Tel: +60 03-2264 2264<br>kuala-lumpur@hilton.com<br>www.hilton.com<br><br>**HYATT HOUSE KUALA LUMPUR, MONT KIARA**<br>Tel: +603 6419 8688<br>kualalumpur.house@hyatt.com<br>www.hyatt.com |

# APPENDIX C

## USEFUL LIST OF CONTACT

| | |
|---|---|
| **Hotel** | **IBIS KUALA LUMPUR CITY CENTRE**<br>Tel: +603 2778 3333<br>H8732@accor.com<br>all.accor.com<br><br>**LE MERIDIEN KUALA LUMPUR**<br>Tel: +603 2263 7888<br>lemeridien.kualalumpur@lemeridien.com<br>www.marriott.com<br><br>**MAJESTIC HOTEL KUALA LUMPUR**<br>Tel: +603 2785 8000<br>enquiry@MajesticKL.com<br>www.marriott.com<br><br>**MANDARIN ORIENTAL KUALA LUMPUR**<br>Tel: +603 2380 8888<br>mokul-reservations@mohg.com<br>www.mandarinoriental.com<br><br>**PREMIERA HOTEL KUALA LUMPUR**<br>Tel: +603 2615 1000<br>info@premierahotel.com.my<br>www.premiera.com.my<br><br>**SERI PACIFIC HOTEL KUALA LUMPUR**<br>Tel: +603 4042 5555<br>resv@seripacific.com/sales@seripacific.com<br>www.seripacifichotel.com<br><br>**SOFITEL KUALA LUMPUR DAMANSARA**<br>Tel: +60 3-2720 6688<br>HA123@SOFITEL.COM<br>www.sofitel-kualalumpur-damansara.com<br><br>**SUNWAY PUTRA HOTEL KUALA LUMPUR**<br>Tel: +603 4040 9888<br>spkl.reservations@sunwayhotels.com<br>www.sunwayhotels.com/sunway-putra<br><br>**THE SIGNATURE HOTEL & SERVICED SUITES KUALA LUMPUR**<br>Tel: +603 6412 0888<br>enquiries@thesignaturekl.com<br>thesignaturekl.com |

# APPENDIX D

## IMPORTANT DEADLINES (EXHIBITOR MANUAL)

### 1. MATTA (ORGANISER)

| NO | ORDER FORM | PRIORITY | DEADLINE |
|---|---|---|---|
| 1 | Additional Exhibitor Badges | Optional | 4 August 2023 |
| 2 | Contractor Badges | Compulsory to Space-Only Booth Appointed Contractor | 4 August 2023 |
| 3 | Refundable Performance Bond | Compulsory to Space-Only Booth Appointed Contractor | 4 August 2023 |
| 4 | On-Site Advertisement | Optional | 4 August 2023 |

### 2. QUBE (MAIN CONTRACTOR)

| NO | ORDER FORM | PRIORITY | DEADLINE |
|---|---|---|---|
| 1 | Open Space Booth (Admin Fees) | Compulsory to Space-Only Booth Appointed Contractor | 4 August 2023 |
| 2 | Shell Scheme: Fascia Board | Compulsory to Category B & C | 4 August 2023 |
| 3 | Furniture On Hire | Optional | 4 August 2023 |
| 4 | Lighting & Power | Optional | 4 August 2023 |
| 5. | Poster Graphic Printing | Optional | 4 August 2023 |
| 6. | Audio Visual | Optional | 4 August 2023 |

### 3. MITEC (VENUE)

| NO | ORDER FORM | PRIORITY | DEADLINE |
|---|---|---|---|
| 1 | Beverage | Optional | 4 August 2023 |
| 2 | Internet & Telecom | Optional | 4 August 2023 |
| 3 | Water & Compressed Air | Optional | 4 August 2023 |
| 4 | Packed Meals Service | Optional | 4 August 2023 |
| 5 | Security | Optional | 4 August 2023 |
| 6 | Plant & Power | Optional | 4 August 2023 |
| 7 | Stand Cleaning | Optional | 4 August 2023 |

