

Rules & Regulations

Bridal & Photo Exhibition, PISA-Penang, 2010.

1. Exhibitor's application

Exhibitor's application shall be made through the Booking Form together with full payment to participate in the 2nd Bridal & Photo Exhibition (BRIPEX), PISA-Penang 2010. The exhibitor shall agree to comply with the terms and conditions of the BRIPEX. All applications will be on a first come first served basis. The Organizer reserves the right to accept or reject any application.

2. Participation Costs & Registration Details

A. Shell Scheme

Booth size: 9sq. meters (3m x 3m)
(Includes fascia board with exhibitor's name and booth number)

B. Space Only (OPEN CONCEPT)

Minimum size: 9sq. meters (3m x 3m)
For SPACE ONLY (bare space), the exhibitor shall be responsible for their own designs, construction and furnishings. Exhibitors must note that all electrical fittings and installation must be undertaken by the official contractor appointed by the Organizer.

Note: The exhibitor shall be responsible for their own designs, construction and furnishings. All electrical fittings and installation must be undertaken by the official contractor appointed by the Organizing Committee. All exhibitors must design their booths and submit the drawing/s to the Organizing Committee for approval by 15th April 2010. Failure to do so without the prior written approval of the Organizing Committee is considered a breach of the Fair's Rules & Regulations.

C. Each Shell Scheme Or Open Package booth is furnished with:-

- 1 no E-system table
- 3 nos EKTA Folding chairs
- 1 no 13amp. Power point
- 2 nos Fluorescent tubes 36W (OPEN CONCEPT without lighting)
- 1 set Company's name on 2.75" high blue PVC. Stickers not exceeding 30 characters and excluding logo (OPEN CONCEPT without fascia name)
- Booth area fully carpeted with new needle punch carpet.

D. Participation And Registration Cost

Registration and Full Payment

	<u>Shell Scheme / Space Only</u>
a. Booth of 6 - 54sq meter (6m x 9m) With complementary one page Magazine Advertisement – inner page (Color, Full page).	RM16,800.00
b. Booth of 4 – 36sq meter (6m x 6m) With complementary one page Magazine Advertisement – inner page (Color, Full page).	RM10,000.00
c. Booth of 3 – 27sq meter (3m x 9m) With complementary one page Magazine Advertisement – inner page (Color, Full page).	RM8,500.00
d. Single booth – 9sq meter (3m x 3m)	RM2,500.00

All booking must be accompanied by a Registration Fee of RM300.00(Non-refundable) per company regardless of the number of booth / space booked.

Every exhibitor is requested to post a refundable security deposit of RM500.00 for booth not exceeding 9sq. meter and RM1,000.00 for booth exceeding 9sq. meter (In a separate cheque). All payments should be made payable to "Persatuan Juru-Juru Gambar Pulau Pinang.". (See clause "G" Manning of Booth and Conduct of Booth Personnel.)

E. Members Discount

Members of Persatuan Juru-Juru Gambar Pulau Pinang shall be entitled to 10% discount.

F. Full Payment

Full Payment must be made before 15th March 2010, failing which the Organizing Committee have the right to sell the booths booked by the Exhibitors.

G. Full Payment/Deposit payment/Registration fees are received on a "WITHOUT PREJUDICE BASIS" and is refundable at the full discretion of the Organizing Committee, the decision of which shall be final conclusive and absolute The Organizing Committee reserves the rights to withhold reasons to the refund.

3. Cancellation Charges

In the event of any cancellation and/ or default in payment by an exhibitor, the Organizing Committee reserves the right on a strictly without prejudice basis to cancel the application without any refund of payment made. The Organizing committee will also have the right to re-let the booths contracted to an exhibitor in default.

