

MATTA FAIR[®] PERAK

10 -11 AUG 2024

**IPOH CONVENTION
CENTRE, IPOH**

RULES AND REGULATIONS

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1 INTRODUCTION TO MATTA FAIR®

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) Perak Chapter is strictly prohibited. You are also advised that MATTA Perak Chapter 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® PERAK 10-11 AUGUST 2024** held at Ipoh Convention Centre (ICC), Ipoh, Perak from **10.00am to 9.00pm**.
- iii. **Organiser** refers to MATTA Perak Chapter.
- 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® PERAK** at the venue.
- v. **'Booths'** refers to **both** standard shell scheme booths and space-only booths.
- vi. **'Official Contractor'** refers to **VTO Solution** – the official contractor appointed for this **MATTA FAIR® PERAK**.
- vii. **'Venue' or 'Landlord'** refers to the management/owners of **Ipoh Convention Centre (ICC), Ipoh, Perak**.
- viii. **Premises** refers to the **MATTA FAIR® PERAK** exhibition areas and the general property of the Ipoh Convention Centre, Ipoh, Perak.

1.3 EXHIBITOR CATEGORIES

Please note the following categories of exhibitors below. Rates and requirements for participation depend on which category you successfully register under.

CATEGORY	DEFINITION
<u>CATEGORY A</u>	
A1	Travel Agencies which are MATTA Perak Chapter active members only, as defined in the MATTA Constitution
A2	Other state MATTA's Active Member only, as defined in the MATTA Constitution
<u>CATEGORY B</u>	Umrah Pavilion
<u>CATEGORY C</u>	
C1	Associated, Hotels, Cruise, Airlines, Theme Parks and Attractions.
C2	State Tourism Organisations (STO), National Tourism Organisations (NTO)
<u>CATEGORY D</u>	Non-MATTA members and any other company that do not fall into category A, B & C

NOTES:

- Timeshare companies, Online Travel Agency (OTA), non-Malaysian licensed travel agencies and foreign hotels are not allowed to participate.
- Foreign hotels must participate through local hotel chain.

2 APPLICATIONS TO PARTICIPATE

- i. All applications to participate as Exhibitors in the **MATTA FAIR® PERAK AUGUST 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 (MOTAC), **during the registration through the period of the MATTA FAIR®**. **Those without the KPL/KPK license will not be allowed.**
- iii. All travel agencies/tour operators **selling Umrah Packages MUST** have a valid license of **“Tambah Bidang: Perniagaan Pengendalian Pelancongan Luar Negeri bagi Umrah Atau Ziarah”**.
- iv. For Umrah Pavilion, security deposit not required.
- v. The submission of the **MATTA FAIR® PERAK** Registration via online shall be deemed as the applicant's interest to participate as an Exhibitor in the **MATTA FAIR® PERAK** and the applicant's acceptance and agreement to be bound by the Rules & Regulations of the **MATTA FAIR® PERAK**.
- vi. The Organizing Committee reserves the right to accept or reject any application without disclosing the reasons thereof.
- vii. 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.
- viii. **The MATTA FAIR® PERAK online registration will start from Thursday, 23 May 2024 at 10.00am until 13 June 2024.**
- ix. Although Exhibitors have registered, exhibiting companies are reminded that booths are subject to availability and NOT guaranteed.
- x. Upon confirmation, our office will issue an invoice to your company.
- xi. 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.
- xii. Reservation of booth is not allowed and will not be entertained.
- xiii. **The Organiser reserves the right to cancel, postpone or shorten the MATTA FAIR® PERAK** in the event of any unforeseen circumstances that are beyond the control of the Organiser.
- xiv. **If the Fair is cancelled, all payments made shall be refunded.** No other claims or compensation will be entertained.

