

MATTA FAIR[®] BATU PAHAT

20 - 21 JULY 2024

**THE SUMMIT MALL
BATU PAHAT, JOHOR**

RULES AND REGULATIONS

1 INTRODUCTION TO MATTA FAIR® BATU PAHAT, JOHOR.

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® Batu Pahat, Johor 2024 held at The Summit, Batu Pahat, Johor. For purpose and ease of mention it will be called MATTA Fair Batu Pahat, Johor July 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® Batu Pahat, Johor 20 - 21 July 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® Batu Pahat, Johor 20 - 21 July 2024 for all shell scheme booths.
- vii. **'Venue' or 'Landlord'** refers to the management / owners of The Summit, Batu Pahat, Johor.
- viii. **'Premises'** refers to the MATTA FAIR® Batu Pahat, Johor 20 - 21 July 2024 exhibition areas and the general property of the The Summit, Batu Pahat, Johor.

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
A	Travel Agencies which are MATTA Johor Chapter Active Members only, as defined in the MATTA Constitution.
B	Associated Members, Others State MATTA Members, State Tourism Organizations (STO) and National Tourism Organisations (NTO).
C	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® Batu Pahat July 2024** 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® Batu Pahat July 2024** Registration via online shall be deemed as the applicant's interest to participate as an Exhibitor in the **MATTA FAIR® Batu Pahat July 2024** and the applicant's acceptance and agreement to be bound by the Rules & Regulations of the **MATTA FAIR® Batu Pahat July 2024**

- iv. The MATTA FAIR® Batu Pahat July 2024 registration will start from **Wednesday, 29 May 2024 at 10.00am until 7 June 2024**. 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® Batu Pahat, Johor 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.
-  viii. **Travel Agents, Tour Operators, Hotels, Homestays, Resorts, Theme Parks, Attractions, Airlines and Cruise Operators are not allowed to participate under the State Tourism Organization (STO) booths.**
- ix. **Only non-trade exhibitors such as arts, culture, handicrafts and local specialty cuisines are permitted inside the STO booths. Food & beverage products are subject to approval by the Organizer & Venue owner.**
- x. **Travel Agents, Tour Operators, Hotels, Homestays, Resorts, Theme Parks, Attractions, Airlines and Cruise Operators that intend to transact any sale activity, need to register in the fair directly with the Organizer.**
- xi. **Participating travel agents (active MATTA members) may engage with another partner such as hotels, theme parks or attractions in respective registered booth(s). All transactions must be made through the travel agents.**

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.

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.
Important : Space to shell scheme will be charged accordingly at RM300 per booth after full payment.

3.2 BOOTH CONFIGURATION AND FEES

CATEGORY	OPEN SPACE (RM)	SHELL BOOTH (RM)
A (JOHOR TRAVEL AGENTS ONLY)	2,300 per booth	2,500 per booth
B (ASSOCIATED MEMBERS/ OTHERS STATE MATTA MEMBERS/ STO AND NTO)	2,800 per booth	3,000 per booth
C (Non-Members)	3,500 per booth	3,700.00 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

- All applications to participate as Exhibitors in the **MATTA FAIR® Batu Pahat July 2024** must be made via online using the official MATTA FAIR® Registration Link.
- 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® Batu Pahat July 2024** and the applicant's acceptance and agreement to be bound by the Rules & Regulations of the **MATTA FAIR® Batu Pahat July 2024**.
- MATTA reserves the right to accept or reject any application without disclosing the reasons thereof.
- 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.
- The MATTA FAIR online registration will start from Wednesday, 29 May 2024 at 10.00am until all booths are subscribed.**
- Although Exhibitors have registered, exhibiting companies are reminded that booths are subject to availability and NOT guaranteed.
- REGISTRATION AND PAYMENT WILL BE VIA ONLINE (DIGITAL RESERVATION FORM) FROM 29 MAY 2024.**
- CLOSING DATE: FRIDAY, 7 JUNE 2024. AT 5.00 P.M, OR EARLIER SUBJECT TO THE AVAILABILITY OF BOOTHS.**
- DEADLINE FOR FULL PAYMENT MUST BE MADE BEFORE 7 JUNE 2024 BEFORE 5.00 PM**

3.4 LOYALTY INCENTIVE DISCOUNT (ONLY APPLICABLE FOR JOHOR MEMBERS ONLY)

Category	Consecutive	Discount Per 3M X 3M Booth (RM)
A	Three (3) times	RM 400 Per Booth

