



臺灣文博會

CREATIVE **EXPO** TAIWAN

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

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

## Preface/Introduction

The Creative Expo Taiwan (CET) was held for the first time in 2010. The 2018 CET will be based on the theme of "Design Thinking/ Thinking Design ". It is hoped that the Expo will help guide Taiwan's cultural trends and development, and inspire Taiwan's citizens to think about cultural issues. The Expo also serves as a platform for communication and exchanges, and will boost the competitiveness of Taiwan's creative industry in the worldwide market.

The 2018 CET will be implemented based on the concept of "design". There will be three primary exhibition halls: the "Cultural Concept / Hushan1914-Creative Park", "Design & Craft / Songshan Culture and Creative Park" and "Licensing / Taipei Expo Park-Expo Dome". By strengthening the cultural value of displayed products and proposing relevant themes for exhibition, the Expo will interpret the views of new generations and cultural aesthetics, which will in turn inspire further design and creative thinking. Furthermore, by creating connections between the Expo and the cultural environment in the city surrounding it, the unique style of Taiwanese life aesthetics and design ideas will be presented, thus making the 2018 CET "The Most Thoughtful Expo in Asia".

### Venues

Huashan1914 Creative Park (No.1, Sec. 1, Bade Rd., Taipei City)-Cultural Concept  
Songshan Cultural and Creative Park (No. 133, Guangfu S. Rd., Taipei City) – Design & Craft

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

### Schedule

■ Songshan Cultural and Creative Park, Taipei Expo Park-Expo Dome

Show Hours : April 18 (Wed) ~ April 22 (Sun), 2018

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

Set-up : April 15 (Sun) ~ April 17(Tue), 2018

Dismantling : 17:00~ venue close, April 22 (Sun), 2018 April 23(Mon), 2018

## ■ Huashan1914 Creative Park

Huashan1914 Creative Park is not open to exhibitors' applications. Visitors are welcome to visit Huashan 1914 Creative Park cultural concept hall for free from 10:00 to 20:00, April 18 to 29, 2018. (E2 pavilion is open 4/18 to 29, other pavilions are open 4/18 to 22.)

### Exhibition Contents

Exhibitors may choose and register the right venue to display in on the basis of the categories of the products or services (or themes). The organizers of Creative EXPO Taiwan (herein after referred as the general administration) reserve the right to review the contents of displays and make the final decisions on the distribution of exhibition areas, halls, and districts according to the contents of the displays.

## ◆ Songshan Cultural and Creative Park

【Living】	Furniture, home décor, wall décor, lighting, table décor, textile design and craft related
【Playing】	Outdoor apparel, sport and leisure, travel goods, biking, sports fashion & accessories
【Feeling】	Stationery gifts, herbal fragrances, headphones, audio equipment, creative electronics
【Fashion】	Textile, bags, accessories, shoes, hats, eyewear, other fashion accessories
【Dining】	Tableware, eating utensils, other crafted related household utensils
【Legacy】	Museums, local governments, new creative design services
【NEXT】	Selection of high potential brands from Taiwan

## ◆ Taipei Expo Park-Expo Dome

【Characters】	Illustrations, comics, cartoon character, animation character, publishing
【Art Image】	Museums, artists, painting, image libraries

【Digital Application】	Animations, games, movies, music, entertainment
【Brands】	Corporations, sport, autos, charity, celebrities brands
【TALENT 100】	100 emerging Asia artists selected by organizer and associated media
【Others】	Products or services derived from the above categories

※ Notes:

1. Guests, buyers and other attendees from Taiwan and abroad, who have been confirmed by the general administration to have been invited to the Songshan Culture and Creative Park and Taipei Expo Park-Expo Dome, are required to submit their business cards for entry on April 18th and 19th.
2. The Expo does not accept applications from food/beverage vendors.
3. To maintain the professional image of the Expo, exhibitors may not distribute promotional material or samples outside their booths.
4. Winners of the 2017 Cultural and Creative Award must complete their online application by the Early Bird deadline (2017/12/29) to receive their discounted booth rental fees.

**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 offices or liaison offices 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:

1. The organizer reserves the right to review applications based on the applicant's track record with past Expos or other domestic trade shows.
2. 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 information provided by the participating exhibitors will be used in the promotion of the Expo.
3. Participating exhibitors are strictly prohibited from showcasing products with false labeling regarding place of origin, counterfeit trademarks or involving patent or copyright infringement.
4. 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.
5. For other rules, please refer to "Terms and Regulations of Creative Expo Taiwan 2018" for Participation.
6. 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	Per Unit Rental for Six (or more) booths
Raw Space (without facilities)	6 m <sup>2</sup> (3x2m)	US\$960	US\$800	US\$660

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

Booth Type	Unit	Rental (tax included)	Early Bird Rate
Standard(with basic facilities)	6 m <sup>2</sup> (3x2m)	US\$1,260	US\$1,100
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, 4 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 (4 energy-saving spotlights included).</li> <li>4. Fee covers daily waste disposal.</li> </ol>		

#### ※ Notes:

1. The fee covers daily waste disposal. Raw space tenants shall prepare waste bins or bags at their own cost.
2. “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.
3. 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.

