

UNPARALLELED SHOW AMAZING PROSPECTS

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Application Kit
Food Taipei • June 19-22, 2019
2019台北國際食品展
美國館報名表

Sign up for **USA PAVILION** at **FOOD Taipei 2019!**

ORGANIZER

Taipei World Trade Center Co., Ltd. (TWTC)

SHOW DATES

June 19 (Wed.) - 22 (Sat.), 2019

SHOW HOURS

June 19-21 **9 a.m.~5 p.m.**

Access for:

1. International visitors
2. Local professionals who have been approved after online pre-registration
3. Trade only

June 22 **9 a.m.~5 p.m.**

Also open to public with paid admission

** During the whole show period, children under 12 years of age are NOT admitted to showground.*

SHOW VENUE

Taipei World Trade Center NANGANG Exhibition Hall 1
(1, Jingmao 2nd Rd., Nangang District, Taipei, Taiwan)

SCHEDULE

Move-in	June 16-18
Show Dates	June 19-22
Move-out	June 23

EXHIBIT PROFILE

Fresh Fruits & Vegetables, Preserved Fruits & Vegetables, Poultry, Seafood, Meat & Processed Meat Products, Dairy Products, Frozen & Prepared Food, Canned Food, Baked Food, Dried Food, Edible Oils, Condiments & Additives, Functional Ingredients, Biscuits, Snacks & Confectionery, Wine & Liquor, Coffee & Tea, Juice & Soft Drinks.

Exhibitor Profile

	EXHIBITORS	BOOTHS
Domestic	641	1,676
Foreign	481	472
Media	10	7
TOTAL	1,132	2,155

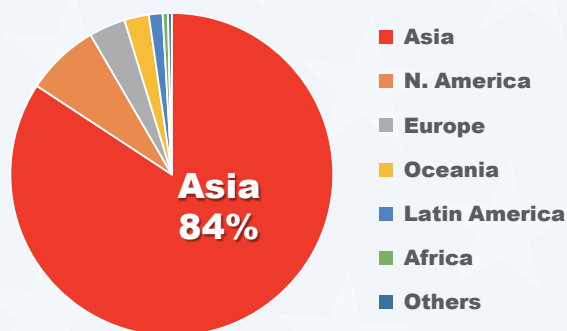
** Requirements for Products to Display at USA Pavilion:
At least greater than 51% of the products to display or promote must come with the country origin of USA.*

PARTICIPATION INFORMATION

1. Retail sales are forbidden on June 19-21, 2019. Retail sales will only be permitted on June 22, 2019, when this event is open to the public by paid admission (NT\$300 per ticket).
2. All manufacturers, distributors, traders, and organizations related to above exhibit profile are eligible to participate as exhibitors.
3. The organizer reserves the right to determine exhibition eligibility of participants and the products to be on display, and also reserves the right to determine the number and location of booth(s) for each exhibitor.
4. Booths will be assigned on a first-come, first-served basis, when registration form is received. Exhibitors who sign up most booths get to choose their preferred booth location first. Note exhibitors can only select adjacent booths.
5. If exhibition booth demand exceeds available booths, the organizer reserves the right to reduce the number of booths and to change the exhibition venue and date of show or to cancel the show without liability or responsibility for compensation or indemnification to exhibitors.

TAIWAN, YOUR SPRINGBOARD TO ASIA!

2017 Food Taipei % of International Visitors



6. The organizer does not act as sponsor for exhibitors in their entry visa applications.
7. Four exhibitor badges will be offered with the first booth and two more for each additional booth. Each extra badge beyond the above will cost NT\$300. Exhibitors can purchase 2 extra badges with each booth they rent. (Maximum 10 for each exhibitor)
8. For safety reasons, it is prohibited to use gas stoves, only electric appliances are allowed to be used in the show venue.
9. Please note that there might be pipes, electric box or wires located in or transiting through your booth.

