



FOOD TAIPEI 2007

17th Taipei Int'l Food Show

JUNE 21-24, 2007

REGULATIONS GOVERNING BOOTH DECORATION WITHIN THE TAIPEI WORLD TRADE CENTER EXHIBITION HALL

1. Construction guidelines for exhibition booths:

- (1) It is essential that exhibition booths must be properly erected and decorated. The exhibition company's name and booth number should be displayed at a prominent place in the booth.
- (2) No booths on the 1st floor may exceed the height of 2.5 meters (2.2 meters for booths on the 2nd floor). Company signs or product signs can be erected to a height not exceeding 4 meters from the floor (2.3 meters for the 2nd floor showground). Fixtures or signs that are affixed above the main (2.5m) structure should be recessed at least 50 cm from the side edge of the lower structure between booths. If the height of booth construction has to be increased for particular reasons, exhibitors should obtain prior permission from TAITRA and take out Public Liability Insurance and Third Party Liability Insurance. For each extra-high construction, a fee of NT\$100,000 will be charged.
- (3) Partitions, walls or signs next to aisles or between booths should be attractively designed and built only after obtaining the approval from exhibitors in neighboring booths. Otherwise, electricity will be denied.
- (4) If a booth located in the atrium (Area D) in Hall 1 has a ceiling, it will be required to fit into the overall approved design. The top of the ceiling must be painted and it should not be loaded with any objects.
- (5) The construction of a closed part should not cover more than one-half of the rented space.
- (6) Booth and exhibit decorations (including signs, flags, plants, carpets, and lights, etc.) should not be placed or be extended beyond one's own booth(s). Any exhibitor refusing to make changes as directed will have their electricity cut off.
- (7) No objects should be hung from the ceilings or pipes. No posters or other promotional materials may be posted on walls or pillars. These materials may be posted only on the partition walls within the individual booths. Any exhibitor refusing to make changes as directed will have their decorations dismantled by TAITRA at the exhibitor's expense.
- (8) Hydrants, fire extinguishers, fireplugs, emergency exits, air quality detectors, electricity boxes, and all signs of the hall should never be covered, or blocked. If there is any violation of these regulations, TAITRA retains the right to immediately remove the entire structure at the exhibitor's expense. The same company who commits 2 violations in one month or more than 3 violations in one year must pay a fine of NT\$100,000 or cannot be allowed to work as a constructor at the TWTC Exhibition Hall for 6 months.
- (9) The installation of neon-lights, twinkling or revolving lights or strings of lights is prohibited. The



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light from lamps should not be projected upwards lest a fire should happen owing to a fallen article lying on the lamp's mask.

- (10) Television walls or screen walls should not be built facing the aisle. They should instead be built at a 30 or 45-degree angle to the aisle so that visitors viewing the screens or televisions will not block aisle access to neighboring booths.

The construction of a wall holding televisions must comply with these regulations:

- a. Walls must not exceed 2.5 meters in height. The front of the wall must be at least one meter from the edge of the aisle or maintain an angle of at least 30 degrees with respect to the aisle.
- b. If the wall needs to exceed 2.5 meters in height then it should not be higher than 4 meters and the front of the wall should be at least 2 meters from the edge of the aisle or maintain an angle of at least 30 degrees with respect to the aisle.
- c. Contents of films or videos must be related to the theme of the exhibition.

Any exhibitor in breach of these regulations will have electricity disconnected after receiving the show organizer's written notice.

- (11) Exhibitors wishing to raise balloons within one's own booths are required to apply for approval before May 18, 2007 (see **Form 11**). Any exhibitor who raises a balloon there without prior approval will have booth decorations dismantled by the show organizer at the exhibitor's expense.

- (12) Regulations for Sound Systems:

- a. Exhibitors who want to use sound systems of more than 20 watts on June 23-24, 2007 (the last 2 days of the exhibition) should apply for approval before May 18, 2007 (see **Form 8**).
- b. A deposit of NT\$50,000 will be requested upon approval of the application. Electricity will be disconnected if the deposit of NT\$50,000 is not received by the organizer.
- c. Anyone found using a sound system without approval will have to make application and place a deposit of NT\$100,000. Electricity will be disconnected until the procedure is completed.
- d. Speakers, amplifiers and other sound devices should be positioned to assure that direct sound is targeted into the booth rather than toward the aisle.
- e. TAITRA might organize an inspection group to enforce these rules.
- f. Whenever it is found that the volume of the exhibitor's sound system exceeds 85 decibels (60 decibels for 2nd floor Area H), the inspection group will determine the penalty. Generally this will be in accordance with the following steps: 1st time, an official verbal or written warning is issued; 2nd time, a fine of NT\$1,000 is charged; 3rd time, a fine of NT\$4,000 is charged; 4th time, a fine of NT\$10,000 is charged; 5th time, a fine of NT\$15,000 is charged; 6th time, a fine of NT\$20,000 is charged; 7th time, power will be disconnected.
- g. The distance for measurement of volume is at a height of 1.2 ~ 1.5 meters from ground level and 3 meters away from the sound equipment.
- h. Deposits will be returned without interest after the show if exhibitors do not violate these regulations.