4. 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 29 (Fri), 2017
- (2) Regular application: until January 18 (Thu), 2018

#### ※ Notes:

- Early Bird payment deadline: January 5 (Fri), 2018
- 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) The time of completion of the online application (the applicant will receive a confirmation once it is completed) will be considered as the 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 their application has been confirmed, applicants may not for any reason request a name change. Vendors that violate this requirement shall lose their applicant status and will be 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 applications will be placed on the waiting list. The list of vendors that have completed their application and have been 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 submit a down payment, and will send an invoice to the applicant.
  - (2) The time of payment will affect the outcome of booth allocation. To secure a higher priority in booth allocation, please complete the down payment by the deadline.
2. Balance due:
  - (1) Once the booth allocation is completed, the organizer will ask the applicants to pay the balance due and will send an invoice to the applicant.
  - (2) Applicants that fail to pay the balance due by the 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 the down payment and the balance due are non-refundable.

## **Cancellation and Refund**

1. Once an application is submitted and approved by the organizer, the applicant will receive a 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 payments already made 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 applied for.

2. In the event of force majeure, such as natural disasters, wars or other factors beyond the control of the organizer, and that results in changes to or cancellation of venues or show dates, the organizer will 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. The organizer may choose booth on behalf of absent applicants. In this case, the applicants may not raise objection.
3. 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.
4. Once booths are allocated, applicants may not request for a change in booth location for any reason.

5. 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.
6. The general administration can do proper planning adjustments on the number of booths or exhibition areas if necessary. If the displayed items don't match the original applications, the general administration can do proper adjustments.

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

For exhibitors at the CET 2018, (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 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

**Songshan Cultural and Creative Park | Mr. Su ext. 579 / Ms. Chen ext. 592**

**Taipei Expo Park-Expo Dome | Ms. Wang ext. 587**

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>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 12/29 (Tax included)	Quantity	Totals (Tax included)
Raw Space	960	800		USD \$
Standard	1,260	1,100		USD \$
6 or more Raw Space Booths	660			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.

## Terms and conditions of Personal Information Protection

I hereby acknowledge that I have completely read and fully understand the detailed information related to this Expo. I hereby authorize

the organizer, Ministry of Culture, and the executive department of the Taiwan Design Center (hereinafter referred as "TDC") of "Creative EXPO Taiwan 2018" (hereinafter referred as "this expo") to collect, manage, and process my personal information in the use of direct or indirect identification (worldwide application). I also agree that the Ministry of Culture may save, file, share, use or process all information I have provided due to the necessity of official duties after this Expo.

In order to abide by the Personal Information Protection Act and to protect the rights of the parties, the exclusive explanations below are for you to know about how the Ministry of Culture and the TDC treat the personal information they collected:

1. Agree to the Ministry and TDC collecting, managing, and using your personal information, which is not limited by the categories listed in the application form of this Expo.
2. Agree to the Ministry and TDC contacting you for authenticating the personal information you provided on the basis of the necessity of administrative management and official duties, and agree to the continuous processing and using of your personal information by the Ministry of Culture after this Expo.
3. I exercise the following rights to the Ministry of Culture and the TDC in terms of Article 3 of the Personal Information Protection Act:
  - (1) Inquiry or request to review.
  - (2) Request to make duplication.
  - (3) Request to supplement or correct.
  - (4) Request to discontinue the collection, processing or using.
  - (5) Request to delete. However, your request may not be agreed to by the Ministry of Culture or the TDC when it is necessary for the performance of administration and official duties, or the fulfillment of a recorded legal obligation.)
4. You may choose freely whether you will exercise the rights in the terms of Article 3 of the Personal Information Protection Act. However, if any disputes arise regarding insufficient information or other fraudulence or inaccuracy, you may not acquire the qualification to join this Expo or exercise the related rights.
5. The personal information you provided will be kept confidential in accordance with the relevant laws or regulations of the "Personal Information Protection Act".

## **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	Spotlight	4	-
7	Reception desk (with drawers)	1	-
8	Waste bin	1	-

### 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	2	-
5	Folding chair	4	-
6	Spotlight	8	-
7	Reception desk (with drawers)	2	-
8	Waste bin	1	-

※

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 2018 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 10, 2018. 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<sup>[SS1]</sup> Cultural and 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 the allocated time. In cases of delay, the exhibitor must 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 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 an exhibitor causes damage to the venues or surrounding facilities during set-up or dismantling, the exhibitor shall be held responsible for compensation or restoration in accordance with 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.