



# 2018 TAIWAN INTERNATIONAL TOURISM EXPOSITION



**Aug 24-27**

Taipei World Trade Center  
Exhibition Hall 1  
[www.tite.tw](http://www.tite.tw)

Host by:  Taipei Association of Travel Agents,  Da Tung International Exhibition Co., Ltd.

Planning and Execution:  Top Link International Exhibition Co., Ltd.

# 2018 TAIWAN INTERNATIONAL TOURISM EXPOSITION



## Leading by association/ Lasting TTE fad / Re-create travel business challenge

Autumn tourism exhibition-TITE Taiwan International Tourism Expo is organized by the well-established Taipei Association of Travel Agents which was founded 49 years ago and Top Link International Exhibition Co., Ltd. together. It continues the fad of the biggest travel exhibition in summer, and gathers nearly a hundred of contractors including domestic and oversea agency, famous hotels, hot-spring guesthouses, villas, amusement parks, and delicious souvenirs to promote the super discount in the lowest price that challenges the market.

There were 200,569 visitors visiting the expo during the 4-day exhibition period in 2017, and it achieved successful business performance; it was another annual tourism business opportunity peak created again after summer TTE and received positive evaluation from different sectors! The association is going to organize it again in 2018 and hope to attract nearly 220,000 visitors to visit the exhibition. Over the years, Taiwan International Tourism Expo is highly praised and there were various different discount activities promoted every day other than exclusive hot sales of united discount offered by contractors at the spot such as “instant kill price bid”, “stage performance show”, “early bird every day nice gift giving away”, “meal coupon surprising price”, “expo discount lucky draw”, and “price reduction in limited time” ... etc.. Our exhibition provides domestic and oversea attraction and its best travelling method no matter you would like to plan company trip, group trip, individual travel, lovers travel, honeymoon, family trip, and parent-child trip; we are promoting them at tourism exhibition in the limited super cheap price, and it should definitely not be missed.

2018 Taiwan International Tourism Expo will be held from August 24 to 27 at exhibition hall 1, Taipei World Trade Center. The hosted unit will continue bringing out excellent abundant curating experience and hope to create an exhibiting and selling platform for industrial transaction and communication, and only integrating and developing industry of tourism and travel. Look into the future, our exhibition sincerely invites you to work with us to achieve it and create an international tourism expo with landmark and competitiveness together.

### Brand Optimization

#### Industry mutual prosperity, Exhibition Innovation

The development of tourism and travel industry has already entered the age of brand orientation, and the influence of brand will be advanced through cooperation in order to expand market coverage.

### Marketing Optimization

#### Control the market, Create the demand

The packaging of travel products and the demand of market consumption are relevant closely. Inviting and gathering the exhibited units to develop exclusive products for multiple tourism expo channel in order to fulfill the demand of the consuming market.

### Concept Optimization

#### Environment protection promotion, Green Expo

Responding environment protection, energy saving and carbon reduction! We hope to use green travel, free and unhurriedly as the appeal, and promote green travel and the new concept of the green travel by the exhibition.

### Assurance Optimization

#### Content and quality, Strict checks all around

Strictly select qualified and legal exhibitors and request the exhibitors to follow the rules of standard form contract and performance bond.

### Service Optimization

#### Client-oriented, Word-of-mouth marketing

Integrate the information from various advertisers and establish communication platform, provide consumers the most up-to-date and the most favorable travel information in order to attract more and multiple tourist sources, as well as advance visitor numbers to reach goal achievement and beneficial result.

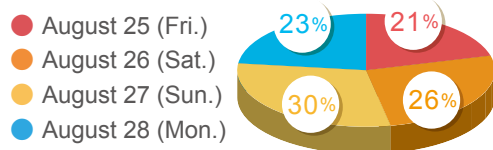


## 2017 Exhibition Record

2017 Taiwan International Tourism Expo has been ended successfully at exhibition hall 1, Taipei World Trade Center from August 25th to 28st, and there were 210,673 visitors in total for the 4-day exhibition period. Comparing with 2016, it increased 5,096 visitors and launched an outstanding performance with well-evaluation from different sectors! In 2018, the association will be in charge of the arrangement again to continue accumulating successful curating experience. A higher level of Taiwan International Tourism Network will be advanced and optimized each year and develop an exhibition with wider vision in order to create the peak of travel business opportunity in mutual win – win situation with various sectors.

