

# 臺灣文博會

CREATIVE **EXPO** TAIWAN

2017 04/19 WED.  
04/23 SUN.

[www.creativexpo.tw](http://www.creativexpo.tw)

Official Organizer / Ministry of Culture  
Executive Organizer / Taiwan Design Center

Creative Expo Taiwan is a triple-venue exposition held concurrently in Huashan1914 Creative Park, Songshan Cultural and Creative Park and the Taipei Expo Park-Expo Dome. Boasting fully integrated contents, the Expo facilitates the vertical upgrade of industries and the horizontal expansion of markets. By converging resources from across the industry chain, including space, talents, marketplace, brands and service, etc., and aligning external vendors, associated exhibitions, forums and Plenty Market, the Expo, with its all-embracing nature, ramifies into every corner of the host city. Take a stroll on the streets of Taipei, and you will experience Chinese exquisite lifestyle.

An L-shape cultural and creative corridor is formed along the lines of Taipei Metro linked by the three main venues, Huashan, Songshan and the Expo Dome, stringing the neighboring cultural living circles. The Expo will partner with all kinds of events organized by vendors to give buyers, media and the public a better experience of the Taiwanese life style, conveying the core meanings of culture and creativity, showcasing a tasteful life style in all aspects of living and driving new trends for the cultural and creative industry in the Chinese community.

The Expo is now open to application. We sincerely invite you to the Expo and together polish the Chinese cultural and creative brand for greater international visibility.

## Venues

Huashan1914 Creative Park (No.1, Sec. 1, Bade Rd., Taipei City) - Craft

Songshan Cultural and Creative Park (No. 133, Guangfu S. Rd., Taipei City) – Design

Taipei Expo Park-Expo Dome (No.1, Yumen St., Taipei City) – Licensing

## Schedule

Set-up: April 17 (Mon) ~ April 18 (Tue), 2017

Show Hours: April 19 (Wed) ~ April 23 (Sun), 2017

4/19- 4/20 10 : 00~18 : 00	Open to Professionals
4/21- 4/22 10 : 00~18 : 00	Open to Professionals/Public (Retail)
4/23 10 : 00~17 : 00	Open to Professionals/Public (Retail)

Dismantling: 17:00 ~ venue close, April 23 (Sun), 2017

April 24 (Mon), 2017

## Exhibition Profile

Showcase products and services that have cultural or creative content. Exhibitors may apply for the ideal venue depending on the category of their products or services:

### ◆Huashan1914 Creative Park

<b>【Craft】</b>	metal, stone, wood, bamboo, ceramics, glass, dyeing and weaving and other fine crafts
<b>【Tableware】</b>	tableware, eating utensils, teaware, glassware, other household utensils
<b>【Others】</b>	products or services derived from the above categories

### ◆Songshan Cultural and Creative Park

<b>【Furniture &amp; Accessories】</b>	furniture, wall décor, lighting, table décor, herbal fragrances
<b>【Stationery Gift】</b>	stationery, gifts, paper products, toys, creative electronics
<b>【Style &amp; Accessories】</b>	textile, bags, accessories, shoes, hats, eyewear, other fashion accessories
<b>【Technology &amp; Living】</b>	Everyday products that utilize innovative technology, such as smart appliances, creative consumer electronics, and so on.
<b>【Creative &amp; Design Services】</b>	design, marketing and planning consultancy, other services related to the cultural and creative industry

◆ Taipei Expo Park-Expo Dome

<b>【Character】</b>	illustration, cartoon, animation, comics character design, publishing
<b>【Animations &amp; Games】</b>	animations, games, movies, music, entertainment
<b>【Art, Design, Image】</b>	museums, artists, galleries, designers, image libraries, illustrations
<b>【Branding agency】</b>	corporations, trademarks, sport, autos, charity, celebrities
<b>【Others】</b>	products or services derived from the above categories

The following exhibition areas will be planned by the organizer or allocated to entities by invitation only:

<b>【TRENDS】</b>	planned by organizer on annual theme
<b>【TALENT 100】</b>	100 emerging Asian artists selected by organizer and associated media
<b>【NEXT】</b>	Selected quality Taiwanese brands and new arrivals

※ Notes:

- Invited overseas and local guests, buyers, procurement staff from companies, foreign trade institutions, distributors, trading companies and other entities verified by the organizer shall obtain Expo passes by showing their business cards.
- The Expo does not accept application from food/beverage vendors.
- The Expo is primarily a business-to-business event serving buyers. To maintain the professional image of the Expo, exhibitors may not distribute promotional material or samples outside their booths.
- Winners of the 2016 Cultural and Creative Award must complete online application by the Early Bird deadline.(2016/12/9)

- The organizer reserves the right to review the exhibited content of the exhibitors, allocate booths and modify the exhibition area.

