

MATTA

FAIR[®]

06th – 08th OCTOBER 2023

10.00 am – 10.00 pm

Dataran Pahlawan Melaka Megamall (DPMM)

RULES & REGULATIONS

RULES & REGULATIONS

1. Booking Form accompanied with either deposit or full payment. The exhibitor shall agree to comply with the terms and conditions of the **MATTA FAIR® 2023**. The submission of the entry form shall be deemed as the confirmation of exhibitor's application to participate in the **MATTA FAIR® 2023** and exhibitor's acceptance and agreement to be bound by the terms and conditions of the **MATTA FAIR® 2023**. The Organizing Committee reserves the right to accept or reject any application without disclosing any reasons.

2. **DATE** : 06th - 08th OCTOBER 2023
VENUE : Dataran Pahlawan Melaka Megamall (DPMM)

3. PARTICIPATION RATES & REGISTRATION DETAILS

SHELL SCHEME / SPACE (Booth size: 9 sq. metres or 3m x 3m)

Includes the following:

- Fascia board with exhibitors' name in English and booth number
- 2 fluorescent lights,
- 1 13-amps electrical point (4amp output only)
- 1 information desk
- 2 chairs and 1 wastepaper basket.

The exhibitor shall be responsible for their own designs, construction and furnishings. **All electrical fittings and installation must be undertaken by the official contractor appointed by the Organizing Committee. All exhibitors must design their booths and submit the drawing/s to the Organizing Committee for approval by 15th September 2023.** Failure to do so without the prior written approval of the Organizing Committee is considered a breach of the Fair's Rules & Regulations.

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C. PARTICIPATION AND REGISTRATION COST

PRODUCT CATEGORY	SHELL SCHEME / SPACE (RM)	REGISTRATION FEE (RM)
CATEGORY A – MATTA MEMBERS ONLY		
A1. ORDINARY MEMBERS –Travel Agents Only (MELAKA MEMBERS ONLY)	2,500.00	300.00
A2. ASSOCIATED AND OTHERS STATE MATTA MEMBERS	3,000.00	300.00
CATEGORY B - Travel Agents (non-MATTA members), hotels, airlines, GSAs, cruise operators, National Tourism Organizations (NTO), State Tourism Organizations (STO), theme attractions and other places of interest, Ministries and Government Agencies. ANY OTHER COMPANY THAT DO NOT FALL INTO CATEGORIES A	3,500.00	300.00
CATEGORY C - Bank, Medical, Credit Card and Telecommunications companies, ANY OTHER COMPANY THAT DO NOT FALL INTO CATEGORIES A and B WILL ONLY BE ACCEPTED SUBJECT TO THE APPROVAL OF THE ORGANISING COMMITTEE.	5,000.00	500.00
CATEGORY D – DOMESTIC AREA Travel Agents Only (MATTA MEMBERS ONLY) - (TABLE SPACE ONLY)	500.00	-

D.1 REGISTRATION DATE

MATTA MELAKA CHAPTER OFFICE SHALL BEGIN ACCEPTING THE BOOKING FORM FOR REGISTRATION FOR THE MATTA FAIR® 2023 FROM 28th JULY 2023.

D.2 CLOSING DATE: 30th AUGUST 2023.

D.3 ADDITIONAL BOOTHS : NO ADDITIONAL BOOTHS IS ALLOWED AFTER BALOTING REGISTRATION IS DONE. NO REFUND ON BOOTHS REDUCTION.

REMARKS : ANY BOOKING RECEIVED AFTER CLOSING DATE IS SUBJECT TO APPROVAL BY ORGANISING COMMITTEE

E. TERMS OF PAYMENT

UPON REGISTRATIONS, EACH APPLICATION SHOULD CONSISTS OF

E.1) BOOKING FORM

- Submission of completed booking form does not constitute acceptance of your participation in the fair.
- The Organizing Committee shall refund the payment made to **MATTA MELAKA CHAPTER** in the event the Organizing Committee rejects or refuse an exhibitor's application.

E.2) REGISTRATION FEE OF RM 300.00/RM500.00

E.3) THE REFUNDABLE SECURITY DEPOSIT RM500.00 PER BOOTH EXCEPT CATEGORY C.

- Every exhibitor must post a refundable security deposit as a SEPARATE PAYMENT as follows:

RM500 for 1 Booth	RM1000 for 2 Booths
RM1500 for 3 Booths	RM2000 for 4 Booths
RM2500 for 5 Booths	RM3000 for 6 Booths
RM3500 for 7 Booths	RM4000 for 8 Booths
RM4500 for 9 Booths	RM5000 for 10 Booths +

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ALL EXHIBITORS MUST SUBMIT THEIR FEEDBACK FORM TO THE ORGANIZER ON LATEST by 10th OCTOBER 2023 FAILING WHICH THE ORGANIZER HAVE THE RIGHT TO HOLD BACK SECURITY DEPOSIT

E.4) PAYMENT DETAILS

THE PAYMENTS SHALL BE MADE PAYABLE TO MATTA MELAKA CHAPTER. DETAILS OF THE BANK ACCOUNT FOR TRANSFER OF PAYMENT ARE AS FOLLOWS:

Name of Account : **MATTA MELAKA CHAPTER**
Account No: **3-2100964-30**
Name of Bank: PUBLIC BANK BERHAD
Registration No: PPM 001143005
Swift Code: PBBEMYKL
Address of Bank: PUBLIC BANK BERHAD
No.48 & 50, Jalan PJS 11/28a,
Bandar Sunway,
47500 Petaling Jaya, Selangor.

