MATTA FAIR® PERAK

Powered by MATTA

27-28 FEBRUARY 2027

IPOH CONVENTION CENTRE

RULES AND REGULATIONS

INDEX	PAGES	INDEX	PAGES
PART 1		**PART 2**	
1 INTRODUCTION TO MATTA FAIR®	3	APPENDIX A (Booth Configurations And Fees)	15
1.1 Trademarks	3	1 BOOTH CONFIGURATIONS	15
1.2 Exhibitor Categories	3	1.1 Standard Shell Scheme Booths	15
2 APPLICATION TO PARTICIPATE	3	1.2 Space-Only Booths	15
3 INTERNATIONAL EXHIBITORS	4	2 HALL DESIGNATION	15
4 DOMESTIC HALL	4	3	16
5 BOOTH SELECTION	4	4 STANDARD BOOTH FEES	16
5.1 Booth Balloting, Selection and Assignment of Booths	4	5 REFUNDABLE SECURITY DEPOSIT	16
6 EXHIBITION RULES AND REGULATIONS	5	6 REGISTRATION FEE	16
6.1 Exhibitor Badges	5	7 PAYMENT TERMS AND CANCELLATION CHARGES	16
6.2 Booth Designs	5	7.1 Terms of Payment	17
6.3 Booth Fittings	6	7.2 Payment Methods	17
6.3.1 Contractors	6	7.3 Cancellation Charges	17
6.3.2 Booth Fittings and Displays	6	7.4 Terms of Cancellation / Not Eligible to Participate	18
6.4 Fascia Board	7	APPENDIX B (Important Deadlines and Exhibitor Manual)	20
6.5 Loading and Unloading Procedures	8	APPENDIX C (Timeline for Exhibitors)	21
6.6 Performance and Audio-Visual (AV) Equipment	8	APPENDIX D - Diagram 1 (Tentative Floor Plan)	22
6.7 Sale of Tour Services/Products or Souvenirs	9	APPENDIX D - Diagram 2 (Booth Specification)	23
6.8 Manning of Booths and Conduct of Booth Personnel	9	APPENDIX D - Diagram 3 (Shell Scheme Booth Layout)	24
6.9 Security	9	APPENDIX D - Diagram 4 (Do and Don't of Booth Layout)	25
6.10 Insurance	10	APPENDIX E (On-Site Services and Facilities)	26
6.11 Food and Beverage	10	APPENDIX F (Useful List of Contact)	
6.12 Handing Over of Hall	10		
6.13 Dilapidation	10		
6.14 Failure to Exhibit	10		
6.15 Infringement and Enforcement	10		
7 OTHER IMPORTANT INFORMATION	11		
7.1 Storage and Removal of Waste Materials	11		
7.2 Rights to Cancel, Postpone or Shorten the Fair	11		
7.3 Final Decision	11		
7.4 Advertising, Publicity and Promotional Activities	11		
8 SAFETY AND SECURITY MEASURES	11		
8.1 Practical Safety and Security Recommendations	11		
8.2 Fire	12		
9 CLEANLINESS	12		
10 RESPONSIBILITIES OF EXHIBITORS	12		
11 DISCIPLINARY ACTIONS	13		
12 TERMINATION	13		
13 RIGHTS OF OFFICIAL SPONSORS AND PARTNERS	13		
14 DISCLAIMER	13		

PART 1

This Rules and Regulations document is divided into two parts: Part 1 sets out the existing rules and regulations, which shall remain binding and unaltered, while Part 2 comprises the Appendix, containing provisions that may be amended or adapted at the discretion of the organizers for each MATTA Fair.

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 fully enforce its intellectual property rights to the fullest extent of the law, including the seeking of criminal prosecution.

1.2 EXHIBITOR CATEGORIES

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

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

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 ensure their license (KPL/KPK) issued by the Ministry of Tourism, Arts and Culture, Malaysia, is valid throughout the period of the MATTA Fair®.
iii. Timeshare companies, Online Travel Agencies (OTAs), banks (except sponsors), and foreign travel agencies are not allowed to participate. Additionally, any travel agency or tour operator without a valid KPL/KPK license, including those with pending renewal for licenses from the Ministry of Tourism, Arts and Culture Malaysia (MOTAC), will not be permitted to participate.
iv. All other exhibitors, not travel agencies (tour operators), must submit their relevant licences upon request by the Organiser.
v. 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®.
vi. MATTA 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 your company/organisation.
viii. Although Exhibitors have registered, applicants are reminded that booths are subject to availability and not guaranteed.
ix. After registration is confirmed, the Organiser will issue an invoice to your company.
x. Acceptance of registration during the registration period is subject to availability of booths. Once the maximum number of booths available are taken up, all subsequent requests will be placed in a waiting list.
xi. In the event that a balloting date has been fixed, any late registration for any available booths must settle the payment before the date of the balloting date, should the period be less than 7 days, as in item Section 2 (x) above.
xii. Reservation of booth is not allowed and will not be entertained.

3 INTERNATIONAL EXHIBITORS

i. All National Tourism Organisations (NTO) participating in the MATTA Fair are required to submit a Letter of Undertaking (LOU) to the Organiser. This LOU serves to affirm the commitment to the Fair. 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. Foreign travel agencies are not allowed to participate under the National Tourism Organisation (NTO) booths.

iv. Participants of all National Tourism Organisations (NTO) at the MATTA Fair must adhere and abide with all Laws of Malaysia.

v. International exhibitors participating in the Fair through any tourism organisation, are not allowed to transact any sale directly with the customers at the Fair. Sales, if any, must be transacted through Outbound licensed Malaysian travel agents. The full particulars (including company name, Ministry of Tourism, Arts and Culture (MOTAC) license number, etc) of the Malaysian travel agents 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), and the Tourism Industry Act 1992.

vi. Flyers, pamphlets, brochures or any promotional items, in any form, must be printed with the registered local travel agent company details. International exhibitors are not allowed to distribute any materials containing their own contact details.

4 DOMESTIC HALL

i. All State Tourism Organisations (STO) participating in the MATTA Fair are required to submit a Letter of Undertaking (LOU) to the Organiser. This LOU document serves to affirm the STO commitment to their participation in the MATTA Fair. 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 STO.

ii. All State Tourism Organisations (STO) must provide the 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.