- Only Exhibitor from categories 'A' are eligible for the loyalty discount.
- Only Exhibitor who participated consecutive in the previous **three (3) MATTA FAIR Batu Pahat (July 2019, July 2022, July 2023)** are eligible for the loyalty discount.
- The loyalty incentive discount is only applicable for bookings made together with full payment.
- The loyalty incentive discount is calculated on a per booth basis and the maximum number of booths that can be discounted during the current Fair shall be determined by the number of booths taken during the previous MATTA FAIR (e.g. an exhibitor who took 12 booths during the last is eligible for a discount on a maximum of

10 booths during the current fair). If the number of booths taken during the current fair is lower than the previous then the lesser discounted amount shall apply.

3.5 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 **22 JULY 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.

3.6 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 ONLINE FORM

- Submission of completed registration online 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 JOHOR CHAPTER in the event the Organiser rejects an exhibitor's application.

ii. TERMS OF PAYMENT

- Registration must be made together with full payment before the balloting of booths.
- 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 Johor Chapter, through direct transfer of payment to the following bank account:

Name of Account:	MATTA Johor Chapter
Account No:	3-2100977-16
Name of Bank:	Public Bank Berhad
Registration No:	PPM 001143005
Swift Code:	PBBEMYKL
Address of Bank:	Public Bank Berhad

KINDLY EMAIL PROOF OF ONLINE PAYMENT TRANSACTION
EMAIL: secretariat.johor@matta.org.my / accounts.johor@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® Batu Pahat July 2024 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® Batu Pahat July 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 on 7 June 2024
After 5.00 pm on 7 June 2024

Cancellation Charges

50% of cost of booth / space
100% of 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 Johor Chapter Secretariat Office on Friday, 21st June 2024 at 12.00 noon.**
- 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**
 - **Selection of booths will be on a balloting basis. Booking for 8 booths and maximum 10 booths will be given registration number under "A" series, booking for 4 – 7 booths will be given registration number "B" series and booking for 3 booths and below will be given registration number under "C" series. Highest number of booths registered will select the location of booths first. Exhibitors with the same number of booths taken, will have to ballot the order number, for selection of booths.**
 - **This grouping will be based on the number of booths taken stated in your completed registration which is received by MATTA Johor 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.**
- 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 DESIGN OF BOOTHS

- i. All tables or counters must be set inwards 0.5 metres from the booth border line.
- ii. Party helium balloons are not allowed.
- iii. Hanging banner in the ceiling is not allowed.
- iv. 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.
- v. This wall must be set back inside your booth area. Not less than 1m from the perimeter.
- vi. 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.
- vii. 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.
- viii. All booths must be constructed with back and side walls, except for island booths which do not require any walls.
- ix. **Booth drawings and lighting plans must be submitted to the Organiser no later than 5:00 pm on 10 July 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.
- x. Non-submission of these drawings within the stipulated period is considered a breach of the Rules & Regulations of the **MATTA FAIR® Batu Pahat July 2024**.

7 EXHIBITION RULES, REGULATIONS & IMPORTANT INFORMATION

7.1 SECURITY

- i. All personnel working in the exhibition halls must wear the official **MATTA FAIR® Batu Pahat July 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® Batu Pahat July 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, 21 July 2024.
- iv. It is strongly recommended that at least one person to be at the exhibition Booth at 9.00 am on 21 July 2024 during handing over to The Summit, Batu Pahat 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 reserves the right to stop any promotional activity or evict any participant, as and when deemed necessary.
- ii. Exhibitors are only allowed to distribute flyers, pamphlets, brochures or any promotional items (in any form) within their own booths.
- 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® Batu Pahat, Johor 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® Batu Pahat July 2024**. 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.
- vii. All Promotion & Offers are only valid for sale at the **MATTA FAIR® Batu Pahat July 2024** venue, which is at **The Summit, Batu Pahat, Johor from 20th to 21st July 2024**.

7.5 SALE OF SOUVENIRS

- i. Sale of souvenir items bearing the MATTA or the **MATTA FAIR® Batu Pahat July 2024** logo must obtain prior approval from the Executive Council of MATTA and the Organiser.
- ii. International 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. International 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 10.00 pm, 21 July 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 **MATTA FAIR® Batu Pahat July 2024** 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. Exhibitor wishing to do food sampling activity must inform the Organiser via email but no guarantee of approval by Venue.
- vi. Exhibitors are not allowed to place a third party company/promoter in their booth.

