

KINABATANGAN HALL, LEVEL 2  
SABAH INTERNATIONAL CONVENTION CENTRE  
(SICC), KOTA KINABALU SABAH



MATTA SABAH CHAPTER OFFICE  
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## 1. INTRODUCTION TO MATTA FAIR® SABAH 2024

### 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® SABAH APRIL 2024 held at Sabah International Convention Centre (SICC), Kota Kinabalu, from 26 - 28 APRIL 2024. For purpose and ease of mention it will be called MATTA Fair Sabah 2024.
- iii. **Organiser** refers to MATTA / Organising Committee.
- 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® Sabah 26 - 28 APRIL 2024 at the venue.
- v. **'Booths'** refers to both standard shell scheme booths and space-only booths.
- vi. **'Official Contractor'** refers to the official contractor to be appointed for this MATTA FAIR® Sabah 26 - 28 APRIL 2024 for all shell scheme booths.
- vii. **'Venue' or 'Landlord'** refers to the management / owners of SICC, Kota Kinabalu.
- viii. **'Premises'** refers to the MATTA FAIR® Sabah 26 - 28 APRIL 2024 exhibition areas and the general property of the SICC, Kota Kinabalu.

## 2. REGISTRATION APPLICATION TO PARTICIPATE

- i. All applications to participate as Exhibitors in the MATTA FAIR® must be made via online using the official MATTA FAIR® Registration Link.
- ii. The submission of the MATTA FAIR® Registration via online shall be deemed as the applicant's interest to participate as an Exhibitor in the MATTA FAIR® and the applicant's acceptance and agreement to be bound by the Rules & Regulations of the MATTA FAIR®.
- iii. MATTA reserves the right to accept or reject any application without disclosing the reasons thereof.
- iv. Registration of Exhibitors on the registration day will be by the sequence of the registration number generated once online registration is completed by the company / organisation.
- v. The MATTA FAIR online registration will start from Monday, 5 February 2024 at 10.00am until all booths are subscribed.
- vi. Although Exhibitors have registered, exhibiting companies are reminded that booths are subject to availability and NOT guaranteed.
- vii. The Organiser reserves the right to cancel, postpone or shorten the MATTA FAIR® Sabah in the event of any unforeseen circumstances that are beyond of the control of the organiser.
- viii. If the Fair is cancelled, all payments made shall be refunded. No other claims or compensation will be entertained.

### 3. PARTICIPATION RATES & REGISTRATION DETAILS

#### A. SPACE ONLY

##### (Minimum size: 18sq. Meters or two (2) booth space)

The exhibitors shall be responsible for their own design, construction, and furnishings. ALL electrical fittings and installation must be undertaken by the Official Contractor appointed by the organiser. All exhibitors must design their booths and submit the drawing(s) to the organiser for approval latest by **25 March 2024**.

Failure to do so without the prior written approval of the organiser is considered a breach of the Fair's Rules & Regulations.

#### B. Shell Scheme

##### (Booth size : 9sqm or 3m x 3m)

Includes the following :

- \* Fascia board with exhibitor's name, booth number and KPL/KPK number (for Travel Agents)
  - \* 2 units fluorescent lights
  - \* 1 unit 13-amps electrical point
  - \* 1 information desk
  - \* 2 chairs
  - \* 1 waste paper basket
  - \* Needle punch carpet flooring of booth area
- (For corner lots, a minimum booking of two (2) booths is required)

#### C. PARTICIPATION PRICES & REGISTRATION COST BY CATEGORY / TYPE OF EXHIBITORS

CATEGORY	OPEN SPACE (PER BOOTH) (RM)	SHELL SCHEME (PER BOOTH) (RM)	Registration Fee (Non-Refundable) (RM)	Other Licensing Fee (Non-Refundable) (RM)	Security Deposit (RM)
<b>A</b> (TOUR AGENT MATTA MEMBER)	1,800	2,150	300	500	500 per booth
<b>A1</b> (TOUR AGENT MATTA MEMBER) (SELL STRICTLY DOMESTIC PACKAGE ONLY)	N/A	1,000	300	500	500 per booth
<b>B</b> (HOTELS / TOURISM BOARDS / AIRLINES)	2,400	2,800	300	500	500 per booth
<b>C</b> (ANY COMPANY THAT DO NOT FALL INTO CATEGORY A & B)	3,300	3,600	300	500	500 per booth

#### D. TERMS OF PAYMENT

1. All bookings must be accompanied by a Registration Fee (Non-Refundable) of RM500 and Other Licensing Fee (Non-Refundable) of RM500.00 per company regardless of the number of booths/spaces booked.
2. The organiser reserved the right to enter into any special arrangements with any exhibitor to ensure the success of the fair.

## E. PAYMENT DETAILS

All payments shall be made payable to MATTA Sabah Chapter, through direct transfer of payment to the following bank account:

Name of beneficiary	: MATTA SABAH CHAPTER
Bank account number	: 3210971601
Name of bank	: Public Bank Berhad
SWIFT Code	: PBBEMYKL

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

EMAIL: [secretariat.sabah@matta.org.my](mailto:secretariat.sabah@matta.org.my) / [financeteam@matta.org.my](mailto:financeteam@matta.org.my)

**MATTA Sabah Chapter Secretariat Office :**

**Tel: 088-233 363**

**Fax: 088-230 339**

## 4. TERMS OF CANCELLATION / NOT ELIGIBLE TO PARTICIPATE

- i. Exhibitors/travel agencies that have issues with their KPL/KPK license issued by the Ministry of Tourism, Arts and Culture Malaysia or any other issues, for the MATTA Fair Sabah APRIL 2024.
- 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 5 APRIL 2024 After 5.00 pm 5 APRIL 2024	Cancellation Charges 50% of total cost of booth/space 100% of total cost of booth/space
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### **Cancellation Received**

**Before 5.00pm on 5 April 2024**

**After 5.00pm on 5 April 2024**

### **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 OF LOCATION & ASSIGNMENT OF BOOTHS

- i. Booth Balloting & Selection will be held at MATTA Sabah Chapter Secretariat Office on a date to be advised.
- ii. Exhibitors must make full payment before the booth balloting session. If an Exhibitor could not make full payment on the day of booth balloting, the next Exhibitor will be informed and have the priority.
- iii. Registration of Exhibitors on the registration day will be by the sequence of the registration number generated once online registration is completed by the company / organisation.
- 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. Selection of booth
  - Any registration received will be pooled together in a group according to the number of booths taken.
  - Exhibitors with the highest number of booths taken will do the balloting first, followed by the second highest and so on.
  - Exhibitors with the same number of booths will ballot for the priority number to select the booths.

