



Exhibitors' Guide, 2011 Taiwan International Design Expo
(Taipei World Trade Center Nangang Exhibition Hall)

Exhibitors' Guide
2011 Taiwan International Design Expo
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2011 Taiwan International Design Expo

Venue: Nangang Exhibition Hall

Date: Oct.22-Nov.4, 2011

Period of Application:

Application for exhibit date begins on Jan.1, 2010

and ends on Dec.31, 2010.

(If booths are fully booked, no further application will be accepted.)

The Zenith of Design——

Vision and Goals of 2011 Taiwan International Design Expo

(Nangang Exhibition Hall)

The theme “Design at the Edges” will trigger heated discussion on cutting edge issues among all design circles. Concerted efforts by designers from various fields will surely help designers and non-designers alike kindle the brightest sparks.

2011 Taiwan International Design Expo will reap many fruits of achievement. The organizer invites all interested parties to march toward the peak of design hand-in-hand.

Nangang Exhibition hall is targeted for international commerce. Multi-faceted dimensions of design are revealed through situational and powerful presentation. Novel, conceptual and interactive experiences are highlighted. This hall is divided into 6 exhibit areas and each with unique features.

Organizers:

- A. Advisor: International Design Alliance (IDA)
- B. Organizers: Ministry of Economic Affairs ; Taipei City Government
- C. Executing organizers: Taiwan Design Center ; Taiwan Design Alliance
- D. Co-organizers: Ministry of the Interior ; Ministry of Foreign Affairs ; Ministry of Education ; Ministry of Transportation and Communication ; Government Information Office ; National Palace Museum ; Council for Cultural Affairs
- E. Sponsors : (Soliciting)

A. General Information

a. Exhibit Date: Oct. 22 – Nov. 4, 2011

b. Venue

Taipei World Trade Center Nangang Exhibition Hall (No.1, Jingmao 2nd Rd., Nangang Dist., Taipei City, Taiwan)

c. Opening Hours: 10:00 a.m. – 18:00 p.m. (Opening to the general public)

B. Terms of Participation

This exhibition accepts exhibitors such as government agencies, international organizations, international enterprises, design firms, and design teams. Exhibit groups are classified into the following major groups:

Major Group 1: Government agencies and landmark institutions of countries and cities worldwide

Major Group 2: Societies, associations, international organizations and non-profit organizations worldwide (museum and fine arts museum included)

Major Group 3: Companies and enterprises worldwide

Major Group 4: Design companies, studios, and groups of companies (Student teams excluded)

C. Exhibit Areas

a. Exhibition Area : This hall is divided into 6 exhibit areas and each area is introduced below.

a). Country / City Exhibit Area

States and cities worldwide are invited to facilitate international design exchanges by displaying culturally-specific and world-famous works of design.

b). International Enterprises' Exhibit Area

Famous local and foreign enterprises are invited to present their corporate images at this exhibit area.

c). International Organizations' Exhibit Area

Works of design from Industrial Design Alliance (IDA), design societies, art and cultural organizations (such as museum and fine arts museum), and non-profit organizations are displayed here.

d). Design Players' Exhibit Area

Global design companies or studios present their design concepts, services and products here. Diverse cultures as well as dynamism of designers are also on display.

e). Taiwan-Mainland China Exchange Exhibit Area

Exhibitors in this area include associations, non-profit organizations, enterprises (conglomerates), design firms, and design studios from mainland China. Items of avant-garde design, CIS, and latest development in design will be displayed at this area.

f). Taiwanese Culture & Creativity Exhibit Area

(Not open for Application)

Interactive digital media design will be presented. Creativity is fully presented in this area to show a broad landscape of Taiwan.

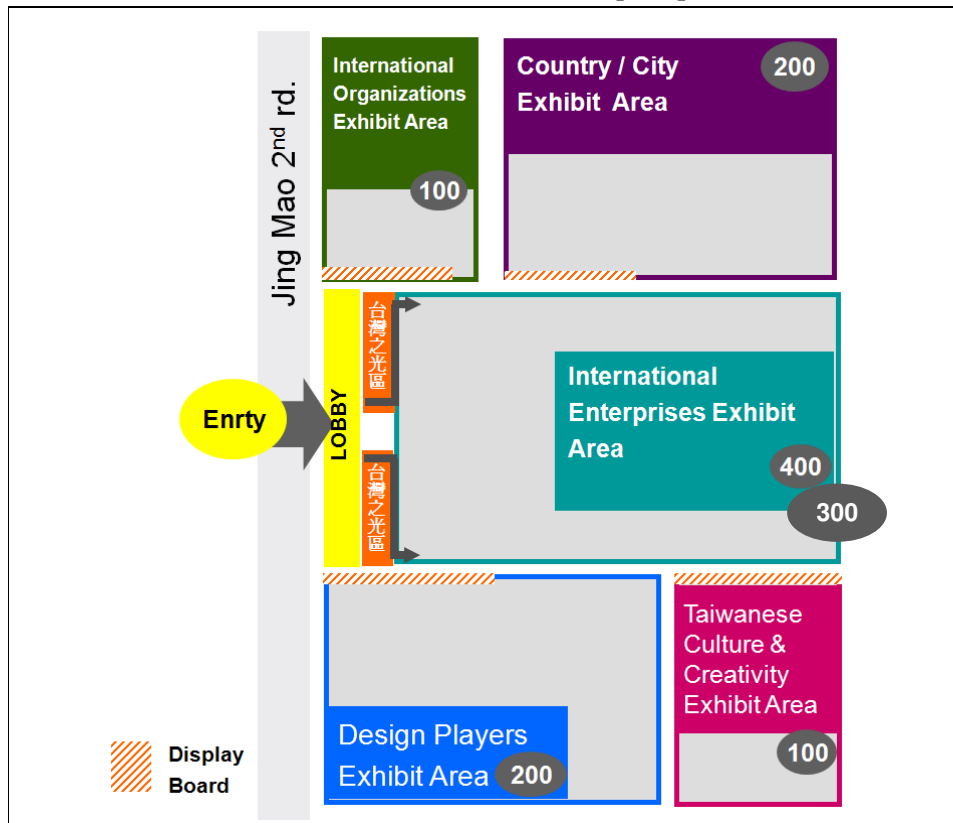
b. Planning of Exhibit Areas :

Targeted for international commerce, this exhibition will be held on the 4th floor of Nangang Exhibition Hall and contain 1000 standard booths (9 sq. m. per booth).

Five exhibit areas are open for application, They are: Country / City Exhibit Area (200 booths), International Enterprises' Exhibit Area (400 booths), International Organizations' Exhibit Area (100 booths), Taiwan-Mainland China Exchange Exhibit Area (100 booths), and Design Players Exhibit Area (200 booths).

Floor plan

Ground Level (4F), 1000 standard booths (9 sq. m. per booth)



D. Fees and Booth Description

- a. Registration fee: None
- b. Booth rental fee: None
- c. Booth security deposit

To avoid disputes during decoration, preparation and dismantling periods, NT\$5,000 (US\$160) in security deposit is required for each booth.

- d. Other fees

Each booth is provided with standard power supply (110V/500W). Exhibitor who needs additional power shall pay additional fee in full before decoration begins. More detailed information on payment and calculation of water and electricity fees will be available at allocate booth meeting.

- e. Booth specs :

- a). Standard Booth: 3m X 3m (9 sq. m.)
- b). Exhibitor can choose bare booths or booths with basic decoration.
- c). Bare booth

500W electricity is provided free of charge. As for partition, carpets, and other display equipment, please consult with contractors.

- d). Booth with basic decoration

To provide additional benefit to international organizations and small design firms home and abroad, the organizer has set up in this exhibit hall "International Organizations' Exhibit Area" (50 booths) and "Design Players' Exhibit Area" (100 booths) with booths equipped with basic decoration. Basic decoration includes 500W basic power supply as well as backboard and display stands, which will be in agreement with colors marking different exhibit areas in order to present an overall visual effect.

Applicants for exhibit booths should apply in accordance with item 6 of this exhibitors' guide. They should apply for no less than two booths and a maximum of four booths, with two booths as a unit. Only those applicants passing a screening process will have the right to booths with basic decoration.

- e). Booth is rented for 19 days, including 14 days for exhibition, 4 days for preparation and 1 day for dismantling.

- f. Restrictions to booth application :

- a). The following are restrictions on the number of booth application by an exhibitor for various exhibit areas.

- a)). Country/City Exhibit Area: a minimum of 10 booths.
 - b)). International Enterprises' Exhibit Area: a minimum of 4 booths.
 - c)). International Organizations' Exhibit Area: a minimum number of 2 booths.
 - d)). Design Players Exhibit Area: a minimum of 2 booths.
 - e)). Taiwan-Mainland China Exchange Exhibit Area : a minimum of 2 booths.
- b). The organizer reserves the right to adjust the number of booths allocated to an exhibitor if necessary.
- c). No exhibitor shall transfer or sublet a booth. Idle booths are required to return to the organizer without exception. The organizer reserves the right to reallocate them to the next available applicant.

Figure 1. Booth specs

Unit: Booth

Exhibit Area	Total	Booths (Bare)		Booths with basic decoration		
		Booths Available	Minimum	Booths Available	Minimum	Maximum
Country / City Exhibit Area	200	200	10	-	-	-
International Enterprises' Exhibit Area	300	300	4	-	-	-
International Organizations' Exhibit Area	100	50	2	50	2	4
Design Players' Exhibit Area	200	100	2	100	2	4
Taiwan-Mainland China Exchange Exhibit Area	100	100	2	-	-	-

※Booth (bare): 110V/500W power supply is provided. Please contact interior decorator for partition, carpet and other decorations.

Booth with basic decoration: Two booths form a unit, which is equipped with 110V/500W power, backboard, and display stands.

F. Application :

a. Documents required :

A complete application shall include the following documents:

- a). Application form and affidavit (original copy)
- b). Proposal (Theme presentation, exhibition planning, expenses of exhibition, schedule of preparation, graphics, and descriptions of exhibits shall be included on A4 sheet in less than 10 pages.)
- c). A copy of Certificate of Profit-Seeking Enterprise (Foreign applicant is required to

present a copy of company certificate.)

b. Application procedures :

- a). Please complete the attached application form and email, fax or mail it to

2011 Design Expo Team

3F., Bldg. G, 3-1 Park Street, Nangang Taipei 115, Taiwan

Fax +886-2-2655-8477、8228

Or expo@2011idacongress.com

b). Application period :

First round application: The deadline is June 30, 2010.

Second round application: Application begins on July 1 and ends on Dec. 31, 2010.

※ Note

Applicants completing first round of application with payment of security deposit will be favorably considered in booth allocation in accordance with booth allocation regulations. They will also take precedence in security deposit return by the organizer.

c). Application evaluation :

The organizer will invite exhibition design experts to form a screening committee.

The screening committee will evaluate exhibit proposals of applicants. The organizer reserves the right to approve or reject an application without contention.

c. Payment :

- a). Security deposit shall be delivered within 1 month after exhibitors are notified by the organizer on booth confirmation.

- b). After the person in charge of booth-tending on behalf of an exhibitor together with representatives of the organizer confirm that relevant exhibition regulations have been observed by the exhibitor without exception before 17:30 p.m. on the date of booth dismantling, the organizer will return to the exhibitor security deposit without interest within two months after the latter presents Exhibitor's Attendance Certificate.

- c). Please wire transfer security deposit to the following account:

Account Name: Taiwan Design Center

Bank: Taipei Fubon Bank, Nangang Branch

Account No. : 420-210-39291-1

- d). Please specify exhibitor name and the name of this exhibition when making wire

transfer. Exhibitor shall pay all expenses associated with wire transfer.

- e). Please stick the wire transfer receipt to a sheet (attachment 2) when making wire transfer. Please also specify exhibitor name, the account of payment for booth security deposit, unified business number (if available), or other documents or seals helpful to the organizer for its filing of expenses in addition to the name of this exhibition and the exhibit area at Nangang Exhibition Hall. All these information should be faxed to the organizer.

d. Order of booth allocation :

- a). Order of booth allocation will be made based on the rented booth size.
b). For exhibitors with identical booth size, the organizer will set the order by taking reference of the date of security deposit delivery. The one delivering security deposit the earliest will take precedence.

e. Booth allocation meetings :

- a). First round of booth allocation meeting will be held before the end of Aug., 2010 and the second round, Mar., 2011. Competent exhibitors will be informed 10 days before each meeting.
b). No exhibitor shall exchange, transfer or sublet a booth. Violators will be dealt with in accordance with item B of "Terms and Conditions of 2011 Taiwan International Design Expo (Nangang Exhibition Hall)" (attachment 1).

G. Decoration and Dismantling

- a. Preparation:** 7:00 a.m. – 18:00 p.m., Oct. 18 – 21, 2011
b. Exhibit Date: Oct. 22 – Nov. 4, 2011
c. Opening Hours: 10:00 a.m. – 18:00 p.m.
d. Dismantling:

Exhibits and decorations must be removed 7:00 a.m. – 17:00 p.m., Nov. 5, 2011.

H. The organizer reserves the right to amend this exhibitors' guide as it sees fit.

I. Contacts

2011 Design Expo Team (Taiwan Design Center)

Tel: +886-2-2655-8199(Op.)

Fax: +886-2-2655-8477 ; 886-2-2655-8228

Email : expo@2011idacongress.com Website: www.2011ida.com

Taiwan Design Website: www.boco.com.tw

3F., Bldg. G, 3-1 Park Street, Nangang Taipei 115, Taiwan

Application Form

2011 Taiwan International Design Expo

(Nangang Exhibition Hall)

Registration Number : _____ (Please leave it blank.)

Booth Number : _____ (Please leave it blank.)

※ Note

1. Please study carefully this Guide before filling this form.
2. First round application has set the deadline of June 30, 2010. Second round application: Application begins on July 1 and ends on Dec. 31, 2010.
3. The organizer will email successful applicants with an invitation to this exhibition. Please make sure that correct e-mail address is provided.
4. Please photocopy this form for your record.

General Information

Name: _____ Country: _____

Unified Business Code (if available): _____

Address: _____

Website: _____

CEO/President: _____

Contact Person: _____

Position: _____

Tel: _____ / _____

E-mail: _____ / _____

Application for Exhibit Area

We plan to rent booths at:

1. Country/City Exhibit Area 2. International Enterprises' Exhibit Area

3. International Organizations' Exhibit Areas 4. Design Players' Exhibit Area

※ Note :

- » Exhibitor can only select one exhibit area.
- » Should exhibitor fails to select an exhibit area, the organizer has the right to select one on its behalf.
- » The organizer reserves the right to unilaterally rearrange exhibition area and booths rented to exhibitor depending on actual situation of booth application.

Booth Application

_____ Booths (bare) are required

_____ Booths with basic decoration are required (a minimum of 2 booths).

※ Note

To provide additional benefit to international organizations and small design firms home and abroad, the organizer has set up “International Organizations’ Exhibit Area” (50 booths) and “Design Players’ Exhibit Area” (100 booths) with booths equipped with basic decoration. Basic decoration includes 500W basic power supply as well as backboard and display stands, which will be in agreement with color marking different exhibit area in order to present an overall visual effect.

Figure 1. Booth specs

Unit: Booth

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Design Players' Exhibit Area	200	100	2	100	2	4
Taiwan-Mainland China Exchange Exhibit Area	100	100	2	-	-	-

To the organizer (Taiwan Design Center):

We have read “Terms and Conditions of 2011 Taiwan International Design Expo (Nangang Exhibition Hall)” and agree to abide by them.

Company Seal :

Authorized Signature :

Company Name: _____ Date: _____

Please return the original copy to Taiwan Design Center and keep photocopy(s) of this form if necessary.

