台北國際旅展

2019 Taipei International Travel Fair

Exhibitor Registration

Taiwan
THE HEART OF ASIA

主辦單位ORGANIZER ／ 財團法人台灣觀光協會
Taiwan Visitors Association

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台北國際旅展 iTF

2019 Taipei International Travel Fair

The Most Popular International Travel Fair in Taiwan

【Over NT$3 billion in revenue】
【More than 3,000 domestic media impressions】
【The number of visitors over 370,000 people】

Supervised by :
Ministry of Transportation and Communications, R.O.C.

Guidance :
Tourism Bureau, MOTC, R.O.C.

Organized by :
Taiwan Visitors Association

Sponsored by :
China Airlines / EVA Air, etc.

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Taipei ITF 2018 Highlights

The 2018 Taipei International Travel Fair was held at the Taipei Nangang Exhibition Center Hall 1, from November 8th to 11th. 60 countries (Table 1) and 950 organizations (Table 2) participated in the event, utilizing 1,700 exhibition booths; in the four days of ITF, a total of 376,773 visitors attended the event (Table 3), generated more than 20 million of domestic and international media reports (Table 4), on-site business transactions estimated to exceed NT 3 billion, and effectively enhanced the brands and business opportunities of participating exhibitors. This year, the public responded generously to charity events, by donating blood or uniform-invoice, visitors can enter the fair for free. The Taipei Blood Center received more than 2,635 liters of blood, and 206,000 uniform invoices were donated at the closing ceremony to the Eden Social Welfare Foundation and Hsiang Shang Social Welfare Foundation.

Table 1 Exhibiting Countries / Regions

Total

60

Exhibiting Countries

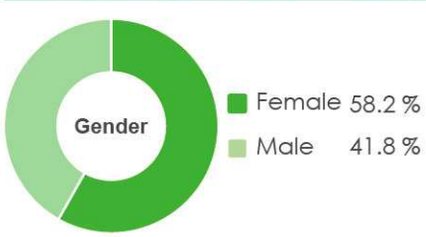
Table 2 Business Nature of Exhibitors

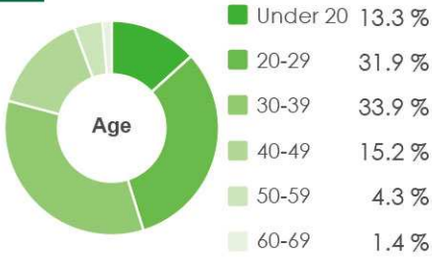
Total

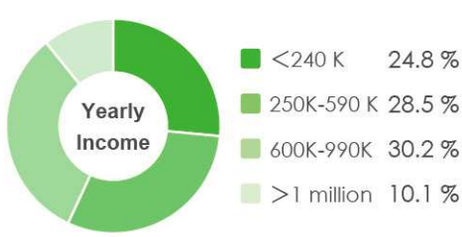
950

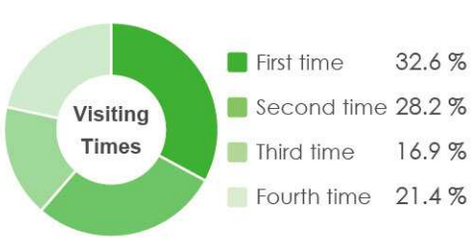
Exhibitors

Table 3 Analysis on General Visitors









Purposes of Visits

Table 4 Analysis on Media Exposure

Total

3,395

Times

General Information & Registration Information

Organizer Taiwan Visitors Association

Dates November 8th – 11th, 2019 (Friday-Monday)

Contact +886-2-2752-2398
www.taipeiitf.org.tw

Eligibility

■ The International Travel Fair is open to all local and international travel-related organizations, airlines, travel agencies, hotels, SPA resorts, homestays, theme parks, cruise lines, land operators, car rental companies, tourism publications and other travel-related enterprises.

