



2017 Taiwan International Beauty Show & Industry Forum

EXHIBITOR APPLICATION KIT

- **Organizer:**

Taiwan External Trade Development Council (TAITRA)

- **Co-Organizer:**

Taiwan Cosmetics Industry Association (TWCIA)

- **Exhibition, Move-in & Move-out Dates:**

	Dates	Times
Move-in	September 19 (Tue)	8:00-17:00
	September 20(Wed)	
Show dates	September 21 (Thu)	10:00-18:00
	September 22 (Fri)	
	September 23 (Sat)	
Move-out	September 23 (Sat)	18:00-20:00 (hand-carry exhibits only)
	September 25 (Mon)	18:00-24:00 (booth dismantling)

★ September 21-22 opens to trade visitors only

★ September 23 also opens to public with tickets. (Tickets for adults: NT\$150. Tickets for students, children under 12, the elderly: NT\$100. The disabled is free of charge, while their companion needs to buy a ticket of NT\$100)

- **Venue:**

Taipei World Trade Center Hall 1, TWTC, Area D
(5 Hsin-Yi Rd.,Sec.5,Taipei 11011,Taiwan)

- **Exhibits:**

Makeup Kits
Makeup Preparations
Skin Care Products
Hair Care
Nail Supplies
Eyelash products
SPA



Perfume & Deodorant
Cosmetics and Beauty Supplies
Cosmetics Container/packaging
Cosmetics making machines/ equipment

● Booth Rental Rates (tax included):

Booth Type (3m×3m for a booth without pillars)	Rental Rates / Per Booth	Early-bird Rate/ Per Booth (before April 15, 2017)
Raw Space	US\$ 1,400	US\$ 1,260
Shell Scheme	US\$ 1,600	US\$ 1,440

Note:

- ※ Rental listed above include 110 volts / 500W power free of charge with each booth.
- ※ Exhibitors with Raw Space have to appoint their own contractors for stand setup at their own expense. More information on official contractors is available on the official website: www.beautytw.com.tw/en_US
- ※ Shell Scheme package includes: partition, fascia board, carpet, 1 table, 3 folding chairs, 3 spotlights, 1 waste basket, and 1 locker (100*50*80cm/H)

● Booth(s) Application:

1. All manufacturers, distributors, traders and organizations dealing in fields related to manufacturing and services of the above-mentioned exhibit profile are eligible to participate as exhibitors.
2. TAITRA reserves the right to reject any application that is not conformed to the show's concept and the right to determine the number and location of booth(s) for each exhibitor.
3. On-line application opens from Jan. 18, 2017.
 - (1) Go to 'www.beautytw.com.tw/en_US'.
 - (2) Click "space application".
 - (3) After the submission, email the application form and the product catalogue(s) to beauty.tw@taitra.org.tw.
 - (4) The applicants will receive the confirmation of booth application together with Invoice of Down Payment. Booth(s) will be reserved once the payment is received.
4. The organizer will not act as a sponsor for exhibitor entry visa application.
5. All applicants may request space or booth(s) on a 3m (width) x 3 (depth) unit basis only.

● Payment Schedule:

1. Down Payment:
Once the applicant has been accepted for participation, the applicant will receive confirmation of booth(s) applied together with invoice of down payment US\$800 per booth, inclusive of VAT.
2. Balance Due:
After space allocation, the organizer will notify applicants of their booth number(s), space location, and the balance due. Failure to pay the balance by the due date will result in the cancellation of participation and down payment will not be refunded.
3. All payments should be made by telegraphic transfer payable to:
A/C NO: 5056-665-100018
SWIFT CODE: TACB TWTP 505
BANK NAME: Taiwan Cooperative Bank, World Trade Center Branch



BANK ADD: 2F., No.333, Sec.1, Keelung Rd., Hsinyi District, Taipei, Taiwan

BENEFICIARY NAME: TAITRA

BENEFICIARY ADD: 5, Hsin-Yi Rd., Sec.5, Taipei 11011, Taiwan

4. All extra banking handling charges, if any, are to be born by the applicant.

5. Down payment or balance once paid cannot be refunded, transferred to other shows or participants, or credited to later related events to the Beauty Show.

