

# itf 台北國際旅展

2024 Taipei International Travel Fair

# EXHIBITOR REGISTRATION





# CONTENTS

2023 ITF HIGHLIGHTS P 01

GENERAL INFORMATION P 02

TENTATIVE PROGRAM P 05

BOOTH RENTAL P 06

HOW TO APPLY P 08

TERMS AND CONDITIONS P 09





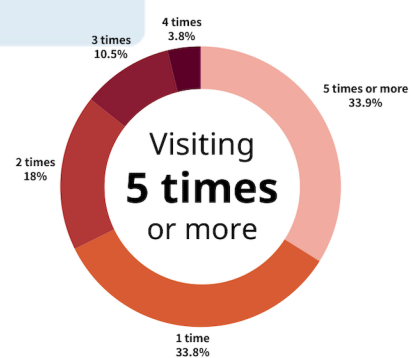
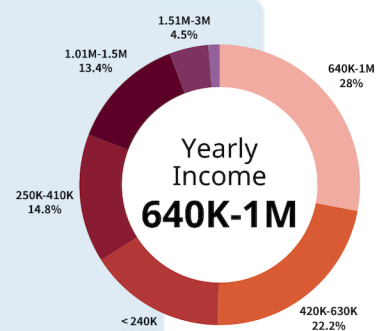
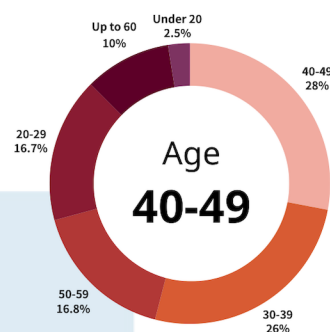
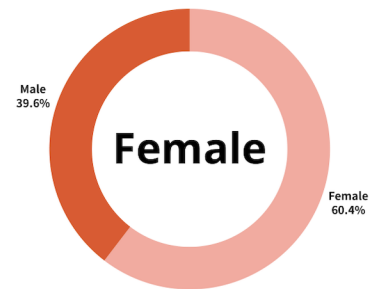
# 2023 ITF HIGHLIGHTS

The 2023 Taipei International Travel Fair (ITF) was held from November 3<sup>rd</sup> to November 6<sup>th</sup> at Hall 1 of the Nangang Exhibition Center, while continuing to be the largest international travel fair in Taiwan. ITF 2023 exhibitors spanned 104 countries/cities, including Japan, South Korea, Hong Kong, Thailand, Malaysia, Central America, and various European cities. Over 40 of Taiwan's largest travel industry representatives, as well as more than 130 businesses such as hotels, restaurants, airlines, and amusement parks also joined the exhibition, total of approximately 1,300 exhibition booths. With a vibrant atmosphere, 2023 ITF attracted nearly 350,000 visitors within 4 days, further complemented by credit card promotions, which saw a total redemption amount close to 100 million NTD.

In addition to the 4-day travel fair, a physical "Travel Mart" was held on November 2<sup>nd</sup>. 90 exhibitors participated, and the event saw the invitation of 89 International buyers from 18 countries by the Tourism Administration, M.O.T.C. This initiative led to over a thousand successful matchmaking sessions, creating numerous future business opportunities.

Exhibitors were not only enhanced their brand image, visibility, and commercial prospects, but also benefited from additional media coverage of the event, which amounted to an impressive 440 million NTD. This not only generated additional potential business opportunities but also satisfied the public's desire for travel, presenting a thriving opportunity for the development of Taiwan's tourism industry.

## Visitors Demographics



## Analysis on Media Exposure

Type	Items	Value (NTD)
Magazine	17	3,136,600
Newspaper	198	13,773,457
TV	361	70,456,230
Internet News	5,152	358,080,000
<b>Total</b>	<b>5,728</b>	<b>445,446,287</b>

# GENERAL INFORMATION

Dates	<b>November 1<sup>st</sup> – 4<sup>th</sup>, 2024</b> (Friday-Monday)
Location	<b>Taipei Nangang Exhibition Center, Hall 1</b>
Organizer	<b>Taiwan Visitors Association</b>
Contact	<b>+886-2-2752-2398 / <a href="mailto:contact@taipeiitf.org.tw">contact@taipeiitf.org.tw</a></b>
Website	<b><a href="http://taipeiitf.org.tw">taipeiitf.org.tw</a></b>
Fan Page	<b><a href="https://facebook.com/tvaitf">facebook.com/tvaitf</a> / <a href="https://instagram.com/itf_taipei">instagram.com/itf_taipei</a></b>

## Eligibility



The 2024 ITF Taipei International Travel Fair is open to all local and international travel-related organizations, airlines, travel agencies, hotels, resorts, B&B, theme parks, cruise lines, railways and highways operators, car rental companies, tourism publications and other travel-related enterprises.

