



Malta
Tourism Authority

CONFERENCES & EXPOS

Marketing Support Program Guidelines

June 2025

Conferences & Expos

Marketing Support Program

Objective



Conference and Exhibition related tourism is regarded as a significant revenue generator in the travel industry due to the substantial expenditures linked to business travel and their specific requirements. Conference and exhibition travellers are recognised to have elevated daily expenditure rates compared to leisure tourists, allocating funds for premium accommodations, meals, transportation, and ancillary services. This influx can significantly enhance the local tourism sector and the broader economy.

Although delegates primarily travel for business purposes, a favourable experience may motivate them to return for leisure or suggest the destination to their network, resulting in enhanced future tourism to Malta.

Therefore, the Malta Tourism Authority shall be launching a dedicated programme aiming to support industry specialists in attracting M.I.C.E and Expos to Malta, particularly during the off-peak season.

Overview

Support Program Overview

This Support Program is administered through a competitive application process carried out by the Malta Tourism Authority. Applications are evaluated by the Authority's Events and Sponsorships Adjudication Board and assessed against a set of criteria as outlined below.

Full adherence and compliance with the Selection Criteria are mandatory for eligibility. However this does not constitute a guarantee for funding.

Allocation

A total of € 3,500,000 is being allocated towards this Support Program. No additional budget amounts will be added upon the exhaustion of the amount allocated.

Call Period

The call for applications under this Support Program will be open between the 09th of June 2025 and 11th July 2025 on a first come first served basis and until allocated budgets are fully exhausted .

Term

This Support program is open for future Conferences and Expos taking place in Malta between 1st January to 30th April and 1st September to 31st December.
No agreement may extend beyond December 2028.

Blackout Period

May to August are considered as blackout periods, therefore applications for Conferences and Expos taking place during this period will be automatically disqualified.

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Guiding Principles

Funding under this Program is guided by three principles:

1. Significance

Only those events which clearly demonstrate a high degree of value added to the tourism industry and that are aligned with the objective of the particular support program will be considered and possibly benefit from this support program.

2: Additionality

In some cases, without government intervention events would unlikely materialize or would take place at a reduced size or scale. When ‘additionality’ occurs in an event, usually the event will be able to increase its ability to attract additional visitors as well as enhance the overall experience to other tourists visiting our Islands at that particular time.

3. Leverage on other funding and own investment

Applicants must understand that the Malta Tourism Authority is **NOT a core funder of Conferences and Expos**, and may support undertakings only if applicants clearly establish their financial commitment and their endeavours to obtain funds from other sources.

General Provisions

This support program is administered through a competitive application process carried out by the Malta Tourism Authority.

Applications are evaluated by the Authority’s Events Support Adjudication Board and assessed against a set of Selection Criteria as outlined in this document.

The Events Support Adjudication Board shall convene after the end of the call period to review all submitted applications as necessary.

Full adherence and compliance with the Selection Criteria is mandatory for eligibility, however this does not constitute a guarantee for funding.

Selection Criteria & Funding

Eligibility Criteria

All applications need to satisfy the eligibility conditions under this section before proceeding to the proposal evaluation stage.

Who can Apply?

Corporate Companies in possession of an official valid company registration in the respective country of origin and International Associations registered with ICCA may apply.

Eligible Activities

- Expos having a minimum spend of €500,000
- M.I.C.E -
 - i) Minimum Spend of €1,000 + VAT per foreign delegate excluding flights during period November to April.
 - ii) Minimum Spend of €1,400 + VAT per foreign delegate excluding flights during period September to October

Ineligible Activities

- Applications that are not submitted using the proper Application Form and Annexes.
- Unsigned Applications.
- Applications received outside the dates and times stipulated in the Call.
- Incomplete Applications (whether in the application or annexes).

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Selection Criteria

The following Criteria will be used during the proposal evaluation stage:

- Timing of the Event, vis-a'-vis MTA's strategic objective to increase tourist volumes during the low and shoulder months period.
- The event must span a minimum of three (3) consecutive nights.
- The anticipated generation of **ADDITIONAL** high end tourism arrivals for the Event.
- Source Market targets compared to the MTA's strategic objectives.
- The International Standard of the Event and the Demographics of delegates.
- The profile of the keynote speakers and panelists invited.
- The potential of the event to provide a platform for new economic niches and local startups.
- The profile of ancillary events and activities, such as panel discussions, focus groups, and events, that are organised in conjunction with the primary Event.
- Social and Environmental Considerations.
- Equality of Opportunity and Accessibility.
- Economic Value Added Associated with the Event.

Funding

Support is exclusively based on the number of accredited foreign delegates travelling to Malta attending this event. Accompanying guests, Maltese delegates and foreign delegates living in Malta will not be eligible for funding.

