



◆ ORGANIZER

Taiwan External Trade Development Council (TAITRA)

◆ SHOW VENUE

Taipei World Trade Center Nangang Exhibition Hall

(1, Jingmao 2nd Road, Nangang District, Taipei 11568, Taiwan)

◆ EXHIBIT SPACE

29,049 M² (Upper exhibition hall: 23,008 M² + Lower exhibition hall: 6,041 M²)

◆ EXHIBIT PROFILE

Fresh Fruits & Vegetables, Preserved Fruits & Vegetables, Poultry, Seafood, Meat & Processed Meat Products, Edible Oils, Dairy Products, Health Food, Frozen Prepared Food, Canned Food, Baked Food, Biscuits, Wine & Liquor, Coffee & Tea, Juice & Soft Drinks, Condiments & Confectionery, Tableware, Food and Beverages Chain Store & Franchise.

◆ PARTICIPATION INFORMATION

1. Retail sales are forbidden on June 23-25, 2009. Retail sales will only be permitted on June 26, 2009, when this event is open to the public by paid admission.
2. All manufacturers, distributors, traders, and organizations dealing in the above-mentioned exhibit profile are eligible to participate as exhibitors.
3. The organizer reserves the right to determine the exhibition eligibility of participants and the products to be on display, and also reserves the right to determine the number and location of booth(s) for each exhibitor.
4. Booths will be assigned firstly on a number of booth(s) requested basis, and then, on a first-come, first-served basis.
5. If exhibition booth demand exceeds the booths available, the organizer reserves the right to reduce the number and size of booths and to change the exhibition venue and date of the show or to cancel the show without any liability or responsibility for compensation or indemnification to exhibitors.
6. The organizer does not act as sponsor for exhibitors in their entry visa applications.
7. Four exhibitor badges will be offered with the first booth and two more for each additional booth. Each extra badge beyond the above will cost NT\$300.

◆ DEADLINE FOR APPLICATION

Application form must reach the organizer (TAITRA) before January 14, 2009 by either mail, fax, or through the Internet.

◆ FILING APPLICATION

1. Complete and return the application form to:
Ms. Francis Shen



TAITRA Exhibition Department

P. O. Box 109-770, Taipei 11011, Taiwan, R.O.C.

Tel: 886-2-27255200 ext 2674

Fax: 886-2-27227324

E-mail: foodtaipei@taitra.org.tw

2. ON-LINE APPLICATION

On-line application is available at <http://www.foodtaipei.com.tw>

◆ BOOTH SPACE RENTAL (Tax Inclusive)

Booth Location	Raw Space (ONE booth)	Shell Scheme Package		Size (3M×3M) ONE booth
		ONE booth	TWO booths	
Facing Main Aisle (Incombustible Material)	US\$1,700	US\$2,300	US\$4,500	9 SQM
Regular* (Flame-Retardant Material)	US\$1,500	US\$1,700	US\$3,300	

Remarks:

1. A "Regular" booth is one not bordering a main aisle
2. Only exhibitors who apply for ONE or TWO booth can choose either shell scheme or raw space, others will be allotted raw space only.
3. Each booth, no matter raw space or shell scheme, will be provided with 110V/500W electricity free of charge. Additional power supply and drainage will be at exhibitor's expense.
4. The raw space booth is without partition, carpet, or any display facility. Booth facilities are available on a rental basis from the official contractor.
5. Material used in booth decoration is based upon booth location. According to the fire and hazard regulations of TWTC NANGANG Exhibition Hall, all booths need to be constructed with flameretardant materials. Booths facing 6-meter aisles need to be constructed with INCOMBUSTIBLE materials.



6. Shell scheme booth facilities:

ONE SHELL SCHEME BOOTH (3M×3M)



Facilities including :

1 Standard partition 300×300×250CM/H	1	SET
2 Needle punch carpet (light grey)	9	SQM
3 Company name fascia board (white board with blue letters) 300×30CM	1	PC
4 Meeting Table Dia 60×75CM/H	1	PC
5 Folding Chair 50×40×45CM/H	3	PCS
6 Spotlight 100W	3	PCS
7 Trash can	1	PC

TWO SHELL SCHEME BOOTHS (6M×3M)



Facilities including :

1 Standard partition 600×300×250CM/H	1	SET
2 Needle punch carpet (light grey)	18	SQM
3 Company name fascia board (white board with blue letters) 300×30CM	2	PCS
4 Info Counter 100×50×82.5CM/H	1	PC
5 Meeting Table Dia 60×75CM/H	1	PC
6 Folding Chair 50×40×45CM/H	6	PCS
7 Spotlight 100W	6	PCS
8 Trash can	1	PC

◆ **PAYMENT SCHEDULE**

1. A US\$500 down payment per booth together with two copies of the product catalogues and booth application form should be sent to the organizer (TAITRA) before January 14, 2009.
2. After booth allocation, the organizer will notify applicants of their booth number, booth location and balance due.
3. Bank draft/check should be made payable to "Taiwan External Trade Development Council", crossed "A/C Payee Only".
4. Telegraphic transfer should be made to "Taiwan External Trade Development Council", Account Number 085007000016 at the Bank of Taiwan, Taipei World Trade Center Branch. Swift ID: BKTWTWTP085 (Please state clearly that the telegraphic transfer is for the 2009 Taipei International Food Show.) All banking charges, if any, are to be borne by the applicant.
5. In case of cancellation, down payment and space rentals already paid will not be refunded under any circumstances.



◆ PUBLICITY & PROMOTION

An active publicity campaign for this event is in progress to ensure optimum media coverage.

1. Advertising & Publicity:

Advertisements will be placed in local and overseas newspapers and food industry magazines. Press releases will be circulated before and during the show.

2. Direct Mail and E-Invitation:

TAITRA will send Direct Mail and Electronic invitations to domestic and overseas buyers, including key manufacturers, traders, distributors.

3. Promotion at other food exhibitions:

TAITRA will promote **FOOD TAIPEI 2009** at other important food exhibitions around the world.

4. TAITRA worldwide service network:

TAITRA's overseas branch offices will join to co-promote this exhibition.

5. Online Networking

Exhibit profiles of all exhibitors will be posted on the website at www.foodtaipei.com.tw. Visitors could search exhibitor information and make appointments with exhibitors before the show.