

2023 TAIPEI TRAVEL EXPO

2/24^{Fri} - 27^{Mon}

Taipei World Trade Center Exhibition Hall 1



Adviser :  Taipei Association of Travel Agents

Organizer :  Swiswa International Co., Ltd

Conductor :  TOPLINK Top Link International Exhibition Co., Ltd

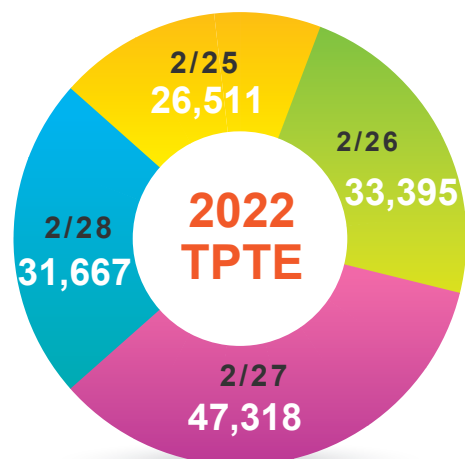
Exposition Overview

2023 Taipei Travel Expo (TPTE) is organized by the Taipei Association of Travel Agents and Top Link Int'l Exhibition Co., Ltd., gathering nearly a hundred of domestic and overseas agencies, grand hotel, hot-spring guesthouses, villa, amusement parks, and delicious souvenirs exhibitors to create a new climax in tourism industry.

With profound experience in exhibition, the organizer aims to create the biggest platforms for tourism industry, which are highly recommended by exhibitors and audiences. The organizer will continually build up iconic international travel exposition in the future.

2022 TPTE Fact

Number of Audience	
2/25	26,511
2/26	33,395
2/27	47,318
2/28	31,667
Total Number	138,891



Exposition 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 Indigenous Peoples, Farms of Veterans Affairs Council, 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.



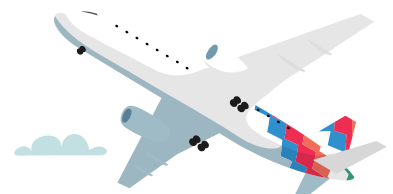
Outdoor Leisure Area

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



Study Tour Area

Education tour from different universities, diversity degree programs, multiple languages programs, visa apply, homestay arrangement, and so on.



2023 TAIPEI TRAVEL EXPO

Exposition Info



Date: 2023/2/24 ~ 2/27

Time: 10:00 ~ 18:00

Venue: Taipei World Trade Center Exhibition Hall 1
(No.5, Sec. 5, Xinyi Rd., Xinyi Dist., Taipei City)

Official Website: www.tp-te.tw/en

Advisor: Taipei Association of Travel Agents

Organizer: Swiswa International Co., Ltd

Conductor: Top Link International Exhibition Co., Ltd.

Promotion and Advertisement



TPTE Official
Website

Fan Page
Series Activities

EDM
Delivery

Press
Conference

Stage
Activities

Media
Reports

FB Instant
Notice

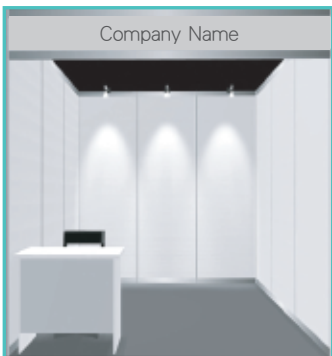
Creative
Interaction Event



Booth Specifications and Rent



Booth type	Spec.	Booth rental	Note
Standard	Basic equipment included	2,200USD /per booth	Booth area: 9m ² (3m x 3m)
Raw space	Empty booth, with a minimum renting surface of 36m ² (4 booths)	2,000USD /per booth	Booth area: 9m ² (3m x 3m)
Double-deck booth	9m ² 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 ² is 1 unit for ultra-high booth (4-6m). Additional fee of 3,300 USD		

Standard Booth	Raw space
 Company Name 1.Three-whiteboard-wall compartment and brackets 2.Reception desk (100cmX50cm) x 1 3.10W projection light (power included) x 3 4.Folding chairs x 2 5.Carpet 6.Company name panel Power supply contractor shall be assigned by the General Assembly. Additional fee shall be charged if power usage is above the basic standard.	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.





1. Application procedure

- Registration: It is open from October 1st, 2022, and it will be closed in advance when the booking is full. Please register the expo on [Taipei Travel Expo \(TPTE\): www.tp-te.tw/en](http://Taipei Travel Expo (TPTE): www.tp-te.tw/en)
- Evaluation: The organizer reserves the right of accepting or rejecting the registration according to the quality of exhibition and registered contractor's other exhibition-attending record.
- Payment: All of the expense should be paid in full within one week after evaluation approval to complete the registration. For the payment overdue, it will be treated as giving up the qualification automatically.