### **Exhibitor Eligibility**

1. Domestic exhibitors must meet the following requirements Brands, manufacturers, trading companies, agents, dealers, etc. approved and registered by pertinent local authorities and whose scope of business fits any of the categories listed by the Expo and verified by the organizer.
2. Foreign exhibitors must meet the following requirements
  - (1) Foreign companies from areas whose export to the Republic of China is permitted by the Taiwan government; or the Taiwanese agents, dealers, branch office or liaison office of such companies.
  - (2) Agents handling sales of foreign products. Supporting documents such as an authorization letter or agency agreement must be submitted to the organizer for verification.

### ※ Notes:

- Unless invited, planned or supported by the organizer, each exhibitor must apply for at least ONE booth (6 square meters). Sub-letting or transfer of booth (including to subsidiary or associated company) is prohibited. In the event of violation, the violating vendor must immediately remove the company's name and logo from the sub-let or transferred booth.
- The organizer reserves the right to review application based on the applicant's track record with past Expos or other domestic trade shows.
- The information provided by the participating exhibitors will be used in the promotion of the Expo.
- Participating exhibitors are strictly prohibited from showcasing products with false labeling regarding place of origin, counterfeit trademarks or involving patent or copyright infringement.

- The Expo will not showcase products from areas whose export to the Republic of China is banned by the R.O.C government or products banned for import.
- For other rules, please refer to “Terms and Regulations of Creative Expo Taiwan 2017” for Participation.
- The first two days of the exhibition are open only to professionals. The last three days of the exhibition are open to the public. Exhibitors may engage in retailing activities during the last three days and must issue receipts or invoices in accordance to related laws.

## Booth Rentals

### Raw Space Booth

Booth Type	Unit	Rental (tax included)	Early Bird Rate (by Dec 9)	Per Unit Rental for Six (or more) booths
Raw Space (without facilities)	6 m <sup>2</sup> (3x2m)	US\$900	US\$750	US\$600

### Standard Booth (Max. THREE booths per applicant)

Booth Type	Unit	Rental (tax included)	Early Bird Rate (by Dec 9)
Standard(with basic facilities)	6 m <sup>2</sup> (3x2m)	US\$1,200	US\$1,050
Basic Facilities	<p>Each Standard Booth occupies a floor area of 6 m<sup>2</sup>(3mX2m) and comes with basic facilities as follows:</p> <ol style="list-style-type: none"> <li>1. Partition walls and profiles (with standard decoration).</li> <li>2. 1 reception table, 2 folding chair, 1 socket, 3 spotlights (electricity included), 1 carpet, 1 company name fascia board, 1 waste bin.</li> <li>3. Each booth is provided with a 500W/110V socket (3 63W energy-saving spotlights included).</li> <li>4. Fee covers daily waste disposal.</li> </ol>		

### ※ Notes:

- Unless invited, planned or supported by the organizer, each exhibitor must apply for at least ONE booth (6 square meters).
- Fee covers daily waste disposal. Raw space tenants shall prepare waste bins or bags at their own cost.
- “Raw Space Booth” is WITHOUT any facilities. Exhibitors shall contact contractors for booth installation, the blueprint of which shall be submitted to the organizer for approval.



- The number of booths facing the main isle is limited. In allocating booths, the organizer gives priority to exhibitors applying for 6 or more booths. The remaining booths will be allocated in the order of booth quantities and payment dates.
- Power supply : Each booth is provided with a 500W/110V socket. Additional power supply is available at the exhibitor's expense. The installation will be conducted by facility contractors designated by the organizer and invoiced.

### **Application**

#### 1. Application Dates:

(1) Early Bird: now until December 9 (Fri), 2016

(2) Regular application: until January 9 (Mon), 2017

#### ※ Notes:

- Early Bird payment deadline: December 15 (Thu), 2016
- Exhibitors failing to complete application and payment within the discount period no longer enjoy discounts on rentals.
- The acceptance of late applicants will be at the discretion of the organizer.

