

# MATTA FAIR<sup>®</sup>

**UMRAH  
PAVILION**

**HALL  
1M**

**16 - 18 MARCH 2018**

**10am - 9pm • PWTC, KL**

[www.mattafair.org.my](http://www.mattafair.org.my)

*As at 7 MARCH 2018*

**RULES & REGULATIONS**



INDEX	PAGES	INDEX	PAGES
<b>1 INTRODUCTION TO MATTA FAIR®</b>	<b>1</b>	<b>7 OTHER IMPORTANT INFORMATION</b>	<b>14</b>
1.1 TRADEMARKS	1	7.1 IMPORTANT DATES & TIMES	14
1.2 DEFINITIONS & CONVENTIONS	1	7.2 STORAGE & REMOVAL OF WASTE MATERIALS	14
1.3 EXHIBITOR CATEGORIES	1	7.3 RIGHTS TO CANCEL, POSTPONE OR SHORTEN THE FAIR	14
<b>2 APPLICATION TO PARTICIPATE</b>	<b>2</b>	7.4 FINAL DECISION	14
<b>3 BOOTH CONFIGURATIONS &amp; FEES</b>	<b>2</b>	7.5 ADVERTISING, PUBLICITY & PROMOTION	14
3.1 BOOTH CONFIGURATIONS	2	7.5.1 PROMOTIONAL ACTIVITIES	14
3.1.1 STANDARD SHELL SCHEME BOOTHS	2	7.5.2 PRESS PREVIEW	15
3.1.2 SPACE-ONLY BOOTHS	2	7.6 MATTA FAIR® BRANDING	15
3.2 HALL DESIGNATION	3	7.7 MEDIA PARTNERS	15
3.3 STANDARD BOOTH FEES	3	<b>8 SAFETY &amp; SECURITY MEASURES</b>	<b>15</b>
3.4 LINKWAY	4	8.1 PRACTICAL SAFETY & SECURITY RECOMMENDATIONS	15
3.5 PREMIUM AREAS (HALL 1, HALL 2 & HALL 5 FOYER)	4	8.2 FLOODING	16
3.5.1 HALL 1 & 2 PREMIUM AREAS	4	8.3 FIRE	16
3.5.2 HALL 5 FOYER	5	<b>9 CLEANLINESS</b>	<b>16</b>
3.6 DOUBLE-DECKER BOOTHS (HALL 1 ONLY)	5	<b>10 HALL DUTY OFFICERS</b>	<b>16</b>
3.7 LOYALTY INCENTIVE DISCOUNT	5	<b>11 NON - COMPLIANCE [THE DO's AND DON'Ts]</b>	<b>16</b>
3.8 REFUNDABLE SECURITY DEPOSIT	6	<b>12 RESPONSIBILITIES OF EXHIBITORS</b>	<b>17</b>
3.9 REGISTRATION FEE	6	<b>13 DISCIPLINARY ACTIONS</b>	<b>18</b>
<b>4 PAYMENT TERMS &amp; CANCELLATION CHARGES</b>	<b>6</b>	<b>14 TERMINATION</b>	<b>18</b>
4.1 TERMS OF PAYMENT	6	<b>15 RIGHTS OF OFFICIAL SPONSORS &amp; PARTNERS</b>	<b>18</b>
4.2 PAYMENT METHODS	6	<b>16 APPENDIX A - Diagram 1</b>	<b>19</b>
4.3 CANCELLATION CHARGES	6	<b>17 APPENDIX A - Diagram 2</b>	<b>20</b>
4.4 TERMS OF CANCELLATION / NOT ELIGIBLE TO PARTICIPATE	6	<b>18 APPENDIX A - Diagram 3</b>	<b>21</b>
<b>5 BOOTH ALLOCATION SYSTEM</b>	<b>7</b>	<b>19 APPENDIX A - Diagram 4</b>	<b>22</b>
5.1 BOOTH BALLOTING, SELECTION & ASSIGNMENT	7	<b>20 APPENDIX A - Diagram 5</b>	<b>23</b>
5.2 BOOTH HEIGHT RESTRICTIONS & LIMITATIONS	7	<b>21 APPENDIX A - Diagram 6</b>	<b>24</b>
5.3 BOOTH AVAILABILITY BY HALL	8	<b>22 APPENDIX A - Diagram 7</b>	<b>25</b>
<b>6 EXHIBITION RULES &amp; REGULATIONS</b>	<b>8</b>	<b>23 APPENDIX B</b>	<b>26</b>
6.1 BOOTH DESIGNS	8		
6.2 BOOTH FITTINGS	9		
6.2.1 CONTRACTORS	9		
6.2.2 BOOTH FITTINGS & DISPLAYS	9		
6.3 FASCIA BOARD	10		
6.4 AUDIO-VISUAL PRESENTATIONS	10		
6.5 PERFORMANCE, AUDIO-VISUAL EQUIPMENT & POTTED PLANTS	11		
6.6 EXHIBITOR BADGES	11		
6.7 SALE OF TOUR SERVICES & PRODUCTS	11		
6.8 SALE OF SOUVENIRS / PRODUCTS / SERVICES	11		
6.9 MANNING OF BOOTHS & CONDUCT OF BOOTH PERSONNEL	12		
6.10 FOREIGN TOURISM ORGANISATIONS (NO FOREIGN TRAVEL AGENCY)	12		
6.11 SECURITY	12		
6.12 INSURANCE	13		
6.13 FOOD & BEVERAGE	13		
6.14 HANDING OVER OF HALL	13		
6.15 DILAPIDATION	13		
6.16 FAILURE TO EXHIBIT	13		
6.17 INFRINGEMENT & ENFORCEMENT	13		



## 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® MARCH 2018 held at Putra World Trade Centre (PWTC), Kuala Lumpur from 16-18 March 2018.
- 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 **INNOGEN 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 Putra World Trade Centre (PWTC), Kuala Lumpur.
- viii. **'Premises'** refers to the MATTA FAIR® exhibition areas and the general property of the Putra World Trade Centre (PWTC), 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 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. (*Timeshare companies and non-Malaysian licensed travel agencies are not allowed to participate)



## 2 APPLICATION TO PARTICIPATE

- i. All applications to participate as Exhibitors in the MATTA FAIR® must be made using the official **MATTA FAIR® Registration Form together with full payment** (see "Section 4 – Payment Terms", page 6 for more details).
- ii. 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. Those without the KPL/KPK license will not be entertained.**
- iii. The submission of the MATTA FAIR® Registration Form 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. **The MATTA Secretariat Office in Kuala Lumpur will begin accepting MATTA FAIR® Registration Form on different dates for different halls as below.**



REGISTRATION	HALL	DATE
Umrah Pavilion	Hall 1M	Monday, 20 Nov 2017, 10am
Linkway Booths	Linkway	Wednesday, 13 Dec 2017, 10am
International Halls	Hall 1, 2 & 3	Wednesday, 13 Dec 2017, 10am
Domestic Halls	Hall 4, 5 & 5 Foyer	Thursday, 14 Dec 2017, 10am

**\*\* Form and payment received by email or fax, will be processed on the next day after registration date.**

**\*\* Registration for different halls on the wrong date will not be accepted.**

- vi. Registration closing date is on Friday, 9 March 2018 at 4:00 pm **OR could be earlier subject to availability of booths.** Acceptance of registration received after the registration closing date is subject to the discretion of the Organiser.
- vii. Acceptance of registration during the registration period is subject to availability of booths in the respective halls requested. Once the maximum number of booths available in each hall is taken up, all subsequent requests will be placed on a waiting list.
- viii. Reservation of booth is not allowed and will not 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 3.4 - Premium Areas", page 4 for more details).
- ii. Due to the layout of the halls, some booths may have pillars within its area.
- iii. 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.
- iv. **Any change of booth type after 5 February 2018 will not be entertained. STRICTLY NO REFUND for the changes of booth type after 5 February 2018.**

#### 3.1.1 STANDARD SHELL SCHEME BOOTHS

Each standard shell scheme booth (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)

#### 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.

HALL	THEME	ALLOWED PRODUCT TYPES	ELIGIBLE EXHIBITOR CATEGORIES
1, 2 & 3	International	Tour and travel packages only	A and B only
1M	International inclusive of Umrah packages	Tour and travel packages only	A and B only
LINKWAY	International	Tour and travel packages only	A only
4, 5 & 5 Foyer	Domestic (Malaysia Hall)	Domestic tour and travel packages only	A and B only

