

CREATIVE EXPO TAIWAN



Exhibition Brochure

2023

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www.creativexpo.tw

Content

| | |
|---|----|
| I. About Creative Expo Taiwan | 03 |
| II. Benefits of Participation | 03 |
| III. Exhibition Planning | 04 |
| (1) Exhibition Period/Exhibition Categories | |
| (2) Move-In & Move-Out | |
| (3) Venue Information | |
| 1. Taipei Expo Park | |
| 2. Songshan Cultural and Creative Park | |
| 3. Huashan 1914 Creative Park | |
| IV. Exhibition Category Introduction | 06 |
| V. Exhibition Application Guideline | 07 |
| (1) Qualification of General Exhibitor | |
| (2) Qualification of Start-up Exhibitor | |
| 1. Selection Method | |
| 2. Selection Criteria | |
| (3) Notice | |
| VI. How to Apply | 09 |
| VII. When to Apply | 09 |
| VIII. Booth Specifications and Fees | 10 |
| (1) General Exhibitor | |
| (2) Start-up Exhibitor | |
| IX. How to Pay | 11 |
| (1) Booth Deposit/Security Deposit | |
| (2) Balance Payment | |
| (3) Payment Term | |
| (4) Cancellation and Refund | |
| (5) Change or Postponement | |
| X. Others | 12 |

I. About Creative Expo Taiwan

Creative Expo Taiwan (CET) was first organized in 2010. For more than a decade, it has gradually become a trading platform for Taiwan's cultural and creative products as well as image licensing, laying the foundation for the exhibition's rich and diverse cultural heritage. From emerging creators to renowned brands, from cultural and creative products to unique licensed exhibits, CET covers cultural curation, cultural and creative brands, and IP licensing to showcase the diverse Taiwan cultural and creative industries, create economic benefits with cultural values, and promote Taiwan's cultural and creative strength to the international arena.

Creative Expo Taiwan 2023 will bring together national museums in Taiwan and invite Taiwan Creative Content Agencies to participate in the commercial exhibition for the first time, gathering the rich collection of national museums in Taiwan for the grand opening. By combining cultural curation and commercial exhibition, CET aims to drive cultural and economic momentum with cultural values and to showcase Taiwan's diverse and rich local cultural and creative industries.

II. Benefits of Participation

01 The largest cultural and creative event in Taiwan

Creative Expo Taiwan 2023 will be organized on an expanded scale in Taipei, bringing together the cultural and creative capacities of the four major venues: Taiwan Contemporary Culture Lab (C-Lab), Huashan 1914 Creative Park, Songshan Cultural and Creative Park, and Taipei Expo Park, with cultural issues and promoting cultural and creative brands and IP licensing. Through the comprehensive integration of resources, CET aims to achieve interaction across industries, expand the market, and explore business opportunities in the cultural and creative industry.

02 The best access to diverse channels

Creative Expo Taiwan is Asia's leading cultural and creative exhibition. It is a premier event for both domestic and international buyers from various industries. This year, CET will invite buyers from a variety of industries, including large retail chains/boutique department stores, retailers/distributors, prestigious companies, hotels, museums, e-commerce platforms, cultural and creative brokers, and IP licensing companies, together with international buyers, creating more networking opportunities for Taiwan's cultural entrepreneurs.

03 Comprehensive media exposure




Combining print media, electronic media, websites, social media, and in-person events, the event will be promoted in a comprehensive manner. Through different forms of domestic and foreign media channels, the fascinating exhibition content, as well as extensive online and offline activities of the Creative Expo Taiwan, will be widely disseminated to the target audience in different fields to expand the influence of Taiwanese culture.

04 National resources and international face-to-face engagement

Cultural Expo Taiwan assists domestic industrial players in exploring the international market. It collaborates with Taiwan Creative Content Agency (TAICCA) to bring together professionals in the image licensing and cultural and creative branding industries to expand international business opportunities, develop international market access, explore agency distribution partnerships, and generate opportunities for international interaction and collaboration.

III. Exhibition Planning

(1) Exhibition Period/Exhibition Categories

| | | |
|---|---|--|
|  <p>Taipei Expo Park</p> | IP licensing | |
|  <p>Songshan Cultural and Creative Park</p> | Cultural and creative brands | |
|  <p>Huashan 1914 Creative Park</p> | IP licensing & Cultural and creative brands | |

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Open to professionals/general public
*Certain buyer areas are open to professionals only.
*Open hours are extended to 20:00 on Friday and Saturday, except for buyer areas.

