



TAIWAN NEW YEAR MARKET FAIR



JAN/18-22
TWTC Hall 1

Application Kit



The Organizer

Taiwan External Trade Development Council

Tel: 886-2-27255200

E-mail: newyear@taitra.org.tw

www.twtcshopfair.com.tw





**2018 TAIWAN NEW YEAR
MARKET FAIR**



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Application Kit

ORGANIZER

Taiwan External Trade Development Council (TAITRA)

SHOW DATES & HOURS

10 a.m. - 6 p.m. January 18-22, 2018

BOOTH SET-UP & EXHIBITS MOVE-IN

8 a.m. - 6 p.m. January 16-17, 2018

BOOTH DISMANTLING & EXHIBITS MOVE-OUT

6 p.m. - 12 a.m. January 22, 2018

EXHIBITS PROFILE

Wine & Spirits, Coffee & Tea, Juice & Soft Drinks, Confections & Biscuits, Health Food & Leisure Food, Frozen Prepared Food, Dairy Products, Meat & Processed Meat Products, Seafood, Preserved Fruits & Vegetables, Baked Food, Groceries, Gifts and Souvenirs, Specialty Products, Lunar New Year Dishes, New Year Goods, Catering Services, Tourism & Travel Services, and much more!

VENUE

Taipei World Trade Center Exhibition Hall 1

5 XinYi Road, Sec. 5, XinYi Dist., Taipei City 11011, Taiwan



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BOOTH RENTAL RATES (tax included)

1. Raw Space:

Space rental listed includes raw space of booth and 500 watts (110V) of electric power supply. It does **NOT** include partition, carpet, decoration equipment, water, extra power and other display facilities.

Booth Location	Booth Fee	Early Bird Rate (Before 31 Oct. 2017)	Size (3M*3M)	Note
Booths facing main aisle	1,640	1,312	9 SQM	Facilities Not Included
General booth	1,420	1,136		
Booths facing main aisle with column	1,360	1,088	6.75SQM	
General booth with column	1,150	920		

(USD per unit, including 5% VAT)

2. Shell Scheme (Basic facilities included):

System Partition, carpet, 3 spotlights, 3 folding chairs, 1 table, company name fascia board per booth, 1 litter bin.

Booth Location	Booth Fee	Early Bird Rate (Before 31 Oct. 2017)	Size (3M*3M)	Note
Booths facing main aisle	1,880	1,552	9 SQM	Basic Facilities Included
General booth	1,660	1,376		
Booths facing main aisle with column	1,600	1,328	6.75SQM	
General booth with column	1,380	1,160		

(USD per unit, including 5% VAT)



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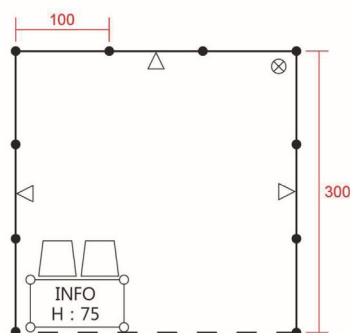
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Single booth



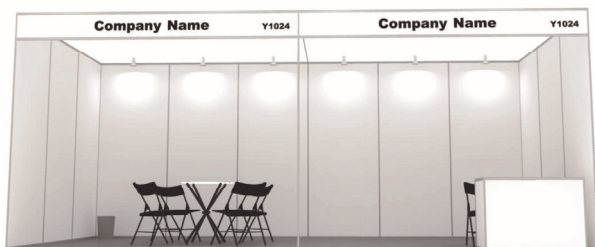
FRONT VIEW



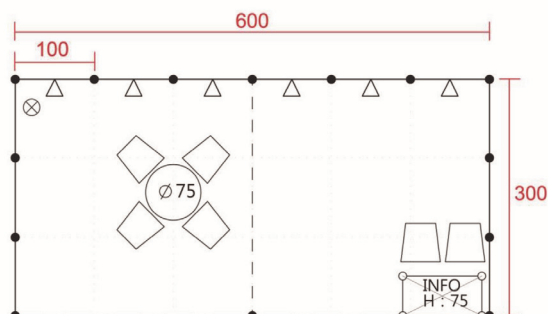
TOP VIEW

NO.	Item	Qty	Unit
1	System partition 300X300XH250CM	1	Set
2	Company name fascia board W300H30CM	1	Set
3	Needle punch carpet	9	Sqm
4	Information counter W100D50H75CM	1	Pc
5	Folding Chair	2	Pcs
6	18W Spotlight (warm light)	3	Pcs
7	Litter Bin	1	Pc

