

MATTA

MUSLIM FRIENDLY TRAVEL FAIR

RULES AND REGULATIONS

18 - 19 OCTOBER 2025

WORLD TRADE CENTRE

KUALA LUMPUR

DATED: 8TH AUGUST 2025

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1 INTRODUCTION TO MATTA MUSLIM FRIENDLY TRAVEL FAIR 2025

The MATTA MUSLIM FRIENDLY TRAVEL FAIR 2025, organized by the Malaysian Association of Tour and Travel Agents (MATTA), is a premier event focused exclusively on promoting Muslim-friendly tourism products and services. This specialized travel fair provides a strategic platform for industry players to showcase Halal travel offerings, Islamic heritage tours, Umrah and Hajj packages, Muslim-friendly hospitality services, and destination marketing tailored to the global Muslim market.

1.1 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 MUSLIM FRIENDLY TRAVEL FAIR, 'Fair' or 'Exhibition' refers to the MATTA MUSLIM FRIENDLY TRAVEL FAIR, 18-19 October 2025, held at World Trade Centre (WTC), Kuala Lumpur from 10.00 am to 9.00 pm.
- iii. Organiser refers to MICEM SDN BHD (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 MUSLIM FRIENDLY TRAVEL FAIR at the venue.
- v. 'Booths' refers to standard shell scheme booths.
- vi. 'Official Contractor' refers to Innogen Sdn Bhd - the official contractor for this MATTA MUSLIM FRIENDLY TRAVEL FAIR for all shell scheme booths.
- vii. 'Venue' or 'Landlord' refers to the management/owners of World Trade Centre (WTC), Kuala Lumpur.
- viii. 'Premises' refers to the MATTA MUSLIM FRIENDLY TRAVEL FAIR exhibition areas and the general property of the World Trade Centre (WTC), Kuala Lumpur.

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

Note: Travel Agencies Non-MATTA Member, 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 MUSLIM FRIENDLY TRAVEL FAIR must be made via online using the official MATTA MUSLIM FRIENDLY TRAVEL 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 upon registration and throughout the MATTA MUSLIM FRIENDLY TRAVEL FAIR. Those without the KPL/KPK license or whose license is in the process of renewal will not be allowed to register and/or participate. All other exhibitors, not travel agencies (tour operators), must submit their relevant licenses register upon request by the Organiser.
- iii. The submission of the MATTA MUSLIM FRIENDLY TRAVEL FAIR Registration via online shall be deemed as the applicant's interest to participate as an Exhibitor in the MATTA MUSLIM FRIENDLY TRAVEL FAIR and the applicant's acceptance and agreement to be bound by the Rules and Regulations of the MATTA MUSLIM FRIENDLY TRAVEL 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 MUSLIM FRIENDLY TRAVEL FAIR online registration will start from Wednesday, 13 August 2025 at 10.00 am until all booths are taken up.
- vii. Although Exhibitors have registered, applicants are reminded that booths are subject to availability and not guaranteed.
- viii. After registration is confirmed, the Organiser will issue an invoice to your company.
- ix. Acceptance of registration during the registration period is subject to the availability of booths. Once the maximum number of available booths is taken up, all subsequent requests will be placed on a waiting list.
- x. Full payment is required upon issuance of the invoice and must be settled and credited to the Organiser's 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.
- xi. If 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 the booth is not allowed and will not be entertained.
- xiii. The Organiser reserves the right to cancel, postpone, or shorten the MATTA MUSLIM FRIENDLY TRAVEL FAIR in the event of any unforeseen circumstances that are beyond the control of the Organiser.
- xiv. If the Fair is cancelled, all payments made shall be refunded. No other claims or compensation will be entertained.

3 BOOTH CONFIGURATIONS AND FEES

3.1 BOOTH CONFIGURATIONS

- i. 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 provided structure will be required to reinstall the structure before the Fair opens.
- ii. 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.

3.1.1 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 with other items, and no refund will be given.

3.2 HALL DESIGNATION

- i. Please be advised that Hall 4 has the same entrance and exit.
- ii. Allocation of booths for category 'C' will be based on the availability of booths after the booth selection process for categories A and B.

3.3 STANDARD BOOTH FEES

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

CATEGORY	PRICE PER 3m x 3m BOOTH (RM) SHELL SCHEME	REFUNDABLE SECURITY DEPOSIT* (RM)	REGISTRATION FEE (RM)
A	2,800	600 per booth	200
B	3,500	600 per booth	200
C	5,600	600 per booth	200

3.4 REFUNDABLE SECURITY DEPOSIT

- i. Exhibitors from all categories are required to pay a refundable security deposit to the Organiser.
- ii. Security deposit will be refunded when Feedback and Statistic Forms are submitted by 24 OCTOBER 2025. Failure to submit within the deadline, security deposit will not be refunded.
- iii. Security deposit will be refunded within 30 - 60 days after the Fair.

3.5 REGISTRATION FEE

Registration fee of RM 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**

- i. Registration must be made together with full payment before the Balloting of Booths.
- ii. Full payment consists of the following:
 - a. Booth Rental
 - b. Registration Fee of RM 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.
- v. All charges are subject to SST at the current prevailing rate.

4.2 PAYMENT METHODS

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

Name of beneficiary	: MICEM SDN BHD
Company Registration No	: 732247-K
Bank account number	: 3209193736
Name of bank	: Public Bank Berhad
Address of bank branch	: Bandar Sunway Branch
SWIFT Code	: PBBEMYKL

- ii. Kindly email (events@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 MUSLIM FRIENDLY TRAVEL 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 MUSLIM FRIENDLY TRAVEL 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, 19 September 2025
After 5.00 pm, 19 September 2025

Cancellation Charges

50% of the total cost of the booth/space
100% of the total cost of the 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 MATTA HQ Office, Kuala Lumpur on a date and time to be informed in due course.
- ii. 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).
- iii. Exhibitors will select their booth locations based on the highest number of booths registered in accordance with the sequence of registration. If 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. Full payment must be made and credited to the Organiser within seven (7) days from the date of the invoice. Failing which, the exhibitor shall not be eligible to ballot for their location of booth(s), and the next Exhibitor will be informed and shall have the priority to ballot.
- v. If 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 seven (7) days, as in Section 2 (x) – page 3.
- 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 before 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. 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.
- xiv. Any other additional term(s) on the selection process will be highlighted and made known before the balloting process or on the balloting day itself.

