

MMPRC MEMBERSHIP GUIDELINES

1. INTRODUCTION

Maldives Marketing and Public Relations Corporation (MMPRC) was established under a Presidential Decree (Decree Number 2010/1 dated 4 March 2010). The objective of establishing MMPRC is to harmonize promotional services of all sectors of the Government and to carry out the activities in a more cost-effective manner under one umbrella. With the formation of MMPRC, the functions stated in the mandate of Maldives Tourism Promotion Board (MTPB) will be transferred to MMPRC.

It is proposed that with effect from 1st January 2011, **only members** of MMPRC or former members of MTPB will have the opportunity to take part in promotional activities with MMPRC.

2. MMPRC MEMBERSHIP

MMPRC membership is open to all entities involved in providing tourist facilities and services directly or indirectly.

Membership will be processed upon submitting the application form [Appendix 1] with respective payment. The tenor of membership is ONE calendar year (January - December).

Membership fee: *All the establishments/entities who wish to become a member should pay an Annual Membership Fee as stipulated in Appendix 2 and the copy of the following documents should be submitted with MMPRC membership form.*

- Operating License / Construction Permit (if resort is under construction)

Company Registration Certificate

- GST Registration Certificate

- Official cover letter with stamp (for Councils)

**** Any change in the information given in the membership form should be communicated clearly in writing. MMPRC shall not take responsibility for matters arising due to non-communication of these changes.**

Membership Number: *Upon granting membership, MMPRC will issue a Membership Number for each Member.*

Membership Logo: *Members will have the right to use 'MMPRC Member' logo as an identity of affiliation with MMPRC.*

3. MEMBERS BENEFITS

The services that the MMPRC Members are entitled to include:

- Participation in in-person international events such as International Travel Trade and Consumer Fairs and Exhibitions as well as Maldives dedicated Roadshows organized by MMPRC.
- Participation in virtual international events International Travel Trade and Consumer Fairs and Exhibitions as well as Maldives dedicated Roadshows organized by MMPRC.
- Co-exhibition with MMPRC at Trade and Consumer Exhibitions and Fairs (subject to Terms and conditions of co-exhibition with MMPRC) [Clause 5]
- Listing on Visit Maldives website - Company name, contacts, and profile along with images of the respective establishment(s)/property(ies) will be listed on VisitMaldives.com.
- Listing on MMPRC Official Publications - Listing on Annual Official Destination Guide and Product Directory.
- FREE opportunities to participate at SELECTED marketing activities organized by MMPRC.
- FREE hyperlink to Members Area from MMPRC (Visit) Maldives Website “www.visitmaldives.com”
- Use of “MMPRC Member” Logo in accordance with the usage terms and conditions.
- Distribution of members’ news releases through global PR channels (subject to MMPRC editorial approval).
- Invitation to host media /trade familiarization groups from key markets across the globe.
- Opportunity for exposure through destination marketing activities such as media, outdoor advertising, and global social media campaigns and localized marketing communications in specific markets.
- Invitation to present, speak at webinars/conferences and workshops conducted by MMPRC for various target markets.
- Open opportunity for collaboration in joint activities for specific target markets.

4. PAYMENT PLAN

4.1 Members shall pay the membership fee for each fiscal year in full at the time of submitting the membership form.

4.2 If an organization joins the MMPRC membership during any period of the year, organization shall pay the full membership fee.

5. TERMS AND CONDITIONS OF CO-EXHIBITING WITH MMPRC

5.1 ***MMPRC's role as the Exhibitor:***

MMPRC concludes a participation Agreement with the Exhibition organizer, rents exhibition space, reserves a ready-made stand or stand of special design and supplementary services the event organizers whose name and/or logo is /are on the fascia of the stand it has rented or set up and its data are published in the catalogue, who is responsible for the targeted and careful use of the rented exhibition space, fair equipment and design elements. MMPRC has to inform organizers in advance in writing of the co-exhibitor. Co-exhibitor contact data are published in the relevant catalogues accordingly.