- Appendix :

1. **Licensed Documents & Registration:** Except for Taiwan Visitors Association Donation Entity, all exhibitors and delegates must provide the following documents as proof of eligibility.

- I. All travel agencies, hotels and tourism-related organizations must present registration and licensed documents.
- II. Hotels and B&Bs must have the government issued hotel and homestay license documents.
- III. "Company Registration" or "Operating License" Registration Documents.

※ Please log on to the Ministry of Economic Affairs Commerce Industrial Services Portal (<http://gcis.nat.gov.tw>) to download your company's registration and license documents.





2.If exhibitors wish to sell various product (service) vouchers (such as accommodation vouchers, hot spring vouchers, meal vouchers, etc.) during the exhibition, please upload "sample vouchers" and a "performance guarantee contract" for reference upon registration.

- For regulations of vouchers, please refer to the "Mandatory and Prohibitory Provisions of Standard Form Contracts for Gift Certificates of Commodities (Services)" issued by the Ministry of Economic Affairs on April 10<sup>th</sup>, 2020 for details. (<https://reurl.cc/zAWyXe>)
- Consumer Protection Office Examinations and Targeted Reviews:

**Coupons/Vouchers Contests Must Include:**

- ① Terms and Conditions. (If the voucher have “periodical or seasonal” usage differences, the period, or the agreed usage method of the preferential and the usage method or similar context after the preferential period should be clearly stated.)
- ② The guarantee period must be no less than one year, effective from the selling date, and have the method and expiry dates for the guarantee stated.
- ③ If the voucher is damaged but still can be recognized, it is still valid and exchangeable. If it is name registered but lost or stolen, it can be redeemed. Extra fees or commission should comply with relevant regulations.
- ④ Refund procedure and amount are required to be included in the terms and conditions. The administrative fee can be charged on a pro-rata basis and complied with relevant regulations.

**Coupons/Vouchers Contests Must Exclude:**

- ① Expiry date.
- ② It shall not be stated that the obligation to provide products or services can be exempted, extra fees shall not be charged while using the vouchers.
- ③ When issuers use a third party as the provider of the actual commodity (service), they are not allowed to state exemption from liability of issuers or intents of similar expressions when there are disputes in consumption between the consumer and the provider of the actual commodity (service).
- ④ The terms and conditions shall not against the law, obviously unfair or defrauded.

■The companies of consignment sale of accommodation vouchers, meal vouchers, membership cards and other special offers/gift vouchers are not permitted.



## Other Privileges (free of charge)



### Travel Mart

To be announced.



### Main Stage Performance and Product Presentation

All renowned performance groups around the globe to perform at the event are invited; by showcasing unique performances that demonstrate diversity and culture, as well as revealing the latest travel information. Exhibitors may also take this opportunity to further introduce and present new tourism products to consumers.



### Press Conference

Approximately 200 members of the local and international press community will be invited to interview the organizing committee, creating greater exposure for the event.



### ITF Preferential Exposure







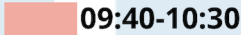

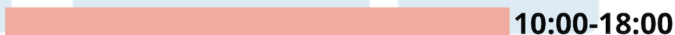




Exhibitors can launch products with preferential prices during the event. The Organizer will help to promote them on the official website of 2024 ITF, Facebook and Instagram fan pages, and also invite the media to report on it.



### Right of using "2024 ITF Taipei International Travel Fair" logo

Exhibitors are allowed to use the logo during online promotions and sales, increasing product exposure by combining the ITF brand and its customer power.

# TENTATIVE PROGRAM

Date	Schedule
10/29 (TUE)	 <b>14:00-16:00</b> Press Conference
10/30 (WED)	 <b>08:00-17:00</b> Booth Setup (Bare Space Only)
	 <b>13:00-17:00</b> Registration
10/31 (THU)	 <b>08:00-17:00</b> Booth Setup (All exhibitors)
	 <b>08:30-16:30</b> ITF Travel Mart
	 <b>09:00-17:00</b> Registration
11/1 (FRI)	 <b>09:40-10:30</b> Opening Ceremony
	 <b>12:00-18:00</b> Exhibition / Stage Performance
11/2 (SAT)	 <b>10:00-18:00</b> Exhibition / Stage Performance
11/3 (SUN)	 <b>10:00-18:00</b> Exhibition / Stage Performance
11/4 (MON)	 <b>10:00-18:00</b> Exhibition / Stage Performance
	 <b>16:30-17:00</b> Closing Ceremony
	 <b>18:00-24:00</b> Disassemble booth and Clean up site

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

\*The timetable and agenda for Travel Mart will be announced later.

