

As of  
30 Jan.  
2024



# RULES & REGULATIONS

# MATTA FAIR<sup>®</sup> PENANG

27 - 28 APRIL  
2024  
SETIA SPICE



## 1 INTRODUCTION TO MATTA FAIR® PENANG

### 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® PENANG APRIL 2024 held at Setia SPICE Arena, Penang, from 27 - 28 APRIL 2024. For purpose and ease of mention it will be called MATTA Fair Penang, April 2024.
- iii. **Organiser** refers to MATTA/ Organiser 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® PENANG 27 - 28 APRIL 2024 at the venue.
- v. **'Booths'** refers to both standard shell scheme booths and space-only booths.
- vi. **'Official Contractor'** refers to TBA, the official contractor appointed for this MATTA FAIR® PENANG 27 - 28 APRIL 2024 for all shell scheme booths.
- vii. **'Venue' or 'Landlord'** refers to the management / owners of Setia SPICE Arena, Penang.
- viii. **'Premises'** refers to the MATTA FAIR® PENANG 27 - 28 APRIL 2024 exhibition areas and the general property of the Setia SPICE Arena, Penang.

### 1.3 EXHIBITORS CATEGORIES

Please note the following exhibitors below. Rates and requirements for participation depend on MATTA members, non-members, and others.

CATEGORY	DEFINITION
<b>A</b>	Travel Agencies which are MATTA's ACTIVE AND ASSOCIATE MEMBERS only, as defined in the MATTA Constitution.
<b>B</b>	Non-MATTA members, State Tourism Organizations (STO), National Tourism Organisations (NTO), Hotels, Cruise, Airlines, Theme Parks and Attractions.
<b>C</b>	Any other company that does not fall into category A and B.

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® Penang must be made via online using the official MATTA FAIR® Registration Link.
- ii. All travel agencies / tour operators must submit a copy of their valid license (KPL/KPK) issued by the Ministry of Tourism, Arts and Culture, Malaysia, during the registration through the period of the MATTA Fair. Those without the KPL/KPK license will not be entertained.
- iii. The submission of the MATTA FAIR® Penang Registration via online shall be deemed as the applicant's interest to participate as an Exhibitor in the MATTA FAIR® Penang and the applicant's acceptance and agreement to be bound by the Rules & Regulations of the MATTA FAIR® Penang.
- iv. The MATTA FAIR® PENANG registration will start from Thursday, 1 February 2024 at 10.00am until 29 February 2024 OR could be earlier subject to availability of booths. Acceptance of registration received after the closing date is subject to the discretion of the organiser.



- v. Reservation of booth is not allowed and will not be entertained.
- vi. The Organisers reserves the right to cancel, postpone or shorten the MATTA FAIR® PENANG in the event of any unforeseen circumstances that are beyond of the control of the Organiser.
- vii. If the Fair is cancelled, all payments made shall be refunded. No other claims or compensation will be entertained.

### 3 BOOTH CONFIGURATIONS & FEES

#### 3.1 BOOTH CONFIGURATIONS

- i. Exhibitors can opt to purchase standard shell scheme or space-only booths in 9 sq. metre (3m x 3m) blocks.
- ii. Exhibitors who have registered and paid for standard shell scheme booths are **strictly not allowed** to change to space only booths area during the Fair.
- iii. Exhibitors occupying shell scheme booths must use the system exactly as erected by the Main Contractor. Exhibitors, who are found to have dismantled any part of the structure provided, will be required to have the structure re-installed prior to the opening of the show.
- iv. **Any change of booth type after 8 MARCH 2024 will not be entertained. STRICTLY NO REFUND for the changes of booth type after 8 MARCH 2024.**

##### 3.1.1 STANDARD SHELL SCHEME BOOTHS

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

##### 3.1.2 SPACE-ONLY BOOTHS

- i. 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).
- ii. The exhibitors shall be responsible for their own design, construction, and furnishings.

##### 3.1.3 EVEN NUMBER BOOTHS

- Booth uptake must be in even numbers except for exhibitors with one (1) booth.

### 3.2 BOOTH CONFIGURATION AND FEES

CATEGORY	OPEN SPACE (RM)	SHELL BOOTH (RM)
A (MEMBER)	2,400 per booth	2,700 per booth
B (NON-MEMBER/NT0)	3,400 per booth	
C (OTHERS)	3,600 per booth	
Registration Fee	300	
Security Deposit	500 per booth	

**Note: All travel agencies / tour operators must submit a copy of their valid license (KPL/KPK) issued by the Ministry of Tourism, Arts and Culture, Malaysia, during the registration through the period of the MATTA Fair.**

### 3.3 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 Thursday, 1 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. REGISTRATION AND PAYMENT WILL BE VIA ONLINE (DIGITAL RESERVATION FORM) FROM 1 FEBRUARY 2024

#### MATTA PENANG CHAPTER

51-13D MENARA BHL, JALAN SULTAN  
AHMAD SHAH  
10050 GEORGETOWN, PULAU PINANG

or

Completed form and  
full payment to email to:  
**secretariat.penang@matta.org.my**  
**nuratiga@matta.org.my**

- i. REMARKS: ANY PAYMENT PAID TO MATTA PENANG CHAPTER THROUGH BANK AFTER 5.00 P.M. WILL BE CONSIDERED NEXT DAY PAYMENT
- ii. CLOSING DATE: THURSDAY, 29 FEBRUARY 2024. AT 4.00 P.M, OR EARLIER SUBJECT TO THE AVAILABILITY OF BOOTHS

### 3.4 REFUNDABLE SECURITY DEPOSIT

Exhibitors are required to pay a refundable security deposit to the Organiser.  
Security deposit will be refunded once Feedback & Statistic Forms submitted by **8 MAY 2024**. Failure to submit within the deadline, security deposit will not be refunded.  
Security deposit will be refunded within 30 - 60 days after the fair.

### 3.5 REGISTRATION FEE

Registration fee of RM 300.00 is applicable for members and non-members. In the event of a cancellation or not eligible to participate for whatever reason, the registration fee is non-refundable.

## 4 PAYMENT TERMS & CANCELLATION CHARGE

### 4.1 UPON REGISTRATION, EACH APPLICATION SHOULD CONSIST OF:

#### i. REGISTRATION FORM

- Submission of completed registration form does not constitute acceptance of your participation in the Fair.
- All registrations made with full payment are subject to final acceptance by the Organiser.
- The Organiser shall refund the payment made to MATTA PENANG CHAPTER in the event the Organiser rejects an exhibitor's application.

