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台北市進出口商業同業公會
Importers and Exporters Association of Taipei

2019 年國際酒類產品貿易推廣會

International Wine and Liquor Promotion 2019

參展酒商規範

Exhibition Rules and Regulations

非常歡迎各位酒商參與由經濟部國際貿易局指導、台北市進出口商業同業公會所主辦之「2019 年國際酒類產品貿易推廣會」。為維護雙方權利義務，請詳讀以下事項，並確實配合遵守。

The organizer extends its warmest welcome to all exhibitors of the "International Wine and Liquor Promotion 2018" held by the Importers and Exporters Association of Taipei under the auspices of the Bureau of Foreign Trade. For the protection of their rights and interests, all parties concerned are advised to read carefully the terms and conditions set forth below.

1. 活動名稱：「2019 年國際酒類產品貿易推廣會」

地點：台北君悅飯店 3 樓凱悅廳全區

地址：台北市信義區松壽路 2 號 3 樓

時間：2019 年 10 月 7 日(星期一) 08:00-16:30

主辦單位：台北市進出口商業同業公會

活動時間：

- 07:00 -10:30** 場佈、花藝佈置 (本會、裝潢公司、花藝公司等工作人員進場)
- 09:00 -10:30** 參展酒商及設攤駐台辦事處進場佈展
- 10:30 -11:00** 開幕儀式
- 11:00 -16:00** 「2019 年國際酒類產品貿易推廣會」正式開始
- ☆☆☆世界美食 Happy Hour 同期展演☆☆☆**
- 16:00 -16:30** 撤場

Event: International Wine and Liquor Promotion 2019

Venue: Grand Ballroom, Level 3, Grand Hyatt, Taipei

Address : No. 2, Songshou Rd., Xinyi Dist., Taipei City

Date and time: October 7th 2019(Monday), 08:00 to 16:30

Organizer: Importers and Exporters Association of Taipei

Schedule:

- 07:00 -10:30** Installation (Move-in for IEAT, decoration and flower arrangement contractors)
- 09:00 -10:30** Move-in for Trade Representatives personnel and exhibitors
- 10:30 -11:00** Opening Ceremony
- 11:00 -16:00** 2019 International Wine and Liquor Promotion Fair
- Special Event "Happy Hour with International Food"**
- 16:00 -16:30** Dismantling

2. 鑑於菸酒屬特殊商品，政府亦制定「菸酒管理法」等相關法規管理，本活動參展廠商以取得政府相關許可執照之酒商/海外酒莊為限。同一參展酒商不得向一家以上駐台辦事處報名參展，且僅能展出單一國家的葡萄酒、烈酒、含酒精之酒類。



In accordance with the Tobacco and Alcohol Administration regulations, only licensed companies are eligible for exhibiting in this event. **Each exhibitor can register for only one booth and exhibit wine and liquor items from only one country.**

3. 為維護活動品質，主辦單位擬收取每家參展酒商新台幣 5,000 元保證金，俟酒商報名完成後且確實於活動當日出席活動並完成酒品展出，將於活動結束後當日無息返還。有關違反規定沒收保證金之相關情事，詳如本規範第 14 條規定說明。

Exhibitor is required to pay a non-interest bearing deposit of NT\$5,000 upon registration. The bearing deposit will be returned at the end of the show after the exhibitor has participated in the event, showcasing their wines and liquor products. Please refer to item 14 of Exhibition Rules and Regulations on forfeiture of deposit.

4. 因活動場地夜間時段另有活動租用，請參展酒商務必配合撤展時間，於 16 時 30 分前復原場地。The Exhibitor is required to observe dismantling time and return exhibit space to prior installation condition by 16:30 for use by subsequent events.

5. 整體規劃由主辦單位統籌並免費提供活動場地及裝潢佈置，參展酒商係以國家別作為攤位規劃依據，完整場地圖俟規劃完畢後另行提供。

The Organizer will coordinate event organization and provide the free use and decoration of the event area while the Exhibitor will make arrangements for the assigned booth. The complete floor plan will be distributed after finalization.

6. 參展酒商請勿自行於會場內設置看板、立牌，以免影響現場動線及其他參展酒商權益。The Exhibitor is requested not to set up their own display boards or stands to prevent the obstruction of traffic flow and the infringement of the rights of other exhibitors.

7. 主辦單位將提供每一參展酒商展示桌 1 張(長 180 公分×寬 75 公分×高 75 公分)、2 張椅子、桌布、桌牌、酒杯、吐酒桶、礦泉水、每桌 4 籃麵包。

The Organizer will provide the Exhibitor with one counter desk (180cm × 75cm × 75cm), two chairs, table cloth, desk plate, tasting glasses, spit bucket, mineral water, and 4 bread baskets.

8. 參展酒商請自行準備參展酒品、開瓶器，並負擔其費用。因飯店規定不得攜帶外食入場，參展酒商若需準備搭配酒品之點心如乳酪等，請統一透過主辦單位轉台北君悅酒店辦理，相關費用請參展酒商自行負擔。

The Exhibitor will provide their own wine exhibits, wine openers, and bear all costs and expenses incurred. In accordance with hotel rules prohibiting outside food and drinks in the exhibition hall, exhibitors that require appetizers such as cheese should inform the Organizer for the necessary arrangements to be made through Grand Hyatt Hotel, and bear all such costs incurred.

