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## 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 the Maldives Tourism Promotion Board (MTPB) were transferred to MMPRC.

It is proposed that with effect from 1<sup>st</sup> January 2011, **only members** of MMPRC 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.

The tenor of membership is ONE calendar year (January - December).

Membership will be processed upon submitting the application with the respective payment. A copy of the following documents should be submitted with the MMPRC membership form.

- *Company Registration Certificate*
- *GST Registration Certificate*
- *Operating License / Construction Permit (if the resort is under construction)*
- *Official cover letter with stamp (for Councils)*

**\*\* Any changes to the information provided regarding the membership application process should be communicated clearly in writing. MMPRC shall not take responsibility for matters arising due to the non-communication of these changes.**

#### **Membership fee:**

All the establishments/entities who wish to become a member should pay an Annual Membership Fee as stipulated in Appendix 1.

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

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



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### 3. MEMBERS' BENEFITS

The benefits 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 [www.visitmaldives.com](http://www.visitmaldives.com) - Company name, contacts, and profile along with images of the respective establishment(s)/property(ies)
- Listing on MMPRC Official Publications - Annual Official Destination Guide and Product Directory.
- FREE opportunities to participate in SELECTED marketing activities organized by MMPRC.
- FREE hyperlink to Members Area from Visit Maldives Website “[www.visitmaldives.com](http://www.visitmaldives.com)”
- Use of the “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, global social media campaigns, and localized marketing communications in specific markets.
- Invitation to present and 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, the 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 stands of special design and supplementary services to 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



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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 in the exhibition space rented by MMPRC. This includes tourist organizations, resorts, safari vessels, tour operators and travel agents, transport companies, hotels, other accommodation, publishers, and associations of the 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 a progressive basis for each additional staff.

### 5.4 **Exhibition List:**

In the fourth quarter of the calendar year, MMPRC will upload the Exhibitions/Fairs List to the website. Members are entitled to FREE participation in some Fairs.

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

MMPRC will circulate to all members an 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 applications will be accepted and allocated on a first come first served basis. As the exhibition spaces are limited, a 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).



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#### 5.6 **What is Included for the Co-exhibitors Fee:**

For each Co-exhibitor, MMPRC shall provide the following at 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)

#### 5.7 **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 a 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.)

#### 5.8 **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.

#### 5.9 **Terms of Payments:**

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

5.9.2 For payment 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



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- 5.9.3 . Payments can be made online via transfer/TT or cash and cheque deposit and the payment process to be completed through our Members Portal members.visitmaldives.com.
- 5.9.4 All transfer payments will ONLY be deemed received once the full membership fee amount is realized in our bank account.
- 5.9.5 All transfer payments will ONLY be accepted with bank charges, and this should be included along with the membership fee.
- 5.9.6 Payment slip should be uploaded to the portal once the payment is processed.
- 5.9.7 Payment proof sent via email will not be accepted.
- 5.9.8 Upon Confirmation of membership paid tax invoice can be downloaded from the portal

#### 5.10 ***Cancellation and Disqualification:***

All cancellations must be confirmed in writing. In the case of cancellation, participation fees will not be reimbursed. In the event that an 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.

#### 5.11 ***Promotional Material/Collateral***

- To maintain a consistent stand image, participants will not be permitted to erect or use any materials (posters, billboards) that 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 responsibility for bringing back the materials left over after the exhibition. However, if the participants wish to take back the materials they may do so at their own expense.
- *Getting listed on printed promotional materials is subject to the timing of Membership and timely submission of relevant documentation.*



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#### 5.12 **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.

#### 5.13 **Privacy of other participants:**

MMPRC may provide co-exhibitors with information relating to other event participants. This information is confidential and is provided for the purposes of the event only. The information provided 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.

5.14 **Security:** No specific security services will be provided for the event other than that of the organizer. However, all participants are advised that 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.

5.15 **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.



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## Appendix 1: MMPRC Membership Fee Structure

Table 1.0: MMPRC Membership Fee Structure	
Type of Establishment	Nominal Fee (USD)
Resort/Hotels	750.00
Safari Vessels	250.00
Guest Houses	250.00
Travel Agents	500.00
Dive Operators	500.00
Transfer Companies	500.00
Picnic Islands	500.00
NGOs & Associations	300.00
Atoll Councils	500.00
City Councils	350.00
Local Island Councils	300.00
*Others	500.00
<p><i>*Others: Companies providing related consultancy services for hoteliers &amp; travel agents, or any other kind of companies connected to travel trade</i></p> <p><i>** The above-mentioned fee is subject to 8% GST</i></p> <p><i>*** MMPRC reserves the right to change the fee structure</i></p>	