#### ii. FULL PAYMENT TO BE MADE UPON REGISTRATION

Every exhibitor must make full payment during registration. Deposit payment will not be accepted and entertained.

Full payment consists of the following:

- a. Booth Rental
- b. Registration Fee of RM 300.00
- c. Refundable security deposit RM500 per booth.

#### iii. PAYMENT DETAILS

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

Name of beneficiary	: MATTA PENANG CHAPTER
Bank account number	: 321009 6102
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.penang@matta.org.my](mailto:secretariat.penang@matta.org.my) / [nuratika@matta.org.my](mailto:nuratika@matta.org.my)

### 4.2 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® PENANG as a result thereof as damages.
- iv. In the event of a cancellation, the registration fee is non-refundable.

### 4.3 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 Penang 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 8 MARCH 2024 After 5.00 pm 8 MARCH 2024	Cancellation Charges 50% of total cost of booth/space 100% of total cost of booth/space
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## 5 BOOTH ALLOCATION SYSTEM

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

- i. Exhibitors can register in Arena / Concourse (subject to change).
- ii. An exhibitor in Arena can register up to 16 booths only.
- iii. Booth Balloting & Selection will be held at MATTA Penang Chapter Secretariat Office date is 21 March 2024.
- iv. 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.
- v. Registration of Exhibitors on the registration day will be by the sequence of the registration number generated once online registration is completed by the company / organisation.
- vi. Exhibitors must be present during booth selection. If an Exhibitor is not present, the next Exhibitor will be called. However, if and when the Exhibitor arrives, they shall have the next priority.
- vii. 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 MATTA Penang Chapter Secretariat.
  - 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.
- viii. The Organiser reserves the right to allocate booths prior to opening for booth selection by Exhibitors.
- ix. The Organiser shall designate the areas to be selected and reserves the right to relocate the booths after booth assignment to better manage the Fair.
- x. When, in the Organiser’s opinion and in the best interest of the Fair and/or its participants, the Organiser reserves the right at any time to re-designate certain booths/halls for certain Exhibitors or not to make such booths available.
- xi. Final booth assignments remain the prerogative of the Organiser.
- xii. In the interests of the exhibition as a whole, it may be necessary to remove or alter anything in – or forming part of – any stand. The exhibition floor plan is subject to change at the discretion of the Organiser.

## 5.2 BOOTH HEIGHT RESTRICTIONS & LIMITATIONS

HALL	BOOTH HEIGHT RESTRICTIONS & LIMITATIONS
ARENA	<ul style="list-style-type: none"> <li>● Maximum booth height: 4.5 metres (island booth centre of hall)</li> <li>● Maximum booth height for Perimeter booth at front: 3.0 metres</li> <li>● Maximum booth height for Perimeter booth at the side and back: 5.0 metres</li> </ul>

## 6 DESIGN OF BOOTHS

- i. All booths in the Arena Area / Concourse, whether they are Space or shell schemes must be carpeted.
- ii. All tables or counters must be set inwards 0.5 metres from the booth border line.
- iii. Party helium balloons are not allowed in the Arena.
- iv. Hanging banner in the Arena ceiling is not allowed.
- v. 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.
- vi. This wall must be set back inside your booth area. Not less than 1m from the perimeter.
- vii. Exhibitors are only allowed to have 1 long run of Solid wall.
- 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. If an Exhibitor intends to construct a wall along the perimeter of their booths facing walkway, the wall must only be 1/3 the length of either the width or length of the booth perimeter and in accordance to individual hall booth height restriction and must be set inwards 1.0 metres from the booth border line.
- x. All booths must be constructed with back and side walls, except for island booths which do not require any walls.
- xi. 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 6).
- xii. Booth drawings and lighting plans must be submitted to the Organiser no later than 5:00 pm on 4 APRIL 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. No booths may be constructed until these plans / drawings have been duly approved by Organiser.
- xiii. Non-submission of these drawings within the stipulated period is considered a breach of the Rules & Regulations of the MATTA FAIR® PENANG APRIL 2024.

## 7 EXHIBITION RULES, REGULATIONS & IMPORTANT INFORMATION

### 7.1 SECURITY

- i. All personnel working in the exhibition halls must wear the official MATTA FAIR® PENANG APRIL 2024 identification badges with the official lanyard provided at all times.
- ii. The Organiser reserves the right to evict any Exhibitor without the official MATTA FAIR® PENANG APRIL 2024 identification badge.
- 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 light, portable and attractive exhibits immediately after the close of the exhibition site on Sunday, 28 APRIL 2024.

- iv. It is strongly recommended that at least one person to be at the exhibition Booth at 9.00 am on 29 APRIL 2024 during handing over to Setia SPICE Management. 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. Exhibitor shall be responsible for all their exhibits in transit to and from and within the confines of the exhibition area 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 the necessary arrangements.

## 7.2 INSURANCE

- i. Every reasonable precaution will be undertaken by the Organiser to ensure that 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 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 made against the Organiser, 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.

## 7.3 PROMOTIONAL ACTIVITIES

- i. The Organiser will arrange for promotional activities for the Fair. 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® PENANG APRIL 2024 Organiser at least 2 weeks before the Fair.
- ii. The Organiser reserves the right to stop any promotional activity or evict any participant, as and when deemed necessary.
- iii. Sandwich Board Advertising is not allowed during the 2 days fair.

## 7.4 SALE OF TOUR SERVICES / PRODUCTS

- i. Only companies with the valid relevant Malaysia licenses are allowed to sell tour services and products.
- ii. The Organiser reserves the right to impose restrictions on advertisements and promotions.
- 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® PENANG APRIL 2024 by the Organiser.
- iv. Exhibitors without a valid Outbound License shall not sell Outbound tour package.
- 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® PENANG. Any complaints received from consumers and found to be substantiated against any Exhibitors will entitle MATTA to take such action as considered appropriate, including limiting the Exhibitor's participation in future Fairs.
- vi. Airlines companies are not allowed to sell their tour services and products directly to the consumers at the Fair.



## 7.5 SALE OF SOUVENIRS

- i. Sale of souvenir items bearing the MATTA or the MATTA FAIR® PENANG APRIL 2024 logo must obtain prior approval from the Executive Council of MATTA and the Organiser.
- ii. Foreign companies not incorporated in Malaysia are not allowed to sell souvenirs or any other products / services at the Fair.

## 7.6 FILMS AND VIDEO TAPES

- i. 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

- ii. 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.
- iii. 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.