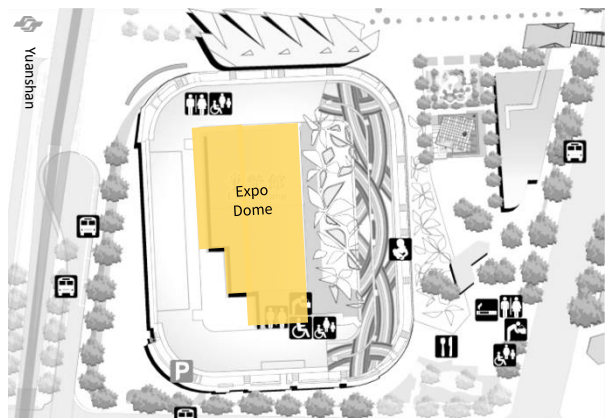
- ※ Retail selling is allowed during the exhibition.
- ※ CET closes at 17:00 on Oct. 1 (Sun.), the last day of the exhibition.

(2) Move-in and Move-out

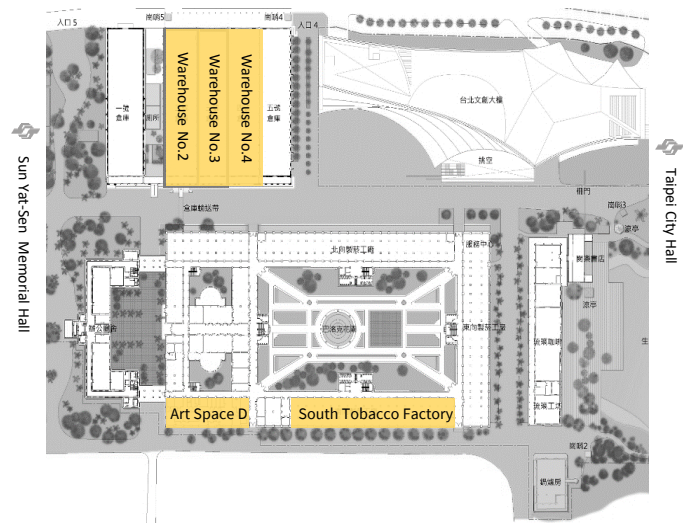
- Move-in 9/24 (Sun.) – 9/25 (Mon.)
- Move-out 10/1 (Sun.) after 17 : 00 , 10/2 (Mon.) before 17 : 00

(3) Venue Information

1. Taipei Expo Park (No. 1, Yumen Street, Zhongshan District, Taipei City)



2. Songshan Cultural and Creative Park (No. 133, Guangfu South Road, Xinyi District, Taipei City)



3. Huashan 1914 Creative Park (No. 1, Section 1, Bade Road, Zhongzheng District, Taipei City)



※The move-in and move-out times and procedures should be carried out in accordance with the regulations of each venue.

IV. Exhibition Category Introduction

| | | |
|--------------|-----------------------------------|---|
| IP Licensing | Licensing agencies | Organizations and associations related to brand licensing agents and brokers |
| | Original characters | Domestic and foreign image-licensed characters, merchandise, as well as units and organizations |
| | Illustration/Design/Art | Pattern design, brand design, illustration and picture books, publishers, educational toys (figurines, board games), cultural arts, performing arts creation, product design, institutional interface design, packaging design, architectural design, and other design services |
| | Animated games | Digital content, including animations and games, and audio-visual materials |
| | Interactive experience technology | Webpage multimedia design, digital multimedia, AR/VR, somatosensory applications and technology |
| | Taiwanese IP | Special themes and image IP for local corporate brands, theme parks, transportation, sports and recreations, and museums |

| | | |
|----------------------------|--------------------------------|---|
| Cultural & Creative Brands | Sustainable purity | Promoting corporate sustainability actions/reviews for ESG |
| | Benefit Corporation (B Corp) | Certified by B Lab Taiwan as a B Corp |
| | Culture of origin | Local governments and related public agencies |
| | Micro craft | micro-cultural and creative merchandise of ceramics, sculpture, metalwork, fiber, and bamboo |
| | Gift & Home | Derivative merchandise of innovative technology, including stationary, gifts, toys, headphones, and speakers Furniture, home décor, wall decorations, lighting, tableware, tea ware, and herbal fragrances |
| | Fashion | Accessories, bags, textiles, glasses, footwear, and hats |
| | Digital/Technology/Innovations | Popular music, television and radio broadcasting, advertising industry, future technology exhibition industry |

V. Exhibition Application Guideline

Creative Expo Taiwan 2023 will be divided into two categories: IP Licensing and Cultural & Creative Brands. Exhibition applications shall be made as "General Exhibitors" or "Start-up Exhibitors".

