

經濟局

Direcção dos Serviços de Economia

Terms and Conditions of the Convention and Exhibition Stimulation Program (as amended)

Effective from 17 August 2015



經濟局 Direcção dos Serviços de Economia

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經濟局	Direcção dos Serviços de Economia
Program Title:	The Convention and Exhibition Stimulation Program
Responsible Department:	The Conventions and Exhibitions and Economic Activities Development Department of the Macao Economic Services
Place of Application:	The Macao Economic Services 2/F, Luso International Bank Building, Rua Dr. Pedro José Lobo, 1-3, Macao
Means of Application:	Submission can be made in person, by mail, email or by fax to the Macao Economic Services
Validity Period :	From 1 January 2013 onwards
Office Hours:	Monday to Thursday: 09:00-13:00; 14:30-17:45 Friday: 09:00-13:00; 14:30-17:30
Contacts:	Tel. : (853) 8597 2601 Fax : (853) 2871 6675 Email : ddceae@economia.gov.mo Website : www.economia.gov.mo
(1) Beneficiary:	Organizers and planners of Meetings and Conventions and/or Exhibitions to be held in Macao (hereinafter referred to as "Applicants")
(2) Scope:	 The Program provides basic assistance and/or financial support for the following events to be organized and held by qualified Applicants in Macao: Confirmed Meetings / Conventions or Exhibitions; and Potential Meetings / Conventions or Exhibitions planned to be held.



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(3) Approval and Assessment

- (3.1) As from the beginning of the Program's Validity Period, financial support approved and granted through the Program has always been made through the dispersal of public funds. As such, the Grantor has been exercising discretion in assessing applications, to ensure that public resources are being used in an appropriate and prudent manner.
- (3.2) The Macao Industrial and Commercial Development Fund (hereinafter referred to as the "Grantor") takes into consideration issues, including but not limited to the following, before making a decision to grant approval or partial approval, or to deny the approval of an application:
 - (3.2.1) The event concerned is being held in the public interest;
 - (3.2.2) The hosting of the event concerned and previous events of the same series contributes to the economic welfare of the society;
 - (3.2.3) The hosting of the event concerned is in zinc with the development needs of the convention and exhibition industry of Macao;
 - (3.2.4) Expenditure to be made on the support items applied for conforms to the principles of efficiency, effectiveness and economy;
 - (3.2.5) Past records of the Applicant and its connected parties in terms of event organization and the management of applications through the Program and the "International Meeting and Trade Fair Support Program";
 - (3.2.6) The availability of funds set aside for the Program;
 - (3.2.7) The compliance of the application with the terms and conditions of the Program;
 - (3.2.8) Subsidies on the event concerned received or expected to be received from other governmental departments or bodies.
- (3.3) The Grantor, acting in the public interest and under all circumstances, reserves the right to deny approval of applications submitted.



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(4) Eligibility and Limitations: The Applicant may be individuals, enterprises or associations, and subject to the following conditions.

- (4.1) The same type of event with the same theme organized by the same Applicant will be supported a maximum of two times in the same fiscal year.
- (4.2) All Applicants shall first go through a pre-assessment process in order to ascertain whether they are eligible for the Stimulation Program.
- (4.3) The service providers employed by the supported Event shall possess valid operating licenses or be legally registered enterprises in Macao, with 50% of ownership or controlling interests of which must be held by Macao residents.
- (3.4) Among the service providers as indicated in (4.3) above, those that provide services in the fields of "promotion and marketing", "interpretation and translation" and "logistics" and employed by the supported Event shall possess valid operating licenses or be legally registered enterprises in Macao.
- (4.5) The Applicant shall report all relevant information about the support applied for and granted by other Macao SAR government departments or institutions.

(5) Application Period:

All applications and required documents shall be submitted to the Macao Economic Services at least 90 days prior to the commencement date of the Event or the Bidding / Site Inspection.

In the case of modification to a submitted application, the Applicant concerned shall notify the Macao Economic Services in writing at least 90 days prior to the commencement date of the Event or the Bidding / Site Inspection.

In the case of cancellation of a submitted application, the Applicant concerned shall notify the Macao Economic Services in writing at least 45 days prior to the commencement date of the Event or the Bidding / Site Inspection .