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® Batu Pahat July 2024**.
- 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 or cheque of RM50.00 per sq meters (a minimum levy of RM900 and a maximum of RM5000.00 applies) with the Official Contractor for MATTA FAIR® Batu Pahat July 2024 and sign an undertaking to guarantee conduct, proper schedule of production and observance of the Exhibition and the Hall Regulations.**
- vi. **Any other contractor is required to pay a non-refundable administration fee of RM20.00 per sq metre (a minimum levy of RM 100.00 up to a maximum of RM 500.00 applies) to the Official Contractor for MATTA FAIR® Batu Pahat July 2024.**
- vii. **Sub Contractor badges will be charge RM10 each, which valid during the Build Up and Tear Down periods only. After 5 July 2024 will be charged at RM20.00 each.**
- viii. 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 20 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 A4-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® Batu Pahat July 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® Batu Pahat July 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® Batu Pahat July 2024** must be more prominently displayed at all times
- c) The name shall not exceed the length and height permitted and shall not encroach into the space of another Exhibitor.
- d) The design structure height shall not exceed 2.5m in height

8.4 PERFORMANCE AND AUDIO VISUAL EQUIPMENT

- 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. 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.
- iii. Exhibitors intend to play any music and performances at booths must apply PPM and MACP license.

8.5 EXHIBITOR'S BADGES

- i. Exhibitors shall be provided with 5 (FIVE) Exhibitor's badges per booth, FREE of charge. Additional badges can be purchased from the MATTA Secretariat at RM50.00 each up to maximum to 3 passes per booth before **5th July 2024. After 5th July 2024 will be charged at RM 100.00 each.**
- ii. Exhibitors are required to wear their badges at all times within the fair area.
- iii. The Exhibitor's Badge / Badges are non-transferable.
- iv. **Sales of exhibitor badges during the fair days at RM 100.00 each.**

8.6 SECURITY

- i. The Organiser reserves the right to evict any Exhibitor found not wearing the official **MATTA FAIR® Batu Pahat July 2024** 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, 22 July 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 21 July 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 INTERNATIONAL TOURISM ORGANISATIONS (NO INTERNATIONAL TRAVEL AGENCY)

- i. In compliance with the Ministry of Tourism, Arts and Culture (MOTAC) guidelines, all international tourism organisations are required to use registered MATTA members and licensed Malaysian exhibitors at the Fair to man their booths.
- ii. International tourism organisations must provide a list of agents who will be manning their booth(s) to the Organiser for approval. This is a mandatory condition for participation in the Fair.
- iii. Participants of international tourism organisations at the Fair must adhere to Malaysian Laws.
- iv. All exhibitors at the Fair, irrespective of international 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. **International 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).**

8.8 HANDING OVER OF HALL

- i. The hall must be handed back promptly to the Landlord (The Summit, Batu Pahat) on 22 July 2024. Any exhibit and/or materials which if it still remains in the halls during Tear Down from 1.00pm onwards on 22 July 2024. will disposed off immediately by the Official **MATTA FAIR® Batu Pahat July 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.

8.9 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.

8.10 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.

8.11 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® Batu Pahat July 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® Batu Pahat July 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 26 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. **Exhibitors 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® Batu Pahat July 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® Batu Pahat July 2024** in the event of any unforeseen circumstances, which are beyond the control of **MATTA FAIR® Batu Pahat July 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 MATTA FAIR® BRANDING

The use of the official MATTA FAIR® logo and the phrase **MATTA FAIR® Batu Pahat July 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.

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 Batu Pahat at 07-7582206
- 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® Batu Pahat Johor July 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® Batu Pahat July 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 A4-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 20 to 25).**
- 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 22 & 23).** 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 20).**
- 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 20).**
- 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 20-25**.

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® Batu Pahat July 2024** 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

