

台北 2012 Oct.26-29 國際旅展

Taipei International Travel Fair



Stand Registration

www.taipeiitf.org.tw



Organizer : Taiwan Visitors Association
Venue : TWTC Exhibition Hall I & III
TEL : +886 2 2597-9691 FAX : +886 2 2597-5836
E-mail : contact@www.taipeiitf.org.tw

ITF
TAIPEI 2012



ITF
TAIPEI 2012

Taipei ITF

One of Asia's Biggest Travel Fair

Time for Taiwan ~ Time for ITF 2012

Many factors demonstrate Taiwan tourism industry's competitiveness and growth potential. It possesses rich tourism resources, a population that is deeply passionate about travel, and a government that has invested heavily in tourism marketing in recent years. In 2011, Taiwan's outbound travelers reached 9.58 million; with a total population of 23 million, this indicates that approximately 1 of 2 people in Taiwan has traveled overseas. Additionally, inbound travelers reached a record-breaking 6.08 million in 2011; as a stand-alone island that requires sea/air transportation to access, this further demonstrates Taiwan's attractiveness as a viable tourist destination for the global market.

The 2011 Taipei International Fair is expanding its exhibition area for the first time this year, attracting 61 countries/regions, 850 organizations and 1,500 booth registrations. The four-day event aims to attract 251,231 visitors to the exhibition. Whether comparing the number of organizations, booth registrations or visitors at travel fairs in Asia, Taiwan continues to demonstrate its leading position in this industry, further proving that this is a business opportunity you cannot miss.

In 2012, the 20th Taipei International Travel Fair enters its 26th year, continuing the tradition of developing Taiwan's tourism industry and providing the ideal platform for global industry exchange. With the 2011 Taipei ITF creating NT\$1.5 billion in revenue, the upcoming ITF event is slated to deliver similarly successful results.

The 2012 International Travel Fair will be held from Oct 26 to 29 at the Taipei World Trade Center Hall 1 and Hall 3, and is set to launch the latest trends and developments in tourism. In addition to the fair, there will be a wide range of travel marts, product presentations and Travel Seminar, all of which are geared towards bringing consumers the most up-to-date tourism information. This is also a crucial opportunity for the industry to launch new products and foster relationships with various tourism organizations from around the world. Finally, ITF is offering consumers an online website to explore products and special packages prior to ITF in order to increase consumer sales and international exchange during the event.

C.S. Chou
Chairman
Taiwan Visitors Association

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| Supervised by :

Ministry of Transportation and Communications, R.O.C.

| Guidance :

Tourism Bureau, MOTC, R.O.C.

| Organized by :

Taiwan Visitors Association

| Co-organizer :

Taipei City Government

Hualien County Government

Travel Quality Assurance Association R.O.C

Hotel Association of R.O.C.

Tourist Guide Association Republic of China

Association of National Tourism Office Representative

Taiwan Amusement Park Association

| Sponsored by :

China Airlines / EVA Air, etc.

Taipei International Travel Fair 2011 Highlights

The Taipei International Travel Fair 2011 was held from November 11 - 14 at Taipei World Trade Center Exhibition Hall I & III. More than 3,500 delegates representing 850 organizations from 61 countries/regions attended the show. Total of 1,500 booths have been taken up. The 4-day travel fair attracted 251,231 visitors, creating NT\$15.9 billion in revenue and producing over 2,500 global media reports; results that have set new records.

In 2011, there were a total of 850 participating organizations and 389 National / Regional Tourism Organization (please refer to Table 1). 61 countries participated in the Fair, 17 countries from Asia (please refer to Table 2). In addition to this, 251,231 visitors came to the Fair; for a demographic breakdown, please refer to Table 3.



