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2024

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TWTC HALL 1

DESIGNED
GIFTIONERY
TAIWAN

Application Kit

Be yourself, Be stylish!

Organizer



Taipei World Trade Center

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Ms. Pauline Tu ext. 2679

E-mail: giftionery@taitra.org.tw

Co-organizers

Taiwan External Trade Development Council

Taiwan Gift & Houseware Exporters Association

Taiwan Association of Stationery Industries

Taiwan Bags Association

Taiwan Toy & Children's Article Manufacturers Association

Good Design Association, Taiwan

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3 Themes

Be yourself, Be stylish!

Design & Novelty

The blend of brand licensing and original design adds narratives and vibrancy to gifts and stationery, creating a collection with remarkable cross-boundary potential. Global brands, licensors, licensees, agents, and innovators are invited to join us.

Customized

Explore diverse gifting options – from joyful moments to eco-initiatives, tech gifts, home décor and unique packaging. Join us at Designed Giftionery Taiwan to embark on the innovation gifting journey.

Eco-friendly

Leverage creative design and materials to unlock sustainability possibilities. Sustainable design firms, packaging suppliers, printing companies, and eco-friendly gift providers are invited to collaborate on innovative, environmentally conscious packaging and gifting solutions.

General Information

Organizer

Taipei World Trade Center (TWTC)

Co-organizers

Taiwan External Trade Development Council (TAITRA)
Taiwan Gift & Houseware Exporters Association
Taiwan Bags Association
Taiwan Association of Stationery Industries
Taiwan Toy & Children's Article Manufacturers Association
Good Design Association, Taiwan

Supporting Organizers

Taiwan Glove Manufacturers Association
Taiwan Hosiery Manufacturers' Association
Taiwan Watch & Clock Industrial Association
Taiwan Towel Industry Association

Show Dates & Hours

2024	Dates	Hours (GMT+8)	Venue
Show	April 18-21	9:30 a.m. – 5:30 p.m.	Taipei World Trade Center (TWTC) Exhibition Hall 1 (5, Hsin-Yi Road, Sec. 5, Taipei, Taiwan)
Move-In	April 16-17	7 a.m. – 5 p.m.	
	April 21	5:30 p.m. – 7:30 p.m.	
Move-Out	April 22	6 a.m. – 11 a.m.	
Notes	Children under 12 years of age will not be admitted to the showground on April 18-19.		

Important Dates

Open for Booth Application

October 3, 2023

Deadline for Early-bird

December 31, 2023

Open for Sponsorship Application

October 3, 2023

Booth Allocation Meeting

January-February, 2024

Exhibition Areas and Exhibits

Design and IP

Brands, Character, Illustrations, Patterns, Entertainment, Textual content, Image licensing, and associated peripheral products, Licensing agencies, and associations.

Creative Gift & Stationery

Digital gifts; Beauty & Wellness; Pet Supplies; Toys & Baby Products; Office Supplies, Various Gift Items.

Home Décor

Home Decor; Design Furniture; Home Essentials; Kitchenware; Household Goods, etc.

Green Packaging

Sustainable Packaging Materials, Creative Packaging and Printing, Image Processing, Printing/Packaging Design.

Note: The organizer reserves the right to adjust the exhibition area if necessary.

Booth Fees

(Unit: US\$ / tax inclusive)

Booth Type	Booth without Column (9 Sqm)		Booth with Column (6.75 Sqm)	
Location	Facing Main Aisle	General Booth	Facing Main Aisle	General Booth
Raw Space	1,830	1,560	1,540	1,310
Shell Scheme (For 1- 2 booths)	2,080	1,810	1,790	1,560

- Exhibitors requesting 1 to 2 booths should apply for Shell Scheme only.
- Each booth comes with 500 watts (110V) of electric power supply.
- The exhibitor who registers before the early-bird deadline (December 31, 2023) will receive a 10% discount. Please note that for shell scheme exhibitors, the decoration fee of US\$250 will not be discounted. Additionally, exhibitors applying for more than 4 booths before the early-bird deadline will be eligible for a 15% discount.
- Exhibitors may contact the official contractor for booth facilities. Please visit www.giftionery.net for more information.

For Shell Scheme Package, you will get:

1	Standard Partition 300 cm(L) x 300 cm(W) x 250 cm(H)	1 Set
2	Needle Punch Carpet	9 SQM
3	Company Name Fascia Board	1 pc
4	Info Desk	1 pc
5	Folding Chairs	2 pcs
6	Spotlights	3 pcs
7	Trash Can	1 pc



** The design is subject to change.

Participation

1. All manufacturers, distributors, traders and organizations related to the manufacture and service of items listed on the above Exhibits are eligible to participate as exhibitors.
2. The organizer reserves the right to accept or reject any applications and to determine the number and location of booth(s) for each exhibitor.
3. The organizer will not, under any circumstances, act as your sponsor for the exhibitor's entry visa application.

