

TAIPEI GAME SHOW 2021

B2C Zone Booth Application Method

- **DATE**
January 28th-31th
- **Target Attendees**
Open to the general public and gamers
- **Exhibiting Category**
PC Online Games / Mobile Games / Console Games / Arcade Games / Game Streaming Platforms / Board Games / eSports Tournament & Equipment / Entertainment Peripherals / Anime Figures and Toys / Game Design Course
- **Location**
Taipei Nangang Exhibition Center, Hall 1 (No.1, Jingmao 2nd Rd., Nangang District, Taipei City, Taiwan)
- **Organizer**
Taipei Computer Association (TCA) <https://www.tca.org.tw>
- **Booth Fee** (Booth fees and deposit shall be paid in advance at the time the applications are submitted)

USD\$2,200 / per booth (VAT is included)	<p>Each booth space is 9 square meter (3Mx3M). Booth Fee includes raw space and essential power supply of 500W; booth compartments, Internet/ WIFI service and basic equipment are NOT included.</p> <p>※Deposit: Deposit per booth is US\$400. The deposit shall be fully returned if there is no violation against any laws and regulations during the exhibition.</p>
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【 Notice 】 Booth fee varies under following circumstances: (VAT included)

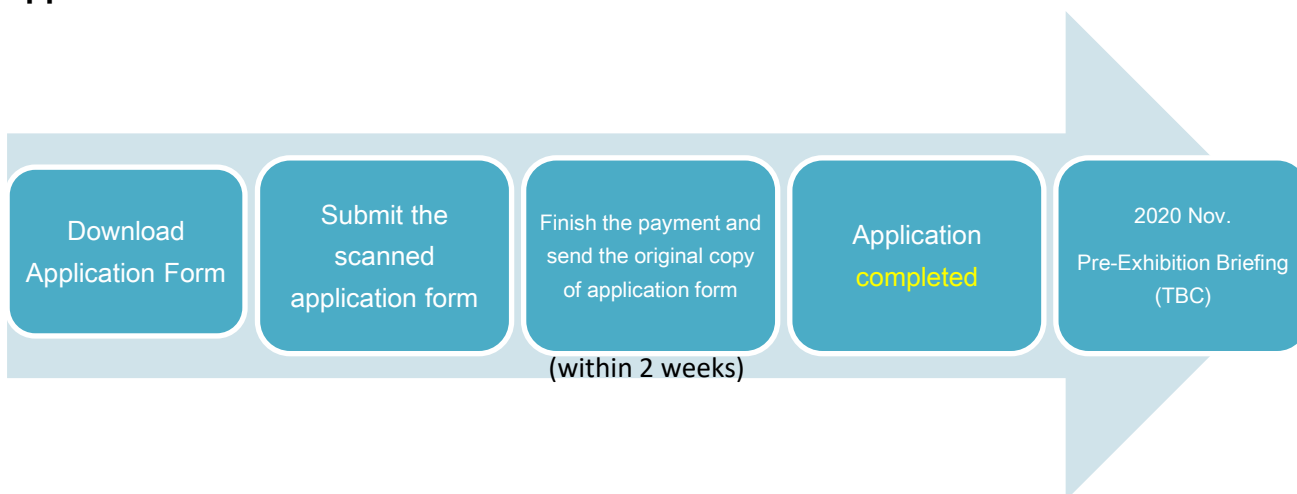
	Booth Condition	Adjusted Fee(US)
1	Column in a booth space	- USD\$400(per booth)
2	Booth space adjacent to 6-meter (and over) wide hallway	+ USD\$200(per booth)

Other costs (e.g. building second-story booth, construction exceeding 4 meters, overtime cost, etc.) may be added according to regulations of booth constructions and decorations. (The terms of regulation will be written in the Exhibitor's Manual.)

※Any surcharge or relief applied shall be directly deducted/returned from/to the deposit.

- **Application Period**
Registration will be closed on **2020/9/30** or when the applications are full.

