

MATTA FAIR[®] PAHANG

Powered by **MATTA**

**9-12
OCTOBER 2025**

**EAST COAST MALL
KUANTAN**

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) 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® 9 - 12 OCT 2025 held at East Coast Mall, Kuantan from 10:00am to 10:00pm.
- iii. Organiser refers to MATTA PAHANG CHAPTER (a wholly owned subsidiary of 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® at the venue.
- v. 'Booths' refers to both standard and premier shell scheme booths.
- vi. 'Official Contractor' refers to Four Seasons Event Management Sdn Bhd - the official contractor appointed for this MATTA Fair® for all shell scheme booths.
- vii. 'Venue' or 'Landlord' refers to the management/owners of East Coast Mall, Kuantan.
- viii. 'Premises' refers to the MATTA Fair® exhibition areas and the general property of the East Cost Mall, Kuantan

1.3 EXHIBITOR CATEGORIES

Please note the following categories of exhibitors below. Rates and requirements for participation depends 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 and 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® online registration will start from Monday, 21 July 2025 at 09:00am 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 booths in (3m x 2.4m) or premier shell scheme booths in (6.1m x 2.4m).
- ii. Exhibitors who have registered and paid for standard shell scheme booths are strictly not allowed to change to premier shell scheme booths during the Fair (9-12 October 2025) or vice versa.
- iii. Any change of booth type after Thursday, 11 September 2025 is strictly no refund.

3.1.1 STANDARD SHELL SCHEME BOOTHS with BACKDROP PRINTING

- i. Each standard shell scheme booth (3m x 2.4m) includes the following:
 - Fascia board with exhibitors' booth number, name and travel license (KPL/KPK) number (for Travel Agencies)
 - Standard printing backdrop size (1.5m x 2.1m)
 - 1 x information desk with cover
 - 3 x chairs
 - 1 x wastepaper basket
 - 1 x standard power socket
 - Needle-punch carpet flooring (booth area only)

3.1.2 PREMIER SHELL SCHEME BOOTHS with BACKDROP PRINTING

- i. Each premier shell scheme booth (6.1m x 2.4m) includes the following:
 - Fascia board with exhibitors' booth number, name and travel license (KPL/KPK) number (for Travel Agencies)
 - Standard printing backdrop size (3m x 2.1m)
 - 2 x information desks with cover
 - 6 x chairs
 - 1 wastepaper basket
 - 1 x standard power socket
 - Needle-punch carpet flooring (booth area only)

3.2 STANDARD & PREMIER SHELL SCHEME BOOTH FEES

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

CATEGORY	PRICE PER STANDARD SHELL SCHEME BOOTH with BACKDROP PRINTING (RM)	PRICE PER PREMIER SHELL SCHEME BOOTH with BACKDROP PRINTING (RM)	REFUNDABLE SECURITY DEPOSIT* (RM)	REGISTRATION FEE (RM)
A	3,200	6,500	500	200
B	3,800	7,000	500	200
C	4,500	8,000	500	200

3.3 REFUNDABLE SECURITY DEPOSIT

- Exhibitors from all categories are required to pay a refundable security deposit to the Organiser.
- Security deposit will be refunded when Feedback and Statistic Forms are submitted by Sunday, 19 October 2025. Failure to submit within the deadline, security deposit will not be refunded.
- Security deposit will be refunded within 30-60 days after the Fair.

3.4 REGISTRATION FEE

Registration fee of RM 200.00 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 CHARGES

4.1 TERMS OF PAYMENT

- Registration must be made together with full payment before the Balloting of Booths.
- Full payment consists of the following:
 - Booth Rental
 - Registration Fee of RM 200.00
 - Refundable Security Deposit
- All registrations made with full payment are subject to final acceptance by the Organiser.
- Payments shall be refunded in the event registration is rejected.

4.2 PAYMENT METHODS

- Payment shall be made to the following bank account:

Name of beneficiary	: MATTA PAHANG CHAPTER
Company Registration No	: PPM-001-14-30051978-000010
Bank account number	: 3210971735
Name of bank	: Public Bank Berhad
Address of bank branch	: Bandar Sunway Branch
SWIFT Code	: PBBEMYKL

- Kindly email (secretariat.pahang@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 thereof 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 travel license (KPL/KPK) 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 Fair.