5 BOOTH SELECTION

5.1 BOOTH BALLOTING, SELECTION OF LOCATION AND ASSIGNMENT OF BOOTHS

i. Balloting and Selection Process will be done separately on a level-by-level basis.

ii. Exhibitors will select their booths from the areas designated for them based on their pre-defined categories (*see "Section 1.2 – Exhibitor Categories" page 3 for more details*).

iii. Exhibitors will select their booth locations based on the highest number of booths registered in accordance to the sequence of registration. In the event that two or more exhibitors have registered for the same number of booths at the same time, a balloting process will be conducted to determine the order of selection.

iv. Failing to make full payment, 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.

v. In the event that a balloting date has been fixed, any late registration for any available booths must settle the payment before the date of the balloting date, should the period be less than 7 days.

vi. Exhibitors must be present during booth selection. If an Exhibitor is not present, the next Exhibitor will be called. However, if and when the Exhibitor arrives, they shall have the next priority.

vii. Exhibitors will be informed of the session they are required to attend.

viii. The Organiser reserves the right to allocate and reserve booths for sponsors prior to opening for booth selection by Exhibitors.

ix. The Organiser reserves the right to relocate any booths after booth selection to better manage the Fair.

x. When, in the Organiser's opinion and in the best interest of the Fair and/or its participants, the Organiser reserves the right at any time to re-designate certain booths/halls for certain Exhibitors or not to make such booths available.
xi. Final booth assignment remains the prerogative of the Organiser.
xii. In the interests of the exhibition as a whole, it may be necessary to remove or alter anything in - or forming part of – any stand. The exhibition floor plan is subject to change at the discretion of the Organiser.
xiii. Exhibitors are not allowed to select booth locations that crossed over the designated "Highway Area" (Refer to Floor Plan).
xiv. Participating National Tourism Organisations (NTO) shall join other exhibitors in the booth balloting and selection session and will be subject to the same procedures and terms.

6 EXHIBITION RULES AND REGULATIONS

6.1 EXHIBITOR BADGES

i. Each exhibitor is entitled for five (5) Exhibitor Badges per booth on complimentary basis. A maximum of additional three (3) Badges can be purchased for each booth from the Organiser at RM10.00 per badge before the Fair.
ii. An activation charge of RM 40.00 per Exhibitor Badge shall apply to any Exhibitor Badges confiscated by the Organiser for infringement of the Rules and Regulations of the Fair.
iii. Exhibitor Badges are non-transferable.
iv. All Exhibitors and their employees/approved agents/temporary staffs are required to wear and display their official MATTA Fair® Perak FEBRUARY 2027 Exhibitor Badges and lanyard at all times within the Fair area.
v. Anyone not wearing and displaying Exhibitor Badge and lanyard will be denied from performing duties inside the booth. The Organiser reserves the right to evict non-compliant individuals and the company's security deposit will be forfeited.
vi. No one is allowed to work inside the exhibition halls or for the distribution of flyers or any other materials during the Fair using either their own company's name tags or the Opening Ceremony/Guests Name Badges/Contractor Badges.

6.2 BOOTH DESIGNS

i. **ALL BOOTH DESIGNS ARE SUBJECT TO THE ABSOLUTE DISCRETION AND DECISION OF THE ORGANISER. ALL DECISIONS ARE FINAL.**
ii. All booths must have proper flooring, either with carpet or a raised platform. If floor stickers are used within the booth area, protective material must be applied underneath the stickers. Direct application of stickers onto the venue floor is strictly prohibited.
iii. 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. For example, to build a queuing system using queue rope. Counters are not allowed to be placed along the border of the booth. All counters must be set at least 0.5 meters inward from the booth boundary. (See Appendix D – Diagram 4, page 24 for more details).
iv. The use of balloons and the distribution of balloons in the halls and at the outdoor area are strictly not allowed.
v. 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.
vi. If an Exhibitor intends to construct a wall along the perimeter of their booths facing a walkway, the wall must not be left blank and should include appropriate design.
vii. Carpeting in walkway areas near entrances and exits is subject to the Organiser's decision and approval. Additional charges will apply for the use of carpet in these areas. Please note that these charges cover carpet laying only—no structures or furniture are allowed to be placed on the walkway. This rule is not applicable for "Highway Area" (Refer to Floor Plan).
viii. Exhibitors wishing to install carpet or walkway arch in between their island booths are subject to the decision and approval from the Organiser.

ix. 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 before the commencement of work.

x. For "Space-Only" booths the Organiser reserves the right to require the Exhibitor to change, modify, lower or shorten any back and/or side walls proposed in the drawings if, in the opinion of the Organiser, such walls will obstruct the reasonable exposure of any adjacent booths.

xi. All booths must be constructed with back and side walls, except for island booths which do not require any walls.

xii. 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.

xiii. Where a structure such as a wall or sign exceeds the height of the neighbouring booth, the Exhibitor with a higher wall must decorate the visible portion to a standard acceptable to the Organiser.

xiv. If an exhibitor intends to construct a wall higher than 2.5 meters, the back of the wall facing any neighbouring booth must be fully finished with white paint to maintain a clean appearance for adjacent exhibitors.

xv. A minimum 1 island of booths is required and only 50% of total booth space can be used to construct double-decker booths.

xvi. No booths can be constructed until these plans/drawings have been duly approved by the Organiser. Stand structures or designs which are not approved, must be altered or removed. Exhibitors or their appointed contractors will be responsible for all costs incurred with regards to the necessary alterations.

xvii. Non-submission of these drawings within the stipulated period is considered a breach of the Rules and Regulations of the MATTA Fair®.

xviii. All booth construction must be confined within the designated booth area. No part of the structure should extend beyond the allocated space. The Official Contractor reserves the right to instruct the sub-contractor to remove any structure that exceeds the booth boundaries.

xix. Any drawings displayed onsite that do not comply with the approved version are subject to immediate removal or replacement at the Organiser's discretion.

6.3 BOOTH FITTINGS

6.3.1 CONTRACTORS

i. The Organiser has appointed an Official Contractor for all the construction of all shell scheme booths. However, an Exhibitor may employ a contractor of his choice to construct booth interiors and any free-standing displays or fitments which may be required provided that the said contractor concerned is registered with and approved by the Venue and has conformed to all the rules and regulations of the MATTA Fair®.

ii. A safety harness must be worn at all times when working on scaffolding.

iii. All safety measures must be implemented by the contractor. The Official Contractor reserves the right to stop all activities if the contractor fails to comply after receiving a reminder.

iv. 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.

