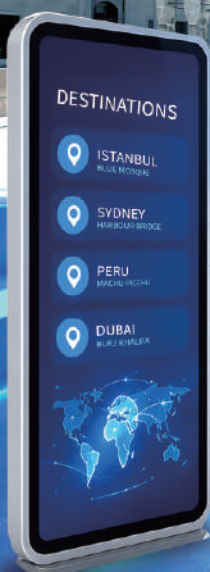
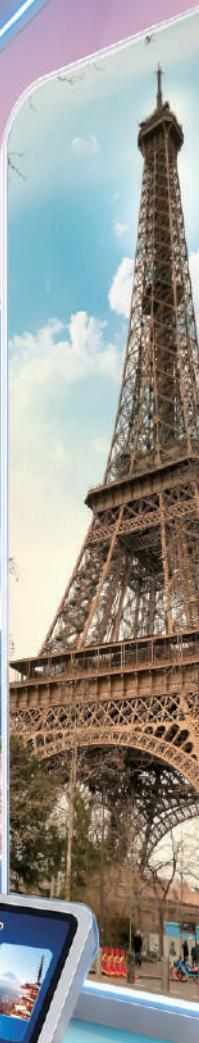


2026 KAOHSIUNG Winter Travel Fair

高雄市旅行公會冬季國際旅展

INTRODUCTION & EXHIBITOR'S GUIDE

參展書



10.02 FRI. (五) — 10.05 MON. (一)

高雄展覽館 10:00AM ~ 18:00PM
Kaohsiung Exhibition Center

INDEX

- 01** Foreword
 - 03** Exhibition Plan
 - 04** Exhibition Highlights
 - 07** Basic Information - Organizer Profile and Exhibition Affairs
 - 09** Specifications, Rent and Equipment of Booth
 - 10** Participation in KTF
 - 12** Exhibition Agreement of 2026 Kaohsiung Winter International Travel Fair & Sign Up Form for Exhibition in KTF
 - 14** Activity Stage LED Screen Advertising Prospectus
 - 16** Floor Plan
 - 17** Geographical Location
- 

KTF — Southern Taiwan's Largest Travel Fair

The Premier Platform for
Showcasing Travel Products

Don't Miss It!

The 29th Kaohsiung Association of Travel Agents Winter International Travel Fair will take place from October 2 to October 5, 2026. Recognized as the largest travel exhibition in southern Taiwan, the event is expected to draw nearly 300,000 visitors, ignite consumer enthusiasm, and deliver significant benefits to the tourism industry.

The 2026 Kaohsiung Association of Travel Agents Winter International Travel Fair will serve as a premier exhibition and trading platform, bringing together tourism organizations from Taiwan and abroad, Taiwan's Tourism Bureau, airlines, travel-related businesses from mainland China, local government tourism departments, travel agencies, hotels, resorts, guesthouses, hot spring operators, theme parks, cruise lines, high-speed rail services, travel publications, and other tourism-related industries. Featuring more than 500 booths, it will be the largest travel fair in southern Taiwan.

The 2026 Kaohsiung Association of Travel Agents Winter International Travel Fair will be held from October 2 to October 5, 2026, at the Kaohsiung Exhibition Center (KEC). In addition to showcasing a wide range of travel-related products, the fair will feature dynamic stage performances designed to attract visitors through extensive media coverage. Exhibitors are encouraged to leverage these programs to enhance brand visibility, while attendees will gain access to the latest travel information, exclusive offers, and emerging market trends. The event aims to foster industry exchange, drive consumer engagement, and maximize benefits for all participants.

Through this travel fair, the Association aims to integrate resources across sectors, foster the growth of Taiwan's tourism industry, and build a comprehensive platform that elevates both quality and brand image. By enhancing satisfaction among domestic and international visitors, the event will highlight the strengths of Taiwan's tourism sector. We sincerely hope that the 2026 Kaohsiung Association of Travel Agents Winter International Travel Fair will not only deliver new travel information and facilitate industry exchange, but also showcase the enthusiasm and vitality of southern Taiwan. Together, we strive to enhance both the quality and scale of tourism, working toward our shared vision of sustainable development.

