

# 2020 TAIPEI TOURISM EXPO 8/28-8/31

Taipei World Trade Center



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For more information

The Largest Tourism Expo in the first half of 2020 in Taiwan

**Advisor:**

Tourism Bureau, Ministry of Transportation and Communications, Taipei City Government

**Organizer:**

Taipei Association of Travel Agents & Top Link International Exhibition Co., Ltd.

**Special sponsor:**

Foreign Trade Bureau, Ministry of Economic Affairs

# 2020 TAIPEI TOURISM EXPO

## The Largest Tourism Event of the First Half of the Year

Taipei Tourism Exposition (TTE) is advancing into its 14th year. Last year (2019), more than 22 countries were attracted with 500 overseas and local brands, having more than 1200 exhibition booths. Such scale can be said to the largest tourism exhibition in the first half of the year in Taiwan.

In the latest three years, the number of TTE visitors reached to more than 0.3 million in average. The visitors in online exhibition even surpassed 0.75 million which successfully triggered that business opportunities of summer vacation.

## Market Overview

According to the statistics of Tourism Bureau, M.O.T.C., In 2018, the number of Taiwanese travelers travelling abroad was 16.64 million; comparing to 2017, it has increased 6.32%. This has created 100 billion of economic output, driving multi-industry development, allowing Taiwan to become an important international tourism market.





## Exhibition Planning



### Overseas Tourism Area

Tourism promotion agencies of different countries in Taiwan, airline, travel agencies, overseas travel packages, independent travel packages, overseas accommodations, overseas touristic spot tickets, ferry and railway travels, customized overseas travels, online instant sales system, international thematic travels: parent-child, sports, cultural experience, foodies, elders, photography, etc.

### County and City Area

Based on the Taiwanese authority units at different levels, including: Tourism Bureau of M.O.T.C., Council of Agricultural, Council for Hakka Affairs, Council of Indigenous Peoples, Farms of Veterans Affairs Council, Bureau of Consular Affairs of the Ministry of Foreign Affairs, Sport Administration, MOE, tourism bureaus of different cities and counties, national parks, Taiwan Tobacco and Liquor Corporation, Taiwan High Speed Rail, Taiwan Railway, etc.

### Fun Taiwan Area

Taiwan international tourist hotels, star hotels, brand resorts, spa hotels, featured B&B, Taiwan theme parks, tourism factories, tourism farms, SPA leisure halls, motels, accommodation tickets, vouchers, domestic pass coupons, dining coupons and so on.

### Cross-strait Tourism Area

Thematic tourism areas in cities and provinces in China, group travel packages, independent travel packages, including: famous touristic spots, hotels, packages of domestic and foreign travel agents.

### Travel Supply Area

Travel supplies, including: car rentals, travel books, luggage, backpacks, various storages, supplies, sleep supplies, souvenirs, WiFi machine, pre-paid internet card, airport shuttle, baggage transportation, and so on.

### Tourism Specialty Area

Local souvenirs, tourism souvenirs, famous shops, team buying, festive gift boxes, all kinds of food and beverage, tea wine gift boxes, and so on.

### Outdoor Leisure Area

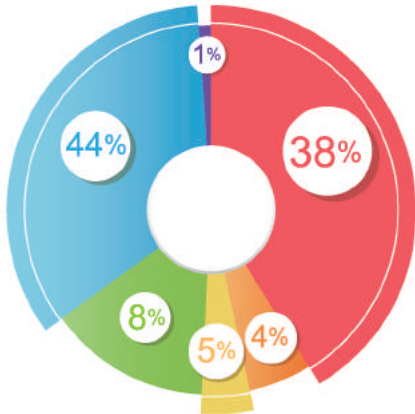
Camping supplies, trekking equipment, photography equipment, sun protection products, and so on.

### Study Tour Area

Education tour, visa apply, homestay, and so on.