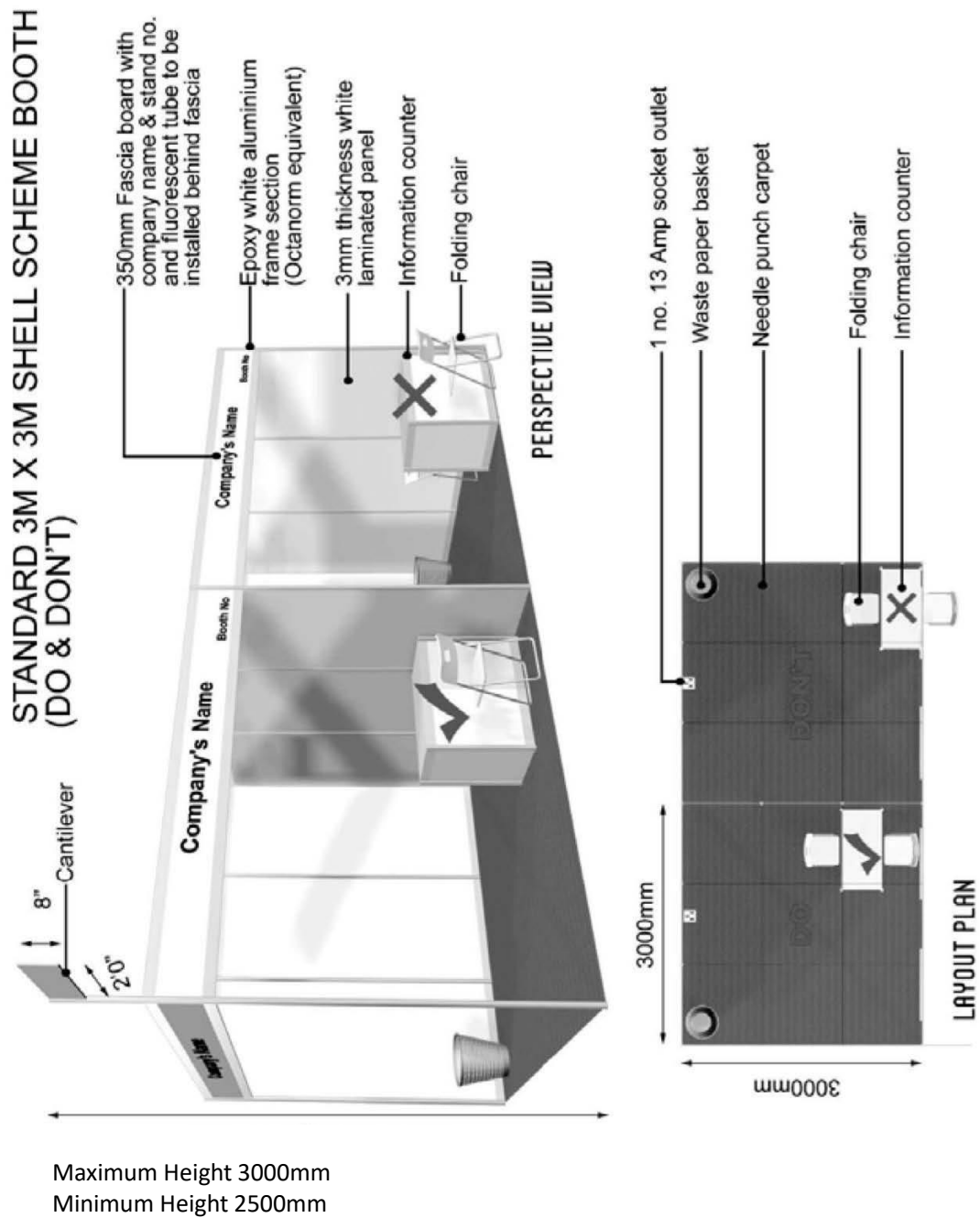


Figure 1 illustrates the design of a 3000mm x 3000mm information counter. The perspective view shows a white counter with a fascia board, a waste paper basket, a needle punch carpet, and an information counter. The layout plan shows a 3000mm x 3000mm grid with a waste paper basket, a needle punch carpet, and an information counter.

PERSPECTIVE VIEW

Minimum Height 3000mm
Maximum Height 3200mm

COMPANY'S NAME
101
COMPANY'S NAME
102

350mm Fascia board with company name & stand no. and fluorescent tube to be installed behind fascia.
Expoxy white aluminium frame section (Octanorm equivalent)
3mm thickness white laminated panel.
Information counter.

