

# 2024 Kaohsiung



# International Travel Fair

高雄市旅行公會國際旅展

## INTRODUCTION & EXHIBITOR'S GUIDE

### 參 展 書

5/24 FRI. 5/27 MON.

Kaohsiung Exhibition Center  
高雄展覽館



## Foreword

### The Greatest Travel Event in Southern Taiwan!

Don't miss this opportunity to show travel products on the best display platform!

Kaohsiung Association of Travel Agents (KATA) will hold the annual Kaohsiung International Travel Fair (KTF) on May 24 ~ 27, 2024. Ever since 2001, KTF has been the greatest travel event in Southern Taiwan, attracting over 300,000 visitors each year to come here to strive for buying a variety of travel products, and creating enormous travel benefits.

KTF 2024 is absolutely a wonderful display and trading platform, providing over 700 exhibition booths for local and foreign tourist institutions, Taiwan Tourism Bureau, different tourism bureaus and the related industries in Mainland China, Tourism Bureaus of local county and city governments, airlines, travel agents, hotels, resorts, hostels, spa runners, theme parks, cruises, high speed railway, travel magazines and travel-related industries. This is a grand travel event of the largest size in Southern Taiwan. You absolutely should not miss this opportunity!

KTF 2024 will be held at Kaohsiung Exhibition Center (KEC) on May 24 ~ 27, 2024. During the exhibition period, not only travel-related products are marketed in the venue, there are also Travel Market promoting the sightseeing spots in Taiwan and Mainland China, launch of new products, promotion of charity activities, and relief to underprivileged institutions. The Stage Area even offers marvelous performance to get major media coverage and attract throngs of visitors to come to the venue. Exhibitors can also make good use of the stage to increase exposure of their brands. Visitors can take part in different kinds of activities to acquire the latest travel information, special-offer products and trendy information. KTF facilitates the exchange of ideas among industries and focuses on marketing of travel products, with the aim to achieve the greatest benefits for exhibitors.

Over the years, the KTF held by KATA has always been the best platform for travelers of Southern Taiwan to look for travel products. And in the eyes of all exhibitors, KTF is the most effective promotion fair. Extending the fame of excellent quality for over a decade, and under the professional division of labor among all directors and supervisors of the 26th KATA, we believe that KTF 2024 must be once again praised by all participating exhibitors, achieve a win-win situation, and create numerous business opportunities for the travel industry of Southern Taiwan. Finally, we once again would like to let you know that “you're always welcome to Kaohsiung International Travel Fair (KTF) of Kaohsiung Association of Travel Agents (KATA) on May 24 ~ 27.”

**Tsai Tsung-Yu**

Chairman

Kaohsiung International Travel Fair (KTF)

Kaohsiung Association of Travel Agents (KATA)

CEO of KTF, KATA: Lin Ming Lung

Directed by: Kaohsiung City Government

Sponsored by: Tourism Bureau

Ministry of Transportation and Communications

Organized by: Kaohsiung Association of Travel Agents (KATA)

## Index

**1** Foreword

**2** Index

**3** Basic Information – Organizer Profile and Exhibition Affairs

**6** Participation in KTF

**8** Specifications, Rent and Equipment of Booth

**9** Exhibition Agreement of Kaohsiung International Travel Fair (KTF)

**11** Sign Up Form for Exhibition in KTF

**12** Floor Plan

**13** Geographical Location of Kaohsiung Exhibition Center

## Basic Information - Organizer Profile and Exhibition Affairs

### I. Organizer of KTF :

Kaohsiung Association of Travel Agents (KATA)

Address: (801) 5F, No.167, Shihjhong 1st Road, Cianjin District, Kaohsiung City, Taiwan

TEL: (07) 241-3881

FAX: (07) 201-0539

e-mail: kata.org@gmail.com

Website: <http://www.ktf.org.tw>

### II. Venue of KTF

Kaohsiung Exhibition Center

Address: No.39, Chenggong 2nd Road, Qianzhen District, Kaohsiung 806, Taiwan

### III. Date and Time of KTF :

May 24 ~ 27, 2024. (Fri. ~ Mon.)