5.2 ***Members' role as co-exhibitors:***

The co-exhibitor is an exhibitor who participates on the exhibition space rented by MMPRC. This includes Maldivian and other national and regional tourist organizations, resorts, safari vessels, tour operators and travel agents, transport companies, hotels, other accommodation, publishers and associations of above fields, and companies providing related consultancy services for travel agencies and any other kind of companies connected to the travel trade can participate in the events.

5.3 ***Number of representatives by a Member:***

The standard number of representatives of each Member to an Exhibition is TWO. However, this may vary depending on exhibitor restrictions and will be communicated. If any member wishes to take any additional staff or representatives, they should pay an additional fee, which is levied on progressive basis for each additional staff.

5.4 ***Exhibition List:***

In the Fourth Quarter of the calendar year MMPRC will upload to their website Exhibitions/Fairs List. Members are entitled for FREE participation in some Fairs

5.5 ***Participation in the Exhibition:***

MMPRC will circulate to all members Invitation to take part in Fairs. Those who wish to take part would be required to submit the circulated Co-Exhibitor Registration Forms with relevant payment to MMPRC before the stipulated deadline. Co-Exhibition application will be accepted and allocated on first come first serve basis. As the exhibition spaces are limited, number of allowable spaces will be communicated in the invitation for participation. In order to facilitate the registration process, all the representative(s) of the organizations should submit the below documents:

1. Completed Co-exhibitor Registration Form
2. Maldivian - Passport Copy - *if participating for the first time*
3. Foreigners - Passport Copies + Work permit
4. Applicable Fee (if any).

Table 2.0: Co - Exhibitor's Fee Structure for Promotional Fairs

Type of Establishment	Participation Fee per Exhibition	Table Booking Fee Per Co- Exhibitor per Table	Late Entry Fee (USD)
Resort / Hotels	USD 1000	USD 1000	USD 500 per Co-exhibitor
Safari Vessels	USD 500	USD 1000	
Guest Houses	USD 500	USD 1000	
Travel Agents	USD 500	USD 1000	
Drive Operators	USD 500	USD 1000	
Transfer Companies	USD 500	USD 1000	
Picnic Islands	USD 500	USD 1000	
Others	USD 500	USD 1000	
Foreign Tour Operators	USD 1000	USD 2000 per Co-exhibitor per Table	
Foreign Travel Agents	USD 1000		

Note:

* In order to ensure the quality of Maldives stand, it is highly recommended to limit the number of participants from each MEMBER to two (2).

** GST of 6% will be charged for all the fees above.

*** MMPRC Reserves the right to change the fee structure.

5.6 **Participation Fee for foreign Tour Operators and travel Agents:**

A participation fee, as stipulated in the circular should be paid for each co-exhibitor if foreign tour operators or travel agents wish to take part in Promotional Fairs and Roadshows. This fee will be applied to all the foreign tour operators and travel agents even though they have offices registered in the Maldives. In addition to the fee, they are also required to submit proof of existing business relationship/s with service providers in the Maldives with their Co- Exhibitor Registration Form.

5.7 **What is included for Co- Exhibitors Fee:**

For each co-Exhibitor MMPRC shall provide the following with no additional cost.

- Registration Fees for representative/s in the exhibition
- Exhibitor Badges for the representative/s
- Assistance in Visa procedure
- Use the Exhibition Stand hired by MMPRC for meetings and to distribute promotional leaflets on sharing/space booked (whichever is applicable)

5.8 **What is not included in Co- Exhibitors Fee:**

- International and domestic airfares
- Meals not specified in a particular promotional event program.
- Transfers and or airport tax
- Accommodation.
- Items of personal nature (e.g., telephone bills, laundry etc.);
- Travel insurance - this is the responsibility of each attending delegate; and
- Any hire of booth extras (e.g., spotlights, AV equipment, additional signage etc.)

5.9 **Exhibition Catalogue Listing:**

Duly registered co-exhibitors contact details and company profiles will be published according to the rules and regulations set forward by the event organizer. MMPRC cannot guarantee a listing for late entries.

5.10 **Terms of Payments:**

Payments can be made in US dollars or equivalent of Maldivian Rufiyaa @ 15.42 MRF/1.00 USD.