3 BOOTH CONFIGURATIONS & FEES

3.1 BOOTH CONFIGURATIONS

- i. Exhibitors can opt to purchase standard shell scheme or space-only booths in 9sq. 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 (10-11 AUGUST 2024).
- 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.
- NEW** iv. Any agents taking 3 or 4 space only booths and want to use the walk way to form a pavilion of all the booths registered (which are facing each other), an additional amount of **RM600** will be charged for a 6 booths pavilion. Similarly, an additional **RM800** will be charged for a 8 booths pavilion.
- v. **Any change of booth type after 2 July 2024 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:
 - 350mm Fascia board with exhibitors' booth number and name
 - Fluorescent lights
 - 1 unit 13-amp electrical point
 - 1 unit information desk
 - 2 units chairs
 - 1 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)**
- The exhibitors shall be responsible for their own design, construction and furnishings.

3.2 STANDARD BOOTH FEES

- i. Booth rates are according to the category you are registered as in the table below.
- ii. Exhibitors from all categories are required to pay a refundable security deposit to the Organiser. Security Deposit will be refunded within 30 – 60 days after the fair.

CATEGORY		SPACE-ONLY (RM)	SHELL SCHEME (RM)
<u>CATEGORY A</u>			
A1	Travel Agencies which are MATTA Perak Chapter active members only, as defined in the MATTA Constitution	2,000.00/booth	2,200.00/booth
A2	Other state MATTA Members, as defined in the MATTA Constitution	2,200.00/booth	2,400.00/booth
<u>CATEGORY B</u>	Umrah Pavilion (6 booths for 10 tables)	10,000.00	
<u>CATEGORY C</u>			
C1	Associated, Hotels, Cruise, Airlines, Theme Parks and Attractions.	2,700.00/booth	2,900.00/booth
C2	State Tourism Organisations (STO), National Tourism Organisations (NTO)	3,000.00/booth	
<u>CATEGORY D</u>	Non-MATTA members and any other company that do not fall into category A, B & C	4,500.00/booth	

3.3 RENTAL OF ADVERTISEMENT BOARD

- i. All applications to rental the advertisement board in the MATTA FAIR® PERAK AUGUST 2024 must be made through the OFFICIAL BOOKING FORM – ADVERTISEMENT BOARD accompanied with FULL PAYMENT of advertisement board.
- ii. Booking is on a “First Come First Serve Basis”. Reservation of advertisement boards is not allowed and will not be entertained.

CATEGORY	QUANTITY	DESCRIPTION	PRICE/UNIT (RM)
Board A	12 boards	<ul style="list-style-type: none">Size: 1.2m x 2.5mBoard number: A1, A2, A3, A4, A5, A6, A7, A8, A9, A10, A11 & A12	250.00
Board B	1 board	<ul style="list-style-type: none">Size: 2m x 2.5mBoard number: B1	700.00
Board C	7 boards	<ul style="list-style-type: none">Size: 2.5m x 2.5mBoard Number: C1, C2, C3, C4, C5, C6 & C7	1,000.00

4 PAYMENT TERMS & CANCELLATION CHARGES

4.1 TERMS OF PAYMENT

- i. Registration must be made together with full payment before the Assignment of Booths.
- ii. Full payment consists of the following:
 - a) Booth Rental
 - b) Refundable Security Deposit **RM 500.00**
- 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 rejection.

4.2 PAYMENT METHODS

- i. Direct transfer of payment to **MATTA PERAK CHAPTER** can be made to the following bank account:

Name of beneficiary	: MATTA PERAK CHAPTER
Company Registration No	: PPM-001143005
Bank Account Number	: 3210 9702 18
Name of Bank	: Public Bank Berhad
Address of Bank Branch	: Bandar Sunway Branch
SWIFT Code	: PBBEMYKL

- ii. Payment in the form of cheques shall be made payable to **MATTA PERAK CHAPTER**
- iii. Kindly email (**secretariat.perak@matta.org.my**) a **copy of the payment transaction slip** to the MATTA Perak Chapter Secretariat 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 the law or in equity, be liable to pay, amongst others, the losses incurred by the **MATTA FAIR® PERAK** as a result thereof as damages.

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® PERAK**.
- ii. Other Exhibitors that have issues with their payment, and/or other issues that disqualify them from the Fair.