Cancellation Received

Before 5.00pm 1st April 2010

After 5.00pm 1st April 2010

Cancellation Chargers

50% of cost of Booth/Space

100% of cost of Booth/Space

4. Booth Assignment System

- A. BOOTH SELECTION DAY, scheduled on 23rd March 2010 at 3.00pm. (Venue to be advised)
- B. Selecting of booths draw is based on the most number of booths to the least number of booths.
- C. Exhibitors must be present to do the selection, if an exhibitor is not present, the next exhibitor shall be called. However, if and when they arrive, they shall have the next priority.
- D. The organizing committee will designate the areas to be selected as well as reserves the right to relocate the booths after booth assignment to better manage the fair.
- E. When in the organizing committee's opinion and in the best interest of the fair and/or its participants, the organizing committee reserves the right at anytime, to redesign ate certain booths/halls for certain exhibitors or not to make such booth/spaces available.
- F. Final booth assignment remains the prerogative of the organizing committee.

5. Exhibition Rules, Regulations And Important Information

A. Security

1. All personnel in the exhibition halls must wear identification badges at all times.
2. The organizing committee reserves the right to evict any participant without an identification badge.
3. Security guards will patrol the exhibition site in general, but their duties will not include specific attention to individual stands. Exhibitors are reminded to arrange their own insurance to cover all stages of the event and be particularly careful to pack light, portable and attractive exhibits immediately after close of the exhibition on 2nd May 2010.
4. It is strongly recommended that at least one person is at the exhibition booth at 9.00am on 3rd May 2010, when the halls are re-opened for packing. It is important to note that while the Organizer will maintain security surveillance at all times, exhibitors are reminded that their booth should not be left unattended until all portable items have been secured.
5. Exhibitors and their staff will not be allowed in the exhibition halls after the show hours. If the displays are valuable or sensitive and exhibitors wish to hire security personnel to attend to their stand exclusively during off-show hours, kindly contact the Organizer to make the necessary arrangements.

B. Insurance

1. Every reasonable precaution will be undertaken by Organizer to ensure that security and safety of the exhibition halls and adjacent areas. However, the Organizer 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 all the stages of the exhibition.
2. Exhibitors will also be held responsible for loss or damage or injury to property (including those belonging to others exhibitors and persons, caused by themselves, their employees or agents.) Each exhibitor participating in the exhibition MUST indemnify the Organizer against all claims of whatever nature, which may be made against the Organizer, arising out of in any way connected with such exhibitor's participation in the exhibition. This provision is specifically agreed to be agreed to be fair and reasonable by the exhibitor participation in the event.

C. Promotional Activities

1. The organizer will arrange for promotional activities such as lucky draw, quiz, etc. These can be organized by individual exhibitors within their booth, provided approval has been obtained from the relevant government authorities and subject to the approval of the BRIPEX Organizing Committee.
2. The Organizing Committee reserves the right to stop any promotional activity or evict any participant or report to the BRIPEX Executive Council for disciplinary action if such rules are not adhered to.

D. Sale of Services / Products

1. The Organizer reserves the right to impose determinants, if any, minimum selling price for all participants' on products / sales packages and restrictions on advertisements and promotions.
2. Exhibitions are required to practice principles of professional conduct according to BRIPEX Code of Ethics in the promotion of their services / products and are not allowed to undertake promotional activities and publicity programmes deemed disruptive to the BRIPEX by the Organizer.
3. All sales packages are only valid for sale at the BRIPEX venue which is at the PISA from 30th April - 2nd May 2010.

E. Films And Video Tapes

1. All films and video-tapes, even if they originate from Malaysia, must obtain the Censor Board's approval. Clearance takes about four weeks but exhibitors are advised to send their films to the Censor Board together with a covering indication that it is to be used at the exhibition. Exhibitors should obtain the Censor Board's approval from:
Lembaga Penapisan Filem(Film) Censor Board
Kementerian Dalam Negeri
Bahagian 'C' Unit Penapisan Film Aras 3, Blok D2, Parcel D Pusat Pentadbiran
Kerajaan Persekutuan 62546 Putrajaya, Malaysia.
Tel: (603) 8886 8000 Fax: (603) 8889 1685
2. In addition, a license from Jabatan Perlesenan must be obtained before the film/tape may be screened at the exhibition. All the related fees to be borne by the exhibitors.
3. Foreign exhibitors should get these arranged by their local agents. As inspectors might visit the site, please keep a copy of the censorship certificate licenses on site.