- This grouping will be based on the number of booths taken stated in your completed registration which is received by the organiser.
  - Exhibitors for each category are not allowed to book or ballot on behalf of their parent, subsidiary or associate companies.
  - Exhibitors are also not allowed to ballot and split or separate their booths.
- 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 assignments remain the prerogative of the organiser.
- x. In the interests of the exhibition as a whole, it may be necessary to remove or alter anything in – or forming part of – any stand. The exhibition floor plan is subject to change at the discretion of the organiser.

## **6. EXHIBITION RULES & REGULATIONS**

### **6.1 BOOTH DESIGN**

- i. All booths regardless of whether they are space booths or shell schemes must be carpeted and height of perimeter walls must not exceed 2.5 meters from the floor level.
- ii. The 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 solidwall will not be seen from the aisle.
- iii. This wall must be set back inside your booth area not less than 1 meter from the perimeter.
- iv. Exhibitors are allowed to have 1 long rung of sidewall.
- v. 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 2.5 meters in height.
- vi. For "Space Only" booths, a drawing in duplicate showing the plan view (with metric measurement) and an artist impression must be submitted to the organiser latest by 25 March 2024 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. 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 by the organiser.
- vii. 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® SABAH 2024.
- viii. For the "Space Only" booth – The organiser reserves the right to require the exhibitor to change, modify, lower or shorten any back wall and side wall proposed in the "Space Only" design if, in the opinion of the organiser such back wall and side wall will obstruct the reasonable exposure of any adjacent exhibition booths. All booths must be constructed, with back and side walls, except island booths, which do not require any walls. In this case, a one-corner booth, a back wall, and one side wall must be constructed, while a two-cornered or peninsular booth required only a back wall. Where a structure such as a wall or a sign exceeds the height of the neighboring booth, the exhibitor with the higher wall must decorate the visible portion to a standard acceptable to the organiser. All contractors other than the Official MATTA FAIR® SABAH 2024 Contractor must purchase a contractor's pass to gain entry to work in their respective areas in the hall.

## 6.2 CONTRACTOR

- i. The organiser has will be advising the Official Contractor in due course. However, an exhibitor may employ a contractor of his/her choice to construct booth interior and any free-standing displays or fittings which may be required, provided that the contractor concerned is registered with and approved by the organiser and as conformed to regulations.
- ii. For safety reasons, only the Official MATTA FAIR® SABAH 2024 contractor can carry out electrical wiring and connections.
- iii. Exhibitors must refer to the Official MATTA FAIR® SABAH2024 contractor to obtain approval if changes need to be made to the standard wiring laid out by the Official MATTA FAIR® SABAH 2024.
- iv. The organiser reserved the right to stop all activities of an Exhibitor should it deem that electrical rules & regulations have been breached.
- v. All contractors are responsible to clean the booths and remove all construction debris.
- vi. Before contractor is permitted to start work, either the contractor of the exhibitor is required to place a refundable Performance Bond of RM50.00 per sq. meter (a minimum levy of RM450.00 and maximum of RM5000.00) to MATTA SABAH CHAPTER and sign an undertaking to guarantee conduct, proper schedule of production and observance of the Exhibition and the Hall Regulations.
- vii. Only when this Performance Bond is placed and the undertaking signed, will the contractor allowed to bring in materials into the halls to commence work.
- viii. Provided no damage is caused during build-up, fair days and tear down, the Bond shall be returns to the contractor/exhibitor in full within 30 days of the completion of the exhibition.
- ix. Any other contractor/non registered contractor is required to pay a non-refundable administration fee of RM450.00 to MATTA SABAH CHAPTER.
- x. Six (6) contractor badges at RM12.00 each, which are valid during the buildup and tear down periods only, will be issued for every 9sqm for construction up to a maximum of fifty (50) badges per contractors. Additional contractor badges can be requested/replaced at RM20.00 each.

## 6.3 BOOTH FITTINGS & DISPLAY

- i. For Shell Scheme Booth - 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.
- ii. Neither fitting, display, or self-adhesive stickers/signs may be attached to or suspended from the ceiling of any part of the exhibition halls, not any item nailed, screwed, drilled orpunched into the floor. If this instruction is ignored the organiser has the right to remove the items and charge the exhibitor/contractor concerned for the damage caused.
- iii. Exhibitors wishing to construct a false ceiling at their booth must submit duplicate drawings to the organiser for approval by the Fire & safety Authority. Ceilings can only be constructed of large mesh or egg box materials, which permit the passage of water in the event of 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 MATTA FAIR® SABAH 2024 contractor. No painting or wallpapering on the shell scheme booth panels is allowed. Exhibitors who wish to have the panel painted must inform the Official MATTA FAIR® SABAH 2024 contractor who will provide quotations on request. No financial credit will be given for any Shell scheme item not utilized.

## 6.4 SECURITY

- i. All personnel working in the exhibition halls must wear the Official MATTA FAIR® SABAH 2024 identification badges with the official lanyard at all times.
- ii. The organiser reserves the right to evict any exhibitor found not wearing the official MATTA FAIR® SABAH 2024 identification badge together with the lanyard provided.
- iii. Security guards will patrol the exhibition site in general but their duties shall not include specific attention to individual stands. Exhibitors are reminded to arrange their own insurance to cover all stages of the event and be particularly careful to pack and remove light, portable and attractive exhibits immediately after the close of the exhibition on 28 April 2024.
- iv. It is strongly recommended that at least one person is at the exhibition booth at 9:00am on 29 April 2024 when the halls are reopened for packing. It is important to note that while the organiser will maintain security surveillance at all times, exhibitors are reminded that their booths should not be left unattended until all portable items have been secured.
- v. An exhibitor shall be responsible for all the exhibits in transit to and from within the confines of the exhibition at the venue.
- vi. Exhibitors will not be allowed in the exhibition halls after the exhibition hours. Exhibitors wishing to hire security personnel to attend to their stand exclusively, kindly contact the organiser to make necessary arrangements.

