



# FOOD TAIPEI 2007

## 17<sup>th</sup> Taipei Int'l Food Show

### JUNE 21-24, 2007

#### REGULATIONS REGARDING USE OF THE PROMOTIONAL BALLOON

Only exhibitors on the 1<sup>st</sup> floor are allowed to use promotional balloons. Any exhibitor wishing to use BALLOON(s) at their booth should note the following conditions:

- **A promotional balloon :**

1. Only one balloon per booth can be used in each exhibitor's booth.
2. Can only carry the company's name, logo or product brand name.
3. Must not exceed diameter of 1.5 meters.
4. The top of the balloon should not be higher than 4 meters from the floor.

- **Small non-flying balloons**

1. To be used for booth decoration.
2. The top of the balloons should not be higher than 2.5 meters from the floor.

1. All balloon(s) must use only helium or nitrogen and must be properly fastened to the booth(s).
2. Those wishing to use balloon(s) should submit the appropriate application (**Form 11**) at least one month before the show opening along with a deposit of NT\$50,000.
3. For every violation of the above regulations, a NT\$10,000 penalty will be deducted from the exhibitor's balloon deposit.
4. TAITRA will remove improper balloons raised without permission.