



The 2021 Taiwan Innotech Expo Virtual Foreign Inventions Area Digital Marketing Package Application Kit

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I. Objectives

The 2021 Taiwan Innotech Expo (TIE) will be held digitally due to the impact of COVID-19 pandemic. Taking place from October 14 to 23, it will showcase a brand-new online exhibition format. TIE used to attract more than 50,000 domestic and international visitors every year. By expanding the expo and creating TIE Virtual, an online version of TIE, the organizers wish to enlarge the scale of the exhibition, reach beyond geographic borders to attract more international buyers, and promote Taiwan as an international R&D trading hub. Meanwhile, the TIE Invention Competition, which aims to promote inventions and innovations, will award innovative designs, technological breakthroughs, and inventions with market potential. All in all, the 2021 TIE Virtual serves as a business platform for excellent inventors from home and abroad to showcase R&D ideas and promote innovative products and technology trading.

II. Exhibition Dates

1. Oct. 14 (10:00am, UTC+8)–Oct. 23 (11:59 midnight, UTC+8), 2021: Interactive period with instant messaging and meeting reservation functions. [10 days]
2. Oct. 24 (12:00am, UTC+8)–Dec. 31 (12 midnight, UTC+8), 2021: Hosting period for online visiting. [10 weeks]

III. Exhibition Areas

1. The Official TIE Website Homepage/TIE Invention Competition Area
 - A. Domestic Inventions Area: Exhibit inventions from domestic enterprises, individuals and research institutions.
 - B. Domestic Educational Institution Inventions Area: Exhibition inventions from schools at all levels.
 - C. Overseas Inventions Area: Exhibit inventions from foreign enterprises, individuals and research institutions.
 - D. Excellent Inventions Pavilion: Exhibit 2020 award-winning inventions.
 - E. Inventions Service Area: Exhibit inventions or patent related media, patent firms and design companies.



IV. Eligibility

1. Except for government-restricted import countries/regions, all foreign exhibitors are eligible to participate in the exhibition. Please either register directly or through agencies or branch offices in Taiwan. Inventions should meet one of the requirements:
 - A. Inventions have been granted valid patents (from July, 1 2017 to June 30, 2021);
 - B. Inventions have filed a provisional patent application and received a Patent Pending Number issued by the Intellectual Property Offices;
 - C. Inventions have been approved by the Intellectual Property Offices but have not yet obtained patent rights.
2. Domestic exhibitors exhibiting foreign invention works must submit the patent owners' authorization or agency contract as well as the copy of the certificate of patent right or a copy of the patent application.
3. Maximum of three inventions per booth. Past invention winners from the Taiwan Innotech Expo (Originally named Taipei International Invention Show & Technomart) are not allowed to re-register for the competition. (If verified by the organizers, the registration will be cancelled directly.)
4. It is strictly forbidden to display products with false designations of origin, counterfeit trademarks, or patent infringements. If any of the circumstances mentioned above occur, the organizers reserve the right to remove the online booths and products from the website without any refund.
5. If the exhibitors have not uploaded any product information after the specified date, the organizers have the right to remove the online booths and products from the website without any refund after being notified by the organizers.
6. Exhibitors need to ensure that their own internet speed is stable. The hardware equipment requirements are as follows:
 - (1) Computer: It is recommended that the computer operating system is Windows 7 or above or the latest version of macOS or above, and the latest versions of the browsers: Chrome, Edge, Firefox, Safari.
 - (2) Mobile phones and Tablets: Android 9.0 or iOS 13 or above is recommended.
7. The organizers reserve the right to make final determination of the registration.

V. TIE Virtual Digital Marketing Package and Price (tax included)



Overseas Inventions Area Package	
Price (USD)	950
	Maximum of three inventions per booth. For more inventions, such as a fourth and fifth, please purchase one more booth. (i.e. If exhibiting 10 inventions, 4 booths need to be purchased.)
Exhibit	Exclusive online virtual booth and conference room, including five product catalogs, a company profile, video conference reservations, and instant chat/messaging, among other features. **Organizers offer online booth layout and copywriting optimization services.
Digital Marketing	1 EDM Banner (350*100 Pixels)
Digital Events	TIE Invention Competition and the Award Ceremony
Data analysis	<ol style="list-style-type: none"> 1. Post-show infographic report 2. Visitor Statistics (Number of visits to the online booths and top ten visiting countries)

※ Individual foreign businesspeople, inventors or foreign invention organizations will be given 1 free booth. This offer is limited to 1 exhibitor per country, and will be determined by registration order.