Failure to submit or supplement an application with all necessary



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documents before or at the aforementioned deadline shall render the application disqualified.

(6) Event Types:

(6.1) Meetings and Conventions - Confirmed Events

(i) Basic

Package: Promotional Assistance

- Complimentary tourist information kits and welcome gifts
- Promotional video on Macao
- Event information published in relevant websites of the Macao SAR Government
- Distribution of Event information at the reception offices of the Macao Economic Services and the information counters of the Macau Government Tourist Office (provision subject to the sole discretion of the Macao Economic Services)
- Distribution of Event information with the assistance of overseas representatives of the Macau Government Tourist Office (provision subject to the sole discretion of the Macao Economic Services)
- Free admission to the Wine Museum and Grand Prix Museum

FacilitationinLiaisonwithRelevantGovernmentDepartments

 Facilitation in liaison with relevant government departments as needed (provision subject to the sole discretion of the Macao Economic Services)

Bidding Support

 Issuance of document evidencing support provided to the Event to be held in Macao and bidding support that aims to promote Macao as the event destination (provision subject to the sole discretion of the Macao Economic Services)



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(ii) Financial Support: <u>Accommodation</u>

The support of 10% of the accommodation cost incurred at local hotels with a maximum of 5 nights' stay will be granted, subject to the following conditions:

- The Event shall have a minimum of 100 non-local participants;
- The Event shall have a duration of 3 consecutive full-day meeting, or 2 consecutive full-day meeting with 1 full-day activity, and the participants shall stay in local hotels for 2 consecutive nights during the Event. (Actual meeting time of at least 6 hours shall constitute a "full-day meeting").
- The maximum room rate eligible for the support is MOP1,300 per night, inclusive of service charges and taxes.

Food and Beverage or Meeting Package

The support of a maximum of MOP400 for the Food and Beverage (F&B) expenses or meeting package expenses for each participant will be granted, subject to the following conditions:

- The Event shall have a minimum of 100 participants with non-local participants accounting for at least 40%;
- The Event shall have a duration of 3 consecutive full-day meeting, or 2 consecutive full-day meeting with 1 full-day activity. (Actual meeting time of at least 6 hours shall constitute a "full-day meeting".);
- The catering venues patronized by the Event participants shall have the valid operating licenses issued by the Macau Government Tourist Office or the Civic and Municipal Affairs Bureau;
- F&B shall be consumed during the Event or 1 day prior/after the Event;
- The F&B support is to be provided on the basis of actual expenditure, subject to a maximum of MOP400 per person; and
- The F&B expenditure applies to one-off consumption at the same time for all participants.



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Keynote Speakers and Heads of Delegation

The support of a maximum of 2-nights' accommodation cost incurred at local hotels and 50% of the transportation expenses (maximum MOP3,000) for each Keynote Speaker and Head of Delegation, subject to the following conditions:

- The Event shall have a minimum of 100 participants;
- The Event shall have a duration of 3 consecutive full-day meeting, or 2 consecutive full-day meeting with 1 full-day activity. (Actual meeting time of at least 6 hours shall constitute a "full-day meeting".);
- The maximum room rate eligible for the support is MOP1,300 per night, inclusive of service charges and taxes;
- As regards the support for the transportation expenses, the (i) receipt of payment; and (ii) incoming boarding pass or ferry/coach ticket shall be submitted as evidence;
- With respect to a supported Event, the number of its Keynote Speakers covered by the support shall be no more than 30;
- With respect to a supported Event, the number of Heads of Delegations covered by the support shall be no more than 30, and, each delegation shall have a minimum of 3 delegates. Delegation shall be organized on a reasonable basis (e.g. by country, region, association, etc.); and
- Documents or publications relating to the Keynote Speakers shall be submitted (e.g. profiles of the Keynote Speakers and detailed activity schedules, including the list of Keynote Speakers and the topics of their speeches).

Promotion and Marketing

The support of 50% of the cost incurred, up to a maximum amount of MOP100,000, on promotional and marketing activities, subject to the following conditions:

- The Event shall have a minimum of 100 participants;
- The Event shall have a duration of 3 consecutive full-day meeting, or 2 consecutive full-day meeting with 1 full-day activity. (Actual meeting time of at least 6 hours shall constitute



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a "full-day meeting".);

• Expenses on promotional and marketing activities incurred during the period between 6 months prior to and 1 month after the Event are eligible for the support.

