台灣 2026 美食展
TAIWAN CULINARY EXHIBITION

BOOTH REGISTRATION






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PREFACE

Cuisine is an essential pillar of Taiwanese life and a definitive guide for travelers. To unify cross-sector efforts and elevate local cultural values, the Taiwan Visitors Association (TVA) hosts the Taiwan Culinary Exhibition (TCE)—a premier event designed to drive progress across Taiwan's tourism and hospitality industries. Blessed by its maritime geography and fertile soil, Taiwan boasts premium agricultural produce and a rich cultural mosaic. The fusion of traditional roots and modern innovation has forged a culinary identity that is uniquely Taiwanese.

Guided by the theme **"Flavors—Drawn from the Land,"** the 2026 TCE celebrates the spirit of freedom and abundance. This year's exhibition delves into the artistry of brewing and fermentation, exploring how terroir and time transform simple ingredients into extraordinary flavors. From July 31 to August 3 at Taipei World Trade Center Hall 1, the event will converge renowned chefs, artisans, and premium brands across four major zones: The Taste of Taiwan, TCE Golden Selection, Exotic Cuisine, and The Food Art Gallery. As a global platform for exchange, the TCE aims to engage all five senses, creating robust business opportunities while solidifying Taiwan's reputation as a world-class gastronomic destination.

Reflecting on the success of 2025's "Fresh Catch Feast," which attracted over 120,000 visitors and featured 400 specialized sessions, the TCE continues to grow in influence. We invite your participation and support in 2026 as we continue to champion the enduring values of Taiwanese culinary excellence.

TAIWAN VISITORS ASSOCIATION 財團法人台灣觀光協會

Exhibitor Application

Official Web & Social Media

Highlight Videos

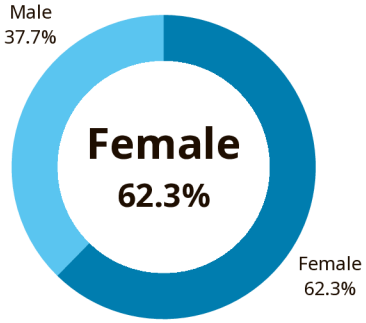
2025 Photo Gallery

2025 TCE HIGHLIGHTS

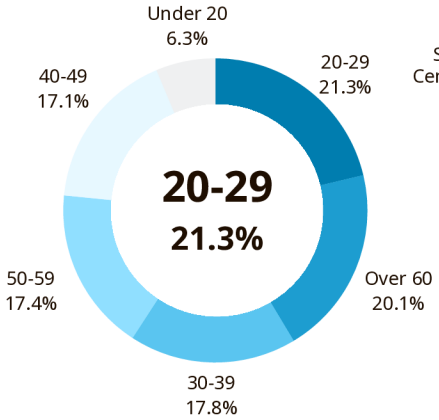
The 2025 Taiwan Culinary Exhibition, themed “Fresh Catch Feast,” was held from August 1 to 4 at Taipei World Trade Center, Hall 1. Throughout the exhibition, the event welcomed 122,939 visitors, representing a 17.56% increase compared to the previous year. More than 200 chefs and culinary artisans took part, presenting nearly 400 cooking shows, gourmet seminars, and culinary workshops, offering visitors an immersive and unforgettable gastronomic experience.