## 7.7 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 9.00 pm, 28 APRIL 2024, OTHERWISE THE SECURITY DEPOSIT WILL BE FORFEITED.
- 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 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.
- 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, which may cause harm, injury or damage to other persons, exhibits, exhibition hall, properties and fixtures.
- v. Setia SPICE Arena 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 Setia SPICE Arena or can be catered from the approved caterer.
- vi. Exhibitor wishing to do food sampling activity must inform the Organiser via email but no guarantee of approval by Venue.
- vii. Setia SPICE Arena strictly prohibits sales of any kind of food and beverages.
- viii. Exhibitors are not allowed to place a third party company/promoter in their booth.
- ix. Only one foreign Exhibitor staff to three (3) local Exhibitor staff is allowed per booth (applicable to local travel agents only). Participation of any foreign Exhibitor staff must adhere to the current Malaysian Immigration Laws.

## 8 BOOTH FITTINGS

### 8.1 CONTRACTORS

- i. The Organiser has appointed an Official Contractor for all the construction of all shell scheme booths. However, an Exhibitor may employ a contractor of his choice to construct booth interiors and any free-standing displays or fitments which may be required provided that the said contractor concerned is registered with and approved by the Venue and has conformed to all the rules and regulations of the MATTA FAIR®.
- 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 36 sq. Metre and RM5,000.00 for booth space more than 36 sq. 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 purchase of six (6) Contractor Badges at RM10.00 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 purchase of fifty (50) badges per Exhibitor. Contractor Badges can be replaced at a cost of RM20.00 per badge. Contractor Badges are valid only for build-up and teardown days and not during the 2 days of the MATTA FAIR®.
- ix. Remarks: The Organiser reserved the right to charge the exhibitor for late check out / finish work after 11pm, on Friday 26 APRIL 2024. Charges will be advised later.
- x. Please note that The Organiser will not release the contractor badges should we not receive the payment for Performance bond.

### 8.2 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 24 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, Arts and Culture (MOTAC) at a prominent location easily visible to visitors and the Organiser. Non-display of a valid travel licence will be deemed as a serious breach of the rules and regulations of the MATTA FAIR®.
- xi. The official registered name of the Exhibitor must be more prominently displayed at all times, together with the travel license (KPL/KPK) number.

### 8.3 FASCIA BOARD – SHELL OR SPACE BOOTH AND KPK LICENSE NUMBER

Only the official registered name of exhibitors with MATTA FAIR® PENANG APRIL 2024 will appear in 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. **The official registered name of the exhibitor with MATTA FAIR® PENANG APRIL 2024 must be more prominently displayed at all times together with the travel license (KPL/KPK) number. 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 agent only.**

#### i. FOR SHELL SCHEME

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

#### ii. FOR SPACE ONLY

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® PENANG APRIL 2024 must be at a minimum size of 8 inches (21cm) 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.
- d) Should the Organiser found any Exhibitor covers the Fascia Board, Yellow Notice will be issued accordingly.

### 8.4 PERFORMANCE, AUDIO VISUAL EQUIPMENT AND 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 intend to play any music and performances in your booths and must apply PPM and MACP license.
- v. 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.

## 8.5 EXHIBITOR'S BADGES

- i. Exhibitors shall be provided with three (3) Exhibitor Badges per booth, FREE of charge. Additional Badges can be purchased from the Organiser at RM10.00 per badge prior to the Fair.
- ii. Additional Exhibitor Badges can be purchased up to a maximum of three (3) badges per booth for Exhibitors.
- iii. Additional badges bought and paid on-site at the Venue will be charged at RM50.00 per badge, notwithstanding any tax invoice issued on an earlier date.
- iv. An activation charge of RM 50.00 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 Thursday, 4 APRIL 2024. If an Exhibitor Badge entitlement is not fully utilized all remaining badge entitlement will be forfeited.

## 8.6 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, Performer Badges and Contractor Badges are not to be used when working inside the exhibition halls or for the distribution of flyers or any other materials at any time during the MATTA FAIR®. Anyone found misusing these Badges will be asked to leave the exhibition halls immediately and all materials shall be confiscated.
- iv. Contractors working on build-up and teardown days must wear the official MATTA FAIR® Contractor Badges and lanyard at all times. Security guards on duty have the right to refuse entry to any contractor not wearing the official MATTA FAIR® Contractor Badge.
- v. It is strongly recommended that at least one person to be at the exhibition booth at 9.00 am on teardown day (Monday, 29 APRIL 2024).
- 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.
- x. 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.
- xi. 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 and valuable items have been secured.

## 8.7 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
- iii. exhibition. This provision is specifically agreed to be fair and reasonable by the Exhibitor participating in the exhibition.

## 8.8 FOOD & BEVERAGE

- i. The Venue strictly prohibits outside food / drinks of any kind to be brought onto the Premises. Food and drinks are to be purchased at the cafes / outlets setup by the Venue on the premises or can be catered from the approved caterer.
- ii. Exhibitor wishing to do food sampling activity must inform the Organiser in writing, but there is no guarantee of approval by the Venue.
- iii. The Venue strictly prohibits sale of any kind of food and beverages.

## 8.9 FOREIGN TOURISM ORGANISATIONS (NO FOREIGN TRAVEL AGENCY)

- i. In compliance with the Ministry of Tourism, Arts and Culture (MOTAC) guidelines, all foreign tourism organisations are required to use registered MATTA members and licensed Malaysian exhibitors at the Fair to man their booths.
- ii. Foreign tourism organisations must provide a list of agents who will be manning their booth(s) to the Organiser for approval on **4 APRIL 2024**. 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 permitted to transact any sale locally to the customer at the Fair. Sales, if any, must be transacted through registered MATTA members and licensed Malaysian exhibitor at the Fair. The full particulars (including company name, number & MOTAC license number, etc) of the Malaysian exhibitor engaged for this purpose must be clearly indicated on all promotional materials used at the Fair. This is to comply with requirements of the Ministry of Tourism, Arts and Culture Malaysia (MOTAC).**

## **8.10 HANDING OVER OF HALL**

- i. The hall must be handed back promptly to the Landlord (Setia SPICE Management) at 2.00 pm on 29 APRIL 2024. Any exhibit and/or materials which if it still remains in the halls during Tear Down from 1.00pm onwards on 29 APRIL 2024. will disposed off immediately by the Official MATTA FAIR® PENANG APRIL 2024 contractor and be charged to the Exhibitors accordingly.
- ii. The Organiser shall not be held responsible for any loss or damage. Any cost involved shall be borne by the Exhibitor concerned.