## 6.5 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, the employees, contractors, or agent 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 exhibits against such loss or damage, including the risk of fire, throughout the duration of the exhibition.
- ii. Exhibitors will also be held responsible for the loss or damage or injury to property (including those belonging to other exhibitors and persons) caused by themselves, their employees, or agents. Each exhibitor participating in the exhibition MUST indemnify the organiser against all claims of whatever nature (which may be 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 exhibitors participating in the event.

## 6.6 VIDEO VISUAL EQUIPMENT

- i. Exhibitors are permitted to bring their own audio-visual equipment, such as TVs and CD players into the exhibition area. These must be placed inside the confines of your own booth area and must not be on walkways or any other common area. Exhibitors may use their PA/sound system but must ensure the volume is kept at an acceptable level and is not disruptive to the immediate neighbor.
- ii. Exhibitors are permitted to conduct their promotions utilizing the DJ and PA system at the indoor stage. Should exhibitors require the services of the DJ, the exhibitor must inform the organiser one week before the fair commences.

## 6.7 SALE OF SOUVENIRS

- i. Sale of souvenir items bearing the MATTA or the MATTA FAIR® SABAH 2024 logo must obtain prior approval from the Executive Council of MATTA as well as the organiser.

## 6.8 MANNING OF BOOTH AND CONDUCT OF BOOTH PERSONNEL

- i. Exhibition booths must be fully staffed and operational throughout the operating hours of the fair. Booths and exhibits must not be dismantled or packed until the fair has closed on the final day at 9:00pm on 28 April 2024.
- ii. All activities of the exhibitors and their employees must be confined to the booth/space allocated. Exhibitors must not participate in any activities, which may cause or is like to cause, an annoyance to visitors or other exhibitors. Neither advertising nor canvassing for business may take place elsewhere in the exhibition premise and neither can recruit of staff be carried out during the exhibition.
- iii. 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.
- iv. No person participating in the exhibition is to behave or act in a manner that may cause harm, injury or damage to other persons, exhibits, exhibition hall, properties and fixtures.
- v. No exhibitor is allowed to dismantle their booth while the exhibition is in progress.
- vi. All refundable security deposits will be forfeited in the event that any of the terms and conditions are breached.

## 6.9 HANDLING OVER OF HALL

- i. The halls must be handed back promptly to Sabah International Convention Centre (SICC) at 9:30am on 29 April 2024. Any exhibit and/or materials that still remain in the halls during Tear Down from 10:00pm on 28 April 2024, will be disposed of immediately by the Official Contractor of MATTA FAIR® SABAH 2024 and cost of disposal will be charged to the exhibitor concerned.
- ii. The organiser shall not be held responsible for any loss or damage. Any cost involved shall be borne by the exhibitor concerned.

## 6.10 DILAPIDATION

- i. The organiser together with the Management of Sabah International Convention Centre (SICC) will inspect the halls before build-up and after the tear-down of the fair.
- ii. Exhibitors are responsible for the cost of making good or replacing any damages or dilapidation to the exhibition premises, whether caused by themselves, their agents, contractor, or any person employed or engaged on their by such agents or contractor.
- 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, color 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 contractor.
- iv. The cost of making good for any damages will be assessed by the Official Contractor of MATTA FAIR® SABAH 2024 contractor and charged to the Exhibitor concerned.

## 6.11 EXHIBITOR'S BADGE

- i. Exhibitors shall be provided with three (3) Exhibitor's Badges per booth, FREE of charge. Additional Exhibitor's badges can be purchased from MATTA SABAH Chapter at RM10.00 each. MAXIMUM Exhibitors allowed per booth are five (5) persons.
- ii. Exhibitors are required to wear their Official MATTA FAIR® SABAH 2024 badges with the official lanyard at all times within the Fair area.
- iii. The Exhibitor's Badges are non-transferable.
- iv. A completed Exhibitors Badges Form must be submitted to MATTA SABAH CHAPTER OFFICE by 25 March 2024. Additional badges can be purchased from the organiser at RM10.00 each during the MATTA FAIR® SABAH 2024 26 -28 April 2024.



## 6.12 FAILURE TO EXHIBIT

- i. The appointed enforcement officers shall be responsible to enforce the Rules and Regulations of their fair and therefore are empowered to demand immediate compliance from exhibitors and its agent.
- ii. The organiser shall deal with all infringements and breaches of the terms and conditions.
- iii. The organiser 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® SABAH 2024.
- iv. All written complaints or reports of unethical practices should be made using the complaint form provided to the organiser for the preliminary investigation.
- v. The exhibitor against whom, the allegation has been made shall provide, at the request of the organiser such further information or documents as may be required within such period as may be specified.
- vi. The organiser shall evaluate the merits of complaints reports and if after investigation, the fact alleged against an exhibitor appears to constitute a prima facie infringement of the principles of the Code of Ethics, the organiser shall be empowered to implement the following penalties.
  - a) To take appropriate action on any exhibitor and evict them from the fair if found to have violated the MATTA Fair® Sabah 2024 Rules & Regulations, conditions guidelines. Participation by the exhibitor in the travel fair will be cancel by MATTA immediately and all monies paid by the exhibitor shall be forfeited.
  - b) To prohibit such exhibitor from participating in any future MATTA 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 NOT WITHSTANDING ALL THE ABOVE CLAUSES. THE ORGANISER RESERVES THE RIGHT TO DECIDE ON EACH CASE AS IT DEEMS FIT AND FORWARD THE CASE TO THE EXECUTIVE COUNCIL OF MATTA FOR FURTHER ACTION.