■ Appendix

1. Licensed Documents & Registration: All exhibitors and delegates must provide the following documents as proof of eligibility.
   1) All travel agencies, hotels and tourism-related organizations must present licensed documents and registration.
   2) Hotels and homestays must have the necessary government issued hotel and homestay license documents.
   3) "Company Registration" or "Operating License" Registration Documents
   ※ Please log on to the Ministry of Economic Affairs Commerce Industrial Services Portal to download your company's registration and license documents.
   Please visit the website at http://gcis.nat.gov.tw
   ※ Taiwan Visitors Association Donation Entity are not required to turn in the documents stated above.
2. Regulations for coupons
   1) All gift, hotel, hot spring, meal and other service coupons sold during the Travel Fair must abide by the regulations, that all related governmental organizations set for the relevant coupons, stated in the "Mandatory and Prohibitory Provisions to Be Included in Standard Contracts for Tourist Hotel Goods (Services) Coupons". Please provide an e-copy for reference with your application.
   2) According to the regulations MOTC sets, only real licensed accommodation providers can issue coupons for hotels and homestays. This is to avoid any possible disputes caused by an inconsistence between issuers and providers which increases an uncertainty for risk assessment. If a company authorizes a third party to sell its coupons, in order to protect consumers' rights, it is mandatory to indicate on the coupons the name of the third party, the authorized period for sales, and for tourism hotels, also file numbers of approved documents by the relevant government authority.
   3) Highlights for exhibitors selling coupons:
      ① No expiry date for coupons is allowed. If the special offer with the coupon is valid only for a period of time, it should state "After the deadline for the special offer, the coupon remains valid with the price difference added".
      ② A performance guarantee must be provided with the name of the financial organization responsible for the guarantee as well as the effective and expiry dates for the guarantee. The guarantee period must be no less than one year, effective from the issuing date.
      ③ It is prohibited to state "The coupon cannot be used on certain days, Mother's Day, New Year, some holidays or consecutive holidays" or "valid only from a certain day to another day in a week". It can be noted "A price difference should be added if the coupon is used for a certain day of the week, New Year or consecutive holidays".
      ④ The definitions for off-peak and peak days should be stated on coupons. It is not allowed to show "The definitions for off-peak and peak days depend on the rules of the site"; nor can it be written "The company reserves rights to adjust or change without a notice".
3. Exhibitor DM or poster
   1) If stating "From NT$XXX" the size of the "From" must be the same as the other text and should not be too small or unclear so that consumers are misled, nor should the "From" be used as bait, with charges then added for other items.
   2) Pictures or text should not use the words "for reference only".

■ **The companies of consignment sale of accommodation coupons, meal coupons, membership cards and other special offer coupons by promotional are not allowed to register.**

Other Privileges

■ **Press Conference**
1 day prior to the 2019 Taipei ITF, approximately 200 members of the local and international press community will be invited to interview the organizing committee, creating greater exposure for the event.

■ **Happy Hour**
Organizer will host a happy hour party in appreciation for the participation of local and international buyers and exhibitors; this is also a great opportunity for further business exchange.

■ **Product Presentation**
Exhibitors may take this opportunity to further introduce and present new tourism products to consumers. This allows consumers to gain a more detailed understanding of the products available to them, and thus, fulling the purpose of this event.

■ **Travel Mart**
To develop Taiwan's inbound market, local and international buyers will be invited to engage in business discussion and exchange with exhibitors, further encouraging the growth of Taiwan's tourism industry.

