

# 2024 CREATIVE EXPO TAIWAN

2024.08.26-2024.09.01  
[www.creativexpo.tw](http://www.creativexpo.tw)

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# 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 transactions, 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 in the international arena.

In 2024, CET is going for a "local" theme. In addition to highlighting Tainan's features, we also take on the mission of "connecting with the world." By focusing on both cultural and trade exhibitions, we hope to kickstart cultural economic momentum with cultural value and showcase the energetic development of Taiwan's diverse cultural-creative industries.

## II. Benefits of Participation

01

### The Largest Cultural-Creative Event Comes to Tainan

By bringing together creators, brands, suppliers, retailers, and distributors, CET is a diverse platform for the IP industry with business models including IP commodification, image digitalization, and IP licensing. For creative brands, we set up have the new category "Tainan Homebuilding" to put emphasis on the significance of CET being held in Tainan while offering greater exposure opportunities to native Tainan creators.

02

### The Best Access to Diverse Channels

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

03

### Comprehensive Media Exposure

By combining print media, electronic media, websites, social media, and in person events, CET will hold promotion activities in comprehensive ways. Through different forms of Taiwanese and foreign media channels, CET will deliver fascinating exhibition contents, as well as extensive online and in-person activities, to the target audiences from all walks of life, for expanding the influence of Taiwanese culture.

04

### National Resources and International Face-to-Face Engagement

CET assists Taiwanese industrial players in exploring international markets. It collaborates with Taiwan Creative Content Agency to bring together professionals in the image licensing and cultural-creative branding industries to expand international business opportunities, develop international market access channels, look for agency/distribution partnerships, and generate opportunities for international interaction and collaboration.

# III. Exhibition Planning

## (1) Exhibition Period

Venue: ICC Tainan (1F & 3F, No. 3, Guiren 12th Road, Guiren District, Tainan City)

**Exhibition period:**

Mon. Aug. 26 to Tue. Aug. 27 (10:00 – 18:00) For business visitors

Wed. Aug. 28 to Thu. Aug. 29 (10:00 – 18:00) For business/general visitors (Retail tickets available on site)

Fri. Aug. 30 to Sat. Aug. 31 (10:00 – 20:00) For business/general visitors (Retail tickets available on site)

Sun. Sep. 1 (10:00 – 17:00) For business/general visitors (Retail tickets available on site)

## (2) Move-In & Move-Out

**Move-in:** After 15:00, Sat. Aug. 24 and before 17:00, Sun. Aug. 25

**Move-out :** After 17:00, Sun. Sep. 1 and before 17:00, Mon. Sep. 2

## (3) Transportation

### • By car:

1. Downtown Tainan → Highway No. 86 → Shanglun IC (Exit to Datan) → ICC Tainan

2. Taipei/ Taichung/ Kaohsiung → National Freeway No. 1/ No. 3 → Connect to Highway No. 86 at Rende IC → Shanglun IC (Exit to Datan) → ICC Tainan