Interpretation and Translation

The support of 15% of the cost incurred, up to a maximum amount of MOP20,000, on language interpretation and translation, subject to the following conditions:

- The Event shall have a minimum of 100 participants;
- The Event shall have a duration of 3 consecutive full-day meeting, or 2 consecutive full-day meeting with 1 full-day activity. (Actual meeting time of at least 6 hours shall constitute a "full-day meeting".);
- Expenses on interpretation incurred during the full-day meetings and the full-day activity are eligible for the support;
- Expenses on the translation of promotional and meeting documents are eligible for the support.

(6.2) Meetings and Conventions - Potential Events

(i) Financial

Support: Bidding Support

The support of the round-trip transportation expenses to and from Macao (maximum MOP40,000 per person) and participation fee, as well as bidding consultation, subject to a maximum of 4 key decision makers and concurrently the following conditions:

- The Applicant shall pass the pre-assessment by the Macao Economic Services on the actual hosting possibility of the Event in Macao as well as on the prerequisites specified by the event owners or the relevant associations;
- The Event to be bided shall be expected to have a minimum of 300 participants;
- The Event to be bided shall be expected to have a duration of 3 consecutive full-day meeting, or 2 consecutive full-day meeting



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with 1 additional full-day activity (Actual meeting time of at least 6 hours shall constitute a "full-day meeting".); and

• The key decision makers shall be appointed on a reasonable basis.

Site Inspection

The support of the round-trip transportation expenses to and from Macao (maximum MOP40,000 per person), local transportation expenses (maximum MOP3,000 per day) and a maximum of 3 nights' accommodation cost incurred at local hotels for each person, subject to a maximum of 4 key decision makers and concurrently the following conditions:

- The Event for which a bid has been tendered shall be expected to have a minimum of 300 participants;
- The Event for which a bid has been tendered shall have a duration of 3 consecutive full-day meeting, or 2 consecutive full-day meeting with 1 full-day activity (Actual meeting time of at least 6 hours shall constitute a "full-day meeting".);
- The maximum room rate eligible for the support is MOP1,300 per night, inclusive of service charges and taxes; and
- The key decision makers shall be appointed on a reasonable basis.

(6.3) Exhibitions - Confirmed Events

(i) Basic

Package:

Promotional Assistance

- Complimentary tourist information kits and welcome gifts
- Promotional video on Macao
- Event information published in relevant websites of the Macao SAR Government
- Distribution of Event information at the reception offices of the Macao Economic Services and the information counters of the Macau Government Tourist Office (provision subject to the sole discretion of the Macao Economic Services)



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- Distribution of Event information with the assistance of overseas representatives of the Macau Government Tourist Office (provision subject to the sole discretion of the Macao Economic Services)
- Free admission to the Wine Museum and Grand Prix Museum

 Facilitation in liaison with relevant government departments as needed (provision subject to the sole discretion of the Macao Economic Services)

Bidding Support

 Issuance of document evidencing support provided to the Event to be held in Macao and bidding support that aims to promote Macao as the event destination (provision subject to the sole discretion of the Macao Economic Services)

(ii) Financial

Support: Venue Rental

The support of 25% of the exhibition Venue Rental actually paid will be granted, subject to the following conditions:

- The Exhibition shall be held for at least 3 consecutive days in Macao;
- The exhibition area shall have a minimum of 1,000 sq. m. of actual paid rental space per day; and
- The maximum support for exhibition Venue Rental is MOP26 per sq. m.

Accommodation

The support of 10% of the accommodation cost incurred at local hotels with a maximum of 5 nights' stay will be granted, subject to the following conditions:

- The Exhibition shall rent a minimum of 100 rooms per night in local hotels with 2 consecutive nights of stay;
- The Exhibition shall be held for at least 3 consecutive days in Macao; and



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• The maximum room rate eligible for the support is MOP1,300 per night, inclusive of service charges and taxes.