F. Sale Of Souvenirs

Sale of souvenir items bearing the BRIPEX logo must obtain prior approval from Persatuan Juru-Juru Gambar Pulau Pinang.

G. Manning Of Booth And Conduct Of Booth Personnel

1. Exhibition booths must be fully staffed and operational throughout the operating hours of the fair. Booths and exhibits must not be dismantled or packed until the fair has closed on the final day at 2nd May 2010.
2. All activities of the exhibitors and their employees must be confined to the booth / space allocated. Exhibitors must not participate in any activities, which may cause or is likely to cause, annoyance to visitors or others exhibitors. No advertising or canvassing for business may take place elsewhere in the exhibition premises, nor recruiting of staff be carries out during the exhibition.
3. No person participating in the exhibition is to behave or act in a manner which may cause harm, injury or damage to other persons, exhibition hall, properties and fixtures.
4. No exhibitors are allowed to dismantle their booth while the exhibition is in progress.
5. All the refundable security deposit will be forfeited in the event that any of the terms and condition is breached.

H. Build-up and Tear-down

The fair will be held over a period of 3 days. Build-up will be on 29th April 2010 1 day before the actual event date and tear-down will be on 3rd May 2010.

29th April 2010 (Build-up)

9.00am	Contractors/Exhibitors move in
9.00pm	Hall closed

30th April 2010 (BRIPEX Fair Day)

9.00am - 11.00am	Preparation
11.00am - 12.00noon	Opening Ceremony – (Invited Guests Only)
1.00pm – 9.00pm	Open to Trade and Public
10.00pm.	Hall Closed

1st May 2010 (BRIPEX Fair Day)

9.00am	Preparation
11.00am - 9.00pm	Open to Trade and Public
10.00pm.	Hall Closed

2nd May 2010 (BRIPEX Fair Day)

9.00am	Preparation
11.00am - 9.00pm	Open to Trade and Public
9.00pm – 10.00pm	Dismantling by exhibitors
10.00pm	Hall Closed

3rd May 2010 (Tear-Down Day)

9.00am – 12.00noon	Dismantling by exhibitors
12.00noon – 3.00pm	Tear-down and clearance of all exhibits
5.00pm	Hall closed

I. Booth Fitting Regulations

1. The Organizer has appointed INSTANT TRADING CO as the Official BRIPEX Contractor for all the booths. However, an exhibitor may employ a contractor of their choice to construct booth interior and any free-standing displays or fitments that may be required. Only if the contractor concerned is registered with and approved by the PISA and confirms to regulations when preparing a booth presentation.
2. For "Space Only" booths, a drawing in duplicate showing the plan view [with measurements] and ideally, an artist's impression must be submitted to the Official BRIPEX Committee latest by 15th April 2010. Original drawings and not facsimile transmitted copies are required. The contractor must establish whether this has been done by the exhibitor as no booth may be constructed until these plans drawings have been duly approved and signed by the Organizer. For shell scheme booths, such drawings are only required if upgrading work is being carried out.
3. No fitting, display or self adhesive stickers / signs may be attached to or suspended from the ceiling of neither any part of the exhibition hall, nor any item be nailed, screwed, drilled or punched into the floor. If this instruction is ignored, the landlord has the right to remove the items and charge exhibitor / contractor concerned for the damage caused.
4. Exhibitors wishing to contract a false ceiling at their booth must submit duplicate drawing to the Organizer 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 fire.
5. For safety reasons, only the Official BRIPEX Contractor can carry out electrical wiring and connections.