5.2 BOOTH HEIGHT RESTRICTIONS & LIMITATIONS

- Maximum booth height is 4.0 metres
- Maximum booth height under low ceiling and mezzanine floor is 3.0 metres

Note: All upgraded booths, subject to other conditions, must not exceed a height of 4.0 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 19 September 2025 will not be processed.

5.3 BOOTH AVAILABILITY BY HALL

The total number of available booths is 100.

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

- i. Each exhibitor is entitled to five (5) Exhibitor Badges per booth on a complimentary basis. A maximum of three (3) Badges can be purchased for each booth from the Organiser at RM10.00 per badge before the Fair.
- ii. Additional badges purchased and paid for from 13 October 2025 onwards will be charged at RM40.00 per badge, notwithstanding any tax invoice issued on an earlier date.
- iii. An activation charge of RM 40.00 per Exhibitor Badge shall apply to any Exhibitor Badges confiscated by the Organiser for infringement of the Rules and Regulations of the Fair.
- iv. Exhibitors are required to wear their official MATTA MUSLIM FRIENDLY TRAVEL FAIR Exhibitor Badges and lanyard at all times within the Fair area.
- v. Exhibitor Badges are non-transferable.
- vi. A completed Exhibitors Badge form must be submitted to the Organiser by 5:00 pm on Friday, 19 September 2025. If an Exhibitor Badge entitlement is not fully utilized, all remaining badge entitlements will be forfeited.

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 a 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 A– Diagram 4, page 20, for more details).
- iv. The use of balloons and the distribution of balloons in the halls and the outdoor area are strictly not allowed.
- v. The standard height of perimeter walls must not exceed the hall's booth restriction from the floor level (See "Section 5.2" for more details).
- vi. 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.
- vii. Exhibitors wishing to install carpet or a walkway arch in between their island booths are subject to the decision and approval from the Organiser.
- viii. All booths must be constructed with back and side walls
- ix. In the case of a one-corner booth, a back wall and one side wall must be constructed, while a two-cornered or perimeter booth requires only a back wall.
- x. Where a structure such as a wall or sign exceeds the height of a neighbouring booth, the Exhibitor with the higher wall must decorate the visible portion to a standard acceptable to the Organiser.
- xi. 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.
- xii. All waste generated during the build-up and dismantling periods, including packaging from exhibitor display items, must be properly disposed of by the contractor. Failure to comply will result in a penalty.
- xiii. 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 contractor to remove any structure that exceeds the booth boundaries.

6.3 BOOTH FITTINGS**6.3.1 CONTRACTORS**

- i. The Organiser has appointed an Official Contractor for 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 MUSLIM FRIENDLY TRAVEL FAIR.
- ii. All contractors are required to wear a safety vest and shoes at all times during setup and dismantle.
- iii. A safety harness must be worn at all times when working on scaffolding.
- iv. 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.
- v. For safety reasons, only the Official Contractor can carry out any electrical wiring and connections. Electrical plans must be submitted to the Official Contractor together with the booth design submission by 19 September 2025. Any changes or relocations of electrical setups made onsite will incur a relocation fee.
- vi. 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.
- vii. All contractors are expected to clean the booths and remove all construction debris before the hall closing on build-up day.
- viii. Before a contractor is permitted to start work, either the contractor or the Exhibitor is required to place a refundable Performance Bond of RM3,000.00 for booth space less than 36 sq. metres and RM5,000.00 for booth space more than 36 sq. metres with the Organiser and sign an undertaking to guarantee conduct, proper schedule of production and observance of the MATTA MUSLIM FRIENDLY TRAVEL FAIR and Venue rules and regulations. Only when this Performance Bond is placed and the undertaking signed, would the contractor be allowed to bring in materials into the halls to commence work.
- ix. The Performance Bond is to ensure that the rules and regulations are abided by, to cover any damages arising directly or indirectly from any infringements, and to settle all payments for supplies and services rendered during the exhibition or for the exhibition.
- x. Provided no damage is caused during build-up, fair days, and teardown, the Performance Bond shall be returned to the contractor / Exhibitor, in full, within 60 days of the completion of the MATTA MUSLIM FRIENDLY TRAVEL FAIR.
- xi. Contractor will not be permitted to start the work if there are any outstanding payments with the Organiser and/or Official Contractor. Contractor badges will not be released until all the payments have been settled.
- xii. Contractor badges can be purchased at RM10.00 per badge. Contractor Badges can be replaced for RM20.00 per badge. Contractor Badges are valid only for build-up and teardown days and not during the 3 days of the MATTA MUSLIM FRIENDLY TRAVEL FAIR.
- xiii. Contractor badges purchased and paid for from 13 October 2025 onwards will be charged at RM40.00 per badge, notwithstanding any tax invoice issued on an earlier date.
- xiv. Exhibitors for Shell Scheme booths are permitted to start booth setup on 17 October 2025, from 2:00 pm to 10:00 pm (See "Appendix D", page 23 for more details).
- xv. The Organiser reserved the right to charge the exhibitor for late check-out/finish work after 10.00 pm, on Friday, 17 October 2025. The charges will be advised later.
- xvi. Shell scheme exhibitors are allowed to engage their 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 11:59 PM on Sunday, 19 October 2025. Failure to remove graphic materials by the deadline will result in a cleaning fee.