10:00 AM ~ 18:00 PM

### IV. Release Date of Online KTF News

Dec 1, 2023 ~ May 27, 2024

Website: <http://www.ktf.org.tw>

Latest news of KTF will be regularly released on the official website of KATA.

### V. Qualifications of Exhibitor

1. Domestic and foreign travel institutions, Taiwan Tourism Bureau, different tourism bureaus and the related industries in Mainland China, tourism bureaus of local county and city governments, airlines, travel agents, hotels, resorts, hostels, SPA runners, theme parks, as well as cruise, railways, coach and car rental companies, gourmet gifts, publishers of travel magazines and publication, and other travel-related industries.

2. Attached Documents:

(1) Legal registration certificate or document

A. Enterprises in the travel industry, international tourist hotel and local tourist hotel industries, and tourism and travel industry should attach their licenses issued by competent authorities.

B. Enterprises in the hotel and hostel industries should attach their Registration Certificates issued by their local governments.

C. Other institutions should attach their certifying documents of “company registration” or “business registration.”

※ Please visit “Commerce Industrial Services Portal, Ministry of Economic Affairs, R.O.C.” and click on Checking of Commerce Industrial Registration Information → Download the (company or business)

registration information of your unit.

Website: <http://gcis.nat.gov.tw>

※ Members of Kaohsiung Association of Travel Agents (KATA) are not required to attach the above certifying documents.

(2) Standardized Contract

A. Any sale of vouchers, accommodation vouchers, spa vouchers or meal vouchers by exhibitors during the exhibition period of KTF should meet the related regulations of “Must and Must-Not Indicated Items on Standardized Contracts of Merchandise (Service) Vouchers Offered by Tourism and Hotel Industries.” Upon sign up for KTF, please attach the photocopies of the vouchers for sale for reference.

B. According to the regulations promulgated by Tourism Bureau, Ministry of Transportation and Communications on Jan. 14, 2010, the issue of vouchers thenceforward by the tourism and travel industry is limited to enterprises of the tourist hotel industry only, with the purpose to prevent any disputes caused by any inconsistency between the voucher issuing parties and the service providers. When an enterprise authorizes a third party for sale of its vouchers, the vouchers should be specified with the name and the authorized selling period of the third party as well as the reference number of the approval document issued by the competent authority, so as to protect the rights and benefits of consumers.

3. Those enterprises being reported as unqualified enterprises by Consumers' Foundation shall be rejected to sign up for KTF.

Notes:

1. Name of exhibitor: After sign up, exhibitors shall not apply for changing the name of the original sign up unit, regardless of any reason. Each booth can only indicate the original unit name upon sign up for KTF. If there is any violation found, Kaohsiung Association of Travel Agents (KATA) shall immediately reject the enterprise to participate in KTF.
2. Examination of information of exhibition applicants: Exhibition applicants have to fax the photocopies of the required documents to The Secretariat, Kaohsiung International Travel Fair (KTF), Kaohsiung Association of Travel Agents at Fax No. (07)201-0539 within 7 days after sign up. The sign up procedures are not completed until the Organizer has approved the application.

## **VI. KTF Manual and Service Application :**

Related regulations and details of KTF exhibitors and venue decoration, as well as the information provision and service application of exhibitors (including the sub-lease units) are recorded in the KTF Manual. KTF Manual will be posted on KTF website as from Dec 1, 2023 for exhibition applicants to download it.

## **VII. Contact Way :**

The main contact way of KTF is via emails. When filling in the Sign Up Form of KTF, exhibition applicants have to provide the email address of the main contact person. Should there be any information change of the main contact person, please inform the Organizer by writing and phone for revising the relevant information in order not to let exhibitors miss the relevant information and affect their rights and benefits.

## **VIII. Exclusive Rights and Benefits for Exhibitors :**

Participation or attendance of the following open activities for free:

1. Product presentation: Exhibitors can rent from the Organizer the Multifunction Hall to hold product presentation and promotion so as to achieve the greatest effect of participation in KTF. Having applied for use of this Hall, exhibitors can introduce to consumers their travel products, letting them thoroughly understand the contents of products and achieving the goal of product promotion in participating in KTF.
2. Programs performed on the stage: Professional performing groups of different countries all over the world are invited to perform their special performance and present their national spirits. Through these programs, exhibitors are able to promote the tourist features of these foreign countries, and attract the attention of the public and the media.
3. Online news: From Jul 1 to Dec 1, 2023 to May 27, 2024, the latest news of KTF will be regularly provided and posted on the website for the public and exhibitors to check and browse at any time.