### • By THSR:

A 5-minutes walk from Exit No. 2, HSR Tainan Station

### • By Taiwan Railway:

A 5-minutes walk from TR Shalun Station

### • By THSR Shuttle Bus:

H31: Tainan City Gov't – HSR Tainan Station

H62: HSR Tainan Station – Chimei Hospital

8042: HSR Tainan Station – Shih Chien University

R14: Chang Jung Christian University – HSR Tainan Station – Guanmiao

R3: Tainan – HSR Tainan Station – Guanmiao

G16: HSR Tainan Station – Guammiao – Hsinhua



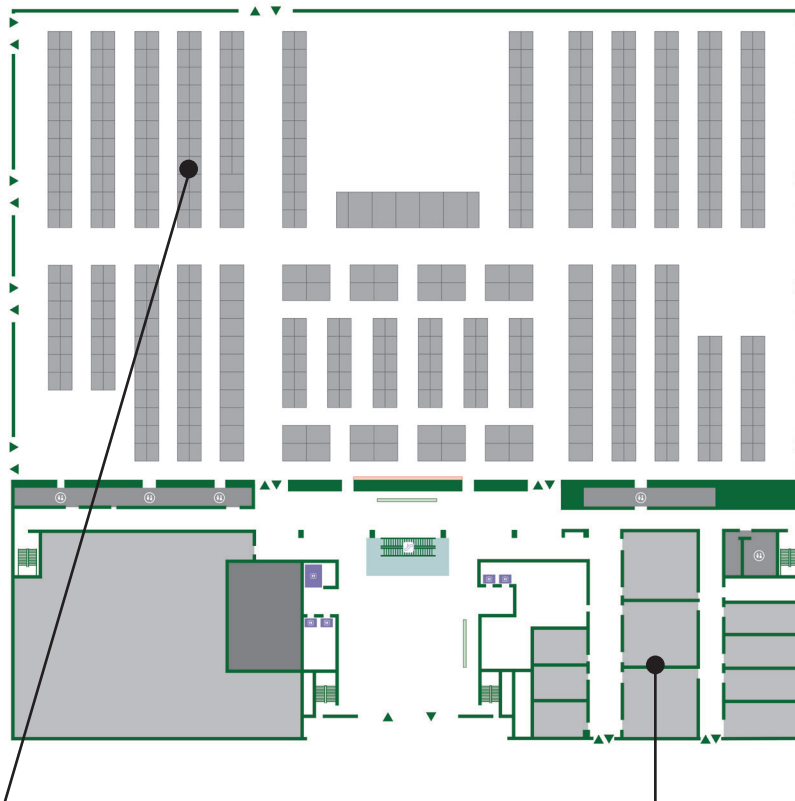


## (4) Venue information

### Location



### Map



#### Trade Exhibitions

We offer a vast pillar-less space with up to 500 booth units for creative brands and IP providers.

#### Spare Area

Communication areas for buyers.

## IV. Exhibition Categories

Exhibition categories include IP licensing and creative brands. Please choose from the listed categories below based on their respective descriptions.

Category		Description
IP licensing	Character images	Original images, patter designs, character licensing, merchandise
	Illustration/ Design/ Art	Illustration design, visual communication, educational toys (e.g. figurines, board games), performance art, cultural art
	Taiwan-themed IP	IP for Taiwanese brands, theme parks, transportation, museums, sports, and recreation
	Publication / animation / game	Comics, picture books, graphic novels, literary works, zines, animation, and game design services
	Multi-faceted creative brand	Pop music, radio, TV, media, digital multimedia , AR/VR and other digital media
	License agency	Organizations and associations related to brand licensing, agency, and management
Creative brands	Tainan Homebuilding	Creative brands founded in Tainan or featuring the Tainan spirit
	Craft / design	Creative products using ceramics, sculptures, metallurgy, fibers, bamboo;Design for products, brands, packaging, services, and architecture
	Creative lifestyle / fashion	Stationery, gifts, toys, headphones, speakers, and other creative tech products;Furniture, decor, tableware, tea ware;Fashion accessories, bags, fabrics, eyewear, apparel, fragrances
	Cultural sustainability	Certified B Corporation adhering to ESG and sustainability guidelines
	Culture of origin	Creative products from local governments and associated public agencies

# V. Exhibitor Application

Creative Expo Taiwan 2024 will be divided into two categories: IP Licensing and Cultural-Creative Brands. You may apply as either a "General Exhibitor" or a "Startup Exhibitor."