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. Any protruding or cantilever signage must conform to the specifications approved by the Organiser (See "Appendix A - Diagram 2", page 17 for more details).
- ii. Neither fittings, displays, nor self-adhesive stickers/signs may be attached to or suspended from the pillars/ceiling of any part of the exhibition halls, nor any item may be nailed, screwed, drilled, or punched into the floor. If this instruction is ignored, the Venue/Organiser has the right to remove the items and charge the Exhibitor/contractor concerned for any damage caused.
- iii. Exhibitors wishing to construct a false ceiling at their booths must submit duplicate drawings to the Organiser for approval by the Fire 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.
- iv. False ceiling above 18 sq. metres is required to provide with fire protection equipment (Smoke detector, fire extinguisher, or sprinkler system).
- v. No devices such as electricity cables, water/compressed air pipes, and telephone lines inside or near the booth may be removed, cut, or diverted without the permission of the Organiser.
- vi. No nailing, drilling, painting, or wallpapering on the Shell Scheme booth panels is allowed. If you require assistance in hanging or displaying your exhibits, you must consult the Official Contractor. Exhibitors who wish to have the panels painted must inform the Official Contractor, who will provide quotations on request.
- vii. The details for lighting inside the booth are as follows:
 - a. Exhibitors can bring their own lighting or order from the Official Contractor.
 - b. All lighting orders are to be submitted with the lighting plan, indicating the position of the lighting or the 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 a relocation fee of RM50.00 per unit.
- viii. Each 13-amp single-phase power outlet is allowed to accommodate up to a maximum of two (2) PC terminals only.
- ix. Application of any electrical isolator, such as 30-amp three-phase power outlets, will be subject to the approval of the Organiser. The application must come with the drawing plan. Any changes on site will be imposed, and a relocation fee of RM500.00.
- x. All Malaysian-registered travel agency Exhibitors must prepare and display prominently 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.
- xi. All Umrah travel agents are required to prominently display their valid Umrah license within their booths at all times.
- xii. The official registered name of the Exhibitor must be more prominently displayed at all times, together with the travel license (KPL/KPK) number. For exhibitors who 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.
- ii. The official registered name of the Exhibitor will be prominently displayed at all times, together with the travel license (KPL/KPK) number and cannot be covered or redesign.
- 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. Exhibitor may change the prints/fonts and paste the company logo on the Fascia Board provided it accurately reflects the registered identity of the Exhibitor.
 - c. Exhibitors are not allowed to cover the Fascia Board with their promotional materials.
- v. Fascia Board changes onsite shall be charged RM100.00 per unit.

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

- i. 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.
- 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 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 adhere to the following:
 - a. Submit a schedule of performance to be approved by the Organiser at least 7 working days before the start of the MATTA MUSLIM FRIENDLY TRAVEL 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 of the neighbouring Exhibitors that may affect their business transactions with customers. Any performance without the Organiser's approval will be stopped immediately.

- iv. Exhibitors intend to play any music and performances at booths must apply for Public Performance Malaysia (PPM) and Music Authors' Copyright Protection (MACP) license.
- v. Performances must be coordinated with the neighbouring booth and must be held at a moderate volume. Noise emanating from a stand may not exceed an average level of 65 dBA at the boundaries of the booth. The Organiser is entitled to prohibit music and cultural performances and any such activities at any time with immediate effect in the event of non-compliance.

6.6 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 MUSLIM FRIENDLY TRAVEL FAIR.
- iii. All special offers for tour packages are only valid for sale for the duration of the MATTA MUSLIM FRIENDLY TRAVEL 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 MUSLIM FRIENDLY TRAVEL FAIR. Any complaints received from consumers and found to be substantiated against any Exhibitors will allow MATTA to take action as is considered appropriate, including limiting the Exhibitor's participation in future fairs.
- v. Airlines companies are not allowed to sell directly to consumers at the Fair.

6.7 SALE OF SOUVENIRS OR PRODUCTS / SERVICES

- i. Approval to sell souvenir items bearing the MATTA/MICEM Sdn Bhd or the MATTA MUSLIM FRIENDLY TRAVEL 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.

6.8 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. Booths and exhibits must not be dismantled or packed until the Fair is closed at 9.00 pm on Sunday, 19 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 that may cause or are likely to annoy visitors or other Exhibitors. No promotion, advertising, or canvassing for businesses can take place

elsewhere on the exhibition premises, and neither can recruitment of staff be carried out during the exhibition.

- iv. All Exhibitor and their employees/approved agents/temporary staff 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 that may cause harm, injury, or damage to other persons, exhibits, the exhibition halls, properties, or fixtures.
- vi. Only one (1) foreign staff member to three (3) local staff is allowed per booth (applicable to local travel agents only). Participation of any international Exhibitor must adhere to Malaysian Immigration Laws and other related laws.
- vii. Exhibitors are not allowed to place a third-party company/promoter in their booth.

6.9 INTERNATIONAL EXHIBITORS

- i. All National Tourism Organisations (NTO) participating in the MATTA MUSLIM FRIENDLY TRAVEL 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 MUSLIM FRIENDLY TRAVEL FAIR in compliance with the Tourism Industry Act 1992.
- iii. Participants of all National Tourism Organisations (NTO) at the MATTA MUSLIM FRIENDLY TRAVEL FAIR must adhere to and abide by all Laws of Malaysia.
- iv. International exhibitors participating in the Fair through any tourism organisation are not allowed to transact any sales directly with the customers at the Fair. Sales, if any, must be transacted through registered MATTA members and licensed Malaysian Exhibitors at the Fair. Full particulars (including company name, Ministry of Tourism, Arts and Culture (MOTAC) license number) of the Malaysian exhibitors engaged for this purpose must be 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.
- v. Flyers, pamphlets, brochures, or any promotional items, in any form, must be printed with the registered local travel agent company details.

6.10 SECURITY

- i. The Organiser reserves the right to evict any Exhibitor found not wearing the official MATTA MUSLIM FRIENDLY TRAVEL FAIR Exhibitor Badges together with the official lanyard provided.
- ii. All personnel working in the exhibition halls MUST wear the official MATTA MUSLIM FRIENDLY TRAVEL FAIR Badge and lanyard at all times.
- iii. Opening Ceremony Badges and Contractor Badges are NOT to be used when working inside the exhibition halls or for the distribution of flyers or any other materials at any time during the MATTA MUSLIM FRIENDLY TRAVEL FAIR. Anyone found misusing these Badges will be asked to leave the exhibition halls immediately, and all materials shall be confiscated.
- iv. Contractors working on build-up and teardown days MUST wear the official MATTA MUSLIM FRIENDLY TRAVEL FAIR Contractor Badges and lanyard at all times. Security guards on duty have the right to refuse entry to any contractor not wearing the official MATTA MUSLIM FRIENDLY TRAVEL FAIR Contractor Badge.
- v. It is strongly recommended that at least one person be at the exhibition booth during the teardown period after the fair ended (Friday, 19 October 2025).
- vi. Exhibitors shall be responsible for all their exhibits in transit to and from and within the confines of the exhibition area at the venue at all times.
- vii. Exhibitors are advised to remove all promotional items/inventory/easily removable items upon the closing of each fair day to avoid having them stolen/lost.
- viii. Exhibitors will not be allowed in the exhibition halls after the exhibition hours.
- ix. Exhibitors wishing to hire security personnel to attend to their booths exclusively are to contact the Organiser and Venue to make the necessary arrangements.

