GIFTIONERY & CULTURE CREATIVE, TAIPEI
DIGITALGO

Application Kit

2022.4.21-5.4

Integrated Online and Offline and Upgraded Business Opportunities in Exhibitions

The Giftionery & Culture Creative, Taipei 2022 brings together gifts, stationery, housewares, innovative products, brand authorized products, and other diversified products, displaying carefully selected items and customized handicrafts in this exhibition space filled with experience and creativity. Incorporating related activities such as webinar and creativity salons to demonstrate the creativity of diverse gifts from both domestic and abroad.

To facilitate continuous connections between domestic and international buyers and exhibitors, the "Giftionery & Culture Creative, Taipei DigitalGo"will be launched this year simultaneously. Integrating with virtual display, digital events, digital marketing, and data analysis, the "Giftionery & Culture Creative, Taipei DigitalGo" help exhibitors go beyond national boundaries, market their products in both domestic and overseas markets, and enhance the online/offline digital business opportunities in the exhibition.

WHY"Giftionery & Culture Creative, Taipei DigitalGo"?

Benefits of "Giftionery & Culture Creative, Taipei Digital Go"

O2O integration marketing and promotion maximize brand exposure

Diverse range of digital marketing and online activities for continuous exposure of brands.

Procurement across the globe beyond national boundaries without missing business opportunities

Simultaneous online and offline exhibitions across regions and time zones facilitate 24-hour uninterrupted connections with domestic and international buyers.

New technologies for exhibition venues and futuristic exhibition halls

360-degree product catalog, 720-degree product catalog, and embedded videos maximize product display effects.

Various type of data analysis to grasp the status of visitors

The list of visitors to the company and booth data, allowing you to most effectively grasp the benefits of the exhibition.

Giftionery & Culture Creative, Taipei Digital Go – Five Elements

Digital Marketing
- Introduction on of EDM
- advertisement on Show Guide
- Exhibitor list on Website / Show Guide

Display
- Vitual Booths and platform
- Text Message and Video conference
- International Gift & Design Selection

Contact opportunity
- TTS MATCH platform

Digital Events
- "Digital Corner" in the Exhibition
- Live Tour

Data analysis
- Booth-visited Visitors List
- Booth visits and other statistics

Giftionery & Culture Creative, Taipei Digital Go – Schedule

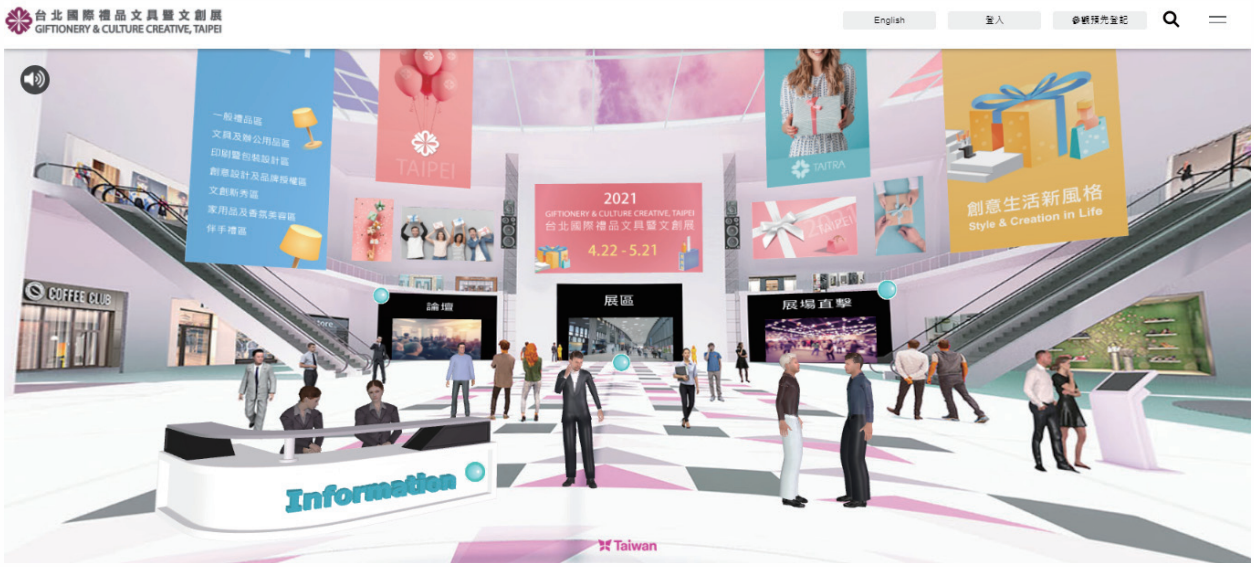
12/21-3/20
Application open. Review and Process Applications.

