



第13屆 台北國際 連鎖加盟大展 春季展

13th Taipei International Chain and Franchise Spring Exhibition

13th Taipei International Chain and Franchise Spring Exhibition Information for Exhibitors

I 、 Date & site:

Exhibition	Dates	Sites
13th Taipei Int'l Chain and Franchise Spring Exhibition	02/24/2012 - 02/27/2012 (Exhibitors move-in on 22,23 ; move-out overnight on 27)	600 Booths, Zone A,D Exhibition Hall, Taipei World Trade Center No. 5 Hsin-yi Road, Section 5, Taipei Taiwan

II 、 Divisions:

1. Taiwan Chain & Franchise Section
2. International Chain & Franchise Section
3. Manufacturers of Chain & Franchise Section
4. 2012 Chain & Franchise International Forum

III 、 Registration and Fees:

1. Booths

Booth Description	Price(USD)
Clear booths (partitions and basic facilities are not available)	2,600
Standard booths	2,800

2. Bonuses:

- (1) Exhibitors signing up for six or more booths (included six) will get a full page (21*29cm) complimentary advertisement in the exhibition directory. Exhibitors with less than six booths will get a half page (21*14.5cm) complimentary advertisement in the exhibition directory.
- (2) The drafts of all complimentary advertisements must be received by the association via registered mail by 31st of December, 2011.

3. Registration and Payment

- (1) The first installment of payment is 25% of the total price of the booth, and should be paid within one week after the confirmation form of the participant submitted to the organizer;



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- (2) The second installment is 50% of the total price, and should be paid no later than sixty (60) days prior to the exhibition opening;
- (3) The final installment is 25% of the total price, and should be paid no later than thirty (30) days prior to the exhibition opening;
- (4) If a participant fails to make 100% payment in thirty (30) days prior to the exhibition opening, the organizer has the right to cancel their registration, and the payment received is not refundable. The organizers also have the right to assign the booths to other participants;
- (5) For the participant who register the exhibition one (1) month prior to the exhibition, they are requiring to settled the full payment (100%) upon confirmation;
- (6) Send completed registration forms and checks via registered mail to “Association of Chain & Franchise Promotion, Taiwan at 7F, No. 82, Chung-Shan N. Road, Sec. 1, Taipei, Taiwan, 104”, or transfer the payment to the following account:
 - **BENEFICIARY NAME** Association of Chain & Franchise Promotion, Taiwan
ACCOUNT 0417968025993
 - **E.SUN COMMERCIAL BANK CHUNG SHAN BRANCH**
145, Sec., Chungshan N. Rd., Chungshan Dist., Taipei City, 104 Taiwan
SWIFT CODE: ESUNTWTP
 - **INTERNEDIARY BANK:**
 - A. E.SUN BANK LA – SWIFT CODE:ESUNUS6L
 - B. CITIBANK, NEW YORK – SWIFT CODE:CITIUS33
 - C. UNION BANK OF CALIFORNIA, NEW YORK – SWIFT ODE:BOFCUS33NYK
 - D. BANK OF AMERICA, SAN FRANCISCO – SWIFT CODE: BOFAUS6S
 - E. BANK OF NEW YORK, NEW YORK – SWIFT CODE: IRVTUS3N

Payments received subsequent to specified dates are forfeited and reservations cancelled without further notice.

4. Others:

- (1) Space of the booth: 3m x 3m (booths with cement posts inside are smaller than 3m x 3m).
- (2) Standard booths come with partitioning (3-sided partitions), 3 spotlights, carpets, company nameplates, 1 reception desk, 2 chairs, and one 110V socket. (Water, electricity, forklift rental, and waste disposal are charged respectively.)
- (3) Exhibitors needing 220V electricity and water, please contact the designate decorator.
- (4) Applying temporary phone lines service will be charged USD135 (including USD35 for installation fee paid to Chung Hua Telecom, which is not refundable; and USD100 for deposit) . ADSL is charged USD180 (including USD80 for



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application fee and USD100 for deposit). Remainder of the deposit following the deduction of phone and/or ADSL charges will be returned.