#### 2. Online application:

(1) Please visit our official website at [www.creativexpo.tw](http://www.creativexpo.tw) to fill out the application form.

(2) Time of completing online application (applicant receive confirmation once completed) will be considered as time of application.

#### 3. Required documents (upload via online application):

(1) Business registration documents (certified copies with company stamp)

- I. Business registration documents issued by pertinent authorities, or download search results from Company Registration Inquiry on the “Commerce Industrial Services Portal” (Department of Commerce, Ministry of Economic Affairs, R.O.C Government) and submit in certified copies with company stamp.
  - II. In case of agents handling sales of foreign products, a copy of authorization documents or import certificate is needed.
- (2) 2 to 5 photos of exhibits (between 1M and 5M, jpg 300dpi or higher, png with no logo and background removed is preferable)
  - (3) Brand logo (between 1M and 5M, jpg 300dpi or higher, png with background removed is preferable)
  - (4) Exhibitor’s affidavit

※ Notes:

- At the discretion of the organizer, the exhibit photos and logos submitted by exhibitors may be used for promotional purposes.
- Participating government agencies or organizations do not have to attach Item 1 and 2 above; please complete exhibitor information form.

#### 4. Notices

- (1) Once confirmed for their application, applicants may not for any reason request name change. In case of violation, vendors lose their applicant status and are barred from future exhibitions.
- (2) Upon application, applicants upload required documents to the online application system at [www.creativexpo.tw](http://www.creativexpo.tw). Once upload is confirmed, the system automatically sends a confirmation message to the applicant, who then enters the verification stage.
- (3) The organizer contacts applicants primarily via e-mail. Applicants must provide the e-mail addresses of main contact personnel and agents (or secondary e-mails) when filling out the application form. Change of e-mail by the applicant must be

made known to the organizer. Applicants failing to do so could be missed out for important notifications and have their rights affected.

- (4) Once booths are fully booked, any additional application will be placed on the waiting list. The list of vendors having completed their application and verified by the organizer will be posted under “What’s New” on the Expo’s official website.

### **Payment**

1. Down payment: **Down payment per booth is US\$350**
  - (1) Once the applicant is accepted for participation, the organizer will ask the applicant to proceed to down payment and send invoice to the applicant.
  - (2) Time of payment affects the outcome of booth allocation. To secure priority in booth allocation, please complete down payment by the deadline.
2. Balance due:
  - (1) Once booth allocation is completed, the organizer will ask the applicants to pay the balance due and send invoice to the applicant.
  - (2) Applicants failing to pay balance due by deadline will be deemed as forfeiting their applicant status and booth rental.
3. Account number: All transfer charges will be borne by the applicant. For international transfers, please make full payment.
4. Both down payment and balance due are non-refundable.

### **Cancellation and Refund**

1. Once application is submitted and approved by the organizer, applicants receive payment notification. All payments made to the organizer are non-refundable.

2. Following booth allocation, applicants will be asked to pay the balance due or other necessary charges. Failure to do so will result in the loss of applicant status and the paid payments will not be refunded.

### **Change or Postponement**

1. The organizer reserves the right to modify or change the number of booths or reduce the size of the booths applicants initially apply for.
2. In the event of force majeure, such as natural disasters, wars or other factors beyond the control of the organizer, and that change or cancellation of venues or show dates occurs as a result, the organizer does not compensate for any damages caused to the exhibitors.

### **Booth Allocation Meeting**

1. Once application is closed, the organizer will notify applicants of the time and place of a booth allocation meeting. Applicants failing to make down payment will be barred from participating in the meeting.
2. Allocation priority is based on the following criteria:
  - (1) Exhibitor with greater number of booths;
  - (2) When two exhibitors have the same number of booths, the exhibitor that pays down payment first enjoys priority (complete transaction before deadline);
  - (3) A draw will be held for exhibitors with the same number of booths that have completed down payment transaction within time.