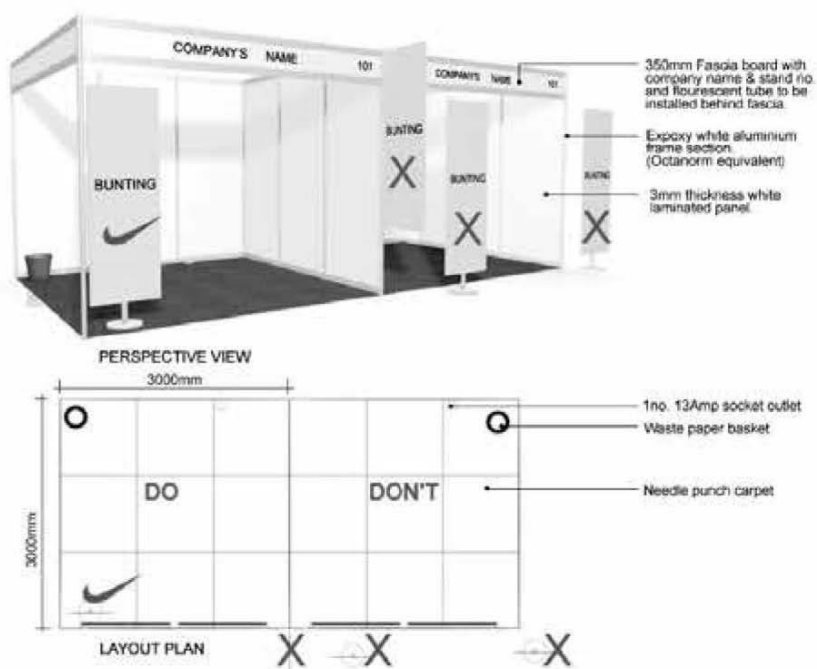
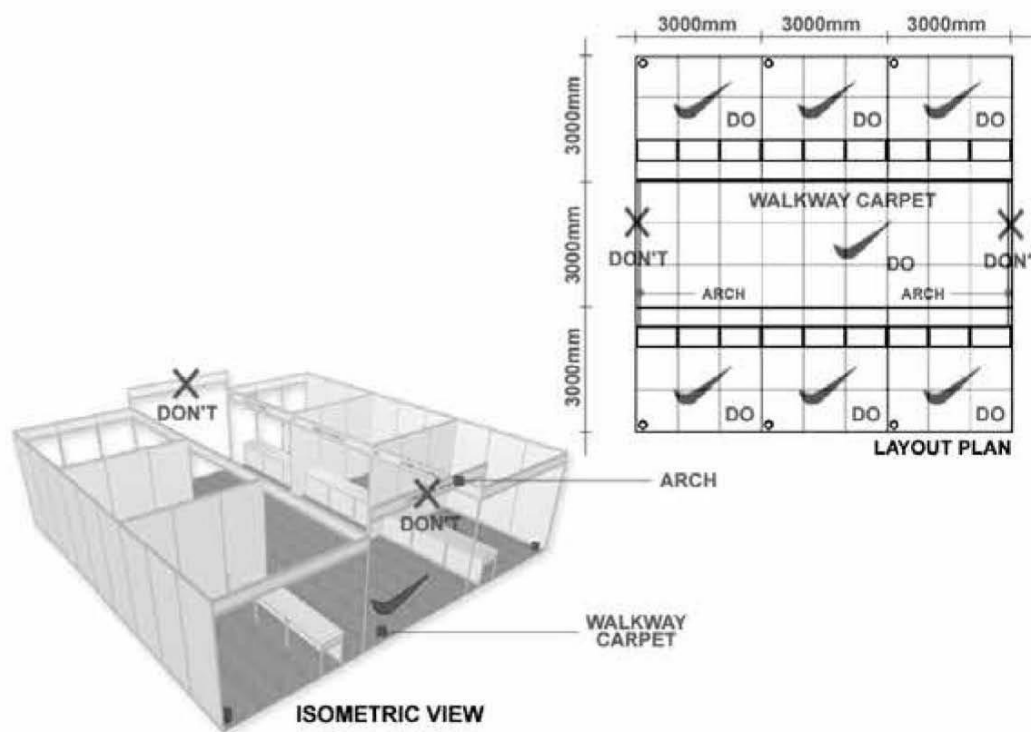
1 no. 13Amp socket outlet
Waste paper basket
Needle punch carpet
Information counter.