CANCELLATION RECEIVED	CANCELLATION CHARGES
Before 4.00 pm 13 June 2024	50% of total cost of booth/space
After 4.00 pm 13 June 2024	100% of total cost of booth/space

5 BOOTH ALLOCATION SYSTEM

5.1 BOOTH BALLOTING, SELECTION OF LOCATION & ASSIGNMENT OF BOOTHS

- i. Booth Balloting & Selection will be held at MATTA Perak Chapter Secretariat Office on **2 July 2024 (Tuesday)**
- NEW ii. 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.
- iii. **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 shall have the priority.**

- NEW** iv. Registration of Exhibitors on the registration day will be by the sequence of the registration number generated once online registration is completed by the company / organisation.
- v. **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.**
- vi. Selection of booth
- Any registration received will be pooled together in a group according to the number of booths taken.
 - Exhibitors with the highest number of booths taken will do the balloting first, followed by the second highest and so on.
 - Exhibitors with the same number of booths will ballot for the priority number to select the booths.
 - This grouping will be based on the number of booths taken stated in your completed registration which is received by MATTA Perak 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.
- vii. The Organiser reserves the right to allocate booths prior to opening for booth selection by Exhibitors.
- viii. 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.
- ix. 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.
- x. Final booth assignments remain the prerogative of the Organiser
- xi. In the interests of the exhibition as a whole, it may be necessary to remove or alter anything in – or forming part of – any stand. The exhibition floor plan is subject to change at the discretion of the Organiser.

5.2 NUMBER OF BOOTHS

The total number of available booths is **122 BOOTHS**

6 EXHIBITION RULES & REGULATIONS

6.1 EXHIBITOR BADGES

NEW

- 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. Exhibitors are **required to wear** their official **MATTA FAIR® PERAK** Exhibitor Badges and lanyard **at all times** within the Fair area.
- iii. Exhibitor Badges are non-transferable.
- iv. A completed Exhibitors Badge order form must be submitted to the MATTA Perak Chapter Secretariat latest by 4.00pm on **Thursday, 25 July 2024**.

6.2 BOOTH DESIGNS

- i. All booths MUST BE carpeted.
- ii. **All exhibitors must designate area for customers without disturbing and blocking the passageway, and neighbouring booths.**
- iii. All tables, counters and chairs must be **set inwards 0.5 metres from the booth border line.**
- 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 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.
- 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. 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 exhibition booths.
- viii. All booths must be constructed with back and side walls, except for island booths which do not require any walls.
- ix. 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.

- x. Where a structure such as a wall or a sign exceeds the height of the neighbouring booth, the Exhibitor with the higher wall must decorate the visible portion to a standard acceptable to the Organiser.
- xi. Booth drawings and lighting plans must be submitted to the Organiser **no later than 4.00 pm on Tuesday, 16 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.
- xii. Non-submission of these drawings within the stipulated period is considered a breach of the Rules & Regulations of the **MATTA FAIR® PERAK**.

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 of fittings which may be required provided that the said contractor concerned is registered with and approved by the Venue and has confirmed to all the rules and regulations of the **MATTA FAIR® PERAK**.
- 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 on build-up day.

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.
- 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 18sq. 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 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.**
- vii. The details for maximum lightings inside booth are as follows:
 - a) For Shell Scheme
 - 4 units 100-watt spotlights OR
 - Any electrical lighting up to a maximum of 400-watt loading
 - b) For Space Only
 - Any electrical lighting up to a maximum of 500-watt loading
- ix. Each 13Amp single-phase power outlet is allowed to accommodate up to a maximum sharing of two (2) PC terminals only.
- x. Application of any electrical isolator such as 30Amp three-phase power outlets will be subject to the approval of the Organiser.
- xi. **All Malaysian-registered travel agency Exhibitors must prepare and display an A3-sized copy of their valid travel license (KPL/KPK) issued by the Ministry of Tourism, Arts and Culture (MOTAC) at a prominent location easily visible to visitors and the Organiser. Non-display of a valid travel licence will be deemed as a serious breach of the rules and regulations of the MATTA FAIR® PERAK.**
- xii. The official registered name of the Exhibitor must be more prominently displayed at all times, together with the travel license (KPL/KPK) number and company registration number (SSM) on all marketing materials including flyers, pamphlets and backdrop.