Cancellation Received

Before 5:00 pm 1 September 2025

After 5:00 pm 1 September 2025

Cancellation Charges

50% of total cost of booth/space

100% of total cost of booth/space

5 BOOTH SELECTION

5.1 BOOTH BALLOTING, SELECTION OF LOCATION AND ASSIGNMENT OF BOOTHS

- i. Booth Balloting and Selection will be held at in dual mode which physically at MATTA Pahang Chapter Office, Kuantan and remotely via Zoom Online on a date and time to be advised in due course.
- ii. Balloting and Selection Process will be done separately on a level-by-level basis.
- iii. Exhibitors will select their booths from the areas designated for them based on their pre-defined categories (see "Section 1.3 – Exhibitor Categories" page 2 for more details).
- iv. 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.
- v. Allocation of booths for Category C, will be based on availability of booths after the booth selection process for categories A and B.
- vi. Full payment must be made to the Organiser at least 7 working days prior to the booth balloting day. Failing which, the exhibitor shall not be eligible to ballot for their location of booth(s) and next Exhibitor will be informed and shall have the priority to ballot.
- vii. Exhibitors must be present during booth selection either by attending physically or remotely. 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.
- viii. Exhibitors will be informed of the session they are required to attend.
- ix. The Organiser reserves the right to allocate and reserved booths for sponsors prior to opening for booth selection by Exhibitors.
- x. The Organiser reserves the right to relocate any booths after booth selection to better manage the Fair.
- xi. 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.
- xii. Final booth assignment remains the prerogative of the Organiser.
- xiii. 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.
- xiv. Exhibitors are not allowed to select booth location which cross the designated "Walkway Area".

5.2 BOOTH AVAILABILITY

The total number of available booths is 46 booths.

BOOTH	NUMBER OF AVAILABLE BOOTHS
Standard Shell Scheme Booth with Backdrop Printing	44
Premier Shell Scheme Booth with Backdrop Printing	2

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

- Each exhibitor is entitled for three (3) Exhibitor Badges per booth on complimentary basis. A maximum of additional five (5) Badges can be purchased for each booth from the Organiser at RM10.00 per badge before the Fair.
- Additional badges purchased and paid from Monday, 8 September 2025 onwards will be charged at RM20.00 per badge, notwithstanding any tax invoice issued on an earlier date.
- An activation charge of RM 20.00 per Exhibitor Badge shall apply to any Exhibitor Badges confiscated by the Organiser for infringement of the Rules and Regulations of the Fair.
- Exhibitors are required to wear their official MATTA Fair® Exhibitor Badges and lanyard at all times within the Fair area.
- Exhibitor Badges are non-transferable.
- A completed Exhibitors Badge form must be submitted to the Organiser latest by 5:00 pm on Sunday, 7 September 2025. If an Exhibitor Badge entitlement is not fully utilized all remaining badge entitlement will be forfeited.

6.2 BOOTH DESIGNS

- All booths must be carpeted.
- All ticketing agent exhibitors must have a designated area for customers to queue in a proper line without disturbing and blocking the walkway and neighbouring booths.
- All tables or counters must be set inwards 0.5 metres from the booth border line.
- The use of balloons filled with inert gas and the distribution of balloons in the halls and at the outdoor area are strictly prohibited.
- Where a structure such as bunting or banner exceeds the height of neighbouring booth, the Exhibitor with higher wall must decorate the visible portion to a standard acceptable to the Organiser.

6.3 BOOTH FITTINGS**6.3.1 CONTRACTORS**

- The Organiser has appointed an Official Contractor for all the construction of all booths. However, an Exhibitor may employ a contractor of his choice to construct booth interiors and any free-standing displays or fittings 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®.
- All contractors are required to wear safety vest and shoes at all times during setup and dismantle.
- For safety reasons, only the Official Contractor can carry out any and all electrical wiring and connections.
- 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.
- All contractors are expected to clean the booths and remove all construction debris before hall closing on build-up day.
- The Organiser reserved the right to charge the exhibitor for late check out/finish work after 10:00pm, on Wednesday, 8 October 2025. The charges will be advised later.

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.
- 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 name of other travel agents or companies. Such names must not change the identity of the registered exhibitors.
- iv. For all booths:
 - a. Fascia Board: Standard letterings as provided by the Official Contractor.
 - b. Exhibitors are not allowed to cover the Fascia Board with their promotional materials.