Table1 Business Nature of Exhibitors



Table2 Exhibiting Countries Per Continent

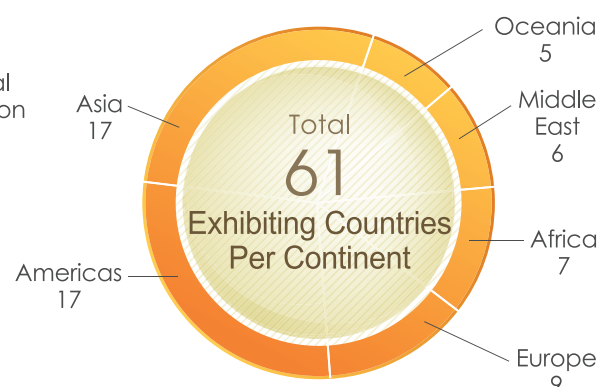
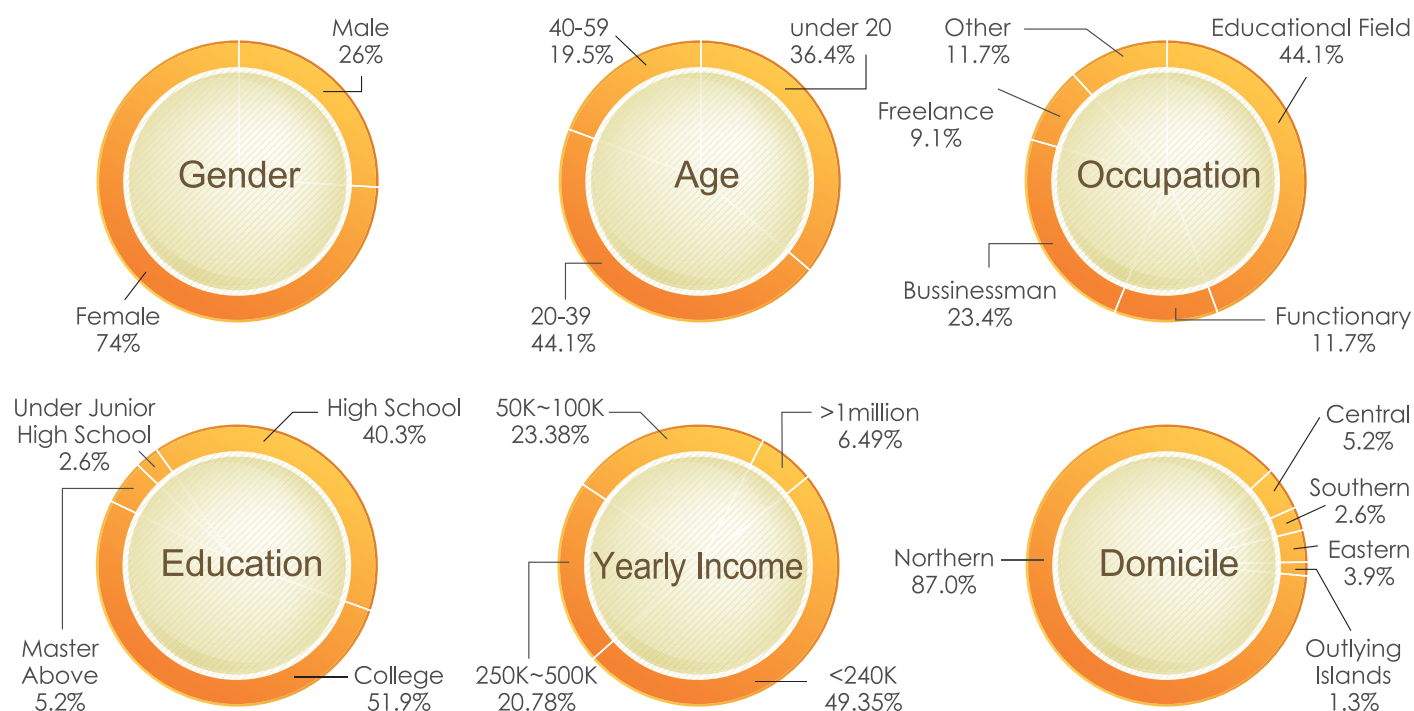


Table3 Analysis on General Visitors



General Information

1 Organizer

Taiwan Visitors Association (TVA)

- Add : 5F, No. 9 Min Chuan East Road, Section 2, Taipei 104, Taiwan
- TEL : +886-2-2597-9691
- FAX : +886-2-2597-5836
- E-mail : contact@www.taipeiitf.org.tw
- <http://www.taipeiitf.org.tw>

2 Venue

- Taipei World Trade Center, Exhibition Hall 1
《No. 5, Xinyi Road, Section 5, Taipei 110, Taiwan》
- Taipei World Trade Center, Exhibition Hall 3
《No. 6, Sungshou Road, Taipei 110, Taiwan》

3 Dates

October 26 – 29, 2012 (Friday – Monday)

4 Online Promotion

October 12, 2012 – October 29, 2012

- Website : www.taipeiitf.org.tw
- ※ In order to provide visitors with the most updated ITF information and special offers, we encourage visitors to visit the Online Alerts page (originally named Online ITF); Online Alerts will be accessible online two weeks before the start of ITF.