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(13) Each booth is supplied with 110 volts 0.5 kilowatt power free of charge.

Exhibitors requiring additional or heavy-duty power supply or water drainage should apply in advance. Exhibitors should use only qualified electricians. Any exhibitor who violates these guidelines could have his electricity cut off and booth(s) closed.

(14) Applications should be submitted in advance for the approval of construction of two-story exhibition booths in the TWTC Exhibition Hall (For application form and further information, contact the show manager).

2. Matters for attention during booth set-up and move-in:

The exhibitor must purchase accident insurance that includes third-party liability accident coverage for staff, workers and visitors. The exhibitor is responsible for securing insurance coverage against all risks associated with participating in the exhibition (including move-in and move-out).

3. Matters for attention during booth construction:

(1) Sedans are not allowed entry into the Exhibition Hall.

(2) Procedures for entering the Exhibition Hall:

a. Any truck entering the hall must pay a deposit of NT\$1,000. If the vehicle leaves within 1 hour, the deposit will be returned. Otherwise, an overtime parking fee of NT\$200/hour will be charged counted from the start of the entry, and be deducted directly from the deposit.

b. Application for vehicle entry permit should be made to the Exhibition Department of TAITRA 10 days prior to set-up if a vehicle's weight is 20 tons or more, or if it is a hoisting machine or a truck with a hoisting arm.

c. The entrance of the TWTC Exhibition Hall is 4.2 meters high and 7 meters wide. For Hall 3, the entrance is 4.47 meters high and 6.5 meters wide. To facilitate access, trucks, show goods, or decorations should be disassembled into components. The exhibitor has the responsibility to pay for any damage caused during construction.

(3) Interior design work should be done within the space of one's own booth(s) and should not extend to the aisle or hinder passing traffic.

(4) If the decoration is chiefly made of wood, then it should be made ready outside the exhibition hall before move-in and assembly.

(5) Contractors may not use steel nails, electric saws or spray paint on floor work inside the exhibition hall. In such cases, electricity will be cut off.

(6) Painting should begin only after the floor is properly covered with plastic cloth or boards.

(7) Carpets should not be glued directly to the floor. A 10-centimeter wide double-glued tape must be used along the edge of the carpet to stick down the carpet.

(8) Handling of construction materials

a. Package and construction materials, which are to be disposed of, should be removed each day by the exhibitor and should not be placed in the aisle.

b. Unused paint should never be disposed of in sinks or toilets. Brushes may be washed only in



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JUNE 21-24, 2007

sinks designed for this purpose. Any exhibitor violating this regulation will be fined, and also be forced to pay the expense of clean up.

c. For the above violations, TAITRA will have the right to hire workers or trucks to dispose of the unused materials at the expense of the exhibitors.

(9)The exhibitors or contractors will either compensate TAITRA for damaged facilities during construction or transportation, or repair the said facilities by themselves. Exhibitors will also compensate TAITRA for any other damage or injuries caused by improper construction work.

4. Matters for attention before booth dismantling and during move-out:

(1)Booth decoration removal and breakdown should not start until after the show closes.

(2)Exhibitors must remove all tapes from the floor as well as all decoration material.

(3)All packaging and construction material should be cleaned up during move-out.

(4)Application should be submitted in advance for the approval of using trucks equipped with iron-claws.

5. Penalties for violations:

(1)Electricity and water cut off.

(2)Any exhibitor refusing to rework improperly installed decorations as directed will have the decorations dismantled by TAITRA prior to the show at the exhibitor's own expense, and/or will face the closure of the booth.

(3)Exhibitors violating these regulations or failing to monitor the contractors' work will be prohibited from participating in the show next time.

(4)Besides legal liabilities, contractors violating these rules will be fined by TAITRA NT\$2,000 ~ NT\$5,000. If the violation results in a fire or a severe incident, a NT\$20,000 fine will be charged.

(5)Contractors violating these rules will be prohibited from contracting any future construction work at the TWTC Exhibition Hall for two years.