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's booths but not the names of other travel agents or companies. This rule is only applicable to travel agencies. Such names must not change the identity of the registered Exhibitors.
- 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 registered identity of the 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® PERAK 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 loading bay only.
- ii. Exhibitors will be allowed to hand carry items in or out of the exhibition halls during move in and move out days.
- iii. Vehicle Permit for Exhibitors will be provided by the Organiser near to Fair date.
- iv. Vehicle permit is required to be displayed during move in and move out days and during Fair days.
- v. Vehicles are allowed to load/unload only and shall not park at the loading bay area. Once vehicles are unloaded, they must be moved to alternate parking locations.
- vi. Upon the close of the exhibition, there will be a 1-hour allowance for removal of hand carry exhibits. Exhibitors can load the hand carry exhibits to their vehicles in the loading bay area during teardown.

6.6 PERFORMANCE, AUDIO-VISUAL EQUIPMENT & POTTED PLANTS

- i. Exhibitors are permitted to bring their own audio-visual equipment such as televisions and CD players into the exhibition area. These must be placed inside the confines of the Exhibitor's booth and must not be on walkways or any other common area.
- ii. Exhibitors may use their PA/sound system but **must ensure** the volume is kept at an acceptable level and is not disruptive to their immediate neighbours. However, microphones usage for announcements are not allowed. The Organiser reserves the right to stop the use of audio-visual equipment if it is deemed to be disruptive to the other Exhibitors.
- iii. **Should Exhibitors intend to do any activity involving performance, e.g. dance, quiz with visitors and the use of any musical gadget or instrument, they must get the prior written approval from the Organiser and Organiser may provide a fixed schedule of performance which all have to follow accordingly. This is to avoid any disturbance from the activities for the neighbouring exhibitors that may affect their business transaction with customers. Any performance without prior approval from the Organiser will be stopped by the Organiser.**
- iv. Exhibitors intend to play any music and performances in your booths and must apply PPM and MACP license.
- v. Exhibitors are not allowed to bring in potted plants to the exhibition area.

6.7 SALE OF TOUR SERVICES AND PRODUCTS

- i. Only companies with the 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® PERAK**.
- iii. All special offers for tour packages are only valid for sale for the duration of the **MATTA FAIR® PERAK** 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® PERAK**. 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.
- v. **Airlines companies are not allowed to sell their tour services and products directly to the consumers at the Fair.**

6.8 SALE OF SOUVENIRS AND PRODUCTS

- i. Approval to sell souvenir items bearing the MATTA/MATTA Perak Chapter or the **MATTA FAIR® PERAK** 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 BOOTHS 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 is closed at **9.00 pm on Sunday, 11 August 2024.**
- iii. All activities of the Exhibitors and their employees/approved agents/temporary staff 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 business 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, the exhibition halls, properties and fixtures.
- vi. **Exhibitors are not allowed to place a third-party company/promoter in their booth.**

6.10 INTERNATIONAL TOURISM ORGANIZATIONS

- i. In compliance with the Ministry of Tourism, Arts and Culture (MOTAC) Malaysia guidelines, all international tourism organisations are required to use registered MATTA members and licensed Malaysian exhibitors at the Fair to manning their booths.
- ii. International tourism organisations must provide a list of agents who will be manning their booth(s) to the Organiser for approval by **10 July 2024.** 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 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 EXHIBITOR AT THE FAIR. THE FULL PARTICULARS (INCLUDING COMPANY NAME, 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).**

6.11 SECURITY

- i. The Organiser reserves the right to evict any Exhibitor found not wearing the official **MATTA FAIR® PERAK** Exhibitor Badges together with the official lanyard provided.
- ii. All personnel working in the exhibition halls **must** wear the official **MATTA FAIR® PERAK** Badge and lanyard **at all times**.
- iii. 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.
- iv. 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.
- v. Exhibitors will not be allowed in the exhibition halls after the exhibition hours.
- vi. Exhibitors wishing to hire security personnel to attend to their booths exclusively are to contact the Organiser and Venue to make the necessary arrangements.
- vii. It is strongly recommended that at least one (1) person be at the exhibition booth at 9.00 pm on teardown day.
- ix. 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 11 August 2024.
- x. 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.