IV、Meetings and Booth Reservations

1. Scheduled meeting date: The Association is holding a meeting for booth selection in the middle of December, 2011. Written notices will be sent to all exhibitors one week prior to the meeting.
2. Booth selection: Booth selection is conducted as following:
 - (1) For those who made full payment by the cutoff date: those who paid for more booths get to choose first. In the event same number of booths were paid for, those who made full payment first get to choose first (cash is preferable than checks). Those who are equal thus far will have to draw lots to decide who get to choose first.
 - (2) Payments are not accepted on the day of the meeting. Those who have not made full payment are not allowed to select booths.
 - (3) Booth selection is based on brand, and the maximal for each brand is 20 booths. Exhibitors can not select booth across aisle.
 - (4) Those who are unable to attend the meeting are obligated to notify the organizer with explanation stated in return mail. Exhibitors agree that the organizer select their booths for them.
3. Other related rules are not stated herein. The Organizer reserves the right to make necessary amendment.



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Exhibition Registration Form

Serial No. :

Registration Date (mm/dd/yy) :

Company Name				Brand Name		
Mailing Address	□□□					
Business ID No.		Standard Booth Nameplate	(For those renting standard booths)			
Person in Charge		Company Telephone		Fax		
Contact Person/ Title		Mobile Phone		E-mail		
Products						
	No. of Booth Needed	Total Booth No.	Total Booth Fee	Please check if you need temporary phone line or ADSL <input type="checkbox"/> Temporary phone line (USD135:including 35 for installation paid to Chung Hua Telecom, which is not refundable and 100 for deposit) <input type="checkbox"/> ADSL USD180 (including 80 for application fee and 100 for deposit)		
Clear Booths (USD1,600/per booth)						
Standard Booths (USD1,800/per booth)						
Total Amount To Be Paid :						
PS: Please contact designate decorator for water and 220V electricity application.						
For further question, please contact 886-2-2523-5118 ext. 118 For Ms. Candy, 116 For Mr. James or 108 For Ms. Sherry ; Fax No.: 886-2-2523-0229						

Signature of Exhibitor _____

Signature of Person in Charge _____; Date (mm/dd/yy) _____



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12th Taipei Int'l Chain and Franchise Exhibition Exhibitor Management Agreement

1. Date and Time:

Exhibition Hours	02/24/2012~02/27/2012	10:00 to 18:00
Official Contractor Move-in Special Booth Design Contractor Exhibitor Set-up	02/22/2012	08:30 to 17:30
Exhibitor Set-up Completion of Shell Scheme Build-up Completion of Ingress	02/23/2012	08:30 to 17:30
Exhibitor Move-out Official Contractor Dismantlement Special Booth Design Contractor Dismantlement	02/27/2012	18:00 to 23:30

Important: The schedule written above will be strictly followed. Any activity beyond the stated ingress, exhibition and egress hours will be charged with the corresponding overtime fee.

- For security reasons, all staff workers and exhibitors agree to observe regulations set forth in this agreement and follow directions given by the organizer. The security personnel will be present to handle violations and illegal activities at all-time
- Staff of all exhibitors should arrive at the exhibition site one and half hour before the exhibition begins and leave in ten minutes after it finishes. Afterwards, security guards will "sweep" the halls at the close of the exhibition each day to clear them of all visitors and personnel.
- Exhibitors are not allowed to proceed with egress earlier than the specific time stipulated for egress. All products needed at the exhibition must be reported to and approved by the organizer before they can be moved in and out of the exhibition site. Violations lead to the forfeiture of the deposit.
- Do not pay full payment before the exhibition day. Deposit and fees are not refundable.
- Display products exhibited are limited to those produced by the exhibitor or sold at retail stores. They should be the same as those appear on the list submitted. Should any exhibitor found to exhibit products deviating from theme of the exhibition, its rights to remain in the current exhibition will forfeited, and has to register for the next one. All paid expenses and the deposit will be forfeited as well.
- Sale products and charity bazaars are strictly prohibited. Violations lead to the forfeiture of the deposit.