Other Sponsorship Packages	Price (USD)
(Application deadline: Sep. 14, 2021. Organizers reserve the right to close early if receiving the specified maximum number of applications.)	



Enhanced Exposure Package	<ul style="list-style-type: none"> • One Featured Video on the Webpage of Invention Competition Area Highlight of exhibitors' videos with editing by the organizer (Maximum of two exhibitors' videos being played in turns until Dec. 31, 2021) Video Aspect Ratios: 16 : 9 Video Length: under five minutes.	3,600
	<ul style="list-style-type: none"> • One Featured Banner on the Webpage of Invention Competition Area Banner Resolution: 640*360 Pixels (Maximum six exhibitors' banners being played in turns until Dec. 31, 2021)	1,650
Value-added Digital Marketing	<ul style="list-style-type: none"> • One Featured Banner on the Webpage of Exhibitors Area Banner Resolution: 170*70 Pixels (72dpi, under 10KB, displayed until Dec. 31, 2021)	860
	<ul style="list-style-type: none"> • One Post on Facebook-TIE Fan Page 	750
	<ul style="list-style-type: none"> • One Pre-exhibition EDM Banner Banner Resolution: 350*100 Pixels	550

*The banners, pre-exhibition EDM, and Facebook posts as mentioned above shall be provided by exhibitors and published by the organizers with necessary editing.

VI. Registration

1. Please visit <https://www.inventaipai.com.tw/> and go to "Online Registration" and complete the form. (You will receive an automatic email confirmation after your online registration is completed.)
2. Please enter your user ID and password if you already have a TAITRA member account.
3. New members will have to register first to become a TAITRA member. TAITRA Members shall complete the verification procedure before logging in to register.



4. Registration is open until **11:59 midnight, 6 Sep., 2021 (UTC+8)**.

VII. Documents to Submit

1. Please submit the documents listed below to "Taipei Post Box No. 109-993". Please indicate "Register for Taiwan Innotech Expo" on the envelope (insufficient documents will not be processed) within a week after completing online registration.
 - (1) Online Registration form
 - (2) A copy of the for-profit business registration certificate
 - (3) Exhibition Product Catalogs
 - (4) The original manufacture's (foreign) agency certifications (if agents are exhibiting foreign products).
2. Applicants shall give one video as supplemental material for review. The video is limited to 10 minutes, and the video specification is MPEG-4 or AVI with an aspect ratio of 16:9 and a resolution of 1920x1080 (conforming to H.264 encoding specifications). Please provide the download link on the registration form.
3. The information on the registration form cannot be changed online once it is submitted. To change any information on the form, please email them to invent@taitra.org.tw or call 02-2725-5200, extension 2658.

VIII. Fees and payment

1. Please ensure payment is made within the specified period after receiving the exhibitor payment notice from the organizers.
2. Please note that only a lump-sum payment is accepted instead of installments.
3. If the payment is not paid within the specified period, the exhibitor will be deemed to forfeit all registered items.
4. If an exhibitor wishes to drop out of the exhibition for reasons not attributable to the organizers, no payments will be refunded.

IX. Taiwan Innotech Expo Invention Award

1. Judging Process

Due to the impact of COVID-19 pandemic, the preliminary online review and substantive review are both included in the review process. The Awards Ceremony will be held online. The video review is added to the preliminary review, which is one of the specification requirements for the online exhibitors. Exhibitors are requested to prepare a video to introduce their invention works. (No more than 5 minutes, whether it is the same as the booth video, exhibitors can decide by themselves)

- (1) Preliminary Review: online document review + video review.



(2) Substantive Review:

In principle, presentations are adopted: 5 minutes report + 3 minutes Q and A. Small groups will present at the meeting room separately and judge committee members will listen to the inventors' presentation at each separate room.

2. Prizes Awarded

TAIWAN INNOTECH EXPO Platinum Prize: The invention which gets the highest score.

TAIWAN INNOTECH EXPO Gold, Silver, and Bronze Prizes:

Outstanding inventions with high potential to contribute to industry development.

3. Award Ceremony

The Award Ceremony will be held online on October 20, 2021 (Details to be announced).

4. Review of Competition Results

To request for review evaluation results, please fill in the "Request for Review Evaluation Results" and email it to invent@taitra.org.tw by October 29, 2021. Overdue requests will not be accepted.

Review evaluation results can only be requested once. The names and the relevant information of the review committee members are kept confidential and cannot be shared.

5. Award Certificate and Trophy

In order to reduce direct contact and infection transmission, the TIE Invention Competition awards and trophies will be sent to the winners by mail.

