



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 promotion services of all sectors of the Government and to carry out the activities in 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 companies and organizations 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). If an organization wishes to join MMPRC as a member after the start of the year, the membership fees will be calculated for the remaining part of the year on a quarterly basis. This is applicable only to the year in which the organization applies for its membership for the first time. Full annual membership fee would be applicable for all subsequent years irrespective of the time of renewal of membership.

Membership fee: *All the establishments/organizations who wish to become a member should pay an Annual Membership Fee as stipulated in Appendix 2*

Membership Number: *Upon granting membership, MMPRC will issue a Membership Number for each Member. Renewal of membership should be made before the 1st of December each year.*

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



3. MEMBERS ENTITLEMENT

The services that the MMPRC members are entitled to include:

- Co-exhibition with MMPRC at Trade and Consumer Exhibitions and Fairs, subject to Terms and conditions of co-exhibition with MMPRC [Appendix 3]
- Visit Maldives Website listing - *The name and contacts along with a profile of the establishments will be listed on the website of Visit Maldives.*
- MMPRC Publications Listing¹ - Listings on Annual *Destination Guide* and *Visitors Guide*. .
- FREE Participation in SELECTED Road-shows, Seminars, Workshops, Media Events, and Trade Events organized by MMPRC.
- FREE hyper link to Members Area from MMPRC (Visit) Maldives Website “www.visitmaldives.com”
- Use of “MMPRC Member” Logo in accordance with the terms and conditions of its usage.
- FREE Access to Resources Library at MMPRC.
- Distribution of members’ news releases, subject to MMPRC editorial approval.
- Invitation to host media /trade familiarization groups from across the world.

Appendix 1: MMPRC Membership Application Form - Tourism Component

(Separate attachment)



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

visitmaldives
www.visitmaldives.com

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Company Registration number: C-0509/2011



Appendix 2: MMPRC Membership Fee Structure

Table 1.0: MMPRC Membership Fee Structure		
Type of Establishment	Nominal Fee (USD)	Additional Fee
		Revised Fee / Bed / Year (USD)
Resort/Hotels	1500	40
Safari Vessels	1000	15
Guest Houses	1000	10
Travel Agents	1000	0
Dive Operators	1000	0
Transfer Companies	1000	0
Picnic Islands	1000	0
Others *	1000	0
Foreign Tour Operators	5000	0
Foreign Travel Agents	5000	0

* Companies providing related consultancy services for hoteliers & travel agents or any other kind of companies connected to travel trade
 ** GST will be applicable for all the Fees in addition
 *** MMPRC reserves the right to change the fee structure

4. PAYMENT PLAN / PAYMENT OPTIONS FOR “ADDITIONAL FEES

(Refer Appendix 3)

4.1 Payment Plan / Payment options for “Additional Fees” for Resorts, Safaris and City Hotel Chains/Groups

4.1.1 Category 1 (Resorts, Safaris and City Hotel Chains/Groups having less than 1500 beds): such resorts and city hotel chain groups shall pay Additional Fee in full amount, on or before 15th December of the current/ongoing year.

4.1.2 Category 2 (Resorts, Safaris and City Hotel Chains/Groups more than 1500 beds): such resorts and city hotel chain groups shall pay Additional Fee in two equal installments, in every six months of the year.

Note: The membership for the particular chain/group shall encompass all the resorts, safaris and city hotels owed by that particular chain/group, inclusive of all the beds under the ownership of the chain/group. Any chains/groups who wants to qualify for the above options must comply and agree to the following terms and conditions in writing with MMPRC.



4.2 “Additional Fee” Payment Terms and Conditions:

4.2.1 Category 1 (resorts, safaris and city hotel chains/groups having less than 1500 beds): Payment of “Additional Fee” shall be paid in full amount, on or before 15th December of the current/ongoing year.

4.2.2 Category 2 (resorts, safaris and city hotel chains/groups more than 1500 beds): Payment of “Additional Fee” shall be paid two equal installments, in the month January and June of the year. First payment on or before 14th December of the current/ongoing year and 2nd payment on or before 1st of July every year.

Appendix 3:

Payment Plan for Additional fees				
Category	Number of Beds	Annual Subscription	Payment policy	Amount Per Instalment
Category 1 - Below 1500 beds	100	4,000.00	Total Amount is to be paid in the first month of every year	4,000.00
	300	12,000.00		12,000.00
	900	36,000.00		36,000.00
	1200	48,000.00		48,000.00
	1500	60,000.00		60,000.00
Category 2 - Above 1500 beds	2000	80,000.00	Total Amount is to be paid in 2 equal instalments	40,000.00
	3000	120,000.00		60,000.00
	4000	160,000.00		80,000.00
	5000	200,000.00		100,000.00
	6000	240,000.00		120,000.00

In the event the Member fails to pay the “Additional Fee” by the stipulated dates, a fine at the rate of 1% (one percent) of the unpaid Additional Fee shall be payable for each day in arrear, in addition to the “Additional Fee” due. In addition, the MMPRC has the discretion to bar the Member from any upcoming activity, if the Members fail to pay the Additional Fee by the stipulated dates or have pending fine to be paid to MMPRC.