# BOOTH RENTAL

## Booth Specifications

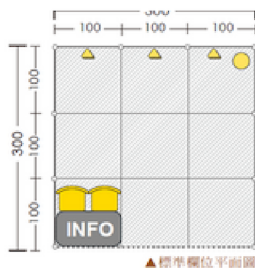
### Shell Scheme

### Bare Space

3m (length) x 3m (width) = 9 sq.m

- 1.Total 3 wall partitions for back and sides.
- 2.Equipment: 1 Reception desk, 3 projector lights (electricity included), 1 110V/5A socket (500W electricity included), 2 folding chairs, carpet, 1 trash can, exhibitor name placard, booth number.
- 3.Additional fees required if more than the basic power usage (3 projector lights, 110V/5A socket 500W) are used. The power supply must be provided by the official contractor.

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



▲ Floor plan



▲ Perspective



## Booth Rental Tariff

Booth Type	Unit	Booth Rate (All prices below include tax)		Minimum Order
		Regular	Discounted(before June 30)	
Shell Scheme	booth	US\$ 3,300	<b>US\$ 3,000</b>	1booth
Bare Space	booth	US\$ 3,000	<b>US\$ 2,700</b>	1booth
Open Corner Booth	booth	Add US\$ 330		2 booths
6-Meter Corridor	booth	Add US\$ 700		2 booths
Surcharge for 2-story booth	booth	Add US\$ 880		4 booths
Booth exceeding 4 meters in height (max to 6 meters)	18m <sup>2</sup>	Add US\$ 3,500		4 booths
Suspended balloon	per balloon	Add US\$350 (limited to one balloon with a diameter of less than 2 meters. Please refer to the exhibition manual for relevant specifications)		1booth

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

★Rules to space allocation on the main aisle:

1. Exhibitors requested for space on the main aisle will have priority assignment; booths with increments total more than 40 will be allocated to the main cross aisle first, and receive 40% discount off full-price for the main aisle.
2. 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.

★Each booth (shell scheme and bare space) is entitled to **four sets of exhibitor credentials**. Each set includes one exhibitor badge and four exhibitor entry tickets. **Admission is granted with one exhibitor entry ticket per person per day**, while the exhibitor badge is solely for identification purposes within the venue.

★For Booth exceeding 4 meters in height, an unit is 18m<sup>2</sup> (square meters). **Any area less than 18m<sup>2</sup> will still be considered one unit**. Calculation for oversized booths was based on unit size. In case of any ambiguity, determination by the World Trade Center is considered final. For example, a 30m<sup>2</sup> booth would be counted as 2 units, and a 40m<sup>2</sup> booth as 3 units.

# HOW TO APPLY

## Application

- Online Application begins at **10:00 a.m. on March 1<sup>st</sup>, 2024** and will close when the maximum number of applications has been received. Website: [www.taipeiitf.org.tw](http://www.taipeiitf.org.tw)
- For all exhibitors, please upload a digital file of your company registration document within 7 days of online application. For all hotels, Resorts and B&B, please upload a photocopy of government licenses and other relevant documents for authorization by the main organizers.
- If exhibitors wish to sell various product (service) vouchers (such as accommodation vouchers, hot spring vouchers, meal vouchers, etc.) during the exhibition. They must conform to the "Mandatory and Prohibitory Provisions of Standard Form Contracts for Gift Certificates of Commodities (Services)" rules and regulations. Please upload "sample vouchers" and a "performance guarantee contract" during the exhibition registration period for reference and confirmation.
- **Early Bird Deadlinel June 30<sup>th</sup>, 2024**
- The organizer reserves the right to cancel the eligibility for exhibiting of any exhibitor whose payment has not been received after September 15<sup>th</sup>, 2024.

## Acceptance of Application

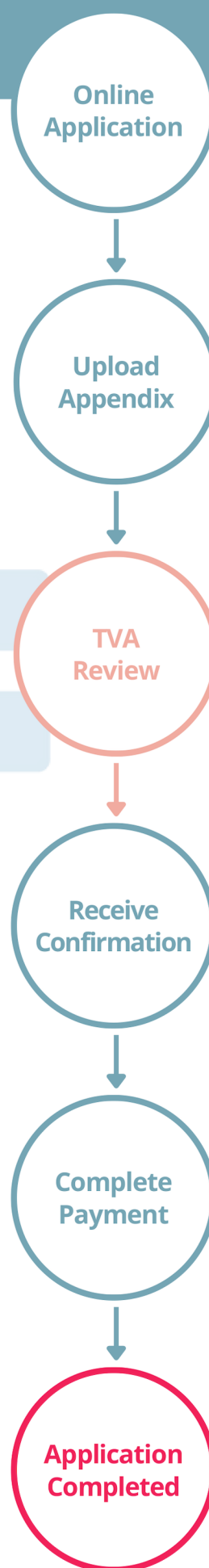
- The Organizer reserves the right to accept or reject applications received online by email.
- **Please complete the payment after receiving the confirmation E-mail from the organizer.**