BOOTH SPACE RENTAL (includes 5% VAT)

Type of Booth	Booth Location	Price for one booth (USD)	Early Bird Special Rate	Features
Standard Furnished Booth	Facing Main Aisle	3,200	2,880	Size: 3m x 3m, Includes basic furnishing: <ul style="list-style-type: none"> • partition wall - 1 set • full carpet - 1 set • fascia board with company name - 1 pc • reception desk - 1 pc • round table - 1 pc • folding chair - 2 pcs • wall shelf - 3 pcs • spotlight 100W - 3 pcs • electrical outlet (110V) - 1 pc • wastebasket - 1 pc
	Regular	3,000	2,700	
Raw Space (must use more than 12 booths)	Facing Main Aisle	2,600	2,470	Size: 3m x 3m No carpet, partition or facility included; exhibitor must have contractor prepare decoration and design.
	Regular	2,400	2,280	

★ Remarks:

1. A "Regular Booth" is not adjacent to main aisles.
2. Exhibitors must pay the booth contractor (to be appointed) directly for any additional equipment or booth furnishings they request.
3. Each booth will be provided with 110V/500W electricity free of charge. Additional power supply and drainage will be at exhibitor's expense.

4. Early bird rates ends on Dec. 14, 2018.



BOOTH ALLOCATION

Space allocation priorities are based on:

1. Number of booth(s) requested.
2. Date of application & payment received (on a first-come, first-served basis).
3. Drawings are used to determine priority for those with the same status.

PAYMENT SCHEDULE

1. A **US\$1,500 down payment** per booth together with the company profile or 2 copies of the product catalogues and booth application form should be sent to the organizer (TWTC) before **Feb. 27, 2019** (Down payment will be refunded if no exhibition space is available when your application is received).
2. After booth allocation, the organizer will notify applicants of their booth number, booth location, and balance due.
3. Application will not be processed without full payment, due on **March 31, 2019**. Fees are payable only in US dollars or the corresponding rate in New Taiwan dollars (NT\$). All payment should be made by telegraphic transfer to the **"Taipei World Trade Center Co., Ltd.", Account Number 085007013706 at the Bank of Taiwan, Taipei World Trade Center Branch, Swift ID: BKTWTWTP085**. Please state clearly that the telegraphic transfer is for the "2019 USA Pavilion at FOOD TAIPEI". All banking charges, if any, are to be borne by the applicant.
4. In case of cancellation, down payment and space rental fees already paid will not be refunded, transferred to other shows or participants, or credited to later FOOD TAIPEI under any circumstances.

EXHIBITION MANUAL

Upon acceptance of application, each exhibitor will receive an Exhibition Manual which provides detailed information and procedures on electricity, shipping instructions, the travel agent, forwarding & handling agent, booth decoration and fees for booth facilities.

PUBLICITY & PROMOTION

An active publicity campaign for Food Taipei 2018 is in progress to ensure optimum media coverage targets thousands of potential quality visitors.

1. Advertising & Publicity

An intensive advertisement will be placed in local and overseas newspapers and food industry magazines. Press releases will be circulated several times before and during the show.

2. Direct Mail & E-Invitation

The organizer will send Direct Mails and Electronic Invitations in Chinese, English and Japanese versions to domestic and overseas buyers, including key manufacturers, traders, and distributors, inviting them to the show.

3. Promotion at Other Food Shows

The organizer will promote FOOD TAIPEI 2019 at other important food exhibitions in Japan, Singapore, China, Korea and Europe, etc.

4. TAITRA's Worldwide Service Network

The organizer's 60 overseas branch offices will join to co-promote FOOD TAIPEI 2019.

5. Show Daily

The organizer will publish Show Daily during the four-day event. This publication is in both English/Chinese versions and packed with valuable show tips and features. Contents also include exhibition products news, activities, and info on the latest products.

6. Official Directory

The organizer of the USA Pavilion (TWTC) will publish a USA Pavilion Directory, containing details on all exhibitors, including company & product profile and contact information. USA Pavilion exhibitors will also be listed in FOOD TAIPEI's Official Show Directory.

7. Online Networking

Exhibit profiles of all exhibitors will be posted on the website at www.FoodTaipei.com.tw. Visitors can use it to search exhibitors' information and make appointments with them before the show.