9. 台北君悅酒店提供之停車券將由主辦單位平均分配予參展酒商使用，時數及張數有限，不足部分請參展酒商自行負擔。

Free parking is provided by Grand Hyatt Taipei Hotel and free parking coupons will be allocated by the Organizer to exhibitors. Given limited availability of free parking, additional parking costs incurred will be borne by the Exhibitor.



10. 鑒於過去幾屆飯店發現有酒杯短少之情事，請參展酒商不要領取超過 5 個乾淨酒杯放置在攤位上供客人換杯使用，並請參展酒商協助叮嚀試飲客人至出口處歸還酒杯。

The Exhibitor is allowed up to five clean tasting glasses per booth, and is advised to remind guests to return glasses after use at the exit, in consideration of the loss of glasses reported by the hotel in previous years upon event completion.

11. 活動現場可接受訂單，亦開放零售。

The Exhibitor may take orders or conduct sales on the spot.

12. 主辦單位將邀請所屬之會員廠商、非會員廠商、中小企業負責人、進出口酒商、餐飲業者、通路業者、酒類愛好者等蒞臨參觀試飲。

The Organizer will issue invitations for attendance and wine-tasting to member companies, non-member companies, SME proprietors, wine dealers, companies in the food and beverage industry, distributors and wine connoisseurs.

13. 歡迎參展酒商自行邀請相關人士參加本活動；惟為維護現場秩序，請各參展酒商告知邀請對象務必先行至主辦單位網站進行線上登記作業(線上登記網址、開放時間將另行通知)，並於活動當天依規定完成報到程序。當天未配戴識別證者，恕無法進入會場，請各參展酒商確實配合。

The Exhibitor is free to invite guests to the exhibition. To maintain order inside the event room, the Exhibitor is advised to remind their guests to register online (at a website to be announced) and report to the registration desk upon arrival. Please note that participants without ID badges will not be allowed entry to the exhibit space.

14. 參展酒商若違反下述 3 項規定，主辦單位將沒收其繳交之保證金：

- (1) 參展酒商應獲政府相關許可執照或為海外酒莊，方得報名參展
- (2) 於活動當日上午 10 時 00 分前完成佈展，並於 16 時至 16 時 30 分內準時撤展
- (3) 會場內不得設置看板、背板海報、立牌，以避免影響會場視線及動線

Exhibitor's deposit will be forfeited if the Exhibitor fails to comply with any of the following terms and conditions:

- (1) The Exhibitor must be a foreign wine company or possess a permit license under the Tobacco and Alcohol Administration regulations
- (2) The Exhibitor must install booth before 10:00 on day of event (October 7th, 2019), and dismantle booth according to the specified time frame of 16:00 to 16:30.
- (3) The Exhibitor must not set up display boards or stands which will obstruct traffic or the general view of other exhibits.

15. 本活動因不可抗力之特殊原因無法執行時，主辦單位有權決定取消、終止、修改或暫停。

The Organizer reserves the right to cancel, terminate, change or suspend the exhibition due to unforeseen circumstances.

16. 參加本活動之酒商承認本規定之效力，如有未盡事宜，主辦單位保留修改、終止、變更活動內容細節之權利，且不另行通知。

The Exhibitor agrees that the exhibition rules are legally binding and the Organizer reserves the right to amend, terminate or make changes to event details without further notice.



17. 如有任何疑問，歡迎逕洽台北市進出口商業同業公會歐美業務組陳可真專員，電話：02-2581-3521 分機 513。

For further queries please contact Ms. Nicolle Chen at Tel: 02-2581-3521 Ext. 513

本公司已詳閱並同意遵守本參展酒商規範：

I have read and agreed to the terms of Exhibition rules

公司印鑑章及負責人簽名(Company Seal & President's Signature)

日期 Date

公司名稱(Company Name)：

負責人(President)：

Tel：

E-mail：

請於 5 月 17 日(五)前完成以下事項，以完成報名手續(缺一不可)，逾期將自動取消參展保留資格：

1. 線上報名表格填寫 <https://forms.gle/t5wwZqRVJvKQZsNy8>
2. 簽名及用印後的此頁規範書(僅需列印本頁)
3. 保證金新台幣 5,000 元現金或禁止背書轉讓支票乙張(抬頭：台北市進出口商業同業公會)

※第 1 項線上報名表請於 5 月 17 日前完成，逾期將無法填寫，請留意。

※第 2 及第 3 項報名資料，請郵寄至：104 台北市中山區松江路 350 號 5 樓 陳專員

Please complete registration by providing below documents to the Importers and Exporters Association of Taipei before May 17th, 2019 or the reservation of the space will be canceled automatically.:

1. Online Registration form <https://forms.gle/t5wwZqRVJvKQZsNy8>
2. This page with the signature and company seal
3. Deposit of NT\$5,000 either by cash or check

※ Please finish the online registration form by May 17th

※ Please submit the rules and regulations and the deposit to Ms. Nicolle Chen by post.

Add: 5F., No. 350, Songjiang Rd., Zhongshan Dist., Taipei City 104