## **8.11 DILAPIDATION**

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

## **8.12 FAILURE TO EXHIBIT**

- i. Any organisation 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 Organiser.
- ii. These terms cannot be varied under any circumstances.
- iii. Such Organisations may also be blacklisted from future Fairs.

## **8.13 INFRINGEMENT AND ENFORCEMENT**

- i. 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.
- 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® PENANG APRIL 2024.
- iv. All written feedback or reports of unethical practices should be made using the Feedback form provided, and send 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 Rules & Regulations of the Fair, the Organiser shall be empowered to implement the following penalties:
  - a) To take appropriate action against any Exhibitor and evict them from the fair if found to have violated the MATTA FAIR® PENANG APRIL 2024 Rules & Regulations conditions/guidelines. The Organiser of the Fair may cancel participation by the exhibitor in the travel fair 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 Organizer shall not entertain any claims for costs or refund of monies as a result of such action.

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

## **9 OTHER IMPORTANT INFORMATION**

### **9.1 IMPORTANT DATES & TIMES**

Please refer to Appendix B, page 31 for Pre-Fair, Post-Fair and Fair Day Schedules.

### **9.2 STORAGE AND REMOVAL OF WASTE MATERIALS**

- i. No storage area is available. Exhibitors must make their own storage arrangement for their exhibits, displays, equipments 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 their 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 contractors remove all unwanted materials from the exhibition halls.
- v. Contractors are expected to clean the 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 contractor.

### **9.3 RIGHTS TO CANCEL, POSTPONE OR SHORTEN FAIR**

- i. The Organiser reserves the right to cancel the MATTA FAIR® PENANG APRIL 2024 if, in the opinion of the Organiser, for whatever reason that requires the cancellation.
- ii. It also reserves the right to cancel or shorten the MATTA FAIR® PENANG APRIL 2024 in the event of any unforeseen circumstances, which are beyond the control of MATTA FAIR® PENANG APRIL 2024 organiser.
- iii. If the Fair is cancelled, then all payments made to MATTA 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.

### **9.4 FINAL DECISION**

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

### **9.5 ADVERTISING, PUBLICITY & PROMOTION PRESS RELEASES**

Information/news by various Exhibitors regarding any activities etc. to be held during MATTA FAIR® PENANG APRIL 2024 is greatly welcomed. The MATTA FAIR® PENANG APRIL 2024 Secretariat Office will issue regular press releases regarding such activities under the MATTA FAIR® PENANG APRIL 2024 banner. Exhibitors are encouraged to submit all information on their products on a date to be advised.

### **9.6 MATTA FAIR® BRANDING**

The use of the official MATTA FAIR® logo and the phrase MATTA FAIR® PENANG APRIL 2024 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.

### **9.7 MEDIA PARTNERS**

The media partners of MATTA FAIR® PENANG APRIL 2024 to be advised.

## **10 SAFETY & SECURITY MEASURES**

### **10.1 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 two (2) 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.
- 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.

## 10.2 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.

## 10.3 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 Bayan Baru at 04-643 4444.
- 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.

## 11 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. 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.
- ii. It is understood that it is the Exhibitors' obligation that booths should be kept clean at all times to project good image of your company to visitors and fellow Exhibitors.
- iii. 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.

## 12 NON – COMPLIANCE

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

#### A. FORFEITURE OF SECURITY DEPOSIT AND/OR

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

- i. All exhibitors must wear the official MATTA FAIR® PENANG APRIL 2024 name badges and lanyard 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® PENANG APRIL 2024 name badges before entering the exhibition halls. Entry without the badges to any of the exhibition halls will not be permitted.
- iii. No exhibitor is allowed to be on duty using either the own company's name tags or other badges.
- iv. 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 canvas 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 or gathering of leads or canvassing for business can only be done within the confines of your own booth area.
- v. 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.
- vi. 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.
- vii. It is mandatory for Travel Agency Exhibitors to display an A3-sized copy of their valid travel license (KPL/KPK) issued by the Ministry of Tourism, Arts and Culture (MOTAC) at a prominent location easily visible to visitors and the Organiser.
- viii. 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 1 to 6 on page 24 to 29).

- ix. 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 3 and 4 on page (26 & 27). A booth area is defined as 9 sq.m per booth.
- x. 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 1 on page 24).
- xi. 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 1 on page 24).
- xii. 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.
- xiii. No nailing, drilling, the use of double-sided tapes, painting or wallpapering is allowed on the shell scheme fittings.
- xiv. 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 Organiser.
- xv. 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 Organiser. Failing to comply shall permit the Organiser the right to take the necessary action.
- xvi. 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.
- xvii. All exhibitors whether taking up space or shell must follow strictly according to the set up as per the diagram 1-6 on page 24-29.

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

## 13 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, Arts and Culture (MOTAC) after each MATTA FAIR®:

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

## 14 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 the company. All exhibitors are encouraged to reach an amicable and satisfactory solution with consumers on complaint received.
- ii. All Exhibitors are encouraged to avoid any legal actions by consumers.
- iii. MATTA, after due process, and 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 & Regulations. Disciplinary actions can include but is not limited to the following:
  - a. A warning.
  - b. A fine, and / or forfeited and security deposit
  - c. Bar from future participations 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)