Two booths



FRONT VIEW



TOP VIEW

NO.	Item	Qty	Unit
1	System partition 600X300XH250CM	1	Set
2	Company name fascia board W300H30CM	2	Set
3	Needle punch carpet	18	Sqm
4	Glass Round Table Ø75CMxH73CM	1	Pc
5	Folding Chair	6	Pcs
6	Information counter W100D50H75CM	1	Pc
7	18W Spotlight (warm light)	6	Pcs
8	Litter Bin	1	Pc

Remarks:

- Booth facilities are available for rent from the official contractor. Exhibition Manual which contains the booth facilities order form will be sent after space allocation.
- Each booth will be provided with 110V/500W electricity free of charge. Additional power



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supply and drainage will be at the expense of the exhibitor.

PARTICIPATION INFORMATION

Filing Application:

1. By Post: Complete and return application form to the organizer at:
Taipei International Exhibition Center, Taiwan External Trade Development Council (Rm. 2A15, No.5, Sec. 5, XinYi Rd., XinYi District, Taipei City 11011, Taiwan)
2. By Fax: Fax completed application to TWTC Exhibition Center (886-2-2345-5681)
3. All manufacturers, distributors, traders and organizations in fields related to manufacturing and services of the above-mentioned exhibit profile are eligible to participate as exhibitors.
4. Exhibitors should send completed application form along with a copy of product catalogs (or product photos), company introduction and government-issued company certificate to the organizer. Please send these documents by post or email to:
Ms. Han-Chen Lee, Email: newyear@taitra.org.tw
5. The organizer is not in a position to sponsor exhibitors when they apply for entry visas and is not liable if applicants cannot obtain visas.

BOOTH CONFIRMATION

Once your company has been accepted for participation, you will receive confirmation of your booth(s) together with an Invoice of Down Payment.

Payment Schedule:

1. Upon receiving booth application, the organizer will notify the exhibitor to pay non-refundable down payment of US\$500 per booth.
2. After the drawing-for-booth allocation meeting, the organizer will notify exhibitors of their balance due. Exhibitors who do not complete the payment before the invoice payment date will have their space reservation cancelled.
3. All Payment should be made by telegraphic transfer (T/T) to:
"Taiwan External Trade Development Council". T/T should be made to:
Bank of Taiwan Taipei World Trade Center Branch
SWIFT: BKTWTWTP085
A/C NO.: 085 007 000016
Bank Address: 3F, No. 333, Sec. 1, Keelung Rd., Xinyi District, Taipei City, Taiwan
TEL: 886 2 2720 0315
FAX: 886 2 2757 6156
REMARK: TAIWAN NEW YEAR MARKET FAIR
Beneficiary Name: Taiwan External Trade Development Council
4. All extra banking handling charges, if any, are to be borne by applicant.



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5. In case of cancellation, space rental already paid will not be refunded under any circumstances.

Booth Allocation

1. The organizer will inform exhibitors of dates and details for booth allocation.
2. Space will be allocated according to the following criteria in descending order:
 - (1) Number of booth(s)
 - (2) Date of application
3. You can have your representative in Taiwan assist you in drawing a booth number otherwise the organizer will draw on your behalf. If you will attend, it is required to confirm your attendance with the organizer. Reply forms will be e-mailed along with additional information and instructions about the allocation meeting.
4. The organizer is entitled to reject any application under the following circumstances:
 - (1) Products being displayed are irrelevant or improper to the industry
 - (2) No space available
 - (3) Failure to confirm participation by paying non-refundable deposit of US\$500 per booth before the drawing-for-booth allocation meeting.
5. The organizer reserves the right to reduce the number of booths supplied if total booths requested surpass total capacity.
6. Each exhibitor will receive an Exhibitor's Manual after the space allocation meeting and should review the detailed information and procedures on electricity, shipping instructions, travel agent, forwarding & handling agent, booth set-up and facilities.

