

MATTA FAIR[®] KELANTAN

Powered by **MATTA**

**8 - 10
MAY 2025**

MYDIN TUNJONG

RULES AND REGULATIONS

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1 INTRODUCTION TO MATTA FAIR® KELANTAN 2025

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 AND 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® Kelantan 8-10 May 2025 held at MYDIN MALL Tunjong, Kota Bharu, from 10.00am to 10.00pm.
- iii. **Organiser** refers to MATTA.
- iv. **Exhibitor** refers to any participant who has purchased exhibition space and/or who is promoting, selling, displaying, or advertising any products and services during the MATTA Fair® Kelantan 8-10 May 2025 at the venue.
- v. **'Booths'** refers to both standard shell scheme booths and space-only booths.
- vi. **'Official Contractor'** refers to the official contractor - Teravista Management for this MATTA Fair® Kelantan 8-10 May 2025 for all shell scheme booths.
- vii. **'Venue' or 'Landlord'** refers to the management / owners of MYDIN MALL Tunjong, Kota Bharu.
- viii. **'Premises'** refers to the MATTA Fair® Kelantan 8-10 May 2025 exhibition areas and the general property of the MYDIN MALL Tunjong, Kota Bharu.

1.3 EXHIBITORS CATEGORIES

Please note the following categories of exhibitors below. Rates and requirements for participation depend on the category you have successfully registered for the Fair.

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

Note: Timeshare companies, Online Travel Agency (OTA), Banks (except sponsors) and non-Malaysian licensed travel agencies are not allowed to participate.

2 APPLICATION TO PARTICIPATE

- i. All applications to participate as Exhibitors in the MATTA Fair® must be made 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. All other exhibitors are required to submit the relevant licences upon request by the Organiser.
- iii. 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®.
- iv. MATTA reserves the right to accept or reject any application without disclosing the reasons thereof.
- v. Registration of Exhibitors on the registration day will be by the sequence of the registration number generated once online registration is completed by your company/organisation.

- vi. The MATTA Fair® registration will start from Tuesday, 11 March 2025 at 10:00am until all booths are taken up.
- vii. Although Exhibitors have registered, applicants are reminded that booths are subject to availability and not guaranteed.
- viii. Upon confirmation of registration and before booth balloting, the Organiser will issue an invoice to your company.
- ix. Acceptance of registration during the registration period is subject to availability of booths. Once the maximum number of booths available is taken up, all subsequent requests will be placed in a waiting list.
- x. Reservation of booth is not allowed and will not be entertained.
- xi. The Organisers reserves the right to cancel, postpone or shorten the MATTA Fair® in the event of any unforeseen circumstances that are beyond of the control of the Organiser.
- xii. If the Fair is cancelled, all payments made shall be refunded. No other claims or compensation will be entertained.

3 BOOTH CONFIGURATIONS AND 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 (8-10 May 2025).
- 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 10 April 2025 is strictly no refund.

3.1.1 STANDARD SHELL SCHEME BOOTHS

- i. Each standard shell scheme booth (3m x 3m) with 2.5m height 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

Exhibitors wishing to purchase space-only booths are required to purchase a minimum of 18 sq. metres (i.e. 2 x booth spaces of 3m x 3m each).

3.2 HALL DESIGNATION

Note that halls may be designated for certain types of products and services themes and may be restricted to certain categories of Exhibitors. Please choose your desired halls carefully when making your registration.

HALL	THEME	ALLOWED PRODUCT TYPES
Hall 1	Domestic / International	Tour and travel packages and related products
Hall 2	Domestic / International	Tour and travel packages and related products

- i. Exhibitors may take different location either in Hall 1 or Hall 2.
- ii. Allocation of booths for category 'C', will be based on availability of booths after the booth selection process for categories A and B.

3.3 STANDARD BOOTH FEES

- i. Booth rates are according to the category as in the table below:
- ii. * See Section 3.4 – Refundable Security Deposit for details.

CATEGORY	PRICE PER 3m x 3m BOOTH (RM)		REFUNDABLE SECURITY DEPOSIT* (RM)	REGISTRATION FEE (RM)
	SPACE-ONLY	SHELL SCHEME		
A	2,200	2,400	500 per booth	300
B	2,600	2,800	500 per booth	300
C	2,800	3,000	500 per booth	300

3.4 REFUNDABLE SECURITY DEPOSIT

- i. Exhibitors from all categories are required to pay a refundable security deposit to the Organiser.
- ii. Security deposit will be refunded when Feedback and Statistic Forms are submitted by 16 MAY 2025. Failure to submit within the deadline, security deposit will not be refunded.
- iii. 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 Category A, B and C. In the event of a cancellation or not eligible to participate for whatever reason, the registration fee is non-refundable.

4 PAYMENT TERMS AND CANCELLATION CHARGE

4.1 TERMS OF PAYMENT

- i. Registration must be made together with full payment before the balloting of booths.
- ii. Full payment consists of the following:
 - a. Booth Rental
 - b. Registration Fee of RM 300.00
 - c. Refundable Security Deposit
- iii. All registrations made with full payment are subject to final acceptance by the Organiser.
- iv. Payments shall be refunded in the event registration is rejected.

4.2 PAYMENT METHODS

- i. All payments shall be made to the following bank account:

Name of Account:	MATTA KELANTAN CHAPTER
Account No:	3 2 1 0 0 9 6 0 0 5
Name of Bank:	Public Bank Enterprise
Swift Code:	PBBEMYKL

- ii. Kindly email to secretariat.kelantan@matta.org.my a copy of the payment transaction slip to the Organiser immediately.

4.3 CANCELLATION CHARGES

- i. In the event of any cancellation and/or default in payment by an Exhibitor, the Organiser reserves the right, on a strictly without prejudice basis, to cancel the application without any refund of payment made.
- ii. The Organiser shall also have the right to re-let these booths to another Exhibitor.
- iii. Where the Organiser has chosen to re-let said booths but is unable to do so or otherwise is only able to re-let the same at a lower rate, the Exhibitor in default shall, without derogation of the Organiser's other rights in law or in equity, be liable to pay, amongst others, the losses incurred by the MATTA Fair® as a result there of as damages.
- iv. In the event of a cancellation, the registration fee is non-refundable.

4.4 TERMS OF CANCELLATION / NOT ELIGIBLE TO PARTICIPATE

- i. Exhibitors/travel agencies that have issues with their KPL/KPK license issued by the Ministry of Tourism, Arts and Culture Malaysia or any other issues, for the MATTA Fair®.
- ii. Other Exhibitors that have issues with their payment, and/or other issues that disqualify them from the MATTA Fair.