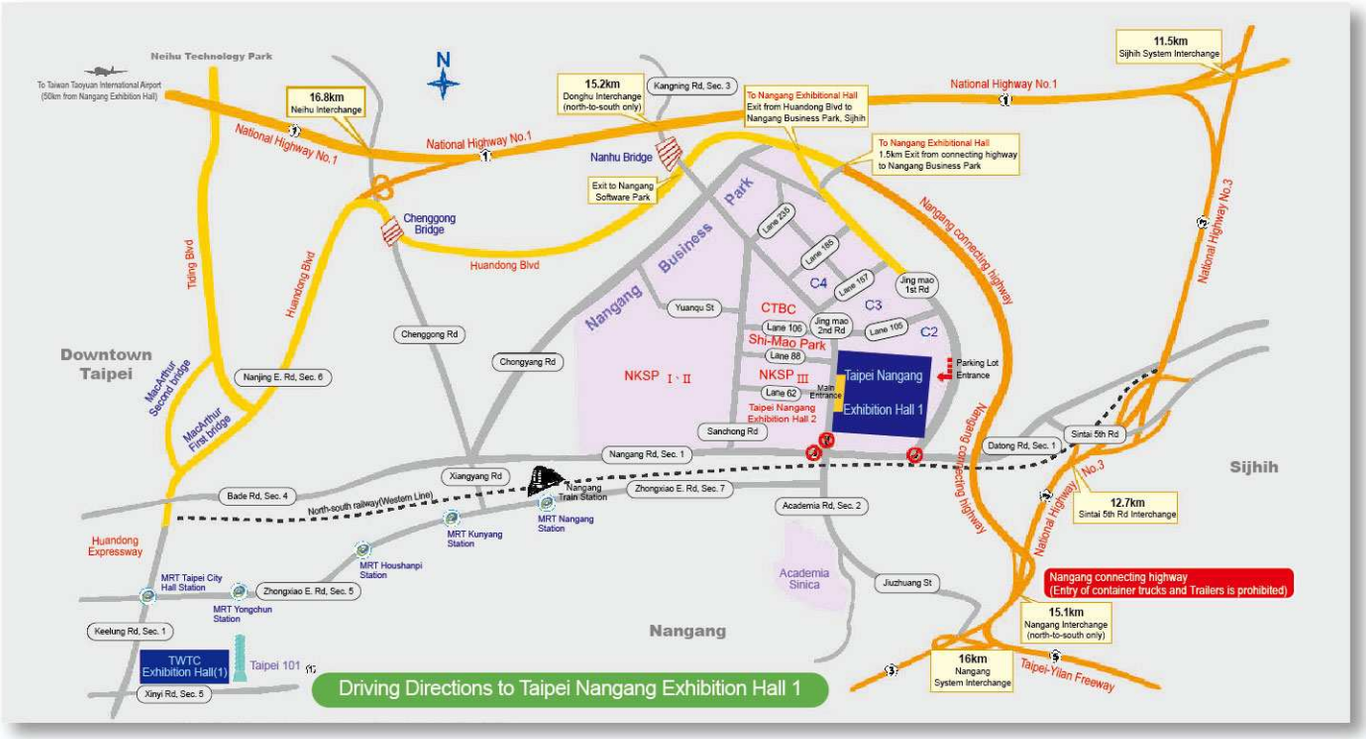
■ **Travel Forum**
Organize a summit to address the current state of Taiwan's tourism industry, with the goal of improving the quality of the industry through fervent discussion amongst local and international industry experts.

■ **Main Stage Performance**
Welcome the renowned performance groups around the globe to perform at the event; by showcasing unique performances that demonstrate diversity and culture, the event will gain wider exposure through media and word-of-mouth.

■ **Official Website Exposure**
From Oct. 8th to Nov. 11th, exhibitors may provide information on special offers, which will be announced in ITF's official website, Facebook before the exhibition.

Map of Exhibition Areas

■ Address Taipei Nangang Exhibition Center
(No.1, Jingmao 2nd Rd., Nangang District, Taipei City 11568, Taiwan)