Visitors Demographics

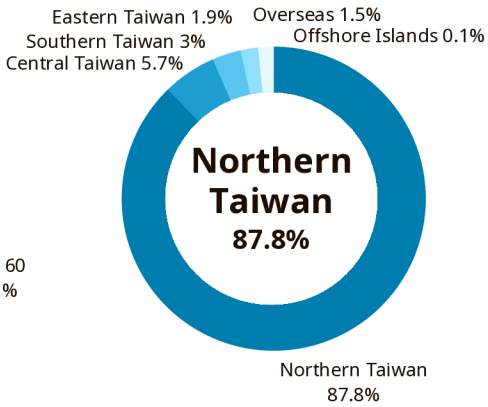
Gender



Age



Area of Residence



Media Coverage Excerpt



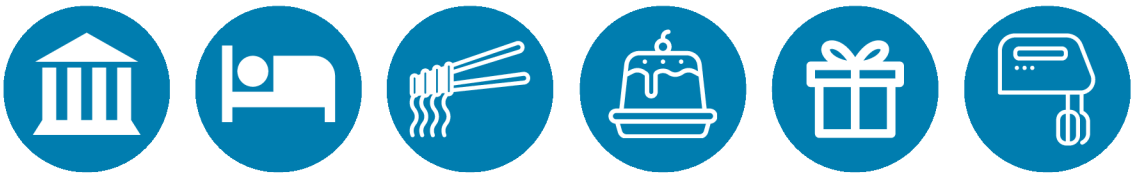




GENERAL INFORMATION

Dates	**July 31 to August 3, 2026 (Friday to Monday)**
Location	**Taipei World Trade Center, Hall 1**
Organizer	**Taiwan Visitors Association**
Contact	**+886-2-2752-2898 / 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.

- Appendix：

1. **Licensed Documents & Registration: Except for Taiwan Visitors Association Donation Entity, all exhibitors and delegates must provide the following documents as proof of eligibility.**
   I. Hotels and B&Bs must present registration and licensed documents or the government issued hotel and homestay license documents.
   II. “Company Registration” or “Operating License” registration documents.
   ※ Please log on to the Ministry of Economic Affairs Commerce Industrial Services Portal (http://gcis.nat.gov.tw) to download your company’s registration and license documents.
   ※ Overseas exhibitors without Taiwan company registration or required business licenses may only display and promote their products; on-site sales are strictly prohibited.



2. If exhibitors wish to sell various product (service) vouchers (such as accommodation vouchers, hot spring vouchers, meal vouchers, etc.) during the exhibition, please upload “sample vouchers” and a “performance guarantee contract” for reference upon application.

- For regulations of vouchers, please refer to the “Mandatory and Prohibitory Provisions of Standard Form Contracts for Gift Certificates of Commodities (Services)” issued by the Ministry of Economic Affairs on April 10, 2020 for details. (https://reurl.cc/zAWyXe)
- Consumer Protection Office Examinations and Targeted Reviews:

Coupons/Vouchers Contests Must Include:

① Terms and Conditions. (If the voucher have “periodical or seasonal” usage differences, the period, or the agreed usage method of the preferential and the usage method or similar context after the preferential period should be clearly stated.)

② The guarantee period must be no less than one year, effective from the selling date, and have the method and expiry dates for the guarantee stated.

③ If the voucher is damaged but still can be recognized, it is still valid and exchangeable. If it is name registered but lost or stolen, it can be redeemed. Extra fees or commission should comply with relevant regulations.

④ Refund procedure and amount are required to be included in the terms and conditions. The administrative fee can be charged on a pro-rata basis and complied with relevant regulations.

Coupons/Vouchers Contests Must Exclude:

① Expiry date.

② It shall not be stated that the obligation to provide products or services can be exempted, extra fees shall not be charged while using the vouchers.

③ When issuers use a third party as the provider of the actual commodity (service), they are not allowed to state exemption from liability of issuers or intents of similar expressions when there are disputes in consumption between the consumer and the provider of the actual commodity (service).

④ The terms and conditions shall not against the law, obviously unfair or defrauded.

※ The companies of consignment sale of accommodation vouchers, meal vouchers, membership cards and other special offers/gift vouchers are not permitted.

Other Privileges (free of charge)



Press Conference

The Organizer will host a major pre-show public relations event, inviting domestic media to provide extensive exposure opportunities for exhibitors through coverage of the showcased products and activities.



Main Stage Performance

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

Promotional offers provided by exhibitors may be published on the Taiwan Culinary Exhibition website and other promotional channels one to two months prior to the event.

Right of using “2026 TCE” logo

Exhibitors are allowed to use the logo during online promotions and sales, increasing product exposure by combining the TCE brand and its customer power.

TENTATIVE PROGRAM

Date	Schedule
7/27 (MON)	14:00-15:30 Press conference (tentative)
7/29 (WED)	08:00-17:00 Booth setup (Bare space only)
7/30 (THU)	08:00-17:00 Booth setup (All exhibitors) 09:00-17:00 Registration
7/31 (FRI)	09:40-10:30 Opening ceremony 10:00-18:00 Exhibition and main stage performance
8/1 (SAT)	10:00-18:00 Exhibition and main stage performance
8/2 (SUN)	10:00-18:00 Exhibition and main stage performance
8/3 (MON)	10:00-18:00 Exhibition 10:00-16:00 Main stage performance 16:20-17:00 Closing ceremony 18:00-24:00 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.**

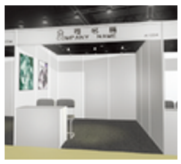
BOOTH RENTAL

Booth Specifications

Shell Scheme	Bare Space
3m (length) x 3m (width) = 9m²	
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. 4. The equipments can't be changed.	1. No partition & equipment are supplied for bare space booth. 2. All electricity is supplied only through the official contractor.