3/5
E-mail Exhibitor Manual

3/20-4/20
Customize your virtual booth

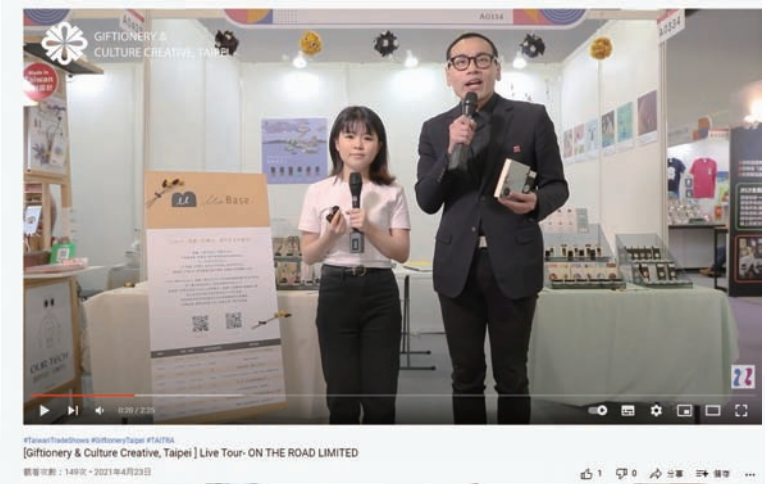
4/21-5/4
Online Show GO LIVE!

Virtual Exhibition



Digital Marketing

Digital Events



Giftionery & Culture Creative, Taipei" Digital Go-Packages

		DigitalGo Basic	DigitalGo Advanced	DigitalGo Deluxe
Price (USD/taxed included)		500	1,200	2,100
Digital Marketing	Exhibitor list on Website /Show Guide	v	v	v
	Banner on Website		v	v
	Company & Products Introduction on of EDM		v	v
	1/2 page advertisement on Show Guide			v
Digital Events	"Digital Corner" in the Exhibition	v	v	v
	Video play on "Digital Corner" in the Exhibition			v
	Live Tour (only for physical exhibitor)			v
Contact opportunity	TTS MATCH platform		v	v
Display	Virtual Booths and platform 1. Up to 5 product catalogues (incl. images, panoramic images, Company logo, Booth video 2. Text Message and Video conference 3. Schedule a meeting	v	v	v
	International Gift & Design Selection (including exhibits display and temporary personnel to introduce and collect inquiries. Exhibitor must contact forwarder for product shipping.			v
Data analysis	Visitor Report 1. Booth Visits 2. top 10 countries of visitors (only with registerd visitors) 3. Statistics of clicks on 2D/3D/360 degree product catology 4. Statistics of clicks on video 5. Booth-visited Visitors List (Company name, country, name and email)	v	v	v

Supplementary Options

	Item	Price (USD)
Digital Events	Live Tour (For physical show exhibitors)	1,400
	Video Display on "Digital Corner" in the Exhibition	400
Digital Marketing	Online Show Hall Entrance Page Banner	700
	Pre-show EDM: Company & Product Introduction	300
	Official Website: Banner Ad (display from1week before the show until the end of show)	800
	1 Page Ad on Show Preview (Digital Version)	350
	Facebook Post	300
	Pre-show EDM Banner Ad	200

General Regulations

I. Eligibility

1.Foreign exhibitors:

(1) Exhibitors that the organizer deems to be in an industry relevant to the trade show.

(2) Distributors are required to provide the product license or distribution agreement from the manufacturer.

2. It is strictly prohibited to show products that are not clearly labeled for country of origin or contain trademark piracy or infringement on third party patents or copyrights. The organizer will have the right to remove products in such circumstances and the corresponding online booths without refund.

3. Where an exhibitor fails to upload any product information by the specified deadline and have been notified by the organizer, the organizer will have the right to remove the virtual booth and products without refund.

4. Recommended hardware and software configurations for an optimal online experience are shown below. Exhibitors will be responsible for maintaining a stable network connection and speed.

(1) PC: Windows 7 or higher or the latest version of macOS recommended. To be viewed in the latest version of Chrome, Edge, Firefox, or Safari.

(2) Mobile phone and tablet: Android 9.0 or iOS 13 or higher recommended.

5. The organizer reserves the right to decide the final exhibitor list.

II. Registration

1. Please visit https://www.giftionery.net/zh-tw/index.html, and go to "Space Application" to complete the form. (You will receive an automated confirmation letter after online registration is completed.) For product codes, please visit: https://code.taitra.online/.
2. Please enter account ID and password if you already have a TAITRA member account.
3. New members will have to register to become a TAITRA member and complete the verification procedure before logging in to register.
4. Registration is open from 09:00 am, December 21, 2021 to 09:00 am, March 20 , 2022.