- i. HALL 1M IS STRICTLY FOR INTERNATIONAL PACKAGES WHICH MUST BE INCLUSIVE OF UMRAH PACKAGES, EXCEPT FOR NATIONAL TOURISM ORGANIZATIONS (NTOs).
- ii. EXHIBITORS IN HALL 3 CAN ONLY REGISTER 1, 2 OR 4 BOOTHS AND BOOTHS ARE SUBJECT TO AVAILABILITY.
- iii. HALL 4, 5 AND 5 FOYER ARE STRICTLY FOR THE SALE & PROMOTION OF DOMESTIC TOUR AND TRAVEL PACKAGES ONLY.
- iv. OUTBOUND PACKAGES ARE NOT ALLOWED TO BE SOLD, PROMOTED OR DISPLAYED IN ANY FORM OR MANNER KNOWINGLY OR UNKNOWINGLY IN HALL 4, 5 AND 5 FOYER. IF FOUND, ORGANISER WILL TAKE ACTION TOWARDS THE EXHIBITOR INVOLVED.
- v. ALLOCATION OF BOOTHS FOR CATEGORY 'C', WILL BE BASED ON AVAILABILITY OF BOOTHS AFTER THE BOOTH SELECTION PROCESS.

## 3.3 STANDARD BOOTH FEES

CATEGORY	PRICE PER 3m x 3m BOOTH (RM)		SECURITY DEPOSIT* (RM)		REGISTRATION FEE
	SPACE-ONLY	SHELL SCHEME	1 - 12 BOOTHS	13 BOOTHS & ABOVE	
A	3,200	3,500	800 per booth	10,000	500
B	4,300	4,600	800 per booth	10,000	500
C	5,300	5,600	800 per booth	10,000	500
Hall 1M Exhibitors (Umrah Exhibitors Only)	500	500	Waived with LOU		200

\* See Section 3.7 – Refundable Security Deposit for details.

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

- i. Booth rates and security deposits (fully refundable) vary according to the category you are registered under.
- ii. For Hall 1M exhibitors, a letter of undertaking must be provided in lieu of Security Deposit.





## 3.4 LINKWAY

CATEGORY	PRICE PER 3m x 3m BOOTH (RM)		SECURITY DEPOSIT* (RM)
	SPACE-ONLY	SHELL SCHEME	
A	3,200	3,500	800 per booth

\* See Section 3.7 – Refundable Security Deposit for details.

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

- i. Please refer to the table above for Linkway booth fees.
- ii. There are fourteen (14) 2-booth blocks and only one (1) 3-booth block available.
- iii. **Linkway booths can only be booked in blocks of 2 with a maximum limit of 2 booths per Exhibitor.**
- iv. The 3-booth block location will be pre-determined by the Organiser and any changes to the location will not be entertained.
- v. Selection / allocation of the 3-booth block will be based on balloting (i.e. Exhibitors with the higher priority will have the opportunity to select the 3-booth block).
- vi. The Exhibitor who has been allocated / or who has chosen the 3-booth block will have to pay the difference of one (1) additional Linkway booth.
- vii. The Linkway is an extended exhibition space constructed with marquee. As such Exhibitors may experience uncomfortable temperature fluctuations depending on weather conditions. The Organiser, being conscious of this, has made every effort to provide adequate air-conditioning. Therefore, the Organiser reserves the right not to entertain any claims for lack of effective temperature control.



## 3.5 PREMIUM AREAS (HALL 1, 2 & 5 FOYER)

- i. The Organiser has designated specific Premium Areas in Hall 1, 2, and 5 Foyer.
- ii. Premium Area booths are available for **Category 'A'** Exhibitors only.
- iii. **Allocation of Premium Area booths will be done by balloting.**
  - a) Normal Premium - 10 booths and above (TO BE ADVISED)
  - b) Hall 5 Foyer (TO BE ADVISED)
- iv. Sales of Premium Area booths are subject to availability notwithstanding the deadline.
- v. **Reservation of booth is not allowed and will not be entertained.**

### 3.5.1 HALL 1 & 2 PREMIUM AREAS

CATEGORY	PRICE PER 3m x 3m BOOTH (RM)**		SECURITY DEPOSIT* (RM)
	SPACE-ONLY	SHELL SCHEME	
A	3,680	4,025	10,000

\* See Section 3.7 – Refundable Security Deposit for details.

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

\*\*\* Prices indicated are inclusive of the 15% loading cost.

- i. Premium Area booths will incur an additional 15% loading cost from the standard booth fees (see table above).
- ii. The 15% loading cost shall be refunded to Exhibitors who are **not successful** in securing Premium Area booths.
- iii. **Exhibitors must book in blocks of 10,12, 20, 24, 30, 40 or 48 booths according to the exhibition floor plan** to be advised to bid for Premium Areas in Hall 1 and 2.



## 3.5.2 HALL 5 FOYER

CATEGORY	PRICE PER 3m x 3m BOOTH (RM)**		SECURITY DEPOSIT* (RM)
	SPACE-ONLY	SHELL SCHEME	
A	3,680	4,025	800 per booth
B	4,945	5,290	800 per booth

\* See Section 3.7 – Refundable Security Deposit for details.

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

\*\*\* Prices indicated are inclusive of the 15% loading cost.

- i. **All booths located in the Hall 5 Foyer** are also designated as Premium Areas.
- ii. Premium Area booths will incur an additional 15% loading cost from the standard booth fees (see table above).
- iii. The 15% loading cost shall be refunded to Exhibitors who are **not successful** in securing Premium Area booths.

## 3.6 DOUBLE-DECKER BOOTHS (HALL 1 ONLY)

- i. Airspace charges of 20% of total built-up area cost applies to Exhibitors constructing double-decker booths.
- ii. Double-decker booths can only be constructed in designated areas in the center of Hall 1.
- iii. A minimum requirement of 12 booths (i.e. minimum total ground space of 108 sq. metres) is required and only 50% of total booth space can be used to construct double-decker booths.
- iv. Any Exhibitor intending to construct double-decker booths must indicate this on their Booking Form during registration.
- v. Please note that other technical restrictions and limitations may apply depending on booth design and Venue rules and regulations.
- vi. Maximum height for Double Decker booth is 6.0 metres.

## 3.7 LOYALTY INCENTIVE DISCOUNT

CATEGORY	DISCOUNT PER 3m x 3m BOOTH (RM)
A	500 per booth taken at MATTA FAIR® SEPTEMBER 2017
B	300 per booth taken at MATTA FAIR® SEPTEMBER 2017

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

- i. Only Exhibitors from **Categories 'A' and 'B'** are eligible for the Loyalty Incentive Discount.
- ii. Only Exhibitors who have participated continuously in the previous three (3) NATIONAL MATTA FAIRS continuously are eligible for the Loyalty Incentive Discount.
- iii. The Loyalty Incentive Discount is only applicable for bookings made together with **FULL PAYMENT**.
- iv. **The Loyalty Incentive Discount is not applicable to exhibitor in Hall 1M.**
- v. The Loyalty Incentive Discount is calculated on a per-booth basis and the maximum number of booths that can be discounted during the current Fair shall be determined by the number of booths taken during the previous MATTA Fair (e.g. an Exhibitor who took 20 booths during the last Fair is eligible for a discount on a maximum of 20 booths during the current Fair). If the number of booths taken during the current Fair is **LOWER** than the previous Fair, then the lesser discounted amount shall apply.



## 3.8 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 once Feedback & Statistic Forms submitted by **23 MARCH 2018**. Failure to submit within the deadline, security deposit will not be refunded.
- iii. Security deposit will be refunded 30 - 60 days after the fair.

## 3.9 REGISTRATION FEE

Registration fee of RM 500 is applicable for Category A, B, C and RM200 for Hall 1M exhibitors. In the event of a cancellation or not eligible to participate for whatever reason, the registration fee is non refundable.