## 15 TERMINATION

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

## 16 RIGHTS OF OFFICIAL SPONSORS & PARTNERS

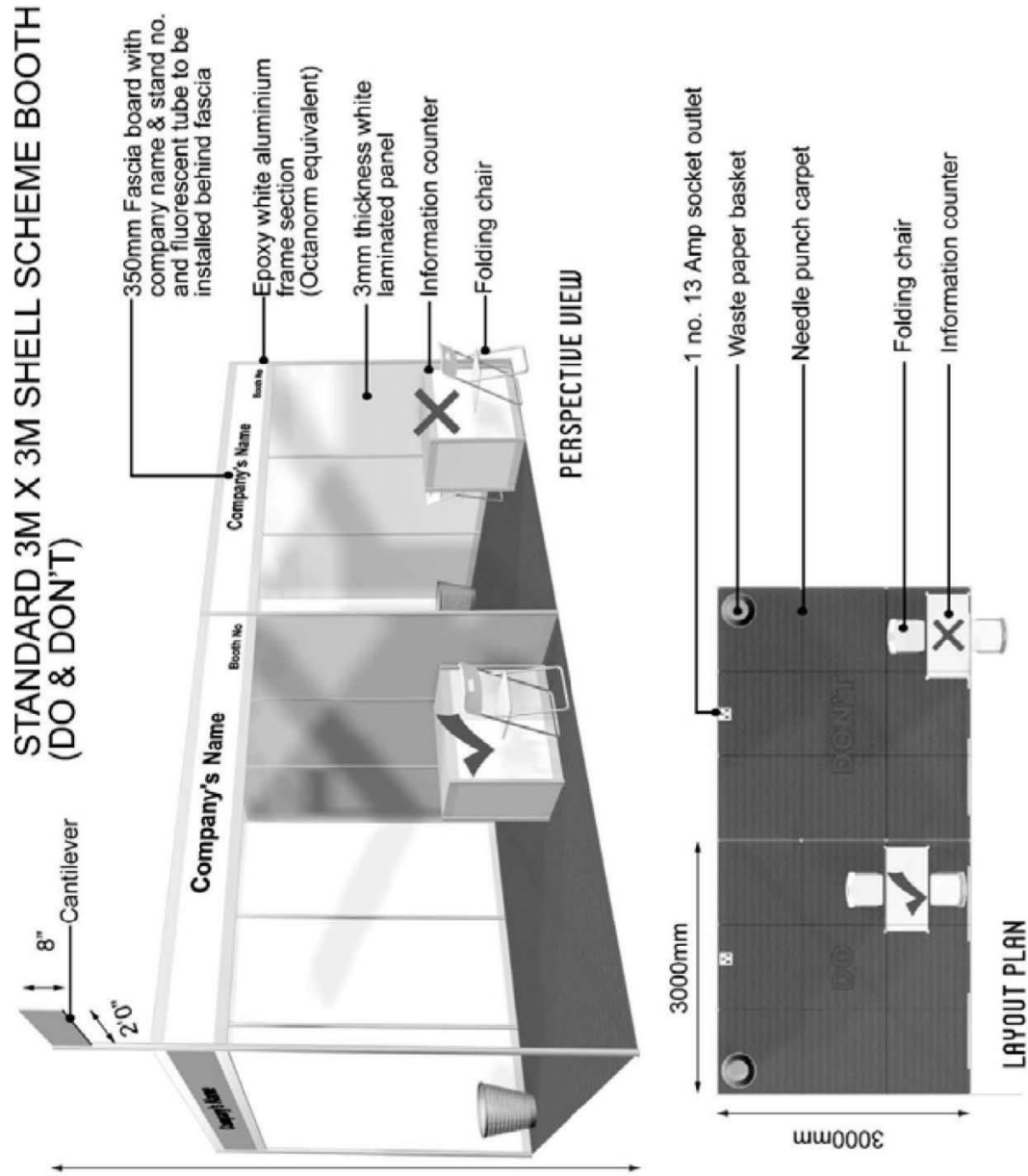
- i. The Organiser shall be absolutely entitled to protect the rights, interests and privileges of the MATTA FAIR® PENANG official sponsors and partners
- ii. No exhibitor is allowed to have any direct or indirect joint promotion with competitors of our official sponsors and partners without prior approval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