Chuang Hui-Chun

CEO of KTF, KATA

Advised by: Tourism Administration,

Ministry of Transportation and Communications

Directed by: Kaohsiung City Government

Organized by: Kaohsiung Association of Travel Agents (KATA)

Tsai Tsung-Yu

Chairman

Kaohsiung International Travel Fair (KTF)

Kaohsiung Association of Travel Agents (KATA)



Flights & Accommodation



Popular destinations and hotels generate strong inquiries and on-site bookings.

Package Tours



A wide range of travel packages delivered strong sales.

Value Tickets



Air tickets and attraction passes stood out as the most eye-catching promotional offers.

Travel Accessories and Products



A variety of travel-related products help visitors prepare for their next journey.

Tourism Factories

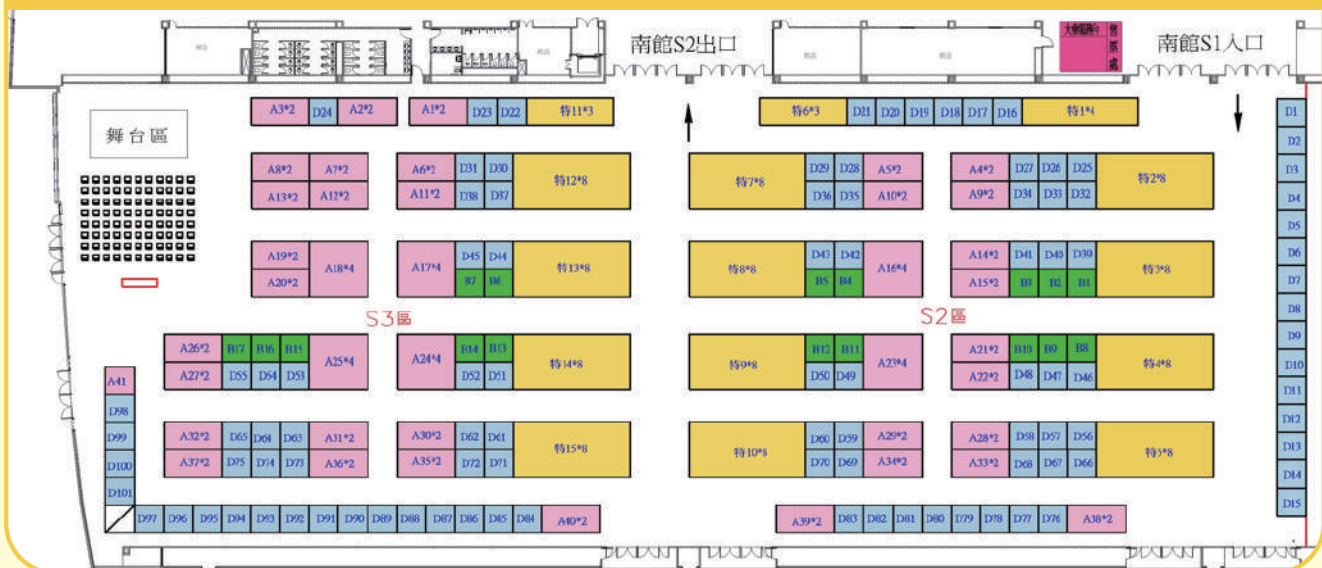


Interactive experiences, DIY workshops, product showcase, and industry culture.

Seize the winter vacation and Lunar New Year season—maximize brand exposure, expand your customer base, and boost sales! Join this travel fair to capture the year's most powerful travel-buying opportunity.

Exhibition Plan

A One-Stop Travel Fair Layout with Clear Visitor Flow and Comprehensive Travel Shopping.