BEST IN B2C POSITIONING

1. Serves as a dedicated B2C event. This show is open to public for five days.
2. Selling products is permitted, but exhibitors should issue sale receipts to customers.
3. According to Taiwan's tax rules, the seller should cover the value-added business tax (as VAT). The tax rate is 5%. If the exhibitor doesn't have a local agent in Taiwan to make receipts for him, the organizer will give them 2 pads of blank official receipts. One pad of receipts is to give the customer, and the other is for documenting VAT. The organizer will collect the VAT payment due from exhibitors to be remitted to government tax authorities.

PUBLICITY CAMPAIGN attracts VISITORS

1. Advertising & publicity

Intensive advertising will cover local publications with several pre-show press releases.

2. Direct mail

Domestic prospective visitors will receive information and invitations to the show.

3. Online Networking

All exhibitors' exhibit profiles will be posted on the website at:



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<http://www.twtshopfair.com.tw>. Visitors can search exhibitor information before the show.

Expected Outcome (estimated)

- (1) Media Exposure: More than 100 reports/articles on newspapers, TV, radio, internet, etc.
- (2) Over 500,000 visits to the official website
- (3) Show Visitors: More than 300,000 visitors projected.

RULES & REGULATIONS

- 1. Company name to be publicized should be match registration name and name used in show.
- 2. Those items prohibited for import by the government of Taiwan are not permitted to be displayed at the show.
- 3. The Organizer reserves the right to reduce the number of booths applied for or to change the venue and date of exhibition under certain circumstances. In the event of change of venue and/or date, or cancellation of the exhibition, Exhibitors shall not be entitled to compensation.
- 4. For safety reasons, it is prohibited to use gas stoves, only electric appliances are allowed to be used in the show venue. Exhibitors using gas stoves should cook in the designated area.

FOR FURTHER INFORMATION

Ms. Han-Chen Lee / Ms. Liying Huang / Ms. Hsin-Ying Lee

TWTC Exhibition and Conrention Operation Department

Taiwan External Trade Development Council

Tel: 886-2-2725-5200 Ext. 2277, 2292, 2109

Fax: 886-2-2345-5681

Email: newyear@taitra.org.tw

www.twtshopfair.com.tw

TAITRA Overseas Offices:

You may contact TAITRA Overseas Offices for information and assistance at

<http://www.taiwantrade.com/mp/Taitra-Office>



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APPLICATION FORM FOR EXHIBITION SPACE

We herein apply for exhibit space at the “2018 Taiwan New Year Market Fair”

※We require _____ booth(s) (Per booth, 3m X 3m)

★Booth type (check one): ☐ Raw space ☐ Shell Scheme

Company Name: _____

Address: _____

Postal code: _____ Country: _____

Tel: _____ Fax: _____ Web-site: _____

Contact person: ☐ Mr. ☐ Ms. First Name: _____ Last Name: _____

Position: _____ Tel: _____

E-mail: _____

Agent or representative in Taiwan, if any:

Company Name: _____

Contact person: ☐ Mr. ☐ Ms. _____ Position: _____

E-mail: _____

Tel: _____ Fax: _____

Products or services to be on display: (Please fill in matching Product Codes <4 digits> listed in the Exhibits Profile.)

1. 2. 3. 4.

5. 6. 7. 8.

Others: please specify _____

We have read and accepted the **Terms and Regulations** for Participation, and agree to abide by any other rules and regulations made by TAITRA in connection with this show.

