



# 2008 Kaohsiung Food Show

## Exhibitor's Manual

(For Foreign Exhibitors Only)



### 1. Show Dates and Hours

- Nov. 6-8 11 a.m. ~ 7 p.m.  
 Nov. 9 11 a.m. ~ 5 p.m.

#### \*Admission:

- (1). For professional visitors in related industries: Please fill in the registration form and present your business card at the registration counter to collect your admission badge (both overseas and domestic).
- (2). For general public visitors: The admission fee is NTD50 for adults (with lucky draw ticket). Minors under 12 years of age or 140 cm in height may enter for free (no lucky draw ticket).
- (3). Minors under 12 years of age or 140 cm in height are not admitted to showground during 11 a.m. ~ 12 a.m., Nov. 6th.

### 2. Show Venue

Kaohsiung Business and Exhibition Center  
 (No. 274, Zhongzheng 4th Road, Yancheng District, Kaohsiung City, Taiwan)

### 3. Move-in and Move-out Period

	Date	Hour	Remarks
Move-in	Nov. 4-5	8 a.m. – 10 p.m.	Please complete all decoration before move-in period ends.
Move-out	Nov. 9	5 p.m. – 7 p.m.	Hand-carry or small exhibits only. Vehicles are not permitted to enter showground.
		7 p.m. – 10 p.m.	Removal of all exhibits. (Vehicles are permitted to enter showground.)
	Nov. 10	8 a.m. – 5 p.m.	All exhibits and booth construction /decoration materials must be removed before move-out period ends. (Vehicles are permitted to enter showground.)

### 4. Contact Persons

Name	Tel: +886-2-2725-5200	email	Regarding
Mr. Kevin Chang	Ext. 2619	<a href="mailto:emissary@taitra.org.tw">emissary@taitra.org.tw</a>	Show Management
Ms. Karen Peng	Ext. 2298	<a href="mailto:karen@taitra.org.tw">karen@taitra.org.tw</a>	Media / Event
Mr. Chiu	Ext. 2285	<a href="mailto:cyy562@taitra.org.tw">cyy562@taitra.org.tw</a>	Water / Drainage / Electricity Application

### 5. Booth Facilities

- (1). Booth fee includes basic furnishing: partition wall, carpeting, fascia board with company name, reception counter (100w\*50d\*82h cm) x 1, folding chair x 3, spot light (100w) x 3, wastebasket x 1, and electrical outlet (110V / 500 watts) x 1.
- (2). Each booth is supplied with 110 Volts 500 watts power free of charge.



- (3). Exhibitors must pay the official construction contractor directly for any additional equipment or booth furnishings they request.

**Official Construction Contractor**

**Contact Persons: Mr. Tsui / Ms. Huang**

**Tel: +886-2-2758-8566**

**Fax: +886-2-2725-3763**

**Email: expo.dylan@msa.hinet.net**

**6. On-site cooking / tasting**

- (1). In order to prevent littering, the use of toothpicks is forbidden.
- (2). For safety purposes, it is prohibited to use gas stoves, only electric appliances are allowed. Exhibitors who wish to use electric appliances to cook must fill in Form 1 and comply with all regulations pertaining to public safety. The exhibitor is held responsible for all damages and injuries incurred due to the misuse of any cooking devices.
- (3). Those who use cooking devices must prepare at least 2 dry chemical powder fire extinguishers (volume has to be at least 3.5 kgs/container). Foam type fire extinguishers are prohibited. Those who do not have fire extinguishers are not allowed to cook during the show.