➤ **Application Method**



➤ **How to Apply**

1. Download the exhibition statement and application form on our official website (<https://tgs.tca.org.tw>)
2. Fill out the application form and submit the scanned copy with your signature and company stamp, along with all the required documents to sunny_chen@mail.tca.org.tw.
3. Mail the original copy of the application form with your signature and company stamp, and finish the payment of the booth fee and deposit. The date when the organizer receives the full payment will be the date of the application completion.

➤ **Application Requirements**

Items	Description
Application Form & Exhibitor Statement	Download the application form from our official website. Complete the form with signature and company stamp, and submit to the Organizer.
Booth Fee	Deliver the full payment to the Organizer by remittance.
Deposit	Deposit per booth is US\$ 400 . The deposit shall be fully returned if there is no violation against any laws and regulations during the exhibition. Deposit is accepted by remittance only.
Promotion Materials	<ul style="list-style-type: none"> ● The LOGO file (ai & jpg) should be provided by exhibitor and the CI guidelines if needed. ● For any specification or terms of using company/brand name, should be advised by mail in advance.

【Note】

1. The Organizer reserves the right to reject any application that may be inappropriate for the exhibition theme or may jeopardize exhibition Image.
2. Remittance Info:
Beneficiary Name: TAIPEI COMPUTER ASSOCIATION
Beneficiary Bank : FIRST COMMERCIAL BANK
Branch of Bank : PATEH BRANCH
A/C No.(USD) : 148-40-001581
A/C No.(NTD) : 148-10-050575
BANK SWIFT : FCBKTWTP
Bank Address : NO,111 SEC. 1 TUN HWA S. ROAD TAIPEI TAIWAN R.O.C
3. Do kindly note that the prices listed above do not include interbank fees. Full payment and deposit are required.

➤ **Assignment Of Booth(s)**

The planning of exhibition floor is subject to the Organizer. The Organizer reserves the right to adjust the booth scale according to the space capacity and the right of final decision on the allocation of exhibiting booths.

➤ **Cancellation And Refunds**

1. For any cancellation, the Organizer must be notified by formal letter via registered post. If not, cancellation and refunds will not be preceded.
2. Should the cancellation be notified one month prior to the Pre-Exhibition Briefing, the Organizer shall charge the deposit and part of the booth fee (US\$400 per booth) as the promotion fund for exhibition.
3. Should the cancellation be notified within one month or after the Pre-Exhibition Briefing, all the payment and deposit will not be returned.
4. Application that fails to meet the payment and deposit deadline will not be accepted. The reserved booth(s) shall be cancelled and the Organizer reserves the right for allocation.

➤ **Notice**

1. Should the exhibitor require additional booth(s), please notify the Organizer via e-mail or phone call in advance. And complete “Additional Booth Application Form” and the payment accordingly. The order of application proceeding is subject to the receiving date of the payment.
2. The Organizer will hold the Pre-Exhibition Briefing on early November 2020 (TBC). Exhibitors are subject to attend the meeting. Booth allocation shall be confirmed during the meeting. “Exhibitor’s Manual” regarding details of exhibiting operation shall be provided to exhibitors as reference.
3. Resales or transferred of booth is forfeited. The Organizer reserves the right to cancel the exhibitors participation space.
4. Booth set-up and showcase must abide by the latest version of “[Rules Governing Decoration of the Event Venue](#)” of Taiwan External Trade Development Council.
5. The exhibitor(s) shall complete and apply the “exhibition partner application” in case of any third-party partner(s) is needed to showcase. The organizer reserves the right to forbid the partner(s) to enter the exhibition hall if fail to apply. And in order to protect the rights and interests of exhibitors, partners are prohibited from selling service or products during the exhibition date.
6. According to Taiwan External Trade Development Council, activities conducted at Taipei World Trade Center are subject to public occasions. Any music, music video, or music television played at the venue must be legally authorized, otherwise shall be considered copyright violation.
7. It is suggested to take out insurance on asset and burglary during the exhibition period (inclusive of set-up and move-out time). Damage, theft, and burglary occur during the exhibition is at exhibitor’s own risk. The Organizer reserves the right for amendment and supplement, and further announcement shall be public on TGS official website. (<http://tgs.tca.org.tw>)
8. The Organizer reserves the right to modify, postpone or cancel the event if natural disasters or events, which could not have been foreseen or controlled by any party, such as strikes, fires, epidemics, wars, etc. occur. Exhibitors have the right to retain the booth to the next Taipei Game Show. The Organizer will refund the balance and deposit to applied exhibitors after deducting a 20% paid booth fee for expenses of printed literature. Under no circumstances will the Organizer be held responsible or liable in any way for any claims, damages, losses, expenses, costs or liabilities.