## **Booth Allocation and Use**

Applicants approved by the organizer and having made payments will be asked by the organizer via e-mail to attend a booth allocation meeting. Booth allocation will be based on the following principles:

1. The organizer first divides the venues into different sections based on brand types and styles. Booths are allocated separately in each section.
2. Applicants with a greater number of booths enjoy priority.
3. For applicants with the same number of booths, priority will be given to those who paid down payment earlier. For applicants with the same number of booths and payment time, a lot drawing will be held to determine priority.
4. The organizer may choose booth on behalf of absent applicants. In this case, the applicants may not raise objection.
5. Application for additional booths will not be accepted at the allocation meeting. Once application is closed, applicants wishing to apply for additional booths should consult the organizer as early as possible.
6. Once booths are allocated, applicants may not request for a change in booth location for any reason.
7. The organizer reserves the rights to plan for sections in accordance to nature of exhibits. At the allocation meeting, exhibitors will be asked to select according to category of exhibits.
8. Booths belonging to the same applicant should be next to one another and may not be on the two sides of an aisle.
9. Whether venues are divided into sections based on the categories of the exhibits will be at the organizer's discretion. At the booth allocation meeting, booths are allocated separately for each section.

### **Exhibitor Manual and request for assistance**

For exhibitors at the CET 2017, (1) Booth Decoration Rules (2) Exhibitor Registration (3) Request for Assistance are all included and specified in detail in the Exhibitor Manual. The Manual will be available for download on the Expo's official website after the "Booth Allocation Meeting".

### **Exhibitor benefits**

Access to the following public events free of charge:

1. Pre-Show Press Conference: Prior to the Expo, the organizer will invite domestic and foreign press to conduct news coverage on the participating vendors, giving the exhibitors more media exposure.
  2. Business matching: Invite Fang Suo Commune, WallpaperSTORE, CitySuper, Loft, MoMA or other retail channels, museum gift shops, online stores of similar size to participate in procurement matching.
  3. Expo Forum: Exchange of views and dialogue among business leaders from around the world in specialized areas, such as craft, design, and licensing; hearing about perspectives on the global cultural, creative industry and expert observation on the manufacturing technology of the global industry chain.
  4. Product launches and stage performance: Participating exhibitors will be encouraged to rent show platforms in any of the three main venues for performances, product launches or other promotional events.
  5. Newsletter: Exhibitor information will be gathered prior to the Expo and posted on the official website or social media sites or preview for joint promotion.
- ✘ Please visit the Expo official website to register for the above activities; the organizer reserves the rights to make changes to the events.

## **Contact**

Creative Expo Taiwan(CET) Team, Taiwan Design Center

Tel: +886 2 2745-8199

**Huashan1914 Creative Park | Mr. Su ext. 579 / Ms. Ho ext.373**

**Songshan Cultural and Creative Park | Ms. Liao ext. 586 / Ms. Hsu ext. 553**

**Taipei Expo Park-Expo Dome | Ms. Hsieh ext. 581 / Ms. Hsueh ext. 588**

Apply online at: [www.creativexpo.tw](http://www.creativexpo.tw)

E-mail: [info@creativexpo.tw](mailto:info@creativexpo.tw)

Postal address: Taiwan Design Center 11072 2F, No.133, Guangfu South Road, Taipei, Taiwan

## Application Form (Domestic Application)

This form is only a preview. To apply, please visit our official website at [www.creativexpo.tw](http://www.creativexpo.tw) and complete online application.