## Participation in KTF

### I. Sign Up

As from today, Sign up is open to applicants by fax or by mail, Please visit our web site is at <http://www.ktf.org.tw>  
 Within 7 days after sign up, exhibition applicants should send the photocopy of Profit-seeking Business Registration Certificate to the Organizer by postal mail. If they are hotels or hostels, please send to the Organizer by postal mail the photocopy of the Hotel or Hostel Registration Certificate issued by the related unit for examination and approval by the competent authority. Any sale of vouchers, accommodation vouchers, spa vouchers, etc. by exhibitors should meet the regulations of “Must and Must-Not Indicated Items on Standardized Contracts of Merchandise (Service) Vouchers Offered by Tourism and Hotel Industries.” Exhibitors should fax the photocopies of the vouchers for sale for examination and approval by the competent authority.

### II. Payment Term

(1) Security Deposit : please pay 30% of the booth fee within seven days after registration.

(2) The rest amount of the booth fee is required to be paid before the date of the exhibition started.

Payee	Kaohsiung Association of Travel Agents (KATA)
Mailing Address	(801)5F, No.167, Shihjhong 1st Road, Cianjin District, Kaohsiung City, Taiwan

Payment by T/T Remittance :

Name of A/C	Kaohsiung Association of Travel Agents (KATA)
A/C No.	202-2-10-05839-9
Bank	Bank of Kaohsiung
Bank Code	0162025 Cianjin Branch
SWIFT Code	BKAOTWTK
Bank Address	(801) No.145, Liouhe 2nd Rd., Cianjin District, Kaohsiung City, Taiwan
KATA Address	(801)5F, No.167, Shihjhong 1st Road, Cianjin District, Kaohsiung City, Taiwan
Bank TEL	886-7-286-1136
FAX(KATA)	886-7-201-0539
After T/T remittance, please fax the remittance certificate together with the name of your company or unit to KATA for confirmation.	

### **III. Deadline :**

Sign up deadline: Mar 15, 2024

### **IV. Cancellation and Refund :**

After payment of various fees and completion of application procedures of exhibition, if the exhibitor intends to withdraw from exhibition for some reason, it has to submit an application to KTF in writing. Depending on the situation of the exhibitor, KATA will determine whether refund will be made.

\*Exhibitors submitting application for withdrawal from exhibition before Feb 24, 2024 will have 75% of payment refunded.

\*Exhibitors submitting application for withdrawal from exhibition before Mar 30, 2024 will have 50% of payment refunded, and the refund will be made after KTF ended.

\*Exhibitors submitting application for withdrawal from exhibition after Apr 30, 2024 shall not be given refund at all.

### **V. Confirmation of Exhibition Application**

Having received the E-Form information, the Organizer will immediately examine the qualifications of every exhibition applicant, and email the confirmation letter to the email address of the main contact person of the qualified exhibitor. The Organizer reserves the right to determine the final approval of the exhibition applications.

### **VI. Booth Allocation :**

It will be completely handled by the Organizer, and mainly based on the principle of a smooth visiting route of visitors in the venue. Prioritized consideration is given to foreign units, and based on the sequential order of applicants' sign up date, booth size and payment date. The Organizer will try to meet the needs of exhibitors, but still reserves the right to determine the final allocation of booths and the change of allocation.

### **VII. Change or Postponement :**

The Organizer reserves the right to determine any adjustment or change of the quantity of booths for exhibitors, or the right to determine any reduction of booth area. If there is any force majeure situation happened suddenly, the Organizer has the right to change the date or place of KTF, and the exhibitors should not raise any objection.