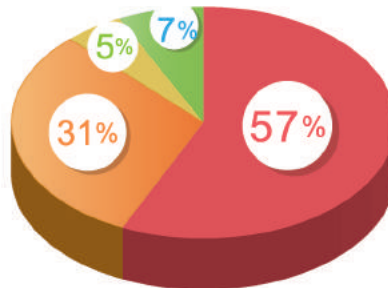
## 2019 Exhibition Facts

### 2019 Exhibitor Statistics



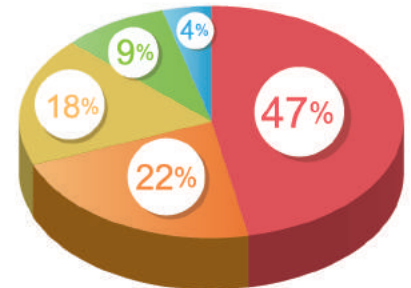
- Fun Taiwan Area
- Souvenir Area
- Cross-Strait Tourism Area
- City and County Government Area
- Overseas Travel Area
- Study Tour Area

### 2019 Visitor Statistics



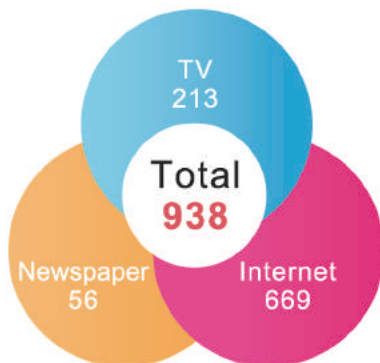
- 20-39 years old
- 40-59 years old
- Above 60 years old
- Under 20 years old

### 2019 Peer Visit Statistics



- Tourism Peers
- Hotels and Hostels
- Airline and Transportation
- Travel Agents and Leisure
- Others

### Press Exposure Statistics



#### Exhibition Info

Date: 2020/8/28 ~ 8/31

Time: 10:00 ~ 18:00

Move-in: 2020/8/26-27

Move-out: 2020/8/31 - 18:00-23:00

Venue: Taipei World Trade Center Hall 1

(No.5, Sec. 5, Xinyi Rd., Xinyi Dist., Taipei City)

Official Website: [www.tte.tw/en](http://www.tte.tw/en)

Advisor: Tourism Bureau of M.O.T.C. and Taipei City Government

Organizers:

Taipei Association of Travel Agents

Top Link International Exhibition Co., Ltd.



## Exhibition Service

### Pre-exhibition Marketing

- **Press-conference:** First exposure of exhibitors' features, limited concessions, topic packaging to enhance the efficiency of exhibitors and sales.
- **EDM Delivery:** 500 thousand precise TA, unique products in the first exposure.
- **Fan Page Activities:** Gifting through sharing and commenting, to disseminate the exhibition information. Exhibitors can expose sales content and limited activities free of charge.
- **TTE Official Website**  
Introduction of exhibitors: Publishing of the exhibitors' logo, brand presentation and stand number.  
Online tourism exhibition: Publishing of exhibitors' products and limited offers.  
News: Press releases and activity announcements for the exhibitors.

### Exhibition Event

- **Opening Ceremony of Officers and Celebrities:** VIPS from the industry, authority and academy will join the grand opening.
- **Stage Performances:** Exhibitors can apply for the use of the stage; the shows shall be mainly of "national/international performance", "meeting celebrities" and "travel expert sharing".
- **Touristic Product Briefing:** Detailed product presentation to B or to C, strengthening the force and intensity of the tourism exhibition.
- **Media Reports:** Daily press-release to the major media, increasing the exposure of the exhibitors.
- **FB Instant Notices:** Exhibitors' limited offers, stand promotional activities, etc.
- **Creative Events:** Airplane ticket lottery with entrance ticket, early-bird gifts, lucky bags, gifts for certain amount purchase, etc. to increase purchases.



## TTE Integrated Marketing Strategy



### Internet Marketing

Official website activities, Facebook fan page, website cooperation, community promotion, keywords, networking, bloggers, live shows, etc.



### Public Relationship

Pre-exhibitions, opening ceremony, press conference, and large exposure via electronic, printing and online media.