Cancellation Received

Before 5.00 pm on 11 April 2025

After 5.00 pm on 11 April 2025

Cancellation Charges

50% of cost of booth / space

100% of cost of booth /space

5 BOOTH SELECTION

5.1 BOOTH BALLOTING, SELECTION OF LOCATION AND ASSIGNMENT OF BOOTHS

- i. Booth Balloting & Selection will be held at MATTA Kelantan Chapter Office on 14 April 2025 at 10.00 am.
- ii. Highest number of booths registered by sequence of registration number will select the location of booths first. Exhibitors with the same number of booths taken, will have to ballot for their turn for selection of booths.
- iii. Highest number of booths registered by sequence of registration number will select the location of booths first. Exhibitors with the same number of booths taken, will have to ballot for their turn for selection of booths.
- iv. Exhibitors must be present during booth selection. If an Exhibitor is not present, the next Exhibitor will be called. However, if and when the Exhibitor arrives, they shall have the next priority.
- v. Exhibitors will be informed of the session they are required to attend.
- vi. The Organiser reserves the right to allocate and reserved booths for sponsors prior to opening for booth selection by Exhibitors.
- vii. The Organiser reserves the right to relocate any booths after booth selection to better manage the Fair. 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.
- viii. Final booth assignment remains the prerogative of the Organiser.
- ix. In the interests of the exhibition as a whole, it may be necessary to remove or alter anything in - or forming part of - any booth. 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
Hall 1	Maximum booth height is 3.0 metres
Hall 2	Maximum booth height is 3.0 metres

6 EXHIBITION RULES AND REGULATIONS**6.1 EXHIBITOR BADGES**

- i. Each exhibitor is entitled for five (5) Exhibitor Badges per booth on complimentary basis. A maximum of additional three (3) Badges can be purchased for each booth from the Organiser at RM10.00 per badge before the Fair.
- ii. Additional badges purchased and paid from 5 May 2025 onwards will be charged at RM40.00 per badge, notwithstanding any tax invoice issued on an earlier date.
- iii. An activation charge of RM 40.00 per Exhibitor Badge shall apply to any Exhibitor Badges confiscated by the Organiser for infringement of the Rules and Regulations of the Fair.
- iv. Exhibitors are required to wear their official MATTA Fair® Exhibitor Badges and lanyard at all times within the Fair area.
- v. Exhibitor Badges are non-transferable.
- vi. A completed Exhibitors Badge form must be submitted to the Organiser latest by 5:00 pm on Friday, 11 April 2025. If an Exhibitor Badge entitlement is not fully utilized all remaining badge entitlement will be forfeited.

6.2 BOOTH DESIGNS

- i. All booths must be carpeted.
- ii. All exhibitors must have a designated area for customers to queue in a proper line without disturbing and blocking the walkway and neighbouring booths. For example, to build a queuing system using queue rope. (See Appendix A - Diagram 4, page 21 for more details).
- iii. The use of balloons filled with inert gas and the distribution of balloons in the halls and at the outdoor area are strictly prohibited.
- iv. If an Exhibitor intends to construct a stage, the stage structure must be built in the middle of booths area and must be facing inwards.
- v. If an Exhibitor intends to construct a wall along the perimeter of their booths facing a walkway, the wall must not be left blank and should include appropriate design.
- vi. The standard height of perimeter walls must not exceed hall's booth restriction from the floor level (See "Section 5.2" for more details).
- vii. 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.
- viii. For "Space-Only" booths, the Organiser reserves the right to require the Exhibitor to change, modify, lower or shorten any back and/or side walls proposed in the drawings if, in the opinion of the Organiser, such walls will obstruct the reasonable exposure of any adjacent booths.
- ix. All booths must be constructed with back and side walls, except for island booths which do not require any walls.
- x. In the case of a one-corner booth, a back wall and one side wall must be constructed, while a two-cornered or perimeter booth requires only a back wall.
- xi. Where a structure such as wall or sign exceeds the height of neighbouring booth, the Exhibitor with higher wall must decorate the visible portion to a standard acceptable to the Organiser.
- xii. Booth drawings and lighting plans must be submitted to the Organiser no later than 5:00 pm on Friday, 11 April 2025, 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.
- xiii. No booths may be constructed until these plans/drawings have been duly approved by Organiser. Stand structures or designs which are not approved, must be altered or removed. Exhibitors or their appointed contractors will be responsible for all costs incurred with regards to the necessary alterations.
- xiv. Non-submission of these drawings within the stipulated period is considered a breach of the Rules and Regulations of the MATTA Fair®.

6.3 BOOTH FITTINGS**6.3.1 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. metres and RM5,000.00 for booth space more than 36 sq. metres 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. The Performance Bond is to ensure that the rules and regulations are abided by, to cover any damages arising directly or indirectly from any infringements, and to settle all payments for supply and services rendered during the exhibition or for the purposes of the exhibition.
- vii. 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®.
- viii. Any other contractor is required to pay a non-refundable administration fee of RM 20.00 per sq. metre to the Official Contractor prior to commencing work, processing of communications, management function including securing approval from the relevant authorities.
- ix. Contractor will not be permitted to start the work if there any outstanding payment with the Organiser and/or Official Contractor. Contractor badges will not be released until all the payment has been settled.
- x. Contractor badges can be purchased at RM10.00 per badge. 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 3 days of the MATTA Fair®.
- xi. Contractor badges purchased and paid from 5 May 2025 onwards will be charged at RM40.00 per badge, notwithstanding any tax invoice issued on an earlier date.
- xii. Only contractors for "Space-Only" booths are allowed to enter the halls on Wednesday, 7 May 2025. Exhibitors for Shell Scheme booths are permitted to start booth setup on Wednesday, 7 May 2025, from 10:00 pm (See "Appendix E", page 25 for more details).
- xiii. The Organiser reserved the right to charge the exhibitor for late check out/finish work after 8.00am, on Thursday, 8 May 2025. The charges will be advised later.

6.3.2 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 2", page 19 for more details).

- ii. Neither fittings, displays or self-adhesive stickers/signs may be attached to or suspended from the pillars/ceiling of any part of the exhibition halls, nor any item be nailed, screwed, drilled or punched into the floor. If this instruction is ignored, the Venue/Organiser has the right to remove the items and charge the Exhibitor/contractor concerned for any damage caused.
- iii. Exhibitors wishing to construct a false ceiling at their booths must submit duplicate drawings to the Organiser for approval by the Fire & Safety Authority. Ceilings can only be constructed of large mesh or egg box materials which permit the passage of water in the event of a fire.
- iv. False ceiling above 18 sq. metres is required to provide with fire protection equipment (Smoke detector, fire extinguisher or sprinkler system).
- v. 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.
- vi. No nailing, drilling, painting or wall papering on the Shell Scheme booth panels is allowed. If you require assistance in hanging or displaying your exhibits, must consult the Official Contractor. Exhibitors who wish to have the panels painted must inform the Official Contractor who will provide quotations on request.
- vii. The details for lightings inside booth are as follows:
 - a. Exhibitors can bring their own lightings or order from the Official Contractor.
 - b. All lighting order to submit with lighting plan indicating position of lighting or power socket location.
 - c. Lighting installation on site will be given priority for those submitted together with full payment.
 - d. Any changes on site will be imposed and 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 to display prominently an A4-sized copy of their valid travel license (KPL/KPK) issued by the Ministry of Tourism, Arts and Culture, Malaysia (MOTAC). Non-display of a valid travel licence is a serious breach of the Tourism Industry Act 1992.
- xi. The official registered name of the Exhibitor must be more prominently displayed at all times, together with the travel license (KPL/KPK) number. For exhibitors that are non-travel agents, the registration number of the Companies Commission of Malaysia must be displayed.

