



BOOTH REGISTRATION

CONTENTS

PREFACE	P 01
2022 TCE HIGHLIGHTS	P 02
GENERAL INFORMATION	P 03
TENTATIVE PROGRAM	P 06
BOOTH RENTAL	P 07
HOW TO APPLY	P 08
TERMS AND CONDITIONS	P 09

PREFACE

Food has long been one of the most important aspects of tourism, while also being an important pillar of life in Taiwan. The purpose of the Taiwan Culinary Exhibition is to build the cultural value of Taiwan's food, and become the driving force of the food tourism industry. Taiwan is surrounded by the oceans, and has a long-developed agriculture, forestry, fishery and animal husbandry industries, which are able to produce some of the world's best vegetables, fruits, and other fresh ingredients. Combined with Hokkien, indigenous people, Hakka, new immigrants, and other diverse ethnic groups that have taken root in Taiwan, various cuisines have blended and integrated with each other, with innovation in tradition that has formed a unique Taiwanese taste. This Taiwanese taste is the warmest taste that extends from our homes, and the Taiwan Culinary Exhibition where these memories are presented to the world.

With the theme of “Food of Festivities”, the 2022 Taiwan Culinary Exhibition brought together selected culinary items from a multitude of exhibitors. The Exhibition rendered to participants the exquisite side of Taiwanese cuisine. It also included more than 60 cooking demonstrations, 90 lectures, 100 DIY sessions, with more than 350 activities that made visitors linger in the exhibition. 95% of visitors expressed their excitement when looking forward to participating in next year's Taiwan Culinary Exhibition. The four-day event attracted more than 70,000 visitors and created a media value of about NT\$130 million.

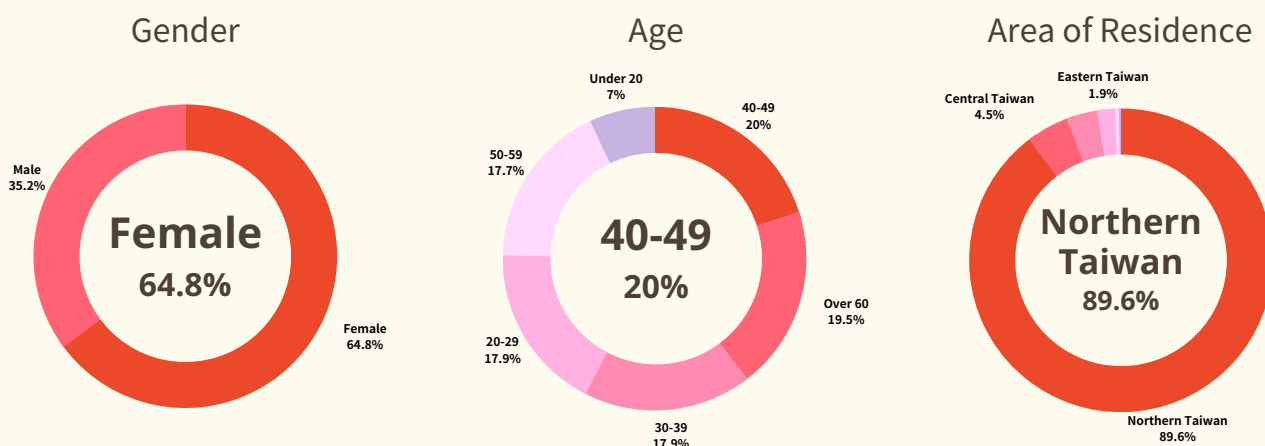
The 2023 the Taiwan Culinary Exhibition is scheduled to be held from August 4th to 7th in Exhibition Hall 1 of the Taipei World Trade Center. Continuing the goal of the promotion of culinary culture, the Exhibition seeks to create a food carnival that presents Taiwan's diverse food culture from different aspects. The Exhibition will cover different areas of gourmet taste, explore culinary arts, with the government pavilions, and other exotic cuisines. Exhibitors includes the Council of Agriculture of the Executive Yuan, the Hakka Affairs Council, Council of Indigenous Peoples, the Ministry of Economic Affairs, the Ministry of Culture, the Ministry of Finance, the Tourism Bureau and Taiwan Railways Administration of the Ministry of Transportation and Communications, local governments. Hotels, restaurants, souvenirs and travel gifts and foreign exhibitors will also be invited to participate. As an international exchange and sharing platform, the Taiwan Culinary Exhibition should satisfy the five senses, while also successfully creating business opportunities for exhibitors.

We appreciate the years of support from all the exhibition participants. We shall jointly pursue and create better Taiwanese food cultures through this culinary festival that has a high aesthetic quality, is deep in cultural connotation and educational meanings, and meets industrial demands. The 2023 Taiwan Culinary Exhibition looks forward to your participation!