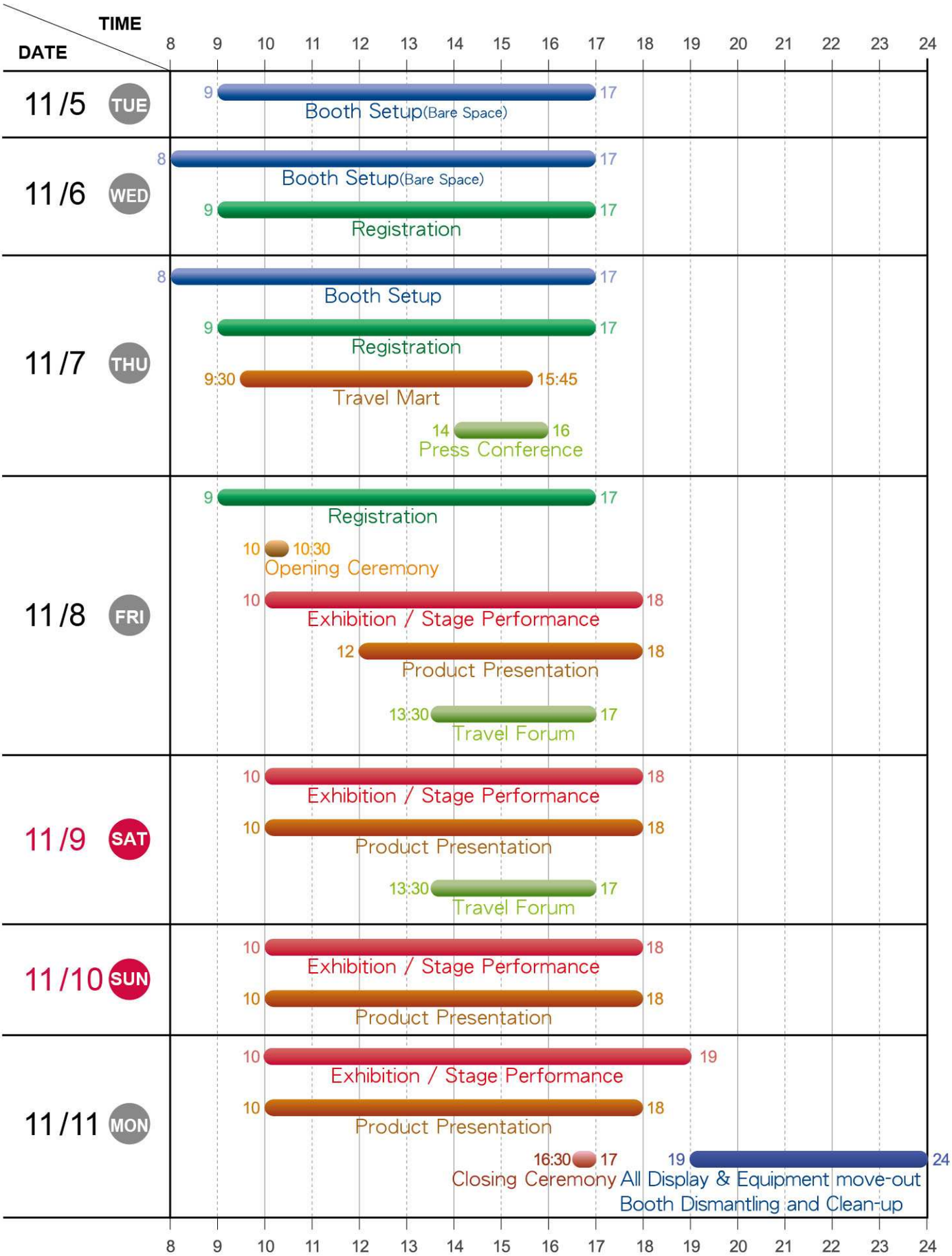
※Transportation

■Metro Station: Taipei Nangang Exhibition Center
Exit No. : Exit 1 and Exit 2

■Taiwan High Speed Rail
Take Taiwan High Speed Rail to Nangang Station (terminal station), then transfer to MRT Taipei Nangang Exhibition Center Station.

■For more information please go to: http://www.twtcnangang.com.tw/zh-tw/

Tentative Program



★ *The Organizer retains the right to make any alterations and changes to the program.*

Booth Rental Tariff & Booth Specifications

1. Booth specification

Shell Scheme	Bare Space
3m×3m=9m²	3m×3m=9m²

※Include basic equipment

※Minimum order 36 sqm (4 booths)

2. Booth Type

Booth Type	Unit	Rental (each booth is 3mx3m) Early Register Fee Before May 31st	Late Register Fee After June 1st	Minimum Order Unit	Minimum Order Area m²
Shell Scheme	9 m²	US$ 3,000	US$ 3,300	1	9
Bare Space	9 m²	US$ 2,700	US$ 3,000	4	36
6-Meter Corridor	per booth	US$ 700	(Minimum order of 18 m²)		
Open Corner Booth	Each one	US$ 330	(Minimum order of 18 m²)		
Surcharge for 2-story booth	18 m²	US$ 880	(Minimum order of 36 m²)		
Booth exceeding 4-6 meters (conducted by TITRA regulations)	9 m²	US$ 3,500	(Minimum order of 36 m²)		

★All the above prices include tax.