6.3.2 BOOTH FITTINGS AND 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.

ii. Any protruding or cantilever signage must conform to the specifications approved by the Organiser. Cantilever dimensions must NOT exceed 61cm in length and 20cm in breadth. The cantilever has to be placed at a minimum height of 3.0m up to a maximum height of 3.2m from the ground. The name to appear on the cantilever must be the same as that on the fascia board or an associated brand name. (See "Appendix D - Diagram 2", page 22 for more details).

iii. Neither fittings, displays or self-adhesive stickers/signs may be attached to or suspended from the walls/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.

iv. Exhibitors wishing to construct a false ceiling at their booths must submit duplicate drawings to the Organiser for approval by the Fire and 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.

v. False ceiling above 18 sq. metres is required to provide fire protection equipment (Smoke detector, fire extinguisher or sprinkler system).

vi. 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.

vii. No nailing, drilling, painting or wall papering on the Shell Scheme booth panels is allowed. If you require assistance in hanging or displaying your exhibits, must consult the Official Contractor. Exhibitors who wish to have the panels painted must inform the Official Contractor who will provide quotations on request.

viii. The details for lightings inside booth are as follows:
   a. Exhibitors can bring their own lighting or order from the Official Contractor.
   b. All lighting orders are submitted with a lighting plan indicating position of lighting or power socket location.
   c. Lighting installation on site will be given priority for those submitted together with full payment.
   d. Any changes on site will be imposed and relocation fee of RM50.00 per unit.

ix. Each 13 Amp 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 30 Amp three-phase power outlets will be subject to the approval of the Organiser. Application must come with the drawing plan. Any changes on site will be imposed and relocation fee of RM500.00.

xi. All Malaysian-registered travel agency Exhibitors must prepare and to prominently display an A4-sized copy of their valid travel license (KPL/KPK) issued by the Ministry of Tourism, Arts and Culture (MOTAC). Non-display of a valid travel licence is a serious breach of the Tourism Industry Act 1992.

xii. All Umrah travel agents are required to prominently display their approved Umrah Advertisement Approval Number (e.g., Approval No.: IUxxxxx) within their booths at all times.

xiii. The Exhibitor's official registered name, booth number(s), and travel license (KPL/KPK) number must be prominently displayed at all times. For exhibitors that are non-travel agents, the registration number of the Companies Commission of Malaysia must be displayed.

6.4 FASCIA BOARD

i. Only the official registered name of Exhibitors will appear on the official supplement, directional/information signage and on the fascia board as well as on the backdrop. Exhibitors may change the prints/fonts on the fascia board to suit the company's image and logo provided that the identity of the registered Exhibitor is maintained.

ii. The official registered name of the Exhibitor must be more prominently displayed at all times, together with the travel license (KPL/KPK) number.

iii. The names of products/brands may appear inside the Exhibitor'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 shell scheme booths:
   a. Fascia Board: Standard letterings as provided by the Official Contractor.
   b. Exhibitors 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 Exhibitor / Company / Organisation name must be minimum 21 cm (8 inches) in size and prominently displayed at all times at all sides of booths/open space during the duration of the Fair.
   c. The name shall not exceed the length and height permitted and shall not encroach into the space of another Exhibitor.

vi. Fascia Board changes onsite shall be charged RM100.00 per unit.

6.5 LOADING AND UNLOADING PROCEDURES

i. Exhibitors exhibit materials must enter and exit through the approved loading bay.

ii. Exhibitors will be allowed to hand carry items in or out of the exhibition halls during move in and move out days.

iii. Vehicle Permit to access the loading bay will be issued as follows:
   a. For exhibitors: Will be provided by the Organiser near to Fair date. Need to print and display to the security.

iv. Vehicle permit is required to be displayed before entering the loading bay. This applies to all Exhibitors and sub-contractors.

v. Hand carry loading procedures are limited to cars, mini-vans, station wagons or pick-up trucks (cannot exceed 20 feet (6.1 metres) in length and 12.5 feet (3.8 metres) in height. No full-sized trucks or trailers will be allowed to unload via the hand carry loading procedures.

vi. Should Exhibitors need assistance with load in/out, they will be referred to the appointed Official Freight Forwarder at which time fees may apply.

vii. 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.

viii. Upon the close of the exhibition, there will be a 1-hour allowance for removal of hand carry exhibits. Exhibitors can load the hand-carried exhibits to their vehicles in the loading bay area during teardown.

ix. During exhibition hours (10am - 9pm), only hand carry items are allowed, strictly no trolley movement.

x. Trolley is not permitted at the foyer.

6.6 PERFORMANCE AND AUDIO-VISUAL (AV) EQUIPMENT

i. 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.

ii. Exhibitors are permitted to bring their own audio-visual (AV) 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.

iii. 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, microphone usage for announcements is not allowed.

iv. 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 adhere to the following:
   a. Submit a schedule of performance to be approved by the Organiser at least 7 working days prior to the start of the MATTA Fair.
   b. Submit the AV indemnity form and;
   c. Pay the AV refundable security deposit of RM1,000

   This is to avoid any disturbance from the activities for the neighbouring Exhibitors that may affect their business transaction with customers.

v. Exhibitors intend to play any music and performances at booths must apply Public Performance Malaysia (PPM) and Music Authors' Copyright Protection (MACP) license.

vi. Performances must be coordinated with the neighbouring booth and must be held at a moderate volume. Noise emanating from a stand may not exceed 65 dBA at the boundaries of the booth.

vii. The Organiser is entitled to prohibit music and cultural performances and any such activities at any time with immediate effect in the event of non-compliance.
viii. The Organiser reserves the right to stop the use of any audio-visual equipment or performance if it is deemed disruptive to other Exhibitors or conducted without the Organiser's approval.
ix. 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.

6.7 SALE OF TOUR SERVICES/PRODUCT OR SOUVENIRS

i. Only companies with valid relevant Malaysian licenses are allowed to sell tour services and products.
ii. Exhibitors are required to practice principles of professional conduct in the promotion of their services/products and are not allowed to undertake promotional activities and publicity programmes deemed disruptive to the MATTA Fair®.
iii. All special offers for tour packages are only valid for sale for the duration of the MATTA Fair® at the official Venue.
iv. All Exhibitors must exercise professional and ethical best practices in honouring and delivering on the items in their products and services sold to customers during the MATTA Fair®. Any complaints received from consumers and found to be substantiated against any Exhibitors will allow MATTA to take such action as considered appropriate, including limiting the Exhibitor's participation in future fairs.
v. Airlines companies are not allowed to sell their tour services and products directly to the consumers at the Fair.
vi. Approval to sell souvenir items bearing the MATTA/MICEM Sdn Bhd or the MATTA Fair® logo must be obtained from the Organiser.
vii. International companies not incorporated in Malaysia are not allowed to sell souvenirs or any other product/service at the fair.

6.8 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. 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 are 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.
iii. 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.
iv. 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.
v. Exhibitors are not allowed to place a third party company/promoter in their booth.
vi. The ringing of bells or the blowing of whistles is strictly prohibited.
vii. No animals are permitted in the venue or exhibition halls without prior approval of ICC management. If found, the venue/Organiser has the right to remove the animals.

6.9 SECURITY

i. 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.
ii. 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.
iii. Exhibitors will not be allowed in the exhibition halls after the exhibition hours.
iv. Exhibitors wishing to hire security personnel to attend to their booths exclusively are to contact the Organiser and Venue to make the necessary arrangements.