LAYOUT PLAN

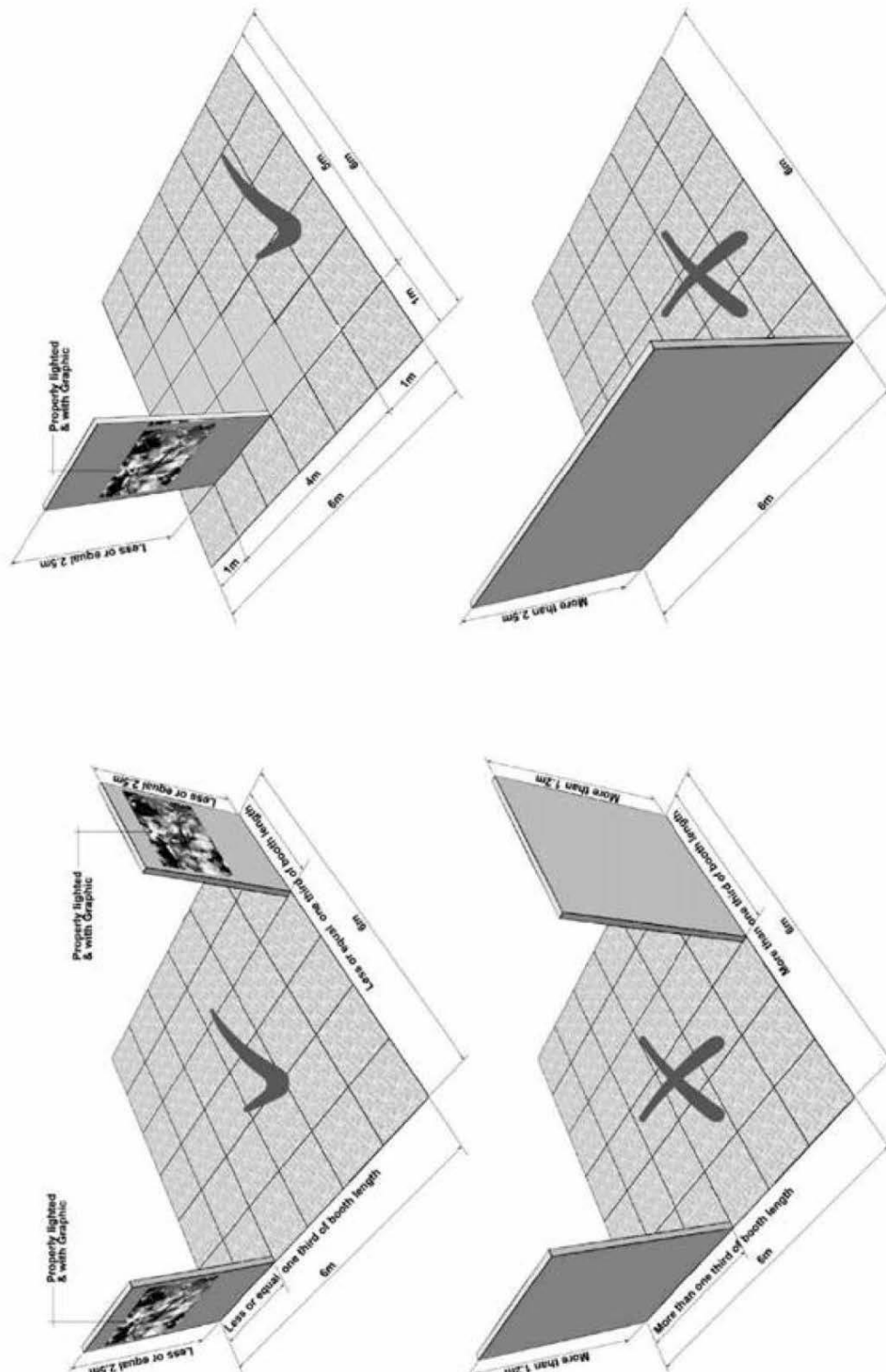
3000mm
3000mm

DO
DON'T
X

APPENDIX A – Diagram 3

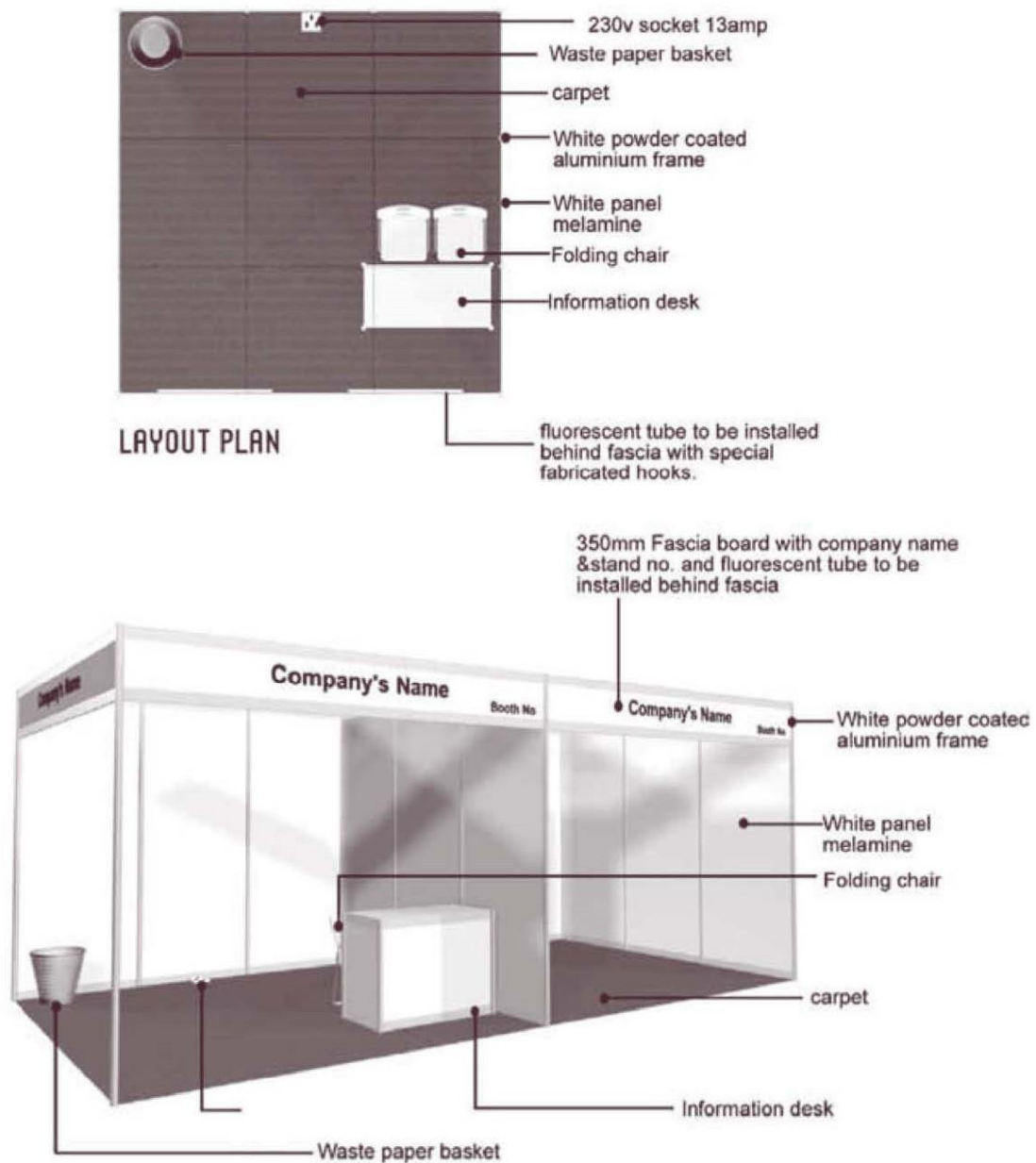


APPENDIX A - Diagram 4

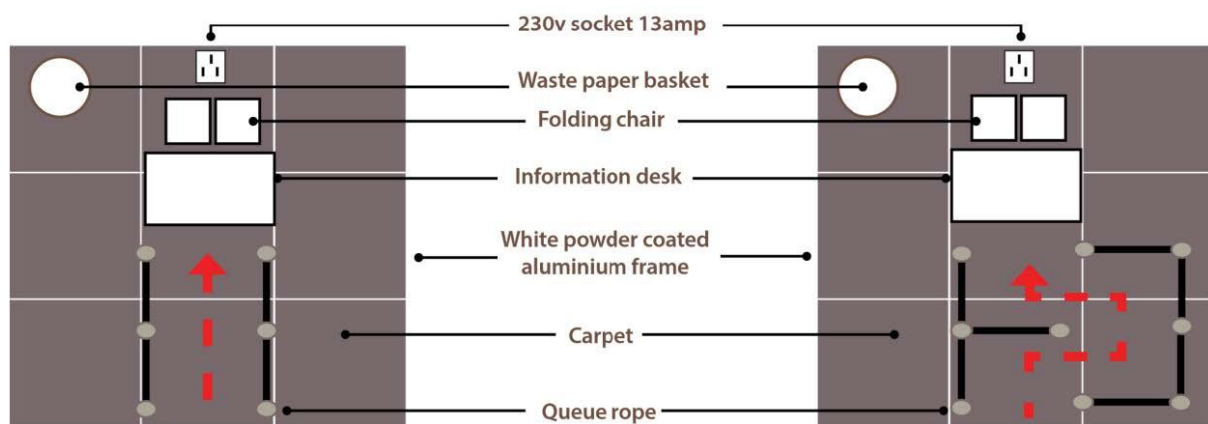
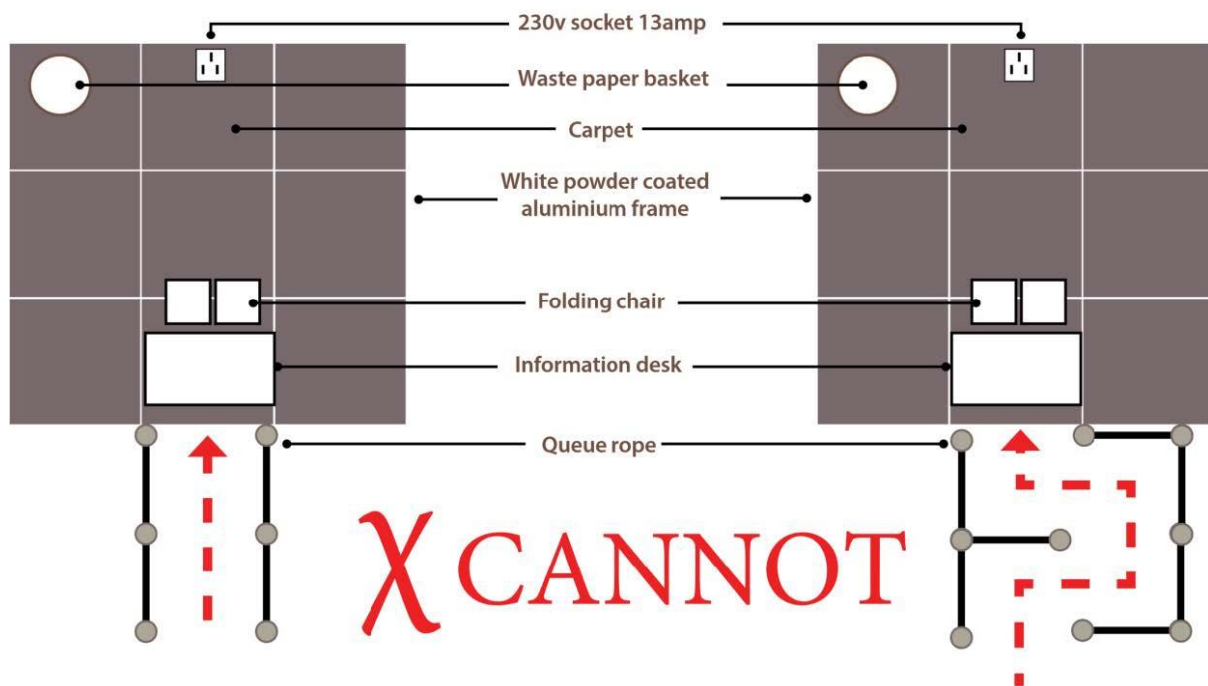


APPENDIX A - Diagram 5

STANDARD 3M X 3M SHELL SCHEME BOOTH



APPENDIX A - Diagram 6



APPENDIX B

BUILD-UP AND TEARDOWN

The Fair will be held over a period of 2 days. Build-up will be on 19th July 2024 and teardown