● Booth Allocation

The organizer will inform exhibitors of dates and details for booth allocation. Space will be allocated according to the following criteria in descending order:

1. Number of booths reserved: Exhibitors with largest number of booths are allocated space first.
2. Date of Application : When number of booths is the same, on a first-come, first-served basis.
3. Drawing of lots: If the above statuses are all identical.
- 4. All down payment must be cleared before booth allocation.**

● Booth Withdrawal:

- 1. No refund for booth payment.**
- 2. Any payment WILL NOT be refunded or transferred to cover other expenses in case of partial or full space withdrawal.**

● Rules & Regulations:

1. On-the-Spot sales during Sept. 21-22 are prohibited, while allowed on Sept. 23.
2. Company name (no brand name) shown on the fascia board on the booth and all official publications has to be consistent with the name provided on the application form.
3. The organizer reserves the right to decline participation if displays or the nature of the company indicated by the application materials is deemed irrelevant to the theme of the show.
4. The organizer reserves the right to accept or reject applicants and exhibits from exhibiting on the account of their previous exhibition history in Taipei Trade Shows or other promotional events held by the organizer.
5. Exhibits prohibited to be displayed by laws and the regulations of the government of Taiwan will be removed by the organizer.
6. The organizer reserves the right to reduce the number of booths applied for or to change the venue and date of exhibition under certain circumstances. In the event of change of venue and/or date, or cancellation of the exhibition, exhibitors shall not be entitled to compensation.
7. See P.6 for detailed Terms and Regulations.

● Contacts:

TAITRA

Ms. Ting-Yu Hsieh

Tel: +886-2-2725-5200 ext. 2859

Fax: +886-2-2729-1089

E-mail: beauty.tw@taitra.org.tw

● Check the Overseas Offices of TAITRA nearest you:

<http://www.taiwantrade.com.tw>



APPLICATION FORM

◆We apply for _____ booth(s)(3mx3m per booth) ◆Booth type(check one): ☐ Raw space ☐ Shell Scheme

Company: _____

Abbreviated Company Name (if any): _____
(↑ No more than 12 letters, including blanks)

Address: _____

Postal code: _____ Country: _____

Website: _____

Sales Contact Person: _____ E-mail: _____

Tel: _____ Fax: _____

Trade Show Contact Person: _____ Dept: _____ Position: _____

Tel: _____ Fax: _____ E-mail: _____

Mobile: _____

Products or services to be on display (Please fill in your Product Codes (6 digits) listed in the Exhibit Profile.) :

1. <input type="text"/>	2. <input type="text"/>	3. <input type="text"/>	4. <input type="text"/>
5. <input type="text"/>	6. <input type="text"/>	7. <input type="text"/>	8. <input type="text"/>

9. Others: _____

(If you can't find suitable codes, please fill in product name)

Agent or representative in Taiwan, if any:

Name of company: _____

Address: _____

Tel: _____ Fax: _____ E-mail: _____

Person to contact: _____ Position: _____

Please make a copy of the application form for your file and send the original form with your company's product catalogues to "Beauty Taiwan 2017, TAITRA Exhibition Department Sec. 5, Xinyi Road, Section 5, Taipei 11011, TAIWAN R.O.C." E-mail: beauty.tw@taitra.org.tw

We have read and accepted the Terms and Regulations for Participation listed overleaf, and agree to abide by any additional rules and regulations made by TAITRA in connection with this show.

The above personal data will be used by TAITRA only in order to forward the applicant (by phone, mail and other means) information about exhibitions or trade promotion activities in the years 2017-2021. Those who wish to exercise any of the following rights, please contact TAITRA.

1. Make inquiry and request for a review of personal information;
2. Make request for duplications of personal information;
3. Request supplement or correct personal information;
4. Request stop of collection, processing or use of personal information;
5. Request deletion of personal information.

Signature: _____ Date: _____





TERMS AND REGULATIONS FOR PARTICIPATION

1. Application for Participation

- By signing related application forms, participant agrees to follow all existing Regulations and further Regulations that might be made to modify them.
- Once signed and submitted by the Applicant and confirmed by the Show Management, the contract will be established and come into effect.
- Violation of Regulations can result, by decision of the Show Management, in the exclusion of exhibitor whose damage claim, if any, will be rejected.

2. Payment Schedule

The applicants will receive the confirmation of booth application together with Invoice of Full Payment. A debit note will be sent to the applicant. In the event of cancellation, payment will not be refunded under any circumstances.

3. Adherence to Copyright Patent Laws

- The display of products which infringe others' intellectual property rights is strictly prohibited:
To safeguard intellectual property rights, it is strictly forbidden to display products infringing the patent rights, trademarks, copyrights, and business secrets of others.
Any exhibitor found to be displaying products determined by a court of law to be infringing the intellectual property rights of others shall be subject to immediate termination of the display of all its products and confiscation of the paid exhibition fees and shall be barred from participating in the next session of the exhibition.
In the event that an exhibitor is reported during the exhibition to be displaying products infringing the intellectual property rights of others and the reporting party meets one of the following requirements, display of the said products shall be terminated immediately.
 - A victim of intellectual property rights infringement as determined by the court of first instance.
 - A victim of intellectual property rights infringement as determined by the copyright deliberation and reconciliation commission.
 - A holder of an authentication report from a professional institution authenticating the object that may be infringing patent rights with prior or concurrent notice to the manufacturer, importer, or dealer with suspected infringement acts requesting clearance of the infringing object. In the event that the aforementioned clearance notice has not been sent, but prior rights relief procedures have been taken or reasonable and possible attention has been paid or notice is objectively impossible or there is substantial evidence that the prospective notice recipient is aware of the infringement dispute, the clearance notice will be considered to have been sent.
 In the event that TAITRA is involved in a lawsuit or suffers other damages as a result of the violation, the exhibitor shall be solely responsible for compensation.
- "It is strictly forbidden to display products in violation of applicable laws such as the Civil Law, Consumer Protection Act, Fair Trade Act, Commodity Labeling Act, Commodity Inspection Act and Food Hygiene Management Law. In the event that TAITRA is involved in a lawsuit or suffers other damages as a result of the violation, the exhibitor shall be solely responsible for compensation.