5 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, trade publications and other travel-related enterprises.

b. Appendix :

- 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 overnment 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 members are not required to turn in the documents stated above.

2. Details of Finalized Contract

- 1) All gift, hotel, hot springs, meal and other coupons sold during the Travel Fair must abide by the regulations stated in the "Mandatory and Prohibitory Provisions To Be Included In Standard Contracts for Tourist Hotel Goods (Services) Coupons". Please provide a copy with your application.
- 2) According to the guideline set by the Taiwan Tourism Bureau on Jan 14, 2010, hotel coupons can only be sold by licensed hotels, in order to avoid dispute third parties. If sellers wish to offer coupons through a third party, the name of the third party, the coupon expiration date and the agreement to use the third party must be clearly indicated on the coupon, in order to assure the highest consumer protection to the customer.

c. Participating vendors cited by the Consumer Foundation.

Terms and Conditions

1. **Exhibitor Name** : Once an application has been filed, the exhibitor is strictly prohibited from changing the name used at the Fair. The exhibitor may only use the name stated in the application. If this condition is violated, the organizer reserves the right to terminate the application.
2. All exhibitors must send in all necessary documents within seven days of filing an application in order to complete the application process. Please send all documents (photocopies accepted) to the Taipei International Travel Fair Organizer at 02-25975836.

6 Exhibitor Handbook and E-Forms

Details regarding show procedures, regulations, and services are included in the Exhibitor Handbook, which will be available on the June 1, 2012. E-Forms and service applications (phone lines, furniture, exhibitor badges, etc.) will be available on the website. Exhibiting companies should complete and submit via online after June 1, 2012.

7 Communication

Since communication between the organizer and exhibiting companies will be done mostly through e-mails, the correct e-mail addresses of person-in-charge is very important. Any changes in contact details must be informed to the organizer through e-mail or fax.

8 Other Privileges

Exhibitors are free to attend the following activities :

1. **Press Conference** : 1 day before the 2012 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.
2. **Welcome Reception** : The Taiwan Tourism Bureau will host a banquet in appreciation for the participation of local and international buyers and exhibitors; this is also a great opportunity for further business exchange.
3. **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, fulfilling the purpose of this event.
4. **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.
5. **Travel Seminar** : 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.
6. **Central Stage Performance** : Invite world renowned performance groups 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.
7. **Online Promotion** :
October 12, 2012 – October 29, 2012
• Website : www.taipeiitf.org.tw

Booth Specifications & Rental

1 Booth Specifications

| Booth Type | Dimensions | Note |
|------------------|-----------------------------------|--|
| Shell Scheme | 3m (L) x 3m (W) = 9m ² | Including equipments indicated in the item 3 |
| Bare Space | 3m (L) x 3m (W) = 9m ² | Minimum order 36 sqm (4 booths) |
| Large Open Space | Per square meter | Minimum order 100 sqm |

★ The height of exhibition booths is limited to 4 meters

2 Booth Rental Tariff

| Booth Type | Unit | Early Registered Fee March 1st – May 31 | Late Registered Fee After June 1st |
|--|------------------------------|--|---------------------------------------|
| Shell Scheme | per booth | NT\$ 85,000 | NT\$ 95,000 |
| Bare Space | per booth | NT\$ 77,000 | NT\$ 85,000 |
| Large open space | per sqm. | NT\$ 7,800 | NT\$ 8,300 |
| ★ Surcharge for 2-side Open Corner Booth | per booth | NT\$ 9,500(minimum 2 booths) | |
| Surcharge for 2-story booth | per 9sqm. | NT\$ 25,000(minimum 36m ²) | TWTC Exhibition Hall 1 only |
| Booths exceeding 4 meters | per unit (18m ²) | NT\$ 100,000(minimum 24m ²) | |

Note : For every booth purchased, NT\$10,000 will be conferred to the Taiwan Visitors Association as sponsorship for the 2012 Taipei International Travel Fair.