Information of patent applicants (patent holders) and inventors recorded on the award certificates must be the same and patent certificates should be valid. If inconsistencies are found after reviewing by the organizer, the organizers has the right to make necessary adjustments.

If the content of the award certificates is incorrect and such errors are due to the negligence of the organizers, please inform Foreign Trade Association by November 12, 2021. Late submissions are not accepted.



The above certificates and trophies will only issue once from the organizers and cannot be traded.

If the certificates or trophies are lost or damaged, they will not be reissued, except they are lost or damaged during transportation. If it occurs, please email the Reissue Request to invent@taitra.org.tw by November 12, 2021.

6. The organizer reserves the right to amend the program of the 2021 Taiwan Innotech Expo Invention Competition.

X. Basic online exhibition services and virtual booth layout schedule

1. The online exhibition is at: <https://online.inventaipai.com.tw>
2. Basic online exhibition services
 - (1) The booth layout function allows exhibitors to customize their virtual booths' pattern and color schemes. Exhibitors may setup their own company profiles. The online exhibition platform allows exhibitors to upload text, PDF catalogs, 360 degree catalogs, 720 degree catalogs, and digital contents in video format. (Note: All digital contents should be created and prepared by the exhibitors.)
 - (2) The basic chat function allows exhibitors and visitors to conduct text or video conferences. Visitors will be able to search exhibitors product information, schedule meetings, and start text/video chats through the online exhibition.
 - (3) The online exhibition platform is built on the Google Cloud Platform (GCP). Load balancing is available to handle high traffic. A content delivery network (CDN) is implemented to increase the browsing speed for international visitors.
 - (4) The system is ISO27001 certified for information security management to ensure all user data are secure.

3. Virtual booth layout schedule

Time	Description
August 5	Exhibitors register for TAITRA membership online first in order to receive their own account IDs and passwords. Then, the exhibitors go to online exhibition website



	URL: https://www.inventaimei.com to register.
August 30 to October 6	Log in as a TAITRA member and go to the online exhibition website https://www.inventaimei.com Exhibitors Section to set up virtual booths.
October 14	Exhibitors are required to complete virtual booth layout.
October 14 to 23	The online exhibition website will offer the interaction function, like meeting reservations and instant messaging.
October 14 to December 31	The online exhibition website will continue sharing the exhibition contents.

- ※ Exhibitors must **upload their company logos and AT LEAST 2 or more product photos** to their virtual booths. For consistency across online booths, the organizers have the right to review whether the product descriptions and photos match the products listed in registration forms. Exhibitors who fails to comply will be removed from the virtual exhibitor list and related features shut down.
- ※ Please upload product catalogs in a format recommended by the organizers. Please refer to the Virtual Booth Setup Manual for more details.
- ※ Exhibitors who fail to complete the booth setup (for example, uploading product catalogs and videos, arranging company signs, etc.) will damage the image of the exhibitors and the exhibition. Exhibitors who fail to complete the setup within the specific period will be deemed to forfeit participation in the exhibition. The organizers will have the right to remove the virtual booths of such exhibitors from the exhibition without any refund.

XI. Exhibitors' Rights and Obligations

1. These general regulations ("the Regulations") are made by the Taiwan External Trade Development Council (hereinafter referred to as the "Organizer").
2. The Regulations shall also cover the registration forms, exhibition manuals, announcements on the official website, and materials made for an exhibition (hereinafter referred to as the "Exhibition Materials"). The Regulations are also applicable to exhibitors, joint exhibitors, and their branch companies (hereinafter referred to collectively as the "Exhibitors") of the exhibition.
3. Exhibitors who have completed registration forms will be considered to have fully read and understood the Exhibition Materials and the



Regulations and unconditionally agree to comply with the Regulations. Exhibitors authorize the Organizer to publish and promote all materials and images provided by the exhibitors in print (or digital) publications for the exhibition.