6.4 FASCIA BOARD

- i. Only the official registered name of Exhibitors will appear on the official supplement, directional/information signage and on the fascia board as well as on the backdrop. Exhibitors may change the prints/fonts on the fascia board to suit the company's image and logo provided that the identity of the registered Exhibitor is maintained.
- ii. The official registered name of the Exhibitor must be more prominently displayed at all times, together with the travel license (KPL/KPK) number.
- iii. The names of products/brands may appear inside the Exhibitor booths but not the name of other travel agents or companies. Such names must not change the identity of the registered exhibitors.
- iv. For all Shell Scheme booths:
 - a) Fascia Board: Standard letterings as provided by the Official Contractor.
 - b) Exhibitor may change the prints/fonts and paste the company logo on the Fascia Board provided it accurately reflects the identity of the registered Exhibitor.
 - c) Exhibitors are not allowed to cover the Fascia Board with their promotional materials.
- v. For all space-only booths, Exhibitors may be allowed to design the Fascia Board provided that:
 - a) The name shall appear as registered and/or reflect the identity of the Exhibitor.

- b) The official registered name with MATTA Fair® must be at a minimum size of 21 cm (8 inches) and prominently displayed at all times at all sides of booths/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.
- vi. Fascia Board changes onsite shall be charged RM100.00 per unit.

6.5 LOADING AND UNLOADING PROCEDURES

- i. Exhibitors exhibit materials must enter and exit through the approved loading bay.
- ii. Exhibitors will be allowed to hand carry items in or out of the exhibition halls during move in and move out days.
- iii. Vehicles are allowed to load/unload only and shall not park at the loading bay area. Once vehicles are unloaded, they must move out of the loading bay area.
- iv. During exhibition hours (10am - 9pm), only hand carry items are allowed, strictly no trolley movement.
- v. Trolley, cart and excessive boxes are not permitted through the entrance of Level 2 & 1.

6.6 PERFORMANCE AND AUDIO-VISUAL (AV) 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. 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. Exhibitors intending to carry out any activity involving performance, such as dance, quiz with visitors and the use of any musical gadget or instrument, must submit a schedule of performance to be approved by the Organiser at least 7 working days prior to the start of the MATTA Fair. This is to avoid any disturbance from the activities for the neighbouring Exhibitors that may affect their business transaction with customers. Any performance without the Organiser's approval will be stopped immediately.
- iv. Exhibitors intend to play any music and performances at booths must apply Public Performance Malaysia (PPM) and Music Authors' Copyright Protection (MACP) license.
- v. Performances must be coordinated with the neighbouring booth and must be held at a moderate volume. Noise emanating from a stand may not exceed an average level of 65 dBA at the boundaries of the booth. The Organiser is entitled to prohibit music and cultural performances and any such activities at any time with immediate effect in the event of non-compliance.

6.7 SALE OF TOUR SERVICES / PRODUCTS

- i. Only companies with valid relevant Malaysian licenses are allowed to sell tour services and products.
- ii. 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®.
- iii. All special offers for tour packages are only valid for sale for the duration of the MATTA Fair® at the official Venue.
- iv. All Exhibitors must exercise professional and ethical best practices in honouring and delivering on the items in their products and services sold to customers during the MATTA Fair®. Any complaints received from consumers and found to be substantiated against any Exhibitors will allow MATTA to take such action as considered appropriate, including limiting the Exhibitor's participation in future fairs.

- v. Airlines companies are not allowed to sell their tour services and products directly to the consumers at the Fair.
- vi. Exhibitors without a valid Outbound License shall not sell Outbound tour package.

6.8 SALE OF SOUVENIRS OR PRODUCTS / SERVICES

- i. Approval to sell souvenir items bearing the MATTA/MICEM Sdn Bhd or the MATTA Fair® logo must be obtained from the Organiser.
- ii. International companies not incorporated in Malaysia are not allowed to sell souvenirs or any other product/service at the fair.

6.9 MANNING OF BOOTH AND CONDUCT OF BOOTH PERSONNEL

- i. Exhibition booths must be fully staffed and operational throughout the operating hours of the fair.
- ii. Booths and exhibits must not be dismantled or packed until the Fair has closed on the final day at 10.00pm on Saturday, 10 May 2025.
- iii. All activities of the Exhibitors and their employees/approved agents/temporary staffs must be confined to their allocated booths. Exhibitors must not participate in any activities, which may cause or is likely to cause annoyance to visitors or other Exhibitors. No promotion, advertising and canvassing for businesses can take place elsewhere on the exhibition premises and neither can recruit of staff be carried out during the exhibition.
- iv. All exhibitor and their employees/approved agents/temporary staffs must wear their Exhibitor Badges at all times. Failing to do so will result in penalty charges towards exhibitor.
- v. No person participating in the exhibition is to behave or act in a manner, which may cause harm, injury or damage to other persons, exhibits, exhibition hall, properties and fixtures.
- vi. Only one (1) foreign staff to three (3) local staffs is allowed per booth (applicable to local travel agents only). Participation of any international Exhibitor must adhere to Malaysian Immigration Laws and other related laws.
- vii. Exhibitors are not allowed to place a third-party company/promoter in their booth.

6.10 INTERNATIONAL EXHIBITORS

- i. All National Tourism Organisations (NTO) participating in the MATTA Fair are required to submit a Letter of Undertaking (LOU) to the Organiser. This LOU serves to affirm the commitment to the event. The Organiser shall have the authority and right to implement and execute the requisite actions in the event of any last-minute cancellation by the NTO.
- ii. All National Tourism Organisations (NTO) must provide a list of agents/exhibitors who will be manning their booth(s) to the Organiser for approval. This is a mandatory condition for participation in the MATTA Fair in compliance with the Tourism Industry Act 1992.
- iii. Participants of all National Tourism Organisations (NTO) at the MATTA Fair must adhere and abide with all Laws of Malaysia.
- iv. International exhibitors participating in the Fair through any tourism organisation, are not allowed to transact any sale with the customers at the Fair. Sales, if any, must be transacted through registered MATTA members and licensed Malaysian Exhibitors at the Fair. The full particulars (including company name, Ministry of Tourism, Arts and Culture, Malaysia (MOTAC) license number, etc) of the Malaysian exhibitors engaged for this purpose must be clearly indicated on all promotional materials used at the Fair. This is to comply with the requirements of the MOTAC.

6.11 SECURITY

- i. The Organiser reserves the right to evict any Exhibitor found not wearing the official MATTA Fair® Exhibitor Badges together with the official lanyard provided.
- ii. All personnel working in the exhibition halls MUST wear the official MATTA Fair® badge and lanyard at all times.