Terms and Conditions

2011 Taiwan International Design Expo (Nangang Exhibition Hall)

- A. The organizer reserves the right to change exhibit date and venue in the event of natural calamities or other uncontrollable circumstances. In such case, fees already delivered by an exhibitor to the organizer will still be used by the organizer on this project and no refund will be made. In all cases, contract between the organizer exhibitor and the organizer will remain in effect (The organizer will take alternatives under such circumstances).
- B. Withdrawal and cancellation :
 - a. Exhibitor withdrawing from the exhibition must complete “Withdrawal Application Form” and mail the original copy to the organizer. The withdrawal will take effect only after receipt of an official written notice of confirmation from the organizer. Withdrawal regulations are as follows:
 - a). For a withdrawal 7 days before booth allocation meeting, 20% of security deposit will be deducted by the organizer as compensation.
 - b).For a withdrawal after booth allocation meeting, the deposit will not be returned at all.
 - b. In the event that security deposit is not delivered before payment deadline, reserved booth will be cancelled.
 - c. No exhibitor shall transfer or sublet booths. Violator will be construed as having withdrawn from the exhibition and security deposits will not be returned.
- C. In case of contingencies requiring booth rearrangement, the organizer may negotiate with exhibitor and work out a rearrangement. However, the former reserves the right to unilaterally decide on such rearrangement.
- D. On-site retail sales is not permitted in this exhibition.
- E. The organizer reserves the right to approve or reject an application or make necessary rearrangement of booths based on exhibit proposal and past record of exhibitor.
- F. Exhibitor name is not permitted to alter without the approval of the organizer. Only approved exhibitor name can be displayed at the booths. Violator will be banned from participating in the next exhibition.
- G. Rented booths are not permitted to sublet, transfer, or put under a name other than the one

applied. This applies also to name change by contributor(s) of the exhibitor in question. If such violation occurs, the organizer, in addition to immediately retrieving the booths in question, will deny the right of the violator to exhibit. It will also ban the violator from taking part in the next exhibition.

- H. Information provided by exhibitor may be used by the organizer for publicity purposes. It is strictly prohibited for exhibitor to display items of plagiarism or in violation of patents and copy rights. Should there are items of display being involved in disputes over violation of trademarks, patents, and copy rights or in a process of lawsuit before and during the exhibition period, the exhibitor in question will be disqualified. The said exhibit has no right to contend such a decision by the organizer. If the organizer is implicated in lawsuits or suffers from any other forms of loss, the exhibitor in question shall take full legal responsibility and compensate for all losses of the organizer.
- I. Construction and decoration of booths are subject to the "General Provisions of the Taipei World Trade Center Regarding Decoration and Construction Rules of the Exhibition Halls."
- J. Application for water and electricity supply must be completed before Apr. 30, 2011. Electricity will not be provided if an application is not made in time.
- K. It is the exhibitor's responsibility to insure items of exhibit, display, and decoration during transit to and from the exhibition hall for the duration of the fair.
- L. Instances of items of exhibit, display and decoration blocking power distribution boxes, firefighting equipment, CO₂ detectors, signs, and other exhibition facilities are strictly prohibited. If a violator fails to take immediate remedial action after being notified by the organizer, the organizer will take action to redress it and the expenses shall be borne by the exhibitor in question.
- M. The organizer reserves the right to amend the above terms and conditions as it sees fit.



2011 Taiwan International Design Expo

(Nangang Exhibition Hall)

Confirmation on Security Deposit Return

We have read “Terms and Conditions of 2011 Taiwan International Design Expo (Nangang Exhibition Hall)” and agree to abide by them. (Please click it)

Name			
Unified Business Code			
Contact		Telephone/ Mobile phone	
_____ booths required at _____ Exhibit Area Security deposit : NT\$ 50,000 (US\$645) per booth with the total amount of NT\$ _____ or US\$ _____. (Exhibitor shall pay all expenses associated with wire transfer.)			
Account name		Branch	
Bank name			
Account No.			
※ Please provide account information correctly to ensure safe security deposit return by the organizer. If there is any alteration, please inform to the organizer immediately.			
Please stick copy of wire transfer receipt here.			

※ Please fax the filled attachment 2 to **2011 Design Expo Team** (Taiwan Design enter) after being notified by the organizer confirmation on booth. Fax: 886-2-2655-8477 ; 886-2-2655-8228