2022 TCE HIGHLIGHTS

The 2022 Taiwan Culinary Exhibition was held from August 5th to 8th in Exhibition Hall 1 of the Taipei World Trade Center, with 4 theme areas-- “Taiwan,” “Good-eating Taiwan,” “Discovery Kitchen,” and “Exotic Cuisines.” The event attracted 74,155 visitors and media coverage totaled 1,419 items which valued about NT\$130 million, successfully forming a unified promotional platform.

Visitors Demographics



Analysis on Media Exposure

Type	Items	Value (NTD)
Magazine	7	2,930,000
Newspaper	63	4,272,612
TV	143	33,104,325
Internet News	1,206	85,440,000
Total	1,419	125,746,937



GENERAL INFORMATION

Organizer **Taiwan Visitors Association**
Dates **August 4th to 7th, 2023 (Friday to Monday)**
Location **Taipei World Trade Center, Hall I**
Contact **+886-2-27522898 / tcereg@tva.org.tw**
Website **www.tcetva.tw**

Eligibility



The Taiwan Culinary Exhibition is open to all local and international government related departments, hotels, restaurants, local dishes (street food), gifts, baking industries, dining/kitchenware manufacturers and vendors, and other food-related industries.

I. Require documents

A. **International tourist hotels, tourist hotels, hotels**

Industrial/business permit, tourist hotel permit/hotel permit/sanitation permit, product voucher

B. **Others**

Industrial/business permit



- *The companies of consignment sale of accommodation coupons, meal coupons, membership cards and other special offer coupons by promotional are not allowed to register.
- *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 Donation Entity only need to submit documentation for product vouchers.

II. Regulations for Coupons/ Vouches

For regulations for coupons, please refer to the "Mandatory and Prohibitory Provisions of Standard Form Contracts for Gift Certificates of Commodities (Services)" issued by Ministry of Economic Affairs on April 10th, 2020, for details.

→ <https://gcis.nat.gov.tw/elaw/lawDtlAction.do?method=viewLaw&pk=25>



Other Privileges (free of charge)



Press Conference

Local press community will be invited to interview the organizing committee, creating greater exposure for the event.



Main Stage Performance

Attending exhibitors may plan activities and performances, and expound cultural characteristics also appeals through food, as these are good opportunities to promote, as well as to attract the attention of the public and the media.



Official Website Promotion

Information about the special offers provided by the exhibitors can be revealed on the official website of Taiwan Culinary Exhibition from July 3rd to August 7th, 2023.

TENTATIVE PROGRAM


Date	Schedule
8/1 (TUE)	<div>14:00-15:30</div> Press conference (tentative)
8/2 (WED)	<div>08:00-17:00</div> Booth setup (Bare space only)
8/3 (THU)	<div>08:00-17:00</div> Booth setup (All exhibitors) <div>09:00-17:00</div> Registration
8/4 (FRI)	<div>09:30-10:30</div> Opening Ceremony <div>10:30-18:00</div> Exhibition and performance
8/5 (SAT)	<div>10:00-18:00</div> Exhibition and performance
8/6 (SUN)	<div>10:00-18:00</div> Exhibition and performance
8/7 (MON)	<div>10:00-18:00</div> Exhibition and performance <div>16:20-17:00</div> Closing Ceremony <div>19:00-24:00</div> Disassemble booth, clean up site

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

***Exhibitors are welcome to apply for performance slots, conducting food-related activities.**

BOOTH RENTAL

Booth Specifications

Shell Scheme	Bare Space
3m (length) x 3m (width) = 9 sq.m	
<ol style="list-style-type: none"> 1.Total 3 wall partitions for back and sides. 2.Equipment : 1 Reception desk , 3 projector lights (electricity included), 1 110V/5A socket (500W electricity included), 2 folding chairs, carpet, 1 trash can, exhibitor name placard, booth number. 3.Additional fees required if more than the basic power usage (3 projector lights, 110V/5A socket 500W) are used. The power supply must be provided by the official contractor. 	<ol style="list-style-type: none"> 1.No partitions are supplied for bare space booth. 2.All electricity is supplied only through the official contractor. 3.Minimum order of 4 booths.
 <p>▲ Floor plan ▲ Perspective</p>	

Booth Rental Tariff

Booth Type	Unit	Regular	Discount (pay before May 15 th)
Shell Scheme	Each booth	NT\$ 70,000	NT\$ 60,000
Bare Space	Each booth	NT\$ 65,000	NT\$ 55,000
Corner Booth	Each booth	Add NT\$ 5,000 (Minimum order of 2 booths)	
2-story booth	Each booth	Add NT\$ 25,000 (Minimum order of 4 booths)	
Booth exceeding 4 meters in height (max to 6 meters)	18m ²	Add NT\$ 100,000 (TWTC rules) (Minimum order of 4 booths)	

*If a corner booth is specified, then the difference must be paid in advance. The number of corner booths is limited and availability cannot be guaranteed by the organizer. Final availability will depend on overall venue planning, order of application and payment, and booth size. If payment has been made but a corner booth can't be allocated then organizer shall refund the difference after the booth's location being confirmed.