# APPENDIX E

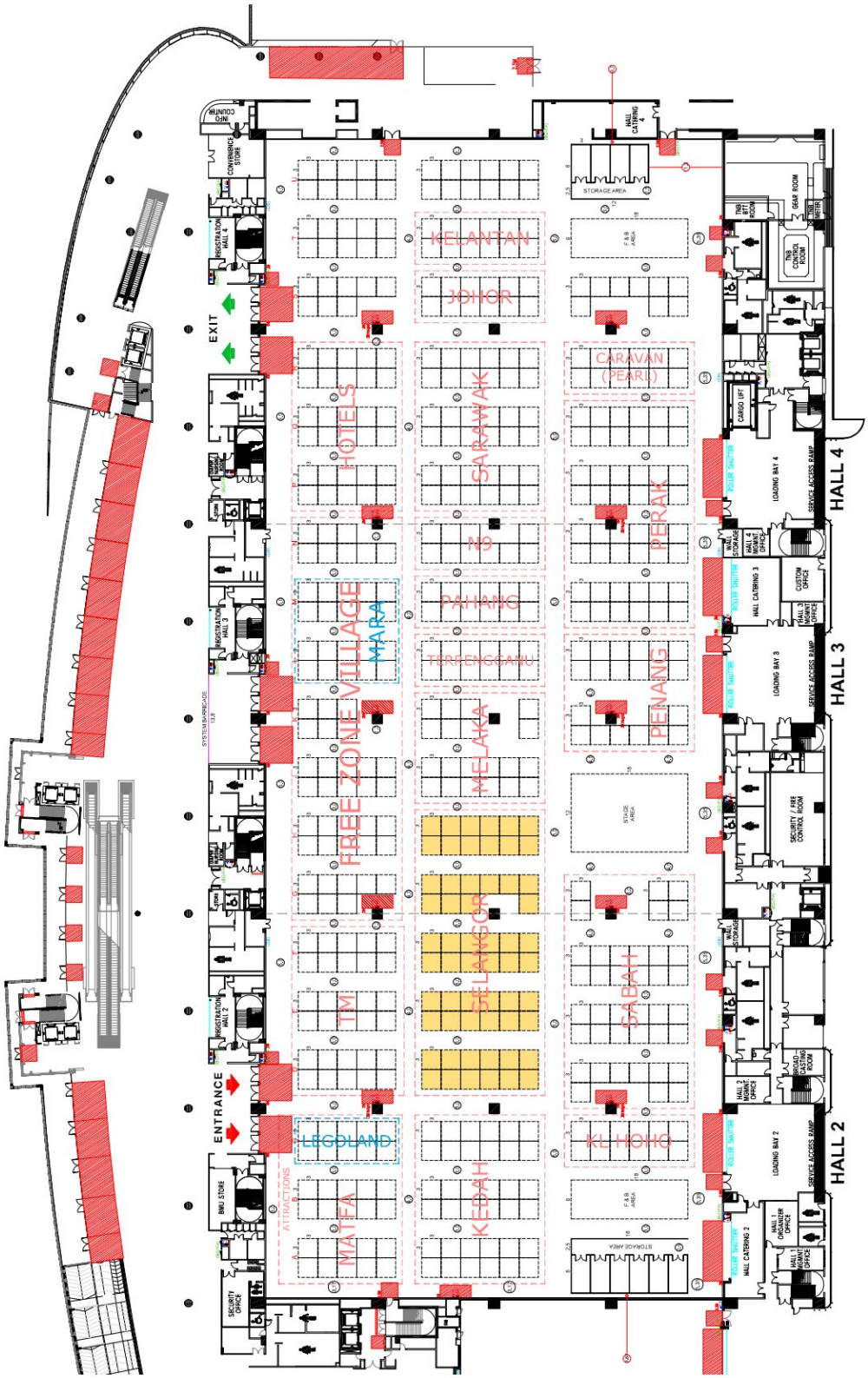
| PRE FAIR | | |
|---|---|---|
| DETAILS | DATE | TIME |
| ONLINE REGISTRATION | 6 JUNE 2023 | 10.00AM |
| BOOTH BALLOTING | TBA | |
| BOOTH DESIGN SUBMISSION | 4 AUGUST 2023 | 5.00PM |
| EXHIBITOR BADGE FORM SUBMISSION | 4 AUGUST 2023 | 5.00PM |
| **BUILD-UP** | | |
| CONTRACTORS MOVE IN | 30 AUGUST 2023 | 2.00PM - 10.00PM |
| | 31 AUGUST 2023 | 9.00AM - 10.00PM |
| EXHIBITORS MOVE IN | 31 AUGUST 2023 | 2.00PM - 10.00PM |
| CLOSE OF ALL HALLS | 31 AUGUST 2023 | 10.00PM |
| **FAIR DAYS** | | |
| HALLS OPEN FOR EXHIBITORS ONLY | 1-3 SEPTEMBER 2023 | 8.00AM |
| "OPENING CEREMONY (INVITED GUESTS ONLY)" | 2 SEPTEMBER 2023 | 10.00AM |
| HALLS OPEN FOR PUBLIC | 1-3 SEPTEMBER 2023 | 10.00AM - 9.00PM |
| MANNING OF BOOTH/CONDUCT OF BOOTH PERSONNEL | 1-3 SEPTEMBER 2023 | 10.00AM - 9.00PM |
| CLOSE OF ALL HALLS | 1-3 SEPTEMBER 2023 | 10.00PM |
| EXHIBITORS MOVE OUT (HAND CARRY ITEM ONLY) | 3 SEPTEMBER 2023 | 9.00PM - 10.00PM |
| **POST FAIR** | | |
| DISMANTLING & TEAR-DOWN | 4 SEPTEMBER 2023 | 9.00AM-2.00PM |
| "FEEDBACK & STATISTIC EVALUATION FORM" | SUBMISSION BY 8 SEPTEMBER 2023 | |