6. No device, such as electricity cables, water / compressed air pipes, telephone lines inside or near the booth may be removed, cut or diverted without the permission of the Organizer of the event.
7. All contractors are expected to clean the booths and remove all construction debris.
8. Before a contractor is permitted to start work, either he or the exhibitor is required to place a refundable Performance Bond of RM50 per sq. meter [minimum levy of RM500 and maximum of RM5000] with the Official BRIPEX Contractor and sign an undertaking to guarantee conduct proper schedule of production and observance of the exhibition and the hall regulations.
9. Only when this Performance Bond is placed and the undertaking signed, will the contractor be allowed to bring in material into the hall to commence work.
10. Provided no damage is caused during build-up, fair days and tear-down, the Bond shall be returned to the contractor / exhibitor in full within 30 days of the completion of the exhibition.
11. Six [06] Contractor badges at RM10 each, which are valid during the build-up and tear-down periods, will be issued for every 9 sq. meter of construction up to maximum of fifty [50] badges per contractor. Additional contractor badges can be requested / replaced at RM10 each. Please note that a complete name list with details of identification card / passport numbers must be provided.
12. For " Space Only " Booths
 - The organizer reserves the right to request the exhibitor to change, modify, lower or shorten any back wall and side wall proposed in the 'Space Only' design if in the opinion of the Organizer, such back wall and side wall will obstruct the reasonable exposure of any adjacent exhibition booths. Maximum height restriction will be limited to 4m [Four Meters]
 - All booths must be constructed with a back wall and side walls, except island booths, which do not require any wall. In the case of a one corner booth, a back wall and one side wall must be constructed while a two corners or peninsular booth requires only a back wall.
 - Where a structure such as a wall or a sign, exceeds the height of the neighboring booth, the exhibitor with the higher wall must decorate the visible portion to a standard acceptable to the Organizer.
 - All contractors other than the Official BRIPEX Contractor must purchase a contractor's pass to gain entry to work in their respective areas in the hall.
13. Shell Scheme Booth
 - No additional booth-fitting or display may be attached to the shell scheme structure.
 - No nailing or drilling will be allowed. If you require assistance in hanging or displaying your exhibits, please consult the Official BRIPEX Contractor.
 - No painting or wall papering on the shell scheme booth panels is allowed. Exhibitors who wish to have the panel painted must inform the Official BRIPEX Contractor who will provide quotations on request.
 - No financial credit will be given for any shell scheme package item not utilized.

J. Storage and Removal of Waste Materials

1. No storage area is available. Exhibitor must make their own storage arrangement for display shells or other promotional materials. Please contact the management of PISA for storage area arrangements.
2. All exhibitors' materials and properties kept within the hall shall be at their own risk.
3. All exhibitors are required to store their materials in an orderly manner so as not to cause any obstruction.
4. At the End of each day, exhibitors are responsible for ensuring that contractors remove all unwanted material from the exhibition halls.
5. Contractors are expected to clean the booths and remove all debris. The Organizer shall invoice exhibitors for the removal of wastes such as packing materials, crates, and cartons etc. which are left behind by exhibitors or their contractors.

K. Audio Visual Equipment and Potted Plants

1. Exhibitors are permitted to bring their own audio visual equipment such as TV and Video for the exhibition area.
2. Exhibitors are not allowed to bring potted plants for the exhibition area but can rent potted plants from the Landlord.
3. Exhibitors are strictly prohibited from the use of speakers / PA system.

L. Handling Over of Hall

1. The halls must be handed back promptly to the hall owner at 5.00pm on 3rd May 2010.
2. Any exhibit and / or material which remain in the halls during tear-down by the Official BRIPEX Contractor at 3.00pm onwards on 3rd May 2010 will be disposed off immediately and to be charged to the exhibitors accordingly.