## (1) Qualifications

Qualifications	
<b>General exhibitor</b>	<p><b>Taiwanese applicant:</b> A company, studio, manufacturer, trading company, agency, or distributor that has been registered in the Taiwanese government, operates in one of the categories listed in the previous Section, and has been approved by the organizer.</p> <p><b>Foreign applicant:</b></p> <ul style="list-style-type: none"> <li>- A foreign company based in a region which has been permitted by the Taiwanese government to import products to Taiwan; or a Taiwanese agency, distributor, subsidiary, or liaison office of such a company.</li> <li>- Agents handling sales of foreign products must submit supporting documents, such as an authorization letter or agency agreement, to the organizer for verification.</li> </ul>
<b>Startup exhibitor</b>	<ul style="list-style-type: none"> <li>- A company/brand that has been established for less than 5 years (established in 2019 and thereafter).</li> <li>- Applicants applying for the exhibition as individual creators should have the nationality of R. O. C. (Taiwan), and the works to be exhibited should have no exclusive agency contracts yet.</li> <li>- Those applying as an organization should be Taiwanese companies and have been registered in the Taiwanese government.</li> <li>- Applicants recommended by organizations (public associations, cultural and creative industries, and licensing companies) are required to provide recommendation letters from respective organizations.</li> </ul>

## (2) How to Apply

All applications should be completed online only.

- Please complete your application at CET's official website ([www.creativexpo.tw](http://www.creativexpo.tw)) and upload all relevant documentation.
- We are currently accepting applications until 23:59, May 30, 2024.
- Your application time shall be the time you receive the automated confirmation after you have completed the online application process.

### (3) Application Period

**Application deadline: 23:59 May 30, 2024 (Thu.)**

- **"Early Bird Discount" is offered to "General Exhibitors" until Mon. May 20, 2024.**
- The CET organizer will send a payment notice for a deposit via email and its official Line account. If the applicant fails to transfer the deposit by the deadline (according to time of transfer), the discount shall be canceled.
- The acceptance of late applications will be at the discretion of the organizer.

## VI. Selection System

The organizer shall invite both Taiwanese and international professionals in the cultural-creative industry to form a selection panel for reviewing these applications based on the applicants' online presence, their products, and other relevant material.

### (1) Selection Procedure

<b>Selection Categories</b>	<ul style="list-style-type: none"><li>• <b>General exhibitor:</b> 6 square meters per booth unit. Entitled to "Early Bird Discount" for a limited timeframe.</li><li>• <b>Startup exhibitor:</b> 4.5 square meters per booth unit. Applicable only to individuals or those brands that has been established for less than 5 years.</li></ul>
	<ul style="list-style-type: none"><li>• <b>Startup exhibitor:</b> The selection panel will choose 50 Promising Exhibitors among the startup exhibitors. These 50 exhibitors are entitled to pay a preferential price of TWD 8,000 per unit for booth rental fees. ( In the Promising Exhibitors selection, any applicants who have not been selected in the last 5 years or have only received preferential price once will be prioritized. )</li></ul>

※ The 50 Promising Exhibitors should agree to the followings:

- 1.The 50 Promising Exhibitors should produce exclusive collaborative works based on the themes provided by CET and agree to grant the organizer permission to use such works in CET-related promotion without compensation.
- 2.The 50 Promising Exhibitors should publish at least one post (with the full tag @creativexpo.tw) about CET 2024 on their Facebook and Instagram and then cooperate with the organizer's related activities on social media or other platforms.

**(2) Selection Criteria** ( If their appraisal scores are the same, the first-time applicants and Promising Exhibitors will be prioritized. )

<b>Criterion</b>	<b>Weight</b>	<b>Key aspects</b>
<b>Design</b>	<b>30%</b>	Design concepts, techniques, artistic expressions
<b>Innovation</b>	<b>30%</b>	Uniqueness, originality, innovation in materials
<b>Marketing</b>	<b>40%</b>	Collaboration experience, diversity in applications, media coverage, fan interaction, market orientation, overseas marketability, marketing results