Exhibition Zone Overview



Travel Exhibition / Activity Experience Zone

Brings together Taiwan's tourism industries, brands, and travel agencies, offering interactive activities and immersive travel experiences.



Main Stage

Hosts opening ceremonies, tourism promotions, prize quizzes, stage performances, and themed events—becoming the central attraction for visitors.



Overseas Travel Zone

Showcases international travel products, popular international itineraries, special offers, and leisure information.



Study Abroad & Working Holiday Zone

Provides resources on overseas study, study tours, working holidays, language courses, and further education abroad—helping visitors plan their international learning journey.



Domestic Travel / City & County Government Zone

City and county governments, scenic area administrations, and national parks jointly promote to promote local destinations, signature events, and in-depth travel experiences in Taiwan.



Travel-related Products

A curated selection of travel-related products, from practical accessories to stylish finds, to help visitors prepare for their next trip.



Tourism Factories

Interactive experiences, DIY workshops, product showcases, and cultural exhibitions.

Exhibition Highlights

※ Subject to Final Exhibition Plan

Immersive Fair Experience × Signature Photo Spots

Diverse themed settings, interactive experiences, and photo-worthy highlights deliver the most anticipated winter travel fair experience!



1. Immersive Fair Experience

Airport Boarding Gate Entrance

Styled as an airport boarding gate, this serves as the first stop of the journey and creates an immersive arrival experience at the fair.



2. Immersive Fair Experience

Airline Check-in Service Counter

A service counter styled like an airport check-in desk, suitable for inquiries, registration, and visitor guidance, creating an authentic departure atmosphere.



3. Signature Photo Zone

Double-decker Bus Themed Installation

A pink double-decker sightseeing bus becomes a striking photo hotspot, letting the journey begin right here.

Exhibition Highlights

※ Subject to Final Exhibition Plan

Themed Photo Installations × Exciting Stage Performances

A perfect fusion of entertainment and performances creates an exciting all-ages experience—making the fair more than an exhibition, but an unforgettable journey!



1. Signature Photo Zone

Fantasy Carriage Themed Installation

A fantasy carriage creates an elegant atmosphere and a magical photo opportunity.



2. Free Themed Amusement Ride

Dinosaur Carousel

A highly popular dinosaur carousel lets visitors ride dazzling dinosaurs in a fun, interactive experience for families.



3. Exciting Stage Performances

Variety Acts, Acrobatics, Balloon Shows & More

A diverse stage lineup combining entertaining variety acts and interactive balloon shows delivers an engaging audiovisual experience and keeps the venue energized.

Exhibition Highlights

※ Subject to Final Exhibition Plan

LED Video Wall Exposure × Enhanced Interactive Programs

Large screens and engaging performances create an immersive experience, strengthen brand visibility, and generate more business opportunities!



1. Interactive Fun

Stage Activities, Prize Draws & Audience Participation

Fun interactive games and surprise prize draws invite visitors to join in, win rewards, and make lasting memories!



2. Exposure Opportunity

Large LED Screen Opportunities

Broadcasting travel fair ads, event updates, and brand content effectively captures attention, enhances awareness, and strengthens brand recall.



3. Stage Drives Exposure

Attract, Engage & Encourage Sharing

Stage interactions spark buzz, extend visitor dwell time, increase engagement, and inspire sharing—continuously amplifying brand influence.

Basic Information - Organizer Profile and Exhibition Affairs

I. Organizer of KTF

Kaohsiung Association of Travel Agents (KATA)

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

TEL: +886-7-241-3881 FAX: +886-7-201-0539

E-mail: kata.org@gmail.com Website: <https://ktf.kata.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

October 2 - 5, 2026 (Fri. - Mon.) 10:00 AM - 18:00 PM

IV. Release Date of Online KTF News

June 22, 2026 - October 5, 2026

Website: <https://ktf.kata.org.tw>

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

V. Qualifications of Exhibitor

Domestic and foreign travel institutions, Taiwan Tourism Administration, different tourism bureaus and related industries in Mainland China, tourist bureaus of local county and city governments, airlines, travel agents, hotels, resorts, hostels, SPA runners, theme parks, cruises, railways, highway passenger transport, car rental companies, gourmet gifts, publishers of travel magazines and publications, 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 CommerceIndustrial 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) Standard 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. Enterprises previously announced by the Consumers' Foundation as involved in consumer dispute cases are not eligible to register for participation.