**17    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 Penang Secretariat.

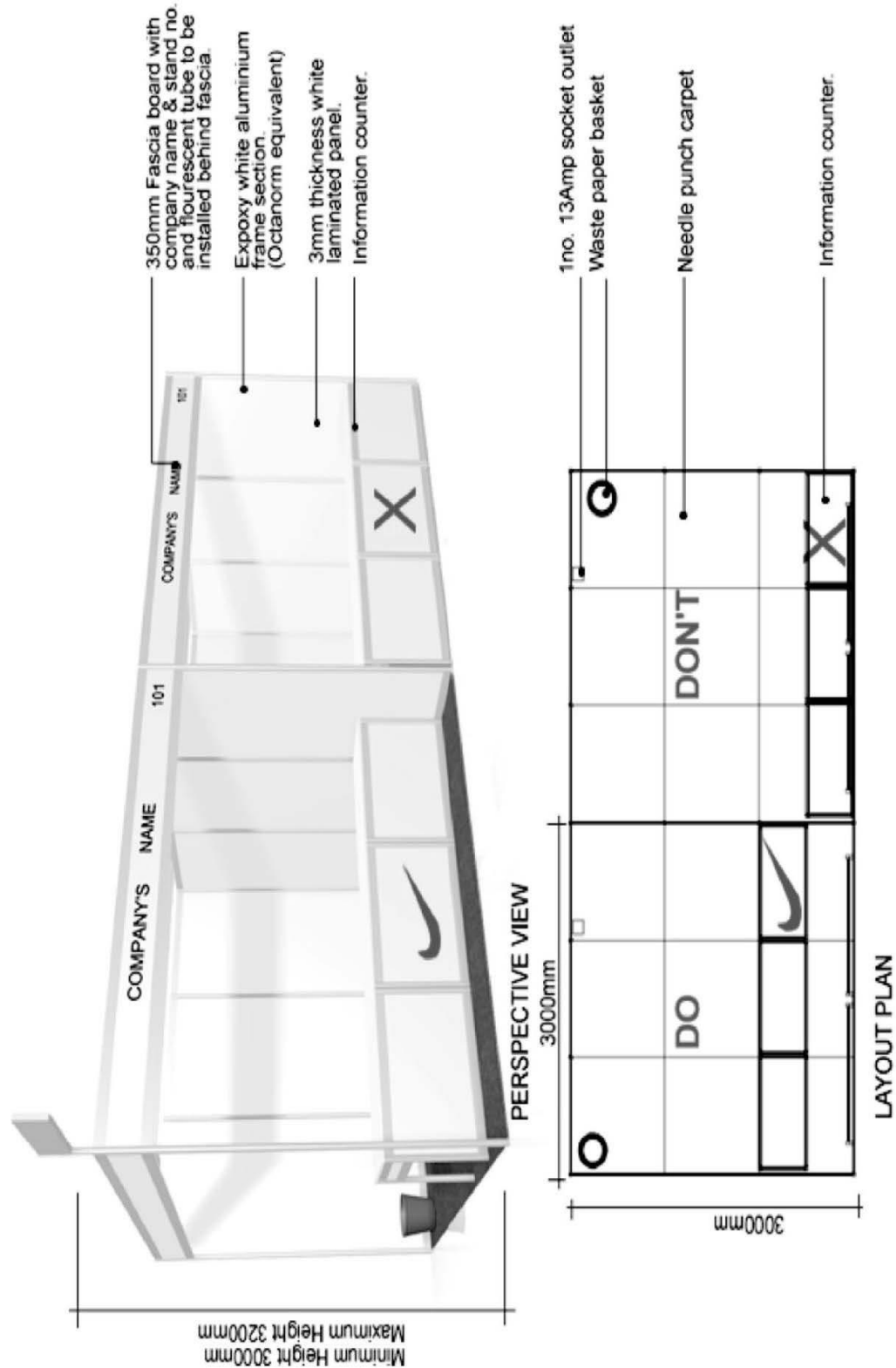


APPENDIX A - Diagram 1

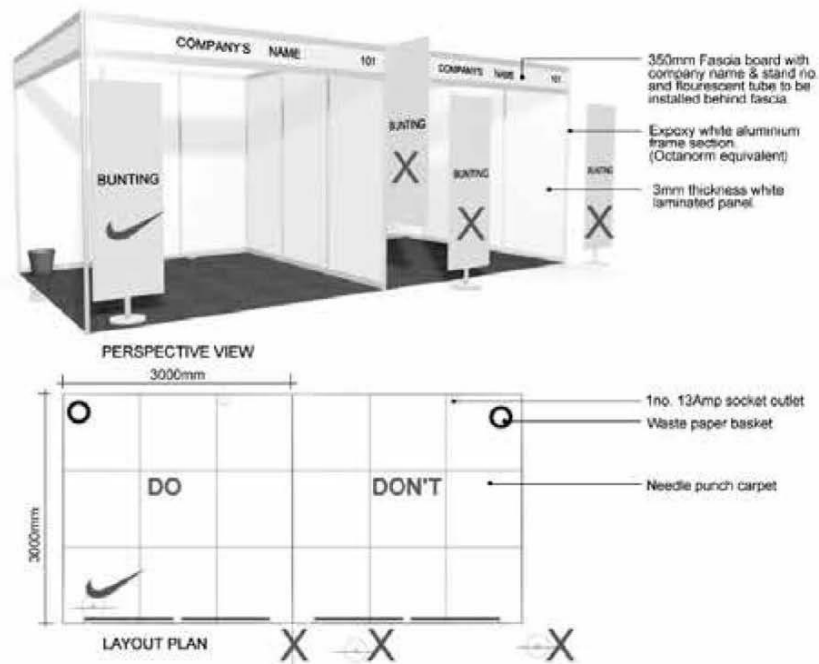
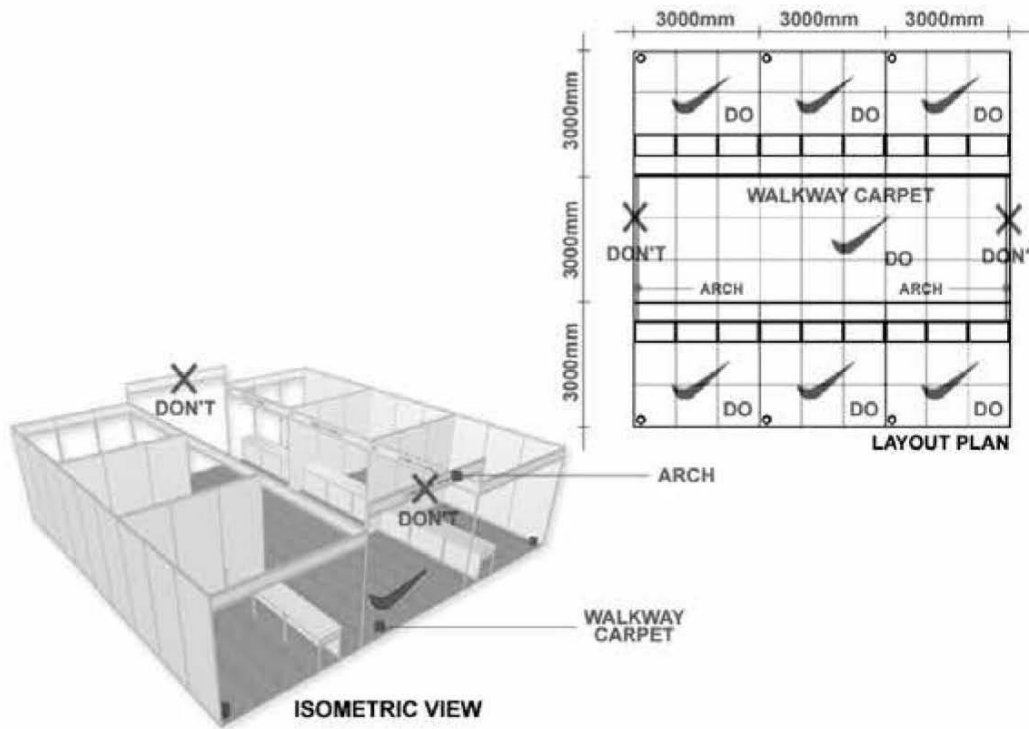


