

Taipei Nangang Exhibition Center, Hall 1 Guidelines for Temporary Advertisements

(As of Feb. 3, 2012)

- I. The Taiwan External Trade Development Council (TAITRA) hereby establishes these Guidelines for Setting up Temporary Advertisements at the NANGANG Exhibition Hall in order to maintain the landscape, image, and public security of the Exhibition Hall.
- II. "Temporary advertisements" herein refer to various advertisement billboards, advertising columns, archways, and flags, etc. temporarily set up for exhibitions (or events).
- III. The design, structure, and location layout (Appendix 1), application form (Appendix 2), and affidavit (Appendix 3) for the setup of advertisements shall be submitted by the lessee to the Client Service Section of NANGANG Exhibition Hall no later than ten days prior to the exhibition or event. Construction shall not begin until approval is granted. Advertisements set up at locations not made public or not approved by TAITRA, once found, must be removed immediately. Upon any failure to promptly remove the said advertisements, TAITRA shall unilaterally hire workers to remove them, with the accrued costs and liability to be borne solely by the lessee.
- IV. Advertisements are mainly to be set up at locations planned by TAITRA. The production of advertisements must follow applicable requirements. When there are no applicable regulations available, wooden materials shall be avoided. Efforts shall be made to adopt assembled advertisements, which shall not obstruct public safety, traffic flow, and the integrity of vision and shall not block emergency evacuation routes.
- V. The lessee must purchase public liability insurance and third party liability insurance for established advertisements and fulfill its responsibility. The lessee shall take full responsibilities for personnel injuries or property damage as a result of accidents.
- VI. Text and graphics used in advertisements must be relevant to the exhibition (or event) and shall not violate applicable laws and regulations or undermine public order or social moral. In the event that advertisement(s) contain information irrelevant to the exhibition (unless where sponsored by an exhibitor), TAITRA will

collect additional NT\$1,000 (without tax) per square meter per day for the advertisement(s).

VII. All advertisements and waste must be cleared after the exhibition. TAITRA will hire workers to clear any remaining advertisements and waste at the end of the dismantling period with the accrued costs to be chargeable to the lessee or deducted directly from the paid security deposit.

VIII. Construction Precautions:

(I) The construction shall not result in damage to grounds, trees, flowers, lawns, and other facilities. It is also strictly prohibited to nail, drill (dig) or paint walls or grounds inside and outside of buildings.

(II) Advertisement mounts shall be reinforced to prevent collapse. Advertisements may not be fixed with wires to TAITRA facilities or roadside trees.

(III) The lessee shall independently prepare poles for flags and shall not stick flags in the garden or tie them to rails and roadside trees.

(IV) Unauthorized power connections are prohibited for outdoor advertisements. If it is necessary to use power at the Exhibition Hall, the lessee shall apply for a power supply permit in accordance with the Exhibition Operations Manual.

(V) In the event that facilities at the Exhibition Hall are damaged as a result of improper operation in setting up advertisements, the lessee shall be responsible for the restoration of facilities and damages. In serious cases, TAITRA shall reject the lessee's rights to use the Exhibition Hall in the future.

IX. For any detail not covered herein, the General Requirements for Decorating Operations at the Taipei Nangang Exhibition Center, Hall 1 shall prevail.