### Membership Marketing

To integrate members of the partners and the exhibitions, targeting at the right customer groups.



### Attracting Activities

Early bird gifts, surprise grab bag, lottery, hotel and plane tickets bidding, etc.



### Ticket Strategy

Pre-sale tickets, cross-industry cooperation, e-tickets, online membership tickets, etc.



### Ad Promotion

TV, newspaper, broadcasting, magazine, bus ads, metro, billboards, street lamp flags, etc.




## Booth Specifications and Rent

Booth type	Spec.	Booth rental	Note
Standard	Basic equipment included	2,400 USD /per booth	Booth area: 9 m <sup>2</sup> (3m x 3m)
Raw space	Empty booth, with a minimal renting surface of 36m <sup>2</sup> (4 booths)	2,200 USD /per booth	Booth area: 9 m <sup>2</sup> (3m x 3m)
Double-deck booth	9 m <sup>2</sup> per booth	Please contact the organizer for the fee	Double-deck can be applied for booths with more than 4 rented booths.
Ultra-high booth	Every 18m <sup>2</sup> is 1 unit for ultra-high booth (4-6m). Additional fee of 3,300 USD		

### Standard booth with basic equipment

A. Three-whiteboard-wall compartment and brackets

B. Equipment	1.Reception desk (100cmX50cm) x 1	
	2.100W spot light (power included) x 3	
	3.Folding chairs x 2	
	4.Carpet	
	5.Name panel	

C. Power supply contractor shall be assigned by the General Assembly.

D. Additional fee shall be charged if power usage is above the basic standard.

### Raw space

A. For empty booth without equipment, power supply contractor shall be assigned by the General Assembly.

B. The General Assembly only provides basic power supply (500W per booth). Application for more power usage or additional lighting equipment, application shall be otherwise done. Please contact the special contractors of the General Assembly.

## Application

Online application starting on Oct. 1, 2019 at [www.tte.tw/en](http://www.tte.tw/en) until all booths are sold out!

### I. Application procedure

- **Application** : The application starts on Oct. 1, 2019 until the booths are sold out. Online application is available at [www.tte.tw/en](http://www.tte.tw/en) only.
- **Review** : The organizer is entitled with the right to accept or reject the applicants taking into consideration the quality of the exhibition and the vendors.
- **Payment** : All the payment shall be paid within one week after successful application. Vendors shall be considered as to waive the eligibility if payment is overdue.

### II. Payment method

- **Check** : Date of the check shall be Jan. 20, 2020, and please specify "Endorsement transfer prohibited" on the check.
- **Remittance transfer** :

Title	Taipei Association of Travel Agents	Top Link International Exhibition Co., Ltd.
Address for the check	6F., No. 20, Siping St., Zhongshan Dist., Taipei City 10458 Tel: (02) 2531-2191	4F., No. 552, Sec. 5, Zhongxiao E. Rd., Xinyi Dist., Taipei City 11081
Account name	Taipei Association of Travel Agents	Top Link International Exhibition Co., Ltd.
Bank	Mega International Commercial Bank Foreign Department	Taiwan Business Bank, Yong Chun Branch
Account	007-13-36179-2	10312023933
Fax	02-2541-5825	02-2759-6067

※Please fax the remittance certificate and your company/institution's name to the organizer after payment is done.

### III. Cancellation and refund

- Applicants who completed the applications and paid the payment shall make an official application of withdrawal in written document.
- For withdrawals applied before Jan. 20, 2020, 50% of the fee shall be refund after the tourism exhibition ends. No refund shall be given for applicants after Jan. 21.

### IV. Confirmation of application

- After the organizer receives your applications, review of eligibility shall be immediately conducted. E-mail of the results of the first stage review shall be sent by email to the main contacts within one week. The organizer has the right to decide the final eligible applications.