Hardware Support

The support for hardware and its installation (including audio/video equipment, basic booth setup and production of street banners, etc.) of a maximum amount ranging from MOP100,000 to MOP300,000 will be granted, subject to the following conditions:

- The Exhibition shall be held for at least 3 consecutive days in Macao;
- The Exhibition area shall have a minimum of 1,000 sq. m. of actual paid rental space per day; and
- The amount of support is subject to a maximum amount based on the actual paid rental space of the exhibition venue: 1,000 – 2,000 sq. m.: MOP100,000
 - 2,001 3,500 sq. m.: MOP200,000
 - 3,501 sq. m. or above: MOP300,000

Opening Ceremony

The support for expenses for the Opening Ceremony (including recruiting MC, basic stage setup, backdrop, bundle of ribbons, ribbon cutting and similar PR functions, etc.) of a maximum amount ranging from MOP30,000 to MOP100,000 will be granted, subject to the following conditions:

- The Exhibition shall be held for at least 3 consecutive days in Macao;
- The exhibition area shall have a minimum of 1,000 sq. m. of actual paid rental space per day; and
- The amount of support is subject to a maximum amount based on the actual paid rental space of the exhibition venue:

1,000 – 2,000 sq. m.: MOP30,000

- 2,001 3,500 sq. m.: MOP70,000
- 3,501 sq. m. or above: MOP100,000



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Qualified Buyers

The support of 50% of the round-trip transportation expense to and from Macao (maximum MOP3,000 per person) and a maximum of 3 nights' accommodation cost incurred at local hotels, subject to the following conditions:

- The Exhibition shall be held for at least 3 consecutive days in Macao;
- The exhibition area shall have a minimum of 1,000 sq. m. of actual paid rental space per day;
- Taking the size of standard exhibition booth (9 sq. m.) as the basis of calculation, each standard exhibition booth shall be eligible for the support of one Qualified Buyer;
- ♦ For custom-built booths, the number of Qualified Buyers supported shall be calculated by the areas as the round-off number of standard exhibition booths. For example, an exhibition booth of 25 sq. m. represents the support for 3 Qualified Buyers (25/9=2.77, which rounds up to 3);
- The maximum room rate eligible for the support is MOP1,300 per night, inclusive of service charges and taxes;
- As regards the support for the transportation expenses the (i) receipt of payment; and (ii) incoming boarding pass or ferry/coach ticket shall be submitted as evidence;
- Capacity of a Qualified Buyer shall be evidenced by a written declaration issued by a local industry association or government authority in the place where the Buyer comes from; otherwise, the Buyer shall provide a self-declaration duly prepared and signed on its corporate letter headed paper together with confirmation issued by two of the Macao Convention & Exhibition Association, the Macao Fair & Trade Association or the Association of Advertising Agents of Macao, and the event organizer, certifying him-/herself as a business operator in the industry; and
- The foregoing declarations, name list and other information of the Qualified Buyers may be provided separately from the application, but, in any case, within the Application Period.



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Logistics

The support of 50% of the cost incurred, up to a maximum amount of MOP100,000, on logistics activities for exhibits, inventory and exhibition materials, subject to the following conditions:

- The Exhibition shall be held for at least 3 consecutive days in Macao;
- The Exhibition area shall have a minimum of 1,000 sq. m. of actual paid rental space per day; and
- Expenses on logistics activities eligible for the support may include those incurred by the Applicant and those by the exhibitors. The application for this support shall only be made, on a consolidated basis, by the Applicant.

Promotion and Marketing

The support of 50% of the cost incurred, up to a maximum amount of MOP200,000, on promotional and marketing activities, subject to the following conditions:

- The Exhibition shall be held for at least 3 consecutive days in Macao;
- The Exhibition area shall have a minimum of 1,000 sq. m. of actual paid rental space per day; and
- Expenses on promotional and marketing activities incurred during the period between 6 months prior to and 1 month after the Event are eligible for the support.