Tax ID	(For Domestic Application Only)			
Brand Name				
Company Owner				
Company Name	(Chi) (Eng)			
Address	(Chi) (Eng)			
Invoice Address	<input type="checkbox"/> Same as above <input type="checkbox"/> alternative _____			
Invoice Title				
Invoice Type	<input type="checkbox"/> Non-Corporate Invoice <input type="checkbox"/> Corporate Invoice			
Company E-mail				
Company Website				
Company Type	<input type="checkbox"/> brand manufacturer <input type="checkbox"/> retailer <input type="checkbox"/> distributor/agent/trading company <input type="checkbox"/> design <input type="checkbox"/> school/ business incubator <input type="checkbox"/> licensing/ publishing <input type="checkbox"/> government/organization/state-owned enterprise <input type="checkbox"/> museum/museum shop <input type="checkbox"/> online store <input type="checkbox"/> factory <input type="checkbox"/> others(____)			
Contact Person		Tel	( )	ext
Title		Fax		
E-mail		Mob		
2nd E-mail				
(The above information is for communication purposes only. If vendor changes contact person, please notify the organizer to avoid missing important information.)				
We apply for	<input type="checkbox"/> _____ Standard Booth(6m <sup>2</sup> /per booth, basic facilities included) <input type="checkbox"/> _____ Raw Space Booth(6m <sup>2</sup> /per booth, without facilities, installation required)			
Exhibition venue and categories	<input type="checkbox"/> <b>Huashan1914 Creative Park</b> craft, tableware and other related services <input type="checkbox"/> <b>Songshan Cultural and Creative Park</b> furniture & accessories, stationery gift, style & accessories, technology & living, creative & design, and other related services <input type="checkbox"/> <b>Taipei Expo Park-Expo Dome</b> character design, audio/video publishing, art imagery, branding agency, other related services			
Exhibits(at least two) ※upload 5 photos	Please specify: Exhibit 1: _____ Exhibit 2: _____ Exhibit 3: _____ Exhibit 4: _____ Exhibit 5: _____			
How did you hear about us?	<input type="checkbox"/> Promotional session <input type="checkbox"/> Expo website <input type="checkbox"/> Expo Facebook <input type="checkbox"/> EDM <input type="checkbox"/> Paper/Magazine <input type="checkbox"/> Other vendors <input type="checkbox"/> Other means (please specify _____)			
Booth rental space and cost estimate (3m*2m=6m <sup>2</sup> /per booth) Currency: USD				
Booth Type	Price (Tax included)	Early Bird Rate Payment by 12/9 (Tax included)	Quantity	Totals (Tax included)
Raw Space	900	750		USD \$
Standard	1,200	1,050		USD \$
6 or more Raw Space Booths	600			USD \$
Totals (Tax included)				USD \$

We have read the terms and conditions for participating in the Expo and hereby agree to abide by them. In the event of violation, we agree to assume all legal responsibilities and be barred from participating in future Expos for two years.

To Taiwan Design Center

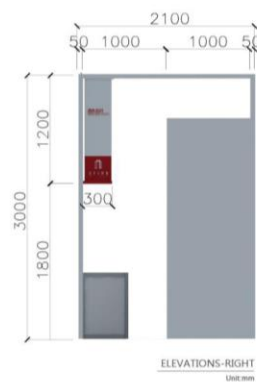
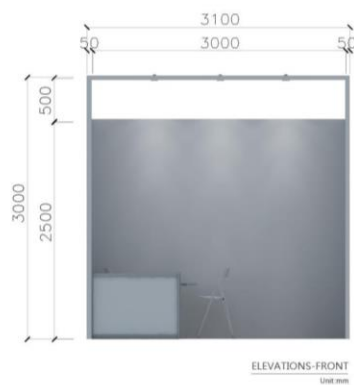
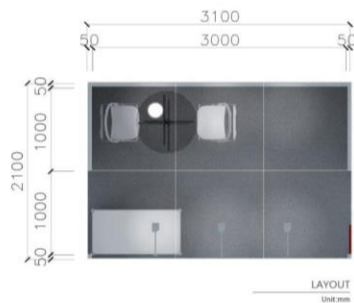


## Standard Booth Rental

1 Standard Booth 6 square meters ( 3\*2 )

	Facilities	Quantity	Unit
1	Basic partition	1	Type
2	Non-woven carpet (gray)	1	Type
3	Company name board	1	Type
4	table	1	-
5	Folding chair	2	-
6	18W Spotlight	3	-
7	Reception desk (with drawers)	1	-
8	Waste bin	1	-

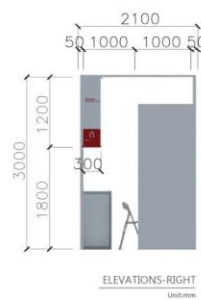
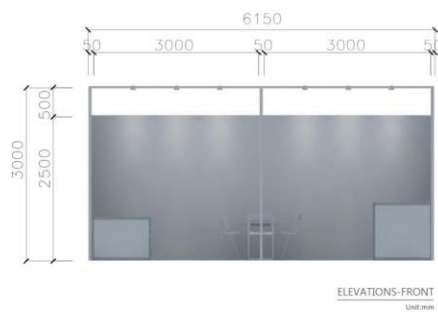
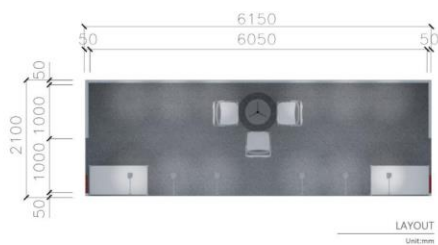
3x2標準攤位-A