★The confirmation of 2-side open corner booth is subject to availability according to booth size, first-come-first serve, and etc. Failure to provide your requested booth, the additional fees will be refunded shortly.

★Rules to space allocation on the main aisle:

I.Exhibitors requested for space on the main aisle will have priority assignment; booths with increments total more than 40 will be allocated to the double-ten main aisle first, and receive 40% discount off the main aisle costs.

II.Exhibitors who did not request for space on the main aisle, will be allocated after determining the number of available booths remain on the main aisle, according to the number of booths they rent, the date of application, and order of payment received, in descending order:

1.Those renting more than 100 increments of booths.

2.Those renting more than 50 increments of booths but fewer than 100.

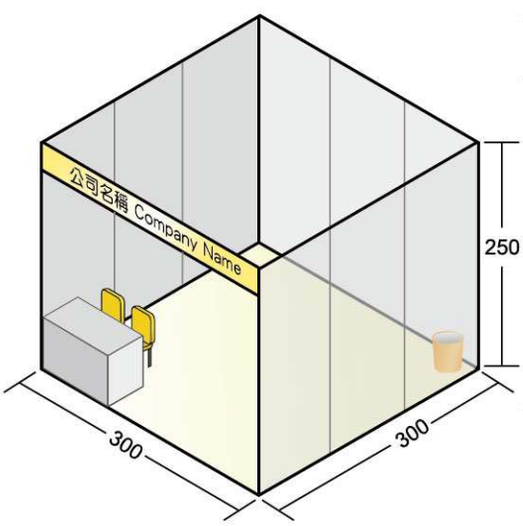
3.Those renting more than 10 increments of booth but fewer than 50.

◎Donation discounts on booth rental fees

As a non-profit organization, the Taiwan Visitors Association (TVA) welcomes donations from exhibitors. If exhibitors indicate in their registration application their willingness to donate (NT$10,000 per booth), TVA will offer the same amount of special discount. For example, for exhibitors who indicate in their registration application before May 31st a willingness to donate (for every standard booth rental fee of NT$85,000, exhibitors agree to donate NT$10,000), TVA will issue a donation receipt for NT$10,000 and a booth rental fee receipt for NT$75,000 (a booth rental discount of NT$10,000). For exhibitors who do not indicate a donation, a receipt for the full booth rental fee will be issued. Exhibitors who are willing to donate, please indicate it on the application form.

3. Booth Specifications

Shell Scheme



- Total 3 wall partitions for the back and sides.
- Equipment:
  1. information desk, 3×100W spotlights (electricity included), One single-phase 110V/5A power outlet (500W power included)
  2. folding chairs, 1 wastepaper basket, needle –punch carpet, fascia board with company name and booth number.
- Extra power usage (in addition to the 3 spotlights) will be charged. Only the official contractor will supply electricity power.

Bare Space

- No partitions are supplied for bare space booth.
- All electricity is supplied only through the official contractor.

How to Apply

Online application begins at 10:00 a.m. on March 1st, 2019 and will close when the maximum number of applications has been received. website: www.taipeiitf.org.tw

Application Procedures

- Online Application: Online application begins at 10:00 a.m. on March 1st, 2019 and will close when the maximum number of applications has been received.
- For all exhibitors, please upload a digital file of your company registration document within 7 days of online application. For all hotel and homestay entities, please upload a photocopy of government licenses and other relevant documents for authorization by the main organizers.
- Exhibitors intending to distribute special gift coupons, hotel accommodation coupons and/or hot springs coupons etc., must abide by the 「Mandatory and Prohibitory Provisions to be included in Standard Contracts for Hotel Goods (Services) Coupons」 rules and regulations, and upload the digital sample file to the website for authorization by the main organizers.