- iii. 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 10.30 pm on teardown day (Saturday, 10 May 2025).
- 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 and Venue to make the necessary arrangements.

6.12 INSURANCE

- i. Every reasonable precaution will be undertaken by the Organiser to ensure the security and safety of the exhibition halls and adjacent areas. However, the Organiser will not be responsible or be liable to any Exhibitor, their employees, contractors or agents in respect of any direct or indirect loss or damage to any exhibit, person or property, arising out of or in any way connected with the exhibition. Exhibitors are strongly advised to insure their exhibits against such loss or damage, including risk of fire, throughout the duration of the exhibition.
- ii. Exhibitors will also be held responsible for the loss or damage to property (including those belonging to other Exhibitors and persons) caused by themselves, their employees, contractors or agents. Each Exhibitor participating in the exhibition must indemnify the Organiser, Contractor and Venue against all claims of whatever nature (which may be made against the Organiser) arising out of or in any way connected with such Exhibitor's participation in the exhibition. This provision is specifically agreed to be fair and reasonable by the Exhibitor participating in the exhibition.

6.13 FOOD AND 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 outside food and beverages.

6.14 HANDING OVER OF HALL

- i. The halls must be handed back promptly to the Venue at 7.59 am on Sunday, 11 May 2025. Any exhibit and/or materials which still remain in the halls during teardown from 8.00 am onwards on the same day will be disposed of immediately by the Official Contractor and the cost of disposal will be charged to the Exhibitor concerned.
- ii. The Organiser shall not be held responsible for any loss or damage.

6.15 DILAPIDATION

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

- ii. Exhibitors are responsible for the cost of making good or replacing any damages or dilapidation to the exhibition premises, whether caused by themselves, their agents, contractors or by any person employed or engaged on their behalf by such agents or contractors.
- iii. Exhibitors occupying shell scheme booths are also responsible for the cost of making good, restoring or renewing any damage or dilapidation to their booth structure, floor coverings, light fittings, or any part thereof whether caused by themselves, their agents, contractors or by any persons employed or engaged on their behalf by such agents or contractors.
- iv. The cost of making good for any damages will be assessed by the Official Contractor and charged to the Exhibitor concerned.

6.16 FAILURE TO EXHIBIT

Any organisation which, having signed a contract for the exhibition but fails to exhibit for whatever reason shall be liable for the full amount stated in the contract plus any additional costs that may be incurred by the Organiser. Such organisations may also be blacklisted from future Fairs.

6.17 INFRINGEMENT AND ENFORCEMENT

- i. The appointed enforcement officers shall be responsible for enforcing the Rules and Regulations of the Fair and therefore are empowered to demand immediate compliance from the Exhibitors and its agents.
- ii. The Organiser shall deal with all infringements and breaches of the Rules and Regulations.
- iii. The Organiser is empowered to order any Exhibitor and their agents to remove any materials which may obstruct or interfere or contravene any part of the Rules and Regulations of the Fair.
- iv. All written feedback or reports of unethical practices shall be made using the official feedback forms provided and forwarded to the Organiser for preliminary investigations.
- v. The Exhibitor against whom the allegation has been made shall provide, at the request of the Organiser, such further information or documents as may be required within such period as may be specified.
- vi. The Organiser shall evaluate the merits of complaints/reports and if, after the investigation, the facts alleged against an Exhibitor appears to constitute a prima-facie infringement of the Rules and Regulations of the Fair, the Organiser shall be empowered to implement the following penalties:
 - a. To take appropriate action against any Exhibitor and, if deemed necessary, evict them from the Fair if found to have violated the Rules and Regulations of the Fair. The Organiser may cancel participation by the Exhibitor immediately and all monies paid by the Exhibitor shall be forfeited.
and/or
 - b. To prohibit such Exhibitor from participating in any future fairs. Any disciplinary action or penalty decided by the Organiser shall take effect immediately. The Organiser shall not entertain any claims for costs or refund of monies as a result of such action.
- vii. All appeals for infringement must be submitted for the Organiser's consideration within two (2) weeks after the conclusion of the Fair.

7 OTHER IMPORTANT INFORMATION

7.1 IMPORTANT DATES AND TIMES

Please refer to Appendix E, page 25 for Pre-Fair, Post-Fair and Fair Day Schedules.

7.2 STORAGE AND REMOVAL OF WASTE MATERIALS

- i. No storage area is available. Exhibitors must make their own storage arrangement for their exhibits, displays, equipment or other promotional materials.
- 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 their booths and remove all debris. The Organiser shall invoice Exhibitors for the removal of wastes such as packing materials, crates and cartons etc. that are left behind by Exhibitors or their contractors
- vi. Exhibitors are responsible to manage their own waste materials, if failed to comply a minimum penalty will be imposed from the security deposit or performance bond. The skips provided by venue are for the Organiser use only.

7.3 RIGHTS TO CANCEL, POSTPONE OR SHORTEN THE FAIR

- i. The Organiser reserves the right to cancel the MATTA Fair® if, in the opinion of the Organiser, for whatever reasons that requires the cancellation.
- ii. The Organiser also reserves the right to cancel, postpone or shorten the MATTA Fair® in the event of any unforeseen circumstances.
- iii. If the Fair is cancelled, all payments shall be refunded. No other claims or compensation will be entertained.
- iv. If the Fair is shortened, there will be no refund of payments made. No other claims or compensation will be entertained.

7.4 FINAL DECISION

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

7.5 ADVERTISING, PUBLICITY AND PROMOTION

7.5.1 PROMOTIONAL ACTIVITIES

- i. Exhibitors can organize promotional activities within their booth(s), provided approval has been obtained from the relevant local government authorities and duly notified to Organiser at least two (2) weeks before the Fair.
- ii. The Organiser reserves the right to stop any promotional activity as and when deemed fit.

7.6 MATTA FAIR® BRANDING

The use of the official MATTA Fair® logo and the phrase MATTA Fair® Kelantan 8-10 May 2025 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® Kelantan 8-10 May 2025 Exhibitors only. MATTA is entitled to revoke this permission to use at any time.

8 SAFETY AND SECURITY MEASURES

8.1 PRACTICAL SAFETY AND 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. Naked lights and lamps, or temporary gas. Explosives, petrol, dangerous gasses or highly inflammable substance are not allowed into the exhibition halls.
- iv. Before concluding the decoration of your booth(s), check that the locks on your storerooms, cabinets and showcases are tightly secured.

- v. 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.
- vi. 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.
- vii. During the Exhibition:
 - a. Assign each of your fellow Exhibitors a specific observation points 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 mealtimes 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.
- viii. 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.
- ix. Smoking is strictly prohibited in the MYDIN MALL Tunjong, Kota Bharu's building and compound.
- x. While we take available measures to protect your exhibition goods, please remember that you are fully accountable for the safety and security of your booth(s), goods and all other belongings.

8.2 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 Fire and Rescue Department of Kota Bharu at 09 – 748 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.