Statistics of visitor number at the exhibition

Date	Number of Visitor
August 25 (Fri.)	46,508
August 26 (Sat.)	54,536
August 27 (Sun.)	60,380
August 28 (Mon.)	49,249
<b>Total</b>	<b>210,673</b>



## Exhibition Area Planning

### Overseas travel zone

Including promoting units of foreign institutes in Taiwan, air-line companies, package products offered by travel agency, cruise liner & railway trip, golf holidays, flight and accommodation booking system oversea, and online immediate selling system... etc..

### County or citygovernment zone

Including Tourism Bureau, Construction and Planning Agency Ministry of the Interior National Park, Council of Agriculture, Tourism at each county and city government, Veterans Affairs Council National Farm, Hakka Affairs Council, Council of Indigenous Peoples, National Youth Commission, Chunghwa Telecom, Chunghwa Post Co., Ltd., Taiwan Tobacco & Liquor Corporation, and Taiwan Railways Administration...etc..

### Happy Taiwan zone

International tourism hotels, large-scale amusement theme parks, brand-name holiday hotels, package schedule offered by brand-name travel agency, tourism factories, tourism buses, vacation hotels, youth travel, ecology travel, offshore islands vacation, SPA leisure villas, featured guesthouses, accommodation coupons, hot-spring travel zone, and quality agriculture... etc..

### Tourist product zone

Travel car rental all over Taiwan, travel tool books, travelling luggage, backpack, personal belongings for travelling, souvenir from different attraction... etc..



## Publicity Campaign and Promotion



## Exhibiting Benefit Analysis

### Enter autumn golden promotion, Control consuming trend

The best purchasing timing; control the best platform of autumn sales market; block out one step ahead & follow up on the splash; combine hit popular topic and bring forward the travel desire of people; crowd and money fall into place simultaneously!

### Strategic alliance, Multiple marketing planning

Work with famous newspaper, travel website, and travel magazine, and pair up with promotion of the most popular travel and tourism topics at the moment for consumer group locking in order to achieve the best performance of twice the result with half the effort.

### Integrate marketing strategy precisely, Trigger unlimited business challenge







Comprehensive integration of media resources with popular topics and multiple precise content planning, and achieve the effect of comprehensive marketing through intensive advertisement, issue placement of news with conversable feature, direct publicity promotion, internet marketing, activities, and strategic alliance... etc..

### Market-oriented topics, Precise consumer group

Use the most popular topics of tourism and travel and match up with effective promotional activities by numerous promotional and gathering activities in order to attract target consumer group for the best performance result.

## Registration Method

Online registration opened on October 16,2017, and please visit [www.tite.tw](http://www.tite.tw) Registration is limited.

- |  |  |
|--|--|
|  <p>1 Online registration<br/>Complete application form on line<br/><a href="http://www.tite.tw">www.tite.tw</a></p>          |  <p>4 Registration completion</p>   |
|  <p>2 Exhibition qualification check<br/>Check whether the industry meets the qualification set by exhibition hosted unit</p> |  <p>5 Notice of re-examination</p>  |
|  <p>3 Notice of the first examination</p>   |  <p>6 Payment/ supplementary<br/>Guarantee letter and relevant documents required by Tourism Bureau</p> |

## Booth Size and Rent

<b>Basic equipments and outfits provided for standard booths</b>	
A. 3 face white wall partition and support	
B. Equipment	1. Reception table ( 100cmX50cm )
	2. Projector light * 3 ( power included ) 100W
	3. Foldable chair * 2
	4. Carpet
	5. Participant Name Billboard
C. Power supply handled by event appointed booth contractor	
D. Power usage exceeding basic outfit are charged separately	
<b>Does not include booth partitioning equipment</b>	
A. Does not include equipped empty space, power supply handled by event appointed booth contractor	
B. Event provides basic power (500W per booth), for dynamic power usage or custom lighting equipment, power usage are separately charge, please contact event appointed contractor	