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. Entrance Permit to access the loading bay will be issued as follows:
 - a. For Exhibitors: Kindly wear your Exhibitor Badges during move in and move out days.
 - b. For contractors: Organiser shall confirm 'Official Contractor' with the 'Venue' or 'Landlord'.
- iv. Exhibitor Badges is required to be displayed before entering the loading bay. This applies to all Exhibitors.
- v. Exhibitors are required to go to the Vehicle Holding Area (VHA) to queue for unloading in the dock area.
- vi. 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.
- vii. During exhibition hours (10am – 10pm), only hand carry items are allowed, strictly no trolley movement.
- viii. Use of hypermarket trolley to ferry or place promoter's good is strictly prohibited.

6.6 PERFORMANCE, AUDIO-VISUAL (AV) EQUIPMENT AND POTTED PLANTS

- i. Exhibitors are permitted to bring their own audio-visual equipment such as televisions and CD players into the exhibition area. These must be placed inside the confines of the Exhibitor's booth and must not be on walkways or any other common area.
- ii. Exhibitors may use their PA/sound system but **must ensure** the volume is kept at an acceptable level and is not disruptive to their immediate neighbours. However, microphones usage for announcements are not allowed. The Organiser reserves the right to stop the use of audio-visual equipment if it is deemed to be disruptive to the other Exhibitors.
- iii. 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 Organisers 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 70 Db (A) at the boundaries of the **booth**. The Organiser is entitled to prohibit music and cultural performances **and any such activities** at any time and with immediate effect in the event of non-compliance.

6.7 SALE OF TOUR SERVICES AND 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.

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 is closed at 10:00 pm on Sunday, 12 October 2025.
- 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 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 the 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.
- vii. 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.

6.10 INTERNATIONAL EXHIBITOR

- 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 (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 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® 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. It is strongly recommended that at least one person to be at the exhibition booth at 10:00 pm on teardown day (Sunday, 12 October 2025).
- iv. 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.
- v. 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.
- vi. Exhibitors will not be allowed in the exhibition halls after the exhibition hours.
- vii. 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/outlet's 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 10:00 pm on Sunday, 12 October 2025. Any exhibit And/or materials which still remain in the halls during teardown from 10:00 pm onwards on the same day will be disposed of immediately by the Official Contractor.
- 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 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.

6.16 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 21 for Pre-Fair, Fair Day and Post-Fair Schedules.

7.2 STORAGE AND REMOVAL OF WASTE MATERIALS

- i. No storage area is available. Exhibitors must make their own storage arrangements for the exhibit, displays, equipment 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 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® Pahang 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® 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. Replacement of Damaged or Lost items must be borne by Exhibitors.
- iv. Naked lights and lamps, or temporary gas. Explosives, petrol, dangerous gasses or highly inflammable substance are not allowed into the exhibition halls.
- v. Before concluding the decoration of your booth(s), check that the locks on your storerooms, cabinets and showcases are tightly secured.
- vi. 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.
- vii. 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.

- viii. 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. Beware of couples that separate upon entering your booth, with one (1) person addressing you while the other moves around.
 - f. Take special precaution at mealtimes and do not leave your booth(s) unattended.
 - g. 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.
- ix. If you are the victim of an offence, let the Organiser knows immediately so we can assist you accordingly. Subsequently, report the incident to the Venue security.
- x. Smoking is strictly prohibited in the East Coast Mall. All areas inside East Coast Mall are designated as NON-SMOKING ZONES.
- xi. 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 Kuantan Fire & Rescue Department at 09-513 0994.
- 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 a good image of your company to visitors and fellow Exhibitors.
- iv. Cleanliness of Exhibition areas must be maintained at all times.

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

Non-compliance to any of the stipulated rules and 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® Pahang 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 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. 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 of any kind in their booth or event area.
- h) No animals are permitted in the venue or exhibition halls without prior approval of East Coast Mall Management. If found without prior approval, 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 (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.

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/her.
- 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®.