9 CLEANLINESS

- i. The Organiser is committed to keeping the Exhibition areas clean by employing cleaners to remove any rubbish such as brochures and leaflets or unwanted materials left behind by the visitors in the common areas.
- ii. Exhibitors are responsible for any rubbish within the confines of their booths. The cleaners are not permitted to enter any Exhibitor's booth area for security and safety reasons. As such, please place any unwanted materials or rubbish in the walkway for the cleaners to remove at the end of the day or early in the morning.
- iii. It is understood that it is the Exhibitors' obligation that booths should be kept clean at all times to project good image of your company to visitors and fellow Exhibitors.

- iv. The Organiser reserves the right to charge Exhibitor a cleaning fee for those who failed to remove graphic/poster/ foamboard and anything else from their shell scheme or decorations in Open Space area.

10 NON – COMPLIANCE [THE DO'S AND DON'TS]

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

Official Identification

- a) All Exhibitors must wear and display the official MATTA Fair® Kelantan 8-10 May 2025 Exhibitor Badges and lanyards at all times in the exhibition halls. These badges are non-transferable.
- b) Anyone not wearing and displaying the appropriate Identification Badge and lanyard will be denied entry to the Fair.
- c) No one is allowed to be on duty using either the own company's name tags or the Opening Ceremony/Guests Name Badges/Contractor Badges.

Promotional Activities

- a) Exhibitors are only allowed to distribute flyers, pamphlets, brochures or any promotional items (in any form) within their own booths.
- b) Exhibition booths must be manned by personnel at all times during the operational hours of Fair.
- c) Exhibitors are not allowed to dismantle their booths while the Fair is in progress.
- d) Exhibitors may use their PA/sound system but must ensure the volume is kept at an acceptable level and is not disruptive to the immediate neighbours. The ringing of bells or the blowing of whistles is strictly prohibited.
- e) Any activity involving performance, e.g. dance and the use of any musical gadget or instrument without permission is strictly prohibited. All activities, including performances, must be confined to the exhibitor's own booth areas.
- f) Presentations such as optical, slow-moving or auditory advertising, as well as the reproduction of music are permitted provided that they do not cause annoyance to adjoining booth or congestion in the aisles and do not drown out public announcements from the Organiser PA systems in the halls and event areas. The sound level of acoustic or musical performance shall not exceed 65 dBA at the boundaries of the booth or event area. Even if a performance has already been approved, the Organiser still reserves the right to restrict or prohibit performances which cause excessive noise or visual annoyance or considerably endanger or impair the ongoing exhibition/event of visitors, other exhibitors and event Organiser.
- g) Exhibitors are only permitted to distribute printed matter and use other means of advertising on their own booth or own event areas. Exhibitors should inform the Organiser if they intend to operate larger stage areas for presentations/performances in their booth or event area.
- h) No animals are permitted in the venue or exhibition halls without prior approval of MYDIN MALL Tunjong, Kota Bharu management. If found, the venue/Organiser has the right to remove the animals.

Booth Layout / Design

- a) All Exhibitors must display clearly their registered company name and booth number(s).
- b) 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, Malaysia (MOTAC) at a prominent location easily visible to visitors and the Organiser.
- c) Exhibitors are not allowed to place exhibits/tables/chairs/banners/buntings or any materials outside the allocated booth area. All materials must be within the confines of a booth area.
- d) Exhibitors are only allowed to carpet the common walkway in between their island booths.

- e) Fittings and displays of any sort are not permitted to be fixed by any means to the walls, pillars, floors, ceilings of the exhibition halls and shell scheme fittings.
- f) Cantilever dimensions must NOT exceed 61cm in length and 20cm in breadth. The cantilever has to be placed at a minimum height of 3.0m up to a maximum height of 3.2m from the ground. The name to appear on the cantilever must be the same as that on the fascia board or an associated brand name. (See "Appendix A - Diagram 2", page 18 for more details).
- g) Exhibitors must submit their Booth Designs and have them approved within the stipulated deadline. Unapproved booth designs are considered a serious infringement and may result in the non-participation of the Exhibitor penalties being levied.

11 RESPONSIBILITIES OF EXHIBITORS

While MATTA Fair® is the platform for registered Exhibitors to promote and sell their products and/or services, the Organiser shall be absolutely entitled to take such steps necessary to ensure that the name of MATTA is not compromised by shoddy products, non-delivery of services and unethical practices by the Exhibitors. Please take note the following rules and regulations.

- i. Exhibitors who are Travel Agents are reminded to ensure that the Terms and Conditions of their tour packages are in accordance with the Tourism Industry Act 1992.
- ii. 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.
- iii. Exhibitors are not allowed to form a Consortium of booths of several agents/members together under a 'common branding' for the purpose of booths' management/balloting in the MATTA Fair®.
- iv. All Exhibitors are to ensure that their staff are properly briefed on their products and not to give promises/services that cannot be kept or delivered.
- v. All Exhibitors must provide consumers with 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.
- vi. An official receipt must be issued.
- vii. All Exhibitors must be professional in their dealings with the consumer.
- viii. It is recommended 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.
- ix. 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.
- x. 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.

12 DISCIPLINARY ACTIONS

- i. MATTA will call the Exhibitor for clarification and for the Exhibitor to explain his side of the story in response to any complaints made against him.
- ii. All Exhibitors are encouraged to reach an amicable and satisfactory solution with consumers on complaints received.
- iii. All Exhibitors are encouraged to avoid any legal actions by consumers.

- iv. MATTA, after due process and, at its discretion, can and will impose Disciplinary Actions against any Exhibitors for non-compliance and/or for going against the above Addendum to the Rules and Regulations. Disciplinary actions can include but is not limited to the following:
 - a. A warning
 - b. A forfeiture of Security Deposit
 - c. Bar from future participation in MATTA Fair® and related activities
 - d. Suspension of membership (for Exhibitors who are MATTA Members)
 - e. De-listing of membership (for Exhibitors who are MATTA Members)

13 TERMINATION

In the event of any breach of the Rules and Regulations, the Organiser reserves the right to suspend or terminated the Exhibitor who has committed the breach during the period of MATTA Fair®.