## 6.13 FASCIA BOARD - SHELL OR SPACE BOOTH

- i. Only the official registered name of exhibitors with MATTA FAIR® SABAH 2024 will appear in the official supplement, direction/information signage, and on the fascia board as well as on the backdrop. Exhibitors may change the prints/fonts on the fascia board to suit the company's image and logo provided that the identity of the registered exhibitor is maintained.

The official registered name with MATTA FAIR® SABAH 2024 must be more prominently displayed at all times. The names of products/brands may appear inside the booths but not the names of other travel agents or companies. This rule is only applicable to travel agents. Such names must not change the identity of the registered exhibitors.

### **A. FOR SHELL SCHEME**

- a. Fascia board : standard lettering as provided by Official Contractor
- b. Exhibitor may change the prints/fonts and paste the company logo on the Fascia Board provided it reflects the identity of the registered exhibitor.

### **B. FOR SPACE SCHEME**

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

- a. The name shall appear as registered and/or reflect the identity of the exhibitor.
- b. The official registered name with MATTA FAIR® SABAH 2024, must be at a minimum size of 21cm (8 inches) and prominently displayed at all times, and all sided of open space during the fair.
- c. The name shall not exceed the length and height permitted and shall not encroach into the space of another exhibitor.

## 7 IMPORTANT INFORMATION

### 7.1 PROMOTION ACTIVITIES

- A. The organiser may arrange for promotional activities such as lucky draws, quizzes, 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® SABAH 2024 organiser, at least 2 weeks before the Fair.
- B. The organiser reserves the right to stop any promotion activity or evict any participant, as and when deemed necessary.

### 7.2 SALE OF TOUR SERVICES/PRODUCTS

- A. The organiser reserves the right to impose determinants if any, minimum selling price for all participants on tour or packages and restrictions or advertisement and promotions.
- B. 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 programs deemed disruptive to the MATTA FAIR® SABAH 2024 by the organiser.
- C. All special offers for tour packages are only valid for sale at the MATTA FAIR® SABAH 2024 venue, which is at the Sabah International Convention Centre (SICC), 26 - 28 April 2024.
- D. All exhibitors must exercise professional and ethical practices in honoring and delivering the items in their products and services sold to customers in the MATTA FAIR® SABAH 2024. Any complaints received from customers and found to be substantiated against any exhibitor can be a determinant for the exhibitor's participation in future MATTA fairs.
- E. Exhibitors without a valid Outbound License shall not sell Outbound tour package.
- F. Airlines companies are not allowed to sell their tour services and products directly to the consumers at the Fair.

### 7.3 BUILD-UP AND TEARDOWN

Date	Time	Remark
24 April 2024 (Wednesday)	9.00pm	Sub-Contractors move in & Custom design booth
25 April 2024 (Thursday)	2:00pm	Exhibitors move in (for a booth)
26 April 2024 (Friday)	10.00am	Officially open to Trade & Public - MATTA Fair (Begin)
27 April 2024 (Saturday)	10.00am	MATTA Fair (Second Day)
28 April 2024 (Sunday)	10.00am 10.00pm	MATTA Fair (Third Day) Tear Down & Cleaning All Exhibits

THE DISMANTLING PROCESS MUST BE COMPLETED ON THE 28 APRIL 2024 AFTER THE END OF THE MATTA FAIR. FAILING TO DO SO, THE SECURITY DEPOSIT WILL BE FORFEITED.

### 7.4 STORAGE AND REMOVAL OF WASTE MATERIALS

- A. No storage area is available. Exhibitors must take their own storage arrangement for your shells or other promotional materials. Please contact the organiser for storage area arrangement.
- B. All exhibitor's materials and properties kept within the hall shall be at their own risk.
- C. All exhibitors are required to store their material in an orderly manner so as not to cause any obstruction.

- D. At the end of each day, exhibitors are responsible for ensuring that contractors remove all unwanted materials from the exhibition hall.
- E. External contractors are expected to clean the booths and remove all debris. The organiser shall invoice exhibitors for the removal of waste such as packing materials, crates, canons, etc. that are left behind by exhibitors or the external contractor.

## 7.5 RIGHT TO CANCEL, POSTPONE OR SHORTEN FAIR

- A. The organiser reserves the right to cancel the MATTA FAIR® SABAH 2024 if, in the opinion of the organiser, for whatever reason that required the cancellation.
- B. The organiser also reserves the right to cancel or shorten the MATTA FAIR® SABAH 2024 in the event of any unforeseen circumstances, which are beyond the control of the organiser.
- C. If the fair is canceled, then all payments made to MATTA SABAH CHAPTER shall be refunded. No other claims or compensation will be entertained.
- D. If the fair is shortened, there will be no refund of payment made. No other claims or compensation will be entertained.

## 7.6 FINAL DECISION

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

## 7.7 ADVERTISING, PUBLICITY & PROMOTION

### A. PRESS RELEASES

Information/news by various exhibitors regarding any activity, etc. to be held during MATTA FAIR® SABAH 2024 is greatly welcomed. The organiser for MATTA FAIR® SABAH 2024 will issue regular press releases regarding such activities under the MATTA FAIR® SABAH 2024 banner. Exhibitors are encouraged to submit all information on their products; however, the publishing of materials submitted to the MATTA FAIR® SABAH 2024 organiser in the newspapers is dependent upon the decision of the print media.

### B. NATIONAL TOURISM ORGANIZATIONS (NTO)

In compliance with the Ministry of Tourism's, Arts and Culture, Malaysia, guidelines, all NTOs are required to use local licensed travel agents who are members of MATTA to sell in Malaysia. Travel agents who are not members of MATTA are not allowed to sell directly to the consumers. NTOs must provide the list of agents who will be represented at their booth to the organiser for approval. Non-compliance by NTOs on the above could result in the penalties as stated under clauses 5.11(i) & (ii).