6.11 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 ensure their exhibits are protected against such loss or damage, including risk of fire, throughout the exhibition.

6.12 FOOD AND BEVERAGE

- i. The Venue strictly prohibits outside food/drinks of any kind from being 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 a food sampling activity must inform the Organiser in writing, but there is no guarantee of approval by the Venue.
- iii. The Venue strictly prohibits the sale of any kind of outside food and beverages.

6.13 HANDING OVER OF HALL

- i. The halls must be handed back promptly to the Venue at 11.59 pm on Sunday, 19 October 2025. Any exhibit and/ or materials that remain in the halls during teardown from midnight onwards will be disposed of immediately by the Official Contractor, and the cost of disposal will be charged to the Exhibitor concerned.
- ii. The Organiser shall not be held responsible for any loss or damage.

6.14 DILAPIDATION

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

6.15 FAILURE TO EXHIBIT

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

6.16 INFRINGEMENT 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 their 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 appear 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 D, page 23, 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 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 for managing their waste materials; if they fail to comply, a minimum penalty will be imposed from the security deposit or performance bond. The skips provided by the venue are for the Organiser's use only.
- vii. Storage of exhibit items behind the perimeter of the booth is strictly prohibited. Any items found stored in these areas will be removed immediately.

7.3 RIGHTS TO CANCEL, POSTPONE, OR SHORTEN THE FAIR

- i. The Organiser reserves the right to cancel the MATTA MUSLIM FRIENDLY TRAVEL FAIR if, in the opinion of the Organiser, for whatever reasons, it requires the cancellation.
- ii. The Organiser also reserves the right to cancel, postpone, or shorten the MATTA MUSLIM FRIENDLY TRAVEL 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 the 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 MUSLIM FRIENDLY TRAVEL FAIR BRANDING

The use of the official MATTA MUSLIM FRIENDLY TRAVEL FAIR logo and the phrase MATTA MUSLIM FRIENDLY TRAVEL FAIR 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 MUSLIM FRIENDLY TRAVEL 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 are 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, the venue has the risk of theft.
- iii. Naked lights and lamps, or temporary gas. Explosives, petrol, dangerous gases, or highly inflammable substances are not allowed into the exhibition halls.
- iv. Before concluding the decoration of your booth(s), check that the locks on your storerooms, cabinets, and showcases are tightly secured.
- v. Remember that the periods with maximum security risk for your belongings are the days of exhibition goods' entry and removal, and the clearance time at the end of each Fair day.
- vi. Before leaving your booth(s):
 - a. Make sure that you have unplugged/disconnected all the booth's electrical appliances and devices.
 - b. Turn off all booth lights.
 - c. Place objects that you consider to be of greatest value or the easiest to be stolen due to their size or interest (like portable computers, small LCDs, jewellery, photographic or video cameras, etc.), under suitable lock and key throughout the whole two (2) days.
- vii. During the Exhibition:
 - a. Assign each of your fellow Exhibitors a specific observation point at your booths (especially those with many booths).
 - b. Do not lose sight of your valuable exhibition objects and property.
 - c. Avoid being surrounded by groups of two or three persons that might attempt to distract you whilst others remove your belongings.
 - d. Do not leave any personal items (bags, briefcases, clothing, mobile phones, etc.) on desks, counters, chairs, etc. It is advisable to leave these objects inside your booth's storerooms or office section.
 - e. Keep your storeroom doors shut at all times.
 - f. Beware of couples that separate upon entering your booth, with one person addressing you while the other moves around.
 - g. Take special precaution at mealtimes and do not leave your booth(s) unattended.
 - h. Attempt to memorise and retain the personal characteristics (age, height, hair colour, colour and type of clothing, accent, etc.) of any person that raises your suspicion.
- viii. If you are the victim of an offence, let the Organiser know immediately so we can assist you accordingly. Subsequently, report the incident to Venue security and Police (Dang Wangi Police Station at (+603) 2600 2222).
- ix. Smoking is strictly prohibited in the WTC. All public areas, inclusive of foyers, Registration Counters, Meeting Rooms, Organisers' Office, Restrooms, Hospitality Lounges, and Exhibition Halls, are designated as NON-SMOKING ZONES.
- x. While we take available measures to protect your exhibition goods, please remember that you are fully accountable for the safety and security of your booth(s), goods, and all other belongings.

8.2 FIRE

In the event of a fire, do not panic and follow the guidelines below:

- i. Locate the nearest fire extinguisher and try to put out the fire. Alert the Organiser immediately.
- ii. If the fire is 'out of control' and an evacuation is necessary, alert the Organiser and proceed in an orderly manner to the nearest emergency exit away from the fire.
- iii. In case of a fire, you can contact the Fire and Rescue Department of Malaysia, Sentul at +603 4044 1994.
- 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 fail to remove graphic/poster/foamboard and anything else from their shell scheme or decorations in the Open Space area.

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

Non-compliance with 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 MUSLIM FRIENDLY TRAVEL FAIR 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 their 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 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 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 annoy adjoining booths or cause congestion in the aisles and do not drown out public announcements from the Organiser's PA systems in the halls and Fair 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 the event Organiser.

- g) Exhibitors are only permitted to distribute printed matter and use other means of advertising on their booth or their 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 WTC management. If found, the venue/Organiser has the right to remove the animals.

Booth Layout / Design

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

11 RESPONSIBILITIES OF EXHIBITORS

While MATTA MUSLIM FRIENDLY TRAVEL FAIR is the platform for registered Exhibitors to promote and sell their products and/or services, the organizer shall be 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 follow 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 booth management/balloting in the MATTA MUSLIM FRIENDLY TRAVEL 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 a document which clearly states their cancellation policy, schedule of refund, and any other terms and conditions concerning the purchase of their products. This document has to be explained clearly to every client who purchases their products, and the client has to agree to 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. If the consumer does not require the basic Insurance coverage, Exhibitors/members must obtain a signed waiver from the consumer.
- ix. All Exhibitors are responsible for advising 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 consumers towards Exhibitors after MATTA MUSLIM FRIENDLY TRAVEL FAIR with regards to sales /service arrangements, the Exhibitor should settle the matter with the consumer directly.