4. Space assignment & Unoccupied Space

- Show Management will determine number and location of booths assigned to each Exhibitor in the manner Show Management deems appropriate.
- Show Management reserves the right, should any Exhibitors' space remain unoccupied on the opening day without reasonable cause, to assign the said space to another exhibitor, or use the said space in any other manner deemed suitable.

5. Sub-letting of Space

Exhibitor shall not assign, sub-let or apportion the whole or any part of assigned space.

6. Venue & Show Dates Change

The Show Management reserves the right to change the venue and date of the Exhibition under certain circumstances. In the event of change of venue and/or date, or cancellation of the Exhibition, Exhibitors shall not be entitled to any claim for compensation.

7. Construction/Decoration of Stand and Removal of Exhibits from Hall

- All exhibitors ought to comply with all regulations in the Exhibitors' Manual and complete their construction and/or decoration by the date and time stipulated by the Show Management.
- Exhibitors must remove all exhibits from the Exhibition Hall within the move-out period stipulated by the Show Management. They will be held responsible for any loss or damage to the Exhibition Hall due to delayed removal.
- Removal and dismantling process must not begin prior to 5 pm.

8. Insurance

- In addition to insurance for exhibits in transit between the port of shipment and the fair site, exhibitors are advised to also take out adequate insurance (fire, theft, water, accident, natural disasters and third party liability, etc.) for exhibits during the exhibition (including build-up and dismantling periods).
- Exhibitors are advised to hire their own security guards, for valuable exhibits during the exhibition (including build-up and dismantling periods).

9. Exhibit Limitations

- Exhibitors are not permitted to erect booth partitions of over 250 cm in height.
- Advertising materials such as signs, posters and other advertising decorations can be extended to a height of 250 cm. (Exception: Lobby's North and South Foyers allows a maximum height of 400 cm. Signs, posters, other advertising decorations are included)



Fixtures or signs that are affixed above the main (2.5 m) structure should be recessed at least 50 cm from the side edge of the lower structure between booths.

- c) Any signs or decoration higher than 250 cm in full view must be decorated.
- d) Partition requirement: All booths, except island configurations, must have a full back wall measuring a minimum width of 2.5 meters / and a minimum height of 8 feet. All exposed (back and side) walls must cover the entire area with the exhibitor covering all costs. The outer side wall areas or exposed structures must be in a neutral color to the exhibitor's booth and should be without graphics or company identification.

10. Selling from Stand

The sale of exhibited goods on the spot and the soliciting of customers outside stands is strictly forbidden.

11. Breach of contract and Withdraw by Exhibitor

- a) In case of the Exhibitor's refusing the use of whole or a part of the space reserved and allocated or in case of exhibitor default in payment by the stipulated date, the Show Management has the right to terminate the contract forthwith and the part of rental already paid shall not be refunded.
- b) In case of Exhibitor withdrawing from participation, rental already paid by the Exhibitor shall not be refunded.

12. Security & Organizer's Liability

- a) The Show Management will provide personnel for maintaining order during the show period. Responsibility for guarding stands during the build-up, exhibition hours and dismantling period, shall rest with the exhibitors concerned.
- b) During booth erection and dismantling periods and during the show, booths must be staffed by exhibitors at all times.
- c) The Show Management shall not be held accountable or liable for any damage, loss, harm, or injury to any person or the property of the Exhibitor or of the exhibitor's officers, and / or employees, agents, and visitors which result from theft, water, fire, flood, natural disasters, or any other cause.
- d) Exhibitors should comply with fire control regulations. If any fire occurs due to the improper installation of decorations, construction or use of electric appliances, the exhibitor will be legally responsible for any loss or damage, and pay penalties of up to NT\$100,000 to TAITRA.
- e) All Exhibitors are requested to turn off the power supply before leaving their exhibition booths. Unless otherwise agreed, the Show Management will disconnect the main power supply at 5:15 p.m. each day.