Application Deadline

- Early Bird Deadline: May 31st, 2019
- Registration Deadline: July 15th, 2019
- Payment Deadline: September 16th, 2019

※The organizer reserves the right to cancel the eligibility for exhibiting of any exhibitor whose payment has not been received after September 23rd, 2019.

Contact

- Add : 8F-1, No.285, Sec. 4, Zhongxiao E. Rd., Taipei City 106, Taiwan
- T E L : +886-2-2752-2398
- FAX : +886-2-2752-7683
- E-mail : contact@www.taipeiitf.org.tw
- Website : www.taipeiitf.org.tw

Acceptance of Application

The Organizer reserves the right to confirm or reject applications received online by email.

Payment

- International money order
- T/T or wire transfer to Taiwan Visitors Association bank account details below

Bank : **Mega International Commercial Bank Co. Ltd. HOFD Taipei Taiwan**
Account Name : **Taiwan Visitors Association**
Account No. : **00753086780**
Swift Code : **ICBCTWTP007**

★ US Dollars payment only.

Note : It is mandatory to notify the organizers by phone or fax if transferring funds by ATM direct transfer or personal account transfer.

Cancellation & Refunds

The Organizer must be notified in writing of any cancellation. Accepted cancellation will be refunded after the Fair and based on the following amount:

- Cancellation before August 25th, 2019, 75% of the total payable
- Cancellation before September 22nd, 2019, 50% of the total payable
- Cancellation on or after September 23rd, 2019, no refund

Assignment of Booth(s)

The Organizer will make every effort to comply with exhibitors' requests for booth assignments, while reserving the right to allocate booth(s) to serve the greatest interest of all exhibitors. Booth arrangement shall be according to overseas exhibitor, size of booth, registration date, booth payment date and the exhibition plan.

Changing of Booth(s)

The Organizer reserves the right to reduce the number or size of booths, and change the location of booths according to the exhibition's capacity.

Terms and Conditions

☆ Registration Procedures

Once an exhibitor's application has been approved then these terms and conditions are considered to be a binding contract between the exhibitor and the organizer (Taiwan Visitors Association). The organizer reserves the right to reject any units that do not satisfy the exhibitor criteria (including sub-tenants). Once an exhibitor has submitted their application then they may not apply to change the name on the application for any reason. Violators will be barred from the exhibition by the TVA and from applying for the next exhibition as well.

1 Allocation Exhibition Space

a. While consideration will be provided to the Exhibitor's preference, the Organizer is responsible to allocate and the made Final decision for space allocation.

b. The Organizer reserves the right to alter space allocations, reduce the number or size of booths, and change the location of booths according the exhibition's capacity and the general interest of the exhibition.

2 Use of Exhibition Space

a. Exhibitors shall not assign, sublet or sublicense their space allotment, or use any space at the Exhibition venue other than that allocated by the Organizer.

b. Exhibitors shall not use the space allocated for any purpose other than the Exhibition, without the prior written consent of the Organizer.

c. On termination of the contract for whatever reason by the Organizer, the Exhibitor shall hand over the allocated space in vacant and good condition.

3 Joint Exhibitors

If two or more Exhibitors intend to jointly use a single booth, only one shall be named as the principal applicant. The principal applicant will be authorized to negotiate with the Organizer on behalf of the co-exhibitors. The participating co-exhibitors are jointly liable to the Organizer and will bear the liability for any wrongdoings or negligence committed by any of the co-exhibitors. The principle applicant must submit a list of co-exhibitor names and details to the Organizer by 1st Sep., 2018. All main exhibitors must present to the Organizer the registration information for co-renting exhibitors; failure to do so will result in an immediate security report and a ban on exhibiting rights for both main and co-renting exhibitors in the next year.

★ Principal applicant have to check operating license, Good (service coupon) of co-exhibitors and upload its digital file via the website before 1st Sep., 2019.

★ Consignment sale of accommodation coupons, meal coupons, membership cards and other special offer coupons by promotional companies are prohibited.