III. Fees and payment

1. Please ensure the payment is made on time after you receive the exhibitor payment notice from the organizer.
2. If the payment is not paid on time, the exhibitor will be deemed to forfeit all ordered items.
3. If any exhibitor wishes to drop out of a show for reasons not attributable to the organizer, none of the payments will be refunded.

IV. Basic online show services and virtual booth setup schedule

1. The online show is at https://online.giftionery.net/zh-tw/index.html
2. Basic online show services
   (1) The booth setup feature allows customization of a virtual booth's pattern and color scheme. Exhibitors may design their own company profiles. The online show platform allows exhibitors to upload text, PDF catalogs, 360 degree catalogs, 720 degree catalogs, and digital contents in video format. (Note: All digital contents to be shown by exhibitors are to be prepared and produced by the exhibitors.)
   (2) The basic chat feature provides a means for exhibitors and visitors to conduct meetings by text or video. Visitors will be able to search an exhibitor's product information, schedule a meeting, and start a text/video chat through the online show.
   (3) The online show 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 setup schedule

Time	Description
Dec. 21, 2021	First time exhibitors are to register for TAITRA membership online in order to receive their own account IDs and passwords. The exhibitors will then be able to use the information to complete online registration on the online show website.
Mar. 20- Apr. 20, 2022	Log in as a TAITRA member and go to the Exhibitors section on the online show website to set up a virtual booth.
Apr. 20, 2022	Exhibitors are required to complete virtual booth setup.
Apr. 21 -May 4, 2022	Show opening

※Exhibitors must **upload their company logos and AT LEAST 2 or more product photos** to their virtual booths. For consistency across online booths, the organizer has the right to review whether the product description and photos match the products listed in registration. Exhibitor 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 organizer. 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 exhibitor and the show. Exhibitors who fail to complete the setup on time will be deemed to forfeit participation in the show. The organizer will have the right to remove the virtual booths of such exhibitors from the show without issuing any refund.

V. 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 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 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 to exhibitors according to the product categories in the exhibition, actual response to registration, and the demand for offline 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 trade shows 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 in the online exhibition.
7. The Organizer will make the Exhibition Materials available on the exhibition website at " https://www.giftionery.net/en/index.html " 90 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.

(1) Use of false documents, information, or any other person's name to participate in the exhibition.
(2) Exhibition items shown on the product catalog provided for registration are different from those indicated on the registration forms or from the physical objects.
(3) Failure to provide full payment of the exhibition fees 10 days before the start of the exhibition.
(4) 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.
(5) Sale, display, or advertisement of exhibition items that infringe upon the copyright of others.
(6) 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.
(7) Exhibition items or the means of display them disrupt public order or violate codes of decency.
(8) 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).
(9) The virtual booth banner and information exposure differ from the company profile in English/Chinese provided on the registration form.
(10) 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).
(11) 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.
(12) Exhibition items do not match the theme of the exhibition.
(13) The organizer has the right to reject any exhibition by products or companies that do not meet the theme of the exhibition.
(14) The Organizer has the right to decide whether to accept a registration based on the exhibitor's past participation in Taiwan's trade shows.
(15) 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.

(16) 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.

(17) The music, images, or related information played by the Exhibitors in on the exhibition platform infringe upon intellectual property rights, or violate public order and good morals.

(18) The exhibitor accesses any network or system on the platform without authorization, or attempts to sabotage the website.

(19) The exhibitor displays or uploads products that are not manufactured or designed by itself or are without the manufacturer's authorization.

(20) The exhibitor intentionally use resources on the online show platform to cause damage to the online show feature 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 DigitalGo 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 a show for reasons not attributable to the Organizer, none of the payments will be refunded.
11. The show platform including the official website and online show 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 show, 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 DigitalGo, such as EDM distribution or additional exposure, are to be designed with specific specifications by the exhibitors, but will have to be produced and launched by the Organizer's affiliated vendors in order to maintain consistent quality across exhibitions. Exhibitors' floor plans will require the competent authority's approval, and images are to be supplied 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 requested for any reason.
19. The Organizer will not be held liable for any incorrect or missing words in DigitalGo 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 anytime.

VI. 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, copywrite, 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 user 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 users 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 refund. Such exhibitors will also be blacklisted.
3. Where an exhibitor intentionally use resources on the online show platform to cause damage to the online show feature or inconvenience to other visitors, the Organizer will be able to claim the expenses from the exhibitors.

VII. Personal Data Protection Act

The personal information provided on exhibitor's registration form below is for the use of promoting Giftionery & Culture Creative, Taipei exhibition between 2022 to 2024. 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. 2678).