Signature: _____ Date: _____



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Please complete and return the application with product catalogs to the following address:

Ms. Han-Chen Lee

Showground Leasing Section

TWTC Exhibition and Convention Operation Department

Taiwan External Trade Development Council

Rm. 2A15, No.5, Sec. 5, XinYi Rd., XinYi District, Taipei City 11011, Taiwan

Tel: 886-2-27255200 Ext. 2277

Fax: 886-2-2345-5681

E-mail: newyear@taitra.org.tw

<http://www.twtcsshopfair.com.tw>

The above personal information will only be used for official contact by phone, mail and other means of communication in the years 2017-2019. Those who wish to exercise any of the following rights, please contact Han-Chen Lee (Ext.2277):

1. Make inquiry and request for a review of personal information;
2. Make request for duplications of personal information;
3. Request to supplement or correct personal information;
4. Request to end collection, processing or use of personal information;

Please attach name card of contact person here:



TERMS AND REGULATIONS FOR PARTICIPATION

1. Application for Participation

- a) By signing related application forms, participant agrees to comply with all Regulations and further Regulations that might be made.
- b) Once signed and submitted by the Applicant and confirmed by the Show Management, the contract will be established and come into effect.
- c) Violation of Regulations can result, by decision of the Show Management, in the exclusion of the exhibitor whose damage claim, if any, will be rejected.

2. Payment Schedule

Space rental fee is due before the day appointed. A debit note will be sent to the applicant. In the event of cancellation, payment will not be refunded under any circumstances.

3. Adherence to Copyright Patent Laws

- a) It is strictly forbidden to display logos, licenses, or patented items registered by other companies.
- b) Violations will result in immediate removal of displays, with one year's suspension from exhibiting at Taiwan New Year Market Fair. Exhibitors bear the responsibility for all penalties without recourse or indemnity.

4. Space assignment & Unoccupied Space

- a) Show Management will determine number and location of booths assigned to each Exhibitor in the manner Show Management deems appropriate.
- b) Show Management reserves the right, should any Exhibitors' space remain unoccupied on the opening day without reasonable cause, to assign the said space to another exhibitor, or use the said space in any other manner deemed suitable.

5. Sub-letting of Space

Exhibitor shall not assign, sub-let or apportion the whole or any part of assigned space.

6. Venue & Show Dates Change

The Show Management reserves the right to change the venue and date of the Exhibition under certain circumstances. In the event of change of venue and/or date, or cancellation of the Exhibition, Exhibitors shall not be entitled to any claim for compensation.



7. Construction/Decoration of Stand and Removal of Exhibits from Hall

- a) All exhibitors must comply with all regulations in the Exhibition Manual and complete their construction and/or decoration by the date and time stipulated by the Show Management.
- b) Exhibitors must remove all exhibits from the Exhibition Hall within the move-out period stipulated by Show Management. The Exhibitor will be held responsible for any loss or damage to the Exhibition Hall due to delayed removal.

8. Insurance

- a) In addition to insurance for exhibits in transit between the port of shipment and the fair site, exhibitors are advised to also take out adequate insurance (fire, theft, water, accident, natural disasters and third party liability, etc.) for exhibits during the exhibition (including build-up and dismantling periods).
- b) Exhibitors are advised to hire their own security guards, for valuable exhibits during the exhibition (including the setting-up and dismantling periods).

9. Exhibit Limitations

- a) Exhibitors are not permitted to erect booth partitions exceeding 250 cm in height.
- b) Advertising materials such as signs, posters and other advertising decorations can be extended to a height of 400 cm. Fixtures or signs that are affixed above the main (2.5 m) structure should be recessed at least 50 cm from the side edge of the lower structure between booths.
- c) Any signs or decoration higher than 250 cm in full view must be decorated.

10. Selling from Stand

The sale of exhibited goods on the spot is welcomed.

11. Breach of contract and Withdraw by Exhibitor

- a) In case of the Exhibitor's refusing the use of whole or a part of the space reserved and allocated or in case of exhibitor default in payment by the stipulated date, the Show Management has the right to terminate the contract forthwith and the part of rental already paid shall not be refunded.
- b) In case of Exhibitor withdrawing from participation, rental already paid by the Exhibitor shall not be refunded.