12 DISCIPLINARY ACTIONS

- i. MATTA will call the Exhibitor for clarification and for the Exhibitor to explain his side of the story in response to any complaints made against him.
- ii. All Exhibitors are encouraged to reach an amicable and satisfactory solution with consumers on complaints received.
- iii. All Exhibitors are encouraged to avoid any legal actions by consumers.
- iv. MATTA, after due process and, at its discretion, can and will impose Disciplinary Actions against any Exhibitors for non-compliance and/or for going against the Rules and Regulations. Disciplinary actions can include, but are not limited to the following:
 - a. A warning
 - b. A forfeiture of the Security Deposit
 - c. Bar from future participation in MATTA MUSLIM FRIENDLY TRAVEL 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 seal the booth(s) of the Exhibitor during the period of the MATTA MUSLIM FRIENDLY TRAVEL FAIR.

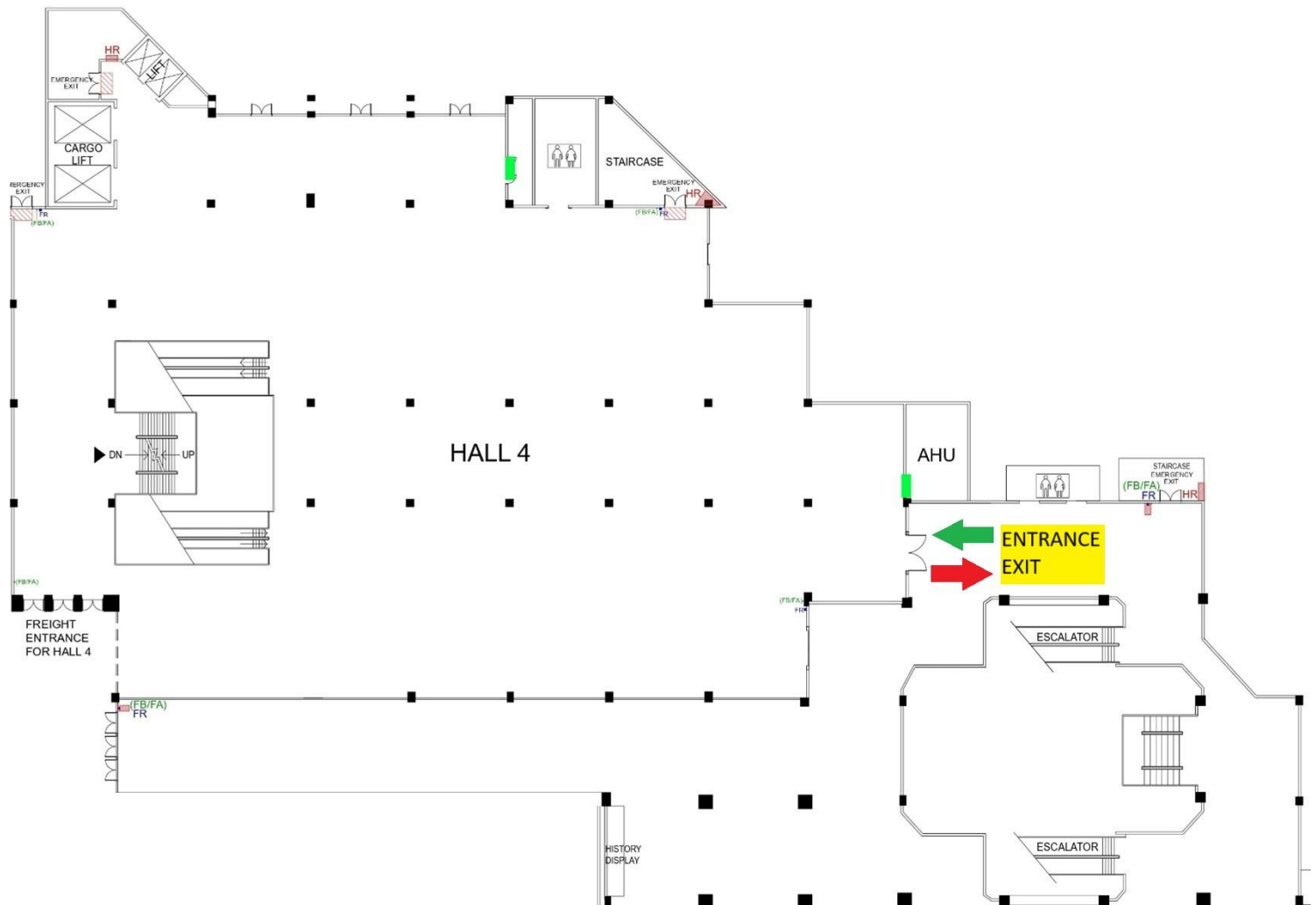
14 RIGHTS OF OFFICIAL SPONSORS AND PARTNERS

- i. The Organiser shall be entitled to protect the rights, interests, and privileges of the MATTA MUSLIM FRIENDLY TRAVEL 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.