13. Operation

- a) The Exhibitor shall keep his booth(s) staffed at all times during show hours.
- b) The Show Management reserves the right to restrict exhibits to a minimum noise level. Sound volume from booths must not exceed 85 dB.
- c) The Show Management reserves the right to reject exhibits or to stop the exhibition on the exhibitor's account, if he fails to lower the noise level or to resolve matters regarding contamination such as dust, smog, unpleasant odors, the emission of stimulating gases, volatile organic chemicals, or other pollutants.

14. Interruptions and / or Disruptions of the Exhibition

Exhibitors shall not cause interruptions and/or disruptions of the exhibition, which result in the protest or commotion at their booth(s), either inside or outside the showground, during the exhibition or during move-in and move-out. If and when such interruptions and/or disruptions influence the order of the exhibition or public image of the Show, and the exhibitor involved or those concerned are unable to deal effectively with such issues, the exhibitor understands and agrees that the Management can terminate the exhibition agreement and immediately shut down the booth(s) without compensation or liability. The exhibitor shall be required to indemnify the Management against any and all claims, liabilities, costs and expenses arising from such interruptions and/or disruptions thereof.

15. Supplementary Clauses

- a) Whenever necessary, the Show Management shall have the right to issue supplementary regulations in addition to those indicated in the Terms and Regulations for Participation to ensure the smooth management of the Exhibition.
- b) Any additional written regulations shall form part of the Terms and Regulations for Participation and shall be binding on exhibitors.
- c) In the event of any occurrences not foreseen in this manual, the decision of the organizer shall be final.

16. Note: Those submitting applications can expect to receive further information about TAITRA shows in the future.



Exhibit Profile

Product Code	Product Name
5410	Makeup & Makeup Tools
541005	Makeup Base & Concealer
541010	Foundation
541015	Face Powder
541020	Blush
541025	Eyebrow Pencil
541030	Eye Shadow
541035	Eyeliner
541040	Mascara & Eyelash Products
541045	Lipstick
541050	Lip Gloss & Liner
541055	Lip Balm
541060	Makeup Sets
541065	Body Art & Glitter
541070	Makeup Mirror
541075	Makeup Brush
541080	Tattooing Supplies
541099	Other Makeup & Makeup Tools
5420	Skin Care
542005	Facial Cleanser & Makeup Remover
542010	Skin Toner
542015	Skin Care Concentrate & Serum
542020	Face Lotion
542025	Face Cream
542030	Eye Cream & Gel
542035	Pearl Powder
542040	Exfoliator & Skin Care Scrub
542045	Face & Body Mask
542050	Eye Mask
542055	Hand Cream & Lotion
542060	Body Lotion
542065	Foot Care
542070	Essential Oil



542075	Sun Protection & Tanning
542080	Baby Oil & Powder
542085	Baby Lotion
542099	Other Skin Care Products
5430	Skin Care Tools & Equipment
543005	Cotton Pad
543010	Facial Cleanser Brush & Skin Scrubber
543015	Facial Steamer
543020	Skin Massager
543025	Skin Analyzer
543099	Other Skin Care Tools & Equipment
5440	Hair Care & Salon Equipment
544005	Shampoo & Hair Conditioner
544010	Hair Dye
544015	Hair Treatment
544020	Hair Curler & Straightener
544025	Hair Clipper & Trimmer
544030	Hair Dryer
544035	Hair Styling Products
544040	Shower & Conditioning Heat Cap
544045	Hair Steamer
544050	Comb & Hairbrush
544055	Hair Scissors
544060	Hair Roller
544099	Other Hair Care & Salon Equipment
5450	Nail Supplies
545005	Nail Polish
545010	Artificial Nails & Nail Art
545015	Nail Drill
545020	Manicure Tool
545025	Nail Polish Remover
545099	Other Nail Supplies
5460	Shaving & Hair Removal
546005	Razor & Razor Blade
546010	Nose Trimmer



546015	Electric Shaver
546099	Other Shaving & Hair Removal Products
5460	Shaving & Hair Removal
5470	Perfume & Deodorant
547005	Perfume
547010	Deodorant & Antiperspirant
5480	Personal Care
548005	Soap
548010	Body Wash / Shower Gel
548015	Bath Brush & Sponge
548020	Hand Wash
548025	Toothbrush & Interdental Brush
548030	Toothpaste & Mouthwash
548035	Dental Floss & Toothpick
548040	Sanitary Napkin & Pantyliner
548045	Tissue Paper
548050	Cotton Bud
548055	Wet Wipe
548099	Other Personal Care Products
8440	Cosmetics Containers
844010	Cosmetic Bottle
844020	Squeeze Tube
844030	Lipstick Container
844040	Powder Compact Case
844050	Eye Shadow Case
844060	Nail Polish Bottle
844070	Atomizer
844080	Perfume Sprayer