HOW TO APPLY

Registration

- Online Registration available after January 5th, 2023. **Website: www.tcetva.tw**
- All exhibitors must upload a copy of their business permit within 7 days of online registration. Hotels and B&B should upload photocopies of the relevant government permits for review by the competent authority.
- If the exhibitor wishes to sell gift vouchers, dining vouchers, accommodation vouchers, and spa vouchers. They must conform to the “Mandatory and Prohibitory Provisions of Standard Form Contracts for Gift Certificates of Commodities (Services)” rules and regulations.
- Photocopies of vouchers should also be uploaded for review by the competent authorities.
- Please email the above documents to **tcereg@tva.org.tw**

Payment Method

Payment can be made

1. By wired transfer to

Bank Name: Bank Of Taiwan, Yuan Shan Branch

Account Name: Taiwan Visitors Association

Account No.: 124-001-008991

Swift Code: BKTWTP124

*This account is for **NT Dollars only**.

*If payment is made by ATM transfer or personal account, please notify the organizers by phone or fax.

2. By sending a demand check through the mail to

8F, -1, No.285 Sec. 4 Zhongxiao E. Rd. Taipei 106, Taiwan

Register Deadline

- **Discount Deadline: May 15th, 2023**
- **Registration Deadline: May 31st, 2023**

Acceptance of Application

The organizer will review the eligibility of the exhibitor immediately upon receiving their online registration details; the exhibitor confirmation will be sent by e-mail to the primary contact of the exhibitor. The organizer reserves the right of final decision on exhibitor reviews.

TERMS AND CONDITION

Booth Allocation

The allocation of booths is at the organizer's discretion. Actual allocation shall be based on the venue's overall layout, booth sizes, as well as time of registration and payment. The organizer will strive to satisfy the requirements of the exhibitor but reserves the right of final decision over booth allocation, quantity and changes.

Booth Usage

The exhibitor may not assign, sublet or authorize another unit to use its booth without the prior written approval of the organizer, nor may it use any booth within the venue not allocated by the organizer, or use a booth for a purpose other than for the exhibition.

Joint Exhibitors

If several exhibitors will take part together then one of the units should be designated the primary applicant and represent the other co-exhibition units (i.e. Co-exhibitors) in applying to the organizer. The primary applicant must upload the list of all co-exhibitors to the organizer before June 1st, 2023. Any units not listed as a co-exhibitor may not be exhibited at the venue. Please email the above documents to tcereg@tva.org.tw

Exhibition Changes or Delays

The venue and time of the 2023 TCE is as described in these outlines. If the exhibition venue is changed, or the exhibition time changed or delayed due to factors beyond human control, the organizer shall not be held liable for any losses suffered by the exhibitor. If the exhibition is canceled, the organizer shall deduct the relevant expenses and refund the remaining funds to the exhibitor.

Withdrawal from Exhibition and Refund

If an exhibitor is unable to complete the registration and payment process by May 15th, 2023, the organizer may cancel the facility fee

discount it was eligible for and decide whether to still allow its registration to stand. If an exhibitor wishes to withdraw after completing the registration process and paying all of the fees, **an application should be submitted in writing to the organizer and handled in accordance with the following rules:**

- If the application is submitted before May 31st, 2023, 75% of the paid fee will be refunded.
- If the application is submitted before June 30th, 2023, 50% of the paid fee will be refunded.
- If the application was submitted after July 1st, 2023, no refund will be given.

Booth Design

If the exhibitor will be setting up their own booth then the design must be submitted to the organizer for review before July 15th, 2023. If the booth contains a stage, features large balloons or will host performances, the edge of the stage as well as the shortest distance to the common passage way (must not be less than 60cm and must not be placed at an intersection), location of the speakers (maximum decibel must be below 85. The speaker should be pointed into the booth) as well as the balloon's diameter and height from the ground must be clearly marked on the design drawings for review by the organizer.