(1) Qualification for General Exhibitor

| General Exhibitors | |
|---------------------|--|
| Domestic Businesses | Brands, manufacturers, traders, agents, and distributors, etc., that have been registered by the competent authorities in Taiwan and are operating in accordance with the aforementioned description and have been approved by the organizer. |
| Overseas Businesses | <div><div>1.</div><div>Foreign businesses or their agents, dealers, subsidiaries, or liaison offices in Taiwan that are allowed to import goods with Taiwan government permission.</div></div> <div><div>2.</div><div>Agents handling sales of foreign products must submit supporting documents , such as an authorization letter or agency agreement, to the organizer for verification.</div></div> |

(2) Qualification for Start-up Exhibitor

| Start-up Exhibitors | |
|--|--|
| <div><div>●</div><div>Founders under 35 years of age (born on or after January 1, 1988) or companies/brands newly established within 5 years (established in 2018 and thereafter).</div></div> <div><div>●</div><div>Applicants who apply for the exhibition as individual creators with R.O.C. nationality and the works to be exhibited are not under any agency contract.</div></div> <div><div>●</div><div>Unit applicants must be domestic companies and have been approved for establishment by Taiwan’s competent authorities.</div></div> <div><div>●</div><div>Applicants recommended by relevant organizations (public associations, cultural and creative industries, and authorized companies) are required to provide recommendation letters from the respective organizations.</div></div> | |

1. Selection Method

| Category | IP licensing | Cultural and creative brands |
|-------------------------------------|--|---|
| Field of creation | Character creation, drawing, illustration, comics, figures, pattern design, digital multimedia creation, and other licensing-related fields, etc. | Sustainability products, handicrafts, stationery, gifts, lifestyle products, technology products, fashion items, digital technology displays, and other areas related to cultural and creative brands |
| Recruitment quota | Emerging exhibitors will be invited to exhibit in the Start-up section, and 50 of them will be selected and provided with a discount exhibition fee. | |
| Announcement of selected applicants | The list of selected applicants will be announced on the official website of the Creative Expo Taiwan. www.creativexpo.tw | |

2. Selection Criteria

Experts in the cultural and creative industry and authorized industry professionals will be invited to form a selection committee to make the selection. The selection criteria are as follows.

| Assessment Items | Weighting | Key Assessment Points |
|------------------|-----------|--|
| Design | 30% | Design concept, skill and technique, an artistic expression, etc. |
| Innovativeness | 30% | Uniqueness, originality, and material innovation etc. |
| Marketing | 20% | Diversified applications, media attention, fan page interaction, market needs, and export potential etc. |
| Execution | 20% | Experiences |

※ In case of a tie, the first-time exhibitors will be given priority.

※ Note:

1. The 50 selected exhibitors will be required to exclusive collaborative works based on the themes provided by the Creative Expo Taiwan and agree to grant the organizer permission to use them for publicity of the activities of the Creative Expo Taiwan without compensation.
2. The 50 selected exhibitors must post at least one post (with the full tag @creativexpo.tw) on their Facebook or Instagram social media fan pages and cooperate with the organizer's social media or any kind of related activities hosted by the organizer.

(3) Notice

1. The organizer reserves the right to review the application based on the applicants' records at the past CET and other domestic trade shows.
2. Exhibitors are strictly prohibited from showcasing products with false labeling regarding the place of origin, counterfeit trademarks or involving patent or copyright infringement.
3. Exhibits from areas that are banned by the R.O.C. government regulations are not allowed.
4. Exhibitors shall agree that the information provided will be used for the exhibition promotion without extra charge.
5. The Expo does not accept applications from food/beverage vendors.

VI. How to Apply

All applications shall be made online.

- Please visit CET's official website (www.creativexpo.com.tw) for the exhibition application.
- The completion time of the online application (applicants will receive a confirmation once the application is completed) will be considered as the time of application.