4. Compliance with or violations of the Regulations regarding the Exhibitors' behaviors during the exhibition period shall be determined, interpreted, and implemented by the Organizer. The Exhibitors shall have no objection.
5. The Organizer shall have the right to refuse competing exhibitions or organizers (including subsidiaries, distributors, and affiliated enterprises) of such exhibitions to participate in the exhibition. Any such exhibitors who register for the exhibition under false names, if found, will be immediately removed from exhibition without any refund. This provision shall be determined, interpreted, and executed by the Organizer, and such exhibitors shall have no objection.
6. The Organizer has the right to allocate exhibition areas or categories among exhibitors according to the product categories in the exhibition, actual response to registration, and the demand for online booths. Meanwhile, the Organizer has the right to decide whether to accept a registration based on the nature of the products, amount of exports/imports, revenues, and the exhibitor's past participation in Taiwan's exhibitions or past performance at other domestic/international promotional events hosted by the Organizer. The Organizer may also adjust registered exhibition areas and approve purchases of advertising items for online exhibitions.
7. The Organizer will make the Exhibition Materials available on the exhibition website at "www.inventaipai.com.tw" 60 days prior to the exhibition start date to be viewed or printed by the exhibitors. The Exhibitors may not claim to not to be bound by the Regulations by claiming that they do not receive the Exhibition Materials, or are not familiar with the provisions and explanations of the Exhibition Materials, or for any other reason whatsoever.
8. The Organizer may cancel the Exhibitors' exhibition qualifications and eligibility if the Exhibitors are found to be in any one of the following situations by the Organizer, and make no improvement after a request for improvement has been made by the Organizer. The Exhibitors shall be banned from participating in exhibitions (including online and offline exhibitions) organized by the Organizer for at least two years, and all previous exhibition records of the Exhibitors shall be canceled. If the Organizer is sued or deemed responsible for any loss or damages, the Exhibitors shall indemnify the Organizer for the expenses (including but



not limited to settlement and lawsuit and legal fees). The Exhibitors shall have no objection.

- (5) Use of false documents, information, or any other person's name to participate in the exhibition.
- (6) Exhibition items shown on the product catalog provided for registration are different from those indicated on the registration forms or from the physical objects.
- (7) Failure to provide full payment of the exhibition fees 10 days before the start of the exhibition.
- (8) Refusal or termination of authorization for the Organizer to use the Exhibitor's information and publications for promotional purposes on the exhibition website and press releases and in the exhibition marketing materials.
- (9) Sale, display, or advertisement of exhibition items that infringe upon the copyright of others.
- (10) The exhibition items or the means of displaying them are in violation of relevant laws and regulations prescribed in the Civil Code, the Consumer Protection Act, the Fair Trade Act, the Commodity Labeling Act, the Commodity Inspection Act, and the Act Governing Food Safety and Sanitation.
- (11) Exhibition items or the means of displaying them disrupt public order or violate codes of decency.
- (12) Exhibition items infringe upon the rights of a third party who provides the Organizer with supporting documents such as a settlement agreement, the written judgment for losing the civil suit, or the written judgment for the conviction of criminal charge (whether the judgment is made or not).
- (13) The virtual booth banner and information exposure differ from the company profile in English/Chinese provided on the registration form.
- (14) The virtual booth(s) are subleased, transferred, or used to host exhibitions under the names of companies that are not registered (including the names of sponsors, affiliate companies [parent and subsidiary companies], a branch company of the original registered company in a third region, or subsidiary companies).
- (15) Exhibition items are imported from regions restricted by the government of Taiwan, or are manufactured, produced, or sold

in such regions, or are contraband pursuant to the laws of Taiwan.

- (16) Exhibition items do not match the theme of the exhibition.
 - (17) The organizer has the right to reject any exhibition by products or companies that do not meet the theme of the exhibition.
 - (18) The Organizer has the right to decide whether to accept a registration based on the exhibitor's past participation in Taiwan's exhibitions.
 - (19) Import regions restricted by the government of Taiwan or products prohibited from being imported by the government shall not be put on display at the exhibition.
 - (20) Fields in the booth information are left blank or incomplete. The exhibitor fails to follow the Organizer's rules and upload company profile, logo file, product description, and product photos. The exhibitor also fails to follow the Organizer's schedule for maintaining a virtual booth.
 - (21) The music, images, or related information played by the Exhibitors on the online exhibition platform infringe upon intellectual property rights, or violate public order and good morals.
 - (22) The exhibitor accesses any network or system on the platform without authorization, or attempts to sabotage the website.
 - (23) The exhibitor displays or uploads products that are not manufactured or designed by itself or are without the manufacturer's authorization.
 - (24) The exhibitor intentionally use resources on the online exhibition platform to cause damage to the online exhibition features or inconvenience to other visitors.
9. The Organizer reserves the right to change the exhibition date and platform features. In the event of any of the following force majeure reasons that cause the exhibition date to be changed or the exhibition to be cancelled, the Organizer will return, without interest, the remainder of the fees paid by the Exhibitors after deducting the costs and necessary charges (including but not limited to amounts that have been paid to contractors, but cannot be returned to the Organizer).
- (1) Service disruption as a result of functional errors targeting TIE Virtual computer systems and networks or caused by third party hacking
 - (2) Natural disasters (including landslides, earthquakes, tsunamis,



volcano eruptions, typhoons, hurricanes, rainstorms, hail, floods, mudslides, earth slides, tectonic movements, lightning strikes or other natural disasters)