Booth Construction

- All of the building materials and furnishings used by the exhibitor must be fire-resistant. They should also conform to fire and building regulations (Use eco-friendly building materials where possible). Booth size must conform to the standard booth dimensions (3mx3mx2.5m) but company signs and product marks can be increased to a height of 4m. Exhibitors' displays may not block the line of sight to other vendors or violate the rules set by the organizer.
- Exhibitors building their own booth by non-official contractor must submit their contact info by June 15th, 2023 to the Organizer.
- Exhibitors who approved by the Organizer to set up stages in their rented booths, their event providers are allowed to set up speakers and other related equipment that comply with the regulations and volume in their booths. To maintain the order of the exhibition, the organizer will enforce noise control more strictly. Exhibitors who applied for the use of audio equipment should provide the contact information of their contractors and submit their written applications before June 15th, 2023, and the Organizer will issue a "usage permit for audio equipment" before the exhibition begins. Violators caught on-site will be listed for next year's eligibility assessment, and the contractor will be disqualified from applying for the use of audio equipment next year.



Common Passageways

During the exhibition period, exhibitors should remove any inappropriate displays under the organizer's request. All exhibitors are required to keep the common passage ways free of obstruction.

Vacant Booth

If the exhibitor has not ready its booth at least 30 minutes before the exhibition opens, the organizer may re-assign the booth to another unit and confiscate all paid fees. If a booth is left unattended or vacant for more than 2 hours during the exhibition, the organizer will have right to seal off the booth.

Advertising

Exhibitors may not display advertising not related to the exhibition theme within the venue. They are also barred from engaging in political advertising in or outside of the venue. The exhibitor's advertising, pamphlets and promotional materials should only be displayed, conducted or distributed within their rented booth.

Voucher Guarantee

Product vouchers such as accommodation vouchers, spa vouchers and dining vouchers sold by the exhibitor during the exhibition period should conform to the "Mandatory and Prohibitory Provisions of Standard Form Contracts for Gift Certificates of Commodities (Services)" and the relevant regulations of the competent authorities. Please visit <https://gcis.nat.gov.tw/elaw/lawDtlAction.do?method=viewLaw&pk=253> for details.

Legal Merchandise

The objects sold by the exhibitor during the exhibition period should conform to the relevant regulations of the competent authority, tourism authority and Consumer Protection Act. Hotel operators are not allowed to expand their business without authorization and sell illegal products on site.

Exhibitor Badges and Admission Ticket

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

Use of Open Flame in Venue

The use of an open flame for cooking is banned at TWTC Hall 1. Avoid bringing flammable items into the venue. If it is absolutely necessary, extra safety precautions should be taken and signs displayed in obvious places. A written waiver must also be signed and public liability insurance coverage secured. The insurance coverage may not be lower than the amount specified in the “Enforcement Rules Governing Compulsory Public Liability Insurance for Consumer Premises in Taipei City”. The relevant application forms and waivers must be submitted to the organizer by June 15th, 2023.

Photography and Video Recording

The organizer and the media may take photographs and video recordings during the exhibition as part of the overall marketing. The exhibitors may not refuse without an appropriate reason.

Security Guards

The organizer provides security guards for vendors during the setup and clean-up phases. The exhibitor must comply with the security management measures and any inconveniences it may bring. The organizer may seek property insurance coverage for the security of the assets on display. The organizer shall not be held liable for any losses or damages suffered by the exhibitor or to their assets.

Display of License and/or Registration

The exhibitor should display their legal business license or registration at an obvious location on their service counter within the booth. This is to facilitate identification by consumers and inspections by competent authorities. (In accordance to document no. 0990001309, issued by the Executive Yuan Consumer Protection Commission on February 4th, 2010).

Supplementary Rules

To ensure the smooth running of the exhibition the organizer has the right to issue supplementary rules. Supplementary rules shall take effect 12 hours after they are issued and become a part of this contract.

Refused Admittance

Under the consideration of the whole exhibition, when the necessary conditions are present, the organizer may refuse admittance to inappropriate individuals and does not have responsibility to any party.

Booth Return

Once the exhibition has ended, the exhibitor must clean up their booth and return it in good order by 24:00 on August 7th, 2023.

Violations

If the exhibitor violates the terms and conditions of this contract, the organizer may ask them to cease and desist on the spot; if damage is caused to the organizer, the exhibitor shall be held liable for damages; the damages may be deduced directly from the funds paid by the exhibitors. To maintain the safety of the exhibition venue and to protect the rights of exhibitors, the exhibitor must abide by the above rules. The organizer has the right to demand the withdrawal of violators from the exhibition and the payment of related fees.

Exhibitor Contract

Once the registration form has been signed and confirmed by the organizer, a contractual agreement between the exhibitor and the organizer is completed. All exhibitors must conform to the exhibition guidelines and the rules set out in the exhibitor handbook.

Dispute Resolution

Any disputes relating to the terms and conditions of this contract shall be governed by the laws of the Republic of China. The Taipei District Court is the court of first jurisdiction for any litigation involved.