***NOTE:***

- ***The above dates and times may change if necessary.***
- ***Exhibitors and Contractors MUST wear official MATTA Fair September 2023 Badges.***
- ***Vehicle permit is required before entering loading bay.***
- ***Safety vest is a mandatory during Build-Up and Tear-Down.***

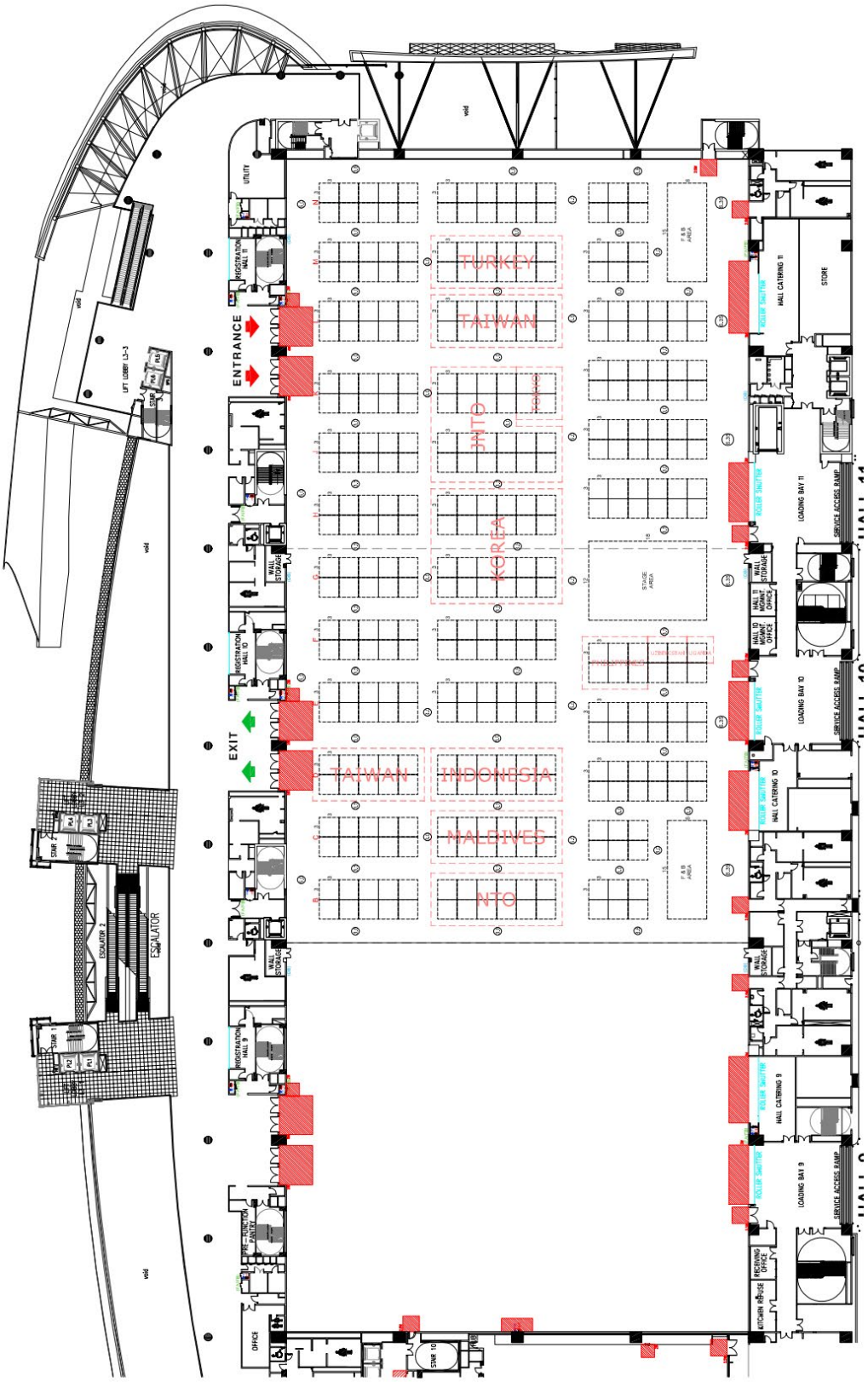
## FLOOR PLAN - LEVEL 1

MATTA reserve the right to make changes to these floor plans without prior notice.



## FLOOR PLAN - LEVEL 2

MATTA reserve the right to make changes to these floor plans without prior notice.

## FLOOR PLAN - LEVEL 3

MATTA reserve the right to make changes to these floor plans without prior notice.