## 2. Standard Booth 12 square meters ( 6x2 or 4x3, )

	Facilities	Quantity	Unit
1	Basic partition	1	Type
2	Non-woven carpet (gray)	1	Type
3	Company name board	1	Type
4	table	1	-
5	Folding chair	3	-
6	18W Spotlight	6	-
7	Reception desk (with drawers)	2	-
8	Waste bin	1	-

### 6x2標準攤位



1. 50% service fee will be charged to late applicants.
2. The picture is for reference only, please refer to the description in the table.
3. Applicants may not request any refund or return of any item. Booths are for renting purposes only.
4. The organizer reserves the rights to make changes to the above specifications.

## Creative Expo Taiwan 2017 Terms and Conditions of Participation

### 1. Application

Applicants must complete application by the designated deadline by submitting all necessary information online at [www.creativexpo.tw](http://www.creativexpo.tw). The Application Form is a binding and irrevocable contract entered into between the applicant and organizer. The organizer reserves the right to reject unqualified applicants (including group applicants). Once application is confirmed, the applicant may not change the name of the exhibitor or brand name. In the event of violation, the applicant is disqualified for the current and next year's Expo.

### 2. Promotional Materials

The organizer will use the information provided by the exhibitors during application as promotional materials. Please refer to related sections and ensure all information is provided before deadline and is accurate. All materials will be exposed in the name of the applicant, and may not be altered. The organizer does not accept any changes to the information except for special cases.

### 3. Booth allocation and Use

The organizer reserves the right to divide venues into sections based on participating brands and style. Booths are allocated separately for each section. The organizer will announce the time and location for a booth allocation meeting both on the Expo official website and in messages sent via the application system to the applicants who have completed payment. Without the written consent of the organizer, exhibitors may not re-allocate, sub-let or transfer the tenancy of their booth(s) to other entities. Exhibitors are barred from using booths that are not allocated by the organizer or use their booths for purposes other than exhibition. At the end of the Expo or upon termination of this contract, exhibitors shall clean up their booths and return them to the organizer in full.

### 4. Booth layout

If exhibitors decide to install booth on their own, a booth layout must be uploaded to the application system by March 15, 2017. If the installation includes performance platforms, speakers, large balloons, or if the exhibitor plans to hold performance

events, the exhibitor must abide by the rules and regulation regarding the use of respective venue, be it Songshan Cultural and Creative Park, Huashan1914 Creative Park, or the Taipei Expo Park-Expo Dome.

## **5. Booth installation**

- (1) Booths must be installed with fire-retardant materials and construction solutions and should comply with fire safety and building codes.
- (2) Booth size must conform to official specifications (3m x 2m). Regulation for booth height varies between venues. Partition walls between adjacent booths shall be decorated.
- (3) Raw space booth exhibitors shall submit booth layout for review before deadline. The organizer reserves the rights to make changes in accordance to safety considerations and emergency escape routes.
- (4) The display must not hinder visibility of neighboring exhibitors, violate rules and conditions stipulated by the organizer or compromise the overall interest of the Expo.

## **6. Show program**

A program should specify show events, durations and performers (including host) and must be submitted to the organizer for approval and will be included in the Expo promotional package.

## **7. Handling of idle booth**

Exhibitors failing to move in 60 minutes following the opening of the Expo will be deprived of their booths and receive no refund. During the Expo, booths idle for two hours or longer may be subject to removal at the discretion of the organizer.

## **8. Set-up and Dismantling**

All exhibitors shall complete the set-up and dismantling of the booths within time. In cases of delay, the exhibitor is subjected to pay the additional charges to the venues.

## **9. Exhibition code of conduct**

To maintain order and a good image for a high-caliber marketing platform for Taiwan's cultural and creative industry, please comply with the following rules:

- (1) Exhibitors shall wear Expo passes at all time to ensure safety and security of the exhibition.
- (2) During the Expo, the organizer reserves the right to demand that exhibitors remove items that the organizer deems inappropriate. In this case, the exhibitors must comply with the demand.
- (3) Exhibitors may not occupy space on the isles that are meant for public passage. Exhibitors may not display advertisement for products or services that are not approved by the organizer. Political campaign is also prohibited both inside and outside any venue. Advertisement, promotion and marketing can only be displayed, conducted or disseminated within the area of the rented booths.
- (4) All commercial activities taking place at the Expo must comply with the law of Taiwan government. All exhibits are subject to pertinent authorities and consumer protection law. For this, exhibitors may not voice objection.
- (5) Only exhibitors planning to hold performance events and having earned the organizer's approval can install officially approved speakers or other audio equipment in the booth. To maintain order, the organizer will enforce noise control. Commercial promotion over speakers is strictly prohibited.
- (6) All Expo passes and badges may not be borrowed or forged. Exhibitors must carry them at all times.
- (7) To maintain safety and protect the rights of Expo visitors and exhibitors, exhibitors must comply with the above-mentioned rules. In case of violation, exhibitors will be deprived of the items in question and their booths and asked to assume all necessary costs.

## **10. Photography**

The organizer, media and entities designated by the organizer may conduct photography, filming or audio recording at the Expo for promotional purposes. Exhibitors may not reject such activities without proper reasons.

### **11. Reporting sales figures**

Exhibitors are obliged to report to the organizer their sales figures at the Expo (including BtoB and BtoC transactions). The organizer will conduct sales surveys during or after the Expo. Exhibitors may not reject such activities.

### **12. Exhibit and Property safety**

Exhibitors may insure their exhibits at their own cost. Throughout the Expo, including during move-in and move-out periods, the organizer shall not be held liable for any damage caused to the exhibitor or loss or any damage of the exhibits.

### **13. Intellectual property rights**

Exhibitors are strictly forbidden from displaying pirated trademarks, products that infringe upon the rights of others, unauthorized images in booth design, promotional materials, etc. (these include Expo trademarks, visual design and other images). Exhibitors are advised to consult Taiwanese authorities handling collective management of copyrights (visit the official website of Intellectual Property Office, Ministry of Economic Affairs at <http://www.tipo.gov.tw/>) to find out if they use any of the registered musical works. If such works are used, exhibitors are required to apply for “individual licensing for public performance” to avoid rights infringement. In the event of violation, the organizer will demand that the exhibitor terminate its exhibition and be barred from participating in next year’s Expo. The exhibitor will assume all legal responsibilities.

### **14. Insurance**

During the Expo, the organizer will purchase public liability insurance needed for the use of venue in Songshan Cultural and Creative Park, Huashan1914 Creative Park and the Taipei Expo Park-Expo Dome. Exhibitors are advised to purchase property and theft insurance at their own cost for the period of the Expo (including move-in and move-out periods). Following international norms for exhibition management, the organizer shall not be held liable for property damage, theft or similar incidents caused to the exhibitors.

**15. Venue Restoration**

When exhibitors caused damage to the venues or surrounding facilities during set-up or dismantling, the exhibitor shall be held responsible for compensation or restoration in accordance to the rules and standards of each venue.

**16. Supplementary provisions**

To ensure the success of the Expo, the organizer reserves to the right to announce supplementary clauses and provisions. Any supplementary clause or provision shall come into effect, become part of the contract entered into between the organizer and exhibitors and become binding for all exhibitors, their staff and agents 24 hours following its announcement.

**17. Violation**

In case of exhibitors violating any provision stated herein and holding the liability of compensating for the organizer's damages, the organizer reserves the right to claim compensation and the exhibitors may not voice objection.

**18. Exhibitor Manual**

Exhibitors must fully comply with the rules and provisions stated in the Exhibitor Manual.

**19. Any incomplete matters herein may be revised by the organizer at any time.**

**20. Dispute settlement**

Disputes arising from the provisions herein shall be settled by the Taipei District Court.

## **Highlights of Creative Expo Taiwan 2016**

CET 2016 was record-breaking event that saw participation by over 20 countries. Over the five-day period, CET 2016 achieved 470 million NTD in transaction, and the event achieved growth in all aspects.

- CET featured three major venues as Huashan 1914 Creative Park, Songshan Cultural and Creative Park, and Taipei Expo Park-Expo Dome.
- Three venues combined for over 22,000 m<sup>2</sup> in total area
- Collaborated with 250 fringe shops, art spaces, and museums
- Talent 100 featured 100 emerging artists from 14 countries
- Participated by 697 international and domestic exhibitors with a total of 1,132 booths
- Organized over 180 activities and events, including forums, seminars, and product launches
- Attracted over 213,000 visitors

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