**7. Application Forms**

<b>Regarding</b>	<b>Deadline</b>	<b>Form No.</b>
On-site Cooking / Tasting	Oct. 20	Form 1
Parking card	Oct. 20	Form 2
Water / Drainage / Electricity Application	Oct. 24	Form 3-1~3-3
Temporary phone / internet	Oct. 27	Form 4

**8. Show days**

- (1). No exhibits can be moved in or out during show hours. If exhibit has to be carried in, it should be done from 10:30 a.m. to 11:00 a.m. on the first show day or from 10:40 a.m. to 11:00 a.m. on the remaining show days.
- (2). Exhibitors should display their company name and booth number on their sign boards within the booth area.
- (3). Exhibitors should keep their booths open and staffed at all times during show hours. The organizer reserves the right to restrict noise level to no more than 70dB.
- (4). Use of microphones and retail sales are permitted.
- (5). The organizer reserves the right to determine the acceptability and extent of product demonstrations.
- (6). Should any rented space remain unoccupied on the opening day without justifiable cause, the organizer reserves the right to rent the said space to another exhibitor or use the said space in any other manner deemed suitable.



- (7). The exhibitor shall not assign, sublet, or apportion any part of the assigned space to him or have representatives, equipment, or materials from firms other than his own appear in the exhibition space.
- (8). No exhibits can be moved out during show hours.

#### 9. Exhibitor's Information Pack

- (1). All exhibitors should register (please present your business card) at the registration counter upon arrival at the exhibition hall to collect their badges and other information (i.e. Official Directory).
- (2). 4 exhibitor badges will be offered with the first booth and 2 more for each additional booth. These will serve as entry passes and must be worn to enter the showground.
- (3). Each exhibitor is provided with 50 Chinese invitations (for domestic professionals) per booth for inviting potential buyers to visit the show.
- (4). All exhibitors are entitled to have their names, addresses and exhibit profile listed in the Official Directory published by the organizer. Each exhibitor will obtain a free copy of the Official Directory.

#### 10. Security and Insurance

- (1). While every reasonable precaution is taken with regard to ground security, the organizer accepts no responsibility for any loss or damage which may befall the person or property of the exhibitor regardless of cause.
- (2). Particular care should be taken on the final evening of the show when risk of loss of goods is greatest. Exhibitors should not leave their booths unattended during this period of time.
- (3). The exhibitor is responsible for securing insurance coverage against all risks associated with participating in the exhibition, including fire, theft, flood and accident.

Coverage should be for the duration of the exhibition (including move-in and move-out) and should include: (a). Exhibits and other items located in the booths. (b). Public liability. (c). Third party liability. (d). Expenses incurred due to cancellation or postponement of the exhibition.

- (4). Exhibitors are also advised to insure their exhibits while in storage. The organizer is not liable for any damage, loss, or distress or harm caused to any person or to any person's property on the exhibition ground regardless of cause.

#### 11. Unforeseen Occurrences

In the event of any occurrence not covered in this manual, the decision of the organizer shall be final.



**Form 1**

Booth No. \_\_\_\_\_

**ON-SITE COOKING/TASTING APPLICATION  
(LETTER OF ASSURANCE)**

As an exhibitor at the 2008 Kaohsiung Food Show to provide on-site food cooking/tasting services, we hereby guarantee that **we will observe all regulations given by the show organizer (TAITRA) and assume all responsibilities for damages or injuries pertaining to public safety.** In order to maintain the tidiness and safety of the exhibition hall, we will (1) not use gas stove and toothpicks; (2) equip the booth with firefighting devices; (3) use covered garbage cans and garbage bags; and (4) dump food wastes into waste barrels. In case of violations of the above, we promise immediate termination of the cooking/tasting services as demanded by TAITRA.

We will conduct:

On-Site Cooking

Name of Food: \_\_\_\_\_

Food Tasting

Name of Food: \_\_\_\_\_

Heating Device:

Microwave

Electric Stove

Electric Oven

Company Name: \_\_\_\_\_

Person in Charge: \_\_\_\_\_

Title: \_\_\_\_\_ Seal/Signature: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Date: \_\_\_\_\_

Please return completed form via Fax before Oct. 20 to:

Mr. Kevin Chang

Exhibition Section 1, TAITRA Exhibition Department

5, Hsin-yi Road, Section 5, Taipei 110-11, Taiwan

E-mail: [emissary@taitra.org.tw](mailto:emissary@taitra.org.tw)

Tel: 886-2-2725-5200 Ext. 2619

Fax: 886-2-2725-1959

Deadline: Oct. 20, 2008



**Form 2**

**PARKING CARD APPLICATION**

Dates: From Nov. \_\_\_\_\_ To \_\_\_\_\_, 2008. NTD100 per day per car.