▲ Floor plan


▲ Perspective

Booth Rental Tariff

Booth Type	Unit	Regular	Discount (pay before May 15)
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 4-6 meters in height	18m²	Add NT$ 100,000 (TWTC rules) (Minimum order of 4 booths)	
Suspended balloon	per balloon	Add NT$ 10,000 (Limited to one balloon with a diameter of less than 2 meters. Please refer to the exhibition manual for relevant specifications.)	

*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 the Organizer shall refund the difference after the booth's location being confirmed.

*Each booth (shell scheme and bare space) is entitled to 4 exhibitor badges and 16 exhibitor entry tickets. **Admission is granted with 1 exhibitor entry ticket per person per day. Exhibitor badges are for on-site identification only and may not be used as entry credentials.**

*For booth exceeding 4 meters in height (max to 6 meters), a unit is 18m² (square meters). **Any area less than 18m² will still be considered one unit.** Calculation for oversized booths was based on unit size. In case of any ambiguity, determination by the Taipei World Trade Center is considered final. For example, a 17.5m² booth would be counted as 1 units, a 18m² booth as 1 units, and a 30m² booth as 2 units.

HOW TO APPLY

Application

- Online application available after **January 13, 2026**.
- Website: **www.tcetva.tw**
- For all exhibitors, please upload a digital file of your company registration document within 7 days of online application. For all hotels, Resorts and B&B, please upload a photocopy of government licenses and other relevant documents for authorization by the Organizers.
- If exhibitors wish to sell various product (service) vouchers (such as accommodation vouchers, hot spring vouchers, meal vouchers, etc.) during the exhibition. They must conform to the "Mandatory and Prohibitory Provisions of Standard Form Contracts for Gift Certificates of Commodities (Services)" rules and regulations. Please upload "sample vouchers" and a "performance guarantee contract" during the exhibition application period for reference and confirmation.
- Discount Deadline: **May 15, 2026**

Acceptance of Application

The Organizer will review the eligibility of the Exhibitor immediately upon receiving their online application 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.

Payment Method

Payment can be made by wired transfer to
Bank Name: **Bank Of Taiwan, Yuan Shan Branch**
Account Name: **Taiwan Visitors Association**
Account No.: **124-001-008991**
Swift Code: **BKTWTWTP124**
*This account is for **NT Dollars only**.
*If payment is made by ATM transfer or personal account, please notify the Organizer by phone or e-mail.
Phone: +886-2-2752-2898
E-mail: tcereg@tva.org.tw

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 application 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 15, 2026. Any units not listed as a co-exhibitor may not be exhibited at the venue.

Exhibition Changes or Delays

The venue and time of the 2026 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 the Exhibitor is unable to complete the application and payment process by May 15, 2026, the Organizer may cancel the facility fee discount it was eligible for and decide whether to still allow its application to stand. If the Exhibitor wishes to withdraw after completing the application 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:**

1. If the application is submitted before May 31, 2026, 75% of the paid fee will be refunded.
2. If the application is submitted before June 30, 2026, 50% of the paid fee will be refunded.
3. If the application was submitted after July 1, 2026, 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 June 15, 2026. 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 passageway (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

1. 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.
2. Exhibitors building their own booth by non-official contractor must submit their contact info by June 15 to the Organizer.
3. 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 15, 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 passageways 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

1. Product (service) vouchers (such as accommodation vouchers, hot spring vouchers, meal vouchers, etc.) sold during the exhibition period must 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.
2. Please refer to "Eligibility" 2. for descriptions on other precautions.

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 15.

Photography and Video Recording

To promote the Exhibition, the Organizer and media may photograph or record during the event. Exhibitors may not refuse without valid reasons. Please inform the Organizer in advance of any special circumstances.

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 4, 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

Exhibitors must complete booth dismantling and restore the space to its original condition by 24:00 on August 3, 2026. Failure to dismantle on time will result in the Organizer arranging removal at the Exhibitor's expense.

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 Exhibitor. 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 application 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.


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