

7th MAPCU - MQA

HIGHER EDUCATION EXHIBITION 2010

23rd & 24th January 2010, Hall 1 & 2, Mid-Valley Exhibition Centre, Kuala Lumpur

This 7th MAPCU-MQA Fair at Mid-Valley is set to attract a bigger visiting crowd !!!

Malaysian Association of Private Colleges & Universities (MAPCU) together with the Malaysian Qualifications Agency (MQA) is pleased to invite your participation in the **7th MAPCU - MQA Higher Education Exhibition 2010** on 23rd & 24th January 2010 at the Mid-Valley Exhibition Centre, Kuala Lumpur. This annual fair is one of the largest education fairs in town which provides the most ideal platform for higher educational institutions and education service providers to market their tertiary courses and services to the prospects in person.

MAPCU has been organising this higher education exhibition annually, since 2004. The exhibition is aimed at promoting higher education in Malaysia. It is open to all students, parents, counseling teachers, education consultants as well as working adults and the admission is FREE.

We are grateful of your continuous supports and we have set sight to make this 2010 exhibition a fruitful event for all.

Enclosed please find the rate of booth space and the booking form. To secure your booths, please complete the booking form and fax to the secretariat at fax no. 603- 7880 8910 call us. For more information, please do not hesitate to contact the undersigned (012-214 3778) or Ms. PitChin Lay (012-219 3778) or our office at 603-7880 8911.

We look forward to welcoming your organisation's participation in the MAPCU-MQA Higher Education Exhibition 2010.

Thank you.



Yours sincerely

Stevent Loy

Event Secretariat

MAPCU - MQA Higher Education Exhibition 2010

Official Media:

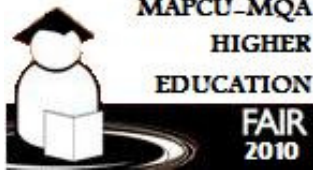


Official Online Media:

STUDYMALAYSIA
.COM

Managed by:





MAPCU-MQA
HIGHER
EDUCATION

FAIR
2010

MAPCU-MQA HIGHER EDUCATION FAIR 2010

Date: 23-24 January 2010

Venue: Mid Valley Exhibition Center

FORM A - EXHIBITOR'S APPLICATION FORM AND CASH SALE INVOICE

The Event Secretariat

LinkZ Event Sdn Bhd

Mr. Stevent Loy/ Ms. Pitchin Lay

Tel: +603 – 7880 8911

Fax: +603 – 7880 8910

Email: info@linkzevent.com

Declaration by Exhibitor

- 1) I, I.C. No: have been duly authorised by (name of company / establishment) to transact business including the signing of the application form for the MAPCU - MQA Higher Education Fair 2010.
- 2) I have read, understood and hereby agree to abide by the Terms and Conditions of Participation as stipulated in the Exhibitor's Information Kit.

We wish to rent booth(s) as indicated below:

Status	Size	Rental per booth (RM)	No. of booths required	Sub-total (RM)
MAPCU Members	3m x 3m Shell scheme	RM 3,800.00		
	3m x 3m Bare Space	RM 3,500.00		
Non MAPCU Members	3m X 3m Shell Scheme	RM 4,300.00		
	3m X 3m Bare Space	RM 4,000.00		
Grand Total (RM)				

*Allocation of booth(s) will be on a balloting basis and it will be staged on 4th December 2009

Optional: MAPCU-MQA Higher Education Fair 2010 Event directory advertisements rates

The MAPCU-MQA Higher Education Fair 2010 directory is a free copy show directory for all visitors.

Directory Size: **A5**

No. of Printing: **20,000 copies**

(Please tick)	Insertion(s)	Rate (RM)	Sub-total (RM)
	1 (one) Outside back cover (Full colours)	RM2,000.00	
	1 (one) Inside front cover (Full colours)	RM1,500.00	
	1 (one) Inside back cover (Full colours)	RM1,500.00	
	ROP Full colours	RM1,200.00	
	ROP Black & White	RM800.00	

	ROP ½ page full colours	RM600.00	
	ROP ½ page black & white	RM400.00	
Grand Total (RM)			

Enclosed herewith is our Cheque/Bank Draft No: for RM..... in favour of **Malaysian Association of Private Colleges & Universities** and crossed "**Account Payee Only**", being payment for our booking(s). We agree that failure to settle the payment in full to the Organiser by the stipulated deadline shall result in the forfeiture of the downpayment and our booth(s) allotted to other applicants. We also understand that payment made does not constitute automatic confirmation of participation. We hereby apply to participate in the **MAPCU - MQA Higher Education Fair 2010**.