# 4 PAYMENT TERMS & CANCELLATION CHARGES

## 4.1 TERMS OF PAYMENT

- i. Registration must be made together with full payment.
- ii. Full payment consists of the following:
  - a. Booth Rental
  - b. Registration Fee of RM 500.00
  - c. GST 6% ( a + b )
  - d. 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. Payments in the form of cheques shall be made payable to **MICEM Sdn. Bhd.**
- ii. Direct transfer of payment to **MICEM Sdn. Bhd.** can be made to the following bank account:

<b>Name of account:</b>	<b>MICEM Sdn Bhd</b>
<b>Account number:</b>	<b>195 - 304 - 869 - 3</b>
<b>Name of bank:</b>	<b>United Overseas Bank (Malaysia) Bhd.</b>
<b>Bank address:</b>	<b>Jalan Pudu Branch, 408 - 410 Jalan Pudu, 55100 Kuala Lumpur</b>
<b>Swift code:</b>	<b>UOVBMYKL</b>

- iii. Kindly **email ([mattafair@matta.org.my](mailto: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 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 MATTA Fair.

### **Cancellation Received**

**Before 5.00 pm 1 FEBRUARY 2018**

**After 5.00 pm 1 FEBRUARY 2018**

### **Cancellation Charges**

**50% of total cost of booth/space**

**100% of total cost of booth/space**



## 5 BOOTH ALLOCATION SYSTEM

### 5.1 BOOTH BALLOTING, SELECTION & ASSIGNMENT

- i. Booth Selection / Briefing on Rules & Regulations will be held on a date and time to be advised at MATTA HQ Office, Kuala Lumpur.
- ii. Exhibitors will select their booths from the areas designated for them based on their pre-defined categories (see "Section 1.3 – Exhibitor Categories" page 1 for more details).
- iii. Exhibitors will ballot for priority numbers to select booths.
- iv. 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.
- v. Exhibitors will be informed which session they are required to attend.
- vi. The Organiser reserves the right to allocate booths prior to opening for booth selection by Exhibitors.
- vii. 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.
- viii. 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.
- ix. Final booth assignment remains the prerogative of the Organiser.

### 5.2 BOOTH HEIGHT RESTRICTIONS & LIMITATIONS

HALL	BOOTH HEIGHT RESTRICTIONS & LIMITATIONS
1	<ul style="list-style-type: none"> <li>• Maximum booth height is <b>4.0 metres</b></li> <li>• Maximum booth height under Mezzanine is 4.0 metres</li> <li>• Maximum booth height for Perimeter booth is <b>4.0 metres</b>. Booth designs must not obstruct air-cond ducts (inlets and outlets) and must strictly adhere to specifications as per "Appendix A-Diagram 6", page 24</li> <li>• Maximum booth height for Double Decker booth is <b>6.0 metres</b></li> </ul>
1M	<ul style="list-style-type: none"> <li>• Maximum booth height is 4.0 metres</li> </ul>
2	<ul style="list-style-type: none"> <li>• Maximum booth height is 4.0 metres (island booths centre of hall)</li> <li>• Maximum booth height for Perimeter booth is 2.5 metres. Booth designs must not obstruct air-cond ducts (inlets and outlets) and must strictly adhere to specifications as per "Appendix A-Diagram 6", page 24</li> </ul>
LINKWAY	<ul style="list-style-type: none"> <li>• Maximum booth height is 3.0 metres</li> </ul>
3	<ul style="list-style-type: none"> <li>• Maximum booth height is 3.0 metres</li> </ul>
4	<ul style="list-style-type: none"> <li>• Maximum booth height is 4.0 metres</li> <li>• Maximum booth height under low ceiling and Mezzanine floor is 3.0 metres</li> </ul>
5	<ul style="list-style-type: none"> <li>• Maximum booth height is 4.0 metres</li> <li>• Maximum booth height under low ceiling and Mezzanine floor is 3.0 metres</li> </ul>
5 FOYER	<ul style="list-style-type: none"> <li>• Maximum booth height is 4.0 metres</li> <li>• Maximum booth height under low ceiling and Mezzanine floor is 3.0 metres</li> </ul>



## 5.3 BOOTH AVAILABILITY BY HALL

The total number of available booths is 1324 booths.

HALL	NUMBER OF AVAILABLE BOOTHS
1	471
1M	60
2	254
2 FOYER	8
LINKWAY	31
3	248
3 FOYER	7
4	133
5	103
5 FOYER	9

## 6 EXHIBITION RULES & REGULATIONS

### 6.1 BOOTH DESIGNS

- i. All booths **MUST BE** carpeted. Do not use any shade of red colour carpet. This is because all walkway carpet will be red in colour.
- ii. 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 25 for more details).
- iii. Helium balloons are **NOT ALLOWED** in any halls in PWTC. Any requests will not be entertained.
- iv. All tables or counters must be set inwards 0.5 metres from the booth border line.
- v. 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.
- vi. The standard height of perimeter walls must **not exceed hall's booth restriction from the floor level (See "Appendix A - Diagram 4", page 22 for more details).**
- vii. 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.
- viii. 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.
- ix. 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.
- x. All booths must be constructed with back and side walls, except for island booths which do not require any walls.
- xi. 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.
- xii. 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.
- xiii. Booth drawings and lighting plans must be submitted to the Organiser **no later than 5:00 pm on Monday, 5 February 2018**, 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. No booths may be constructed until these plans / drawings have been duly approved by Organiser.
- xiv. Non-submission of these drawings within the stipulated period is considered a breach of the Rules & Regulations of the MATTA FAIR®.
- xv. Contractors and exhibitors have to be aware of the air conduct parameter to be included in their booth design. Maximum height without blocking is 3.0 metres.





## 6.2 BOOTH FITTINGS

### 6.2.1 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 fittings 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®.
- ii. For safety reasons, only the Official Contractor can carry out any and all electrical wiring and connections.
- iii. 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.
- iv. All contractors are expected to clean the booths and remove all construction debris before hall closing time on build-up day.
- v. **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 36sq. Metre and RM5,000.00 for booth space more than 36sq. Metre 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.**
- vi. 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®.
- vii. Any other contractor is required to pay a non-refundable administration fee of RM 10.00 per sq. Metre (a minimum levy of RM 100.00 applies) to the Official Contractor.
- viii. A **maximum** of six (6) Contractor Badges at RM10.00 + GST per badge, that are valid during the build-up and teardown periods only, will be issued for every 9.0 sq. metres of construction up to a maximum of fifty (50) badges per Exhibitor. **Contractor Badges can be replaced at a cost of RM20.00 + GST per badge. Contractor Badges are valid only for build-up and teardown days and not during the 3 days of the MATTA FAIR®.**
- x. **Remarks : The Organiser reserved the right to charge exhibitor on 15 March 2018 from 11.00pm onwards for late check out, charges will be advised later. Any request after 2 March 2018 will not be entertained.**
- xi. **Any contractor who wish to move in early, must advise the Organiser before 2 March 2018 and will be charged accordingly. Charges will be advised later.**
- ix. **Please note that The Organiser will not release the contractor badges should we not receive the payment for Performance bond.**

### 6.2.2 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 1", 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. 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.
- v. **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.**
- vi. No financial credit will be given for any shell scheme package item not utilized.
- vii. The maximum allowable lightings per booth are as follows:
  - a. Shell scheme booths (per 9.0 sq. meters):
    - 4 X units 100 watt spotlights **OR**
    - Any electrical lighting up to a maximum of 400 watt loading.



- b. Space-only booths (per 9.0 sq. meters):
    - Any electrical lighting up to a maximum of 500 watt loading.
  - c. All lighting order to submit with lighting plan indicating position of lighting or power socket location.
  - d. Lighting installation on site will be given priority for those submitted together with full payment.
  - e. 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 single-phase or three-phase power outlets will be subject to the approval of the Organiser.
- x. All Malaysian-registered travel agency Exhibitors **must** prepare and display an A3-sized copy of their valid travel license (KPL/KPK) issued by the Ministry of Tourism and Culture (MOTAC) 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.

## 6.3 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 **must** 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 6 inches and prominently displayed at all times at all corners and all booth sides.**
  - 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.