## 8 NON-COMPLIANCE

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

- a) Forfeiture of Security Deposit, and
- b) Suspensions of Exhibitor from Participating in Future Fairs
  - i) All exhibitors must wear the Official MATTA FAIR® SABAH 2024 badges and lanyard issue by MATTA at all times while on duty in the booths and in the exhibition halls. No exchanging of name badges is allowed among exhibitors.
  - ii) All exhibitors must wear their own official MATTA FAIR® SABAH 2024 name badges issue by MATTA before entering the exhibition halls. Entry without the said badges issued by MATTA to any of the exhibition halls will not be permitted.
  - iii) No exhibitor is allowed to be on duty using either the entrance ticket, own company's name tags, or the complimentary entrance ticket.

## 8.1 PROMOTION ACTIVITIES

- i) 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 survey or gather any form of leads or canvass for business at entrances, public passageways, common areas, or walkways. Distribution of approval flyers, pamphlets, brochures, any any all types of forms and or promotional items, conduction of surveys or gathering of leads, or canvassing for business can only be done within the confines of your own booth area.
- ii) Exhibition booths must be fully staffed and operational throughout the operating hours of the fair. No exhibitors is allowed to dismantle their booth or leave their booth unmanned or unattended while the exhibition is in progress.
- iii) 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 neighbors. The ringing of bells or the blowing or a whistle is strictly prohibited.

## 8.2 BOOTH LAYOUT/DESIGN

- i) All exhibitors whether taking up space or shell must display their fascia name and the booth number. All exhibitors taking up space must construct/decorate their booth appropriately but the final decision on the design lies with the organiser.
- ii) Exhibitors are not allowed to build booths and/or place exhibits/tables/chairs/ or any material outside the allocated booth area. All materials must be within the confines of the booth area.
- iii) Exhibitors are allowed to carpet the common walkway in between their islands both 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. A booth area is defined as 9sqm per booth.
- iv) All banners, buntings, or promotional aerals must be placed within the confines of an exhibitor booth area and must not be placed or over protruding out into the common walkway areas.
- v) 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, ceiling, or any part of the exhibition halls.
- vi) No nailing, drilling, the use of double -sided tapes, painting, or wall papering is allowed on the shell scheme fittings.
- vii) Cantilevers of a permissible size are allowed. The approved size of the cantilever is 2ft in length and 6-8ins in height. The cantilever has to be placed at the minimum height of 3.00m 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.
- viii) All exhibitors must submit their booth designed 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.

## 8.3 SUBLETTING/CONSOLIDATION

- i) All exhibitors are not allowed to consolidate, sublet, assign or redistribute any part of their booth/space to other parties (including exhibitor's dealers, agents, and representatives) wither in whole or in part without the prior written consent of the organiser. Failing to comply shall permit the organiser the right to take the necessary action.
- ii) Exhibitors must indicate the exact number of booths to be used.
- iii) The booth/space can only be used for the category/usage they are originally booked and paid for. All subsequent changes must obtain prior approval from the organiser.
- iv) The use of **MATTA FAIR® SABAH 2024** logo, the MATTA logo, and the word MATTA FAIR TM can be used in ALL MEDIA from 29 February 2024 by official registered MATTA FAIR® SABAH 2024 exhibitors only. The Official Media Supplements will be advised soon.

**NOTE : THE ABOVE RULES AND REGULATIONS ARE NOT EXHAUSTIVE. THE EVENT MANAGER RESERVES THE RIGHT TO DECIDE ON EACH CASE AS IT DEEMS FIT.**

## 9 TERMINATION

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

## 10 RIGHTS OF OFFICIAL SPONSORS

- A. MATTA FAIR® SABAH 2024 organiser shall protect the rights, interest and privileges of the MATTA FAIR® SABAH 2024 official sponsors.
- B. No exhibitor is allowed to have any direct or indirect joint promotion with competitors of our official sponsors without prior approval from the organiser.

## 11 RESPONSIBILITIES OF EXHIBITORS

The following rules and regulations are additions to the existing rules and regulations since the MATTA FAIR® SABAH 2024 due to the numerous complaints received by MATTA and the Ministry of Tourism Arts and Culture, Malaysia after each MATTA Fair. While the MATTA Fair has provided the platform for registered exhibitors to promote and sell their products and/or services, the MATTA Fair organiser must 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 the job of

overseeing its exhibitors, members, and non-members alike.

- A. 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. Four the Schedule (Subparagraph 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.
- B. Not with standing, exhibitors who are MATTA members are governed by the "Code of Ethics under the MATTA Constitution which encourages 'best practice' and 'fair play'.
- C. 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.
- D. All exhibitors must provide consumers with a printed document that clearly states their cancellation policy, schedule of refund, any any other terms and conditions with regard to purchasing their products. This document has to be explained clearly to every client who purchases their products and the client has to agree with such terms. The consumer reserved the right to cancel any altered or revised tour packages. A full refund must be returned to the consumer by the exhibitor.

- E. Exhibitors must issue Tour Forms which state; the particulars of the consumer, clearly the minimum dates for tour to be confirmed, and an official receipt must be issued.
- F. A tour package may be cancel 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.
- G. All exhibitors must be professional in their dealings with the consumer.
- H. All exhibitors must offer a Basic Tour Insurance Protection Plan for their consumers. In the event that the consumer does not require the basic insurance coverage, exhibitors/members must be obtain a signed waiver from the consumer and refund the insurance premium to the consumer.

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.

All exhibitors are reminded that the above Addendum to the rules and regulations of Business Conduct by the exhibitors are not exhaustive and MATTA reserves the right to add to it as and when necessary.