FOOD TAIPEI 2019 USA PAVILION APPLICATION FORM FOR EXHIBITION SPACE

(Data on this form will be used to compile show directory)

We hereby apply for exhibition space in the USA PAVILION at the 2019 Taipei International Food Show at the Taipei World Trade Center Nangang Exhibition Hall 1, June 19-22, 2019. (Please type or print clearly)

✕ **We require**

☐ Standard furnished booths, total _____ booth(s).

☐ Raw space, total _____ booth(s) (must \geq 12 booths).

Name of company: _____

Abbreviated Company Name (if any): _____

(Due to the space limitations, abbreviated names will appear in some of event materials. Abbreviated company names are limited to 12 characters including blank space. Long company names may be truncated by organizer if you don't offer any.)

Address: _____

Tel: _____ Fax: _____

E-mail: _____ http:// _____

Person to contact: _____ Position: _____

Products or services to be on display: (Please fill in your Product Codes (6 digits) listed in the Exhibit Profile) on <http://www.usapavilion.com.tw>

1. □□□□□□ 2. □□□□□□ 3. □□□□□□ 4. □□□□□□

5. □□□□□□ 6. □□□□□□ 7. □□□□□□ 8. □□□□□□

Others: _____

(If you can't find suitable codes, please fill in product name)

Agent or representative in Taiwan, if any:

Name of company: _____

Address: _____

Tel: _____ Fax: _____ E-mail: _____

Person to contact: _____ Position: _____

✕ Down payment: US\$ _____ [Down payment US\$1,500 for each booth (including raw space booths)]

✕ Please make the payment by telegraphic transfer to the "Taipei World Trade Center Co., Ltd.",

Account Number **085007013706** at the Bank of Taiwan, Taipei World Trade Center Branch. Swift ID: **BKTWTWTP085**.

Please state clearly that the telegraphic transfer is for the 2019 USA Pavilion at the Taipei International Food Show (all banking charges, if any, are to be borne by the applicant).

We have read and accepted the **Terms and Conditions for Participation** listed overleaf, and agree to abide by any other rules and regulations made by the show organizer (TWTC) in connection with this show. I will pay the participation fee according to the payment schedules.

Signature: _____ Date: _____

Please make a copy for your file and send this application form together with your company's profile or two copies of product catalogues before Feb. 27, 2019 to:

Ms. Chris Lee, Project Manager

Booth No(s) Assigned: _____

Exhibition Section 2,

TWTC Exhibition Department

P.O. Box 109-770, Taipei 11011, Taiwan, R.O.C.

Tel: 886-2-2725-5200 ext.2662

Fax: 886-2-2722-7324

E-mail: uspavilion@taitra.org.tw

The above personal data will be used by TAITRA only in order to forward the applicant (by phone, mail and other means) information about exhibitions or trade promotion activities in the years 2018-2024. Those who wish to exercise any of the following rights, please contact Ms. Chris Li (Ext. 2662):

1. Inquiry and request for a review of personal information; 2. Make request for duplications of personal information; 3. Request supplement or correct personal information; 4. Request stop of collection, processing or use of personal information; 5. Request deletion of personal information

USA PAVILION at Food Taipei 2019

TERMS AND CONDITIONS FOR PARTICIPATION

Upon acceptance of your completed Application Form and full booth payment, the following Terms and Conditions will be in effect and are subject to such additions or changes as may be made by the organizer, the Taipei World Trade Center Co., Ltd. Exhibitors will be promptly advised of any changes or additions.

The Taipei World Trade Center Co., Ltd. (TWTC) agrees to:

1. Provide the participant with the standard booth package described in the USA Pavilion Application Kit.
2. TWTC reserves the right to rearrange the floor plan at any time and/or relocate exhibitors should it become necessary or advisable in the judgment of show management.
3. Refrain from providing commercial third parties with exhibitor contact information prior to the show, unless authorized to do so on the Application Form.

