



Persatuan Pemaju Hartanah Dan Perumahan Malaysia Cawangan Melaka  
马来西亚房地产发展商会 (马六甲分会)  
Real Estate And Housing Developers' Association Malaysia Melaka Branch

22 January 2019

REHDA/MK/19/002

TO All Valued Members of REHDA Melaka Branch

Dear Fellow REHDA Members,

### **MELAKA HOME OWNERSHIP CAMPAIGN 2019**

With effect from 1 January 2019 till 30 June 2019, the Government has launched stamp duty incentives in conjunction with the Home Ownership Campaign 2019 (HOC). REHDA Malaysia has been working very closely with the Ministry of Finance (MoF) and the Ministry of Housing and Local Government (KPKT) to ensure the success of the campaign for these six months. The National HOC will be launched by YAB Tun Dr Mahathir Mohamad, Prime Minister of Malaysia on 1 March 2019, 5 pm at KLCC Convention Centre. In the coming weeks, MoF will also continue to clarify the mechanism of the stamp duty waivers and also announce further improvements to the incentives offered.

In line with National HOC 2019, the Chairman and Committee Members of REHDA Melaka Branch will be organizing the ***Melaka Home Ownership Campaign 2019*** as follows: -

- **Date** : **19 March to 24 March 2019 (6 days)**
- **Time** : **10 am to 10 pm (Tuesday, Wednesday Thursday & Sunday)**  
**10 am to 11 pm (Friday & Saturday)**
- **Venue** : **Centre Court of AEON Bandaraya Melaka**

This will be the best opportunity to promote your properties to potential house buyers, with the incentives that the government has announced in conjunction with the National HOC 2019. YAB Tn Adly Bin Zahari, Chief Minister of Melaka has also agreed to be the VVIP guest at the official opening ceremony on **22 March 2019, Friday, 3 pm.**

We strongly encourage members to participate in this Melaka HOC 2019 in order to boost the economy of Melaka State.

Thank you.

Yours faithfully

**REAL ESTATE AND HOUSING DEVELOPERS' ASSOCIATION MALAYSIA  
MELAKA BRANCH**

**CHOON KEAN NANG  
HEAD OF MAPEX 2019**

c.c. YBhg. Dato' Sri Ngoh King Hua, Branch Chairman  
Ms Judith Ho Bee Kim, Hon Secretary  
All Committee Members

# MELAKA HOC 2019 AT AEON BANDARAYA MELAKA

## 19 MARCH TO 24 MARCH 2019 (6 DAYS)

### REGISTRATION FORM

(Tel: 06-3365188 Fax: 06-3375140)

#### COMPANY DETAILS

Company : \_\_\_\_\_

ROC No. : \_\_\_\_\_

Address : \_\_\_\_\_

Tel : \_\_\_\_\_ Fax : \_\_\_\_\_

Contact Person : \_\_\_\_\_ Email address: \_\_\_\_\_

Membership :  Member  Non-member

#### BOOTH REQUIREMENTS (Please refer to attached floor plan)

Number of booths required : **2 booths / 1 booth**

Booth Pricing : **RM5,500 per lot (8 ft x 8 ft) – REHDA Member**  
**RM6,500 per lot (8 ft x 8 ft) – Non REHDA Member**

Choice of Booth : \_\_\_\_\_

- Registration for participation with full payment on first come first served basis.
- Cheques for the amount equivalent to the cost of first choice booth must be made payable to: -  
“**PERSATUAN PEMAJU HARTANAH & PERUMAHAN MALAYSIA CAWANGAN MELAKA**”.
- Choice of booth will be based on **Balloting Basis**.
- Participants can choose their choice of booth location without going through the balloting system by paying extra **RM1,000** per standard booth.
- Participants registering for more booths shall be given priority in balloting and preferred selection of booths; however, each participant shall be eligible for only one (1) balloting right. No changes or cancellation after confirmation/balloting for choice of booths.
- The Organizer reserves the right to alter the layout of the allocated booth, if in the opinion of the Organizer, it is in the best interest of the Expo as a whole.
- Full charges will be imposed for ‘Cancellation or No Show’. The Organizer reserves the right to re-rent the cancelled booths.
- Exhibitors are requested to ensure that their Developer’s License (DL) and Advertisement & Sale Permits (AP) are valid, kept on-hand and clearly displayed at their respective booths for the duration of the exhibition.