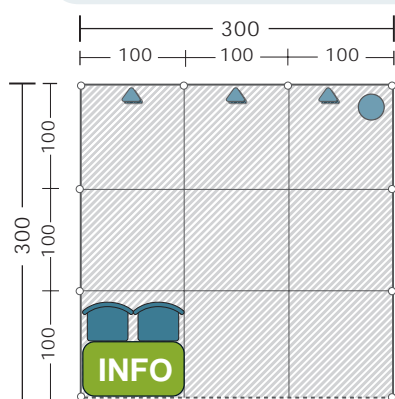
★ The confirmation of 2-side open corner booth is subject to availability according to booth size, first-come-first serve, and etc. Failure to provide your requested booth, the additional fees will be refunded shortly.

3 Shell Scheme Specifications

(Please see the image below)

- Total 3 wall partitions for the back and sides
- Equipment: 1 information desk, 3 x 100W spotlights (electricity 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.

Shell Scheme Layout Plan



Shell Scheme Perspective View



4 Bare Space and Large Open Space

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

5 Billboard Advertising Prices

◎ Advertising Position Plan

| Ad Position | Size Specifications | Section / Amount | Ad Price (Original) | Early Bird Promotional Price |
|----------------------------------|--|---|---------------------|------------------------------|
| Hall 1 Center Stage Light Box Ad | (W) 300cm X (H) 300cm (Ad Design 285cm X 275cm) | Beside the Hall 1 Center Stage / 5 Light Boxes | NT\$ 500,000 | NT\$ 400,000 |
| Hall 1 Billboard Light Box Ad | (W)400cm X (H)300cm (Ad Design 385cm X 275cm) | Hall 1 aisle / 3 Light Boxes | NT\$ 300,000 | NT\$ 250,000 |
| Hall 3 Center Stage Light Box Ad | W300cm X H300cm (Ad Design 285cm X 275cm) | Beside the Hall 3 Center Stage / 4 Light Boxes | NT\$ 400,000 | NT\$ 350,000 |
| Hall 3 Entrance Light Box Ad | W300cm X H250cm (Ad Design 285cm X 225cm) | Hall 3 Entrance / 11 Light Boxes | NT\$ 200,000 | NT\$ 150,000 |

★Prices listed above do not include design and installation fees

★For more information on ad positions, please refer to P.5 Map of ITF Exhibition Areas

6 Guidebook Advertising Prices

| Ad Position | Ad Size | Ad Price (Original) | Exhibitor Special Price | Early Bird Promotional Price |
|-----------------------------------|----------------------|---------------------|-------------------------|------------------------------|
| Full Page | (W)19cm × (H) 26cm | NT\$ 70,000 | NT\$ 40,000 | NT\$ 35,000 |
| Half Page | (W)19cm × (H) 12.5cm | NT\$ 50,000 | NT\$ 30,000 | NT\$ 25,000 |
| Back Cover | (W)19 cm× (H) 26cm | NT\$100,000 | NT\$ 60,000 | NT\$ 55,000 |
| Front Page Insert | (W)19cm × (H) 26cm | NT\$ 90,000 | NT\$ 50,000 | NT\$ 45,000 |
| Table of Contents (Opposite Page) | (W)19 cm× (H) 26cm | NT\$ 80,000 | NT\$ 45,000 | NT\$ 40,000 |
| Back Cover Insert | (W)19 cm× (H) 26cm | NT\$ 90,000 | NT\$ 50,000 | NT\$ 45,000 |

★2012 Taipei ITF Exhibitors are eligible for special advertising prices

★Due to limited ad space in the guidebook, please reserve/purchase ad space as soon as possible

Guidebook Sample



Light Box Advertising Sample



★To enjoy early bird promotional prices, advertising purchases must be placed simultaneously with Taipei ITF booth registration fees before May 31.