KINDLY EMAIL (secretariat.melaka@matta.org.my) A COPY OF THE PAYMENT TRANSACTION SLIP TO THE MATTA SECRETARIAT IMMEDIATELY.

4. CANCELLATION CHARGES

In the event of any cancellation and/or default in payment by an exhibitor, the Organizing Committee reserves the right on a strictly without prejudice basis to cancel the application without any refund of payment made. The Organizing Committee will also have the right to re-let the booths contracted to an exhibitor in default. Where the Organizing Committee has elected to re-let the said booths/space but is unable to do so or otherwise is only able to re-let the same at a lower rate, the exhibitor in default shall without derogation of the Organizing Committee's other rights in law or in equity, be liable to pay, amongst others, the loss suffered by the **MATTA FAIR® 2023** as a result thereof as damages.

Cancellation Received

Before 5.00 pm on 30th August 2023

After 5.00 pm on 30th August 2023

Cancellation Charges

50% of cost of booth / space

100% of cost of booth /space

5. BOOTH ASSIGNMENT SYSTEM

- A) **Selection of booths will be on a balloting basis. Booking for 8 booths and maximum 10 booths will be given registration number under “A” series, booking for 4 – 7 booths will be given registration number “B” series and booking for 3 booths and below will be given registration number under “C” series on a first come first served on full payment received basis.**
- B) The organizing committee reserves the right to allocate booths prior to opening for booth selection by exhibitors.
- C) Exhibitors must be present to do the selection, if an exhibitor is not present, the next exhibitor shall be called. However, if and when they arrives, they shall have the next priority.
- D) The organizing committee will designate the areas to be selected as well as reserves the right to relocate the booths after booth assignment to better manage the fair.
- E) When in the organizing committee’s opinion and in the best interest of the fair and /or its participants, the organizing committee reserves the right at any time, to redesign at certain booths for certain exhibitors or not to make such booths/spaces available.
- F) Final booth assignment remains the prerogative of the organizing committee.
- G) **BOOTH SELECTION DAY/BRIEFING ON RULES & REGULATIONS.**

DATE / TIME : TBA

VENUE : TBA

H) DESIGN OF BOOTHS

- H.1) All stands regardless of whether they are Space or shell schemes must be carpeted and the Standard height of perimeter walls must not exceed 4m from the floor level.
- H.2) This wall must be back clad, lighted & decorated on both sides to present a clean appearance from gangways and adjoining stands. Exhibitors must ensure that a plain solid wall will not be seen from the aisle
- H.3) This wall must be set back inside your booth area. Not less than 1m from the perimeter. *(see diagram in page 22)*
- H.4) Exhibitors are only allowed to have 1 long run of Solid wall.
- H.5) If an exhibitor intends to construct a wall along. The perimeter, the wall must only be 1/3 the length of either the width or length. The height of this wall must not exceed 2.50 m in height. *(see diagram in page 22)*

6. EXHIBITION RULES, REGULATIONS & IMPORTANT INFORMATION

A) SECURITY

- A.1) All personnel working in the exhibition halls must wear the official **MATTA FAIR® 2023** identification badges at all times.
- A.2) The Organizing Committee reserves the right to evict any Exhibitor without the official **MATTA FAIR® 2023** identification badge.
- A.3) Security guards will patrol the exhibition site in general, but their duties shall not include specific attention to individual stands. Exhibitors are reminded to arrange their own insurance to cover all stages of the event and be particularly careful to pack light, portable and attractive exhibits immediately after the close of the exhibition site on **09th October 2023**.
- A.4) It is strongly recommended that at least one person be at the exhibition Booth at **10.00 am to 12.00noon on 09th October 2023** before the hall are Handed over to DPMM. It is important to note that while the Organizing Committee will maintain security surveillance at all times. Exhibitors are reminded that their booths should not be left unattended until all portable items have been secured.
- A.5) An exhibitor shall be responsible for all his exhibits in transit to and from and within the confines of the exhibition area at the venue.
- A.6) Exhibitors will not be allowed in the exhibition halls after the exhibition hours. Exhibitors wishing to hire security personnel to attend to their stand exclusively, kindly contact the Organizing Committee to make the necessary arrangements.