2. Payment method

- Taipei Travel Expo (TPTE) By bank transfer:

Account Name	SWISWA INTERNATIONAL CO., LTD.
Bank	TAIWAN BUSINESS BANK, YUNG TRIN BRANCH
Account No.	10352000881
Fax for Registration	886-2-7597167

※ After arranging the payment, please remark company/unit name on the receipt and fax it to the registration team.

3. Cancellation and refund

- For those who would like to cancel the registration after paying for the fee and completing the registration, a formal written notice must be submitted to the host unit for application.
- For those who apply for cancellation before Nov.24th, 2022, 50% of the both expense will be refunded after the end of Taipei Travel Expo. Any application after Nov.1st won't be granted for refund.

4. Confirmation of exhibition-attending application

- The organizer will conduct qualification evaluation procedure after receiving the application from exhibitors, and the confirmation letter will be emailed to the key contact within one week. The organizer reserves the rights of final evaluation of exhibition-attending qualification.

5. Booth allocation

- Exhibition booth will be planned by the organizer, and the organizer reserves the right of booth allocation for exhibitors.
- Sequence of booth allocation: Allocate areas first and then the exhibitors with more booths could select the booth first; for those who have the same quantity of booth, the selecting sequence will be decided by taking a draw.
- Booth allocation of exhibitors will be held in the mid of January, 2023, and the location will be informed by written notice on the date selected by the host unit.
- For the exhibitors who won't be able to attend the coordination meeting, the booth location will be selected by the organizer; exhibitor must not have any objection.

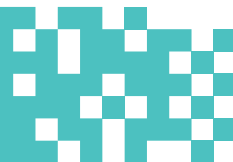
6. Stage lighting and sound set up

- Only exhibitors with more than 4 booths can apply it. ●Stage-building must be necked-in for 1.5 meters.
- The volume of sound must not be over 85 dB. (Use of loudspeaker must influence other booths directly.)
- Stage schedule must be planned around the overall arrangement of the organizer.
- Any violation will be dealt with according to the announcement of exhibitor coordinating meeting.

7. Others

- The organizer reserves the rights of adjusting or changing the quantity of booth that exhibitors applied or reducing the booth size.
- If there is any unavoidable situation, the organizer has the right of changing the dates or exhibition venue; all of the exhibitors must not have any objection.
- Relevant rules of exhibitor badge and ticket: 5 badges for each booth, and additional 5 badges will be issued for any additional one booth. If there is any demand more than this, it can be requested and purchased to the organizer in USD\$10/ per badge (based on the approved badge quantity issued by Preparation Committee). 20 VIP tickets will be provided for each booth, and 5 tickets will be given for any additional one booth. (And so on)

2023 2/24-2/27 Taipei Travel Exposition (TPTE)



Registration Form

Name of Company			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)	2,200 USD/ Per Booth	1	9 m ²	qty	
Raw space (w/o partition)	2,000 USD/ Per Booth (Need to order more than 4 booths)	4	36 m ²	qty	
Ultra-high construction application	Ultra-high booth construction (over 4m) fee is calculated and charged at 18m ² 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)					
Exhibition Fee Total:					USD
Event Lucky Draw Prize Sponsorship	☐ Willing to sponsor ☐ Unable to sponsor				
	☐ Sponsored Item Item: Qty:				
	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				
Other requests					
We agree to participate in the "2023 Taipei Travel Expo" 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					
Registration hotline: Travel Association 886-2-2531-2191 Top Link Int'l Exhibition 886-2-2759-7167			Contact:		

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 (such as bank, oversea wedding photography... etc.). If there is any violation, the host unit reserves the right of taking back the booth combined and deposit.
2. 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.
3. 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 host unit 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.
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 host unit 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 host unit, and the exhibitors must not have objection. Exhibitors should also take the full compensation responsibility if the host unit is involved with lawsuit or generated other damage.
6. The host unit 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 host unit won't refund the expense received nor take other compensation responsibility.
7. The host unit has the right of reducing the booth area or booth quantity according to the capacity of venue.
8. Exhibitors must not produce noise over 85 dB during the exhibition. The 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.
9. 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 host unit for the promotion work.

Order at the exhibition

1. 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 host unit.
2. 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 host unit could force to move them away from the exhibition; all of the expense and responsibility should be at the exhibitor's side.
3. Safety insurance:
 - (1) During the exhibition (including pre-exhibition decoration and post-exhibited removal), the supervising staff at the host unit 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 host unit won't take the responsibility of compensation.

- (2) 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 host unit won't take the responsibility of compensation.
- (3) 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).
- (4) 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.
- (5) Other than the host unit, no one could distribute leaflet, conduct promotional activities, and place company or personal items in public area.

Violation handling

1. The host unit 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 host unit twice but in vain or when it is too urgent to give advice.
2. If there is any unaccomplished matter on above regulations, the host unit could modify it any time.

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) for the relevant rules look up.
 - D. 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.
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