Map of Exhibition Areas

台北世界貿易中心

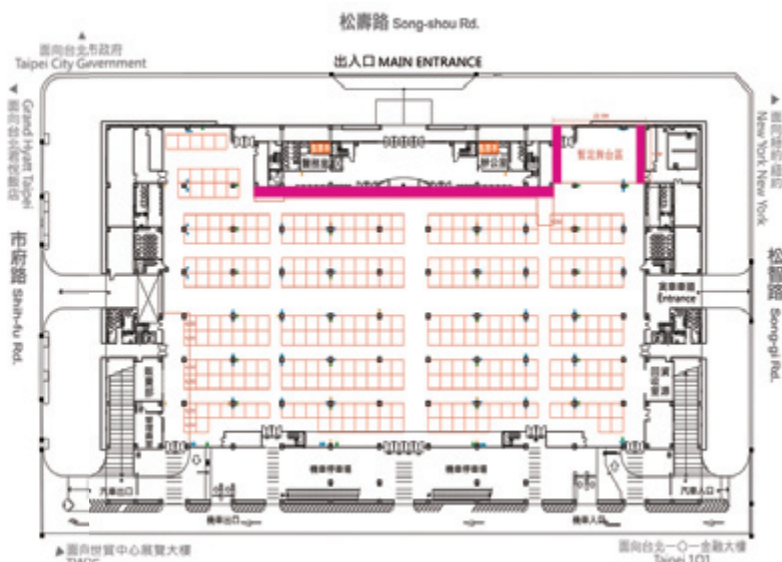
Taipei World Trade Center Exhibition Hall
Exhibition Hall Location