The Exhibitor agrees to:

1. Promote and display a majority of products (greater than 51 percent by SKU (Stock Keeping Unit) count) consisting of at least 51 percent agricultural and/or food ingredients of U.S. origin, computed on a value or volume basis. Product labels must indicate that the products were either produced or processed in the United States. The organizer (TWTC), accompanied by officials from the Agricultural Trade Office (ATO) of the American Institute in Taiwan (AIT), has the authority to remove any non-US products from an exhibitor's booth.
2. Agree to exhibit food and agricultural products listed in the show organizer's exhibit profile. Please refer to <http://usapavilion.com.tw>.
3. Accept the location of the assigned booth within the USA Pavilion at "Food Taipei 2019", with the understanding that assignments will be made according to rules of Booth Selection Priority below.

BOOTH SELECTION PRIORITY

After receiving registration deposits (US\$1,500/booth), booth allocations will be made according to the following priority:

- First: Total number of booths registered (exhibitors must be registered before deadline to be eligible). This is the primary priority for selecting/assigning booth locations.
 - Second: For exhibitors who sign-up for the same number of booths, booths selecting/assigning priorities will be based on the date/time that TWTC receives application forms (according to the postmark, the date that appears on the top of the faxed application form, or the date/time that the online application is received).
 - Third: Drawings are used to determine priority for those with the same status.
 - ※ Full payments must be received before deadline (March 31, 2019).
4. Use the booth decoration and design supplied by the USA Pavilion, unless written permission is received from the show management authorizing alternations to the booth design.
 5. Pay the cost of any booth personnel, equipment, or services ordered from show management. Payment for all services must be made at the time the services are requested, unless otherwise stated. Outstanding financial obligations preclude participation in future TWTC trade shows.
 6. TWTC will authorize no more than one company to be listed on the booth fascia board and permit no more than one company to be represented in the booth.
 7. Refrain from subleasing the booth; in the case of State Departments of Agriculture, state or regional trade groups, and USDA market development cooperators, booths may be subleased to their members with the approval of the USDA Trade Shows & Missions Office.
 8. Provide a qualified sales representative during the entire show.
 9. Display only products for which the participant is authorized to negotiate commercial sales.
 10. Strictly observe the regulations prohibiting sales of product samples during the show.
 11. Refrain from dismantling the booth before the show closes on June 22, 2019.
 12. Arrange for all equipment and booth materials to be removed from the show site by June 23, 2019. TWTC will not secure exhibitor equipment or booth materials beyond June 23, 2019.
 13. Arrange and pay for the transport of product samples, promotional materials, and equipment back to the United States after the show. Exhibitors may release any remaining product samples to show management for donation to local charities.
 14. Complete all questions on the exhibitor evaluation survey, including those pertaining to projected sales, which will be distributed by the Show Coordinator near the end of the show. This information is used on a confidential basis to determine the cost-effectiveness of these activities.
 15. Release the organizer (TWTC) as well as the U.S. Government, its agents, and officers of liability for any losses due to participation in the USA Pavilion, "Food Taipei 2019". This refers in particular to late product shipments, in-transit damage, loss of product samples, and unauthorized removal of equipment or supplies at the end of the show.
 16. In the event of fire, war, public calamity, force majeure or other reasons beyond show management's control preventing all that is indispensable to the staging of USA Pavilion, Management may decide at any time to cancel all applications for Exhibit Space already filed while notifying the Exhibitors of this decision in writing. Whatever the reasons of such cancellation, the Exhibitors are not entitled to any compensation or indemnity. Funds remaining after payment of all costs will be distributed among Exhibitors proportionately to the amounts paid by them. It is herewith expressly agreed that Exhibitors shall have no rights of preferring claims against Management on any grounds or for any reasons whatsoever.
 17. TWTC as well as the ATO, AIT is not responsible for any non-refundable expenses that participants incur as a result of cancellation, or non-participation in "Food Taipei 2019". These include, but are not limited to non-refundable airline tickets, hotel reservations, and rental car fees.
 18. Comply with the Terms and Regulations for Participation made by the show organizer, Taiwan External Trade Development Council (TAITRA) in page 5.

★ Please note: Show management is empowered to expel from the show any exhibitor who does not fully comply with the above Terms and Conditions.