## 6.4 AUDIO-VISUAL PRESENTATIONS

- i. All audio-visual presentations, 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 materials 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'

Aras2, Blok D2,

Kompleks D, Presint 1

Pusat Pentadbiran Kerajaan Persekutuan

62546 Putrajaya, Malaysia.

Tel: (603)8886 3223 / 3224

Fax: (603)8889 1685

Contact person: Tn. Haji Mohd Zamberi Bin Abdul Aziz, Principal Asst. Secretary



- ii. In addition, a license from Jabatan Perlesenan must be obtained before the audio-visual materials 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 may visit the site, please keep a copy of the censorship certificate license with you at all times on-site.

## 6.5 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 provide its schedule of performances and must get the prior written approval from the Organiser. This is to avoid any disturbances from the activities for the neighbouring exhibitors that may affect their business transaction with customers. Any performances without prior approval from the Organiser will be stopped by the Organiser.**
- iv. Exhibitors are not allowed to bring in potted plants into the exhibition areas. They can rent potted plants from the Venue. The relevant form can be found on the official MATTA FAIR® website.

## 6.6 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 + GST 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 categories A and B. All other Exhibitor categories are not eligible to purchase additional badges.
- iii. **Additional badges bought and paid on-site in the Venue will be charged at RM40.00 + GST per badge, notwithstanding any tax invoice issued on an earlier date.**
- iv. An activation charge of RM 40.00 + GST per Exhibitor Badge shall apply to any Exhibitor Badges confiscated by the Organiser for infringement of the Rules and Regulations of the Fair. Limitations of additional badge purchases may apply for certain categories of Exhibitors.
- 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 Monday, **5 February 2018**. If an Exhibitor Badge entitlement is not fully utilized all remaining badge entitlement will be forfeited.

## 6.7 SALE OF TOUR SERVICES & PRODUCTS

- i. Only companies with the valid relevant Malaysian licenses are allowed to sell tour services and products.
- ii. The Organiser reserves the right to impose determinants, if any, on the minimum selling price of tour packages and restrictions on advertisements and promotions for all Exhibitors.
- iii. 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®.
- iv. All special offers for tour packages are only valid for sale for the duration of the MATTA FAIR® at the official Venue.
- v. 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 can be determinant for the Exhibitor's participation in future Fairs.

## 6.8 SALE OF SOUVENIRS / PRODUCTS / SERVICES

- i. Approval to sell souvenir items bearing the MATTA / MICEM Sdn Bhd or the MATTA FAIR® logo **must** be obtained from the Executive Council of MATTA as well as the Organiser.
- ii. **Foreign companies not incorporated in Malaysia are not allowed to sell souvenirs or any other products / services at the Fair.**





## 6.9 MANNING OF BOOTHS & 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, 18 March 2018.
- 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 foreign Exhibitor to three (3) local Exhibitors 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 (NO FOREIGN TRAVEL AGENCY)

- 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 by **19 February 2018**. 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 allowed to transact any sale with the customers at the Fair. Sales, if any, must be transacted through 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 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, Guest Badges and Performer 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, 19 March 2018).
- 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 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 sales of any kind of 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, 19 March 2018**. 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 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 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 B, page 25 for Pre-Fair, Post-Fair and Fair Day Schedules.

### 7.2 STORAGE & REMOVAL OF WASTE MATERIALS

- i. No storage area is available. Exhibitors must make their own storage arrangements for their exhibits, displays, equipment or other promotional materials. Please contact the Venue for storage area 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.

### 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, the total number of booths sold does not justify the staging of the Fair.
- ii. The Organiser also reserves the right to cancel or shorten the MATTA FAIR® in the event of any unforeseen circumstances that are beyond the control of the Organiser.
- iii. If the Fair is cancelled, then all payments made to MICEM SDN BHD 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.



## 7.5.2 PRESS PREVIEW

A Press Preview will be held at 11.00 am on **Thursday, 15 March 2018**. Exhibitors interested to include their press releases in the press kit should contact the Organiser by 5:00 pm on Monday, 19 February 2018.

## 7.6 MATTA FAIR® BRANDING

The use of the official MATTA FAIR® logo and the phrase MATTA FAIR® MARCH 2018 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.

## 7.7 MEDIA PARTNERS

The media partners of MATTA FAIR® MARCH 2018 to be advised.

# 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. Before concluding the decoration of your booth(s), check that the locks on your storerooms, cabinets and showcases are tightly secured.
- 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 each Fair day.
- v. 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 three (3) days.
- vi. 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.
- 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 and the National Police (IPD Dang Wangi at (+603) 2600 0222).**
- viii. **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 FLOODING

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

- i. Alert the Organiser immediately.
- ii. Exhibitors in the affected areas must cooperate to redirect visitors to the nearest exit in an orderly manner.
- iii. Exhibitors are to follow the instructions of and cooperate with the Organiser, Venue or security personnel at all times.

## 8.3 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 or **Operation Room** PGO, KL at +603-2274 1216.
- 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.

## 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.
- 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.**

## 10 HALL DUTY OFFICERS

Please note that personnel appointed by the Organiser as well as security, marshals and staff will be stationed in each Hall and Linkway to provide assistance. Please take the effort to know them for ease of contact and in the event of an emergency.

## 11 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® MARCH 2018 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 entrance ticket, own company's name tags, the complimentary entrance ticket or the Opening Ceremony / Guests Name Badges / Contractor Badges or Performer Badges.

### Promotional Activities

- d) Exhibitors are only allowed to distribute flyers, pamphlets, brochures or any promotional items (in any form) within their own booths.
- e) Exhibition booths must be manned at all times during the operational hours of the Fair.





- f) Exhibitors are not allowed to dismantle their booths while the Fair is in progress.
- g) 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.
- h) Any activity involving performance, e.g. dance and the use of any musical gadget or instrument is strictly prohibited.

## Booth Layout / Design

- i) All Exhibitors must display clearly their registered company name and booth number(s).
- j) **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 and Culture (MOTAC) at a prominent location easily visible to visitors and the Organiser.**
- k) 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. (See "Appendix A - Diagram 1, 2 & 3", page 19, 20 & 21 for more details).
- l) Exhibitors are only allowed to carpet the common walkway in between their island booths.
- m) 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.
- n) 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 1", page 19 for more details).
- o) 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 or penalties being levied.

## 12 RESPONSIBILITIES OF EXHIBITORS

While MATTA FAIR® is the platform for registered Exhibitors to promote and sell their products and / or services, the Organiser shall also ensure that the name of MATTA is not compromised by shoddy products, non-delivery of services and unethical practices by the Exhibitors. MATTA has a job in overseeing its Exhibitors, members and non-members alike.

The following rules and regulations are highlighted due to the numerous complaints received by MATTA and the Ministry of Tourism & 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 as follows:
  - Fourth Schedule (Sub paragraph 6(1)(m)(ii)) of the TOURISM INDUSTRY (TOUR OPERATING BUSINESS AND TRAVEL AGENCY BUSINESS) ACT 1992 –STANDARD TERMS AND CONDITIONS FOR OUTBOUND TOUR PACKAGES
- 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 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.
- iv. All Exhibitors, Members and non-members, 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.

## 13 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 fine
  - 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)