Full Name: _____

I.C. No: _____

Designation: _____

Signature: _____

Email: _____

Date: _____

H/P Number: _____

Official Company Stamp:



This form must be submitted in duplicate to the Organiser by **30th November 2009**

General Information

1. DATES / EXHIBITION HOUR

Venue: Hall 1 & 2, Mid Valley Exhibition Centre, Kuala Lumpur.

Date: 23rd – 24th January 2010

Time: 12pm to 6pm (Daily)

2. ADMISSION

Admission is FREE

3. TARGET AUDIENCES

Secondary and tertiary level students preparing for or interested in further studies, working adults seeking further education, educationists, parents and others interested in or related to the education industry.

4. RENTAL OF BOOTHS AND FLOOR SPACE AREA

A) MAPCU Members:

Standard Shell scheme package (3m x 3m) is RM3,800.00 per booth. Bare space (3m x 3m) is RM3,500.00 per space.

B) Non-MAPCU Members:

Standard Shell scheme package, (3m x 3m) is RM4,300.00 per booth. Bare space (3m x3m) is RM4, 000.00 per space.

Shell Scheme Package

The following facilities will be supplied on loan basis to all Exhibitors taking up the shell scheme package for the two days:

- a. Lay needle punch carpet within stand area only.
- b. 2.5m ht rear and dividing Pifex System partition in white panels.
- c. Overhead fascia panels with cut-out standard company name and stand number.
- d. 1 no. of information counter and 2 x nos. of folding chairs.
- e. 1 no. of waste paper basket.
- f. 2 nos. of 36W fluorescent light fitting.
- g. 1 no. of 13amp single phase power point.

**** *None of the above items will be provided for the floor space area***

Any additional power point/furniture/electrical requirement must be referred to the Official Contractor. Provision of additional requirements is subject to availability.

5. PAYMENT

Full payment must accompany Exhibitor's Application Form A (in duplicate) on or before 30th November 2009. Crossed cheque(s) must be made in favour of **Malaysian Association of Private Colleges and Universities**. In the event of default in payment the Organiser reserves the right to refuse participation and claim all outstanding dues from the defaulting exhibitor.

Such defaulting exhibitors shall not be entitled to any claim for compensation and any payment made shall be forfeited. Refunds are only possible if the exhibition is cancelled due to reasons beyond the control of the Organiser.

6. BOOTH ALLOCATION

All rented booth(s) will be allocated by balloting. Only Exhibitors that have submitted a completed Form A and have made full payment will be invited for the balloting. Foreign or outstation exhibitors can authorise the Organiser to ballot on their behalf.

7. APPLICATION FOR PARTICIPATION

Applications for participation shall be made on the prescribed forms enclosed (**Form A- Exhibitor's Application Form / Cash Sale Invoice**) in duplicate must be accompanied with FULL PAYMENT. Upon

acceptance by the Organiser, the application will be deemed as the Official Contract of Participation. The Organiser reserves the right to refuse acceptance of any application, or limit the number of facilities/booths applied for, payments received notwithstanding.

8. RENTAL OF TELEPHONE LINES / INTERNETACCESS / AUDIO VISUAL EQUIPMENT / POTTED PLANTS / FOOD & BEVERAGE

Exhibitors who need temporary telephone line/audio visual equipment and loan of potted plants at their booths are to fill up the necessary forms included in the booklet or contact MVEC Exhibition and Event Services SB at **603-2289 8695 (Ms. Claris Lee)**.

9. FOOD AND BEVERAGE

Exhibitors are advised that food and beverages are not allowed into the exhibition halls.

10. ORGANISER'S OFFICE

The Organiser's office will be set up at the exhibition site. It will also serve as an information and reception counter for the duration of the exhibition.

11. FILM / AUDIO-VISUAL DEMONSTRATION /CENSORSHIP /COPYRIGHT

Exhibitors must ensure that all video tapes / CDs / VCDs/ Discs have been approved by the Censorship Board and the relevant authorities before they are displayed/sold at the exhibition site.

12. SOUND LEVEL

Sound levels must be set at a level which causes no interference with or annoyance to other exhibitors. The Organiser reserves the right to reduce the sound level, restrict or switch off any audio-visual, display which gives rise to complaints.