Maximum Height 3000mm  
Minimum Height 2500mm

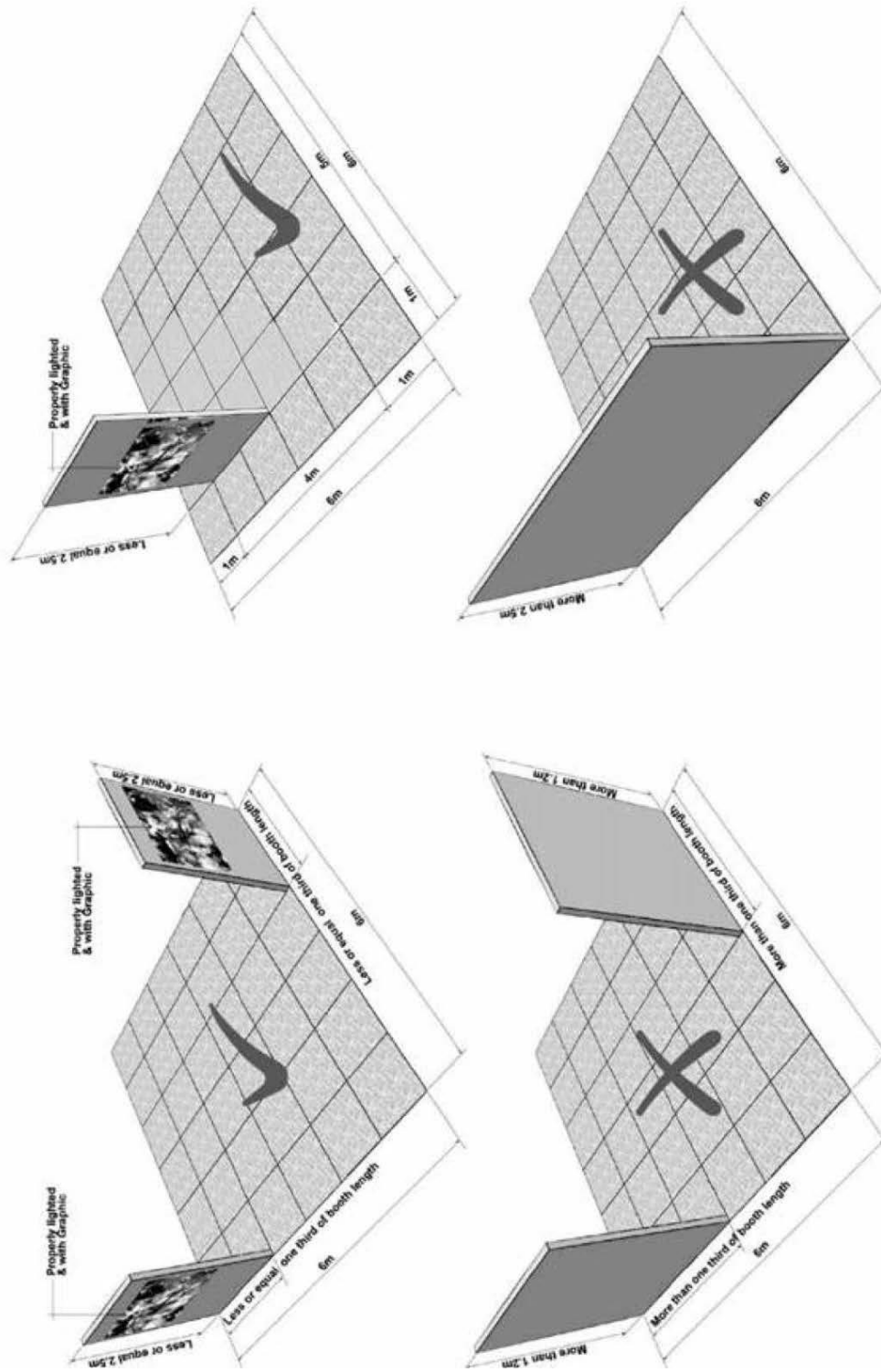
APPENDIX A Diagram 2



APPENDIX A - Diagram 3

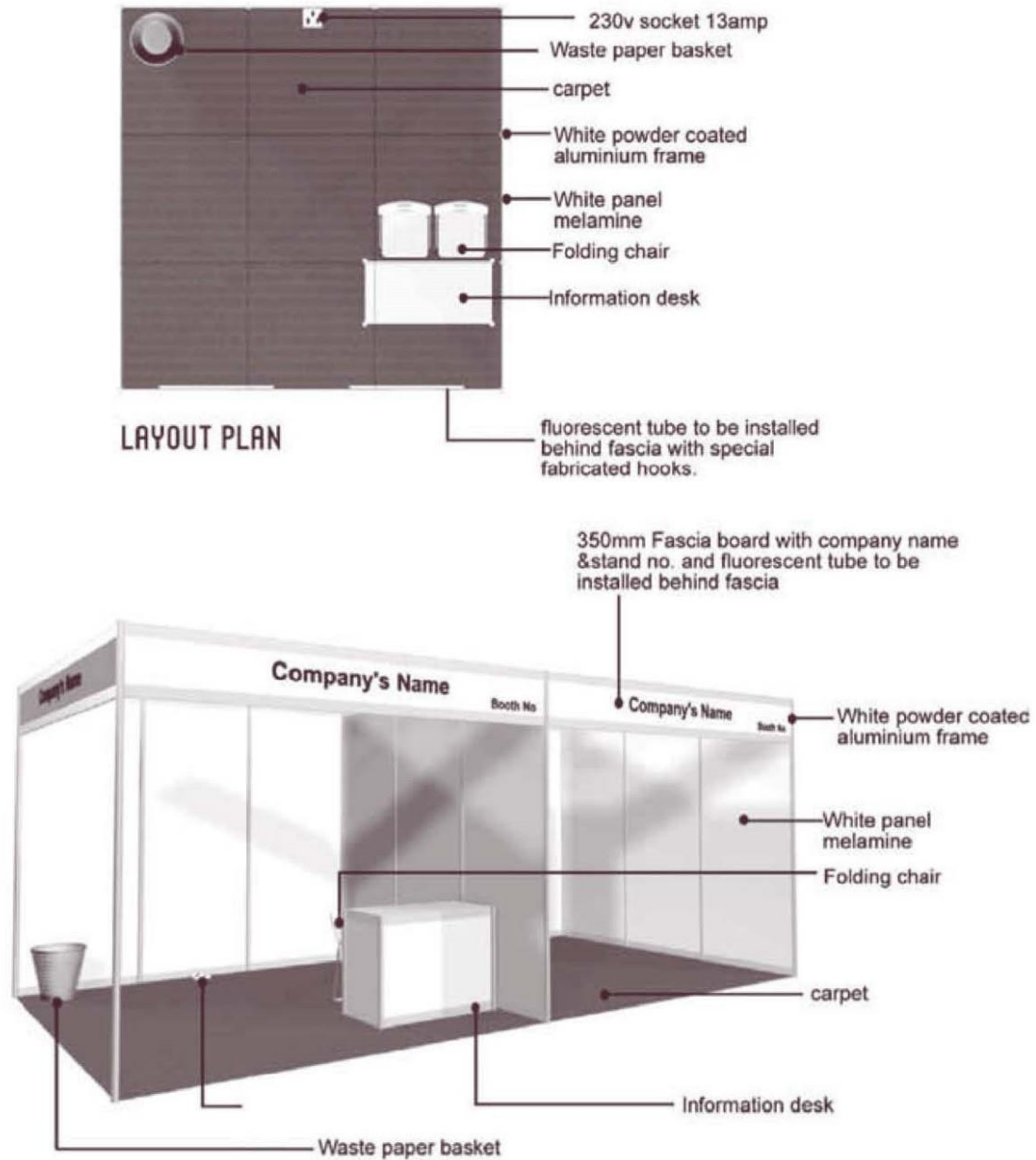


## APPENDIX A - Diagram 4



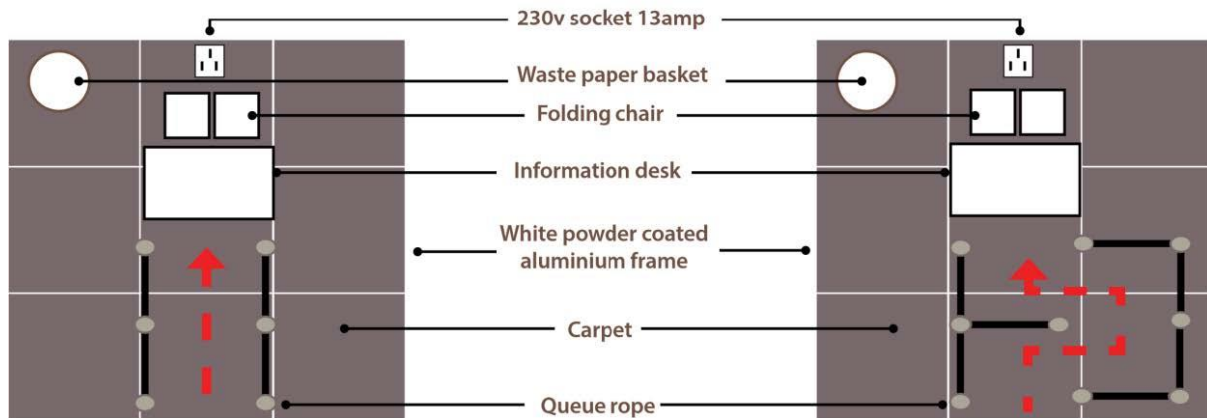
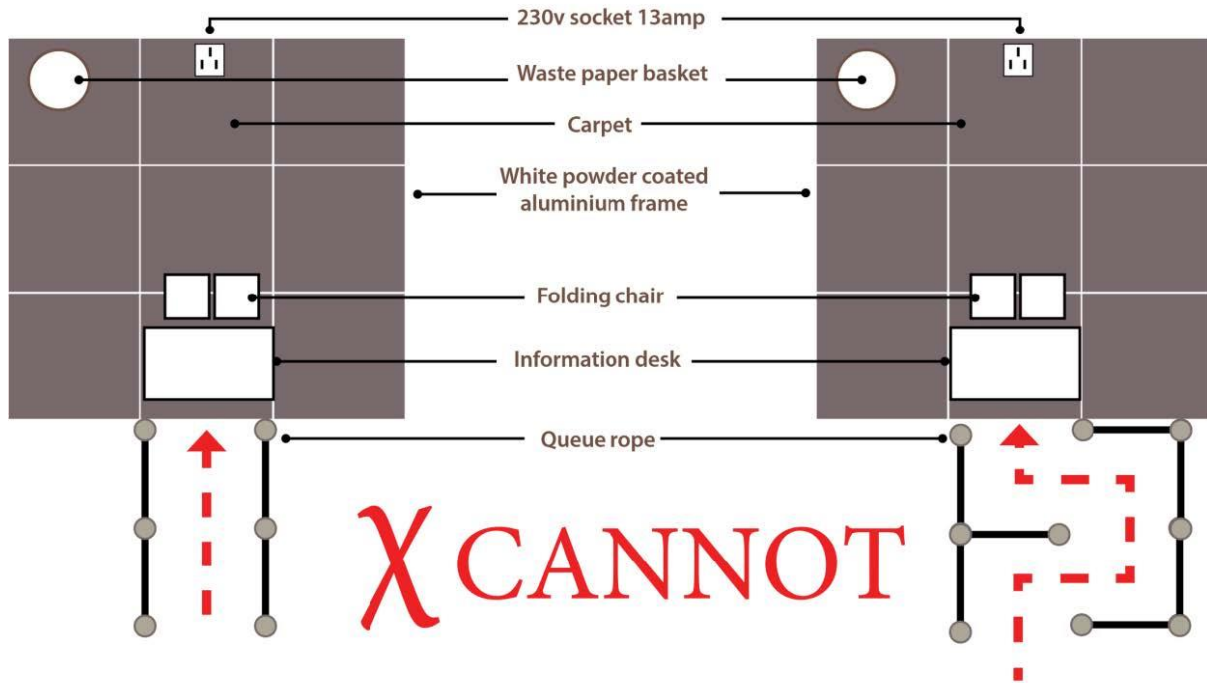
## APPENDIX A - Diagram 5

### STANDARD 3M X 3M SHELL SCHEME BOOTH





## APPENDIX A - Diagram 6



## APPENDIX B

PRE FAIR		
DETAILS	DATE	TIME
REGISTRATION	1 FEBRUARY - 29 FEBRUARY 2024	10.00 PM
BOOTH BALLOTING	21 MARCH 2024	TBA
BOOTH DESIGN SUBMISSION	4 APRIL 2024	5.00 PM
EXHIBITOR BADGE FORM SUBMISSION	4 APRIL 2024	5.00 PM
BUILD-UP CONTRACTORS MOVE IN EXHIBITORS MOVE IN CLOSE OF HALL & EXHIBITION AREA	26 APRIL 2024	9.00 AM 3.00 PM 11.00 PM
NOTE: CONTRACTORS MUST WEAR OFFICIAL MATTA FAIR PENANG APRIL 2024 CONTRACTOR BADGES		
PRE-EVENT PRESS CONFERENCE	19 APRIL 2024 (FRIDAY)	10.00 AM
FAIR DAYS		
HALL OPEN FOR EXHIBITORS ONLY	27 & 28 APRIL 2024	9.00 AM
“OPENING CEREMONY(INVITED GUESTS ONLY)”	27 APRIL 2024	10.00 AM
HALL OPEN FOR PUBLIC	27 & 28 APRIL 2024	10.00 AM - 9.00 PM
MANNING OF BOOTH/CONDUCT OF BOOTH PERSONNEL	27 & 28 APRIL 2024	10.00 AM - 9.00 PM
CLOSE OF HALL	27 & 28 APRIL 2024	9.00 PM
DISMANTLING BY EXHIBITORS	28 APRIL 2024	10.00 PM - 11.00 PM
POST FAIR		
DISMANTLING BY EXHIBITORS	29 APRIL 2024	9.00 AM - 2.00 PM
“FEEDBACK FORM & STATISTIC EVALUATION FORM”	SUBMISSION BY 08 MAY 2024	

**NOTE: The above dates and times may change if necessary.**