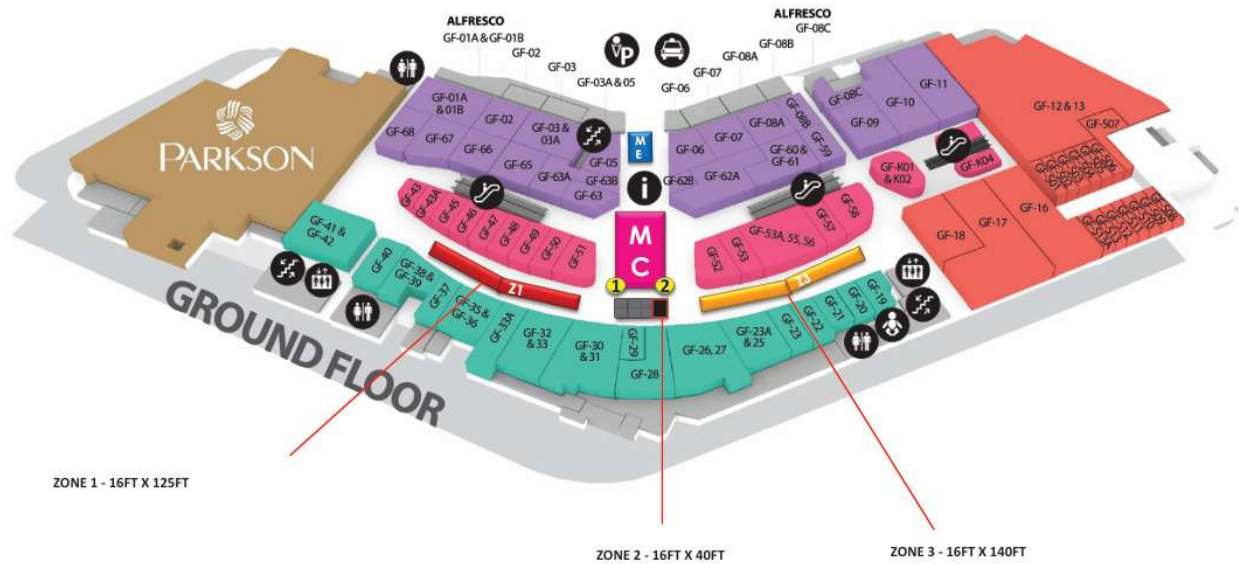
14 RIGHTS OF OFFICIAL SPONSORS AND PARTNERS

- 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

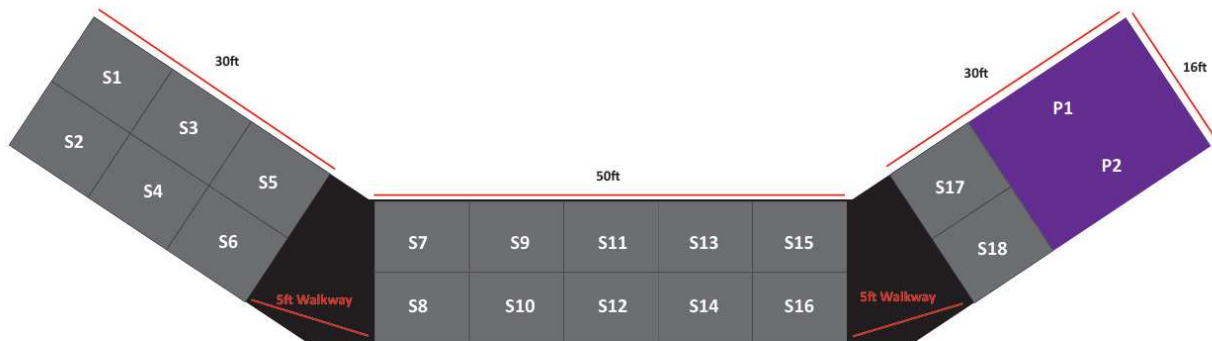
Changes to these Rules and Regulations will only be applicable if confirmed in writing by the Event Organiser. Exhibitors should advise their Contractors to obtain copies of these Rules and Regulations from the Organiser before providing quotations. If you require clarification of any these Regulations,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