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 HANDING OVER OF HALL

- i. The halls must be handed back promptly to the Venue **on completion of tear down**. Any exhibit and/or materials which still remain in the halls during teardown from **9.05 pm onwards on 11 August 2024** 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.

6.14 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 damage 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 person 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.

6.15 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.

6.16 INFRINGEMENT & 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 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 many 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 fact 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.
 - 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 & TIMES

PRE-FAIR		
DETAILS	DATE	TIME
REGISTRATION	23 MAY 2024	10.00AM
CLOSING REGISTRATION	13 JUNE 2024	4.00PM
BOOTH BALLOTING	2 JULY 2024	11.00AM
ADVERTISEMENT BOARD FORM SUBMISSION	25 JULY 2024	10.00AM
EXHIBITOR BADGE FORM SUBMISSION	25 JULY 2024	10.00AM
BUILD-UP		
CONTRACTORS MOVE IN	8 AUGUST 2024	9.00AM – 6.00PM
	9 AUGUST 2024	9.00AM – 8.00PM
EXHIBITORS MOVE IN	9 AUGUST 2024	9.00AM – 8.00PM
CLOSE OF HALLS	9 AUGUST 2024	8.00PM
FAIR DAYS		
HALLS OPEN FOR EXHIBITORS ONLY	10 – 11 AUGUST 2024	9.00AM
HALL OPEN FOR PUBLIC	10 – 11 AUGUST 2024	10.00AM
OPENING CEREMONY	10 AUGUST 2024	11.00AM
MANNING OF BOOTH/CONDUCT OF BOOTH PERSONNEL	10 – 11 AUGUST 2024	10.00AM – 9.00PM
CLOSE OF HALL	10 – 11 AUGUST 2024	9.00PM
EXHIBITORS MOVE OUT ITEM & HALL CLOSED	11 AUGUST 2024	9.00PM – 10.00PM

NOTES:

- The above dates and times may change if necessary.
- Exhibitors and Contractors **MUST** wear official MATTA FAIR® PERAK August 2024 Official Badges.
- Vehicle permit is required to be displayed during move in and move out days and during Fair days.

7.2 STORAGE & REMOVAL OF WASTE MATERIALS

- i. **No storage area is available.** Exhibitors must make their own storage arrangements for the exhibit, displays, equipment's or other promotional materials.
- ii. All Exhibitors' materials and properties kept within the hall shall be at the Exhibitor's 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 their 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 carton etc. that are left behind by Exhibitors or their contractors.

7.3 RIGHTS TO CANCEL, POSTPONE OR SHORTEN THE FAIR

- i. **The Organiser reserves the right to cancel the MATTA FAIR® PERAK** 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® PERAK** 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 payment 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 & 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® PERAK AUGUST 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® PERAK** Exhibitors only. MATTA Perak Chapter is entitled to revoke this permission to use at any time.

8 SAFETY & SECURITY MEASURES

8.1 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. 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 of 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 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.
- viii. If you are the victim of an offence, let the Organiser know immediately so we can assist you accordingly.
- ix. **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 **Balai Bomba dan Penyelamat Ipoh** at +605 547 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.

8.3 FLOOD

In the event a flood situation arises, please do not panic but to alert the Organiser immediately.

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 a good image of your company to visitors and fellow Exhibitors.

10 HALL DUTY OFFICERS

Please note that the Organiser has stationed Organizing Committee (OC) members and/or staff in Venue as Hall Duty Officers. Please take the effort to know them for ease of contact and in the event of an emergency.