PLEASE KEEP A COPY FOR YOUR RECORDS

TERMS AND REGULATIONS FOR PARTICIPATION

1. Participation Application

- (a) When signing the related application forms, participants agree to follow all the existing Regulations and further Regulations that might be made to modify them.
- (b) Once signed and submitted by the Applicant and confirmed by the Show Management, the contract will be established and come into effect.
- (c) Violations of the Regulations can result, by decision of the Show Management, in the exclusion of the transgressors whose damage claim, if any, will be rejected.

2. Payment Schedule

The space rental fee is due after space allocation. A debit note will be sent to the applicant. In the event of cancellation, the 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 the displays, with one year's suspension from exhibiting in all shows organized by TAITRA. The exhibitors bear the responsibility for all penalties without recourse or indemnity.

4. Space assignment & Unoccupied Space

- (a) The Show Management will determine the number and location of the booths assigned to each Exhibitor, in accordance with the nature of the exhibits or in the manner the Show Management deems appropriate.
- (b) The 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

The Exhibitor shall not assign, sub-let or apportion the whole or any part of the assigned space or have representatives, equipment, or materials from firms other than his own in the exhibit 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, the Exhibitors shall not be entitled to any claim for compensation in connection with the booking of participation.

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

- (a) All exhibitors ought to comply with all regulations in the Exhibitors' 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 the Show Management. They 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, the exhibitors are advised to also take out adequate insurance (fire, theft, water, accident, natural disasters and third party liability, etc.) for their exhibits during the exhibition (including build-up and dismantling periods), and during storage in the Show Management's warehouse.
- (b) Exhibitors are advised to hire their own security guards, for their valuable exhibits during the exhibition (including build-up and dismantling periods).

9. Exhibit Limitations

- (a) Exhibitors are not permitted to erect booth partitions of over 250cm in height.
- (b) Advertising materials such as signs, posters and other advertising decorations can be extended to a height of 400cm.
- (c) Any signs or decoration higher than 250cm in full view must be decorated.

10. Selling from Stand

The sale of exhibited goods on the spot and the soliciting of customers outside stands is strictly forbidden and those doing so can be immediately expelled from the exhibition.

11. Breach of contract and Withdrawal 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 the 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 the Exhibitor withdrawing from participation without the Show Management's approval, 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 build-up, exhibition hours and dismantling period, shall rest with the exhibitors concerned.
- (b) During the booth erection and dismantling period and during the show, the booths must be manned by exhibitors at all times.
- (c) The 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) All Exhibitors are requested to turn off the power supply before leaving their exhibition booths. Unless otherwise agreed, the Show Management will disconnect the main power supply at 5 pm each day.
- (e) Exhibitors should comply with a fire control regulation. 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.

13. Operation

- (a) The Exhibitor shall keep his 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 should not exceed 85 dB.
- (c) Any Show Management reserves the right to reject the exhibits or to stop the exhibition on the exhibitor's account, if he fails to lower the noise level or to resolve exhibition pollution such as dust, smog, unpleasant odors, the emission of stimulating gases, volatile organic chemicals, or 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 its booth, either inside or outside the showground, due to its debt or its private dispute at any time during the exhibition or during move-in and move-out. If and when such an interruption and/or disruption influences the order of the exhibition or public image of the Show Management, and the exhibitor involved or concerned is unable to deal effectively with private disputes and/or protests, the exhibitor understands and agrees that the Management can terminate the exhibition agreement. The exhibitor's booth(s) may be shut down immediately resulting with no refund. The exhibitor shall be required to indemnify the Management against any and all claims, liabilities, costs and expenses arising of such interruptions and/or disruptions thereof.

15. Supplementary Clauses

- (a) Whenever necessary, the Show Management shall have the right to issue supplementary 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 regulation shall form part of the Terms and Regulations for Participation and shall be binding on the exhibitors.
- (c) In the event of any occurrences not foreseen in this manual, the decision of the organizer shall be final.

16. Note: Those submitting applications can expect to receive further information about TAITRA and TWTC trade shows in the future.



CONTACT

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Taipei World Trade Center