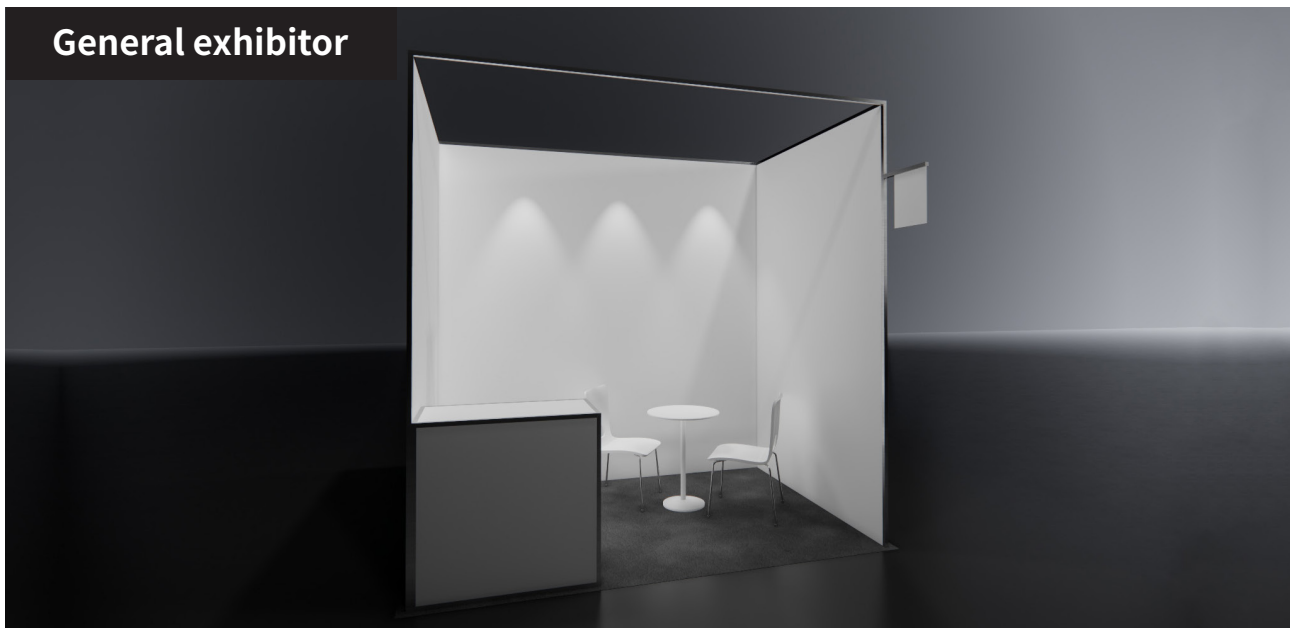
Announcement of results: The list of these selected exhibitors will be announced on CET's website at [www.creativexpo.tw](http://www.creativexpo.tw).



## VII. Booth Specifications and Fees

General exhibitors			
Booth type	Price per 6 square meter booth unit (tax included)	Description	
1 standard unit Without equipment	Original price: TWD 26,400 <b>"Early Bird Price": TWD 22,000</b>	Clear space (including basic electricity 500W and daily cleaning; not including other equipment)	
1 standard unit with equipment	Original price: TWD 35,000 <b>"Early Bird Price": TWD 30,600</b>	<ul style="list-style-type: none"> <li>-System partition *1 set</li> <li>-Flame-retardant carpet *1 set</li> <li>-Company name board *1 set</li> <li>-Meeting table *1 pc</li> <li>-Folding chair *2 pcs</li> <li>-Light 100W *4 (specification TBA)</li> </ul>	<ul style="list-style-type: none"> <li>-110V/5A socket *1 pc including 500W (100V) power</li> <li>-Display cabinet (lock included) *1 set</li> <li>-Trash bag</li> <li>-Daily cleaning</li> </ul>
Startup exhibitors (for Taiwanese cultural-creative brands established for less than 5 years)			
Booth type	Price per 4.5 square meter booth unit (tax included)	Description	
1 standard unit with equipment (only 1 per exhibitor)	Price: TWD 20,000	<ul style="list-style-type: none"> <li>-System partition *1 set</li> <li>-Flame-retardant carpet *1 set</li> <li>-Company name board *1 set</li> <li>-Meeting table *1 pc</li> <li>-Folding chair *2 pcs</li> <li>-Light 100W *4 (specification TBA)</li> </ul>	<ul style="list-style-type: none"> <li>-110V/5A socket *1 pc including 500W (100V) power</li> <li>-Display cabinet (lock included) *1 set</li> <li>-Trash bag</li> <li>-Daily cleaning</li> </ul>
	50 Promising <b>Preferential Price: TWD 8,000</b>		

## (1) Booth Floor Plan References



## (2) Notice

- 1.The number of booths facing the main aisle is limited. The organizer will assign booth location based on the number of booth units booked and the time of payment.
- 2.Regarding power supply, each booth unit is equipped with a 500W (110V) outlet. Power requirements that exceed the aforementioned scope can be met at additional charges. The power supply should be set up by the organizer's designated contractor, and relevant invoices will be issued to exhibitors.
- 3.Exhibitors shall not display products that are mislabeled or infringe on trademarks, patents, or copyright.
- 4.Products from any regions sanctioned by the Taiwanese government or otherwise prohibited shall not be displayed.
- 5.Exhibitors shall allow the organizer to use the materials provided by the exhibitors in any promotional campaign related to CET, free of charge.
- 6.The scope of exhibition should be limited to the categories described above. CET shall not accept food/beverage exhibitors or allow food/beverage to be sold at exhibition booths.

# VIII. Payment

## (1) Booth Deposit / Security Deposit

Exhibitors who have completed the application procedure and passed the qualification review will be notified via email and the official Line account to pay the "booth deposit" and "security deposit." These deposits shall be paid within 3 days upon the notification has been given. Overdue payment should be considered a forfeiture of participation.

- Deposit: TWD 5,000 per booth unit. (Booth(s) will be reserved after the deposit payment has been made.)
- Security deposit: TWD 5,000 per exhibitor. (The security deposit will be returned after the exhibition if no violations occur.)

**1. Booths will be arranged according to the order of payment made. Please make the payment in a timely manner to secure your booth arrangement.**

**2. Booth arrangements will be made based on the following criteria.**

- **The number of units booked takes the top priority.**
- **For exhibitors with the same number of units, the time of payment takes priority.**
- **A draw will be held for exhibitors with the same number of units and time of payment.**

3. Exhibitors who have passed the selection process shall pay the security deposit, booth deposit, and booth balance payment by the stated deadlines. Overdue payment shall be considered a forfeiture of participation.

4. To maintain exhibition quality, all exhibitors must comply with the guidelines and other relevant regulations for participating in the Expo, attend business matchmaking events on time, and complete the exhibition questionnaire after the show. The deposits will be returned without interest if no violations occur.

5. Applications received after all booths have been booked will be placed on a waiting list. Waitlisted applicants will be notified via email and the official Line account if booths become available.

## (2) Balance Payment

1. The organizer will provide remittance information via email and its official Line account. The invoice will be sent to the exhibitor upon the completion of payment that has been confirmed 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 booth booking shall be canceled. A replacement list for booths will then be announced separately.

## (3) Payment Methods

Payment guidelines:

1. Banking information will be provided via email and CET's Line account.
2. The processing fee of the transfer shall be covered by the exhibitor. We kindly note that the booth prices do not include bank transfer processing fees, and the organizer must receive the full amount. If a payment shortfall occurs, the exhibitor shall pay the outstanding amount. In the case of an international transfer, please ensure that the required amount is paid in full amount.