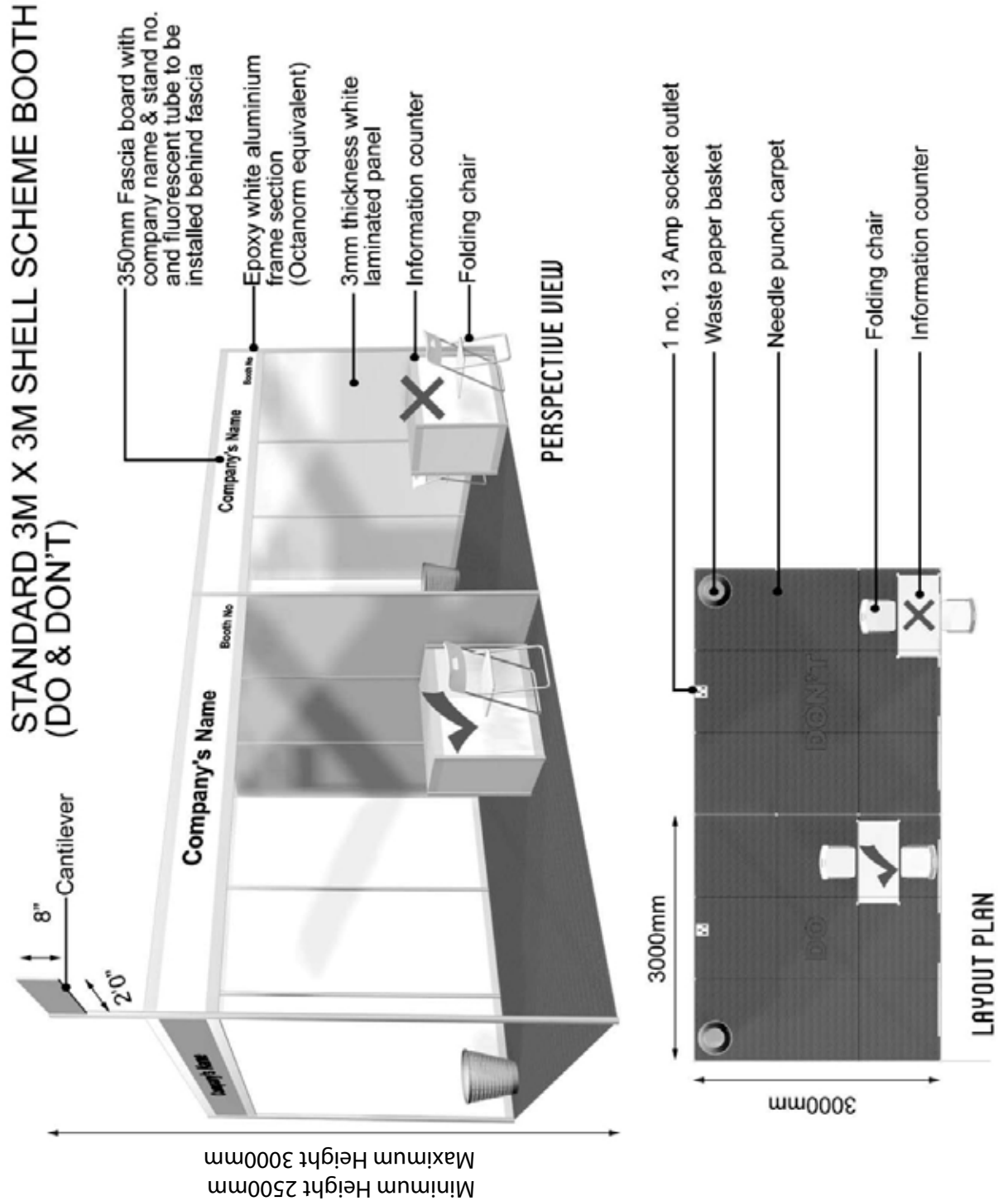
## 14 TERMINATION

In the event of any breach of the Rules and Regulations, the Organiser reserves the right to seal or evict the Exhibitor who has committed the breach.

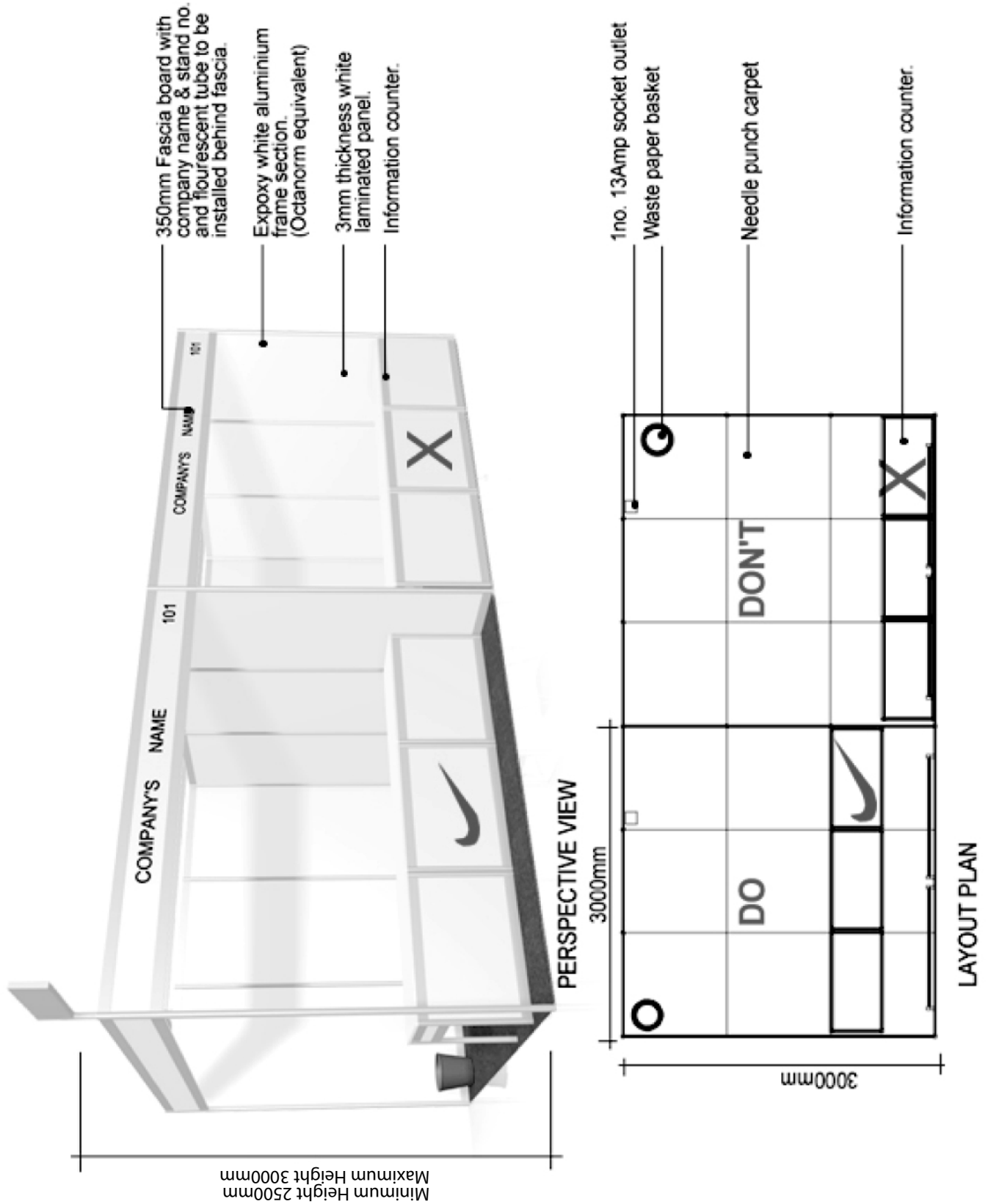
## 15 RIGHTS OF OFFICIAL SPONSORS & PARTNERS

- i. The Organiser shall 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.