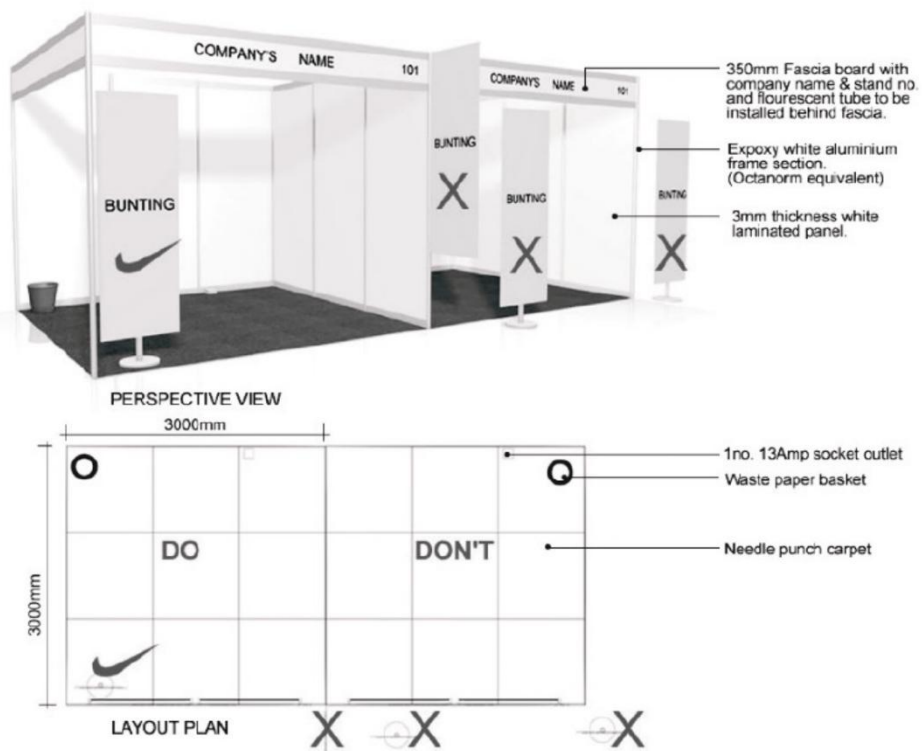
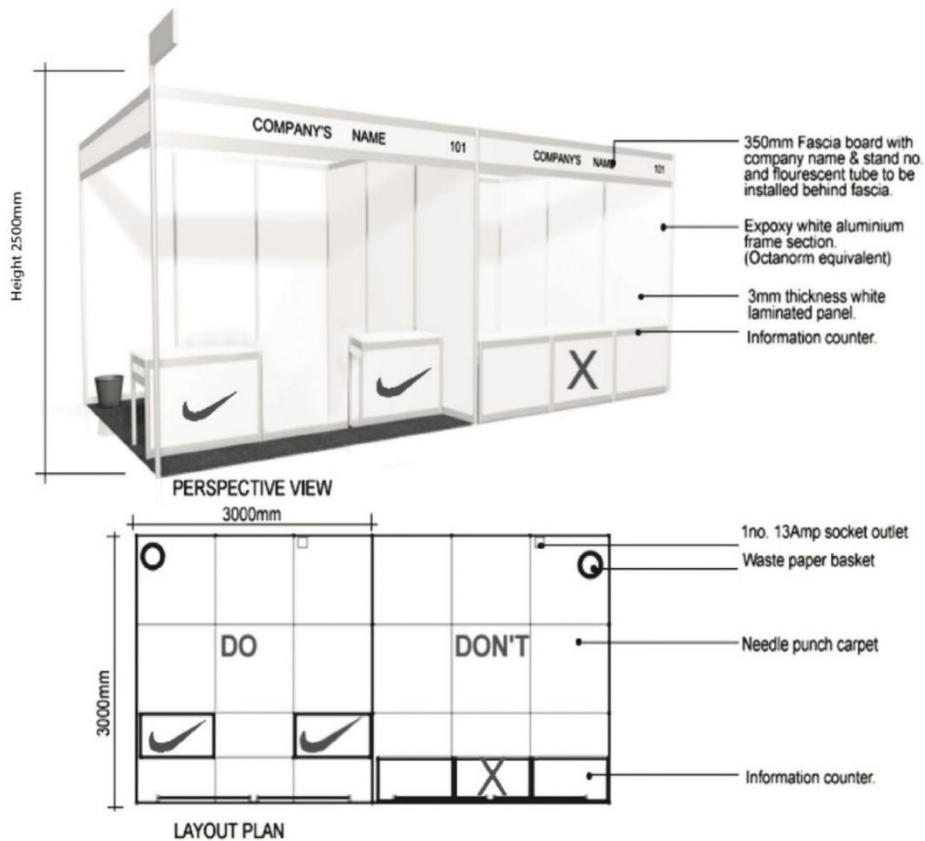
15 DISCLAIMER

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 of these Regulations or further information, kindly contact the Organiser.

APPENDIX A – DIAGRAM 1 ENTRANCE AND EXITS OF HALL

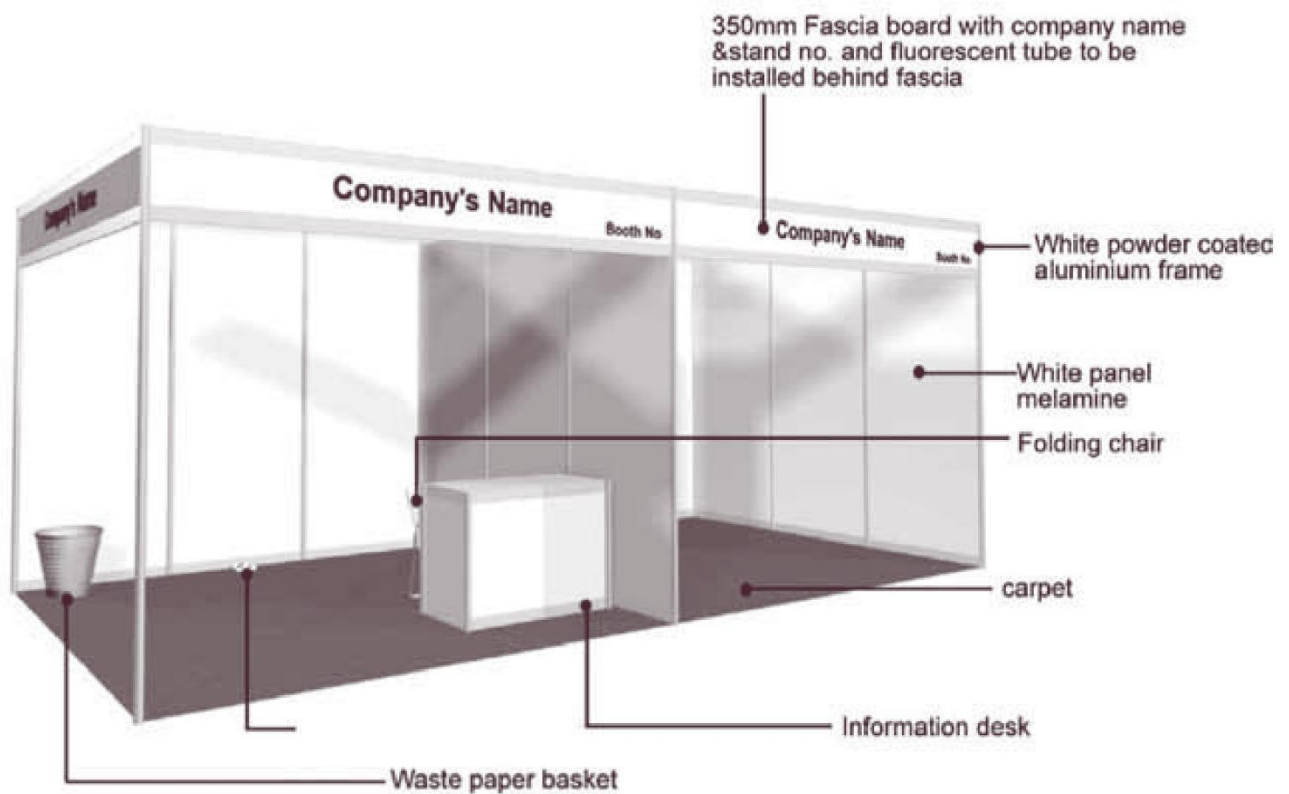
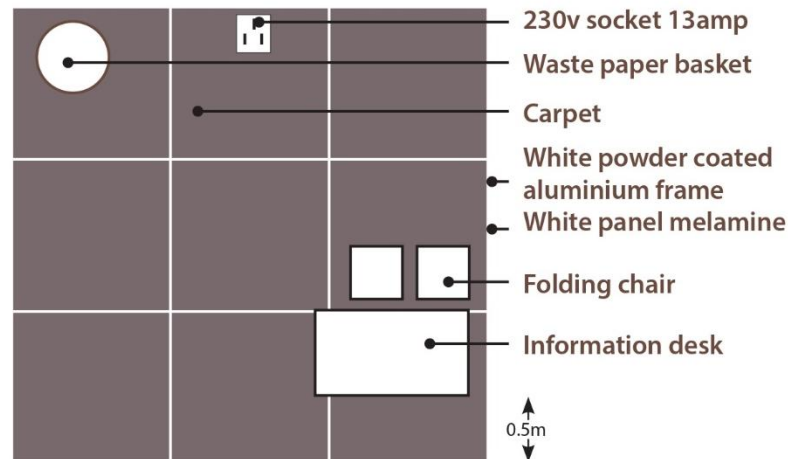