will be after the fair on 21st July 2024 from 22:00 hours to 00:00 hours.

19 th July 2024 - Friday (Build-up)	
09:00Hrs	Contractor move in
12:00Hrs	Exhibitors move in
22:00Hrs	Hall closed
NOTE : ALL CONTRACTORS MUST WEAR MATTA OFFICIAL BADGES.	
20 th July 2024 – Saturday (Fair Day)	
09:00Hrs	Hall Open for Exhibitors
10:00Hrs – 22:00Hrs	Open to Public
21 st July 2024 – Sunday (Fair Day)	
09:00Hrs	Hall Open for Exhibitors
10:00Hrs– 22:00Hrs	Open to Public
22:00Hrs – 24:00Hrs	Dismantling booth / space by Exhibitors
NOTE : ONLINE FEEDBACK FORM SUBMISSION ON 21 JULY 2024 AT SECRETARIAT BOOTH IN ORDER TO GET BACK YOUR SECURITY DEPOSIT.	
22 nd July 2024 – Monday (Post Fair)	
08:00Hrs– 12:00Hrs	Hall Open for Exhibitors
12:00Hrs	Hall Closed & Handed over to Summit Mall

Remarks : Organizer reserved the right to charged RM 200 per hour per exhibitor on 19st July 2024 from 22:00 Hours onwards.

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