Support Calculation

Support is on per capita basis, subject to a minimum stay of three (3) nights and awarded as follows:

ACCREDITED DELEGATES	SUPPORT
Period 1 - November to April	
0 - 200 Accredited Delegates	No Support
201 - 2,000 Accredited Delegates	€40.00 / Delegate
2,001 - 5,000 Accredited Delegates	€45.00 / Delegate
5,001 - 10,000 Accredited Delegates	€50.00 / Delegate
10,001 - 15,000 Accredited Delegates	€55.00 / Delegate
Period 2 - September and October	
0 - 200 Accredited Delegates	No Support
201 - 2,000 Accredited Delegates	€35.00/ Delegate
2,001 - 5,000 Accredited Delegates	€40.00 / Delegate
5,001 - 10,000 Accredited Delegates	€45.00 / Delegate
10,001 - 15,000 Accredited Delegates	€50.00 / Delegate

- Support is being capped at 15,000 delegates.
- Support is calculated per event, which must span a minimum of three (3) consecutive nights.
- Should an application consist of several events scattered over time, each event will be considered separately, and amount will not accumulate on subsequent occasions.
- Support amounts are inclusive of VAT

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Accreditation

The Malta Tourism Authority will not disburse any per capita funds for those Delegates that were not duly accredited before the event.

Accreditation Method



Applicants must, at application stage, present a detailed report on the accreditation approach. Additionally, they must be able and willing to provide access to system backends and be prepared to present paperwork to the Malta Tourism Authority for requisite audits and verification purposes.

If the Board deems the accreditation procedures presented insufficiently robust, it may request additional information as necessary and ultimately reserves the right to disqualify the application based on a lack of transparency and/or inadequate methodology.

The final details of the accreditation procedure shall be agreed upon between the Organiser and the Authority before marketing support is confirmed and agreement is signed.

Payment Terms

Payments will be affected as follows:

Full Payment will be settled post event upon the submission of all the required deliverables, by not later than 30 days post event.

Failure to submit all documentation will result in non-eligibility and hence no payment will be effected.

Required Deliverables - EXPOS:

- A Summary of the Expo (including dates, times, locations and a comprehensive description of the event held).
- Feedback from the Client and Delegates on the event and on their local experience.
- A comprehensive report that includes the requisite evidence regarding the impact of international and local media.
- Accredited visitors reconciliation report duly vetted and endorsed by the Authority's Incentives and Meetings Department.
- A detailed Economic impact assessment report.
- Organiser concluding remarks.

Required Deliverables - M.I.C.E:

- A Summary of the Event (including dates, times, locations and a comprehensive description of the event held).
- Finalised full programme of events.
- Costing sheets.
- Copy of all invoices and proof of payment for Accommodation Fees, DMC Programme, Excursions, Tourist Attraction Entrance Fees, Food and Beverage Expenses including Outside Catering, Local A/V Rental Fees, Entertainment, Local Land Transportation, Local Printing and Merchandise supplies.
- Feedback from the Client and Delegates on the event and on their local experience.
- A comprehensive report that includes the requisite evidence regarding the impact of international and local media.
- Accredited visitors reconciliation report duly vetted and endorsed by the Authority's Incentives and Meetings Department.
- A detailed economic impact assessment report.
- Organiser concluding remarks.



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Payments Terms ..cont

A hard copy of these reports shall be delivered to the Malta Tourism Authority at its main offices in Kalkara

The Applicant acknowledges and consents that the Malta Tourism Authority reserves the right to refrain from executing payment should all required deliverables not be submitted to the Authority within the specified time frame. The Beneficiary shall have no right to recoup these funds and shall indemnify and hold the MTA harmless from any liabilities that may arise as a result.

Penalties

Overstated Projections

Support will be granted based on the final number of accredited Delegates;
Any overestimation of the number of accredited persons eligible for funding that exceeds the 20% maximum accepted margin of error will result in a penalty equivalent to the same rate awarded per capita.
The Authority will automatically deduct these penalties from the balance due, or the applicant shall refund the Authority within thirty (30) days of the notice letter, as applicable.

For the sake of clarity should an organizer estimates that 1,000 accredited persons shall travel for an event to be held in November and only 700 accredited guests turn up, then the organiser will be paid for 700 accredited persons and a penalty of €4,000 shall apply. (Difference between estimated and actual expressed as % (in this case 30%-20% maximum accepted margin of error = 10% or 100 accredited person x support rate awarded per capita).

Definitions

- ‘Authority’ means the Malta Tourism Authority (MTA).
- ‘Blackout Period’ is a period wherein marketing support under this call does not apply.
- ‘Board’, means the Malta Tourism Authority Events Support Adjudication Board.
- ‘Call’ or ‘Call for Proposals’ refers to the communication issued by the MTA, announcing the publication of the competitive application process and inviting interested parties to submit their applications by a set deadline.
- ‘Malta’ / ‘Maltese Islands’ includes Malta, Gozo and Comino.
- ‘Ministry’ means the Ministry responsible for Tourism.
- ‘Company Registration’ means a Company registration verified with reference to registration with relevant local, state, or national authorities.
- ‘ICCA’: International Congress and Convention Association
- ‘M.I.C.E.’ (Meetings, Incentives, Conferences, and Exhibitions) means a sector of the tourism industry that involves organizing and hosting business events, including meetings, incentive programs, conferences, and exhibitions.
- ‘EXPOS’ refer to a large often international event focused on showcasing innovation, trade or technology.