No.	Company Name	Quantity	Days (NTD100 per day per car)	Total amount (NTD)
1				
2				
3				
4				
5				

Please note:

- (1). Please return completed form via Fax before Oct. 20 to Mr. Kevin Chang (Fax: 886-2-2725-1959).
- (2). A cash deposit of NTD 100 is required for each card. The parking rate is NTD100 per day per car.
- (3). Please draw out the parking card when first entering the parking lot during move-in. Then please pay the total amount plus cash deposit in cash at the information counter at 3 p.m., Nov. 5<sup>th</sup>. The receipt will be issued on-site immediately and only.
- (4). Upon leaving on the last day, please return your parking card to the parking lot superintendent to retrieve your cash deposit.
- (5). The card is for temporary use only. Access times are unlimited during the period.

**Deadline: Oct. 20, 2008**



**Form 3-1**

**TARIFF FOR ELECTRIC POWER & WATER / DRAINAGE**

**Currency: NT\$**

**A. Standard Electric Power Supply (AC110V, 60 cycle):**

The fee for usage of electricity is NT\$591 per 0.5 KW. Usage quantities are billed in minimum increments of 0.5 KW.

**B. Heavy Duty Electric Power Supply (AC220V or above, 60 cycle):**

HP	Price	Discount Price	HP	Price	Discount Price	HP	Price	Discount Price
1	959	767	31	21,801	17,441	61	76,965	61,572
2	1,090	872	32	23,100	18,480	62	79,997	63,998
3	1,418	1,134	33	24,374	19,499	63	82,097	65,678
4	1,536	1,229	34	25,660	20,528	64	84,656	67,725
5	1,667	1,334	35	26,933	21,546	65	87,216	69,773
6	2,245	1,796	36	28,219	22,575	66	89,789	71,831
7	2,441	1,953	37	29,505	23,604	67	92,348	73,878
8	2,691	2,153	38	30,779	24,623	68	94,920	75,936
9	2,822	2,258	39	32,065	25,652	69	97,480	77,984
10	4,594	3,675	40	33,351	26,681	70	100,052	80,042
11	4,804	3,843	41	34,637	27,710	71	102,611	82,089
12	5,093	4,074	42	35,910	28,728	72	105,184	84,147
13	5,762	4,610	43	37,026	29,621	73	107,744	86,195
14	6,064	4,851	44	38,483	30,786	74	110,303	88,242
15	6,379	5,103	45	39,769	31,815	75	112,875	90,300
16	7,061	5,649	46	41,042	32,834	76	115,435	92,348
17	7,350	5,880	47	42,302	33,842	77	118,007	94,406
18	7,652	6,122	48	43,615	34,892	78	120,566	96,453
19	7,954	6,363	49	44,888	35,910	79	123,139	98,511
20	8,230	6,584	50	46,174	36,939	80	125,699	100,559
21	8,978	7,182	51	48,746	38,997	81	80+1=126,658	
22	10,264	8,211	52	51,306	41,045	90	80+10	
23	11,550	9,240	53	53,879	43,103			
24	12,824	10,259	54	56,438	45,150			
25	14,110	11,288	55	58,997	47,198			
26	15,396	12,317	56	61,570	49,256			
27	16,709	13,367	57	64,129	51,303			
28	17,955	14,364	58	66,701	53,361			
29	19,241	15,393	59	69,261	55,409			
30	20,528	16,422	60	71,834	57,467			

C. The charge for 24-hour non-stop power supply will be 3 times as much as the normal price.

D. The charge for water supply / drainage is NT\$2,363 per pipe (diameter: 16mm).

\*All prices above cover all show days and include taxes.