6.10 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.

6.11 FOOD AND BEVERAGE

i. The Venue strictly prohibits outside food/drinks of any kind to be brought onto the Premises. Food and drinks are to be purchased at the cafes/outlets set up by the Venue on the premises or can be catered from the approved caterer.

ii. Exhibitors 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.

6.12 HANDING OVER OF HALL

The Organiser shall not be held responsible for any loss or damage.

6.13 DILAPIDATION

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

6.14 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.

6.15 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 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. Storage of exhibit items behind the perimeter of the booth is strictly prohibited. Any items found stored in these areas will be removed immediately.
v. At the end of each day, Exhibitors are responsible for ensuring that their contractors remove all unwanted materials from the exhibition halls.
vi. Exhibitors and contractors are responsible for managing and properly disposing of all waste materials generated during the build-up, event days and dismantling periods. Failure to comply will result in a minimum penalty deducted from the security deposit or performance bond.
vii. The skips provided by the venue are for the Organiser's use only.

7.2 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.

7.3 FINAL DECISION

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

7.4 ADVERTISING, PUBLICITY AND 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.

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. Please be reminded that, as with any public venue, there is an inherent risk of theft.
iii. Open flames, lamps, or temporary gas, as well as explosives, petrol, dangerous gases, or highly flammable substances, are not allowed in the exhibition halls.
iv. Before concluding the decoration of your booth(s), check that the locks on your storerooms, cabinets and showcases are tightly secured.
v. Remember that the periods with maximum security risk for your belongings are the days of exhibition goods' entry and removal and the clearance time at the end of each Fair day.
vi. Before leaving your booth(s):
    a. Make sure that you have unplugged / disconnected all the booth's electrical appliances and devices.
    b. Turn off all booth lights.
    c. Place objects that you consider to be of greatest value or the easiest to be stolen due to their size or interest (like portable computers, small LCD displays, jewellery, photographic or video cameras, etc.), under suitable lock and key throughout the whole two (2) days.
vii. If you are the victim of an offence, let the Organiser know immediately so we can assist you accordingly. Subsequently, report the incident to Venue security and Police (Ipoh District Police Headquarters at (+605 245 1500).
viii. Smoking is strictly prohibited in the ICC. All public areas, inclusive of foyers, Registration Counters, Meeting Rooms, Organisers Office, Restrooms, Hospitality Lounges and Exhibition Halls are designated as NON-SMOKING ZONES.
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 Fire and Rescue Department of Malaysia 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.

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

10 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 of 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 to ensure that their staff are properly briefed on their products and not to give promises/services that cannot be kept or delivered.
iii. All Exhibitors must provide consumers with a 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.
iv. An official receipt must be issued.
v. All Exhibitors must be professional in their dealings with the consumer.
vi. 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.
vii. 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.
viii. Should there be any cases/issues of complaints from consumers towards Exhibitors after MATTA Fair® in regards of sales /service arrangements, Exhibitors should settle the issues with the consumer directly.

11 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 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)

12 TERMINATION

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

13 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 decision and approval from the Organiser.

14 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 of these Regulations, or further information, please contact the Organiser.

PART 2

APPENDIX A
BOOTH CONFIGURATIONS AND FEES

1 BOOTH CONFIGURATIONS

i. Exhibitors can opt to purchase standard shell scheme or space-only booths in 9 sq. metre (3m x 3m) blocks.

ii. Exhibitors who have registered and paid for standard shell scheme booths are strictly not allowed to change to space-only booths area during the Fair.

iii. Exhibitors occupying shell scheme booths must use the system exactly as erected by the Official Contractor. Exhibitors, who are found to have dismantled any part of the structure provided, will be required to have the structure re-installed before the opening of the Fair.

iv. Exhibitors are strictly prohibited from dismantling or modifying any part of the booth structure. Should an exhibitor wish to upgrade their shell scheme booth, such upgrades must be arranged with the Official Contractor. All upgrade or adjustment requests must be submitted at least 7 working days before the Fair. Please note that all upgrade requests are subject to additional charges.

v. Any change of booth type after 21 DECEMBER 2026 is strictly no refund.

1.1 STANDARD SHELL SCHEME BOOTHS

i. Each standard shell scheme booth (3m x 3m) with 2.5m height includes the following:

- 350 mm Fascia board with exhibitors' booth number, name and travel license (KPL/KPK) number (for Travel Agencies)
- 2 x units fluorescent lights
- 1 x unit 13-amp electrical point
- 1 x information desk
- 2 x folding chairs
- 1 x wastepaper basket
- Needle-punch carpet flooring (booth area only)

ii. Items included in the package are not eligible for replacement for other items, and no refund will be given.

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).

- 1 x unit 13-amp electrical point
- 1 x information desk
- 2 x folding chairs
- Needle-punch carpet flooring (booth area only)
- Backdrop

2 HALL DESIGNATION

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

LEVEL	THEME	ALLOWED PRODUCT TYPES
Foyer Area	Domestic	Domestic travel packages and related products
Exhibition Hall	Domestic & International	Domestic and international travel packages and related products

i. Please be advised level 1 has one entrance and one exit only.

ii. Exhibitors may take different location either in international or domestic hall.

iii. **IMPORTANT:** During registration, exhibitors are not permitted to book a total of 5, 7, 10, 11, or 13 booths. This restriction is intended to facilitate a smoother booth selection process and prevent any issues or complaints arising from booth allocation.

iv. Foyer area is strictly for the sale and promotion of domestic travel packages and related products only.

v. Outbound packages are not allowed to be sold, promoted or displayed and related products in any form or manner knowingly or unknowingly in Domestic area. If found, Organiser will take action towards the exhibitor involved.

vi. Allocation of booths for category 'C, will be based on availability of booths after the booth selection process for categories A and B

3 STANDARD BOOTH FEES

i. Booth rates are according to the area and category as in the table below:

ii. ** See Section 4 – Refundable Security Deposit for details.*

iii. Please note that the booth and registration fees shown below are subject to 6% SST.

DOMESTIC – FOYER AREA

CATEGORY	PRICE PER 3m x 3m BOOTH (RM)		REFUNDABLE SECURITY DEPOSIT* (RM)	REGISTRATION FEE (RM)
	SPACE-ONLY	SHELL SCHEME		
A	1,000	1,000	500 per booth	200
B	2,200	2,400	500 per booth	200

DOMESTIC & INTERNATIONAL – EXHIBITION HALL

CATEGORY	PRICE PER 3m x 3m BOOTH (RM)		REFUNDABLE SECURITY DEPOSIT* (RM)	REGISTRATION FEE (RM)
	SPACE-ONLY	SHELL SCHEME		
A	2,400	2,600	500 per booth	200
B	3,200	3,400	500 per booth	200
C	4,500	4,500	500 per booth	200

** See Section 4 – Refundable Security Deposit for details.*

4 REFUNDABLE SECURITY DEPOSIT

i. Exhibitors from all categories are required to pay a refundable security deposit to the Organiser.

ii. Security deposit will be refunded within 30 - 60 days after the Fair, when Feedback and Statistic Forms are submitted by 5 MARCH 2027. Failure to submit within the deadline, security deposit will not be refunded.