- (3) Civil disorder (including wars, blockades, revolutions, revolts, civil wars, riots, or mobilization)
 - (4) Civil right behaviors (including revocation and revision of laws and regulations, interference by government agencies, administrative order, and embargoes)
 - (5) Infectious diseases (including bacteria and virus)
 - (6) Insufficient information materials and sources (including disruption of water, energy or raw materials or supply control)
 - (7) Labor disputes (including strikes, employer-employee disputes, or irrational public protests)
 - (8) Key members fail to perform their debts (including operators declaring bankruptcy)
 - (9) Addition or change to government laws and regulations.
 - (10) Other force majeure reasons as deemed by the competent authority or reasons not attributable to the exhibitors or the Organizer.
10. If any exhibitor wishes to drop out of the exhibition for reasons not attributable to the Organizer, none of the payments will be refunded.
 11. The exhibition platform including the official website and online exhibition platform will be ISO 27001 certified for information security in order to ensure all user data are kept safe.
 12. The Organizer will invest a marketing budget and invite visitors from around the world to the online exhibition, but will not be able to guarantee the number of online visits, views, or negotiations.
 13. Exhibitors are to complete virtual booth setup before the deadline given by the Organizer. Exhibitors are required to upload their company logos and AT LEAST 2 or more product photos. Failure to complete the setup by the deadline will be treated as forfeiture of the exhibition. In the interest of the brand reputation and image of the exhibition, the Organizer will have the right to remove the virtual booth without any refund, and the right to add such exhibitors to the blacklist.
 14. The Organizer reserves the right to allocate priorities in exhibition areas.
 15. Exhibitors cannot choose booth locations for virtual booths. Once entered into an exhibition area, the Unicode standard or the Organizer's classification will apply.
 16. All purchases of TIE Virtual Digital Marketing Package, such as EDM distribution or additional exposure, are to be designed with specific specifications required by the exhibitors, and will have to be produced



and launched by the Organizer's affiliated vendors in order to maintain consistent quality across exhibitions. Exhibitors' design plans will require the competent authority's approval, and images are to be submitted by a specified deadline.

17. Where the Organizer cancel certain exposure prior to production for any reason, the exhibitors agree to not make any claims other than the exhibitors may have their payments for this project returned in full without interest.
18. Exhibitors who purchase event-based value added services, such as photo shoot at a new product launch, are to read the rules carefully, and refunds are not be made for any reason.
19. The Organizer will not be held liable for any incorrect or missing words in TIE Virtual Digital Marketing Package or other promotional materials.
20. The Organizer reserves the right to amend, change, or interpret and cancel the event. The Organizer may revise matters not provided in the Regulations at any time.

XII. Compensation

1. Where an exhibitor violates the Regulations (including but not limited to an exhibitor's statement and warrants) and supplemental documents to be included and quoted by the Regulations, accesses the service or infringes upon a third party's rights (including but not limited to any product, content, data, infringement on third party patent, copyright, trademark, or other intellectual property rights) via a website and causes the Organizer, its employees, agents, directors, supervisors, managers, affiliated enterprises, successors, third party data or document providers or any person representing the Organizer to be held responsible in any way for any request, claim, loss, or expenditures (including but not limited to settlement, lawsuit and legal fees) and losses, the exhibitor is to be held liable for paying compensation for all such losses. The Organizer reserves the exclusive right to defend and control matters above, and exhibitors are not to be exempted from liabilities.
2. Where an exhibitor violates the rules in the Regulations, the Organizer will have the right to delete the exhibitor's virtual booth and exhibitor directory, and close all related features without any refund. Such exhibitors will also be blacklisted.
3. Where an exhibitor intentionally use resources on the online exhibition platform to cause damages to the online exhibition features or inconvenience to other visitors, the Organizer will be able to claim the expenses from the exhibitors.



XIII. Personal Data Protection Act

The personal information provided on exhibitor's registration form below is for the use of promoting TIE exhibition from 2021 to 2023. Such information will be used to engage event contacts whose telephone number, email and other communication method are provided herein.

Data subjects may, with regard to their personal data, ask

1. for inquiries or access;
2. for a copy;
3. for supplement or correction of the information;
4. for cessation of the collection, processing, or use of the information; or
5. for deletion of the information. To exercise the rights listed above, please contact TAITRA's facilitator (02-27255200 ext. 2672).