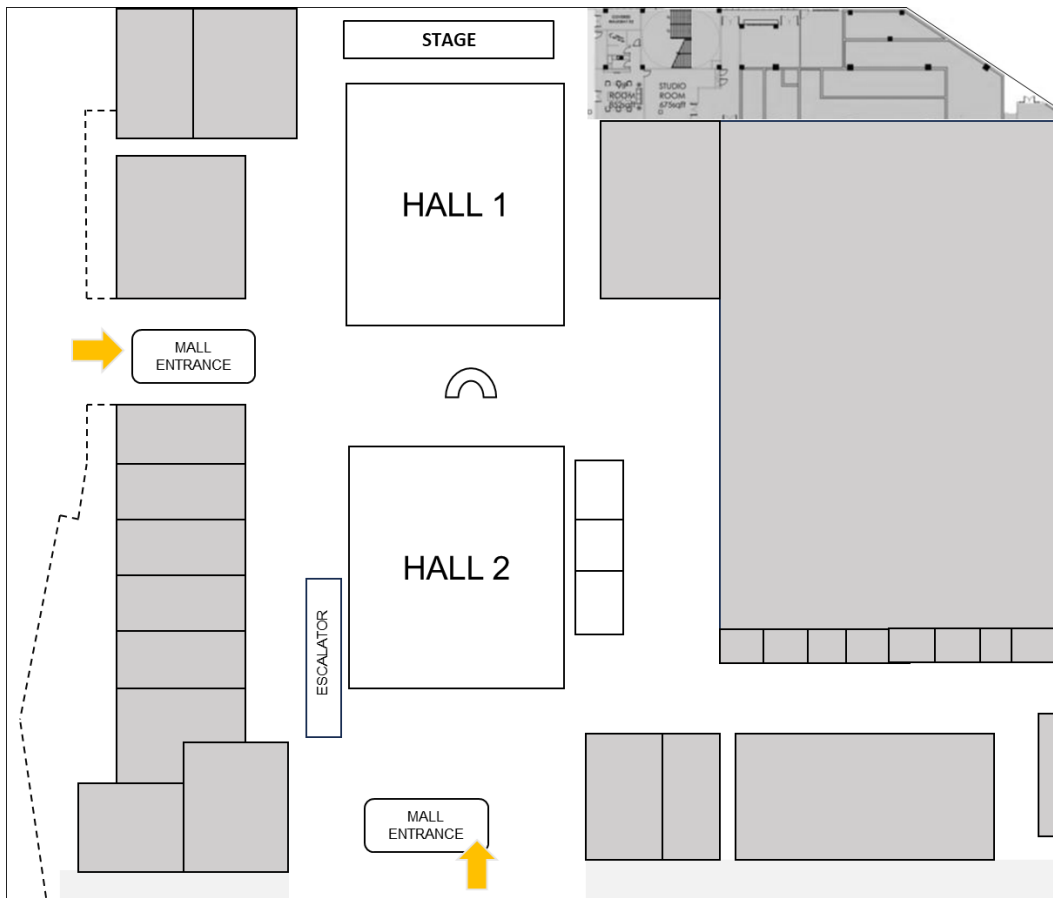
14 RIGHTS OF OFFICIAL SPONSORS AND PARTNERS

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

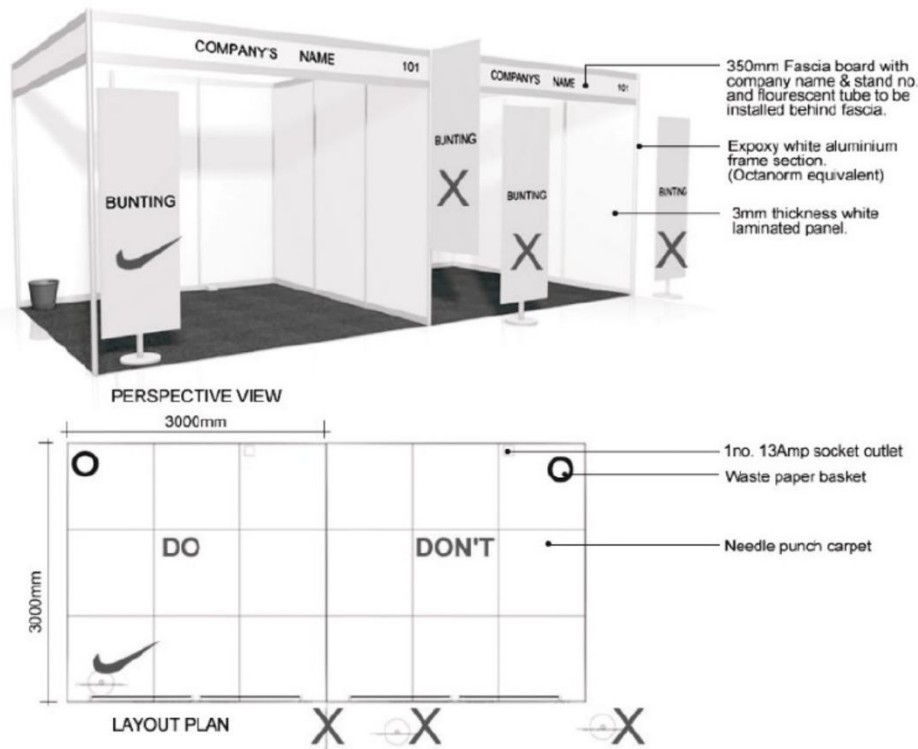
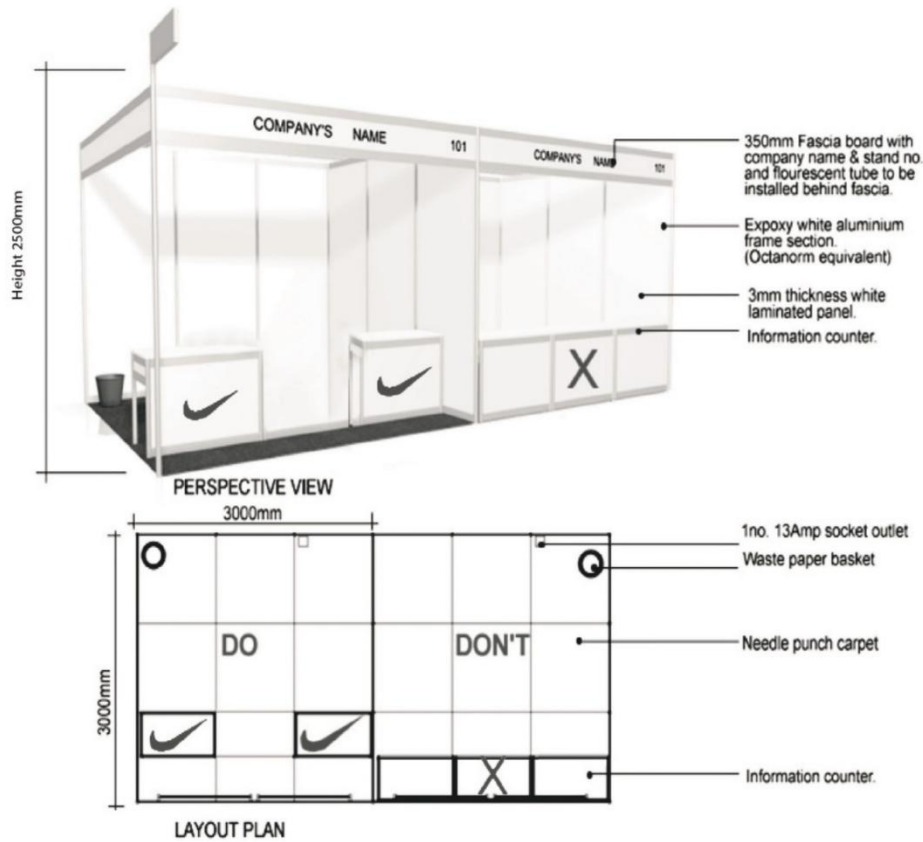
15 DISCLAIMER