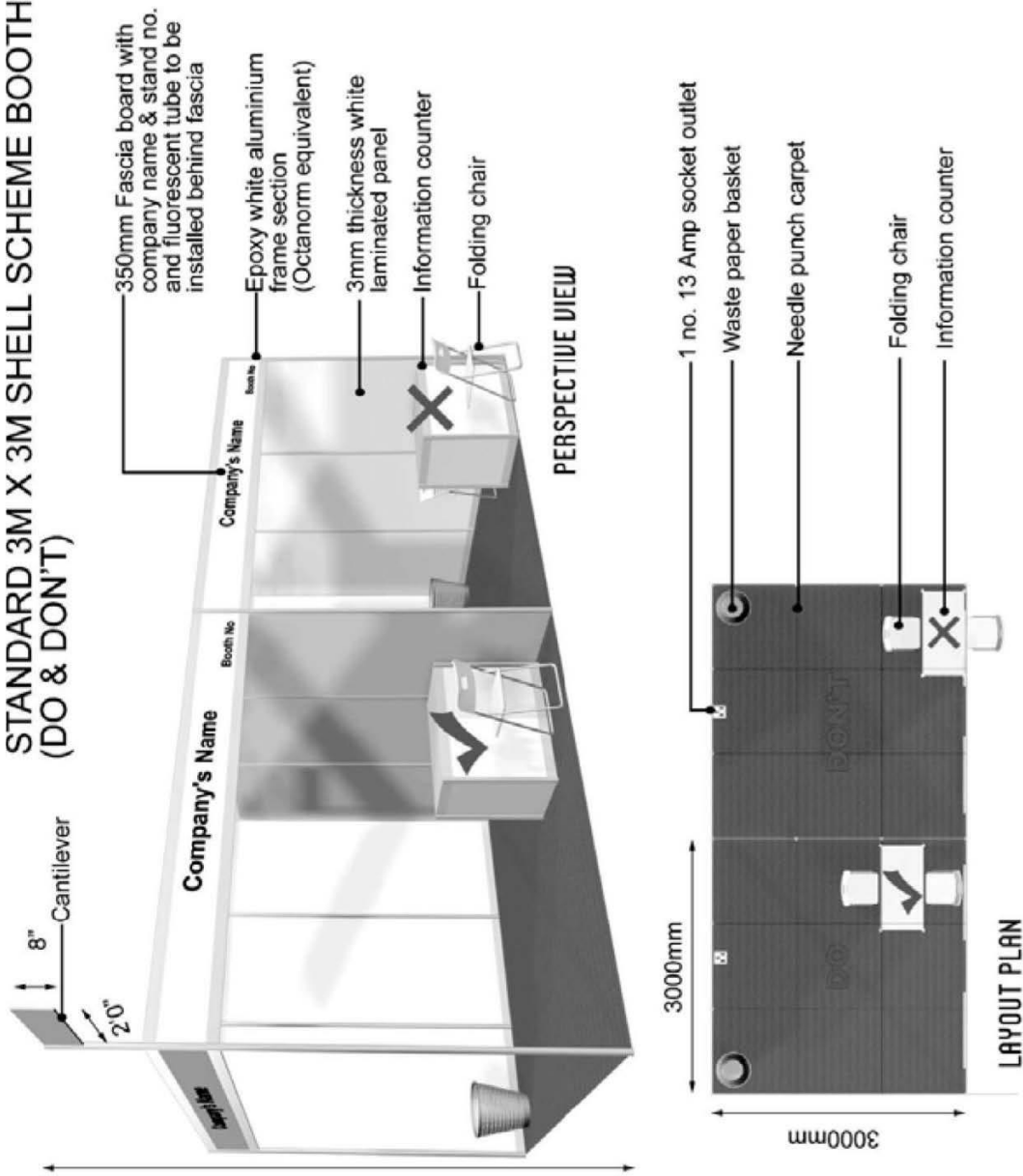
## **DISCIPLINARY ACTIONS**

- \* MATTA will call the exhibitor for clarification and for the exhibitors to explain his side of any complaints received.
- \* All exhibitors are encouraged to reach an amicable and satisfactory solution with the consumer(s) on complaints received.
- \* All exhibitors are encouraged to avoid any legal action by the consumers.
- \* MATTA, after due processes and its discretion, can and will impose Disciplinary Actions against any exhibitor for non-compliance and/or for going against the above Addendum to the Rules and Regulations. The Disciplinary Actions can include but is not limited to the following:
  - \* A warning
  - \* A fine, and/or forfeited the security deposit.
  - \* Bar from future MATTA fairs and activities
  - \* Suspension of membership (for exhibitor/MATTA member)
  - \* De-Listing of membership (for exhibitor/MATTA member)