➤ **Contacts**

Taipei Computer Association

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2021 Taipei Game Show

B2C ZONE Application Method Appendix

(2019.05.10 revised)

I. Booth Construction Precautions

(1) Exhibition Information

- A. **Move-in Time : 2021/1/26-27**
- B. **Exhibition Time : 2021/2/28-31**
- C. **Move-out Time : 2021/2/1**

(2) Floor Plan Review

- A. Aisle-facing booth cannot have any continuous enclosing walls longer than 9 meters or 50% of the length of the booth along the aisle. Exhibitors will be fined NT\$30,000 for each case of violations if the exhibitor does not correct the violation immediately after being notified.
- B. For the safety reasons, TGS needs to review exhibitors' booth designs and floor plans in advance to verify that exhibitors leave enough space between their booth walls/stages and the aisles. Exhibitors with 6 adjoining booths need to submit their booth designs and floor plans

(3) In-Booth Stages and Audio Equipment

- A. The edge of the stage should maintain 2 meter clearance from the aisle boundary and exhibitor should leave at least one-third of stage space for audience spectatory. Exhibitor who fails to meet the requirement will be fined with double the booth rate of its stage space.
- B. Exhibitors who need to set up a stage or audio equipment should submit application to the Organizer and NTD100,000 as deposit to the Organizer.

(4) Pillar Covering and Decoration Guidelines

- A. Exhibitors who need to decorate or cover building pillars within their booths or near the aisles should submit their application to the Organizer before the specified deadline. The decoration structure should not be thicker than 30 centimeters or taller than 4 meters.
- B. Exhibitors can only utilize pillar within their booths. Pillars outside exhibitor booths can only be used by the Organizer. Pillar decoration should not cover any fire safety equipment, electrical boxes, ventilation, air detectors, and other sensors. Exhibitors should ask their contractors to strictly comply with these guidelines. Exhibitors will be fined NT\$10,000 for each case of such violations not corrected immediately after being notified. In addition, exhibitors shall be responsible for any tickets issued by fire marshals or the local fire department due to such violations.
- C. Exhibitors with the need to cover or decorate building pillars should submit the application to the Organizer. Exhibitors should also follow the rules in Clause 17, Section 3 of TWTC General Decoration Guidelines for Exhibition Halls.

(5) Ultra-high Structures

- A. The maximum height for each booth is 2.5 meters (including exhibits and booth partitions). The maximum height for all signs and logos is 4 meters with 0.5 meter clearance to the boundary of the neighboring booth. Ultra-high structures are only

allowed for exhibitors with 4 or more adjoining booths. The maximum height for each ultra-high structure is 6 meters, with 1 meter clearance to the aisle boundary. The ultra-high structure should maintain 1 meter clearance to the boundary of the neighboring booth, and the back side of the wall must be finished. Prior written agreement of the neighboring exhibitor is required if such clearance cannot be maintained.

- B. Ultra-high structures will be charged NT\$100,000 per unit (18 square meters) on the floor plan. If the area is more than 1 unit, the fee is calculated as the total area (in square meters) of the structure on the floor plan divided by 18 (1 unit), multiplied by NT\$100,000. If the area is less than 1 unit, it is still charged for NT\$100,000.
- C. Exhibitors who need ultra-high structures in their booths should submit the "Ultra-High Structure Application Form," "Ultra-High Structure Affidavit," "Ultra-High Structure Architect Affidavit," as well as copies of public liability & third-party liability insurance policies, plus structure designs & floor plans to the Organizer.