※ Note:

1. E-mail is the main access for the organizer's information. Please ensure to provide e-mail addresses as the main contact (or backup e-mail) while applying to avoid missing relevant information.
2. Applicants will be on a waitlist once the booths are fully taken. CET will notify you of the application results depending on the later booth arrangement.


VII. When to Apply

Application deadline: **May 12, 2023 (Fri.)**


- Early bird discount is offered to "General Exhibitors," and its deadline is April 28, 2023 (Fri).
- The CET organizer will send an e-mail for an early bird deposit with a payment due date that should be complied with or cancel the discount privilege to the exhibitors.
- The acceptance of late applicants will be at the discretion of the organizer.
- Winners of the 2022 CET BEST AWARD GOLDEN are required to complete the application before the deadline for early bird application on April 28, 2023 (Fri) and pay the relevant amount according to the number of booths applied for to enjoy the right of rent reduction and refund of the security deposit without interest after the exhibition.

VIII. Booth Specifications and Fees

(1) General Exhibitor

| Rental Type | Specification | Price per 6-sqm Booth (tax included) |
|-----------------------------------|---|--|
| Raw Space (min. rental 18 sqm) | Clear space (electricity not included) | NT\$ 26,400 Early bird rate: NT\$ 22,000 |
| Shell Scheme | ① System partition *1 pkg ② Non-woven carpet *6 sqm ③ Company name board *1 set ④ Meeting table *1 pc ⑤ Folding chair *2 pcs ⑥ Armed light (yellow light) 10W *4 pcs ⑦ 110V/5A socket *1 pc (500W) ⑧ System info. counter *1 pc ⑨ Waste bin *1 pc | NT\$ 35,000 Early bird rate: NT\$ 30,600  |

(2) Start-up Exhibitor

| Rental Type | Specification | Price per 4.5-sqm Booth (tax included) |
|--------------|---|--|
| Shell Scheme | ① System partition *1 pkg ② Non-woven carpet *6 sqm ③ Company name board *1 set ④ Meeting table *1 pc ⑤ Folding chair *2 pcs ⑥ Armed light (yellow light) 10W *4 pcs ⑦ 110V/5A socket *1 pc (500W) ⑧ System info. counter *1 pc ⑨ Waste bin *1 pc | NT\$ 20,000 Discount price NT\$ 8,000  |

※ Note:

1. The limited number of booths along the main aisle will be given to large booths in priority. At the same time, the rest will be determined by the size of booths and the order of payment received.
2. The discounted booths should be paid for the security deposit, first and balance payment in accordance with the designated dues. Overdue will be considered as a forfeiture of participation.
3. Exhibitors must pay security deposit, comply with the venue and other relevant regulations for participating in the Expo, and complete the exhibition questionnaire after the show. The security deposit will be returned if no violations occur.
4. "Raw Space" rental has no facilities or electricity to be provided. Exhibitors shall appoint contractors for booth installation and submit the booth design to the organizer for approval before the show.
5. The organizer reserves the right to amend the above booth specification and regulations.

IX. How to Pay

(1) Booth Deposit/Security Deposit

Exhibitors who have completed the application and passed the qualification check will be notified by e-mail to pay the "booth deposit" and "security deposit"

Deposit: NT\$8,000 per booth. (Booth will be reserved after the deposit is made.)

Security deposit: NT\$5,000 per exhibitor. (The security deposit will be returned after the exhibition if no violations occur.)

1. Booths will be arranged according with the order of payment made. Please make the payment in accordance to the designated dues to secure your booth arrangement.
2. Booth arrangements will be made based on the following criteria.
 - Booth size determines the booth arrangement.
 - Exhibitors with the same booth size will be arranged booths based on the time payment was made. (payment must be made in due date notified by the organizer.)
 - A draw will be held for exhibitors with the same booth size and the transaction time of payment.
3. To maintain exhibition quality, all exhibitors must comply with the venue and other relevant regulations for participating in the Expo and complete the exhibition questionnaire after the show. The security deposit will be returned if no violations occur.

(2) Balance Payment

1. Remittance information will be provided by e-mail from the organizer. The invoice will be sent to the exhibitor upon completion of payment with confirmation by the organizer.
2. Exhibitors who fail to pay by the deadline will be deemed to forfeit their eligibility to participate in the exhibition, and their applications will be canceled. A replacement list of booths will be announced separately.
3. No final payment is required for the 50 selected exhibitors in the Start-up section.