APPENDIX A – DIAGRAM 2 BOOTH SPECIFICATION

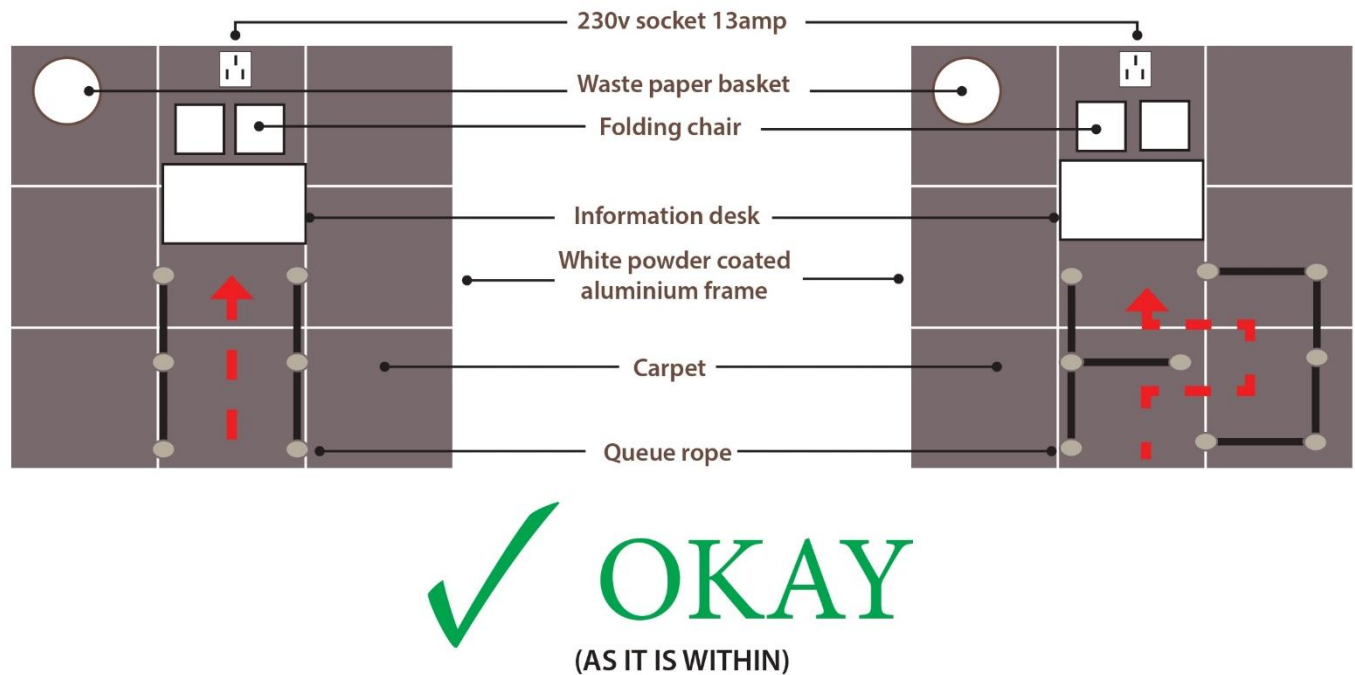
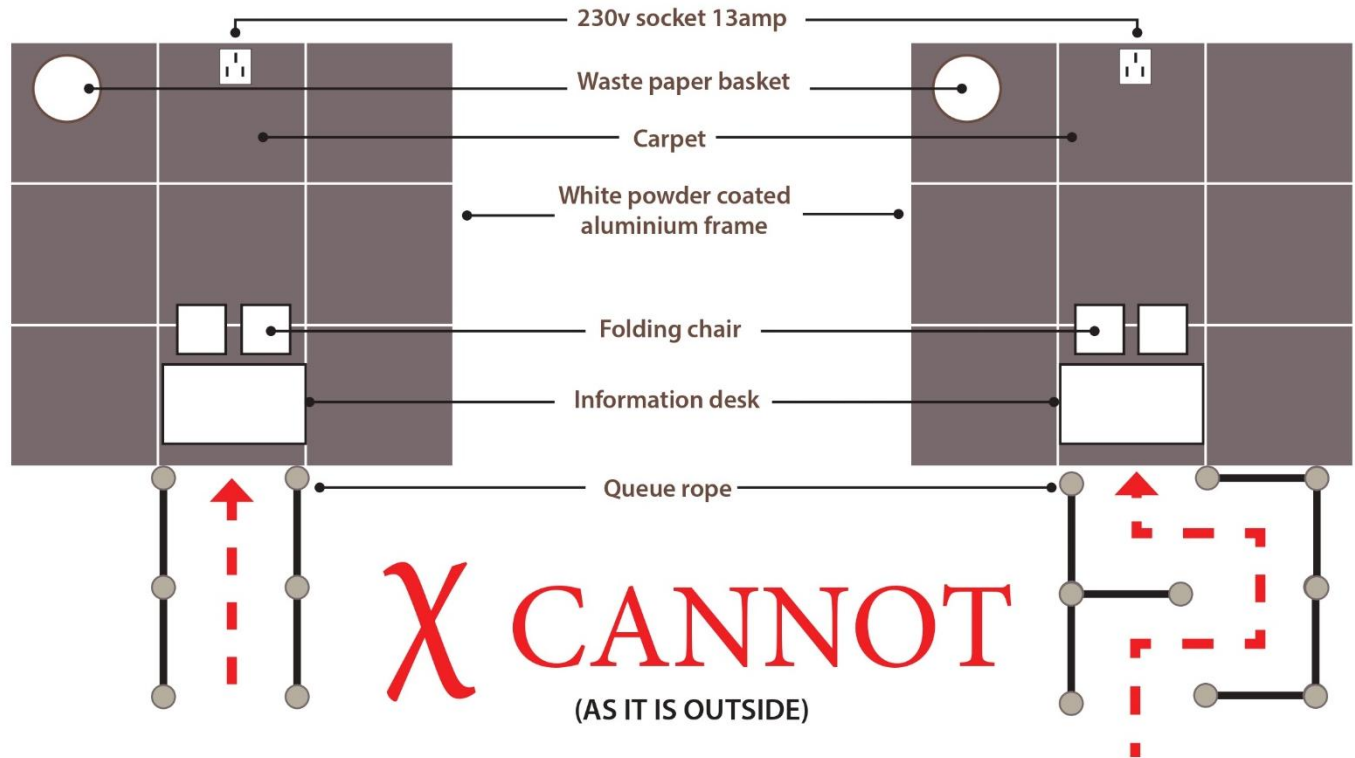