M. Dilapidation

1. The Organizer in conjunction with the management of PISA, will inspect the halls before build-up and after tear-down of the fair.
2. Exhibitors are responsible for the cost of making good or replacing any damages or dilapidation to the exhibition premises, whether caused by themselves, their agents, contractors or by any person employed or engaged on their behalf by such agents or contractors.
3. Exhibitors occupying shell scheme booths are also responsible for the cost of making good, restoring or renewing any damage or dilapidation to their booth structure, floor coverings, light fittings, or any part thereof whether caused by themselves, their agents, contractors or by any persons employed or engaged on their behalf by such agents or contractors.
4. The cost of making good for any damages will be assessed by the Official BRIPEX Contractor and charged to the exhibitor concerned.

N. Exhibitor's Badges

1. Exhibitors shall be provided with 5 Exhibitor's badges per booth, FREE of charge and a maximum of 3 additional badges per booth.
2. Exhibitors are required to wear their badges at all times within the fairground.
3. Exhibitors are not allowed to exchange badges. Additional badges can be purchased from the Organizer at RM10 each before the 15th April 2010 and RM20 each during the Fair 30th April - 2nd May 2010.

O. Failure to Exhibit

1. Any organization which, having signed a contract for the exhibition space and 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 Organizer.
2. These terms cannot be varied under any circumstances.

P. Right to cancel, Postpone or Shorten Fair

1. The Organizer reserves the right to cancel the BRIPEX in the opinion of the Organizer; the total number of booths sold does not justify the staging of the fair.
2. It also reserves the right to cancel the BRIPEX in event of any unforeseen circumstances which are beyond the control of BRIPEX.
3. Under such circumstances, all payments made to Persatuan Juru-Juru Gambar Pulau Pinang shall be refunded. No other claims or compensation will be entertained.

Q. Infringement and Enforcement

1. The appointed enforcement officers will be responsible for maintenance of Rules and Regulations.
2. The Organizing Committee shall deal with all infringements and breaches of the Terms and Conditions.
3. All written complaints or reports of unethical practices should be forwarded as per the compliant form provided to the Organizing Committee for the preliminary investigation.
4. The exhibitor against whom, the allegation has been made shall provide, at the request of the Organizing Committee such further information or documents as may be required within such period as may be specified.
5. The Organizing Committee shall evaluate the merits of complaints reports and if after investigation, the fact alleged against an exhibitor appears to constitute a prima facie infringement of the principles of the Code of Ethics, the Organizing Committee shall be empowered to implement the following penalties.
 - i. To take appropriate action on any exhibitor and evict them from the fair if found to have violated the BRIPEX conditions guidelines. Participation by the exhibitor in the bridal & photo exhibition will be cancelled by BRIPEX immediately and all monies paid by the exhibitor shall be forfeited.
 - ii. To prohibit such exhibitor from participating in any future BRIPEXs.Any disciplinary action or penalty decided by the Organizing Committee shall take effect immediately. The Organizer shall not entertain any claims for costs or refund of monies as a result of such action.

NOTWITHSTANDING ALL THE ABOVE CLAUSES. THE ORGANISING COMMITTEE RESERVES THE RIGHT TO DECIDE ON EACH CASE AS IT DEEMS FIT AND FORWARD THE CASE TO THE EXECUTIVE COUNCIL OF PPMA FOR FURTHER ACTION.

R. Final Decision

The decision of the organizing committee on any matter arising before, during and after the exhibition shall be taken as final.

S. Advertising, Publicity and Promotion

1. Advertising and Publicity.
An advertising campaign will be conducted prior to the BRIPEX
2. Press Releases
Information/ news by various exhibitors regarding any activities etc. to be held during BRIPEX 2010 are greatly welcomed. The BRIPEX secretariat will issue regular press releases regarding such activities under the BRIPEX banner. Exhibitors are encouraged to submit all information on their products.

T. Fascia Board

Fascia board as it should appear [70mm sticker letterings on fascia board. A maximum of 30 letterings can only be accommodated]

I / We have read and hereby agree with the terms & conditions stipulated.

Signature:

Name:

Date :

Company Chop: