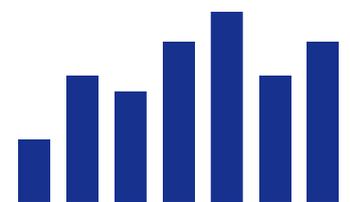
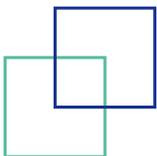


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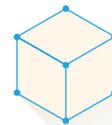


TWTC Exhibition Hall 1 Sep. 28-30, 2017



**Organizer:**  Taiwan External Trade Development Council  
**Co-organizer:**  Taiwan Internet and E-Commerce Association  
 Chinese Non-Store Retailer Association

# Application Kit



# 2017 eCommerce Expo Asia Application Kit

## Organizer

Taiwan External Trade Development Council(TAITRA)

## Co-organizer

Taiwan Internet and E-Commerce Association (TIEA) Chinese Non-Store Retailer Association (CNRA)

## Dates & Hours

Exhibit Move-in	
September 26 – 27, 2017 (Tuesday to Wednesday)	7 a.m. – 7 p.m.
Show Date & Hour	
September 28 – 30, 2017 (Thursday to Saturday)	9:30 a.m. – 5:30 p.m.
<i>*Professional buyers can use business card in exchange for admission badges free of charge.</i>	
<i>**Opened to general public. (Children under 12 should be accompanied by an adult.)</i>	
Exhibit Move-out	
September 30, 2017 (Saturday)* *Hand-carried Exhibits Only	5:30p.m. – 7:00 p.m
September 30, 2017 (Saturday)* **All exhibits and stand fitting materials	7:00 p.m. – 12 a.m.
Remark	
1. All exhibitors may enter showground for decoration at 8:30 a.m. on September 28, at 9 a.m. on September 29 – 30.	
2. Concurrent show: Taipei Int'l Invention Show & Technomart	

## Venue

TWTC Exhibition Hall 1  
(No. 5, Xin-Yi Road, sec. 5, Taipei, Taiwan)

## Exhibit Area

- ◆ Cross Border & E-tailing
- ◆ Social Media & Digital Marketing
- ◆ Mobile Commerce
- ◆ Logistics
- ◆ FinTech
- ◆ Big Data
- ◆ Startups

## Booth Rental Rates

※ Online application opens on Feb. 20,  
<https://events.taiwantrade.com.tw/ECexpo17en/Enrollment/Login>

1. Space: 9 SQM (3m\*3m)
- 2.

Booth Rate : US\$ 2,000 (5% VAT included)		
	Early Bird (registration before May 31. )	Registration after May 31
Preferential schemes	<ol style="list-style-type: none"> <li>1. <b>25% discount</b> is available for <b>under 6 booths.</b></li> <li>2. <b>35% discount</b> is available for <b>over 6 booths.</b></li> </ol>	<ol style="list-style-type: none"> <li>1. No discount for under 6 booths.</li> <li>2. <b>15% discount</b> is available for <b>over 6 booths.</b></li> </ol>
Remark: 1 voucher to Asia eCommerce Forum is provided for exhibitors applied under 6 booths, 2 vouchers are provided for exhibitors applied over 6 booths.		

3. Rental rates are Raw Spaces only that include power supply of 500 watts (110V) per space. Other than 500 watts (110V) electricity, raw space is without any facilities. Exhibitors shall contact their preferred contractors for constructing booth partitions and display facilities. Any exhibitors wish to use electricity power supply of 220V shall file an application with an extra charge.

## Payment Schedule

1. A non-refundable down payment of US\$ 500 per booth must be received before the application will be processed. A copy of the bank receipt of the down payment must be emailed upon submission of the application form.
2. After space allocation, the organizer will notify applicants of their booth number(s), location, and the balance due. The Exhibitor Manual, which contains all information pertaining to preparing for the show, will be also made available to the exhibitor at the same time.
3. All payment should be made by telegraphic transfer (T/T) payable to:

Beneficiary Name: Taiwan External Trade Development Council  
 Account Number: 5056-665-100018  
 Bank Name and Branch: TAIWAN COOPERATIVE BANK WORLD TRADE CENTER BRANCH  
 SWIFT Code: TACBTWTP505  
 Address of Bank: 2F., NO. 333, SEC 1, KEELUNG RD., SINYI DISTRICT, TAIPEI CITY, R.O.C.  
 Please clearly state the show name "ECEXPO 2017" in payment details to facilitate accounting procedure, and check "all banking charges are for remitter" to avoid deductions from payment.

Please clearly state the show name "ECEXPO 2017" in payment details to facilitate accounting procedure, and check "all banking charges are for remitter" to avoid deductions from payment.



4. All banking charges, if any, are to be borne by the applicant.
5. In case of cancellation or the exhibitor's personal difficulties (e.g. failure to obtain visa to Taiwan, illness, travel or shipping problems), down payment or booth balance already paid cannot be refunded or transferred to other shows or participants.

## SPACE ALLOCATION

1. The organizer will inform the applicants who are qualified and complete the initial payment deposit.
2. Allocation priority is based on:
  - (1) Number of spaces required
  - (2) If two or more applicants require the same amount of spaces, priority will be determined by the dates on the date of online applications.
  - (3) If two or more applicants require the same amount of spaces and the date of online applications are the same, the priority will be determined by drawing lots.
3. If one applicant has more than one space, all the spaces shall be adjacent to each other, not across the aisle.
4. If a group of applicants jointly exhibit in the show, they do not have the priority to choose their location of space.
5. The organizer reserves the right to accept and reject any application.

## For further information, please contact show manager

Mr. Ming Li  
TAITRA Exhibition Department  
No. 5, Hsin-yi Rd., Sec. 5, Taipei 11011, Taiwan  
Tel: +886-2-2725-5200 ext. 2988  
Email: [ecexpo@taitra.org.tw](mailto:ecexpo@taitra.org.tw)

## TAITRA Overseas Offices

You are welcome to contact our TAITRA Overseas Offices for more information and local assistance. Please visit [branch.taiwantrade.com.tw](http://branch.taiwantrade.com.tw) to find the office nearest to you.





# TERMS AND REGULATIONS FOR PARTICIPATION

## 1. Participation Application

- (1) When signing the related application forms, participants agree to follow all the existing Regulations and further Regulations that might be made to modify them.
- (2) Once signed and submitted by the Applicant and confirmed by the organizer, the contract will be established and come into effect.
- (3) Violations of the Regulations can result, by decision of the organizer, in the exclusion of the transgressors whose damage claim, if any, will be rejected.

## 2. Payment Schedule

The space rental fee is due after space allocation. A debit note will be sent to the applicant. In the event of cancellation, the payment will not be refunded under any circumstances.

## 3. Adherence to Copyright Patent Laws

- (1) It is strictly forbidden to display logos, licenses, or patented items registered by other companies.
- (2) It is strictly forbidden to infringe an intellectual property rights or other rights of any third party.
- (3) Violations will result in immediate removal of the displays, with one year's suspension from exhibiting in all shows organized by TAITRA. The exhibitors bear the responsibility for all penalties without recourse or indemnity.

## 4. Space Assignment and Unoccupied Space

- (1) The organizer will determine the number and location of the booths assigned to each exhibitor, in accordance with the nature of the exhibits or in the manner the organizer deems appropriate.
- (2) The organizer 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

- (1) The Exhibitor shall not assign, sub-let or apportion the whole or any part of the assigned space or have representatives, equipment, or materials from firms other than his own in the exhibit space.
- (2) Violations will result in immediate removal of the displays, and the exhibitor and the other party will not be permitted to participate in this same event for the next three years. The Exhibitors bear the responsibility for all penalties without recourse or indemnity.

## 6. Venue and Show Dates Change

The organizer 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, the Exhibitors shall not be entitled to any claim for compensation in connection with the booking of participation.

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

- (1) 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 organizer.
- (2) Exhibitors must remove all exhibits from the Exhibition Hall within the move-out period stipulated by the organizer. They will be held responsible for any loss or damage to the Exhibition Hall due to delayed removal.

## 8. Insurance

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

## 9. Exhibit Limitations

- (1) Exhibitors are not permitted to erect booth partitions of over 250cm in height.
- (2) Advertising materials such as signs, posters and other advertising decorations can be extended to a height of 400cm.
- (3) Any signs or decoration higher than 250cm in full view must be decorated.