### V. Booth distribution

- The organizer is in charge of the booth planning, and has the right to decide the final distribution of the booths.
- Distribution order: booths shall be distributed to the vendors with more booths. If the vendors have the same amount of booth, the priority shall be decided by draw.
- Booth distribution shall be done at the first half of July, 2020. The location shall be further notified by the organizer.
- The organizer shall decide the location for vendors who do not attend the coordination meeting. The vendors shall not object.

### VI. Stage lighting and stereo setting

- Application is available only for vendors with more than 4 booths (1.5m shall be deducted to the inside of the stage). Vendors with less than 4 booths shall not use amplifiers.
- The volume shall not exceed 85 dB (the usage of amplifying speaker and microphone shall not directly affect the other booths).
- The planning shall be in compliance with the committee's preparation and coordination.
- Announcement by the Vendor Coordination Committee shall be followed for the violators.

### VII. Other

- The organizer has the final decision right to adjust or change the booth number of the applicants, or reduce the booth area.
- In case of sudden force majeure situation, the organizer has the right to change of the date of the exhibition or the place of the exhibition, while the vendors shall have objection.
- Work certificate and other tickets: 5 work certificates per booth. If you need more than these, please buy more work certificates from the committee (10 USD the preparatory committee shall review the number). 20 VIP invitations per booth. 5 more invitations are given for every increase of booth amount (and so on).



## Regulations for Attending the Exhibition

Exhibitors must follow the regulations strictly, and any exhibitor that violates the rule will be stopped for the exhibition if they don't improve after given the advice.

### General Information

1. Exhibitor should use one application form for one registering unit, and other industries must not be combined into the application.
2. Exhibitors should not transfer the booth rented in private or attend the exhibition under the company name different from the name on the registration (including the names of the sponsors). If there is any violation, the organizer could take back the booth transferred and stop the exhibition of the exhibitor that is not the same as the one on the registration form.
3. The deposit won't be refunded: Exhibitors who decide to cancel its qualification after booth allocation, all of the expense that has been paid won't be returned instead it will be used as the funds for the exhibition.
4. The products exhibited must meet the topic of the exhibition. Otherwise, it must not be exhibited. If there is any deceiving, the exhibitor will be banned for the exhibition and the expense paid won't be returned.
5. In order to comply with the measurement of anti-counterfeiting requested by the government, our exhibition strictly forbids the products with false information on country of origin as well as the products with false logo, or invasion of other people's patent or copyright. If it is found that the exhibitors know the product displayed has been judged with the facts of false mislabeling and invading trade mark, patent or copyright but still be displayed, the organizer could stop all of its exhibition as well as confiscate the expenses that have been paid. The products that are involved with lawsuit caused by trade mark, patent or copyright invasion will be forbidden for exhibition by the organizer, and the exhibitors must not have objection. Exhibitors should also take the full compensation responsibility if the organizer is involved with lawsuit or generated other damage.
6. The organizer reserves the right of change the exhibition date and venue. If the date or venue must be changed because of natural disaster or other unavoidable forces, the organizer won't refund the expense received nor take other compensation responsibility.
7. The organizer has the right of reducing the booth area or booth quantity according to the capacity of venue.
8. For energy-saving, please use energy saving light bulbs.
9. Exhibitors must not produce smoke, gas & dust, odor & irritant gas, and volatile organic chemical solvent pollutant caused by demonstration and operating products should be carefully dealt with right away with the self-prepared pollution processing equipment. The booths nearby and the exhibition at the spot must not be influenced; otherwise, the demonstration should be stopped or the exhibition should be terminated.
10. The products exhibited that are not allowed to be taken photos or videoed by the visitors should be added a remark board of "no photo" or "no video" in both Chinese and English. However, please work with those who hold PRESS ID card issued by the organizer for the promotion work.
11. The products, interior materials and wastes at a booth should be cleaned before the time limit for a vendor to leave the site; If we find that a vendor leaves products, interior materials and wastes at its booth, we will take pictures for evidence and the expense for cleaning up shall be borne to the vendor.
12. It is not allowed for a vendor to pack up or retreat from the site before the exhibition ends without the consent of the organizer.
13. Standard Contracts
  - (1) If gift coupons, accommodation coupons, hot-spring coupons, and meal coupons will be sold during the exhibition, the relevant regulations of "Mandatory and Prohibitory Provisions To Be Included In Standard Contracts for Hotel Goods (Services) Coupons" must be followed and a copy of the contract should be provided during the registration.
  - (2) According to the rules on January 14th, 2010 from Tourism Bureau, Ministry of Transportation and Communications, the issuers of tourism hotel coupons from then on are only limited on the vendors in tourism and hotel industry to avoid the inconsistency of coupon issuers and service providers and cause confusion. Besides, the third party name, entrust sales period, and the reference number of the approval from target business competent authority must be stated clearly on the coupon in order to protect consumer's right if the vendor would like to entrust the third party to sell coupons.
  - (3) We refuse the troubled companies that are recognized by Consumer Protection Committee or consumer ombudsman officer at local government to attend the exhibition as the exhibitors.