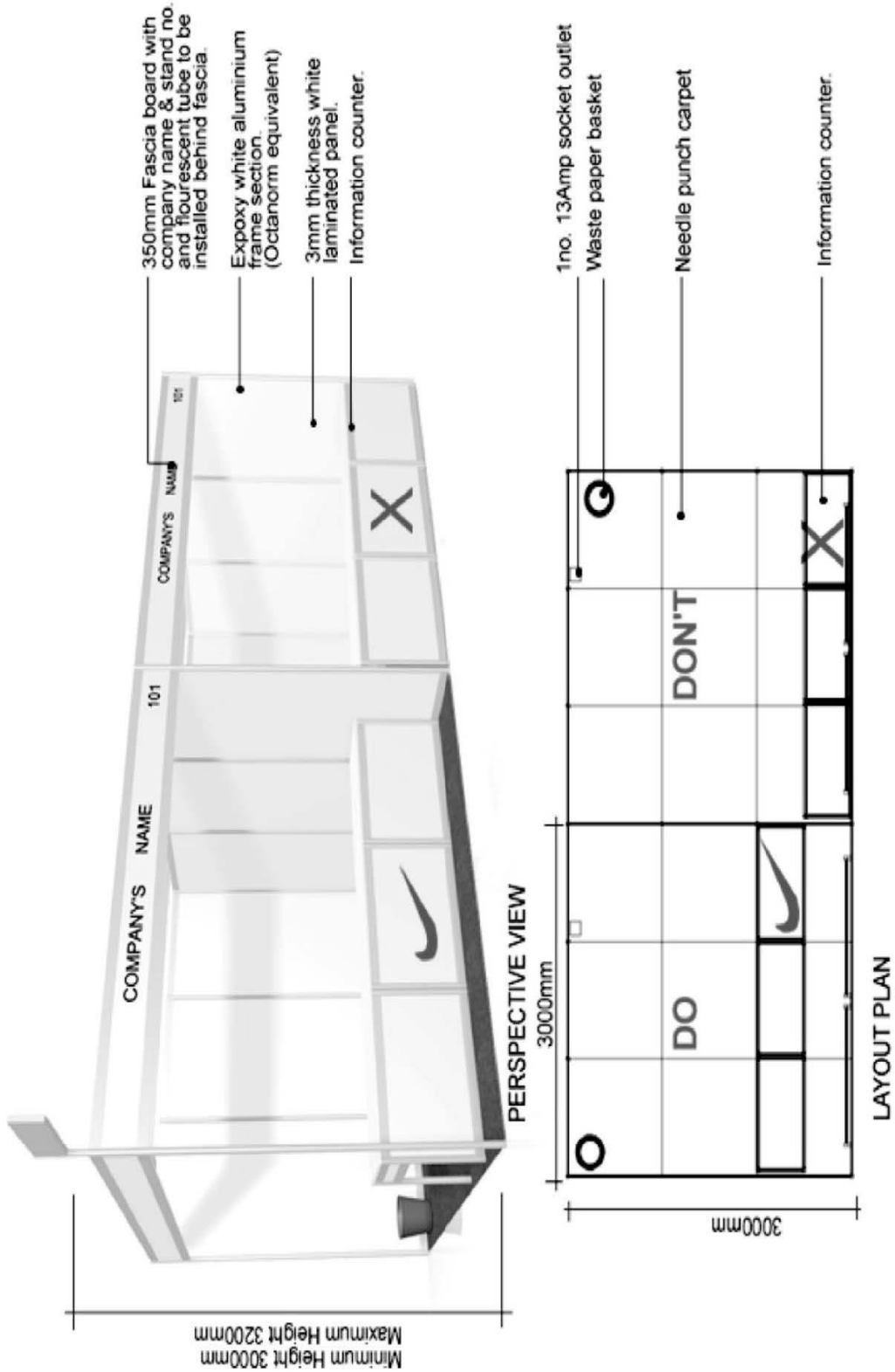
## **12 DISCLAIMER**

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

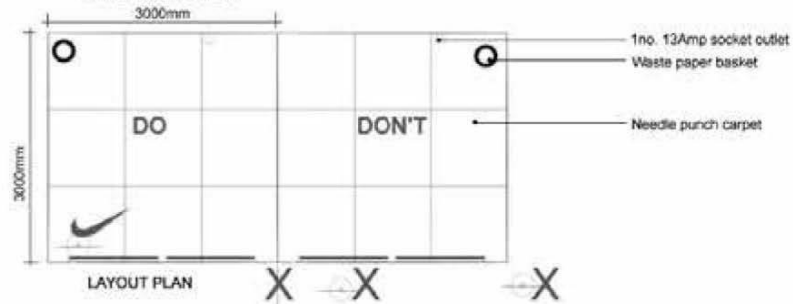
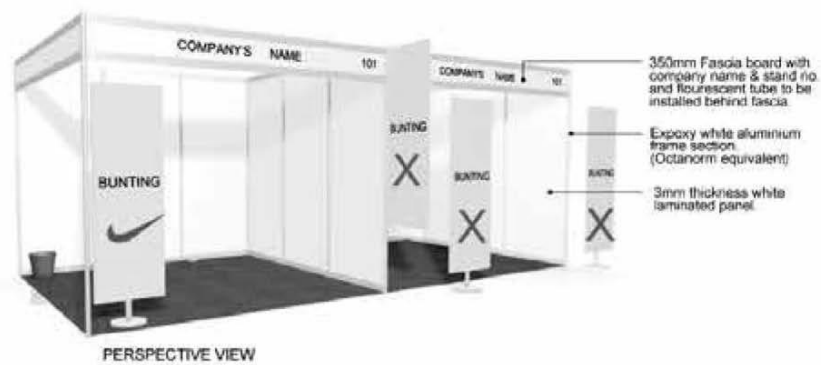
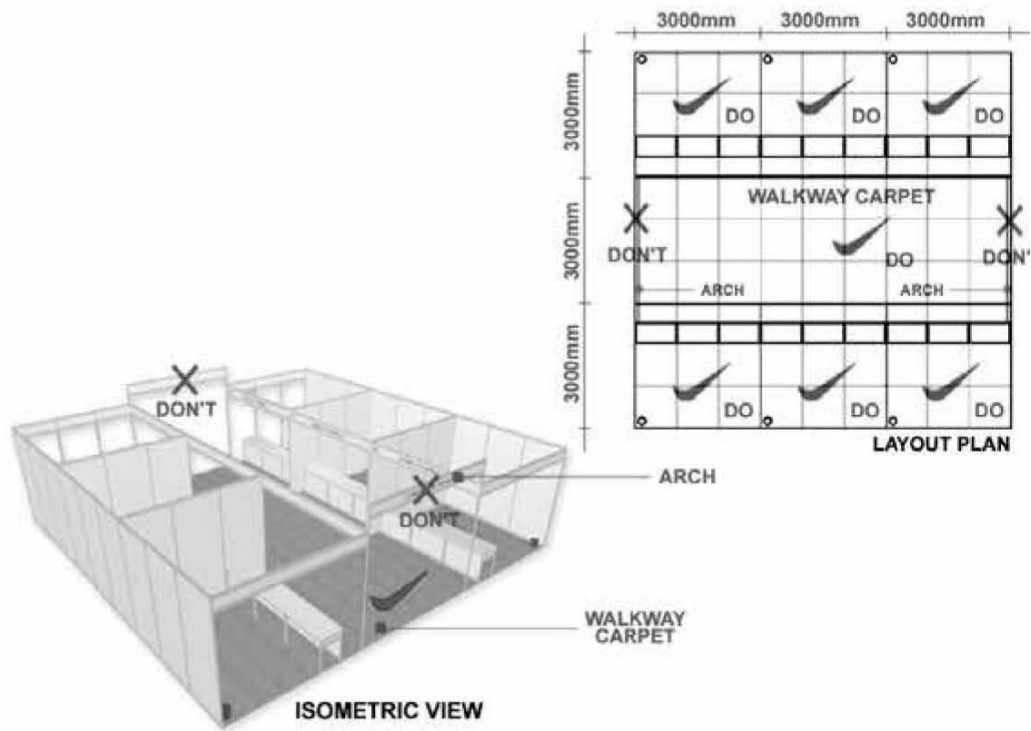
## STANDARD 3M X 3M SHELL SCHEME BOOTH (DO & DON'T)