Booth type	Specifications	Booth rental	Remarks
Standard	Include basic equipments and outfits	<b>2,200 USD</b>	Booth Unit Size: 9 m <sup>2</sup> (3m x 3m)
W/O Partition	Empty booth, min. rent area at 36 m <sup>2</sup> , (i.e. 4 booths)	<b>2,000 USD</b>	Booth Unit Size: 9 m <sup>2</sup> (3m x 3m)
Extra tall booth application	Extra tall booth construction (over 4m) fee is calculated and charged at 18 m <sup>2</sup> as 1 unit, at 3,300 USD fee per unit		
Double deck	Per booth: 9 m <sup>2</sup>	<b>Extra 650 USD fee</b>	Applications are eligible when renting 4 more Booths

### 《 Note 》

Applicants of dual corner booths are prioritized in preference of renting 4 or more booths, payment upfront.

Applicants with 3 or less booths make extra payments after choosing corner locations.

Availability of corner booths is limited; Event Host cannot guarantee arrangements in advance. Availability of corner booths is dependent on floor plan and booth rental condition.

Paid participants unable to obtain corner positions shall receive full refund at no interest within 7 working days after booth confirmation.

●Related details on Double deck booth application (please contact event window)

## Regulations for attending the exhibition

### 1. Registration procedure

- Registration: It is open from October 16th, 2017, and it will be closed in advance when the booking is full. Please register it on line [www.tite.tw](http://www.tite.tw)
- Evaluation: The host unit 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

- By cheque: Please issue bill date on July 10, 2018 and remark "non-negotiable"

Title	Da Tung International Exhibition Co., Ltd.
Postal Address	4F., No.552, Sec. 5, Zhongxiao E. Rd., Taipei City 11081

- By bank transfer:

Account Name	Da Tung International Exhibition Co., Ltd.
Bank	The Shanghai Commercial & Savings Bank- World Trade Center Branch
Account No.	43-1020-00022275
Fax for Registration	886-2-2759-6067

※ 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 April 10th, 2018, 50% of the both expense will be refunded after the end of tourism exhibition. Any application after April 11th won't be granted for refund.

### 4. Confirmation of exhibition-attending application

The host unit 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 host unit reserves the rights of final evaluation of exhibition-attending qualification.

### 5. Booth allocation

- Exhibition booth will be planned by the host unit, and the host 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 June, 2018, 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 host unit; 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 host unit.
- Any violation will be dealt with according to the announcement of exhibitor coordinating meeting.

### 7. Others

- The host unit 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 host unit has the right of changing the dates or exhibition venue; all of the exhibitors must not have any objection.
- Relevant rules of exhibitor ID card and tickets: Five ID cards for each booth, and additional 5 ID cards will be issued for any additional one booth. If there is any demand more than this, it can be requested and purchased to the host unit in USD\$10/ per card (based on the approved card quantity issued by Preparation Committee). VIP invitation letter will be 20 sheets for each booth, and 5 sheets will be given for any additional one booth. (And so on)

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 ( USD )
		Booths	Area size		
Standard booth(w/partition)	2,200 USD/ Per Booth	1	9 m <sup>2</sup>	qty	
Raw Space W/o partition	2,000 USD/ Per Booth (Need to order more than 4 booths)	4	36 m <sup>2</sup>	qty	
Extra tall construction application	Extra tall 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	Extra 650 USD fee per 9m <sup>2</sup> (must have rented 36 m <sup>2</sup> or more)				
Telephone and ADSL application: Temporary telephone ____line(s) (150 USD/line ); ADSL ____line(s) (250USD/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:				
	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					

Our unit agreed to attend "2018 Taiwan International Tourism Expo" as well as follow the rules of exhibition regulations. If there is any violation, our company will take the legal compensation responsibility.

Representative stamp: Company stamp                      / Owner/Responsible Person Stamp

**Exclusive Line for Registration**

+886-2-2531-2191 ext.: \_\_\_\_\_ Travel Association                      Fax: +886-2-2541-5825

+886-2-2759-7167 ext.: \_\_\_\_\_ Top Link International Exhibition Co., Ltd.                      Fax: +886-2-2759-6067

Case Officer: \_\_\_\_\_                      Mobile phone: \_\_\_\_\_

# 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-exhibition 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](http://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