We enclose herewith cheque no. \_\_\_\_\_ for the amount of RM \_\_\_\_\_  
being payment for participation in HOC 2019. (**Hong Leong Islamic Bank Acct. No. 17201003744**)

\_\_\_\_\_  
**Name & Company Stamp**  
**Date :**

## LETTER OF UNDERTAKING

This form MUST be returned / faxed to Ms Low/Ms Lee (REHDA Melaka Secretariat) by 11 February 2019.

Email: [rehdamk@hotmail.com](mailto:rehdamk@hotmail.com)

Tel:(+606) 3365188 Fax: (+606-3375140)

**Company** : \_\_\_\_\_

**Tel** : \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Contact Person** : \_\_\_\_\_

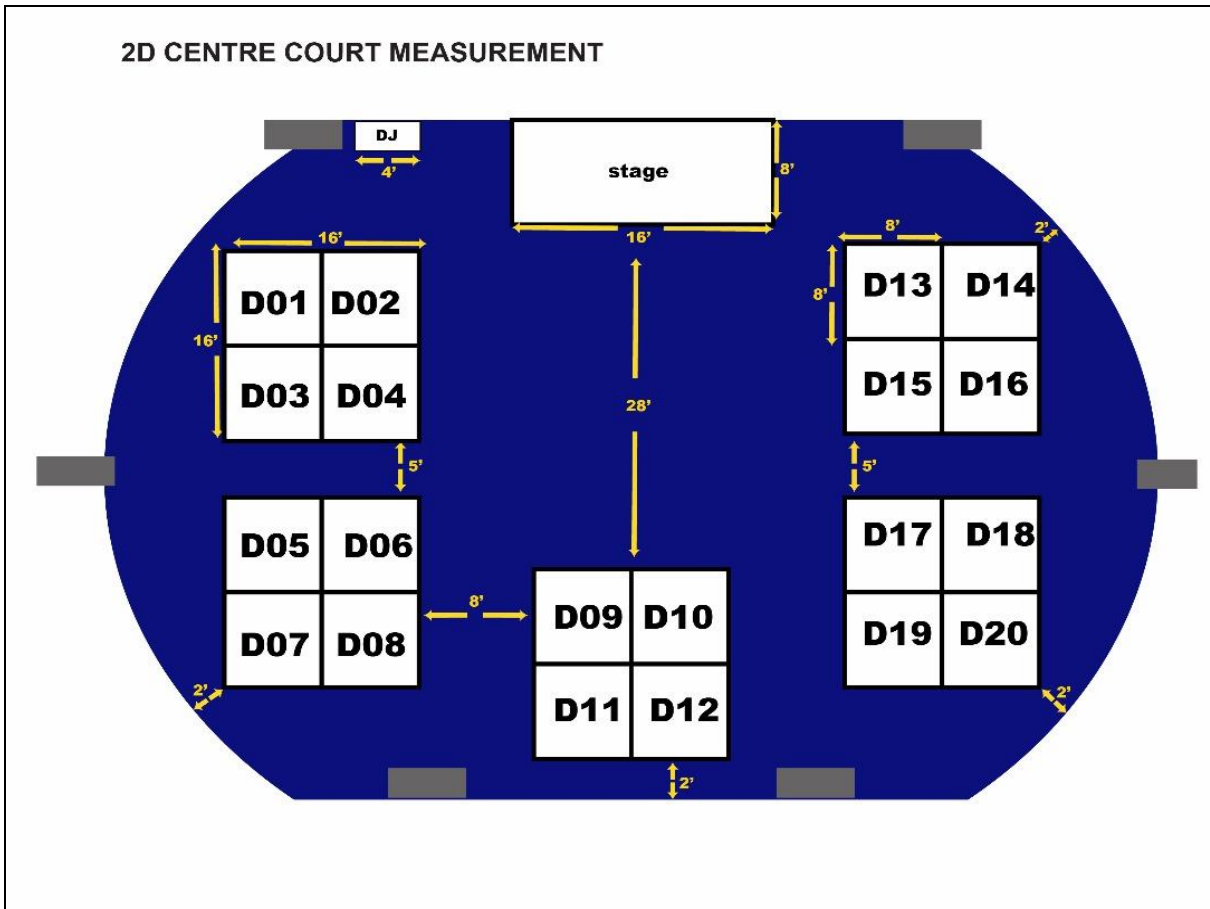
- .....
- A) We, the exhibitor agree to abide by all the Terms and Conditions of HOC/MAPEX exhibition.
  - B) We, shall not allow or solicit any outside party, e.g. banker & supplier to promote the outside party's products during MAPEX exhibition.
  - C) **BOOTH SETTING UP/DISMANTLING PERSONNEL PARTICULAR (For Complex Security Department Approval)**

Name	I/C No	H/P No
1. ....	.....	.....
2. ....	.....	.....
3. ....	.....	.....
4. ....	.....	.....
5. ....	.....	.....