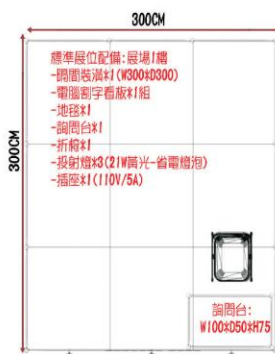
## Specifications, Rent and Equipment of Booth

Booth Type	Specification	Remark
Standard Unit	Standard Unit /each unit covers 3 m (width) × 3 m (depth) = 9 m <sup>2</sup> (The height shall not exceed 4 m.)	Including basic equipment (see details below)

### Payment Term

Booth Type	Sign Up Payment before Mar 15,2024	Notes for Preferential Treatment
Special Zone S1 ~ S26 (Yellow Area)	NT\$80,000/unit	20% off early bird discount registration before 2024, Feb 29
A Zone A1 ~ A56 (Pink Area)	NT\$70,000/unit	
B Zone B1 ~ B25 (Green Area)	NT\$65,000/unit	
D Zone D1 ~ D130 (Blue Area)	NT\$60,000/unit	

Basic Equipment of Standard Booth	
A. Three partition walls in white with stands.	
B. Equipment	1. One reception desk (100cm L x 50cm W x 75cm H)
	2. Three spotlights (with electricity supply) 100W
	3. One folding chair
	4. Carpet
	5. Fascia board of exhibitor
C. Electricity supply for each unit is 500W.	
D. If the use of electricity exceeds the power of basic equipment, additional electricity fee has to be charged.	



- Equipment of standard booth: KTF venue on the 1st floor
- Partition wall \* 1 (W300\*D300)
  - Fascia board (with computer-aided character cutting) \* 1 set
  - Carpet \* 1
  - Information desk \* 1
  - Folding chair \* 1
  - Spotlight \* 3 (21W yellow light - energy-saving light bulbs)
  - Outlet \* 1 (110V/5A)

## Exhibition Agreement of Kaohsiung International Travel Fair (KTF) 2024

(Exhibitors are requested to read and pay special attention to the contents below.)

I. The products and objects exhibited by exhibitors are prohibited from being completely unrelated to the theme of Kaohsiung International Travel Fair (KTF). Once similar situation is proved via photographs to be truly existed, the Organizer shall forcefully remove or dismantle these products and objects. All exhibitors are requested to pay attention to this regulation.

### II. Regulations of stage and stereo set up

1. In order to improve the visitor experience of the travel fair and commercing space/plaform for exhibitors. The organization restricts exhibitors to set up stage with a 8" speaker or smaller in the designated area only. Every exhibitor is only allowed to use one speaker and must keep the volume under 75 decibels.
2. Exhibitors can use a portable speaker (NO boom box) in their own booth and must keep the volume under 75 decibels.

### III. Timetable for entering and leaving the venue:

Item	Date	Time
Enter the venue	May 22 ~ 23, 2024 (2 days)	08:00 ~ 17:00
Leave the venue	May 27, 2024	19:00 ~ 24:00

IV. Exhibitors causing no violation of KTF regulations will be returned with the paid security deposit without interest after KTF ends.

If an exhibitor still has not stationed at its booth one hour after the opening ceremony of KTF, the Organizer has the right to transfer the booth to other units and confiscate the exhibition fee paid by the absent exhibitor.

If the booth decoration of an exhibitor is attached with a promotional flag, its height should not exceed the standard height to affect the visiting route of visitors. All promotional activities of exhibitors should not cause hindrance to other exhibitors.

Exhibitors should not post in the rented booth any advertisement unrelated to the theme of travel.

Exhibitors have to comply with the above regulations. For those exhibitors violating the regulations, the Organizer has the right to dismantle the booth.

V. Photographing and video recording: To cope with the promotional activities, the Organizer and the media shall take photographs and carry out audio/video recording during the KTF period, and exhibitors shall not reject being photographed or audio/video recorded without reason.

### VI. Security guards

During the booth decoration period and KTF period as specified herein, basic security guards will be prepared.

Exhibitors agree that this service represents the Organizer's greatest sincerity to show responsible for the safety of

KTF. Exhibitors shall buy insurance themselves for the safety of their exhibited objects, and the Organizer of KTF shall not be responsible for any financial loss and damage of the exhibiting units and exhibitors themselves.