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

APPENDIX A – DIAGRAM 1 ENTRANCES OF HALLS

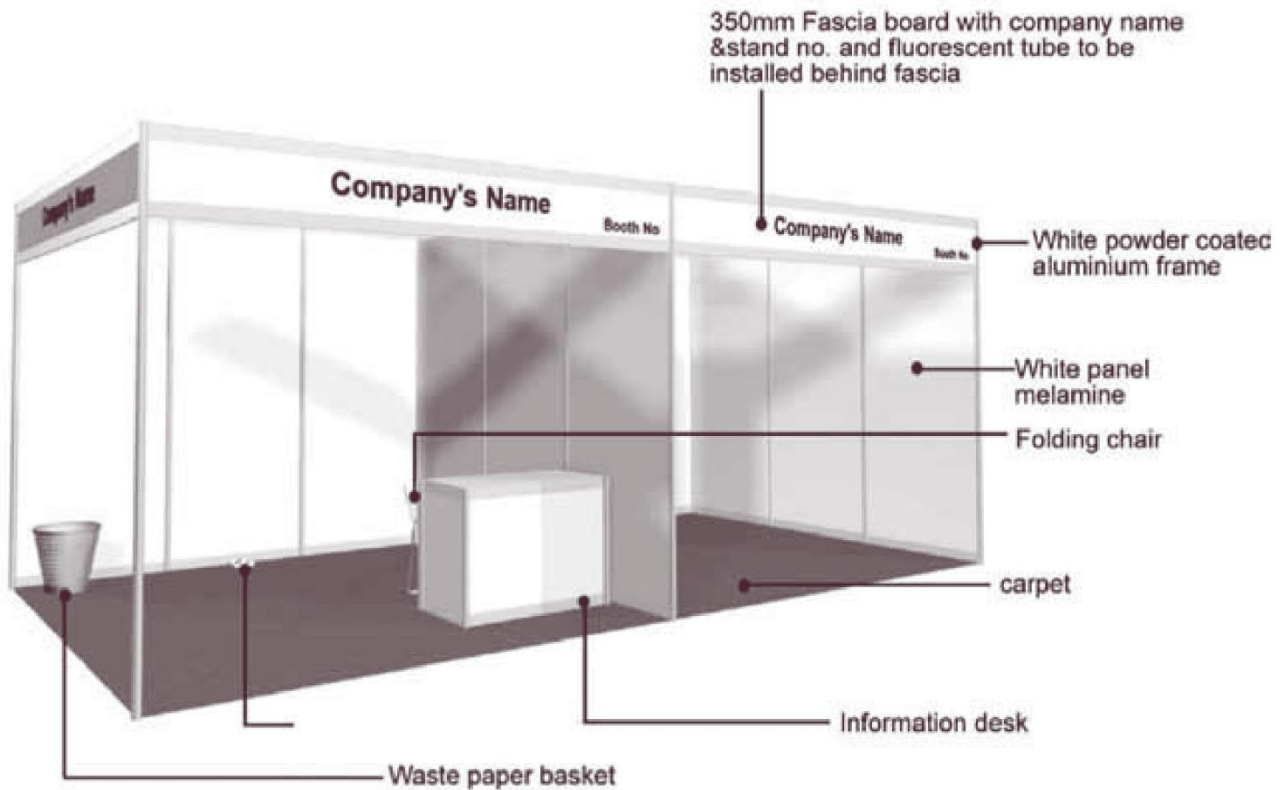
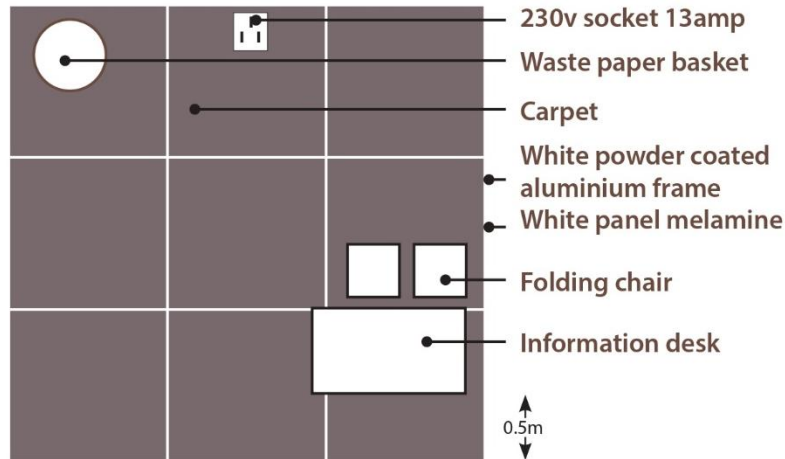