12. Security & Organizer's Liability

- a) The Show Management will provide personnel for maintaining order during the show period. Responsibility for guarding stands during the setting-up, exhibition hours and dismantling period, shall rest with the exhibitors concerned.
- b) During the setting-up and dismantling periods and during the show, booths must be staffed by exhibitors at all times.
- c) Show Management shall not be held accountable or liable for any damage, loss, harm, or injury to any person or the property of the Exhibitor or of the exhibitor's officers, and/or employees, agents, and visitors which result from theft, water, fire, flood, natural disasters, or any other cause.
- d) Exhibitors should comply with fire control regulations. If any fire occurs due to the improper installation of decorations, construction or use of electric appliances, the exhibitor will be legally responsible for any loss or damage, and pay penalties of up to NT\$100,000 to TAITRA.
- e) All Exhibitors are requested to turn off their power supply before leaving their exhibition booths. Unless otherwise agreed, the Show Management will disconnect the main power supply at 6:15 p.m. (Jan. 18-22).

13. Operation

- a) The Exhibitor shall keep booth(s) staffed at all times during show hours.
- b) The Show Management reserves the right to restrict exhibits to a minimum noise level. Sound volume from booths must not exceed 85 dB.
- c) For safety reasons, it is prohibited to use gas stoves, only electric appliances are allowed to be used at the venue. Exhibitors using gas cookers must use in the designated area.
- d) The Show Management reserves the right to reject exhibits or to stop the exhibition on the exhibitor's account, if he fails to lower the noise level or to resolve matters regarding contaminants such as dust, smog, unpleasant odor, the emission of stimulating gases, volatile organic chemicals and other pollutants.

14. Interruptions and / or Disruptions of the Exhibition

Exhibitors shall not cause interruptions and/or disruptions of the exhibition, which result in the protest or commotion at their booth(s), either inside or outside the showground, during the exhibition or during move-in and move-out. If and when such interruptions and/or disruptions influence the order of the exhibition or public image of the Show, and the exhibitor involved or those concerned are unable to deal effectively with such issues, the exhibitor understands



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and agrees that the Management can terminate the exhibition agreement and immediately shut down the booth(s) without compensation or liability. The exhibitor shall be required to indemnify the Management against any and all claims, liabilities, costs and expenses arising from such interruptions and/or disruptions thereof.

15. Supplementary Clauses

- a) Whenever necessary, the Show Management shall have the right to issue ad hoc regulations in addition to those indicated in the Terms and Regulations for Participation to ensure the smooth management of the Exhibition.
- b) Any additional written regulations shall form part of the Terms and Regulations for Participation and shall be binding upon exhibitors.
- c) In the event of any occurrences not foreseen in this manual, the decision of the organizer shall be final.



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EXHIBIT PROFILE

Product Code	Product Name
01	Agricultural Products & Foods
0101	Farm Products, Fresh or chilled
0105	Frozen Food
0110	Canned Food
0115	Dehydrated Food
0120	Salted and Preserved Food
0125	Prepared Food
0135	Confectionery, Biscuit, Snacks
0140	Wine, Coffee, Tea and Drinks
0145	Health Food
0150	Seasonings & Condiments
0160	Sea Food
0165	Live Stock
0170	Grain Products
0186	Vegetables
0187	Fruits
0188	Plants & Flowers
0190	Other Farm, Animal and Aquatic Products
05	Cosmetics & Toiletries
0510	Make Up Kits
0520	Skin Care Products
0530	Perfume
0550	Beauty Supplies
0570	Toilet Products / Make Up Preparations
09	Textiles, Garments & Accessories
0950	Garments
0990	Other Garment Accessories and Supplies
10	Fashion Accessories & Household Textiles
1080	Household Textiles
11	Footwear

Product Code	Product Name
12	Luggage & Handbags
1210	Handbags
1212	Backpacks
1240	Traveling Bags and Cases
1280	Other Cases and Bags
1291	Clothing Accessories
19	Consumer Electronics & Electrical Products
1901	Consumer Electronics Products
1910	Electrical Motorized Appliances for Family Use
1911	Electric Refrigerators
1915	Electric Thermal Appliances for Family Use
1920	Audio Electronic Products
1922	CD Players
1923	Cameras
1925	Video Electronic Products
1926	TV Sets
1927	Video Cassette Recorders
1940	Air-Condition Equipment
1950	Illumination Devices
1960	Office Automation System
2014	Monitor/Display Devices
2110	Computer & Peripherals Products
2127	Printers and Plotters
30	Clock, Watches, and Parts
34	Houseware & Kitchenware
3410	Metal Tableware
3414	Ceramic Tableware & Kitchenware
3416	Other Tableware & Kitchenware
3420	Cookers
3422	Knives