(3) Payment Term

Bank Information

1. Bank information will be provided by the organizer through e-mail.
2. All kinds of bank handling charges are to be paid by the exhibitors. Please be reminded that a full amount of the exhibition fee must be received.

(4) Cancellation and Refund

1. In case of discrepancies in the exhibitors' information, incomplete application, or unavailability of booth arrangement, the deposit and security deposit will be refunded without interest.
2. Exhibitors who decide to withdraw from the exhibition for any reason will not be refunded, except for the paid security deposit.
3. An overdue payment of the exhibition fee will result in disqualification. No refund will be made except for the security deposit paid. Additional costs generated after booth arrangement will be handled separately.

(5) Change or Postponement

1. The organizer reserves the right to adjust or change the exhibitor's booth size.
2. In the event of force majeure, such as natural disasters, wars, or other factors beyond the control of the organizer, causing change or cancellation of the show venue or the show date, the organizer does not compensate for any damages/increased cost caused to the exhibitor.

X. Others

Notes on the Booth Regulation

1. For retail selling on-site, invoices or receipts must be provided. Should the tax authorities find out that no invoice is issued for retail selling, the consequences are the exhibitor's responsibility.
2. The organizer has the right to amend exhibits that do not conform to the theme of the exhibition or are not consistent with the application.
3. Exhibitors are strictly prohibited from exhibiting products that violate the laws and regulations of Taiwan (such as the Radio and Television Act, the Publishing Act, etc.), misrepresent the place of origin, counterfeit trademarks, or infringe on the patents or copyrights of others. Suppose the content or exhibits are illegal, harmful to good morals, or detrimental to the image of the exhibition. Should the exhibitors fail to improve or be unable to improve after being requested to do so, they should immediately remove the exhibits or stop exhibiting the inappropriate content.
4. Exhibitors who wish to withdraw from the exhibition for any reason will not be refunded, except for the security deposit paid.
5. No fire/flare is allowed. The security deposit will be forfeited in case fire/flare is used.
6. Booth personnel is suggested to wear face masks.
7. During the exhibition, designated staff must be at the booths to serve the visitors. Exhibitors who violate these regulations over three times will be considered to have no opportunity to participate in the Taiwan Cultural Expo and related activities in the future.

Other Terms of Use

1. Exhibitors may choose a relevant exhibition category according to the product or service provided when the application is made; the organizer has the right to review and classify the final exhibition category based on the application information and arrange the booth location accordingly.
2. Exhibitors are invited to participate “Implementing Youth Cultural Experience Trial Project”.
3. The organizer has the full discretion to adjust the booth size and exhibition category applied by the exhibitors according to the exhibition plan.
4. No additional booths can be added on-site during the booth coordination meeting. If you need additional booths after application, please contact the organizer immediately.
5. After the booth arrangement, exhibitors are not allowed to request a change of booth location for any reason.
6. Booths belonging to the same applicant should be next to one another. They may not be allocated on the different sides of an aisle.

Exhibitor Right

The exhibitor has the right to participate in or attend the following activities organized by the organizer free of charge :

1. Business-matching meetings: distribution channels, including department stores, select shops, museum gift shops, online stores, and domestic and international buyers, are invited to participate in the business-matching meetings with exhibitors.
2. Corner Talk: Based on the annual theme and observations of global industries and technology, the executive organizer invites corporate leaders in design, licensing, and other disciplines to conduct dialogues.
3. Product release and stage performance: Exhibitors can apply for activity areas in all venues for product release or other promotional activities.
4. Integrating marketing and promotion based on the executive organizer's theme, CET collects and publishes exhibitors' information on the official website and social media platforms for maximum promotion and exposure.
5. CET organizes various awards and contests.
6. Annual report of the exhibition survey and market trends.
7. CET organizer reserves the right to change the above events and activities.

Contact Information

Interplan International Corp./Creative Expo Taiwan Task Force

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IP licensing: Ms. Hsieh Ext. 652

Cultural and creative brands: Ms. Chen Ext. 622



臺灣文博會
CREATIVE EXPO TAIWAN

主辦單位
Official Organizer



執行單位
Executive Organizer

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安益國際集團