**KPK License for Travel Agent Only
License of Ministry Of Tourism Art & Culture (MOTAC) to be display prominently inside the booth.**



Agents selling Umrah Packages, you MUST have a valid licence of “Tambah Bidang Perniagaan Pengendalian Pelancongan Luar Negeri Bagi Umrah Atau Ziarah”.

B) INSURANCE

- B.1) Every reasonable precaution will be undertaken by the Organizing Committee to ensure that security and safety of the exhibition halls and adjacent areas. **However, the Organizing Committee will not be responsible or be liable to any Exhibitors, 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.**

B.2) Exhibitors will also be held responsible for loss or damage or injury to property (including those belonging to other Exhibitors and persons, caused by themselves, their employees or agents.) **Each Exhibitor participating in the exhibition MUST indemnify the Organizing Committee against all claims of whatever nature, which may be made against the Organizing Committee, arising out of in any way connected with such exhibitor's participation in the exhibition. This provision is specifically agreed to be fair and reasonable by the Exhibitor participating in the event.**

C) PROMOTIONAL ACTIVITIES

C.1) The Organizing Committee will arrange for promotional activities such as lucky draw, quiz, etc. These can be organized by individual Exhibitor within their booth, provided approval has been obtained from the relevant government authorities and subject to the approval of the **MATTA FAIR® 2023** Organizing Committee.

C.2) The Organizing Committee reserves the right to stop any promotional activity or evict any participant.

D) SALE OF TOUR SERVICES / PRODUCTS

D.1) The Organizing Committee reserves the right to impose determinants, if any, minimum selling price for all participants' on tour packages and restrictions on advertisements and promotions.

D.2) 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® 2023** by the Organizing Committee.

D.3) All Promotion & Offers are only valid for sale at the **MATTA FAIR® 2023** venue, which is at DPMM from **06th October to 08th October 2023.**

E) FILMS AND VIDEO TAPES

E.1) All films and videotapes, even if they originate from Malaysia, must obtain the Censor Board's approval. Clearance may take about four weeks and exhibitors are advised to send their films to the Censor Board together with a covering note indicating that it is to be used at the exhibition. Exhibitors should obtain the Censor Board's approval from:

LEMBAGA PENAPISAN FILEM (FILM CENSORSHIP BOARD)

*Kementerian Dalam Negeri Bahagian 'C',
Aras 2, Blok D2,
Kompleks D, Presint 1
Pusat Pentadbiran Kerajaan Persekutuan
62546 Putrajaya, Malaysia.
Tel: (603) 8886 3223 / 3224
Fax: (603) 8889 1685*

E.2) In addition, a license from Jabatan Perlesenan must be obtained before the film/tape may be screened at the exhibition. All the related fees are to be borne by the Exhibitors.

E.3) Foreign exhibitors should get these arranged by their local agents. As inspectors might visit the site, please keep a copy of the censorship certificate license on site.

F) SALE OF SOUVENIRS

F.1) Sale of souvenir items bearing the MATTA or the **MATTA FAIR® 2023** logo must obtain prior approval from the Executive Council of MATTA as well as the Organising Committee.



F.2) Foreign companies not incorporated in Malaysia are not allowed to sell souvenirs or any other products / services at the fair.

G) MANNING OF BOOTH AND CONDUCT OF BOOTH PERSONNEL

G.1) Exhibition booths must be fully staffed and operational throughout the operating hours of the fair. Booths and exhibits must not be dismantled or packed until the fair has closed on the final day at 08.00 pm, **08th October 2023, OTHERWISE THE SECURITY DEPOSIT WILL BE FORFEITED.**

G.2) All activities of the Exhibitors and their employees must be confined to the booth/space allocated. Exhibitors must not participate in any activities, which may cause or is likely to cause annoyance to visitors or other Exhibitors. Neither advertising nor canvassing for business which may take place elsewhere in the exhibition premises, nor recruiting of staff to be carried out during the exhibition.



G.3) Exhibitors are not allowed to place a third party company / promoter in their booth.

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G.4) No person participating in the exhibition is to behave or act in a manner which may cause harm, injury or damage to other persons, exhibits, exhibition hall, properties and fixtures.

G.5) The Landlord DPMM strictly prohibits outside food/drinks of any kind to be brought into the venue. Food & drinks are to be purchased at the cafes set up by the Landlord.