VII. It is not allowed to promote and sell the membership card by using the booth of other exhibitors. Meanwhile, the exhibitor shall not occupy the booth area of other exhibitors for sale promotion. If such situation is not able to be improved after being advised by the Organizer, the Organizer shall have the right to cancel the qualification of the exhibitor to participate in KTF.

**Violation of regulations:**

Exhibitors having violated the articles of this Agreement should be responsible to compensate the loss or damage caused to the Organizer. The Organizer has the right to deduct from the paid amount of the exhibitors all the compensation and expenses claimed to the exhibitors, who yet should not raise any objection to such deduction.

**Decline of entry:**

In consideration of the overall benefits of KTF, under necessary conditions and situation, the Organizer has the right to decline the entry of anybody to the venue of KTF, and is not obliged to be responsible to anybody.

**Exhibition Agreement:**

Once the Sign Up Form has been signed, and then agreed and accepted by the Organizer, the Sign Up is regarded as being established, and the Agreement between exhibitor and the Organizer is regarded as being effective. For any incomplete agreement, the Organizer has the right to determine whether the Sign Up is accepted.

**Dispute settlement:**

All the disputes related to the articles of the Agreement shall be based on the laws of the Republic of China, and Kaohsiung District Court will be responsible for judging the disputes.

**Agreed by:**

Exhibitor: Company name \_\_\_\_\_ Responsible person \_\_\_\_\_ (signed)

Date: \_\_\_\_\_

## Sign Up Form for Exhibition in KTF

- Exhibiting units are requested to fill out the Sign Up Form and then fax it to the Organizer. After examination and approval by the Organizer, exhibitors should pay the exhibition fee.
- Upon payment of exhibition fee, please attach the Profit-seeking Business Registration Certificate, performance guarantee and the related certifying documents of your company.
- Sign Up procedures will be completed only after submission of this Form, payment of exhibition fee, and attachment of certifying documents and Exhibition Agreement.
- **Final date of registration : Mar 15, 2024**

Company Name :			
Invoice Title :			
Booth Name in Chinese :			
Company Tax ID			
Responsible person of company		Position	
Contact person of exhibition		Position	
Contact phone No.		Fax	
Mobile phone No.		e-mail	
Address of contact person			

※For more details of the fees of exhibition booths, please refer to page 8.  
 ※For more details of the floor plan of exhibition booths, please refer to page 12.  
 ※Payee for payment by check: Kaohsiung Association of Travel Agents  
 Payment by T/T remittance:  
 A/C No. : 202-2-10-05839-9 Bank of Kaohsiung, Cianjin Branch, Int'l Banking Dept  
 A/C Name : Kaohsiung Association of Travel Agents  
 TEL : (07)241-3881 FAX : (07)201-0539

Booth No.: _____ Quantity of Unit _____ Total NT\$: _____ (If required due to some facts, the Organizer reserves the right to make changes and cut the quantity of booths, and the exhibitor shall not raise any objection.) Payment: <input type="checkbox"/> Check <input type="checkbox"/> T/T Remittance <input type="checkbox"/> ATM transfer / last 4 digits of Account No. (for reference only)
--