## Payment Method

- International money order
- T/T or wire transfer  
Bank: Mega International Commercial Bank Co., Ltd.  
Foreign Department  
**Account Name: Taiwan Visitors Association**  
**Account No.: 00753086780**  
**Swift Code: ICBCTWTP007**

**\*US Dollars payment only.**

\*If payment is made by ATM transfer or personal account, please notify the organizers by phone (+886-2-2752-2398) or E-mail (contact@taipeiitf.org.tw).



# TERMS AND CONDITIONS

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 (TVA, 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 TVA and from the next exhibition applying as well.

## 1. Booth Allocation

- While consideration will be provided to the Exhibitor's preference, the Organizer is responsible to allocate and the made Final decision for space allocation.
- The Organizer reserves the right to alter space allocations, reduce the number or size of booths, and change the location of booths according the capacity and the general interest of the exhibition.

## 2. Booth Usage

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

## 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 Sep. 23<sup>rd</sup>, 2024. 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 Sep. 23<sup>rd</sup>, 2024.

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

## 5. Change or Postponement

The 2024 ITF 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.

## 6. Cancellation and Refunds

Registered applicants who wish to withdraw from the Fair for any reason must submit a written request for refunds. Accepted cancellation will be refunded based on the following amount:

- Cancellation before Aug. 23<sup>rd</sup>, 2024, 75% of the total payable.
- Cancellation before Sep. 22<sup>nd</sup>, 2024, 50% of the total payable.
- Cancellation on or after Sep. 23<sup>rd</sup>, 2024, no refund.

If booth reduction/withdrawal is requested by the Organizer, refunds would be processed separately.

## 7. Booth Design

Exhibitors building their own booth must submit the booth design plans by **Sep. 23<sup>rd</sup>, 2024** 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).



## 8. Booth Construction

- 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. For security considerations, all constructions, exhibits and displays (signage, flag, plant, carpet, spotlight, etc.) should not exceed the baseline of the floor and vertical space. If violated, the Organizer reserves the right to remove the entire booth structure immediately and all cost must be at the exhibitor's expense.
- Exhibitors building their own booth by non-official contractor must submit their contact info by Sep. 23<sup>rd</sup> to the Organizer.
- Exhibitors who approved by the Organizer to set up stages in their rented booths, their event providers are allowed to set up speakers and other related equipment that comply with the regulations and volume in their booths. To maintain the order of the exhibition, the Organizer will enforce noise control more strictly. Exhibitors who applied for the use of audio equipment should provide the contact information of their contractors and submit their written applications before Sep. 23<sup>rd</sup>, and the Organizer will issue a "usage permit for audio equipment" before the exhibition begins. Violators caught on-site will be listed for next year's eligibility assessment, and the contractor will be disqualified from applying for the use of audio equipment next year. Exhibitors who failed to apply on time are required to pay a delay fee of NTD \$5,000.

## 9. Unoccupied Booth Space

If the exhibitor has not ready its booth 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 2 hours during the exhibition.

## 10. Public Walkways/Space

- During the exhibition period, the Organizer reserves the right to request the removal of any article not approved by the Organizer.
- No Exhibitor shall use the public walkways/space for its own interest.

## 11. Advertisement Display

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

## 12. Regulations for Coupons

- Product (service) vouchers (such as accommodation vouchers, hot spring vouchers, meal vouchers, etc.) sold during the exhibition period must conform to the "Mandatory and Prohibitory Provisions of Standard Form Contracts for Gift Certificates of Commodities (Services)" and the relevant regulations of the competent authorities.
- Please refer to "Eligibility" 2. for descriptions on other precautions.

## 13. Legal Products

- All merchandise sold by the exhibitor during the fair should conform to the relevant regulations of the competent authorities, travel industry authorities and Consumer Protection Act.
- Hotel operators are not allowed to expand their business without authorization and sell illegal products on site.

## 14. Exhibitor Badge and Admission Ticket

The exhibitor may not counterfeit, modify or possess counterfeit, modified Exhibitor Badges or Admission Ticket. Offending items will be confiscated upon discovery and legal action taken.

## 15. 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.





## 16. 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.

## 17. 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).

## 18. 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 12 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.

## 19. 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.

## 20. 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 24:00, Nov. 4<sup>th</sup>, 2024.



## 21. 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.

## 22. 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.

## 23. 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.

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2024 Taipei International Travel Fair



Official Web.



Facebook  
Fan page



Insatgram  
Fan page