H) BUILD-UP AND TEARDOWN

The Fair will be held over a period of 3 days. **Build-up will be on 04th October 2023 and Teardown will be after the fair on 08th October 2023 from 2200 hours to 0000 hours.**

04 th October 2023 - Wednesday (Build-up)	
2200Hrs	Contractors move in
NOTE: ALL CONTRACTORS MUST WEAR MATTA OFFICIAL BADGES.	
05 th October 2023 - Thursday (Build-up)	
2200Hrs	Contractors & Exhibitors move in
06 th October 2023 – Friday (Fair Day)	
0930Hrs	Hall Open for Exhibitors
1000Hrs – 2200Hrs	Open to Public
1500Hrs	Opening Ceremony
(All Exhibitors are required to attend)	
07 th October 2023 – Saturday (Fair Day)	
0930Hrs	Hall Open for Exhibitors
1000Hrs – 2200Hrs	Open to Public
08 th October 2023 – Sunday (Fair Day)	
0930Hrs	Hall Open for Exhibitors
1000Hrs – 2200Hrs	Open to Public
2200Hrs – 0000Hrs	Dismantling booth / space by exhibitor
NOTE: FEEDBACK FORM SUBMISSION ON 08th OCTOBER 2023 TO SECRETARIAT BOOTH IN ORDER TO GET BACK YOUR SECURITY DEPOSIT.	
09 th October 2023 – Monday (Hand Over)	
1000Hrs – 1200Hrs	Hall Closed & Handed over to DPMM Mall

I) BOOTH FITTING REGULATIONS

I.1) The Organizing Committee will **appoint a contractor for all the Shell Scheme** booths. However, an Exhibitor may employ a contractor of his choice to construct booth interior and any free standing displays or fitments which may be required, provided that the contractor concerned is registered with and approved by DPMM and has conformed to regulations.

I.2) For “Space Only” booths, a drawing in duplicate showing the plan view (with measurements) and an artist’s impression must be submitted to the Official Contractor and also the Organizing Committee latest by **15th September 2023** failing which the Organizing Committee is entitled to terminate the contract strictly without liability and retain all payment made by an exhibitor. Original drawings (hard or soft copy) and not facsimile transmitted copies are required. The Exhibitor must establish whether this has been done by the Contractor as no booth may be constructed until these plans/drawings have been duly approved and signed by the Organizing Committee. For shell scheme booths, such drawings are only required if upgrading work or any changes is being carried out. Non-submission of these drawings within the stipulated period is considered a breach of the Rules & Regulations of the **MATTA FAIR® 2023**.

I.3) Neither fitting, display or self adhesive stickers/signs may be attached to or suspended from the ceiling of any part of the exhibition halls, nor any item be nailed, screwed, drilled or punched into the floor. If this instruction is ignored, DPMM has the right to remove the items and charge the exhibitor/contractor concerned for the damage caused.

I.4) Exhibitors wishing to construct a false ceiling at their booth must submit duplicate drawings to the Organizing Committee for approval by the Fire & Safety Authority. Ceilings can only be constructed of large mesh or egg box materials, which permit the passage of water in the event of fire.

I.5) For safety reasons, only the Official **MATTA FAIR® 2023** Contractor can carry out electrical wiring and connections. Exhibitors must refer to the Official **MATTA FAIR® 2023** Contractor to obtain approval if changes need to be made to the standard wiring laid out by the Official **MATTA FAIR® 2023** Contractor. The Organizing Committee reserves the right to stop all activities of an exhibitor should it deem that electrical rules & regulations have been breached. No multi plugs are allowed as it may cause an overload and electrical tripping. Besides, lighting connections are charged based on the number of tubes and bulbs lighted on the booth. LED lights connection will be charged accordingly.

I.6) 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 Organizing Committee.

I.7) All contractors are expected to clean the booths and remove all construction debris.



I.8) Before a contractor is permitted to start work, either the contractor or the Exhibitor is required to place a refundable Performance Bond or cheque of RM50.00 per sq meters (a minimum levy of RM900 and a maximum of RM5000.00 applies) with the Official Contractor for MATTA FAIR® 2023 and sign an undertaking to guarantee conduct, proper schedule of production and observance of the Exhibition and the Hall Regulations.

I.9) Only when this Performance Bond or cheque is placed and the undertaking signed, will the contractor be allowed to bring in materials into the halls to commence work.

I.10) Provided no damage is caused during build-up, fair days and teardown, the Bond or cheque shall be returned to the contractor/exhibitor, in full within 30 days of the completion of the exhibition.



I.11) Any other contractor is required to pay a non-refundable administration fee of RM10.00 per sq metre (a minimum levy of RM 100.00 up to a maximum of RM 500.00 applies) to the Official Contractor for MATTA FAIR® 2023.

I.12) Sub Contractor badges will be charged RM10 each, which are valid during the Build Up and Tear Down periods only.

I.13) **For “Space Only” Booths** - The Organizing Committee reserves the right to request the exhibitor to change, modify, lower or shorten any back wall and side wall proposed in the “Space Only” design if, in the opinion of the Organizing Committee, such back wall and side wall will obstruct the reasonable exposure of any adjacent exhibitor booths. All booths must be constructed, with a back and side walls, except island booths, which do not require any walls. In the case of a one-corner booth, a back wall and one sidewall must be constructed, while a two cornered or peninsular booth requires only a back wall. Where a structure such as a wall or a sign exceeds the height of the neighboring booth, the Exhibitor with the higher wall must decorate the visible portion to a standard acceptable to the Organizing Committee. All contractors other than the Official **MATTA FAIR® 2023** Contractor must purchase a contractor’s pass to gain entry to work in their respective areas in the hall.