5 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.**

6 PAYMENT TERMS AND CANCELLATION CHARGES

5.1 TERMS OF PAYMENT

i. Full payment is required upon issuance of the invoice and must be settled and credited with the Organiser bank account within seven (7) days from the date of the invoice. Failure to remit payment within the stipulated period will result in the cancellation of the registration. In such cases, a new registration will be required and shall be subject to availability at the time of the new registration.

ii. Full payment consists of the following:
   a. Booth Rental
   b. Registration Fee of RM 200.00
   c. Refundable Security Deposit

iii. All registrations made with full payment are subject to final acceptance by the Organiser.

iv. Payments shall be refunded in the event registration is rejected.

5.2 PAYMENT METHODS

i. Payment shall be made to the following bank account:

Name of beneficiary	**: MATTA PERAK CHAPTER**
Company Registration No	**: PPM-001143005**
Bank account number	**: 3210970218**
Name of bank	**: Public Bank Berhad**
Address of bank branch	**: Bandar Sunway Branch**
SWIFT Code	**: PBBEMYKL**

ii. Kindly email (secretariat.perak@matta.org.my) a copy of the payment transaction slip to the Organiser immediately.

5.3 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.

5.4 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. 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 11 December 2026	50% of total cost of booth/space
After 4.00 pm 11 December 2026	100% of total cost of booth/space

APPENDIX B

IMPORTANT DEADLINES AND EXHIBITOR MANUAL

1 DEFINITIONS AND CONVENTIONS

Please note that the following definitions will apply to this entire document:
MATTA refers to the Malaysian Association of Tour and Travel Agents.

i. MATTA FAIR®, 'Fair' or 'Exhibition' refers to the MATTA Fair® Perak 27 – 28 FEBRUARY 2027 held at Ipoh Convention Centre (ICC), Ipoh, Perak from 10.00am to 9.00pm.
ii. Organiser refers to MATTA Perak Chapter (a wholly owned subsidiary of MATTA).
iii. 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.
iv. 'Booths' refers to both standard shell scheme booths and space-only booths.
v. 'Official Contractor' refers to (will be communicated in due course)- the official contractor will be appointed for this MATTA Fair® for all shell scheme booths.
vi. 'Sub-Contractor' refers to the non-official contractor appointed by the exhibitor for the construction of their special-design booth.
vii. 'Venue' or 'Landlord' refers to the management/owners of Ipoh Convention Centre (ICC), Ipoh, Perak.
viii. 'Premises' refers to the MATTA Fair® exhibition areas and the general property of the Ipoh Convention Centre (ICC), Ipoh, Perak.

2 BOOTH BALLOTING, SELECTION OF LOCATION AND ASSIGNMENT OF BOOTHS

Booth Balloting and Selection will be held at MATTA Perak Chapter Office, Ipoh, Perak on a date and time to be informed in due course.

3 BOOTH HEIGHT RESTRICTIONS & LIMITATIONS

- Ground structure - from ground to top structure maximum 4.5 metres height.
- Hanging structure - from ground to top structure maximum 5 metres height.
- Double-Decker structure - from ground to top structure maximum 5 metres height.

Note: All upgraded booths, subject to other conditions, must not exceed a height of 5 metres. Any structure exceeding this height must be approved by a Professional Engineer (PE) before approval can be granted by the Official Contractor. Submissions that are incomplete by the deadline of 30 June 2026 will not be processed.

4 BOOTH AVAILABILITY

The total number of available booths is 156 booths.

LEVEL	NUMBER OF AVAILABLE BOOTHS
Foyer Area	15
Exhibition Hall	141

5 EXHIBITOR BADGES

i. Additional badges purchased and paid from 14 January 2027 onwards will be charged at RM40.00 per badge, notwithstanding any tax invoice issued on an earlier date.
ii. All Exhibitors and their employees/approved agents/temporary staffs are required to wear and display their official MATTA Fair® Perak FEBRUARY 2027 Exhibitor Badges and lanyard at all times within the Fair area.

6 BOOTH DESIGNS

Original and actual booth drawings and lighting plans (soft copy) must be submitted to the Organiser no later than 4:00 pm on Thursday, 14 January 2027, failing which the Organiser is entitled to terminate the contract strictly without liability and retain all payments made by the Exhibitor.

7 BOOTH FITTINGS AND CONTRACTORS

i. All contractors MUST wear the safety vest and shoes at all times during setup and dismantle.

ii. For safety reasons, only the Official Contractor can carry out any and all electrical wiring and connections. Electrical plans must be submitted to the Official Contractor together with booth design submission by 14 January 2027. Any changes or relocations of electrical setups made onsite will incur a relocation fee.

iii. The Organiser reserved the right to charge the exhibitor for late check out/finish work after 8.00pm, on Friday, 26 February 2027. The charges will be advised later.

iv. Shell scheme exhibitors are allowed to engage their own contractors for graphic installation. An administration fee will be charged by the Official Contractor. All graphic materials must be removed and disposed of by the contractor no later than 12:00 PM on Monday, 1 March 2027. Failure to remove graphic materials by the deadline will result in a cleaning fee.

8 MANNING OF BOOTH AND CONDUCT OF BOOTH PERSONNEL

Booths and exhibits must not be dismantled or packed until the Fair is closed at 9.00 pm on Sunday, 28 February 2027.

9 SECURITY

It is strongly recommended that at least one person to be at the exhibition booth at 9.00 am on teardown day (Monday, 1 March 2027).

10 HANDING OVER OF HALL

The halls must be handed back promptly to the Venue at 2.00 pm on Monday, 1 March 2027. Any exhibit and/ or materials which still remain in the halls during teardown from 1.00 pm onwards on the same day will be disposed of immediately by the Official Contractor and the cost of disposal will be charged to the Exhibitor concerned.

11 MATTA FAIR® BRANDING

The use of the official MATTA Fair® logo and the phrase MATTA Fair® Perak February 2027 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.