Hotels & Resorts Zone

Total : 300 booths

■ Billboard Advertising

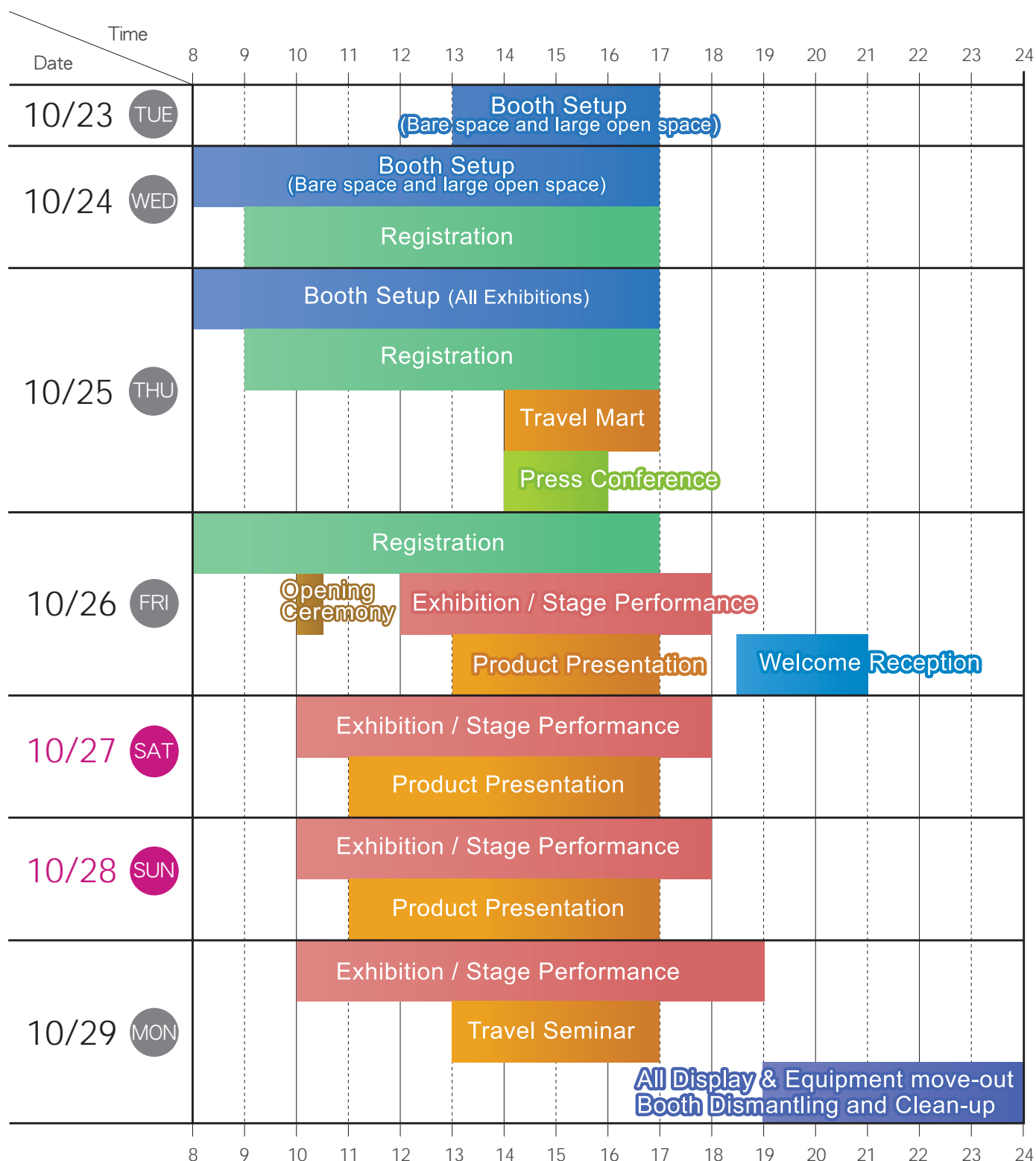


General Tourism Zone

Total : 1,200 booths



Tentative Program



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

How to Apply

1 Application Procedures

- Online Application: Online applications begin March 1 2012 and will close when the maximum number of applications has been received.
- For all exhibitors, please mail in a photocopy of your company registration document within 7 days of online application. For all hotel and homestay entities, please mail in 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 be subject to authorization by the main organizers.

2 Payment

Payment must be made via any of the following methods:

- a. International money order
- b. Bank transfer or wire transfer or T/T directly to Taipei ITF's bank account details below
 - Mega International Commercial Bank Co. Ltd. HOFD Taipei Taiwan
 - Account Name : Taiwan Visitors Association
 - Account Number : 00753086780
 - Swift Code : ICBCTWTP007
 - Tel : +886-2-2597-9691
 - Fax : +886-2-2597-5836

★ This account only for US Dollar.

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

3 Application Deadlines

- Early Bird Deadline : May 31, 2012
- Registration Deadline : June 30, 2012
- Applications received after June 30, 2012 shall be subject to an additional NT\$12,000 late fee.

By failing to apply and meet the payment deadline of May 31, 2012, the Exhibitor forfeits the discounted rate privilege. The Organizer will send periodic billing statements, and reserves the right to reject any application should payment not be made by June 30, 2012.

4 Cancellation and 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 31, 2012, 75% of the total payable
- Cancellation before September 30, 2012, 50% of the total payable
- Cancellation on or after October 1st, 2012, no refund

5 Acceptance of Application

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

6 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 oversea exhibitor, size of booth, registration date, booth payment date and the exhibition plan.

7 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.



Registration Form

★ This form is for reference only. The form filling up must be completed at Taipei ITF website (www.taipeiitf.org.tw).

1 Exhibitor Details

Organization/Company:

Contact person:

Title:

Dept.

Address:

Country:

Tel:

Ext.

Fax:

Mobile:

E-mail:

Company website:

Nature of business:

☐ Transportation (airlines, cruise, coach, car rental)

☐ National / Regional Tourism Organization

☐ Non-government Tourism Association

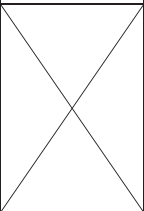
☐ Hotel / Resort / Inn / Villa

☐ Travel Agent

☐ Attraction / Amusement Park

☐ Others

2 Booth Order

| Booth specification | Rental fee per booth | | Minimum rental space | | Number of booth(s) | | Total fee (NT\$) |
|--|---|-------------------|----------------------|-------------|------------------------|---|------------------|
| | Before May 31 | After June 1st | booth | Space (sqm) | TWTC Exhibition Hall 1 | TWTC Exhibition Hall 3 | |
| Shell Scheme | NT\$85,000 | NT\$95,000 | 1 | 9 | | | |
| Bare Space | NT\$77,000 | NT\$85,000 | 4 | 36 | | | |
| Large open space | NT\$7,800 per sqm | NT\$8,300 per sqm | 100 sqm | | sqm | sqm | |
| Surcharge for 2-side Open Corner Booth | NT\$9,500 per booth (min. 2 booths) | | | | | | |
| Surcharge for Two-story booth | Additional NT\$25,000 per booth (min. 4 booths) | | | | |  | |
| Booths exceeding 4 meters | Additional NT\$100,000 per unit | | | | | | |
| Subtotal : | | | | | | | |
| ★ Applications received after June 30, 2012 will be subject to an additional NT\$12,000 late fee | | | | | | | |
| Total : | | | | | | | |