11 NON – COMPLIANCE [THE DO's AND DON'Ts]

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

A) Forfeiture of Security Deposit and/or

B) Suspension of Exhibitor from Participating in Future Fairs

Official Identification

- a) All exhibitors must wear and display the official **MATTA FAIR® PERAK AUGUST 2024** Exhibitor Badges and lanyards at all times in the exhibition hall. 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.

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 at all times during the operational hours of the 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
- f) If the Event Organiser deem the level of noise from an exhibition stand to be an inconvenience to other Exhibitors, then the Event Organiser reserve the right to turn the sound off
- g) Advertisements materials are not allowed to be pasted on the walls and columns
- h) **No animals are permitted** in the venue or exhibition hall without prior approval of ICC management. If found any, venue/organiser has the right to bring out 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 A3-sized copy of their valid travel license (KPL/KPK) issued by the Ministry of Tourism, Arts and Culture (MOTAC)** at a prominent location easily visible to visitors and the Organiser.
- 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 hall and shell scheme fittings.
- f) No nailing, drilling, the use of double-sided tapes, painting or wallpapering is allowed on the shell scheme fittings.

12 RESPONSIBILITIES OF EXHIBITORS

While **MATTA FAIR® PERAK** 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.

The following rules and regulations are highlighted due to the numerous complaints received by MATTA and the Ministry of Tourism, Arts and Culture Malaysia (MOTAC) after each **MATTA FAIR®**:

- i. Exhibitors who are MATTA Members are reminded to ensure that the Terms and Conditions of their packages are in accordance with the Tourism Industry Act 1992.
- 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 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® PERAK** in regards of sales/service arrangements, Exhibitor should settle the issues with the consumer directly.

13 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® PERAK** and related activities
 - d) Suspension of membership (for Exhibitors who are MATTA Members)
 - e) De-listing of membership (for Exhibitors who are MATTA Members)

14 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® PERAK**

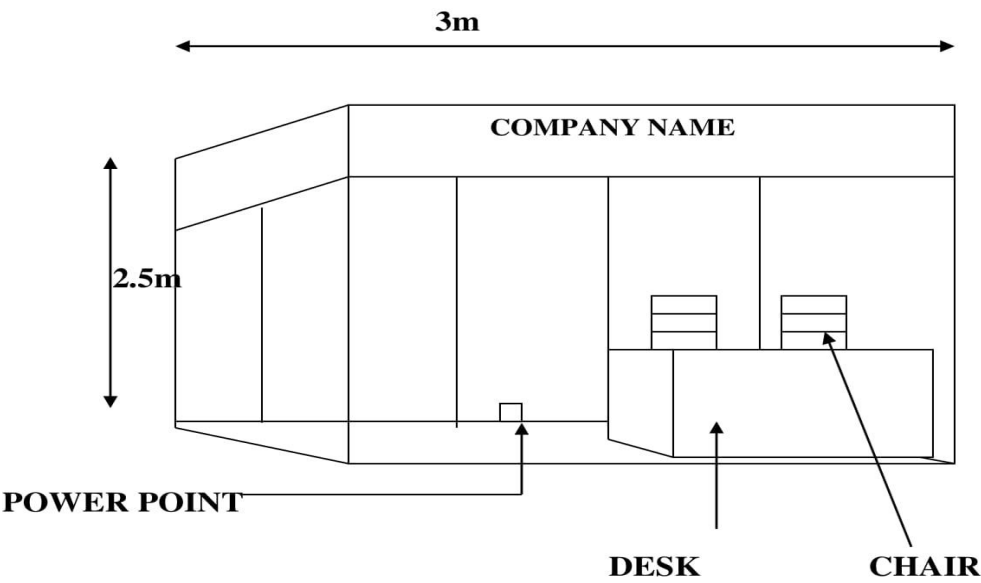
15 RIGHTS OF OFFICIAL SPONSORS & PARTNERS

- i. The Organiser shall be absolutely entitled to protect the rights, interests and privileges of the **MATTA FAIR® PERAK** 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