VIII. CONTACT

Ms. Eve Fan / Project Manager
Tel: 886-2-2725-5200 ext. 2678
E-mail: giftionery@taitra.org.tw

Exhibits Sectors

General Gifts
Stationery & Office Supplies
Printing & Packaging
Creative Design & Brand Licensing
Rising Stars
Houseware & Beauty Care
Souvenir & Handicraft
International Creative Design Pavilion
Overseas Exhibitors

Accepted Exhibits Categories and Items

Area	Exhibit
General Gifts	Variety Gifts, Christmas Accessories, Gift-wrapping Supplies, Outdoor Furniture and Supplies, Travel and Leisure Products, 3C Products & Accessories, Electronic Gifts
Stationery & Office Supplies	Stationery, Office Supplies, Office Equipment, Writing Equipment, Book & Magazine, Assistive Device for Education
Printing & Packaging	Image Service, Printing/Packing Design, Equipment & Service
Creative Design & Brand Licensing	Design Products, Creative Handcrafts, Licensees / Manufacturers, Licensors / Brand Owners, Licensing Agents, Professionals / Consultants,
Rising Stars	Design or Gift Startups less than 5 years old
Houseware & Beauty Care	Home Textile, Interior Goods, Home Accessories, Kitchenware, Bathroom Accessories, House Decorative Items, Fragrance Products, Masks, Care Products
Souvenir & Handicraft	Local Specialties ,Food & Beverages, Culinary Goods, Delicacy & Fine Taste
Overseas Exhibitors	Exhibitors from every country, innovative products, home decoration brands, agents, etc.
International Creative Design Pavilion	Display windows for products for designs, innovative and exotic products.

Product Code

Product Code	Product Name
51	Agricultural & Foods
5160	Health Supplement
5165	Baked Goods, Confectionery & Snacks
5170	Beverage & Tobacco
54	Beauty & Personal Care
5420	Skin Care
5430	Skin Care Tools & Equipment
5440	Hair Care & Salon Equipment
5470	Perfume & Deodorant
5480	Personal Care
56	Apparel & Accessories
5605	Apparel
5610	Sportswear
5625	Garment Accessories
5645	Neckwear
5650	Gloves
5660	Hosiery
57	Luggage, Bags & Cases
5710	Bags & Wallets
5720	Luggages, Leisure & Sports Bags
573010	Shopping Bag
573020	Laptop Bag
573090	Gift Bag
58	Timepiece, Jewelry & Eyewear
5840	Jewelry
5850	Jewelry Organizers & Displays
5860	Clocks
5870	Watch
64	Consumer Electronics
641035	Handheld Bag & Case
646035	Power Bank
673525	USB Flash Drive
78	Houseware
7810	Household Textiles
7815	Home Storage & Organization
7820	Sundries
7830	Cookware
7835	Cutlery & Kitchen Utensils
7840	Tableware
7855	Bathroom Products
7860	Household Cleaning Tools
7870	Umbrellas & Rain Gears
781015	Carpet
781020	Bed Sheet, Bed Spread & Pillow Case
781050	Towel
782045	Garden Supplies
79	Toys, Baby & Pet Products
7910	Dolls & Stuffed Toys

7920	Friction, Radio Control & Wind-up Toys
7930	Games & Models
7940	Educational Toys
7950	Preschool & Pretend Play
7960	Balloons & Classic Toys
7970	Outdoor Toys & Structures
7990	Baby Products
7995	Pet Products
80	Sports
82	Office & School Supplies
8210	Writing & Art Supplies
8220	Binding & Cutting
8230	Tapes & Glue
8240	Notebooks & Writing Pads
8250	Filing & Desk Organizers
8260	Printer Consumables
8270	Office Equipment
8280	Teaching Resourses
83	Gifts & Crafts
8305	Key Chains
8310	Trophies & Flags
8315	Photo & Picture Frames
8320	Music Box
8325	Money Boxes
8330	Greeting Cards

8335	Stickers
8340	Crafts & Decors
834020	Carving & Sculpter
834040	Wind Chime & Hanging Ornament
834050	Vase
834060	Painting
834099	Other Crafts & Decors
8345	Festive & Party Supplies
8350	Candles & Candle Holders
8355	Religious Items
84	Packaging, Printing & Advertising
8420	Packaging Bags & Nets
8430	Packaging Containers
8450	Packaging Materials
8460	Printing Materials
8470	Publication
847060	E-book
8480	Movies & Music
85	Services
850540	Design Services
851010	Publishing Services
8525	Education & Training
8550	Cultural, Creative & Leisure Services
855005	Cultural & Creative Services
855010	Art Performance