Note : For every booth purchased, NT\$10,000 will be conferred to the Taiwan Visitors Association as sponsorship for the 2012 Taipei International Travel Fair.



3 Billboard Advertising

◎Advertising Position Plan :

| Billboard Advertising Content | Publishing Fee | Advertising Price (Original) | Amount | Total fee (NT\$) |
|----------------------------------|--|------------------------------|--------|------------------|
| | Early Bird Promotional Price Before May 31 | | | |
| Hall 1 Center Stage Light Box Ad | NT\$400,000 | NT\$500,000 | | |
| Hall 1 Billboard Light Box Ad | NT\$250,000 | NT\$300,000 | | |
| Hall 3 Center Stage Light Box Ad | NT\$350,000 | NT\$400,000 | | |
| Hall 3 Entrance Light Box Ad | NT\$150,000 | NT\$200,000 | | |

★Prices listed above do not include design and installation fees.

4 ITF Guidebook Advertising

| Ad Position | Publishing Fee | | | Amount | Total fee (NT\$) |
|-----------------------------------|--|-------------------------|------------------------------|--------|------------------|
| | Early Bird Promotional Price Before May 31 | Exhibitor Special Price | Advertising Price (Original) | | |
| Full Page | NT\$35,000 | NT\$40,000 | NT\$ 70,000 | | |
| Half Page | NT\$25,000 | NT\$30,000 | NT\$ 50,000 | | |
| Back Cover | NT\$55,000 | NT\$60,000 | NT\$ 100,000 | | |
| Front Page Insert | NT\$45,000 | NT\$50,000 | NT\$ 90,000 | | |
| Table of Contents (Opposite Page) | NT\$40,000 | NT\$45,000 | NT\$ 80,000 | | |
| Back Cover Insert | NT\$45,000 | NT\$50,000 | NT\$ 90,000 | | |

★ To enjoy early bird promotional prices, advertising purchases must be placed simultaneously with Taipei ITF booth registration fees

★ Advertising Contact (Please fill in name of contact if different from booth registration contact) :

Contact person: _____ Tel: _____ Ext. _____
Mobile: _____ E-mail: _____

5 The Organizer will make every effort to comply with exhibitors' requests for booth assignments. It is agreed that the Organizer reserves the rights to allocate and alter booth(s) in the general interest of the exhibition.

Terms and Conditions

1 Organizer

Taiwan Visitors Association (TVA)

2 Application

Applicants to the Fair must complete the on-line (www.taipeiitf.org.tw) Registration. When filled out, this agreement shall be irrevocable and shall be binding between ITF 2012 and the exhibiting company. The Organizer reserves the right to deny any ineligible applicants (including co-exhibitors). No change of company's name can be made after registration. Should this occur, ITF 2012 reserves the right to refuse refunds and prohibit the company from participating for this and the following year.

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 31 August, 2012. Unregistered exhibitors are prohibited from any promotional activities during event hours; violators will be reprimanded accordingly.

★ Principal applicant have to check operating license, Good (service coupon) of co-exhibitors and fax to +886-2-25975836 before 31 August 2012.