### Order at the exhibition

1. Any exhibitor shall not make any sound louder than 85 dB during the exhibition. If any exhibitor wants to use speaker equipment, it should make an application to the organizer. Only after obtaining the consent of the organizer can the exhibitor use the equipment. For any exhibitor who use speakers without consent, the speakers will be confiscated by the organizer during the exhibition.
2. Any exhibitor who wants to use open-fire equipment should follow the regulations of the exhibition center.

3. The display area of the exhibitor is limited within the booth, and it is not allowed to display products on the area outside the booth such as public facilities, aisle or wall. It is also forbidden to put up any promotional information, including promotional item or distribute catalogue, publication and souvenir. If there is any violation, it will be removed with force by the organizer.
4. All of the items that are explosive, inflammable and dangerous as well as prohibited products are forbidden to bring into the exhibition hall: If it is found, the organizer could force to move them away from the exhibition; all of the expense and responsibility should be at the exhibitor's side.
5. If a exhibitor encounters incident or demonstration at its booth or outside the venue due to its debts or personal affairs and the incidents affect the order or image of the exhibition, which cannot be effectively coped with by the exhibitor, the organizer has the right to terminate its exhibition and returns no fee paid by it. If any litigation arises from the incident affecting the organizer or causing any damage to the organizer, the exhibitor shall bear all the responsibilities.
6. Safety insurance:
  - (1) The exhibitor should estimates the use of power prior to the exhibition and make an application to the interior decorating company specified by the organizer if the estimation value exceeds the basic offering. If a exhibitor without related application causes the failure or interruption of the power at the venue due to overload, the exhibitor shall bear all the responsibilities for damages.
  - (2) During the exhibition (including pre-exhibition decoration and post-exhibited removal), the supervising staff at the organizer is in charge of monitoring the entrance of the exhibition hall, maintaining public order of staff and displayed items entering the exhibition. Exhibitor should assigned personnel to take care of its products, decorating materials, and engineering facility. Please buy the insurance for the valued articles as well as hire safety guide for security reinforcement. If there is any loss or damage, the organizer won't take the responsibility of compensation.
  - (3) Exhibitors must obtain fire insurance, burglary insurance, marine insurance, and public liability insurance (including additional natural disaster insurance, such as typhoon, earthquake, flood, heavy rain, and other natural disaster) themselves from the exhibiting items and decorations delivered to the exhibition hall until the removal from the hall after exhibition ends. If there is any loss or damage during above period, the organizer won't take the responsibility of compensation.
  - (4) Exhibitors should take the full compensation and legal responsibility for the casualties of their staff or any third party and property damage caused by the improper or neglecting setting-up, operation, maintenance, or management on the facilities, articles, and exhibiting items at booth during exhibition period (including decoration pre-exhibition and removal after the exhibition).
  - (5) Access the hall with badge: Exhibitors should collect badges from information desk when delivering the goods to the exhibition hall, and badge be wore to access the hall during exhibition.
  - (6) Other than the organizer, no one could distribute leaflet, conduct promotional activities, and place company or personal items in public area.