4 Cancellation or Postponement

The Taipei International Travel Fair will be held at the venue and at the dates and times indicated in the Stand Registration. If for whatever reasons beyond the control of the Organizer that the venue is changed, or the dates and opening time are altered, cancelled, or postponed, the Organizer shall not be held liable for any losses suffered directly or indirectly by the Exhibitor. In the event the Organizer is obliged to cancel the Exhibition for any such reasons, all fee received from Exhibitors will be refunded, less all expenses incurred.

5 Refunds

a. By failing to meet payment deadline, the Exhibitor forfeits all benefits attached to the aforementioned terms. The Organizer will send billing statements periodically, and should the Exhibitor persist in their delinquency, the Organizer shall be forced to reject the application.

b. Registered applicants who wish to withdraw from the Fair for any reason must submit a written request for refunds. Such a request received by 25th August, 2019 will yield a 75% refund; such a request received by 22nd September, 2019 will yield a 50% refund; no refunds shall be given for any requests received after 23rd September, 2019.

6 Booth Design

Exhibitors building their own booth must submit their booth design plans by 5th Oct., 2019 to the Organizer for approval. All design plans and event schedules must have the written approval of the Organizer. Exhibits and other objects to be arranged and events to be taken place in the booth must be clearly marked and stated in the design plan submitted. Please specify and take note: the distance between a stage and the public walkway must be no less than 50cm, locations of speakers, the total volume emitted from any speakers, microphones and booths must be below 85 decibels and all speaker ports must face into exhibition booths, diameter of any balloon and its distance from the ground, live events schedule including content, times, and list of performers (including MC).

7 Booth Construction

a. All exhibits, materials, and fittings used or displayed within the Exhibitor's booth must be properly fire-proof, and must comply with fire prevention and building regulations and, as much as possible, environmentally friendly building materials should be used. All booth contents must conform to the standard booth dimensions specified (3m x 3m x 2.5m), excluding business or product signboards, which may reach a maximum height of 4m.

b. Each Exhibitor's display shall not obstruct the view of other Exhibitors or in any manner unacceptable to the Organizer. No display shall be against the general interest of the Exhibition.

c. The Organizer reserves the right as it may deem necessary to instruct and request for rectification or remedying should the Exhibitors breach any of the clauses as stated in this agreement.

d. All constructions must comply with the TAITRA rules and regulations.

Terms and Conditions

8 Unoccupied Booth Space

In the event of an Exhibitor failing to occupy his allotted space 30 minutes prior to the Exhibition opening time, the Organizer shall be entitled to reallocate the booth space as it deems fit. All fee paid shall be forfeited, without any prejudice against the Exhibitor. The Organizer reserves the right to seal off any space left unoccupied by the Exhibitor for more than two hours during the exhibition period.

9 Public Walkways/Space

a. During the exhibition period, the Organizer reserves the right to request the removal of any article not approved by the Organizer. The Exhibitor shall be expected to comply with any such request. For safety reasons and to maintain the flow of visitors.

b. No Exhibitor shall use the public walkways/space for its own interest.

10 Advertisement Display/Promote

The Exhibitor shall not display or promote any materials unrelated to the theme of the Exhibitor on or within the vicinity of the exhibition grounds; nor shall any political activities/ propaganda be permitted on or within the vicinity of the exhibition grounds. Any promotional event and the posting or handing out of promotional materials must take place within the boundaries of the Exhibitor's allotted space.

11 Regulations for Coupons

a. All gift, hotel, hot spring, meal and other service coupons sold during the Exhibition must abide by the regulations, that all related governmental organizations set for the relevant coupons, stated in the "Mandatory and Prohibitory Provisions to Be Included in Standard Contracts for Tourist Hotel Goods (Services) Coupons".

b. A performance guarantee must be provided with the name of the financial organization responsible for the guarantee as well as the effective and expiry dates for the guarantee. The guarantee period must be no less than one year. The special offer with the coupon must be valid within the guarantee period.

12 Legal Products

All merchandise sold by the exhibitor during the period of the exhibition should conform to the relevant regulations of the competent authorities, travel industry authorities and Consumer Protection Act.