I.14) **For Shell Scheme Booth** – No additional booth – fittings or display may be attached to The shell scheme structure except for those approved by the Organizing Committee. Any protruding or cantilever signages must conform to the specifications Approved by the Organizing Committee.

No nailing or drilling will be allowed. If you require assistance in hanging or displaying your exhibits, please consult the Official **MATTA FAIR® 2023** Contractor. No painting or wall papering on the shell scheme booth panels is allowed. Exhibitors who wish to have the panel painted must inform the Official **MATTA FAIR® 2023** Contractor who will provide quotations on request. No financial credit will be given for any shell scheme package item not utilized.



I.15) 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 400 watt loading

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

J) STORAGE AND REMOVAL OF WASTE MATERIALS

J.1) No storage area is available. Exhibitors must make their own storage arrangement for tour shells or other promotional materials. Please contact the Management of Capital City for storage area arrangements.

J.2) All exhibitors' materials and properties kept within the hall shall be at their own risk.

J.3) All exhibitors are required to store their materials in an orderly manner so as not to cause any obstruction.

J.4) At the end of each day, exhibitors are responsible for ensuring that contractors remove all unwanted materials from the exhibition halls.

J.5) Contractors are expected to clean the booths and remove all debris. The Organizing Committee shall invoice exhibitors for the removal of wastes such as packing materials, crates and cartons etc. that are left behind by exhibitors or their contractor.

K) AUDIO VISUAL EQUIPMENT

K.1) Exhibitors are permitted to bring their own audio-visual equipment such as TV's and Video into the exhibition area. These must be placed inside the confines of your own booth area and must not be on walkways or any other common area.

K.2) Exhibitors are permitted to conduct their promotions utilizing the Organizing Committee's DJ and PA system at the indoor stage. Should exhibitors require the services of the DJ, exhibitors must inform the Organizing Committee one week before the fair commences.

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L) HANDING OVER OF HALL

L.1) The halls must be handed back promptly to the Landlord (DPMM) at **1.00pm**. Any exhibit and/or materials which if it still remains in the halls during Tear Down from 12.00pm onwards on **08th October 2023** will be disposed off immediately by the Official **MATTA FAIR® 2023** Contractor and be charged to the Exhibitors accordingly.

L.2) The Organizing Committee shall not be held responsible for any loss or damage. Any cost involved shall be borne by the Exhibitor concerned.

M) DILAPIDATION

M.1) The Organizing Committee in conjunction with the Management of DPMM will inspect the halls before build-up and after tear-down of the fair.

M.2) 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.

M.3) 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.

M.4) The cost of making good for any damages will be assessed by the Official **MATTA FAIR® 2023** Contractor and charged to the exhibitor concerned.

N) EXHIBITOR'S BADGES

 N.1) Exhibitors shall be provided with **5 (FIVE) Exhibitor's** badges per booth, FREE of charge. **Additional badges can be purchased from the MATTA Secretariat at RM50.00 each up to maximum to 3 passes per booth.**

N.2) Exhibitors are required to wear their badges at all times within the Fair area.

N.3) The Exhibitor's Badge / Badges are non transferable.

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O) FAILURE TO EXHIBIT

O.1) Any organization which, having signed a contract for the exhibition space or booth and fails to exhibit for whatever reason shall be liable for the full amount stated in the contract plus any additional costs that may be incurred by the Organizing Committee.

O.2) These terms cannot be varied under any circumstances.

P) RIGHT TO CANCEL, POSTPONE OR SHORTEN FAIR

P.1) The Organizing Committee reserves the right to cancel the **MATTA FAIR® 2023** if, in the opinion of the Organizing Committee, the total number of booths sold does not justify the staging of the fair.

P.2) It also reserves the right to cancel or shorten the **MATTA FAIR® 2023** in the event of any unforeseen circumstances, which are beyond the control of **MATTA FAIR® 2023** Organizing Committee.

P.3) If the Fair is cancelled, then all payments made to MATTA shall be refunded. No other claims or compensation will be entertained.

P.4) If the Fair is shortened, there will be no refund of payments made. No other claims or compensation will be entertained.

Q) INFRINGEMENT AND ENFORCEMENT

Q.1) The appointed enforcement officers shall be responsible to enforce the rules and regulations of the Fair and therefore are empowered to demand immediate compliance from the exhibitors and its agents.

Q.2) The appointed enforcement officers shall deal with all infringements and breaches of the terms and conditions.

Q.3) The appointed enforcement officers is empowered to order any Exhibitors and their agents to remove any materials which may obstruct or interfere or contravene any rules and regulations of the **MATTA FAIR® 2023**.