APPENDIX C

TIMELINE FOR EXHIBITORS

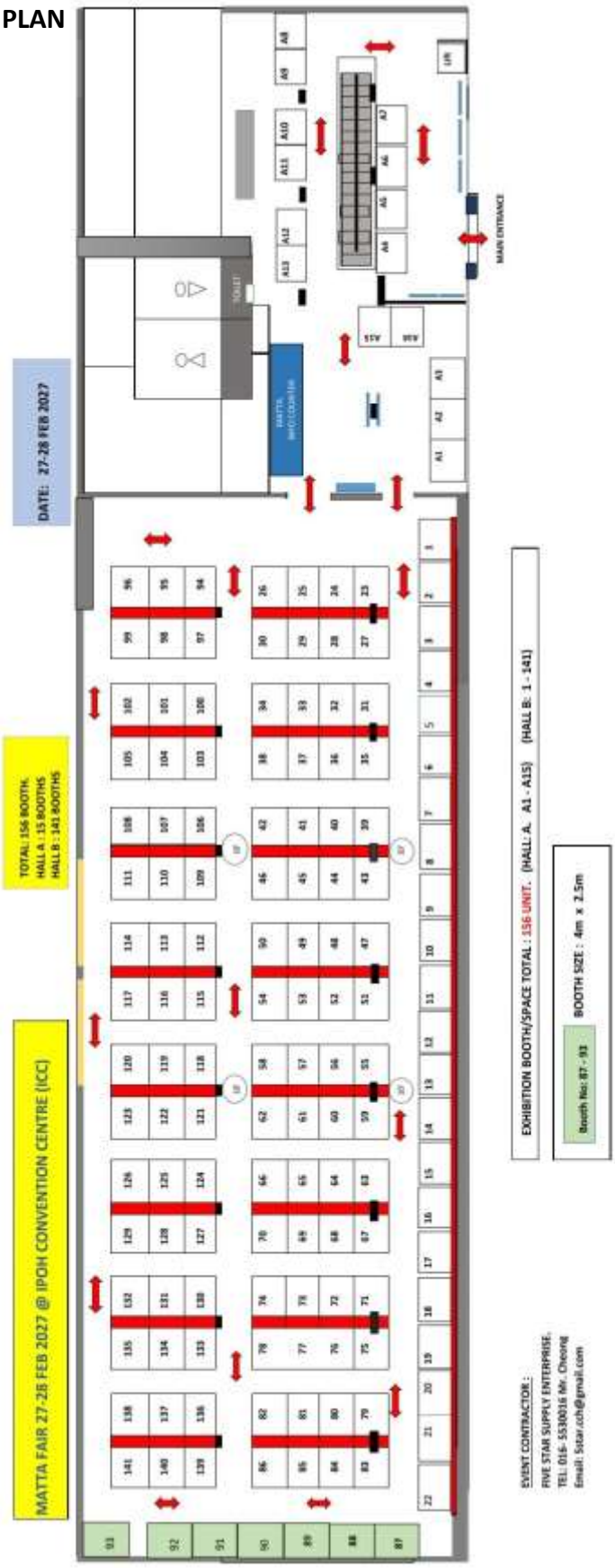
PRE FAIR		
DETAILS	DATE	TIME
Online Registration	16 November 2026	10.00am
Booth Balloting	TBA	
Deadline for Booth Design Submission	14 January 2027	4.00pm
Deadline for Exhibitor Badge Form Submission	14 January 2027	4.00pm
Deadline for Furniture on Hire, Lighting and Power	14 January 2027	4.00pm
Build-Up		
Contractors Move In	25 February 2027	9.00am – 6.00pm
	26 February 2027	9.00am – 6.00pm
Exhibitors Move In	26 February 2027	9.00am – 8.00pm
Close Of All Halls	26 February 2027	8.00pm
FAIR DAYS		
Halls Open For Exhibitors Only	27 – 28 February 2027	9.00am
Opening Ceremony	27 February 2027	6.00pm
Hall Open For Public	27 – 28 February 2027	10.00am – 9.00pm
Manning Of Booth/Conduct of Booth Personnel	27 – 28 February 2027	10.00am – 9.00pm
Halls Closure	27 – 28 February 2027	9.00pm
Exhibitors Move Out (Hand Carry Item Only)	28 February 2027	9.00pm – 10.00pm
POST FAIR		
Dismantling and Tear-Down	1 March 2027	9.00am – 2.00pm
Feedback and Statistic Evaluation Form	Submission by 5 March 2027	

NOTE:

- *The above dates and times may change if necessary.*
- *Exhibitors MUST wear official MATTA Fair Perak February 2027 Badges.*
- *Vehicle permit is required before entering loading bay.*
- *Safety vest wearing is mandatory during Build-Up and Tear-Down.*