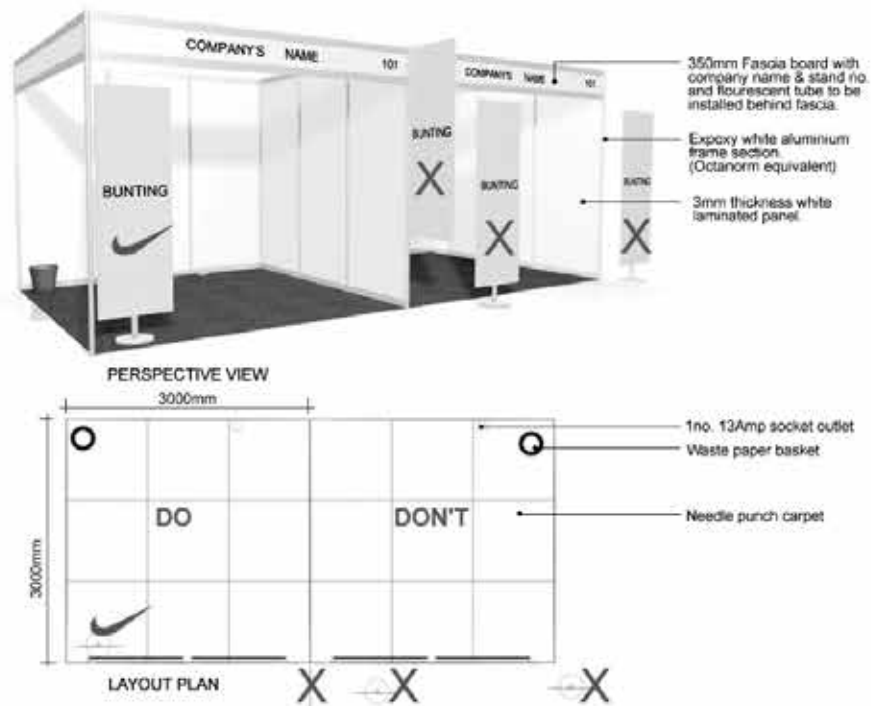
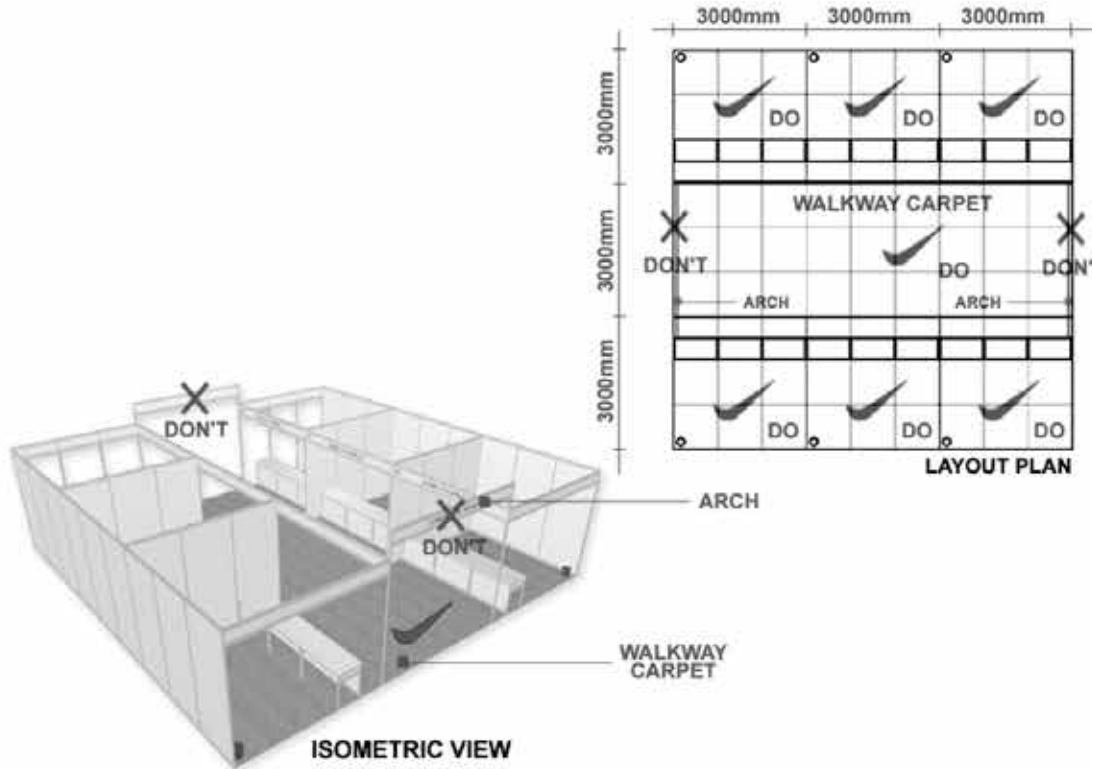
## APPENDIX A - Diagram 1