(6.4) Exhibitions - Potential Events

(i) Financial

Support: <u>Bidding Support</u>

The support of the round-trip transportation expenses to and from Macao (maximum MOP40,000 per person) and participation fee, as well as bidding consultation, subject to a maximum of 4 key decision makers and concurrently the following conditions:



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- The Applicant shall pass the pre-assessment by the Macao Economic Services on the actual hosting possibility of the Event in Macao as well as on the prerequisites specified by the event owners or the relevant associations;
- The Exhibition to be bided shall be expected to be held for at least 3 consecutive days in Macao;
- The Exhibition to be bided shall have a minimum area of 1,000 sq. m. of actual paid rental space per day; and
- The key decision makers shall be appointed on a reasonable basis.

Site Inspection

The support of the round-trip transportation expenses to and from Macao (maximum MOP40,000 per person), local transportation expenses (maximum MOP3,000 per day) and a maximum of 3 nights' accommodation cost incurred at local hotels for each person, subject to a maximum of 4 key decision makers and concurrently the following conditions:

- The Exhibition for which a bid has been tendered shall be expected to be held for at least 3 consecutive days in Macao;
- The Exhibition for which a bid has been tendered shall have a minimum area of 1,000 sq. m. of actual paid rental space per day;
- The maximum room rate eligible for the support is MOP1,300 per night, inclusive of service charges and taxes; and
- The key decision makers shall be appointed on a reasonable basis.



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(7) Settlement

Procedures:

The Macao Economic Services will notify the Applicant concerned in writing when the approval is granted.

The Applicant shall first pay up and settle all expenses incurred during the Event concerned and payments due to its service providers. The Applicant shall submit the required post-event documents to the Macao Economic Services for assessment within 60 days after the completion of the Confirmed Event or the Bidding/Site Inspection of the Potential Event. The Macao Economic Services will undertake the relevant settlement procedures if and when all documents and information are consistent with the relevant terms and conditions.

Any Applicant failing to submit the required post-event documents before the aforesaid deadline will be automatically deemed to have withdrawn the application under the Program.

(8) Right to During the Event, the Macao Economic Services has the right to dispatch staff to the Event's venue for the inspection and verification of information regarding the Event, for which purpose the Applicant has the obligation to provide the necessary coordination and facilitation. The Applicant shall also permit staff from the Statistics and Census Service to collect data at the venue during the Event.



(9) Document Requirements: Direcção dos Serviços de Economia

With respect to **Confirmed Events**, the Applicant shall submit the following documents, as appropriate:

Application/ Pre-assessment Procedures

To provide all the following documents within the Application Period:

- Application Form duly completed and signed by the legal representative;
- The Applicant who is an individual shall provide a photocopy of the valid identification document and the business opening declaration issued by the Financial Services Bureau of the Macao SAR Government (photocopy of M/1 form);
- The Applicant which is an enterprise shall provide its business registration documents (e.g. business registration documents issued by local government departments, business registration certificates/reports of Macao, photocopies of the M/1 form and the industrial tax M/8 form, etc);
- The Applicant which is a non-profit organization shall provide its incorporation documents (e.g. registration documents issued by local government departments, photocopy of Macao SAR Government's Official Gazette, photocopy of the registration certificate issued by the Identification Bureau of Macao, etc); and
- The Applicant shall submit photocopies of the documents evidencing that the Event is confirmed to be held (e.g. agreement and official receipt of deposit, etc);
- Event details, including but not limited to:
 - Estimated number of delegates/participants (non-local and local);
 - Estimated number of hotels and guestrooms to be used;
 - Estimated service providers of Macao;
 - Profiles of the convention/exhibition organizers and the local professional conference organizers/destination management companies employed by the former;
 - Nature and background of the Event;
 - Schedule and program of the Event;
 - Estimated areas and sizes of the convention/exhibition venues;



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- Estimated average spending of each overseas participant;
- Quotation issued by and venue rental agreement entered with the venue provider;
- Official receipt of deposit issued by venue/service providers.

Qualified Buyers

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To provide all the following documents within the Application Period:

- Capacity of a Qualified Buyer shall be evidenced by a written declaration issued by a local industry association or government authority in the place where the Buyer comes from; otherwise, the Buyer shall provide a self-declaration duly prepared and signed on its corporate letter headed paper together with confirmation issued by two of the Macao Convention & Exhibition Association, the Macao Fair & Trade Association or the Association of Advertising Agents of Macao, and the event organizer, certifying him-/herself as a business operator in the industry;
- The foregoing declarations, name list and other information of Qualified Buyers may be provided separately from the application.