## 10. Selling from Stand

The sale of exhibited goods on the spot and the soliciting of customers outside stands are strictly forbidden and those doing so can be immediately expelled from the exhibition.



#### 11. Breach of Contract and Withdrawal by Exhibitor

- (1) In case of the Exhibitor's refusing the use of whole or a part of the space reserved and allocated or in case of the exhibitor default in payment by the stipulated date, the organizer has the right to terminate the contract forthwith and the part of rental already paid shall not be refunded.
- (2) In case of the Exhibitor withdrawing from participation without the organizer's approval, rental already paid by the Exhibitor shall not be refunded.

#### 12. Security and Organizer's Liability

- (1) The organizer 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.
- (2) During the booth erection and dismantling period and during the show, the booths must be manned by exhibitors at all times.
- (3) The organizer 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.
- (4) All Exhibitors are requested to turn off the power supply before leaving their exhibition booths. Unless otherwise agreed, the organizer will disconnect the main power supply at stipulated time.
- (5) 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 held legally responsible for any loss or damage, and can be expected to pay penalties of up to NT\$100,000 to TAITRA.

#### 13. Operation

- (1) The Exhibitor shall keep his booth(s) staffed at all times during show hours.
- (2) The organizer reserves the right to restrict exhibits to a minimum noise level. Sound volume from booths should not exceed 85 dB.
- (3) The organizer reserves the right to reject the exhibits or to stop the exhibition on the exhibitor's account, if he fails to lower the noise level or to resolve exhibition pollution 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 its booth, either inside or outside the showground, due to its debt or its private dispute at any time during the exhibition or during move-in and move-out. If and when such an interruption and/or disruption influences the order of the exhibition or public image of the organizer, and the exhibitor involved or concerned is unable to deal effectively with private disputes and/or protests, the exhibitor understands and agrees that the Management can terminate the exhibition agreement. The exhibitor's booth(s) may be shut down immediately resulting with no refund. The exhibitor shall be required to indemnify the Management against any and all claims, liabilities, costs and expenses arising of such interruptions and/or disruptions thereof.

#### 15. Supplementary Clauses

- (1) Whenever necessary, the organizer 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.
- (2) Any additional written regulation shall form part of the Terms and Regulations for Participation and shall be binding on the exhibitors.
- (3) In the event of any occurrences not foreseen in this manual, the decision of the organizer shall be final.





## Exhibit Profile Codes

20 Electronic Components & Parts	
201372	Networking /Data Communication IC/Chips/Modules
201423	e-Reader / e-book Reader / eBook reader
201424	e-Book / eBook
209501	Consulation Service of Network
21 Computer Hardware, Software & Peripherals	
217112	Classroom Network Systems
217117	Mds (Micro Development Solution)
217510	Internet Software
217542	e-Book Software / eBook Software
22 Communication Products	
220105	Call Center Platform
223550	Mobile Data Systems
225060	Internet Services
225070	Data Communications
225099	Network Management and Services
225403	IOT Management Application & service
41 Service-Sector Industries	
4101	General Business Services
410104	Information Services
410108	Industrial/Government Association
410110	Licensing Service
410112	Trading Services
410114	Marketing Services
410115	University Incubation Center
410116	Government Incubation Center
410199	Other Services
4106	IT Service
410610	E-Commerce Services
410611	Internet Data Center, IDC
410612	Cloud Computing Services
410620	International Simple Resale, ISR

411001	Mass Communication / Media / Public Relation
411010	Communication Service class1
411020	Communication Service class2
411002	Social Media
412101	Air Cargo
412102	Shipping
412103	Global Transportation Network
412104	Airlines
412105	Shipping Agency
412201	Custom Broker Services
412202	Warehousing
412203	Global Transportation Network
412204	Third \ Fourth Party Logistics
412205	Forwarding Services
412206	Packaging Contractor Services
4130	Financial Service
413001	Banks
413002	Trust
413003	Leasing
413004	Securities & Stock
413005	Venture Capital
413051	Life Insurance
413052	Property & Casualty Insurance
413053	Online Payment
413054	Third-Party Payment
413055	Mobile Payment
413056	Payment & Security



Sep. 28-30, 2017

Contact us

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