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: Exhi have to fax the photocopies of the required documents to The Secretariat, Kaohsiung International Travel Fair (KTF), Kaohsiung Association of TravelAgents 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 KFT Manual. KFT Manual will be posted on KTF website as from Dec 1, 2025 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. 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.
2. Online news: From Jun 22, 2026 to Oct 5, 2026, 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.

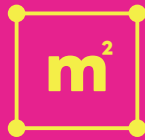
Specifications, Rent and Equipment of Booth

Specifications, Rent and Equipment of Booth

1. Standard Unit



3mX3m
standard
booth



9m²
Booth area



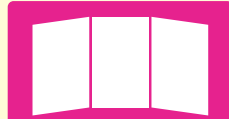
4m
Maximum
height



**Including
basic
equipment**



Included equipment



three-sided white
partition walls with
exterior frame



one reception counter
(100 × 50 × 75 cm)



three spotlights



one folding chair



carpet



exhibitor name sign



and one 110V/5A
outlet (distribution
box not included)



Power usage above
500W is charged
separately.

2. Payment Terms

Special Zone
S1~S15
(yellow zone)

Per booth
NT\$80,000

A Zone
A1~A41
(pink zone)

Per booth
NT\$70,000

B Zone
B1~B17
(green zone)

Per booth
NT\$65,000

D Zone
D1~D98
(blue zone)

Per booth
NT\$60,000

early bird discount
registration before
July 31, 2026

20%
off

Early-bird benefits

1. Priority registration for stage activities.
2. Promotional video placement on the large LED screen (subject to organizer scheduling).

Participation in KTF

1. Registration Method

Registration is open from today by fax or mail, and will close once all booth spaces are filled.

Within seven days after registration, exhibitors must mail a copy of their business registration certificate. Hotels and B&B operators must mail copies of hotel or B&B registration certificates issued by the relevant government authority for verification. Exhibitors intending to sell gift certificates, accommodation vouchers, hot-spring vouchers, etc. must comply with the applicable standard-form contract requirements and fax copies of the vouchers for organizer review.

2. Payment Term

- (1) Security Deposit: please pay 30% of the booth fee within seven days after registration.
- (2) The remaining booth fee must be paid in full 45 days before opening.

Payee	Kaohsiung Association of Travel Agents
Mail checks to	5F., No. 167, Shihjhong 1st Rd., Cianjin District, Kaohsiung City 801, Taiwan

Payment by T/T Remittance – After transferring funds, indicate the company name on the remittance proof and fax it to the Association for confirmation.

Name of A/C	Kaohsiung Association of Travel Agents (KATA)
A/C No.	202-2-10-05839-9
Bank	Bank of Kaohsiung
Bank No	0162025 CHIEN CHIN 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.

Participation in KTF

3. Deadline

Sign up deadline: August 28, 2026

4. 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.

*Applications submitted by July 24, 2026 will receive a 75% refund.

*Applications submitted by August 1, 2026 will receive a 50% refund, issued after the fair ends.

*No refund will be made for applications submitted on or after September 1, 2026.

5. Confirmation of Exhibition Application

Upon receipt of the online registration information, the Organizer will immediately conduct a qualification review. A confirmation letter will be sent via email to the primary contact person of the applicant. The Organizer reserves the right to make the final decision on the approval of exhibition applications.

6. 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.

7. 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.