\_\_\_\_\_  
**Authorized Signature & Company Stamp**

\_\_\_\_\_  
**Date**

Booth Layout



**TERMS & CONDITIONS FOR EXHIBITION AT AEON BANDARAYA MELAKA:**

- a) Exhibitors (housing developers) are requested to clearly **display their Developer's License, Advertisement & Sale Permits (AP), latest Audited Accounts and Form 49** during the exhibition as well as other information required by law during the exhibition.
- b) All participating housing developers are to ensure that all information printed in their brochures (i.e. developer's license, AP) is valid.
- c) All participating developers are fully and individually responsible to ensure that they have attained all requisite licenses and approvals under all laws, regulations and by laws and REHDA Melaka would be absolved from any liabilities arising there from.
- d) Organizer reserves the right to alter the position of the allocated stand and to change the venue of the expo, if in the opinion of the Organizer, it is in the best interest of the Expo as a whole.
- e) No refund will be made for cancellations received after confirmation.
- f) Organizer reserves the right to re-rent the cancelled booths.
- g) All exhibits must be within the boundaries of the booth area.
- h) Cleanliness must be maintained at all times. Keeping their booth clean is the responsibility of the participants.
- i) Stickers, banners, bills, posters or any other form of advertisement shall not be placed against any wall/column surfaces of the complex.
- j) REHDA Melaka and Complex Management shall not be held responsible for any loss or damage to your exhibits or any injury whatsoever to your staff manning the booth.
- k) Participants shall not allow any outside party to promote the outside party's products.
- l) Participants who are Real Estate agents or third parties during the expo shall not display the agent's / third party's company names in any manner as they are not the registered participants.
- m) You shall procure insurance in regards to your goods and other property in the premises including adequate public liability, fire and theft insurance policy. REHDA Melaka and Complex Management shall not be held liable to any loss or damage to any of your goods and property.
- n) There may be no more than 3 staff allowed per promotion area. Prior approval for more than 3 staff to occupy the promotion space must be obtained from the management.
- o) Exhibitors shall on duty as the business hour of the Shopping Centre:
  - Tuesday, Wednesday, Thursday & Sunday : 10 am sharp to 10 pm sharp
  - Friday & Saturday : 10 am sharp to 11 pm sharp
- p) All exhibitors shall be restricted to the exhibition area and not permitted to loiter outside their confined area.
- q) Exhibitor are not allowed to wear slippers, shorts, singlet and overly casual attire at promotion area.
- r) NO smoking, drinking, eating, reading magazine & newspaper at promotion area.
- s) Exhibitors SHALL NOT leave the promotion area unattended.
- t) The exhibitors shall pay the complex a deterrent fee of **RM500** each day for non-compliance of the complex business hour & rules.

## **ADVERTISING & PROMOTION CAMPAIGN**

Exhibitors are strongly encouraged to offer attractive packages and discounts during the exhibition period to attract potential investors / purchasers. All types of property categories may be exhibited.

## **BOOTH SETTING UP, DISMANTLING & EXHIBITION PROCEDURE AT AEON BANDARAYA MELAKA**

We are pleased to inform with regard the booth setting up, dismantling and exhibition procedure as follows: -

- Exhibitor Booth setting up (move in): i) 18 March 2019 (Monday), after 10.30 pm till 12 am only  
ii) 19 March 2019 (Tuesday), 7 am to 9 am only
- Booth dismantling (move out): i) 24 March 2019 (Sunday), after 10 pm
- Access route for all bulky heavy items – Loading Bay (by van or lorry) and can be done before 9 am and after 10.30 pm only.
- No parking allowed at Loading Bay.
- No usage of AEON trolleys for booth setting up or dismantling purpose. A fine of RM100 for each offence will be imposed by the complex.
- All bulky and huge items should be properly lifted on the ground.
- The exhibitors are to ensure that there are no disruptive works involved and all their items must be inside the carpet during complex operation hours.
- **Booth Accessories**

2 unit spotlight	2 unit chairs with skirting	1 unit of plug Point
1 unit table 2" x 3" with skirting	Vinyl Laminate flooring	