Q.4) All written feedback or reports of unethical practices should be forwarded as per the Feedback form provided, to the Organizing Committee for the preliminary investigation.

Q.5) The Exhibitor against whom the allegation has been made shall provide, at the request of the Organizing Committee, such further information or documents as may be required within such period as may be specified.

Q.6) The Organizing Committee shall evaluate the merits of complaints / reports and if after investigation, the fact alleged against an exhibitor appears to constitute a prima facie infringement of the Rules & Regulations of the Fair, the Organizing Committee shall be empowered to implement the following penalties.

i) To take appropriate action on any Exhibitor and evict them from the fair if found to have violated the **MATTA FAIR® 2023** conditions/guidelines. The Organizing Committee of the Fair will cancel participation by the exhibitor in the travel fair immediately and all monies paid by the Exhibitor shall be forfeited.

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

R) FINAL DECISION

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

S) ADVERTISING, PUBLICITY & PROMOTION

S.1) PRESS RELEASES

Information/news by various Exhibitors regarding any activities etc. to be held during **MATTA FAIR® 2023** is greatly welcomed. The **MATTA FAIR® 2023** secretariat office will issue regular press releases regarding such activities under the **MATTA FAIR® 2023** banner. Exhibitors are encouraged to submit all information on their products before **22nd September 2023**.

T) RIGHTS OF OFFICIAL SPONSORS

T.1) **MATTA FAIR® 2023** Organizing Committee shall protect the rights, interests and privileges of the **MATTA FAIR® 2023** official sponsors.

T.2) No Exhibitor is allowed to have any direct or indirect joint promotion with competitors of our official sponsors without prior approval from the Organizing Committee.

U) FASCIA BOARD – SHELL OR SPACE BOOTH

NEW

U.1) 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.

NEW

U.2) The official registered name of the Exhibitor must be more prominently displayed at all times, together with the travel license (KPL/KPK) number.

NEW

U.3) 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.

U.4) FOR SHELL SCHEME

Fascia Board: Standard letterings as provided by the Official Contractor. Exhibitors may change the prints/fonts and paste the company logo on the Fascia Board provided it reflects the identity of the registered Exhibitor.

U.5) FOR SPACE SCHEME

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

- i) The name shall appear as registered and/or reflect the identity of the Exhibitor
- ii) The official registered name with **MATTA FAIR® 2023** must be more prominently displayed at all times
- iii) The name shall not exceed the length and height permitted and shall not encroach into the space of another Exhibitor.
- iv) The design structure height shall not exceed **2.5m** in height.

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V) NATIONAL TOURISM ORGANIZATIONS (NTOs) & STATE TOURISM ORGANIZATIONS (STOs)

 i) In compliance with the Ministry of Tourism & Culture guidelines, all NTOs & STOs are required to use locally licensed travel agents who are members of MATTA to sell in Malaysia. Travel Agent who are not members with MATTA are not allowed to sell directly to consumers.

 ii) NTOs and STOs must provide the list of Travel Agent who are represented at their booths to the Organizer for approval. This is a mandatory condition for participation in the fair.

 iii) Participation of Foreign Exhibitors at the fair must adhere to the current Malaysia Immigration Laws.

7.0) NON – COMPLIANCE

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

A) FORFEITURE OF THE SECURITY DEPOSIT AND

B) SUSPENSION OF THE EXHIBITOR FROM PARTICIPATING IN FUTURE FAIRS.

7.1) All exhibitors must wear the official **MATTA FAIR® 2023** name badges at all times while on duty in the booths and in the exhibition halls. No exchanging of name badges is allowed among exhibitors.

7.2) All exhibitors must wear their own official **MATTA FAIR® 2023** name badges before entering the exhibition halls. Entry without the badges to any of the exhibition halls will not be permitted.

7.3) No exhibitor is allowed to be on duty using either the entrance ticket, own company's name tags or the complimentary entrance ticket.

7.4) Exhibitors and their staff and agents are not allowed to distribute flyers, pamphlets, brochures, any and all types of forms and or any promotional items at entrances, public passageways, common areas or walkways. Exhibitors and their staff and agents are not allowed to conduct any surveys or gather any form of leads or canvass for business at entrances, public passageways, common areas or walkways. Distribution of approved flyers, pamphlets, brochures, any and all types of forms and or promotional items, conduction of surveys

7.5) Exhibition booths must be fully staffed and operational throughout the operating hours of the Fair. No exhibitor is allowed to dismantle their booth or leave their booth unmanned or unattended while the exhibition is in progress.

7.6) Exhibitors are strictly prohibited from the use of their own speakers / PA System. Exhibitors are also strictly prohibited from the ringing of bells or the blowing of whistles.

7.7) All Exhibitors whether taking up space or shell must display their fascia name and the booth number. All Exhibitors taking up space must construct / decorate their booth appropriately but the final decision on the design lies with the Organizing Committee.