13 Online Travel Fair

Exhibitors may NOT market their online products using the name of the Taipei International Travel Fair (ITF) Online Travel Fair before the opening of the ITF. Once the ITF has ended, they may continue to market these products online for one month.

14 Booth Construction and Sound System Applicants

a. Exhibitors who wish to employ contractors other than the official appointed contractor for their booth construction and sound system setup must submit their contractors' contact information to the Organizer before 30th Sep., 2019.

b. Only those Exhibitors with stage/event plans approved by the Organizer are allowed to use loud speakers and related equipment in their booths. To maintain the quality of the exhibition, the use of any equipment for floor sales (i.e. calling out to the crowd) is strictly forbidden. Exhibitors who apply for sound system setup other than the officially appointed contractor must submit their contractor's contact information and a written application to the Organizer by 30th Sep., 2019. The Organizer will issue a license for the sound system before the exhibition. Failing to do so, the exhibitors will be listed which may affect their application in the future, and their contractors will be disqualified for future events. Exhibitors who make an application after Sep. 30th, 2019 must pay a guarantee of NT$ 100,000 and also a non-refundable fee of NT$ 5,000 for late application.

15 Exhibitor Badge and Admission Ticket

The exhibitor may not counterfeit, tamper with, or use counterfeit/modified Exhibitor Badge/Admission Ticket. If a violation is detected, the ID card/permit will be immediately confiscated and legal action taken.

16 Food Sales

Cooking and heating food for on-site sale is prohibited, it could be sold only via door-to-door delivery service.

17 Photography, Film, Video and Audio Recordings

For purposes of advertising or publication in the media, the Organizer and all its authorized personnel are entitled to take photographs, make drawings, or make either film or video recordings of the events taking place at the Fair. Objections by any Exhibitor, for whatever reason, shall be unaccepted.

18 Security

The services of a security agency will be provided during the official setup and dismantling time, as well as throughout exhibition hours. Exhibitors agree that provision of such services constitutes reasonable and adequate cause to release the Organizer from all security responsibilities. If desired, Exhibitors may insure their own properties at their own expense. The Exhibitor also agrees to indemnify the Organizer from and against any and all claims for damages, losses, and charges of any kind resulting from the Exhibitor's rental of booth space.

19 Display of License and/or Registration

All exhibitors must clearly display their company registration and/or certified license at their service counters for convenient inspection by government agencies and/or consumers. (In accordance to document no. 0990001309, as issued by the Executive Yuan Consumer Protection Commission on February 4th, 2010).

20 Supplementary Terms and Conditions

The Organizer shall reserve the right to issue Supplementary Terms and Conditions to ensure the orderly management of the Exhibition. Any such supplementary terms and conditions shall be issued to Exhibitors a minimum of 24 hours before going into effect. They shall form part of these Terms and Conditions, and shall be immediately binding on all Exhibitors and their staff and agents.

21 Denied Entry

The organizer may prevent non-exhibitor personnel from entering the exhibition venue under certain conditions if it's in the best interest of the exhibition as a whole. The organizer has no obligation to answer anyone for such a decision.

22 Return of Booth(s)

At the conclusion of the exhibition period, the exhibitor must clean and return the booth in intact condition to the organizer by 12AM, 12th Nov.

23 Breach of Terms and Conditions

In the event of any breach of the terms and conditions by any Exhibitor, the Exhibitor shall indemnify the Organizer for all damages, claims or costs incurred. The Organizer is entitled to deduct all expenses incurred by the Organizer against the money paid by the Exhibitors, without any objection and for any reason whatsoever.

24 Details of the Contract

Exhibitors are obliged to unconditionally follow the terms and conditions stated in the Exhibitor Manual and Stand Registration. A signed application, confirmed by the Organizer, shall serve as the contractual agreement between the Organizer and the applicant. By signing this application form, the applicant indicates that he has read, understood, and agreed to abide by the terms and conditions set forth by the Organizer. The Organizer also reserves the right to consider incomplete any application that is submitted without a signature.

25 Settlement of Disputes

All disputes arising in connection to the terms and conditions contained herein shall be handled by the Court of Taipei under the laws of the Republic of China.