Exhibition Agreement of 2026 Kaohsiung Winter International Travel Fair

(Scan the QR Code to Print and Complete)

(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/platform 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	9/30~10/1(2 day)	08:00~17:00
Leave the venue	10/5	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: _____



Exhibition Agreement of
2026 Kaohsiung
Winter International
Travel Fair

Sign Up Form for Exhibition in KTF

(Scan the QR Code to Print and Complete)

- 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.
- After completing the registration form, submit this form, the exhibition fee, relevant licenses, and the agreement to complete registration.
- **Registration deadline: August 28, ROC Year 115 (2026).**



Sign Up Form for
Exhibition in KTF

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 9.
- ※For more details of the floor plan of exhibition booths, please refer to page 16.
- ※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: ☐ Check ☐ T/T Remittance ☐ 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: _____

Activity Stage LED Screen Advertising Prospectus

I. Purpose

To enhance the brand image and marketing effectiveness of participating organizations, LED screen advertising services will be provided on the event stage during the exhibition. Advertisements will be played on a rotating basis to increase brand exposure, attract visitors' attention, and improve promotional impact.

II. Exhibition Information

Event Name : 2026 Kaohsiung Association of Travel Agents Winter International Travel Fair

Dates : Friday, October 2 to Monday, October 5, 2026

Hours : 10:00 a.m. to 6:00 p.m. daily

Display Location : Large LED screen on the event stage

Playback Method : Rotating playback each day during the exhibition

Registration and Payment Deadline: Thursday, September 10

III. Advertising Packages

※ The following fees include rotating LED screen playback throughout the four-day exhibition period, with at least 15 plays.

※ The Organizer will provide a cloud storage upload link for video file submission.

Package	Video Length	Fee (NTD)
Package A	15 sec.	NT\$3,000
Package B	30 sec.	NT\$5,000

IV. Notes

1. Advertising videos must be provided by the applicant.
2. If a video does not meet the required specifications, the Organizer may request a replacement file.
3. Playback times will be adjusted according to the on-site program. The Organizer reserves the right to determine playback order and review all video content.
4. Playback eligibility will be reserved only after registration and payment have been completed.
5. Video content must not infringe intellectual property rights, violate laws or public order and morals, or contain false advertising.

Activity Stage LED Screen Advertising Registration Form



Screen Advertising
Registration Form

I. Basic Information

Please complete this form and finish registration and payment by the deadline announced by the Organizer. Upload the video file by September 15.

Company / Organization Name :			
Invoice Title		Company Tax ID	
Contact Person		Position	
Contact phone No		Mobile phone No	
E-mail			
Address of contact person			
Selected Package (check one)	☐ Package A/15second video/NT\$3,000 ☐ Package B/30second video/NT\$5,000 The Organizer will provide a cloud upload link for video submission.		
Payment Information	☐ Bank Transfer ☐ Check (1)Bank: Bank of Kaohsiung (After remittance, please fax the remittance receipt to the Association for confirmation.) Name of A/C: Kaohsiung Association of Travel Agents (KATA) Bank Code: 0162025 A/C No.: 202-2-10-05839-9 (2)Payment by Check: Payee : Kaohsiung Association of Travel Agents Check Date: Please issue a current-dated check. Please complete payment by September 10.		

VI. Declaration

I (the Company) have carefully read the contents of this prospectus and agree to comply with all relevant regulations. I further warrant that the advertising video and all related materials provided comply with copyright and other applicable laws. In the event of infringement or violation of law, I accept full legal responsibility.