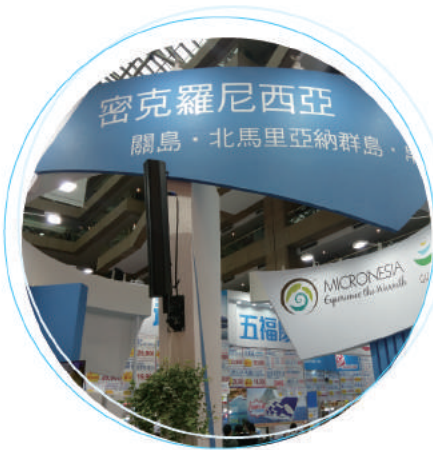
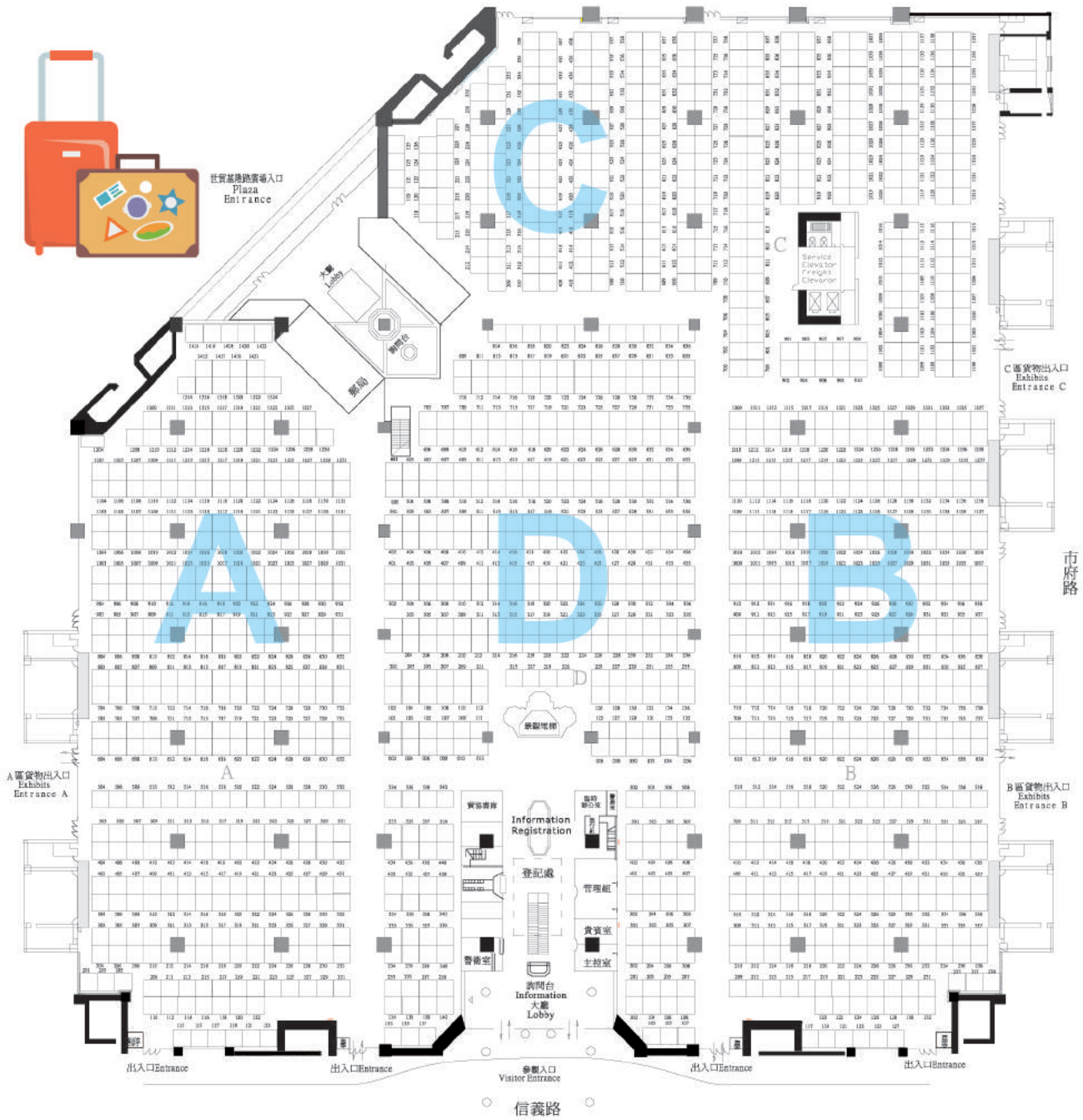
### Violation handling