**Form 3-2**

**ESTIMATED POWER CONSUMPTION FOR ELECTRICAL APPLIANCES**

Item	Power Consumption
Square Spotlight	300W
Round Spotlight	100W
Halogens Light	50W
Florescent Lamp	10~40W
Personal Computer	100~200W
Notebook	20~50W
Monitor	50~100W
Laser Printer	500~800W
Jet Printer	30~150W
Point Printer	100~200W
Computer Graphic Machine	50~500W
Television	150W
Video Set	50W
Audio Set	100~200W
Refrigerator	80~200W
Drinking Water Machine	600W
Hot Plate	800W
Microwave Oven	800W
Coffee Maker	600W
Photo Copier	1,000~1,500W
Fax Machine	100W
Electric Fan	100W
Overhead Projector	800W
Slide Projector	600W

**Remarks:**

1. The above estimates are for reference only.
2. 1KW = 1,000W
3. Each booth is entitled to the free use of 500 Watts of 110V electricity.



**Form 3-3**

**ELECTRICITY & WATER / DRAINAGE REQUIREMENTS**

Each booth is supplied with 110 volts 0.5 KW power free of charge. Exhibitors requiring additional or heavy-duty power supply should apply for such requirements by completing the following:

DESCRIPTION OF SERVICE	QTY
AC 110V 60 Cycle single phase 5A	
AC 110V 60 Cycle single phase 15A	
AC 110V 60 Cycle single phase 20A	
AC□220V□380V□440V 60 Cycle ___ phase 15A	
AC□220V□380V□440V 60 Cycle ___ phase 20A	
AC□220V□380V□440V 60 Cycle ___ phase 30A	
AC□220V□380V□440V 60 Cycle ___ phase 40A	
AC□220V□380V□440V 60 Cycle ___ phase 50A	
AC□220V□380V 60 Cycle ___ phase 60A	
AC□220V 60 Cycle ___ phase 75A	
24hrs AC 110V 60 Cycle single phase 5A	
24hrs AC 110V 60 Cycle single phase 15A	
24hrs AC 110V 60 Cycle single phase 20A	
24hrs AC 220V 60 Cycle ___ phase 15A	
24hrs AC 220V 60 Cycle ___ phase 20A	
24hrs AC 220V 60 Cycle ___ phase 30A	
Water/Drainage installation	

**The charge for water supply is NT\$2,363 per pipe.**

**Remarks:**

1. The exhibitors shall be fully responsible for any claim of damage to property or injury to any person arising out of improper installation of electric facilities in his booth.
2. No application shall be accepted on or after the first day of move-in.
3. Any cancellation must be made in writing 10 days prior to the opening for the show, after which 80% of duly paid charges will be re-funded. No refund will be made if a request for cancellation is overdue.
4. The charge for 24-hour non-stop power supply will be 3 times as much as the normal price.

Show Name: 2008 Kaohsiung Food Show

Company: \_\_\_\_\_ Booth No. \_\_\_\_\_

Address: \_\_\_\_\_

Contact person: \_\_\_\_\_ Tel: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please return completed form to: Mr. Chiu, Tel: 886-2-2725-5200 Ext. 2285, email: [cyy562@taitra.org.tw](mailto:cyy562@taitra.org.tw)

**Deadline: Oct. 24, 2008**



**Form 4**

**TEMPORARY TELEPHONE / INTERNET APPLICATION**

Application date: \_\_\_\_\_

Apply for \_\_\_\_\_ telephone lines and \_\_\_\_\_ internet lines.

Contact Person: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

No.	Company Name	Quantity (telephone line)	Quantity (internet line)	Booth No.
1				
2				
3				

**Remarks:**

- (1). The fee for each temporary internet line is NT\$2,000. Please apply before the deadline and pay the according amount in cash during move-in at the information counter.
- (2). The fee for each temporary phone line is NT\$1,200. Please apply before the deadline and pay the according amount in cash during move-in at the information counter.

Please return completed form via Fax before Oct. 20 to:

Mr. Kevin Chang

Exhibition Section 1, TAITRA Exhibition Department

5, Hsin-yi Road, Section 5, Taipei 110-11, Taiwan

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