(6) Two-Story Booth Installation

- A. Only exhibitors with 4 or more adjoining booths are allowed to build two-story exhibits. The second level is for business meetings only and cannot be used for storage, displays, or other purposes. The maximum height of the flooring of the second level is 2.5 meters from the ground. The maximum total height of the entire structure is 4 meters. Protective sides, at least 90-150 centimeters tall, should be set up around the second level. The total flooring area of the second level (including stairs) cannot exceed 70% of the ground area. If the area over 100 square meters, exhibitors should get the permission for special decorations from the management unit and need on-site supervisions. The fee is charged by the total area of the second level, at half the rate of the ground level.
- B. Exhibitors who need two-story exhibits should submit the application as well as copies of public liability & third-party liability insurance policies, plus structure designs & floor plans to the Organizer for TWTC's approval before construction.

(7) Balloons Hanging within Booths

- A. Hanging balloons are only allowed within booths and must be fixed so as to prevent them from floating around. For large advertising balloons, the maximum height from the ground to the top of the balloons is 5 meters. For small decorative balloons, the maximum height is 4 meters. When the show closes, exhibitors should remove any balloons floating on the ceiling or any strings hanging from the ceiling pipes in their booths before moving out. Exhibitors will be fined NT\$10,000 for each remaining balloon or hanging string after they move out. Exhibitors shall be solely responsible for any loss or damage caused by accidents arising from their hanging balloons.
- B. Exhibitors who need hanging balloons in their booths should submit the application to the Organizer for approval and deposit by the rules in advance.

(8) Truss Hanging Equipment

- A. Truss hanging construction at 4th floor is acceptable. Exhibitors who need truss hanging equipment in their booths should submit the application to the Organizer for approval.
- B. Follow the [Truss Hanging Equipment Work Guidelines](#), exhibitors should send the requirement documents with all laws and regulations of the relevant authority

regarding construction, fire safety and occupational health and safety, as well as all related regulations and guidelines formulated by TAITRA.

C. Truss hanging will be charged NT\$10,000 per point on the hanging point plan.

(9) Water and Electricity

A. Each booth comes standard with 500 watts of power (110V) free of charge. Application is required separately with fees for additional wattage, 220V power supply, or water supply. Any electricity connection without approval is prohibited and will be cut once found.

B. 220V power will be supplied in the afternoon of the last day of move-in. Any other power requirement should be apply in advance and the related cost will be solely response for exhibitor.

C. Power supply will be open from 09:00-18:00 during the show date. Any other requirement of power supply (including 24hr electricity supply) should be apply in advance and the related cost will be solely response for exhibitor.

(10) Fire Safety Guidelines

A. Per fire safety guidelines of Taipei City Government, exhibitors should place at least two fire extinguishers in their booths. Larger booths will need more fire extinguishers, which should be placed at easily accessible locations to help protect the safety of the venue.

B. For safety reasons, all organizers of large events should submit evacuation plans. Accordingly, exhibitors with 30 or more adjoining booths should have their in-booth evacuation plans ready and submit their floor plans with markings of evacuation routes for their booths to the Organizer so that the Organizer can create the overall evacuation plan for the entire event.

(11) Liability Insurance

A. To ensure the security of exhibitor personnel and property, public liability insurance, third-party liability insurance, and engineering insurance are required for all exhibitors and contractors. In addition, exhibitors may also need property insurance, fire insurance, theft insurance, and water damage insurance in pace or have someone overwatching the exhibits as well as the installation or engineering work to prevent loss or damage.

Exhibitors or contractors shall be solely responsible for any injury or damage arising from the process of installation and transportation, or negligence and violation of TGS's rules and policies.

B. Exhibitors are required to provide details (including the insurers and policy numbers) of their public liability insurance and third-person liability insurance policies.

(12) Other Booth Installation/Decoration Precautions

A. Any in-booth structures must be secure and stable. Exhibitors will be fined NT\$100,000 for each case of collapsing structures, deducted from the exhibitors' deposits. Exhibitors will be solely responsible for any injury, loss, or damage caused by such accidents.

B. Exhibitors should be liable for any damage to exhibit hall facilities or neighboring exhibits arising out of the installation process or due to their intentional or unintentional acts, causing other exhibitors unable to exhibit in part or whole.