Post-event Documents

The Applicant shall complete and submit questionnaire(s) distributed by the Statistics and Census Service, and obtain the latter's confirmation of the same within 30 days after the conclusion of the event.

To provide all the following documents within 60 days after the completion of the event:

- Post-event Report, containing information including but not limited to:
 - Actual number of non-local and local delegates/participants;
 - Actual number of hotels and guestrooms used;
 - Rooming list and room rate per night issued by the hotels;
 - Official receipts of payments issued by the service providers employed in Macao during the period of event, together with photocopies of the industrial tax M/8 form and the operating licenses of the service providers. Documents shall be submitted,



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showing that 50% of the ownership or controlling interests of such service providers (other than venue provider, hotels and travel agencies) are being held by Macao residents (e.g. business registration certificate/report, etc.);

- Official receipts of payments issued by the providers of "promotion and marketing", "interpretation and translation", and "logistics" services, employed in Macao during the period of event, together with photocopies of the industrial tax M/8 form and the operating licenses of the service providers. Documents shall be submitted, showing that these service providers have legally registered in Macao (e.g. photocopy of the industrial tax form M/1 form, etc.);
- Profiles of the convention/exhibition organizers and the local professional conference organizers/destination management companies appointed by them;
- Actual areas and sizes of the convention/exhibition venues, together with the floor plans;
- Marketing and promotional tools and materials (some of which may be evidenced by photos);
- All official receipts of payments concerning the items supported;
- Photos and promotional materials concerning the Event supported;
- Photocopy of the letter issued by the Macao Economic Services notifying its approval of the relevant application;
- With respect to the support granted to Qualified Buyers, the Applicant shall provide (a) a list of the Qualified Buyers actually participating in the exhibition and related documents; and (b) as regard the support for transportation expenses, (i) the receipt of payment and (ii) incoming boarding pass, or ferry/coach ticket, etc.;
- With respect to the support for Heads of Delegations, a list of the delegates indicating its Head shall be provided;
- With respect to the support for Keynote Speakers, a list of the speakers and other required documents shall be provided.

The Macao Economic Services has the right to require the Applicant to submit other documents, reports or information it deems necessary.



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With respect to **Potential Events**, the Applicant shall submit the following documents, as appropriate:

Application/Pre-assessment Procedures

To provide the following documents within the Application Period:

- Application Form duly completed and signed by the legal representative;
- The Applicant who is an individual shall provide photocopies of the valid identification document and the business opening declaration issued by the Financial Services Bureau of the Macao SAR Government (photocopy of M1 form);
- The Applicant which is an enterprise shall provide its business registration documents (e.g. business registration documents issued by local government departments, business registration certificates/reports of Macao, photocopies of the M1 form and the industrial tax M8 form, etc);
- The Applicant which is a non-profit organization shall provide its incorporation documents (e.g. registration documents issued by local government departments, photocopy of Macao SAR Government's Official Gazette, photocopy of the registration certificate issued by the Identification Bureau of Macao, etc); and
- The Applicant shall submit information concerning the Bidding (e.g. detailed conditions of the request for proposal or bidding).
- Detailed introduction to the Event to be bided, including but not limited to:
 - Estimated number of delegates/participants;
 - Profiles of the convention/exhibition organizers and the local professional conference organizers/destination management companies employed by the former;
 - Nature and background of the Event;
 - Schedule and program of the Event;
 - Estimated areas and sizes of the convention/exhibition venues



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Post-event Documents

To provide all the following documents within 60 days after the completion of the Event:

- ♦ All official receipts of payments of the items supported;
- Photocopy of the letter issued by the Macao Economic Services to notifying its approval;
- Photos and promotional materials of the event;
- With respect to the support for key decision makers, the Applicant shall provide (a) a list of the key decision makers who actually attend the Bidding or arrive at Macao for Site Inspection; (b) as regards the support for the transportation expenses, (i) the receipt of payment, (ii) incoming boarding pass, or ferry/coach ticket as evidence, etc; and (c) rooming list and room rate per night issued by the hotel(s).

The Macao Economic Services has the right to require the Applicant to submit other documents, reports or information it deems necessary.