APPENDIX D – DIAGRAM 1

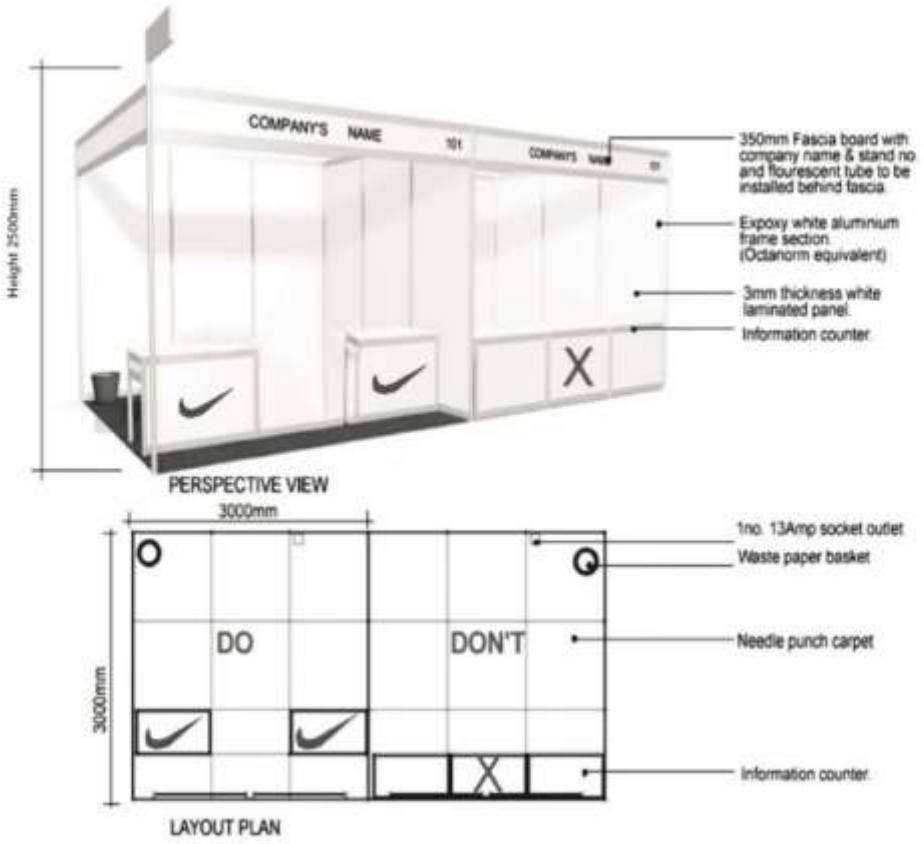
TENTATIVE FLOOR PLAN

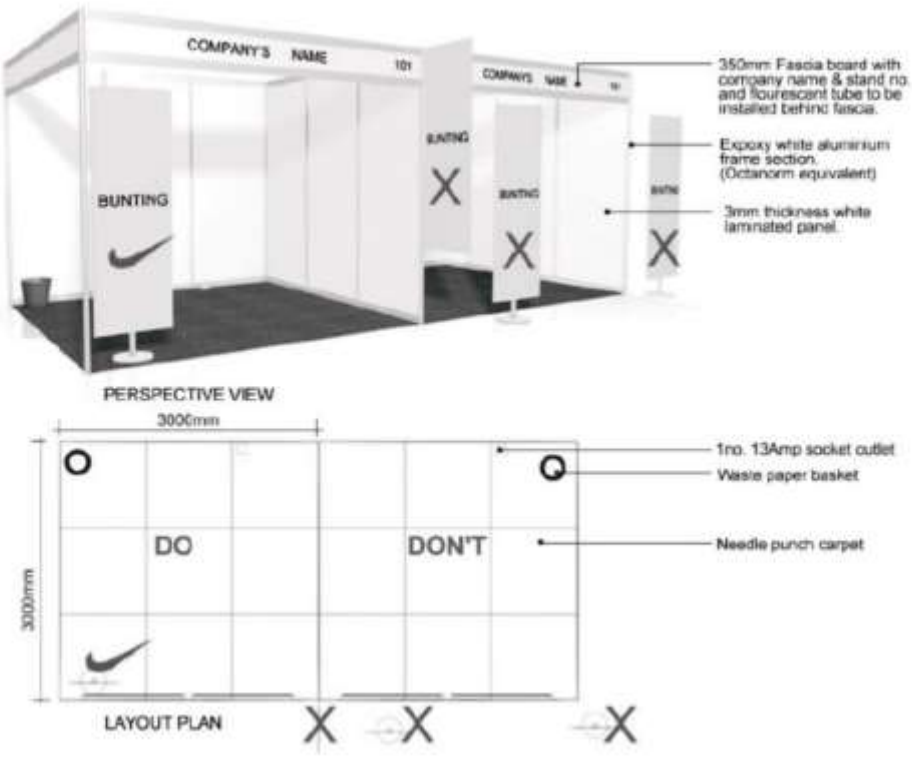


**The floor plan is subject to change, if necessary*

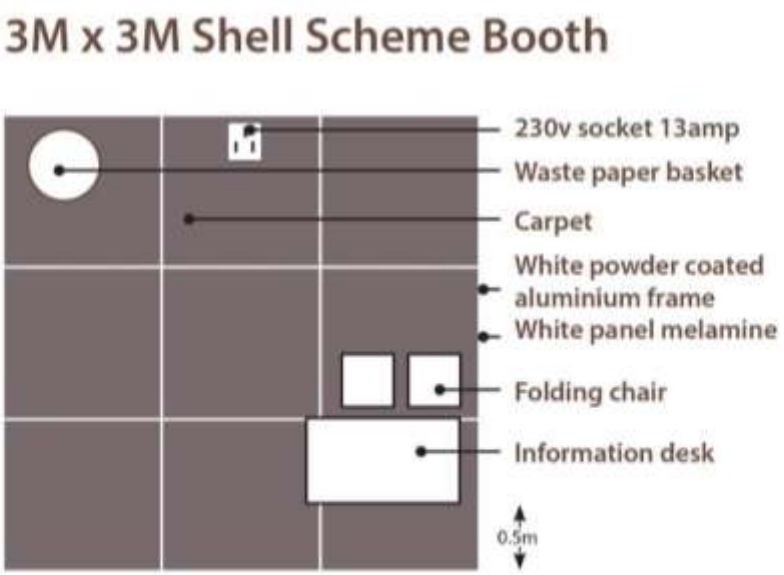
APPENDIX D – DIAGRAM 2

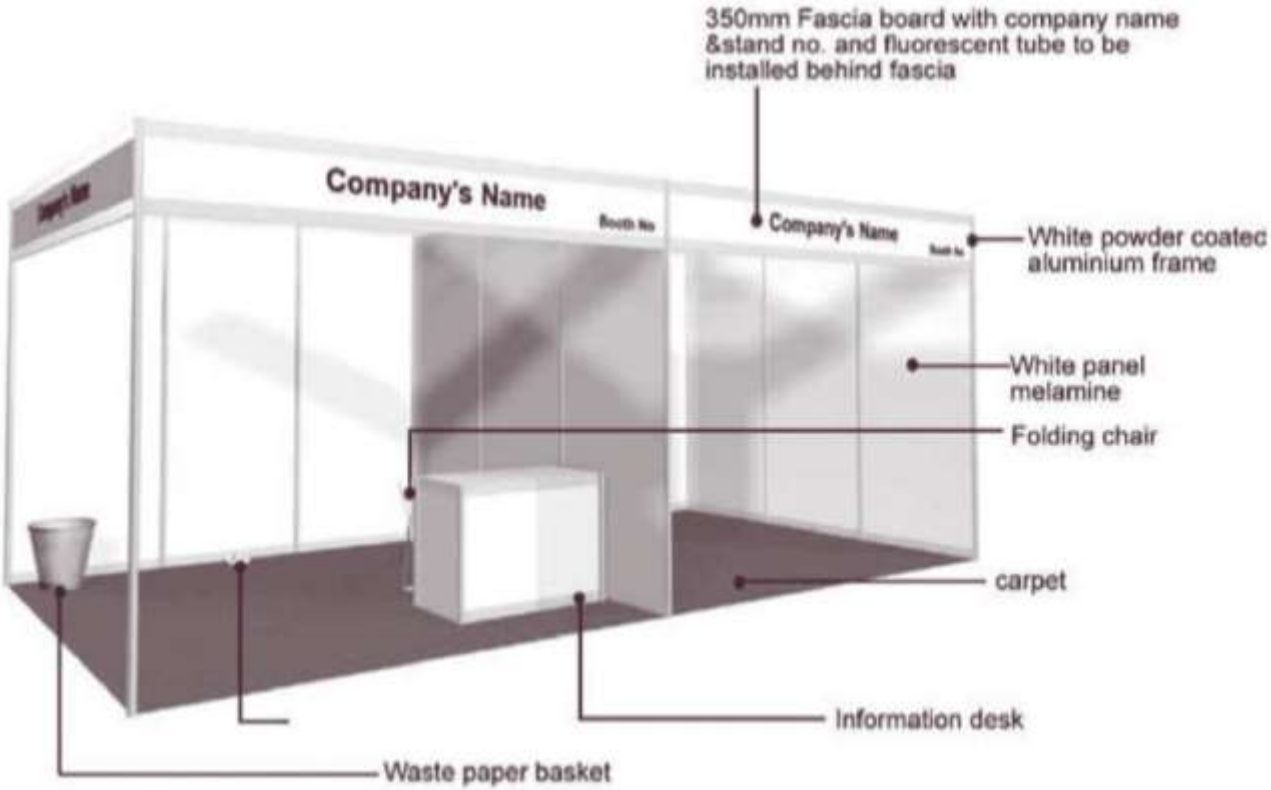
BOOTH SPECIFICATION





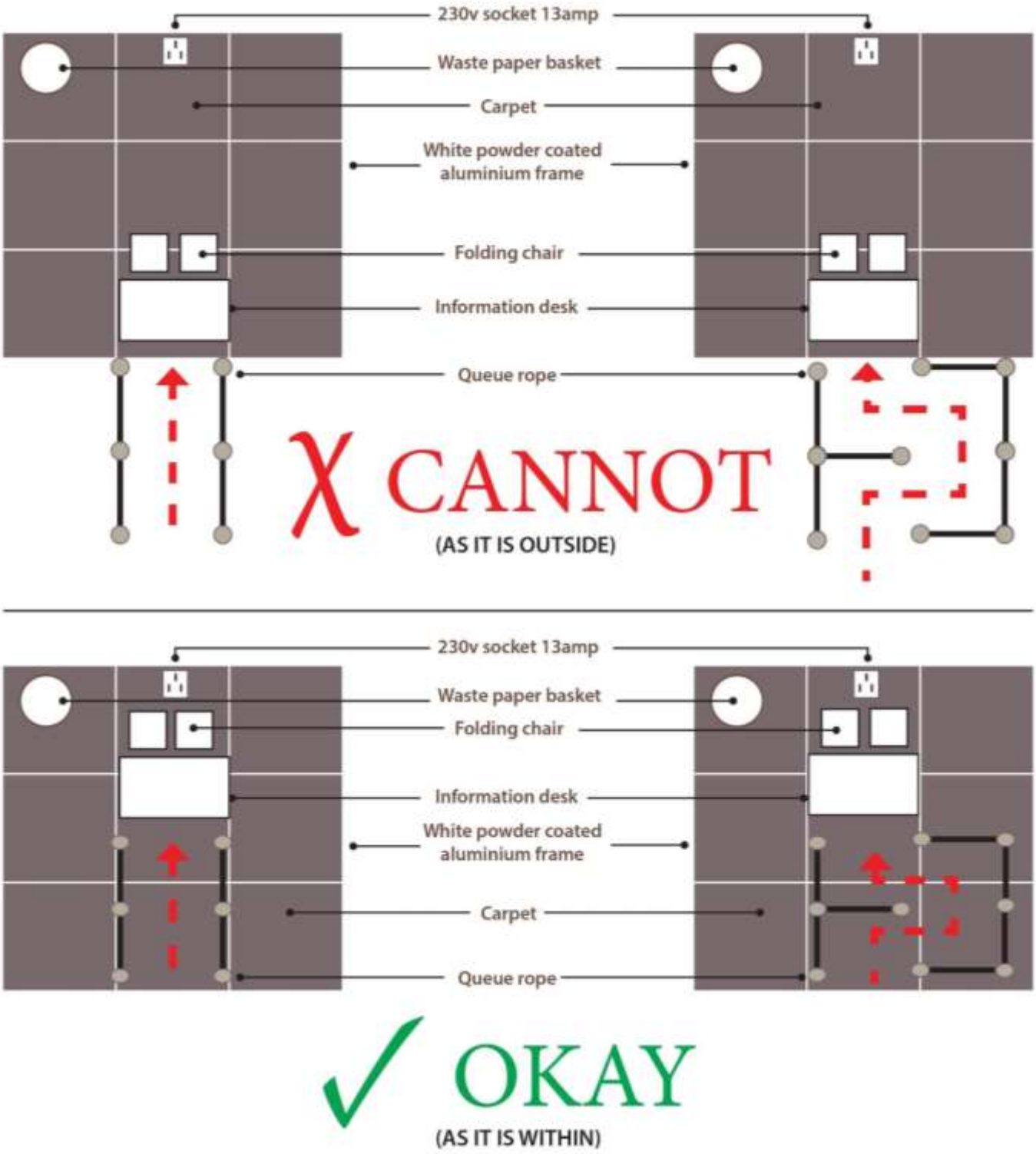
APPENDIX D – DIAGRAM 3
SHELL SCHEME BOOTH LAYOUT





APPENDIX D – DIAGRAM 4

DO AND DON'T OF BOOTH LAYOUT



APPENDIX E

ON-SITE SERVICES AND FACILITIES

i.	**First Aid Service** First aid room is located at Lobby Area – MATTA Counter
ii.	**Prayer Room** Prayer rooms are available at Level 5
iii.	**Security** a. Security within the Exhibition Halls is the responsibility of the Event Organiser. While every effort will be made, the Event Organiser cannot guarantee the protection of Exhibitors' property. As there is an increased risk of theft during the build or dismantling period, Exhibitors would be expected to strengthen their own security arrangements at this time. During the exhibition hours each Exhibitor will be responsible for the security of his exhibits and property. b. Exhibitors shall ensure that they are fully covered by insurance and take up public liability and comprehensive protection as the Event Organiser will not be responsible for the safety of all that have been brought into the venue by the exhibitors, their agents, sub-contractors and visitors. c. Exhibitors are strongly advised to remove from the venue all portable and valuable items at the end of each day when the exhibition closes. All of these items must not be left unattended during the opening hours of the Fair. d. All laptops should have an anti- theft lock installed.
iv.	**Loss Property** A Lost and Found counter is available at the MATTA Counter at Lobby. In any case, the security department deals with all reported incidents of theft as well as items that are lost or found.

APPENDIX F

USEFUL LIST OF CONTACT

Organiser	**MATTA Fair Perak Secretariat** No. 56A, Medan Istana 1, Bandar Ipoh Raya, 30000 Ipoh, Perak Contact/WhatsApp: +6018 986 5799 (Syafinaz) Email: secretariat.perak@matta.org.my
Official Contractor (Stand Construction, Furniture, Lighting, Electrical, Printing and Audio Visual)	**Will be confirmed later.**
Venue	**Ipoh Convention Centre (ICC)** PT 254557, Jalan Sultan Abdul Jalil, Greentown, 30450 Ipoh, Perak