4 Allocation and Use of Exhibition Space

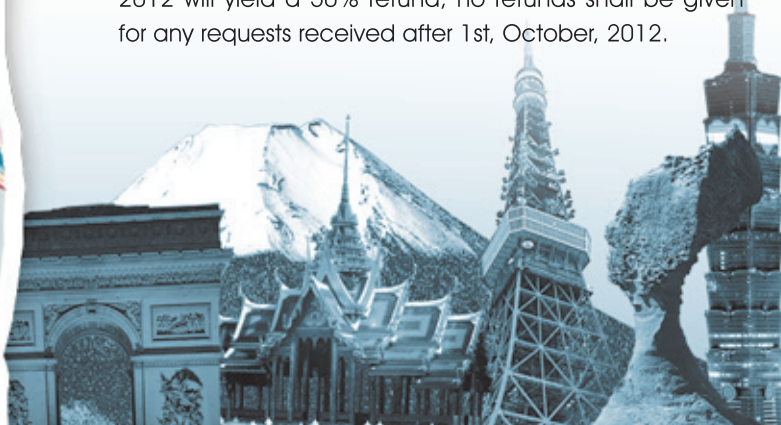
- While consideration will be provided to the Exhibitor's preference, the Organizer is responsible to allocate and the made final decision for space allocation.
- The Organizer reserves the right to alter space allocations, reduce the number or size of booths, and change the location of booths according the exhibition's capacity and the general interest of the exhibition.
- 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.
- On termination of the contract for whatever reason by the Organizer, the Exhibitor shall hand over the allocated space in vacant and good condition.

5 Cancellation or Postponement

The Taipei International Travel Fair will be held at the venue and at the dates and times indicated in the Exhibitor Handbook. If for whatever reasons beyond the control of the Organizer that the venue is changed, or the dates and opening times 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 monies received from Exhibitors will be refunded, less all expenses incurred.

6 Refunds

- 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.
- Registered applicants who wish to withdraw from the Fair for any reason must submit a written request for refunds. Such a request received by 31 August, 2012 will yield a 75% refund; such a request received by 30 September, 2012 will yield a 50% refund; no refunds shall be given for any requests received after 1st, October, 2012.



7 Booth Construction and Sound System Applicants

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 September 1, 2012.

8 Booth Design and Booth Activity Design

Exhibitors building their own booth must submit their booth design plans by September 1, 2012 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 60cm, locations of speakers, the total volume emitted from any speakers, microphones and booths must be below 85 decibels, diameter of any balloon and its distance from the ground, live events schedule including content, times, and list of performers (including MC).

9 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. 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.
- 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.
- 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.
- All constructions must comply with the TAITRA rules and regulations.

10 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 monies 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.

11 Exhibits

In an effort to establish a high quality sales process for the travel and tourism industry, and to uphold an excellent market image, please abide by the following:

- During 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, no Exhibitor shall use the public walkways/space for its own interest. The Exhibitor shall not display or promote any materials unrelated to the theme of the Exhibition 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.
- Contract of Guarantee
 - All gift, hotel, hot springs and meal coupons offered by Exhibitors during the exhibition period must abide by the regulations stated in the "Mandatory and Prohibitory Provisions To Be Included In Standard Contracts for Tourist Hotel Goods (Services) Coupons". All coupon expiration dates must be stated within the contract of guarantee; All gift coupons sold by third parties must specify third-party name, coupon guidelines for use, and in the event of non-compliance, the third-party seller must assume all responsibilities.
 - All vendors at the Travel Fair must abide by relevant tourism industry, enterprise and consumer protection laws and regulations.
- Only those Exhibitors with stage/event plans approved by the Organizer are allowed to use loudspeakers 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.



Terms and Conditions

For the safety and rights of all visitors and Exhibitors, Exhibitors must immediately cease any act upon the request of the Organizer which, in the opinion of the Organizer, contravenes any of the terms and conditions in this agreement. Failure to comply with any such request made by the Organizer or its designated representative shall entitle the Organizer to close and remove the Exhibitors' booth(s). The Exhibitor shall be liable to the Organizer for all expenses incurred.

12 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 unacceptable.



13 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.

14 Travel Documents and Permits

The Organizer will provide assistance, but is not responsible, to obtain visas or any other permits or licenses required by law by Exhibitors. The fact that the Exhibitor is unsuccessful in obtaining any visa permits or licenses will not constitute a basis for cancellation of this contract, save in accordance with Clause 6.

15 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 4, 2010).

16 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 servants and agents.

17 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.

18 Exhibitor Handbook

Exhibitors are obliged to unconditionally follow the terms and conditions stated in the Exhibitor Handbook.

19 Refusal of Admission

The Organizer reserves the right to refuse any person from entering the Exhibition venue on the request of the Host Authorities or in the general interest of the Exhibition, without being liable to any persons.

20 Details of the Contract

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.

21 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.