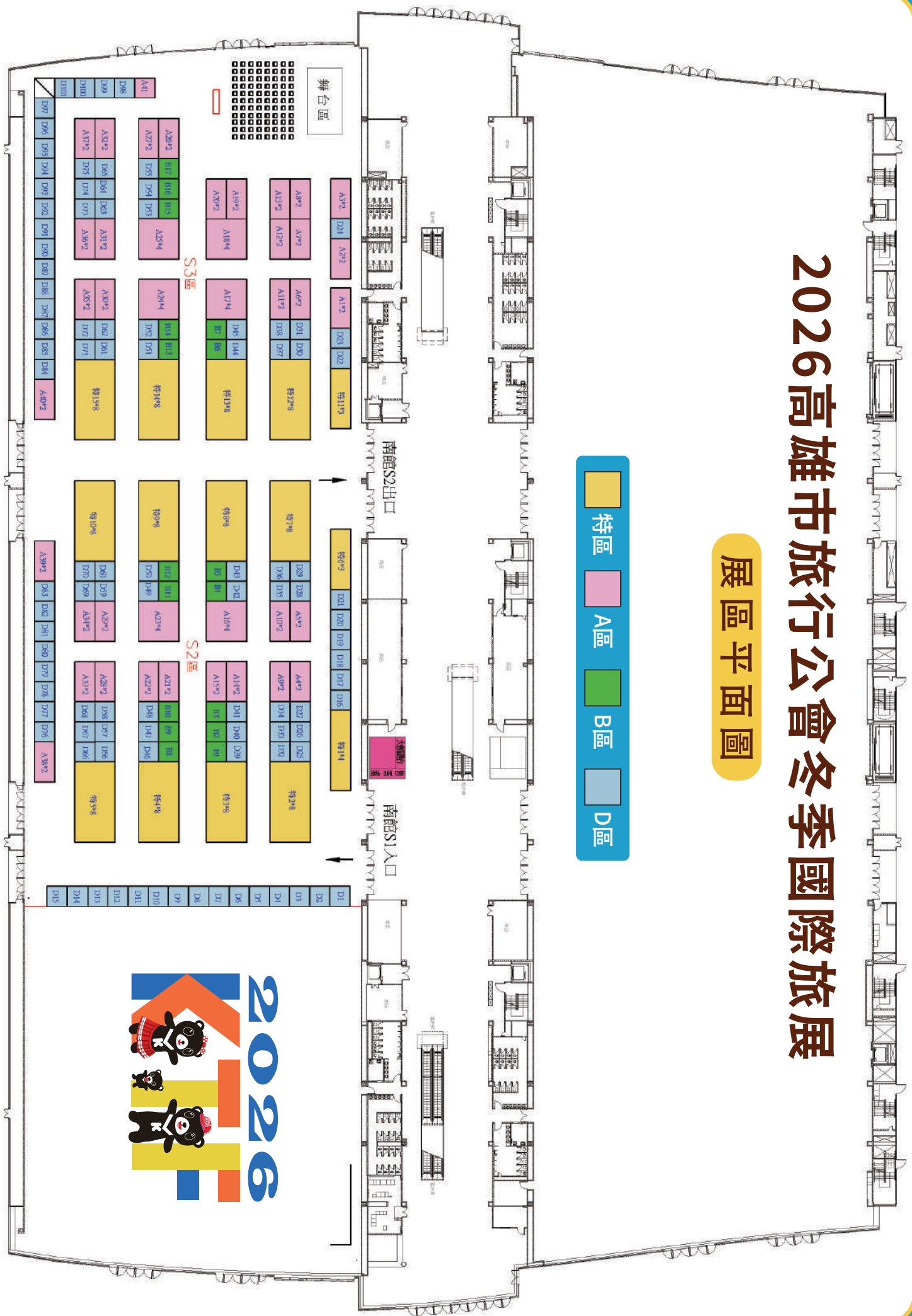
Applicant (Seal): _____ Contact Person's Signature: _____

Date: _____ / _____ / 2026

2026高雄市旅行公會冬季國際旅展

展區平面圖

特區 A區 B區 D區



高雄展覽館

Kaohsiung Exhibition Center



高雄市前鎮區成功二路39號

No. 39, Chenggong 2nd Rd., Cianjhen District, Kaohsiung City, Taiwan

高雄港



高雄軟體科技園區

高雄展覽館

Kaohsiung
Exhibition Center



星光水岸公園



新光碼頭

成功二路

新光路