7.8) Exhibitors are not allowed to build booths and/or place exhibits / tables / chairs or any materials outside the allocated booth area. All materials must be within the confines of a booth area. *(see diagram on page 20 & 21)*

7.9) Exhibitors are allowed to carpet the common walkway in between their island booths but the walkway must be free of any exhibits/tables/chairs or any materials. Exhibitors are not allowed to construct arches in the overhead space areas to adjoining booths. *(see diagram on page 21)*

A booth area is defined as 9sq.m per booth.

7.10) Cantilevers of a permissible size are allowed. The approved size of the cantilever is 2ft in length and 6-8 ins in height. The cantilever has to be placed at a minimum height of 3.0 m up to a maximum height of 3.2m from the ground. The name to appear on the cantilever must be the same as that on the fascia board or it can be the brand name. *(see diagram on page 20)*

7.11) All these banners, buntings or promotional materials must be placed. Within the confines of an exhibitors booth area and must not be placed on or over or protruding out into the common walkway areas. *(see diagram on page 21)*

7.12) Neither fittings, displays or self-adhesive stickers/signs may be attached in The exhibition halls nor any item be nailed, screwed, drilled, glued, stuck on using self adhesive or double –sided tape, or punched onto the floor, walls, pillars, ceilings or any part of the exhibition halls.

7.13) No nailing, drilling, the use of double-sided tapes, painting or wallpapering is allowed on the shell scheme fittings.

7.14) The Booths / Space can only be used for the category/usage they are originally booked and paid for. All subsequent changes must obtain prior approval from the Organizing Committee.

7.15) All Exhibitors are not allowed to consolidate, sublet, assign or redistribute any part of their booth / space to other parties (including exhibitors' dealers, agents and representatives) either in whole or in part without the prior written consent of the Organizing Committee. Failing to comply shall permit the Organizing Committee the right to take the necessary action.

7.16) All Exhibitors must submit their Booth Designs within the stipulated deadline. Non-submission of the Booth Design is considered a serious infringement and may result in the non-participation of the Exhibitor in the Fair.

7.17) All exhibitors whether taking up space or shell must follow strictly according to the set up as per the diagram 1-4 on page 24

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

8.0) TERMINATION

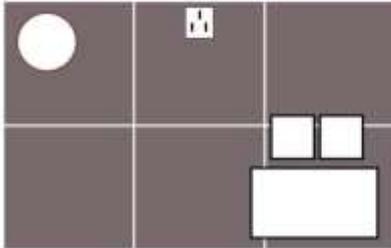
In the event of any breach of the Rules & regulations, the Organizing Committee reserves the right to seal or evict the exhibitor.

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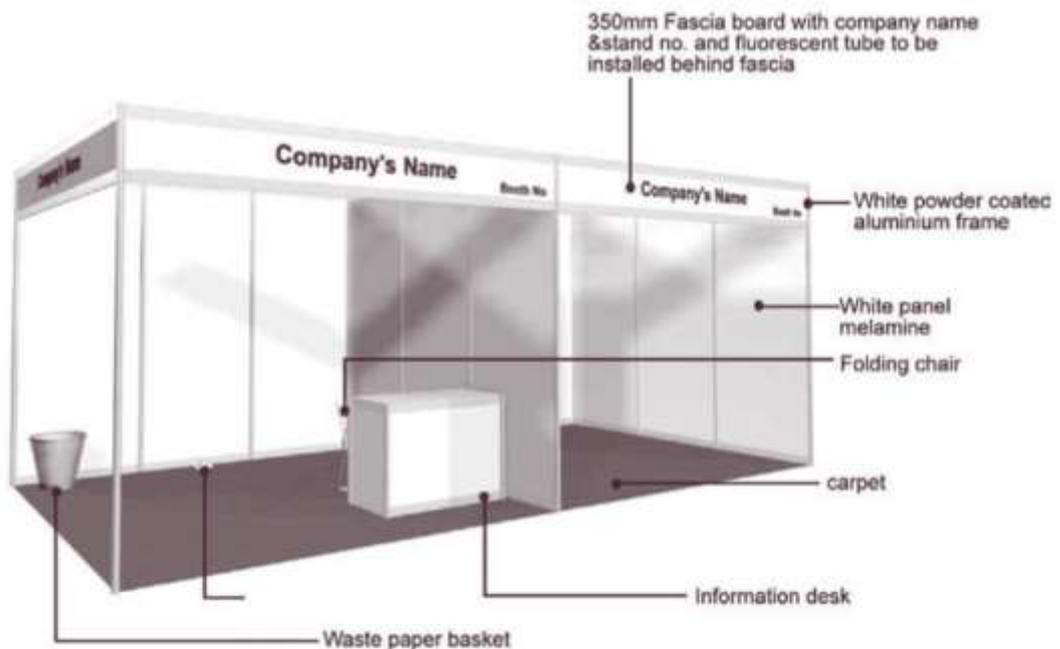
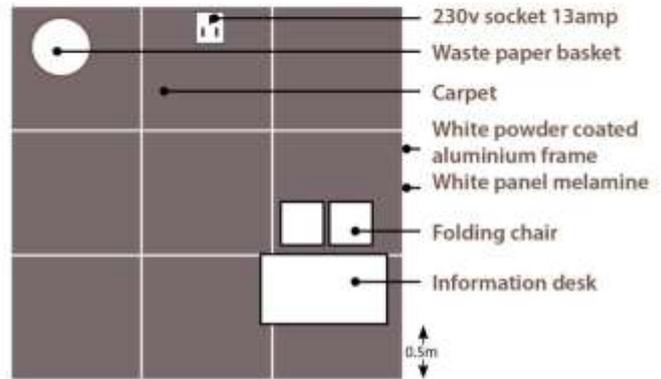
06th – 08th OCTOBER 2023