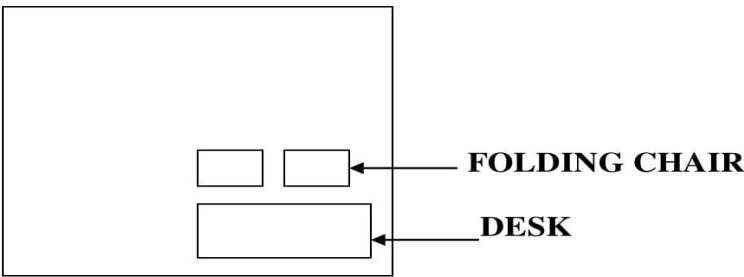
16 DISCLAIMER

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 Perak Secretariat.

STANDARD 3M X 3M SHELL SCHEME BOOTH



LAYOUT PLAN



APPENDIX

USEFUL LIST OF CONTACT

Organiser	MATTA Perak Chapter No. 56A, Medan Istana 1, Bandar Ipoh Raya, 30000 Ipoh, Perak Contact: +605-241 8715 / +6018-986 5799 Email: secretariat.perak@matta.org.my
Main Contractor	VTO Solution Mr. Cheong Contact: +6016-553 0016 Email: 5star.cch@gmail.com
Venue	Ipoh Convention Centre (ICC) PT 254557, Jalan Sultan Abdul Jalil, Greentown, 30450 Ipoh, Perak

EXHIBITOR BADGES FORM

Please use this form to order Exhibitor Badges for your Exhibitors by your stand. A maximum of five (5) badges will be issued free of charge per booth. Additional badges can be purchased at **RM10.00 each**. A completed Exhibitor's Badges Form must be submitted to **MATTA FAIR® PERAK Secretariat by 25 July 2024**.

This form must be returned with full payment **(if purchasing additional badges)**

Company/Organisation	:		
Address	:		
Tel	:	H/P No.	:
Contact Person	:		
Email of Contact Person	:		

ORDER DETAILS (IF PURCHASING ADDITIONAL BADGES)

1. Total number of booth(s) taken	:	
2. Booth Number	:	
3. Additional Badges Required: _____ x RM5 (per badge)	:	RM

REQUESTED BY:

NAME : _____ SIGNATURE : _____
DATE : _____
COMPANY STAMP :

ADVERTISEMENT BOARD BOOKING FORM

Please complete and return this form together with full payment receipt to:

MATTA PERAK CHAPTER

No. 56A, Medan Istana 1, Bandar Ipoh Raya, 30000 Ipoh, Perak

Email: secretariat.perak@matta.org.my / Tel: +6018 9865799 , +605 2418 715

Company/Organisation	:			
Address	:			
Tel	:		H/P No.	:
Contact Person	:		Designation	:
Email of Contact Person	:			

ADVERTISEMENT BOARD BOOKING DETAILS

Advertisement Board Payment(s)

	Description	Quantity	Price/Unit (RM)	Total (RM)
1.	Board A (Size: 1.2m x 2.5m)		250.00	
2.	Board B (Size: 2m x 2.5m)		700.00	
3.	Board C (Size: 2.5m x 2.5m)		1,000.00	
GRAND TOTAL:				

- Attached herewith our full payment receipt of **online** payment to MATTA Perak Chapter for RM_____ in favour of "**MATTA Perak Chapter**" being payment for advertisement board booking.
Email copy of receipt to: secretariat.perak@matta.org.my
- Payment payable online to our account number **321 097 0218 at Public Bank Berhad** under the name of **MATTA Perak Chapter**

Authorized Signature & Company Stamp

Date

FOR OFFICE USE ONLY

Date Received Form	:			
Invoice No.	:			
Official Receipt No.	:			
Description	Payment Method (IBG/CHEQUE)	Amount (RM)	Date	
Board A				
Board B				
Board C				