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.



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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. If any members wish 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 in their website Exhibitions/Fairs List. Members are entitled for FREE participation in some Fairs (especially fairs that are being participated for the first time).

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 service 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:.

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 Exhibitor	Table Booking Fee Per Co-Exhibitor per Table	Participation Fee after Late Entry Deadline (USD)
Resort/Hotels	USD 1000	USD 1000	USD 500 + GST per Co-exhibitor
Safari Vessels	USD 500	USD 1000	
Guest Houses	USD 500	USD 1000	
Travel Agents	USD 500	USD 1000	
Dive Operators	USD 500	USD 1000	
Transfer Companies	USD 500	USD 1000	
Picnic Islands	USD 500	USD 1000	
Others	USD 500	USD 1000	USD 1000 + GST per Co - exhibitor
Foreign Tour Operators	USD 1000	USD 2000 +	
Foreign Travel Agents	USD 1000	GST per Co-	

** 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 will be charged for all the fees above*

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

Table 3.0: Co - Exhibitor's Fee Structure for Roadshows

Type of Establishment	Participation Fee per City		Late Entry Fee
	Initial Fee	Revised Fee (Per exhibition)	Participation Fee after Late Entry Deadline (USD)
Resort/Hotels	USD 300	USD 300	USD 500 + GST per Co-exhibitor
Safari Vessels	USD 300	USD 300	
Guest Houses	USD 300	USD 300	
Travel Agents	USD 300	USD 300	
Dive Operators	USD 300	USD 300	
Transfer Companies	USD 300	USD 300	
Picnic Islands	USD 300	USD 300	
Others	USD 300	USD 300	USD 1000 + GST per Co - exhibitor
Foreign Tour Operators	USD 300	USD 500	
Foreign Travel Agents	USD 300	USD 500	

** 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 will be charged for all the fees above*

If a company is registered as a member after the deadline of registration, MMPRC has the right to waive off the late entry fee for that particular member.

5.6 Participation Fee for foreign Tour Operators and travel Agents: A participation fee of USD 500 (United States Dollars Five Hundred Only) should be paid for each co-exhibitor if a foreign tour operator or travel agents wishes to take part in any exhibition. 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.

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- *Registration Fees for TWO staff to participate in the exhibition*
- *Exhibitor Badges for the representative/s*
- *Visa Fees (if MMPRC facilitates to obtain visa)*
- *Freight a standard amount of promotional materials (up to 14 Kilos for each exhibition) to the applicable exhibition*
- *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 a personal nature (eg. telephone bills, laundry etc);
- Travel insurance - this is the responsibility of each attending delegate; and
- Any hire of booth extras (eg. 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. Cheques should be drawn in favour of the “Maldives Marketing and Public Relations Corporation Ltd”.

Overseas Payments should be transferred to the following Bank account:

Bank: Bank of Maldives PLC

Address: BML Building 11/ Boduthakurufaanu Magu, 20094 Male’, Maldives

Beneficiary: Maldives Marketing and Public Relations Corporation Ltd

USD Account No. 7701-700719-001

Swift Code: MALBMVMV

5.11 Cancellation and Disqualification: All cancellations must be confirmed in writing in the case of cancellation participation fees will not be reimbursed. In



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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.
- Weight of the materials will be limited by MMPRC depending on the size and type of the fair. The standard weight for each fair/road show will be **14 kilos**. Promotional materials include print material only (brochures/flyers and maps). Due to restrictions with customs in countries of shipment, MMPRC will not take other types of materials and giveaways except pens, pencils and bags.
- Any member who wishes to send materials in addition to the allowance stated above may do so by paying **USD 3.50 per kg**. The payment for the additional kilos has to be sent together with the promotional materials. Participants should submit the amount/weight of informed by MMPRC prior to the deadline. In order to use the storage area efficiently participants should get the pre-approval in writing from MMPRC before transporting the relevant materials to the stand.
- 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 on their own expense.
- Participants must take the responsibility of forwarding the materials to the address provided by MMPRC prior to the deadline fixed by MMPRC. MMPRC will not accept any materials delivered after the deadline.

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-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.

5.14 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.

5.15 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.