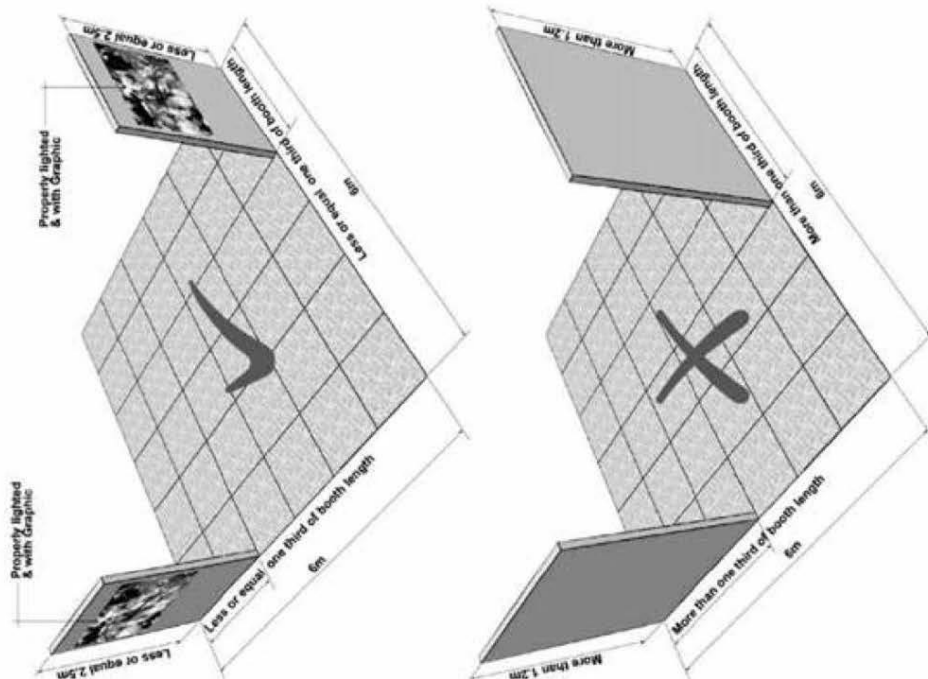
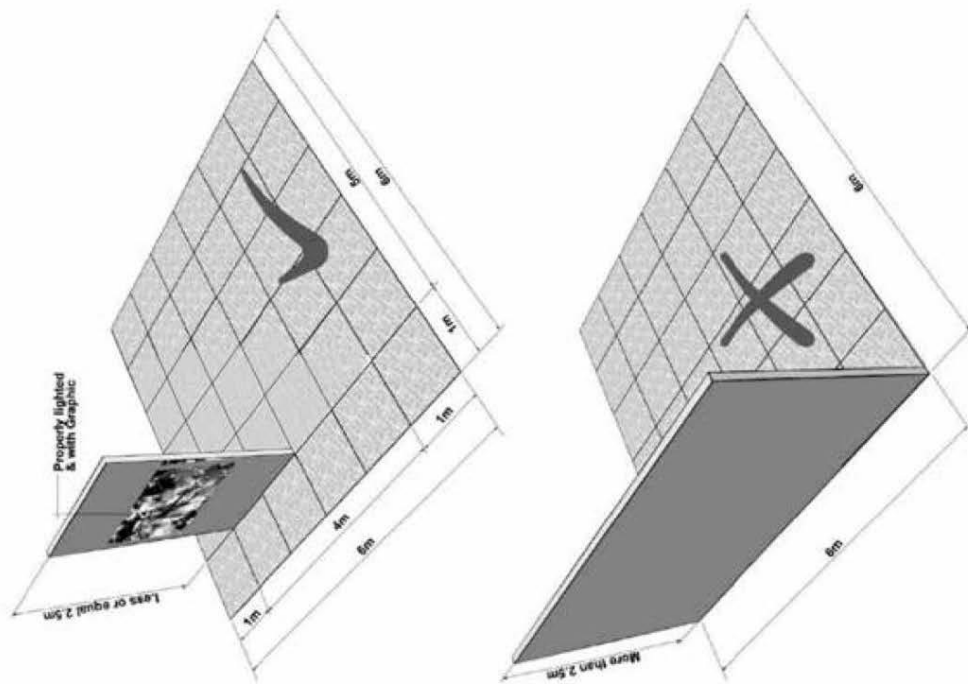


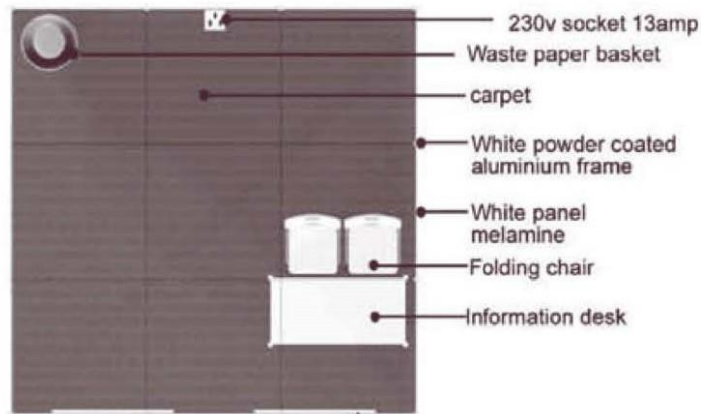
Maximum Height 3000mm  
Minimum Height 2500mm











LAYOUT PLAN

fluorescent tube to be installed behind fascia with special fabricated hooks.

350mm Fascia board with company name & stand no. and fluorescent tube to be installed behind fascia