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Application Process

Contents of Submission

An application cannot cover more than one event but can contain a series of the same event over a period of time. Some applicants may also submit more than one application for separate occasions.

Submissions must include the following documents:

- I. Annex 1 - Completed Application Form
 - II. Annex 2 - Official Copy of Company Registration
 - III. Annex 3 - Copy of Full Programme
 - III. Annex 4 - Costings Report including but not limited to proforma invoices and quotes, contracts with local suppliers
 - IV. Annex 5 - Economic Impact Assessment Report
 - V. Annex 6 - Any other document which may be required.
- Applicants must substantiate, by example and evidence, how their event meets the selection criteria and any other criteria specified in the respective Call for Proposals.
 - Only typed and non-editable type format applications will be accepted.
 - Applicants may also be asked to submit further information and documentation.

Method of Submission

The only method of submission shall be through Electronic means. Applications must be submitted to the MTA at the email address: sponsorships.mta@visitmalta.com, clearly stating the name of the event.

Receipt Acknowledging Submission

Every applicant will receive an email acknowledging receipt of the application and related documents. This will be sent on the email indicated in the application form.

Evaluation Process

The Adjudicating Board

All applications will be evaluated by the Events and Sponsorships Adjudicating Board composed of a Chairperson, four (4) voting members and a Board Secretary. All members of the board and the Board Secretary shall be appointed by the Minister responsible for Tourism. The Board may, when deemed necessary, appoint independent experts to assist in the evaluation process. The Board also reserves the right to request any further information from the Applicant.

All board members must declare their impartiality and any conflict of interest that they might have with respect to any application before the evaluation process; Independent experts shall likewise declare any conflict of interest in writing before delivering any form of advice. This shall be recorded in the minutes of the meeting.

Evaluation Phase

All Applications received within the open call period will be assessed by the Events and Sponsorships Adjudicating Board against the Selection Criteria.

Right of Refusal

The Events and Sponsorships Adjudicating Board shall have the right to refuse to fund an event (even after committed) should it come to its attention that the Applicant or the Beneficiary of the Event has a severe default.

Applications will be refused if the event is double funded and such double funding is not declared in the Application.

The Malta Tourism Authority reserves the right to refuse to fund an event, or cancel the funding, if, in its opinion, the event shall cause reputational harm to the country.

Outright Disqualification

Any direct or indirect contact with any member of the Events and Sponsorships Adjudicating Board other than via the official channels is considered a severe breach and will lead to automatic disqualification of the proposal



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Award Process

Notifications

- Applicants that have been successfully selected to receive funding will also be informed via an email sent by the Secretary of the Events and Sponsorships Adjudicating Board. Communication will also include the value of the awarded support.
- Unsuccessful applicants will receive an email from the Secretary of the Events and Sponsorships Adjudicating Board outlining the evaluation's conclusions.
- The Events and Sponsorship Adjudicating Board decisions are final and cannot be contested.
- Successful application funding amounts and conditions are final and cannot be contested.

Signing of Agreement

Following the award process, the successful applicant/s will be invited to sign the Support Agreement with the Malta Tourism Authority.

Rights of the Authority

From time to time, MTA may issue updates to these guidelines. It is the responsibility of the applicants to submit their proposals in line with the latest version and clarifications as published on the authority's website www.mta.com.mt

Where applicable, the MTA reserves the right to request up to fifty percent (50%) of the sponsorship value in complimentary tickets for any event.

Where applicable, the Applicant shall give real-time access to their ticketing systems to MTA for auditing, marketing and logistical purposes.

The MTA reserves the right to require the Applicant to provide access to relevant databases produced by the event to be used by MTA for research/marketing purposes in line with Chapter 440, Data Protection Act of the Laws of Malta.

The MTA reserves the right to request from the Applicant any information that may be required for auditing purposes.

The Applicant shall allow access to MTA staff during any event or activity.

Where applicable, the Applicant must provide the necessary clearance from talent guests or artists to be available for interviews by foreign media and influencers invited by MTA to cover the event.

The Applicant must provide the MTA with relevant evidence such as hi-res photography and HD videography (both royalty-free), media clippings, talent guests, or artist testimonials, social media links, etc., relating to the event.

It is the Applicant's responsibility to inform the MTA of any change in the status or circumstances of the application, including changes in date, location, event, name, and program. The MTA reserves the right to reassess the funding and sponsorship agreement if any changes occur.



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For Further information please contract the Malta Tourism Authority on
Email: sponsorships.mta@visitmalta.com and Tel: +356 2291 5000