## APPENDIX A - Diagram 2



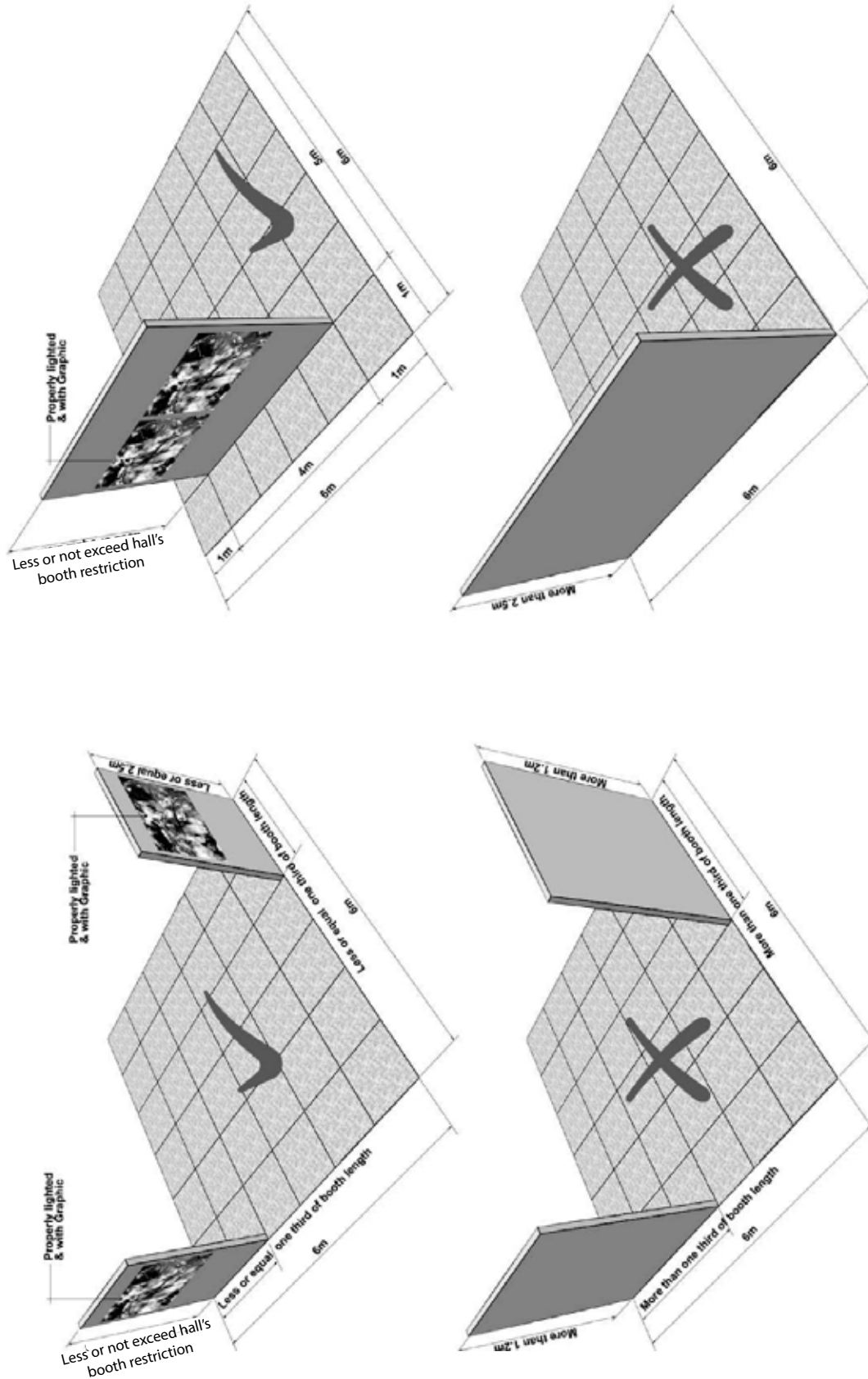
## APPENDIX A - Diagram 3





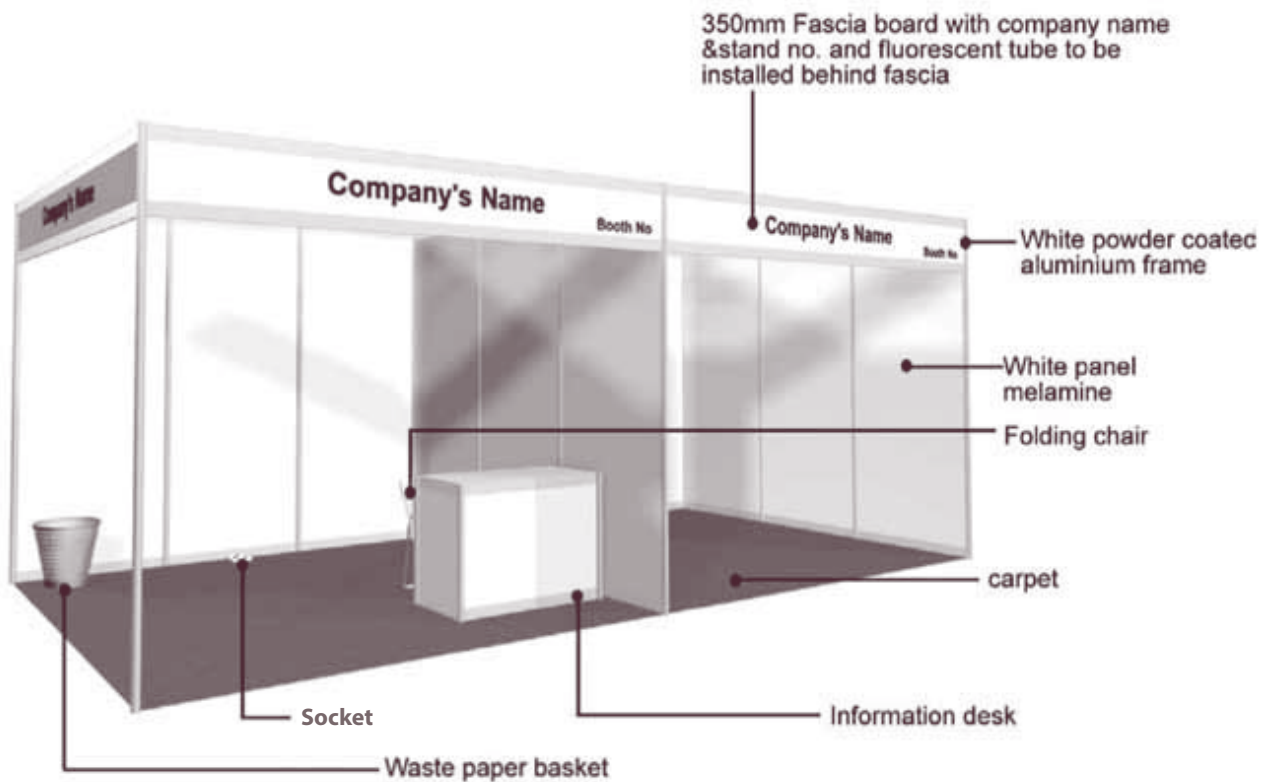
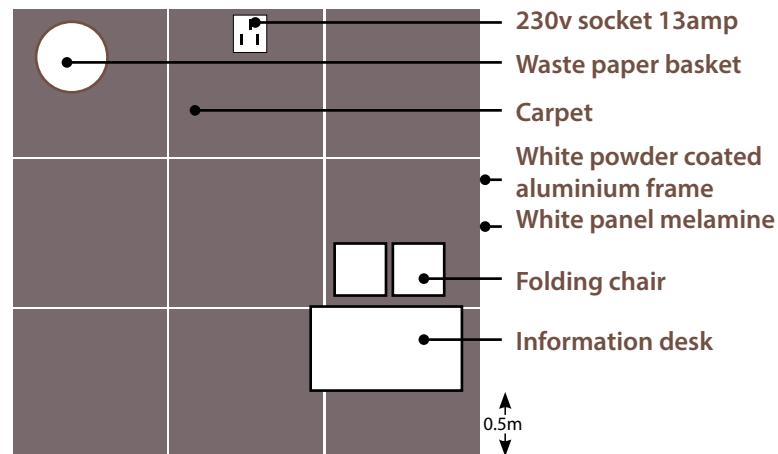


## APPENDIX A - Diagram 4



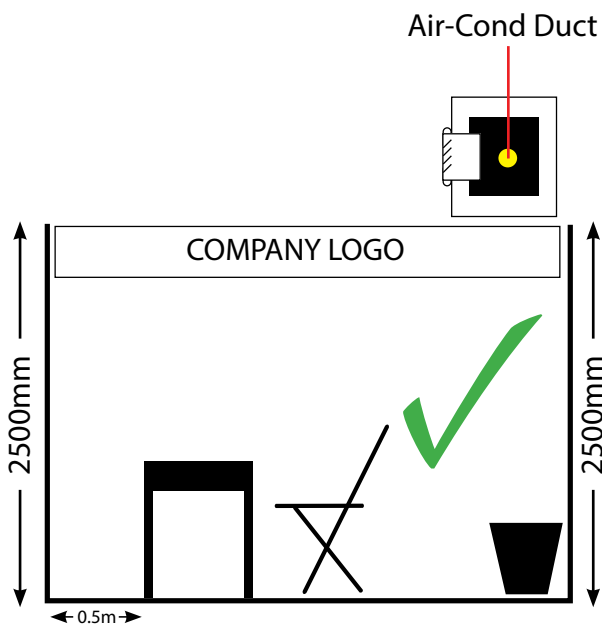
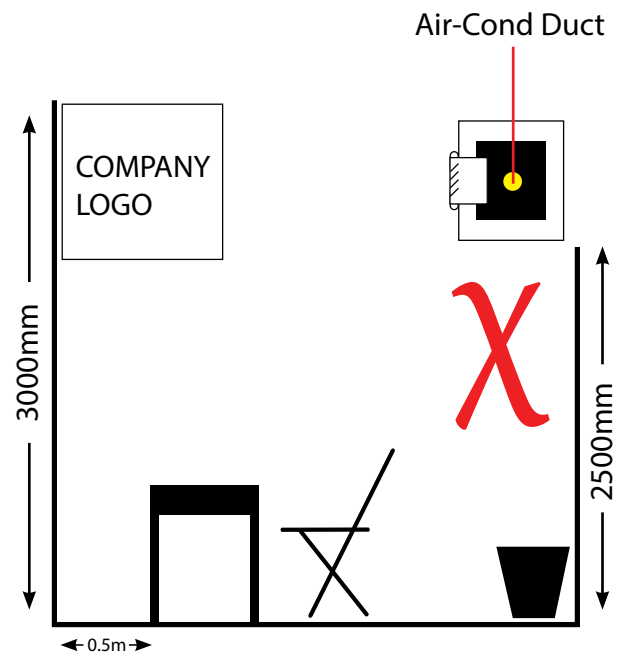
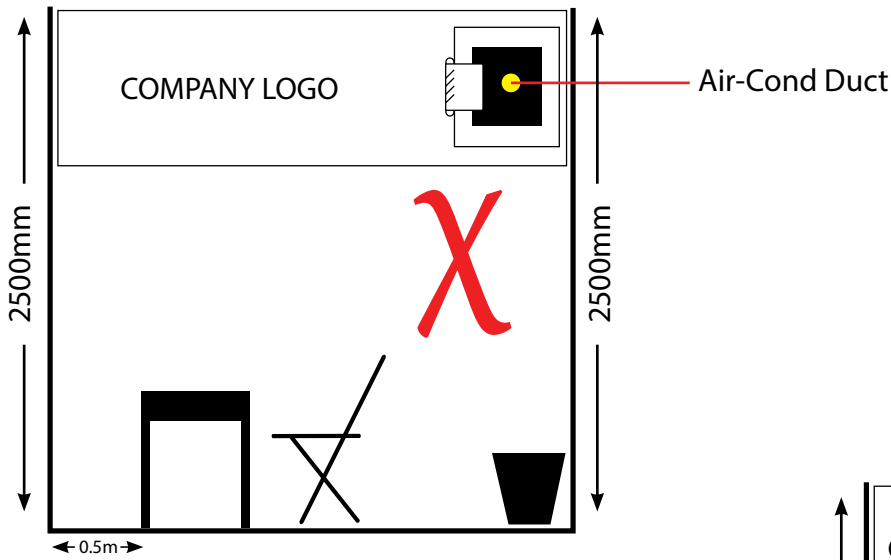
## APPENDIX A - Diagram 5