C. Exhibitors' booth designs, structures, and decoration, as well as in-booth activities, should comply with public safety guidelines to protect attendees' lives and property. Any death or personal injury, or property damage of booth attendees shall be the sole

responsibility of exhibitors. The Organizer will not be responsible.

- D. Per TWTC's guidelines, exhibitors should use energy-saving lighting to help with the government's efforts in reducing carbon footprints to mitigate global warming. TWTC will patrol the exhibit floor to see if this guideline is followed and issue tickets for any violations. All lights shall face downward, to prevent anything falling on them from burning due to the high heat.
- E. Booth installation/decoration should follow the latest version of "TWTC General Guidelines for Exhibit Booth Installation/Decoration." Exhibitors shall be responsible for subsequences arising from any violations. For details, please visit TWTC's website: <http://www.twtc.com.tw>.

II. Precautions during the Show

- (1) Exhibitor should sign its company name as the application using sign or other methods otherwise will be deemed as reselling and the deposit will be fully confiscated per Exhibition Rules.
- (2) Stage Activities and Audio Speaker Guidelines
The volume level must be kept below 85 dB at all times. (It must be set up properly and fixed at a certain level before the show starts). Two neighboring booths cannot hold stage activities or use audio speakers at the same time. Per TWTC's guidelines, if the noise level is impacting other exhibitors, exhibitors will be fined and their rights to exhibit will be terminated. Any case of violations will be handled in three stages as followed: warning, ticketing (maximum NTD\$20,000 per ticket) and power-cut-off.
- (3) Exhibitors' displays shall be confined within their booths. Exhibitors shall not set up any product displays or promotional materials outside their booths, such as public areas, building walls, or pillars. Exhibitor staff distributing flyers, souvenirs, or conducting any promotional activities shall not do so in other exhibitors' booths or in public areas such as aisles and exits, which may impact neighboring exhibitors. Any violation will be fined for NTD\$10,000 per report.
- (4) If overtime is needed during the show, exhibitors should submit the Application Form to the Organizer by 15:00 on the same day at the information desk and will be charged overtime fees. Overtime fees will be apportioned by applied exhibitors in the same area base on the proportion of its booth scale.
- (5) Game Software Rating Guidelines
 - A. All games on display must receive a rating per "Game Software Rating Management Regulations" of Taiwan. Exhibitors shall put up prominent rating signs in their booths or on the items being displayed.
 - B. R-rated games should be displayed in a separate area with prominent warnings showing that they are for age 18 and above only. This must be enforced with proper measures such as ID verification before attendees can be allowed to enter.
 - C. To create positive impressions on the general public for the gaming industry, the outfits and stage activities of show girls should feature healthy themes and images and in accordance with the requirements of "Game Software Rating Management Regulations." Displaying or distributing any materials violating public decency shall be strictly prohibited.

- (6) Exhibitors shall observe intellectual property rights by not getting involved in trademark or music copyright infringement. All music played in TWTC must be authorized for public use. Exhibitors shall be solely responsible for any infringement arising out the public use of music in the exhibition hall. Any violation against the law and regulation will be fully and solely responsible to the exhibitor.
- (7) Per requests of Taipei City Revenue Service, exhibitors should issue an invoice or receipt for each transaction they make. TGS will submit the exhibitor list to Nangang Branch of Taipei City Revenue Service to help with their on-site auditing.

III. Other Precautions.

- (1) For show management purposes, exhibitor-invited partners for co-op promotions or activities, such as game developers not directly invited by the Organizer, shall submit the Partner Registration Form to the Organizer via respective exhibitors. Exhibit partners failing to do so shall not participate in any exhibit activities. To protect the rights of all exhibitors, the Organizer has the right to terminate such activities in or around the exhibit hall during the show (if found) and restrict their entry into the hall.
- (2) Exhibit partners should follow respective guidelines. The Organizer has the right to terminate their activities if any violations are found, notified, and not corrected immediately. The inviting exhibitors shall be responsible for any consequences thereof. The Organizer will issue a warning for the first violation. Any subsequent violations will be fined NT\$10,000 for each case.
- (3) The entire fines listed in the appendix are pre-taxed and tax will be calculated additionally.