- For payments transfers, the following Bank account should be used:

Bank: Bank of Maldives PLC
Address: BML Building 11/ Boduthakurufaanu Magu, 20094 Male', Maldives
Beneficiary: Maldives Marketing and Public Relations Corporation Ltd
Account Number: 7701-700719-001
Account Currency: USD
Swift Code: MALBMVMV



- All transfer payments will ONLY be deemed received once the full participation fee amount is realized to our bank account. All transfer payments will ONLY be accepted with bank charges, and this should be included along with the participation fee.
- Participation Form will ONLY be accepted along with the full payment and with a copy of the TT/transfer slip. The TT copy/transfer slip should clearly mention the name of the participating company and invoice number.
- Should you wish to obtain an invoice for the participation, please request in writing along with the completed (signed and stamped) participation form. Or else you can consider the Co-exhibitor Registration Form as an invoice.
- Confirmation of participation will only be given upon receipt of full payment. Please ensure to collect the payment receipt for the payment.

5.11 **Cancellation and Disqualification:**

All cancellations must be confirmed in writing. In the case of cancellation participation fees will not be reimbursed. In the event where applicant is disqualified MMPRC will issue a document stating the reason(s) for disqualification.

If the cheque/s submitted to MMPRC is dishonored by the bank beyond reasonable grounds, the party will be automatically disqualified to represent in the Exhibition organized or facilitated by MMPRC.

5.12 **Promotional Material/Collateral**

- To maintain a consistent stand image, participants will not be permitted to erect or use any materials (posters, billboards) which might change the image of the stand. It is also not permissible to arrange raffle draws, surveys or any other event by any means without getting pre-approval in writing from MMPRC.
- In order to distribute the most useful leaflets/brochures MMPRC encourages participants to take the relative language of leaflets/brochures for different fairs.
- MMPRC will not take the responsibility in bringing back the materials left over after exhibition. However, if the participants wish to take back the materials they may do so at their own expense.

5.13 **Privacy:**

MMPRC considers the responsible use of personal information to be of vital importance. MMPRC is committed to respecting your privacy. However, we do need information from you when you register for events. This information may include your name, home or business address and e-mail address. Once MMPRC receives this information from you it is kept in a secure environment.

The information collected in your event application is for the purpose of event registrations and event management and will only be shared with other organizations with a similar purpose to our own, such as other event participants and event contractors, for the purpose of event management.



**PREVENT
DOMESTIC
VIOLENCE**

5.14 Privacy of other participants:

MMPRC may provide co-exhibitor with information relating to other event participants. This information is confidential and is provided to you for the purposes of the event only. The information provided to you by MMPRC may be copyrighted and cannot be provided to a third party without the consent of MMPRC and any individuals whose information is included.

5.15 Security: No specific security services will be provided for the event other than that of the organizer. However, all participants are advised that all valuables should not be left unattended or unsecured at any time, as MMPRC will accept no responsibility for any loss or damage suffered by participants or visitors.

5.16 Indemnity: All participants must indemnify and keep indemnified MMPRC, its officers, employees, agents and contractors against all liability for death of or injury to persons or loss of or damage to property and all actions, claims, demands, losses, damages, costs and expenses whatsoever arising in respect of their participation in this event, unless such liability is caused by the negligence of MMPRC.



PREVENT DOMESTIC VIOLENCE

Appendix 1: MMPRC Membership Application Form

(Separate attachment)

**Getting listed on printed promotional material is subject to timing of Membership and timely submission of relevant documentations.*

Appendix 2: MMPRC Membership Fee Structure

Table 1.0: MMPRC Membership Fee Structure	
Type of Establishment	Nominal Fee (USD)
Resort/Hotels	795
Safari Vessels	265
Guest Houses	265
Travel Agents	530
Dive Operators	530
Transfer Companies	530
Picnic Islands	530
Others *	530
Foreign Tour Operators	5300
Foreign Travel Agents	5300
NGOs & Associations	318
Atoll Councils	530
City Councils	371
Local Island Councils	318
* Companies providing related consultancy services for hoteliers & travel agents, or any other kind of companies connected to travel trade	
** The above-mentioned fee includes GST 6%	
*** MMPRC reserves the right to change the fee structure	