10.00am – 10.00pm
Dataran Pahlawan Melaka Megamall

3M x 2M Shell Scheme Booth



3M x 3M Shell Scheme Booth

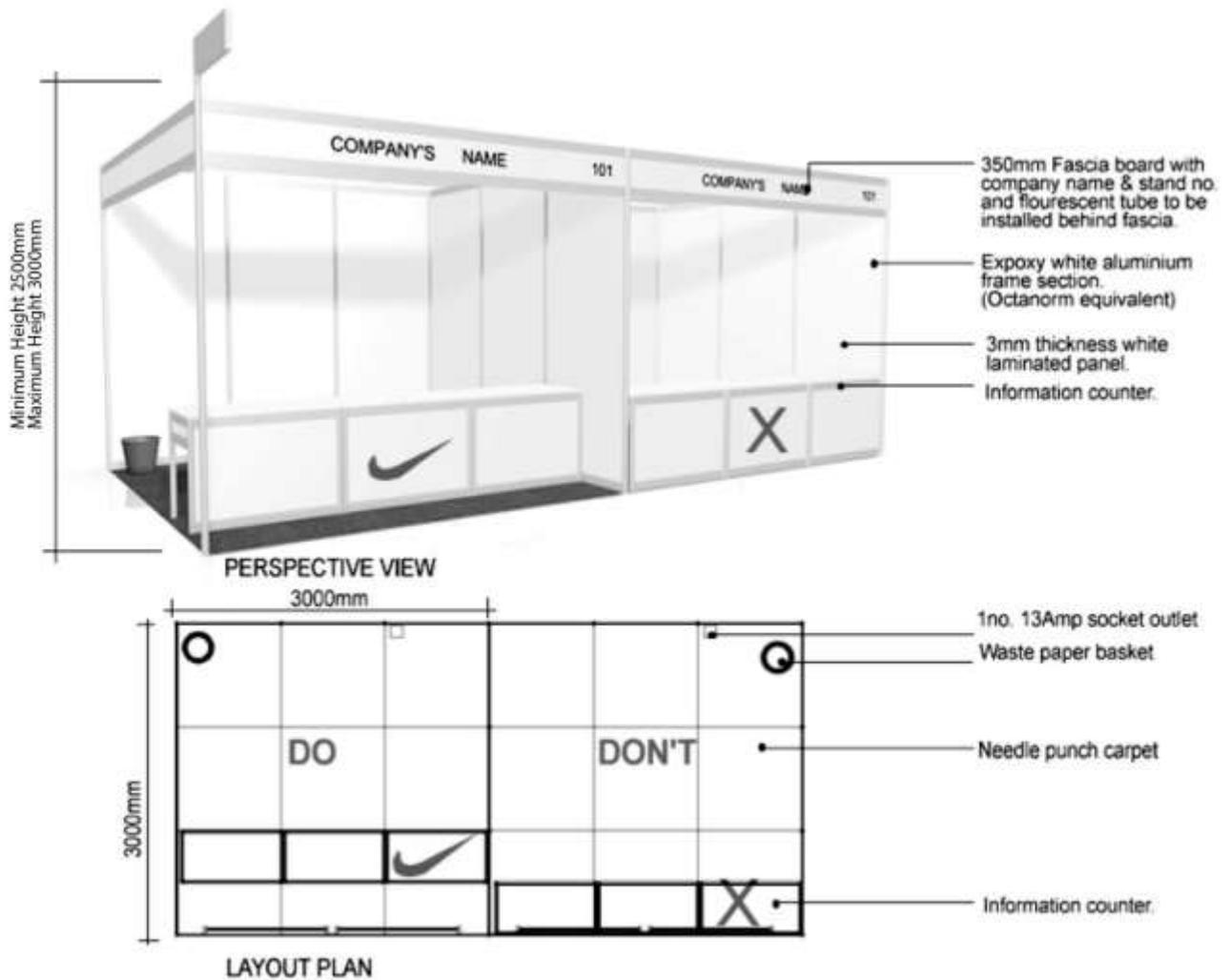


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