APPENDIX A – DIAGRAM 1 EXHIBITION FLOORPLAN/LAYOUT



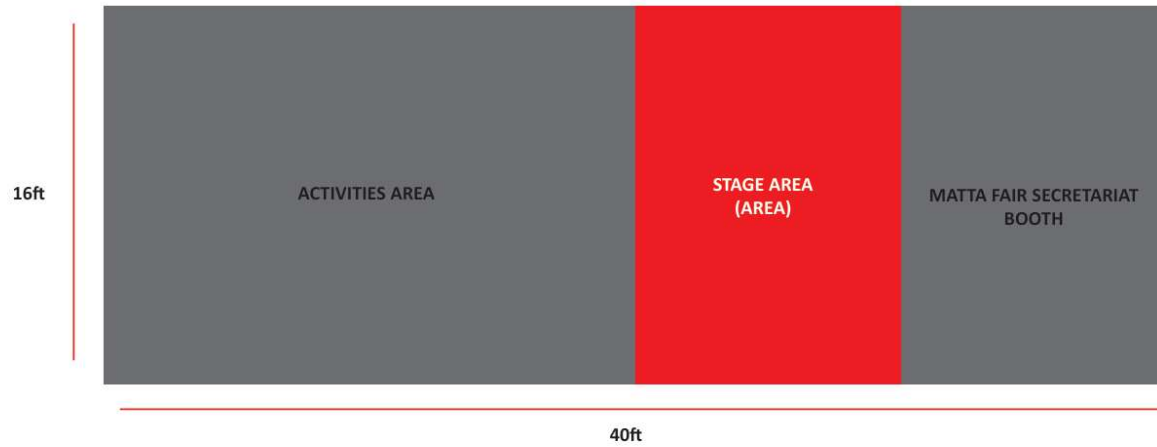
APPENDIX A – DIAGRAM 2

STANDARD & PREMIER SHELL SCHEME BOOTH FLOORPLAN/LAYOUT

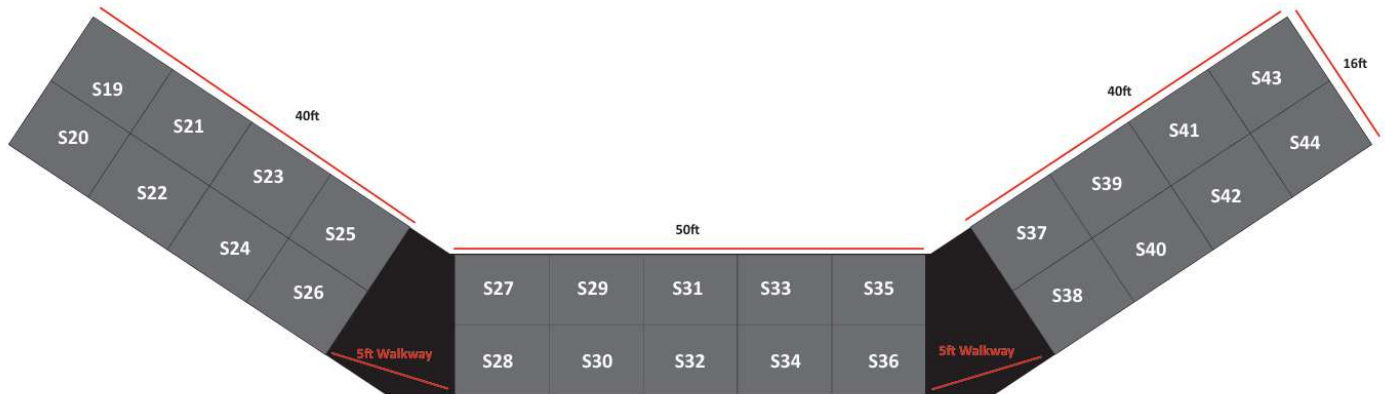


APPENDIX A – DIAGRAM 3

OPENING CEREMONY STAGE & SECRETARIAT BOOTH FLOORPLAN/LAYOUT



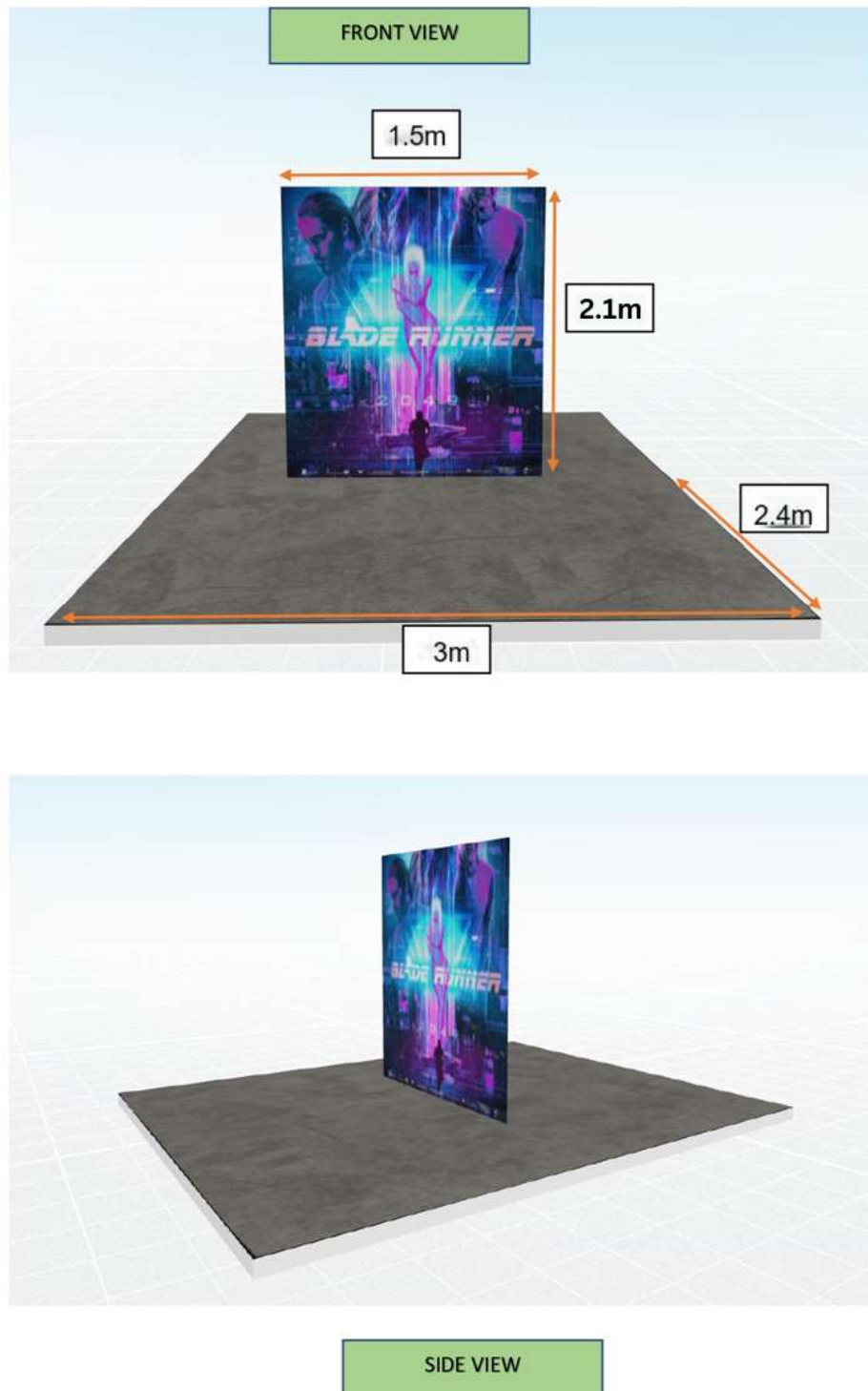
APPENDIX A – DIAGRAM 4 STANDARD SHELL SCHEME BOOTH FLOORPLAN/LAYOUT



APPENDIX B – DIAGRAM 1

BOOTH SPECIFICATION

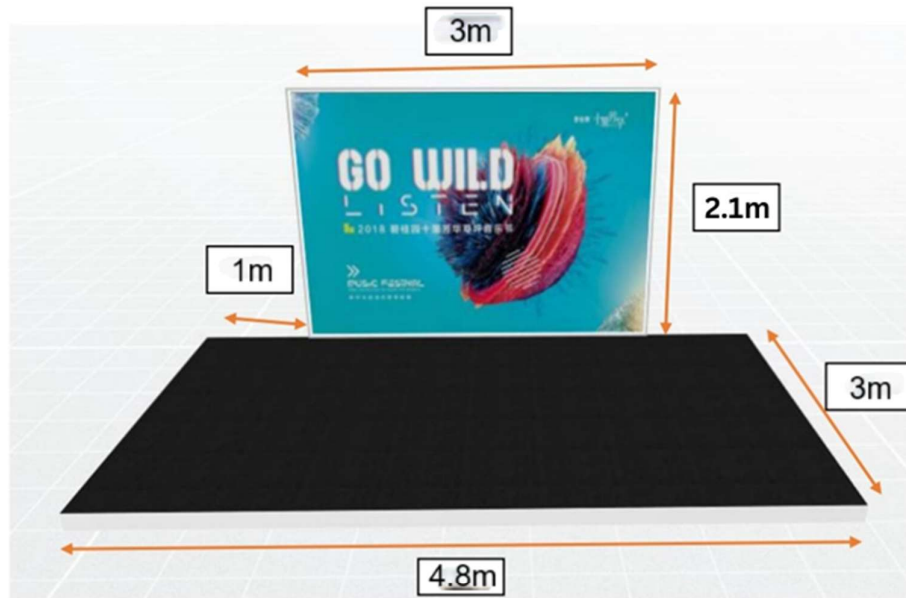
STANDARD SHELL SCHEME BOOTH with BACKDROP PRINTING



APPENDIX B – DIAGRAM 2

BOOTH SPECIFICATION

PREMIER SHELL SCHEME BOOTH with BACKDROP PRINTING



FRONT VIEW



SIDE VIEW

APPENDIX C

USEFUL LIST OF CONTACT

Organiser	MATTA Fair Pahang Secretariat B12, Tingkat 1, Jalan Haji Ahmad 4, Sri Pahang Business Centre, 25300 Kuantan, Pahang. Email: secretariat.pahang@matta.org.my / alex@matta.org.my Contact/WhatsApp: Yusri Zaid @ +6014 355 7554