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Product Code	Product Name
3424	Kitchen Gadgets
3430	Metal Houseware
3432	Plastic Houseware
3434	Wooden Houseware
3436	Glass Houseware
3438	Bamboo Houseware
3440	Marble Houseware
3442	Leather Houseware
3450	Bathroom Products
3460	Cleaning Tools
3470	Blinds
3480	Carpets and Rugs
36	Toys, Baby & Pet Products
3630	Electric Toys
3632	Electronic Toys
3634	TV Games / Game Console
3646	Educational Toys
3660	Girls' Toys
3662	Baby Toys
3664	Pet Toys
3675	Other Toys
3680	Baby Products
3690	Pet Products
37	Sporting & Leisure Goods
39	Gift, Works of Art & Novelties
3904	Souvenirs
3907	Travelling Assembled Sets
3910	Electronic Gifts
3912	Magnetic Health Series
3930	Novelty Products
3941	Glass Decoration
3944	Metal Ornaments
3954	Electrical Household Appliances

Product Code	Product Name
3956	Garden tools & Living ware
3957	Healthcare Appliances
958	Home Furnishings
3960	Handicrafts
3961	Wooden Decoration
3962	Bamboo Ware
3963	Paper Decoration
3964	Festival Products
3966	Artificial Flowers And Supplies
3980	Ceramic & Porcelain Ware
3981	Marble Giftware
3982	Jade Carving Products
3983	Enamel Products
3984	Cloisonne Products
3985	Brassware
3986	Semi-Precious Stone Carvings
3988	Seashell Items
3989	Lacquer Ware
3990	Plaster Molding Kits
3992	Religious Items
3993	Works of Art, Collectors Pieces And Antiques
41	Service-Sector Industries
4121	Transportation
4122	Logistics Services
4130	Financial Services
4160	Tourism and Travel Service
4161	Catering Service
4190	Culture & Creativity Services
4191	Design Services

- A區: (3M×3M 攤位數: 385) 385 units (3M×3M)
 B區: (3M×3M 攤位數: 362) 362 units (3M×3M)
 C區: (3M×3M 攤位數: 321) 321 units (3M×3M)
 D區: (3M×3M 攤位數: 232) 232 units (3M×3M)
 Main aisles are 6 meter wide 六米走道

Booth Size: 3m×3m (攤位上有水泥柱者, 實際面積不足9平方公尺)
 Floor Loading: 1,300 kg/m²

Exhibits Entrance A, B, C: 7.5m (wide)×4.2m (high)

Ceiling Height: 6.7m

--- Dotted line (---) indicates different areas.

區域分界線 (分區隔牆設置位置)

Pillars 水泥柱 (3m×3m), 每支寬度不一, 請依實際丈量為準或上網查閱。

Hydrant 消防箱 (內含15m水帶2條, 滅火器3只, 消防箱不得封閉, 前方不得設置攤位或堆放障礙物)

Fire Extinguisher 滅火器

Ticket Booth 售票亭

Control Panels 電箱 (電箱前不得封閉)

Public Telephones 公用電話

Food and Beverage Kiosk 餐飲販賣部

Information 服務台

Air Conditioner 空調箱

Areas must be kept clear at all times 保持淨空, 禁止置物及設置攤位區
 Areas managed and allocated by TAITRA 本區為保留區, 統一由貿協調配

Entrance 出入口編號

1... Entrance 出入口編號

◎展場空氣品質感測器配置詳見反面附圖。

Map of Ground Level Air Quality Monitors - See map on reverse side.

本圖為標準攤位圖, 僅供參考 (101年11月22日修訂版)。

主辦單位所自行規劃之攤位圖, 請先送外貿協會核定。

1. This is a standard floor plan for reference only and organizer may vary in dimension and composition.

2. Organizer must submit planned floor map to TAITRA for prior consent.



台北世界貿易中心 Taipei World Trade Center

展覽大樓一樓展場攤位平面圖 Ground Level Standard Floor Plan