### 3M x 3M Shell Scheme Booth

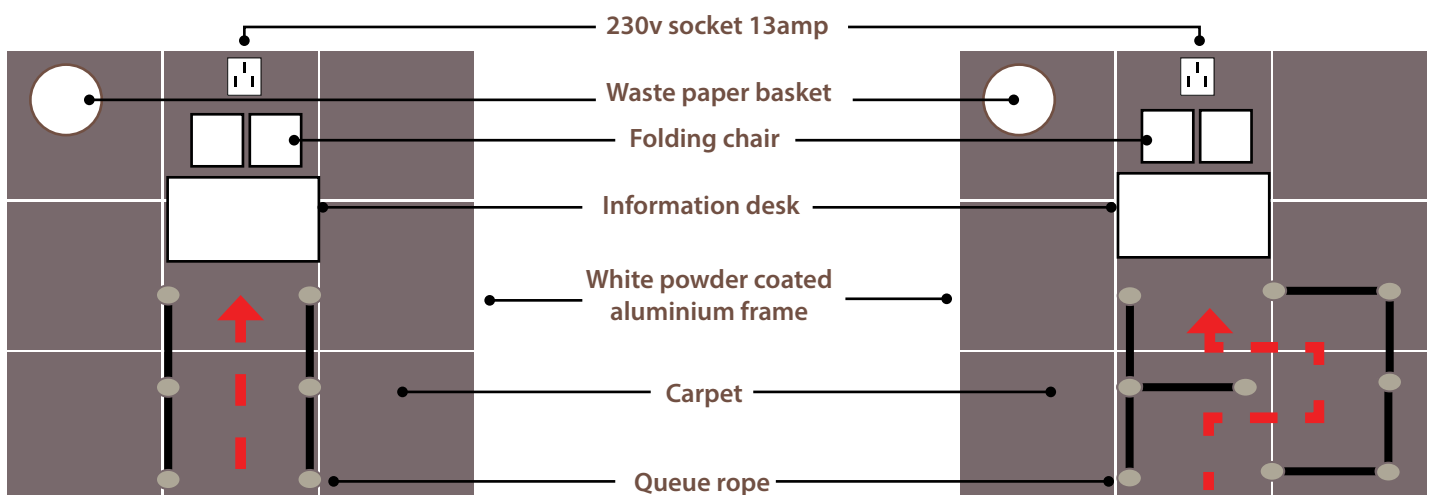
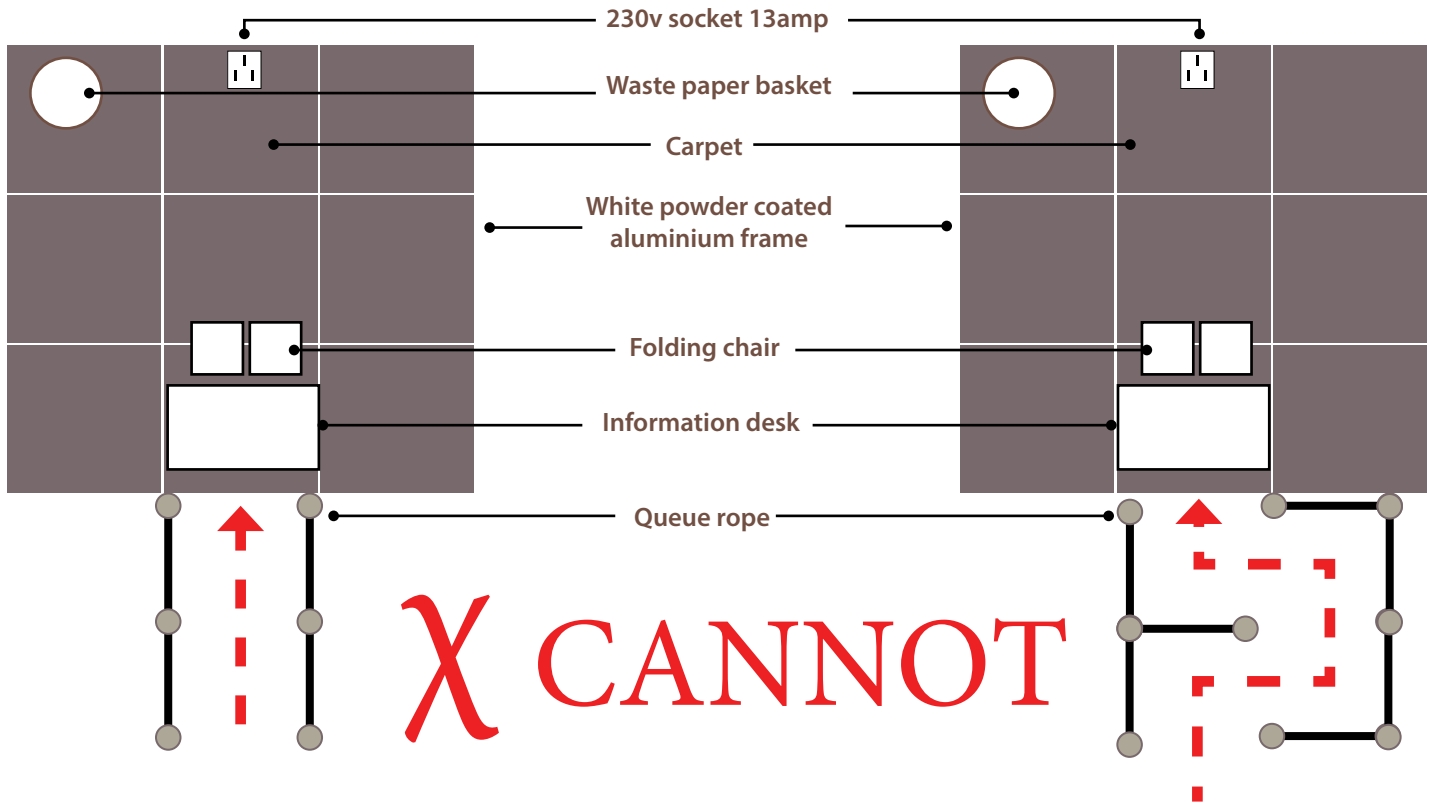


## APPENDIX A - Diagram 6 (Hall 1 & Hall 2)

### HALL 2 - AIR COND DUCT AREA



## APPENDIX A - Diagram 7





## APPENDIX B

PRE FAIR		
DETAILS	DATE	TIME
REGISTRATION FOR HALL 1M	20 NOVEMBER 2017	10.00AM
REGISTRATION FOR LINKWAY	13 DECEMBER 2017	10.00AM
REGISTRATION FOR INTERNATIONAL HALLS	13 DECEMBER 2017	10.00AM
REGISTRATION FOR DOMESTIC HALLS	14 DECEMBER 2017	10.00AM
LINKWAY & PREMIUM AREAS BOOTH BALLOTING	TO BE ADVISED	
NORMAL BOOTH BALLOTING (INTERNATIONAL)	TO BE ADVISED	
NORMAL BOOTH BALLOTING (DOMESTIC & HALL 1M)	TO BE ADVISED	
BOOTH DESIGN SUBMISSION	BY 5 FEBRUARY 2018	5.00PM
EXHIBITOR BADGE FORM SUBMISSION	BY 5 FEBRUARY 2018	5.00PM
BUILD-UP CONTRACTORS MOVE IN	15 MARCH 2018	9.00AM
EXHIBITORS MOVE IN		2.00PM
CLOSE OF HALLS & EXHIBITION AREA		11.00PM
<b>NOTE: CONTRACTORS MUST WEAR OFFICIAL MATTA FAIR MARCH 2018 CONTRACTOR BADGES</b>		
PRE-EVENT PRESS CONFERENCE	15 MARCH 2018 (THURSDAY)	11.00AM
FAIR DAYS		
HALLS OPEN FOR EXHIBITORS ONLY	16 MARCH 2018	8.00AM
	17 - 18 MARCH 2018	9.00AM
"OPENING CEREMONY (INVITED GUESTS ONLY)"	17 MARCH 2018	9.00AM
HALLS OPEN FOR PUBLIC	16 - 18 MARCH 2018	10.00AM - 9.00PM
MANNING OF BOOTH/CONDUCT OF BOOTH PERSONNEL	16 - 18 MARCH 2018	10.00AM - 9.00PM
CLOSE OF ALL HALLS	16 - 17 MARCH 2018	10.00PM
	18 MARCH 2018	11.00PM
DISMANTLING BY EXHIBITORS	18 MARCH 2018	10.00PM - 11.00PM
POST FAIR		
DISMANTLING & TEAR-DOWN	19 MARCH 2018	9.00AM-2.00PM
"FEEDBACK FORM & STATISTIC EVALUATION FORM"	SUBMISSION BY 23 MARCH 2018	

\* The above dates and times may change if necessary.