13. BOOTH BOUNDARY

Exhibitors must display, distribute, organise activities, and promote their organisations within the confined parameters of the booth in compliance with the stipulated rules and regulations of Jabatan Bomba dan Penyelamat Malaysia.

14. BOOTH(S) OPERATION

All exhibition stands must be fully staffed and operational throughout the opening hours of the exhibition. Exhibitors must not participate in any activity that causes, or is likely to cause annoyance to visitors or other exhibitors.

15. TEMPORARY PASSES AND EXHIBITOR TAGS

For security purposes, exhibitors must wear the passes provided by the Organiser at all times of the exhibition.

16. BOOTH BOOKING AND ENQUIRIES (Event Secretariat)

LinkZ Event Sdn Bhd
No. 66-3A, Jalan PJU 1/3B,
SunwayMas Commercial Centre,
47301 Petaling Jaya, Selangor, Malaysia.
Tel: +603-7880 8911
Fax: +603-7880 8910
Email: info@linkzevent.com

Contact Person:

Ms. Lay Pit Chin

Tel: +603-7880 8911

Fax: +603-7880 8910

Mobile: +6012-219 3778

Email: pitchin.lay@linkzevent.com

Ms. Carey Chin

Tel: +603-7880 8911

Fax: +603-7880 8910

Mobile: +6016-221 0255

Email: carey.chin@linkzevent.com

RAW SPACE / SPECIAL DESIGN BOOTHS

- a) In the event that exhibitors prefer to work with their own Contractor, Exhibitors are required to inform and obtain consent from the Organiser before any of the Contractors are commissioned to work on-site and are subject to the following rules and regulations. The official Contractor reserves the right to reject any Contractor and design they deem inappropriate.
- b) Exhibitors may appoint their own contractor for stand construction but not for electrical and pipe installation which must be carried out by the Organiser's Official Contractor. Exhibitors are responsible and liable for any such contractor's observance of all Rules and Regulations, including the strict observance of build-up and teardown schedule. The Organiser reserves the right to charge any such Exhibitor and/or contractor who have violated any rule or regulation or delay in the build-up or teardown, for additional works required as a result of the violation.
- c) Independent Contractors must lodge a deposit of no less than RM5,000.00 per stand with Organiser to serve as a performance bond as well as damage deposit. The deposit calculated at RM 100 per square meter but subject to a minimum of RM5,000.00 per stand, will be refunded after the deduction for service and damages
- d) Independent Contractors will need to pay RM15.00 per square meter for administrative fee for the processing of communication and management function including preparation of workers pass and security approval from relevant authorities. This fee is not refundable.
- e) Exhibitors have to submit name, address and contact details of the appointed Contractor, as well as two sets of booth layout plan and design, to the Official Contractor two weeks before the event for approval. A copy of the drawings will be authorizing the commencement of construction if the design is approved.
- f) The maximum height for special construct booth is 4meter heights and to submit the booth design for approval before the deadline. Any special design structure which exceeding more than 4 meters height with the endorsement from the structural engineer.
- g) Make sure that the design that your contractor submit (after approval) must be the same design when your contractor build up the booth otherwise Official Contractor have a right to stopped the construction immediately without any notice.
- h) Failure to obtain written approval can result in costly alteration on-site such as when designs or installations contravene fire and safety, booth height and boundary or any space contract rules and regulations. The organizer reserves the right to stop and disallow participation without any. The organizer reserves the right to stop and disallow participation without any of failure to submit and design for approval.
- i) Exhibitors building multi-level/ double-decker booths must also submit engineering drawings guaranteeing observance of the static loading standards. The drawing must be accompanied by load calculations carried out by a certified structural engineer.
- j) No part of any structure may extend beyond the boundaries of the site allocated. A suitable floor covering, such as carpet, must be provided for all booths.
- k) Permission to appoint stand building contractors other than the Official Contractor may be branted by the Organizer subject to the following conditions:-
 - l) The exhibitors must ensure that all arrangements for their Bare Space Stands construction are to be made through the Official Contractors.
 - m) The use material for the construction of the exhibition booth must conform to all regulations as stipulated by the Organizer, hall owner and/or authorities.
 - n) During the dismantling period, the Exhibitors must ensure that their appointed contractors are responsible for the complete removal of their exhibition booths and any unwanted materials.