APPENDIX A – DIAGRAM 2 BOOTH SPECIFICATION

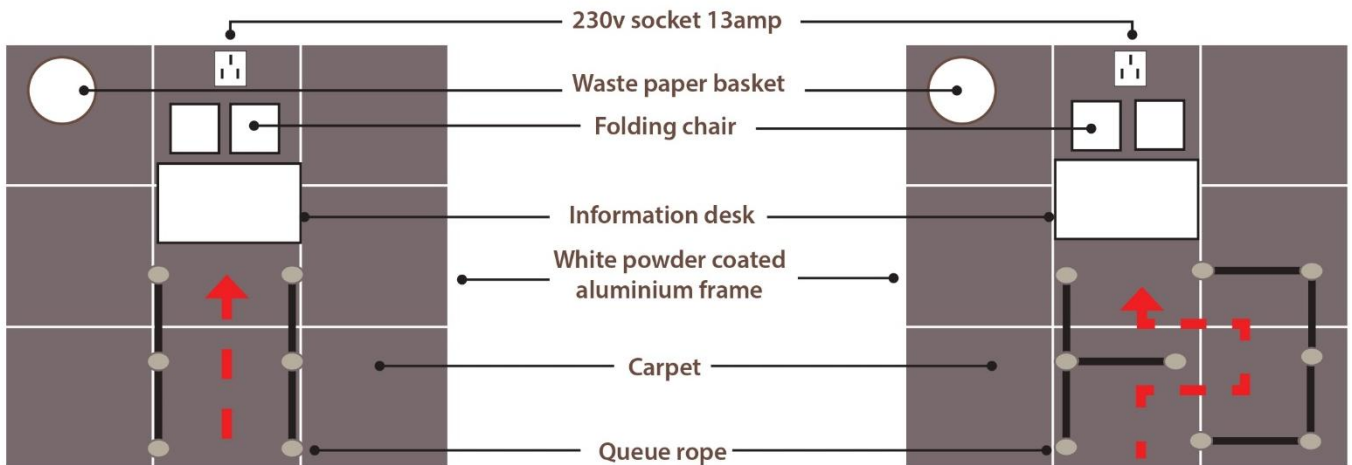
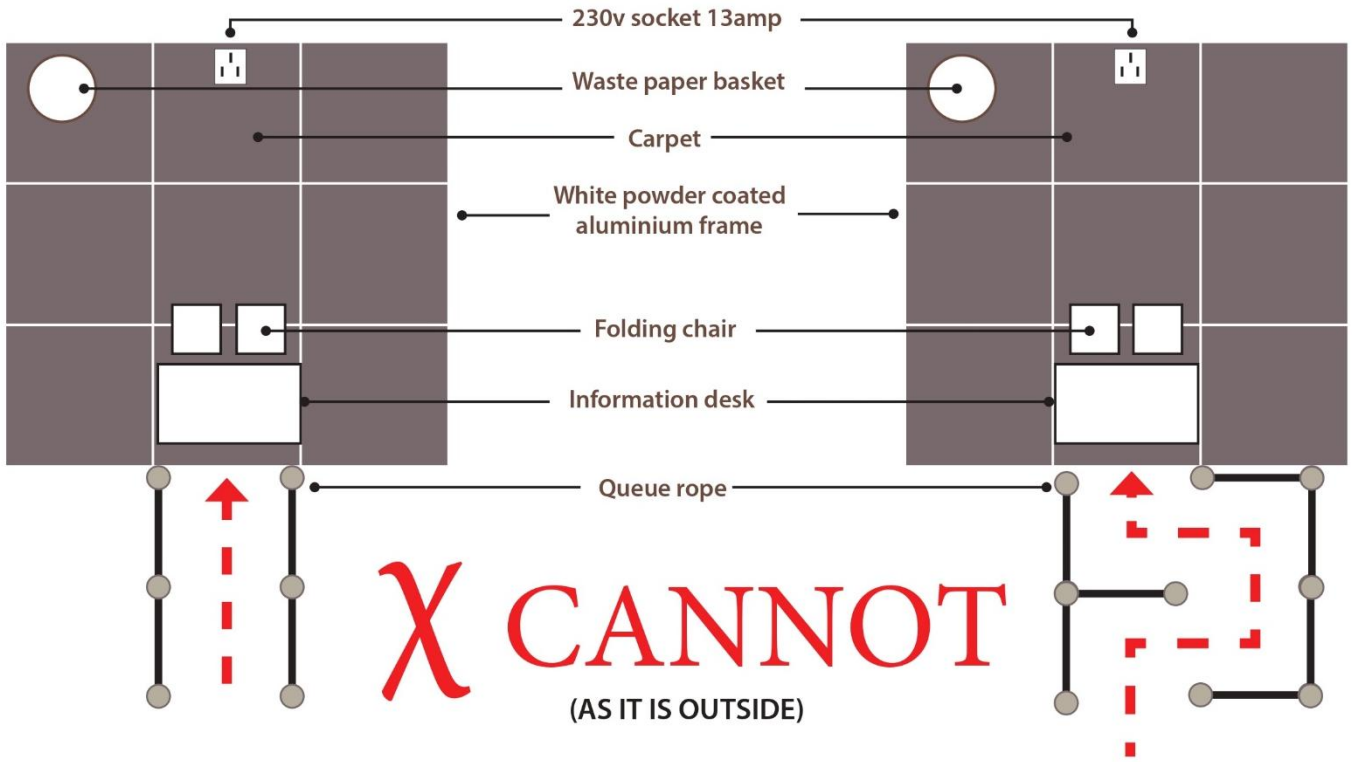


APPENDIX A – DIAGRAM 3
SHELL SCHEME BOOTH LAYOUT

3M x 3M Shell Scheme Booth



APPENDIX A – DIAGRAM 4 DO AND DON'T OF BOOTH LAYOUT



APPENDIX B

ON-SITE SERVICES AND FACILITIES

i. First Aid Service First aid room is located at First Floor
ii. Prayer Room Prayer rooms are available at just outside the Mall (Male prayer room at Ground Floor, Female at First Floor)
iii. Security A Lost and Found counter is available at First Floor. In any case, the security department deals with all reported incidents of theft as well as items that are lost or found.

APPENDIX C**USEFUL LIST OF CONTACT**

Organiser	MATTA Fair Kelantan Sekretariat Tingkat 2, Lot 1209, Seksyen 27, Jalan Pengkalan Chepa, 15400 Kota Bharu, Kelantan. Email: sekretariat.kelantan@matta.org.my Contact: 014-994 9312 (Zaqer)
Main Contractor	Teravista Management Contact: +6013-9287989 Email: supran118@yahoo.com
Venue	MYDIN MALL Tunjong Contact: +609-748 0786 Email: hqmydin.leasing1@mydin.com

APPENDIX D**IMPORTANT DEADLINES (EXHIBITOR MANUAL)****1. MATTA (ORGANISER)**

NO	REQUEST FOR	DEADLINE	REMARKS
1	Additional Exhibitor Badges	11 April 2025	Optional
2	Contractor Badges	11 April 2025	Compulsory to Space-Only Booth Appointed Contractor
3	Refundable Performance Bond	11 April 2025	Compulsory to Space-Only Booth Appointed Contractor

2. TERAVIDA MANAGEMENT (MAIN CONTRACTOR)

NO	ORDER FORM	DEADLINE	REMARKS
1	Open Space Booth (Admin Fees)	11 April 2025	Compulsory to Space-Only Booth Appointed Contractor
2	Furniture On Hire	11 April 2025	Optional
3	Lighting and Power	11 April 2025	Optional
4	Poster Graphic Printing	11 April 2025	Optional
5	Audio Visual	11 April 2025	Optional

3. MYDIN MALL (VENUE)

NO	ORDER FORM	DEADLINE	REMARKS
1	Contractor Work Permit	30 April 2025	Compulsory

APPENDIX E TIMELINE FOR EXHIBITORS

PRE FAIR		
DETAILS	DATE	TIME
Online Registration	11 March 2025	10:00am
Booth Balloting	14 April 2025	10.00am
Booth Design Submission	11 April 2025	5:00pm
Exhibitor Badge Form Submission	11 April 2025	5:00pm
Build-Up		
Contractors Move In (Space-Only Booths)	7 May 2025	10:00pm
	7 May 2025	10:00pm
Exhibitors Move In	8 May 2025	8:00am
Close Of All Halls	8 May 2025	10:00pm
FAIR DAYS		
Halls Open for Exhibitors Only	8 - 10 May 2025	9:00am
Opening Ceremony (Invited Guests Only)	8 May 2025	2.30 pm
Halls Open for Public	8 - 10 May 2025	10:00am – 10:00pm
Manning Of Booth/Conduct of Booth Personnel	8 - 10 May 2025	10:00am – 10:00pm
Halls Closure	8 - 10 May 2025	10:00pm
Exhibitors Move Out	10 May 2025	10:00pm – 11:00pm
POST FAIR		
Dismantling and Tear-Down	10 May 2025	10:00pm – 4:00am
Feedback and Statistic Evaluation Form	Submission by 16 May 2025	

NOTE:

- The above dates and times may change if necessary.
- Exhibitors and Contractors MUST wear official MATTA Fair® Kelantan 2025 Badges.