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8. Printed circular may not contain words and pictures defaming competitors. Materials with violations will be seized.
9. When using 220V electricity, safety should be paid extra attention. Always shut off power supply when it not in use or before leaving the exhibition site, except for 24-hour power users.
10. Materials for decoration must be fire and theft-proof. The organizer is not responsible for damage resulted by force majeure, such as natural disasters.
11. The organizer is responsible for the cleaning of gangways and public facilities on exhibition sites. The cleaning of the booths is the responsibility of exhibitors. Garbage and waste should be taken to the organizer-designated locations.
12. The materials used for decorating the exhibitor's booths should be torn down and removed by 23:30 on the last day of the exhibition; otherwise they will be treated as waste and removed by the organizer. All the cost shall be the sole responsibility of the exhibitor. (USD410 per truckload is deducted from the exhibitor's deposit.)
13. Exhibitors are responsible for damage they cause to the exhibition hall and equipment contained therein. They are either restored to their original conditions or paid for by the exhibitor responsible. In the event of accidents and casualties, the exhibitor shall assume all legal responsibilities.
(Including damages, medical expenses, and compensations thus incurred.)
14. No part of any structure may extend beyond the boundaries of the site allocated. Failure to do so will be a fined of USD 800.
15. Furnishing of the booths is the exhibitor's responsibility. It should be pleasing in appearance and does not damage or alter the facility's existing structure. If it does not fit in with the exhibition's overall image, the organizer has the right to ask for rectification. Those who do not comply are disqualified from the exhibition.
16. Electrical installations: All illumination connections to booths must be carried out or inspected only by the organizer. The additional number and type of electrical fittings and installations required must be indicated by the exhibitor. If the electric supply is over used and cause an electric power shortcut, it will be fully under the liability of the exhibitor.
17. Any such damage to the booth service structure such as chairs, desks or used for other purposes is fully under the liability of the exhibitor.
18. Loudspeakers shall not allow beyond 80dB. Failure to do so will be a fined of USD 90.
19. Furnishings should not violate regulations, or affect public safety. Should that happen, it will be dismantled by the organizer. The exhibitor is responsible to pay the dismantled expense.
20. Exhibitors need to complete furnishing by set-up time. If it cannot set-up on time, it



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will be regarded as breached the contract. The organizer has right to forfeits fees and prohibits it from exhibiting.

21. After exhibition hours, exhibitors will be responsible for the safekeeping of their products and equipment. The organizer does not take any responsibility on it.
22. It shall be the responsibility of exhibitors to maintain and ensure that the Booth System and supplied facilities be kept from any damage or loss for the duration of the exhibition. Any damage, loss or disfigurement of the system or supplied facilities while the booth is in the care of the exhibitor shall be repaired or replaced at the exhibitor's expense.
23. No digging, drilling, altering, nailing, and putting balloons above is allowed in the site of exhibition. (a USD300 fine for each balloon found.)
24. No gas tank or any hazardous equipment is allowed in exhibition hall. Failure to do so will result to penalties.
- 25 The exhibitor is not allowed to sublease their allocated space to a third party, either wholly or in part, without written consent of the organizer. Failure to do so will result to termination of the exhibiting and confiscate exhibitor's deposit.
- 26 The exhibitor is not allowed to sell vouchers for free entrance. Failure to do so will result the termination of the exhibiting and confiscate exhibitor's deposit.
- 27 The exhibitor is ongoing trial shall not allow to exhibit. Failure to do so will result to cancel the exhibiting and confiscate exhibitor's deposit.
- 28 In the event of litigation, the event organizer and exhibitors both agree Taipei district court has the jurisdiction.
- 29 In the event of dispute, the organizer's decision will be the final decision.

Signature of Exhibitor

Signature of Organizer

Signature of Person in Charge

Date (mm/dd/yy):