APPENDIX A – DIAGRAM 3
SHELL SCHEME BOOTH LAYOUT

3M x 3M Shell Scheme Booth



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



APPENDIX B
USEFUL LIST OF CONTACT

Organiser	MATTA Muslim Friendly Travel Fair Secretariat c/o MICEM Sdn Bhd No. 6, Jalan Metro Pudu 2 Off Jalan Yew, Fraser Business Park, Wilayah Persekutuan, 55100 Kuala Lumpur Contact: +603-9222 1155 Email: events@matta.org.my
Official Contractor (Stand Construction, Furniture, Lighting, Electrical, Printing and Audio Visual)	Innogen Sdn Bhd Mok Yin Yin / Jane Kong Contact: +60122787979/ +60173294226 Email: mmtf2025@innogen.com.my (Special Design) Lee Kai Sheng Contact: +60142361568 Email: kaisheng@innogen.com.my
Venue (Beverage, Internet and Telecommunication, Stand Catering, Packed Meals, Plant and Flower)	World Trade Centre (WTC) Shafina Azman Contact: +60182588219 Email: shafina@wtckl.com

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

NO	REQUEST FOR	DEADLINE	REMARKS
1	Additional Exhibitor Badges	19 September 2025	Optional
2	Contractor Badges	19 September 2025	Compulsory to Booth Appointed Contractor
3	Refundable Performance Bond	19 September 2025	Compulsory to Booth Appointed Contractor
4	On-Site Advertisement	19 September 2025	Optional

2. INNOGEN SDN BHD (OFFICIAL CONTRACTOR)

NO	ORDER FORM	DEADLINE	REMARKS
1	Furniture On Hire	19 September 2025	Optional
2	Lighting and Power	19 September 2025	Optional
3	Poster Graphic Printing	19 September 2025	Optional
4	Audio Visual	19 September 2025	Optional

3. WTC (VENUE)

NO	ORDER FORM	DEADLINE	REMARKS
1	Beverage	19 September 2025	Optional
2	Internet / Telecommunication	19 September 2025	Optional
3	Stand Catering	19 September 2025	Optional
4	Packed Meals Service	19 September 2025	Optional
5	Plant / Flower	19 September 2025	Optional

APPENDIX D
TIMELINE FOR EXHIBITORS

PRE FAIR		
DETAILS	DATE	TIME
Online Registration	13 August 2025	10.00am
Booth Balloting	TBA	
Deadline for Booth Design Submission	19 September 2025	5.00pm
Deadline for Exhibitor Badge Form Submission	19 September 2025	5.00pm
Build-Up		
Contractors Move In	17 October 2025	9.00am – 10.00pm
Exhibitors Move In	17 October 2025	2.00pm – 10.00pm
Close Of Hall	17 October 2025	10.00pm
FAIR DAYS		
Halls Open For Exhibitors Only	18 - 19 October 2025	9.00am
Opening Ceremony (Invited Guests Only)	18 October 2025	10.00am
Halls Open For Public	18 - 19 October 2025	10.00am – 9.00pm
Manning Of Booth/Conduct of Booth Personnel	18 - 19 October 2025	10.00am – 9.00pm
Halls Closure	18 - 19 October 2025	10.00pm
Exhibitors Move Out (Hand Carry Item Only)	19 October 2025	9.00pm – 10.00pm
POST FAIR		
Dismantling and Tear-Down	19 October 2025	10.00pm – 11.59pm
Feedback and Statistic Evaluation Form	Submission by 24 October 2025	

NOTE:

- The above dates and times may change if necessary.
- Exhibitors and Contractors **MUST** wear official MATTA MUSLIM FRIENDLY TRAVEL FAIR 2025 Badges.
- Vehicle permit is required before entering loading bay.
- Safety vest wearing is mandatory during Build-Up and Tear-Down.