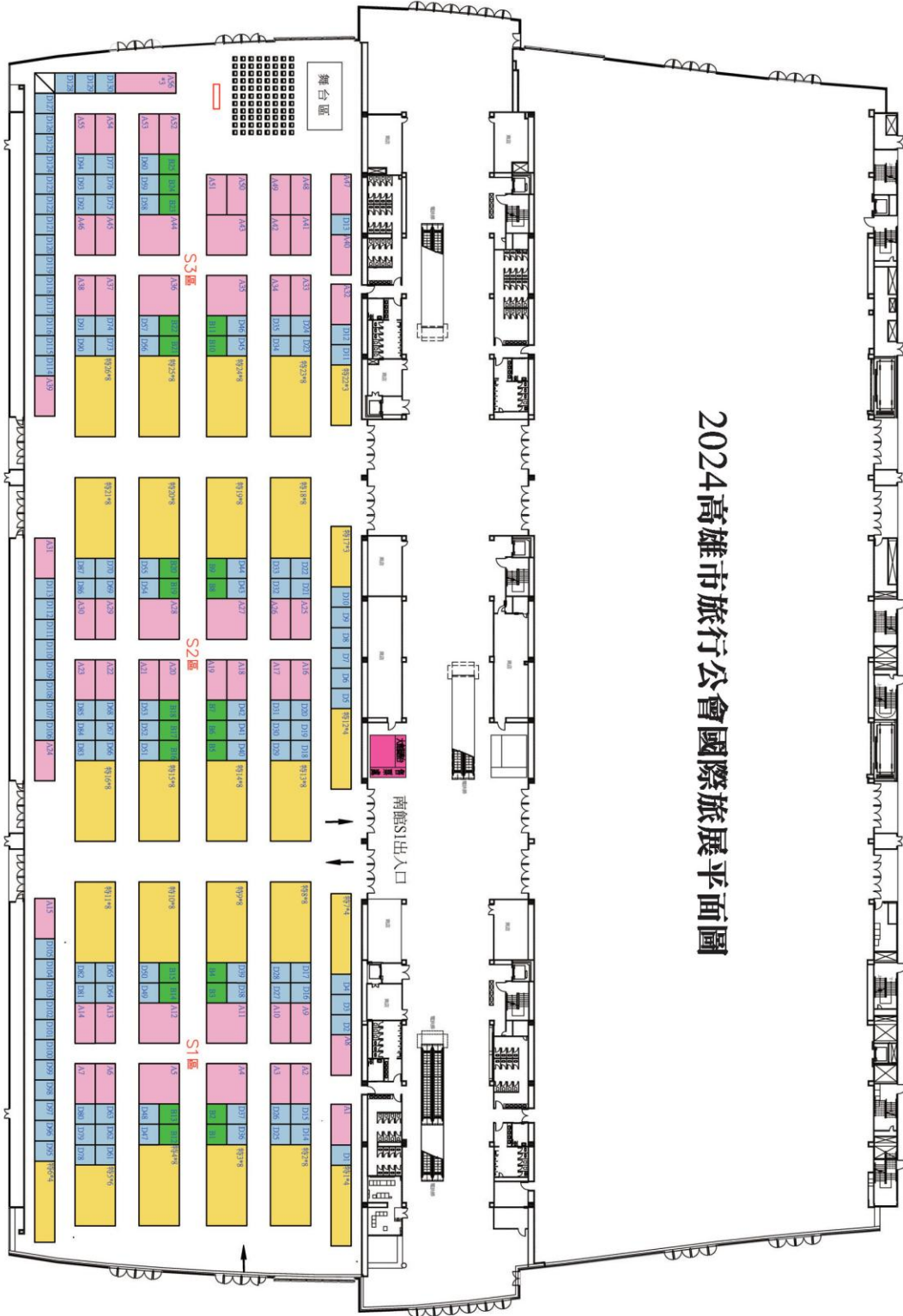
The undersigned fully understand the regulations of KTF aforesaid, and are willing to comply with them in order to maintain the completeness of the venue and achieve success for KTF. Should there be violation happened, the undersigned shall take full responsibilities.

Responsible person (signature and seal): \_\_\_\_\_ Company seal: \_\_\_\_\_

Contact person of exhibitor (signature and seal): \_\_\_\_\_

Date: \_\_\_\_\_

## 2024 高雄市旅行公會國際旅展平面圖



2024 高雄市旅行公會國際旅展平面圖

## 高雄展覽館 Kaohsiung Exhibition Center



高雄市前鎮區成功二路39號  
No.39, Chenggong 2nd Road, Qianzhen District, Kaohsiung 806, Taiwan



主辦單位



**KAOHSIUNG ASSOCIATION OF TRAVEL AGENTS**  
**高雄市旅行商業同業公會**

會館地址/高雄市前金區市中一路167號5樓(國賓財經大樓)  
5F, No. 167 Si-chung 1st Road, Chien-gin District, Kaohsiung, R.O.C.

TEL : (07)241-3881 FAX : (07)201-0539

<http://www.kata.org.tw>

E-mail : [kata.org@gmail.com](mailto:kata.org@gmail.com)