#### **(4) Cancellation and Refund**

1. In case of the unavailability of booth arrangement, the booth deposit and security deposit will be refunded without interest.
2. Exhibitors who have already paid the balance payment but wish to withdraw for any reason will not be refunded any fees except the security deposit and balance payment.
3. An overdue payment of the balance payment will result in disqualification. In such an event, no refund will be made except for the security deposit paid. Additional costs incurred 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 will not compensate the exhibitor for any damages.

#### **(6) Booth Distribution**

1. A booth arrangement meeting will be held at a time and date announced by the organizer.
2. No additional booth will be offered during the meeting. Exhibitors who need additional booths after application should contact the organizer as soon as possible.
3. Booths of the same exhibitor should be joined together and should not be on both sides of an aisle.

# IX. Notice

## (1) Booth Regulation

1. For all retail transactions at the venue, invoices or receipts are required. This requirement is enforced by tax authorities, and exhibitors are subject to punishment for violation.
2. The organizer reserves the right to expel products or exhibitors that are not within the defined scope of exhibition categories.
3. During the exhibition, booths should be ready for visitors by 10 a.m. every day, and booths should be staffed at all times.
4. Exhibitors are strictly prohibited from exhibiting products that violate the laws and regulations of Taiwan, misrepresenting the products' place of origin, counterfeiting trademarks, or infringing on the patents or copyrights. If an exhibitor fails to improve on contents or products deemed illegal, obscene, or detrimental to the image of CET, after being notified by the organizer, such contents or products shall be removed from the exhibition.
5. No fire/flame is allowed at the booths. The security deposit will be forfeited in case fire/flame is used.
6. During the exhibition, when social distancing cannot be maintained in crowded situations, wearing a surgical mask is recommended, and walking while eating should be avoided.
7. During the exhibition, booths must be staffed to serve the visitors. The privilege to participate in future CET and related events will be impacted for exhibitors who violate these regulations for three or more times.
8. For further regulations, please see the Exhibitor Manual, which will be sent to selected exhibitors.

## (2) Cooperation Requirements

1. Exhibitors may choose a suitable exhibition category according to their products or services during the application process. The organizer may review the application and place exhibitors into their final category. The organizer may also arrange the exhibitors' booth locations at its discretion.
2. Exhibitors are required to pay a security deposit. If no violation occurs during the exhibition, the deposit shall be returned without interest after the exhibition.
3. Exhibitors shall employ their own qualified booth design/construction providers and submit booth designs to the organizer for review.
4. Exhibitors are required to accept "Culture Points" in retail transactions.
5. The organizer may adjust exhibitors' numbers and location of booths for overall exhibition planning, especially in the cases where an exhibitor's products do not agree with the application.



### **(3) Exhibitor's Exclusive Benefits**

Exhibitors may participate or attend the following public events hosted by the organizer.

1. Business matchmaking meetings: Distribution channels such as department stores, select shops, museum gift shops, online retailers, as well as Taiwanese and international buyers are invited to business matchmaking events to engage with exhibitors.
2. Keynote/forum: Based on the year's theme and observations of global industry trends, the organizer invites leaders in design, licensing, and other disciplines to deliver speeches and speak in forums.
3. Product release and stage performance: Exhibitors can apply for activity areas in all venues for product release or other promotional activities.
4. Exhibitors' information will be announced on CET's website and other social media for integrated marketing, based on the organizer's theme.
5. Exhibitors may participate in the awards and contests hosted by the organizer.
6. The organizer provides an analytical report on the year's exhibition.
7. The organizer reserves the right to amend the above booth specification and regulations.

## **X. Organizer's Contact**

**S.C. Communications Integrated Marketing / Executive Arm of Creative Expo Taiwan 2024**

- Contact for general exhibitors: (+886) 2-2377-6500 ext. 611 / Ms. Wu
- Contact for startup exhibitors: (+886) 2-2377-6500 ext. 612 / Ms. Yang



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CREATIVE EXPO TAIWAN

Official Organizer



Executive Organizer