The organizer will suspend the water and electricity supply immediately or conduct the measure of stopping exhibition if there is any violation from the exhibitors and they are advised by the organizer twice but in vain or when it is too urgent to give advice.

### Notice

1. Standard contracts
  - A. If gift coupons, accommodation coupons, hot-spring coupons, and meal coupons will be sold during the exhibition, the relevant regulations of "Mandatory and Prohibitory Provisions To Be Included In Standard Contracts for Hotel Goods (Services) Coupons" must be followed and a copy of the contract should be provided during the registration.
  - B. According to the rules on January 14th, 2010 from Tourism Bureau, Ministry of Transportation and Communications, the issuers of tourism hotel coupons from then on are only limited on the vendors in tourism and hotel industry to avoid the inconsistency of coupon issuers and service providers and cause confusion. Besides, the third party name, entrust sales period, and the reference number of the approval from target business competent authority must be stated clearly on the coupon in order to protect consumer's right if the vendor would like to entrust the third party to sell coupons.
  - C. Please visit Tourism Bureau, Ministry of Transportation and Communications ([www.taiwan.net.tw](http://www.taiwan.net.tw)) for the relevant rules look up.
2. The exhibition name and content of the proposal are all at "estimation, planning" stage, and the correct exhibition name, content, advertisement, promotional name, and exhibition area planning will be adjusted according to the real recruitment.

Taipei World Trade Center Exhibition Hall 1



## 2020 8/28~8/31 Taipei Tourism Exposition Application Form

### Applicant Info and Booth Rental

Name of Company/Body			Invoice to		
			Unified Business No.		
Owner/Responsible Person	Name		Job Title		
Undertaker/ Contact Window	Name		Job Title		
	Telephone	Extension	Mobile Phone		
	E-mail				
Booth Type	Booth Rental	Minimum Rental		Booths	Exhibition Fee Total
		Booths	Area Size		(USD)
Standard booth(w/partition)	2,400 USD/ Per Booth	1	9 m <sup>2</sup>	qty	
Raw space W/o partition	2,200 USD/ Per Booth <small>(Need to order more than 4 booths)</small>	4	36 m <sup>2</sup>	qty	
Ultra-high construction application	Ultra-high booth construction (over 4m) fee is calculated and charged at 18m <sup>2</sup> as 1 unit, at 3,300 USD fee per unit (tax inc)				
Double deck	Please contact the organizer for the fee				
Telephone and ADSL application: Temporary telephone ___line(s) (USD 150/line); ADSL ___line(s) (USD 250/line)					
<b>Exhibition Fee Total:</b>					USD
Payment	<input type="checkbox"/> Bank Wire <input type="checkbox"/> Cheque				
Event Lucky Draw Prize Sponsorship	<input type="checkbox"/> Willing to sponsor <input type="checkbox"/> Unable to sponsor				
	<input type="checkbox"/> Sponsored Item                      Item: _____ Qty: _____				
	<small>Note 1. Prizes will be distributed over 4 prize draw events, so please use 4 as multiplier Note 2. Sponsors for the event lucky draw will be listed on the event website's list of sponsors</small>				
Other requests					

**We agree to participate in the “2020 Taipei Tourism Exposition” and abide by all aforementioned rules provided, in the case of violations, we will be responsible for all legal responsibilities and damages.**

**Representative Stamp: Company Stamp                      / Owner/Responsible Person Stamp**

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The largest tourism event of the first half of the year