Official Contractor (Stand Construction, Furniture, Lighting, Electrical, Printing and Audio Visual)	Four Seasons Event Management Sdn Bhd Mdm. Yati Person in charge Contact: +6010 236 5451 Email: yatie.4sem@gmail.com
Venue/Landlord	East Coast Mall Management Ms. Amira Contact: +60 12-448 3080 nurulamira.zulkipli@capitaland.com

APPENDIX D

IMPORTANT DEADLINES (EXHIBITOR MANUAL)

1. MATTA PAHANG CHAPTER (ORGANISER)

NO	REQUEST FOR	DEADLINE	REMARKS
1	Additional Exhibitor Badges	7 September 2025	Optional
2	Social Media Advertisement	22 September 2025	Optional

2. FOUR SEASONS EVENT MANAGEMENT SDN BHD (OFFICIAL CONTRACTOR)

NO	REQUEST FOR	DEADLINE	REMARKS
1	Backdrop Printing	8 September 2025	Compulsory to all Exhibitors
2	Additional Furniture	19 September 2025	Optional

APPENDIX E

TIMELINE FOR EXHIBITORS

PRE FAIR		
DETAILS	DATE	TIME
Online Registration	21 July 2025	09:00am
Booth Balloting	TBC	
Backdrop Design Submission	6 September 2025	5:00pm
Additional Exhibitor Badge Form Submission	7 September 2025	5:00pm
Build-Up		
Contractors Move In	7 Oct 2025	10:00pm – 3:00am
	8 Oct 2025	10:00pm – 1:00am
Exhibitors Move In	8 Oct 2025	10:00pm – 1:00am
FAIR DAYS		
Halls Open for Public	9 – 12 Oct 2025	10:00am
Opening Ceremony (Invited Guests Only)	11 Oct 2025	11:30am
Manning Of Booth/Conduct of Booth Personnel	9 – 12 Oct 2025	10:00am – 10:00pm
Halls Closure	9 – 12 Oct 2025	10:00pm
Exhibitors Move Out (Hand Carry Item Only)	12 Oct 2025	10:00pm – 12:00am
POST FAIR		
Dismantling and Tear-Down	12 Oct 2025	10:00pm – 1:00am
Feedback and Statistic Evaluation Form	Submission by 19 Oct 2025	

NOTE:

- The above dates and times may change if necessary.
- Exhibitors **MUST** wear official MATTA Fair Pahang 2025 Badges.
- Exhibitor Badges is required before entering loading bay.
- Safety vest wearing is mandatory during Build-Up and Tear-Down.