Payment

1. Upon your booth application confirmed, the organizer will later notify the exhibitor of a nonrefundable deposit of **US\$500 per booth**.
2. After the booth allocation meeting, the organizer will notify the exhibitor of the balance due.
3. All extra handling charges for banking, if any, is to be borne by applicant.

Space Allocation

1. The priorities for booth allocation are based on:
 - A. Number of booth(s) required.
 - B. Receipt time of the application.
2. The organizer is entitled to reject any applications under the following circumstances:
 - A. Products being displayed are irrelevant or improper.
 - B. No booth available.
 - C. Failure to confirm the participation by paying a non-refundable deposit of US\$500 per booth before the Booth Allocation Meeting.
3. If the quantity of booths requested exceeds space available, the organizer reserves the right to reduce the quantity (or size of booths) requested by the applicants

How To Apply

Email

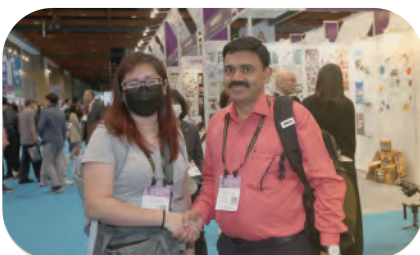
Send the completed and duly signed Application Form along with your product catalogue to Pauline Tu, at giftionery@taitra.org.tw

Online

Visit www.giftionery.net to complete the online application, and then email the completed and duly signed Application Form and your Product catalogue to giftionery@taitra.org.tw.

Marketing, Branding & Sponsorship Opportunities

DG Taiwan offers a variety of opportunities to help extend your brand's presence beyond the booth. From pre-show messaging to on-site branding and activities, there are multiple choices for exposure and engagement to drive attendees to your exhibit. Opportunities are flexible and customizable. Please check the [official website](#) or contact Ms. Angela Wei for more information.



Contact

Exhibition Section1, Exhibition Department, TAITRA

Tel: 886-2-2725-5200

E-mail: giftionery@taitra.org.tw

Show Manager

Ms. Pauline Tu
ext. 2679

Publicity Manager

Ms. Grace Wu
ext. 2612

Sponsorship Manager

Ms. Angela Wei
ext. 2613

TAITRA Overseas Offices

If you have any questions, TAITRA overseas offices around the world would be more than happy to help you. [Find the nearest now.](#)

The Organizer reserves the right to amend, define and explain any of the terms listed in this document.



ESG (Environmental, Social, Governance) is a framework for corporations around the world to evaluate on how advanced they are with sustainability. Taiwan Trade Shows organized by TAITRA are fully committed to ESG, as well as building a sustainable and professional exhibition platform.

In order to integrate ESG into exhibitions, we strongly encourage all our exhibitors to join us in going green.



Use recyclable and reusable materials (Maxima & Octanorm system) as much as possible and reduce the use of non-recyclable materials such as wood, acrylic, Styrofoam etc.



Use multimedia display tools and applications (such as electronic screens) instead of printed marketing materials.



Attendees are encouraged to take public transportation to the showground.



Application Form

Company Information

Company Name: _____
Address: _____ Postal code: _____
Tel: _____ Fax: _____
Email: _____ Website: _____
Contact Person: ☐ Mr. ☐ Ms. First Name: _____
Title: _____ Last Name: _____

Booth Required

We require _____ booth(s) (3m x 3m per booth)
Booth type: ☐ Raw space ☐ Shell Scheme (1-2 booth required)

Products to be displayed

Please fill in your Product Codes listed in the next page.

(1) (2) (3) (4)
(5) (6) (7) (8)

Agent or representative in Taiwan, if any:

Name of company: _____
Address: _____
Contact Person: _____ Title: _____
Tel: _____
E-mail: _____

Please answer the following question for organizer reference

Does your product bear an eco-friendly certification or is it environmentally friendly?

- ☐ No
☐ Yes, please provide the product name and a brief explanation (limited to 100 words, for exhibition promotion purposes).

- ☐ We have read and accepted the Terms and Regulations for Participation in the Application Kit and will accord with any other rules and regulations made by TWTC in connection with this show.

Signature:

Date:

General Regulations for Taiwan Trade Shows Organized by Taiwan External Trade Development Council

Revised on August 29, 2023

1. These general regulations ("the Regulations") are made by Taiwan External Trade Development Council (hereinafter referred to as the "Organizer").
2. The Regulations shall cover the registration forms, exhibition manuals, and materials made for an exhibition (hereinafter referred to as the "Exhibition Materials"). The Regulations are applicable to exhibitors, joint exhibitors, and their branch companies (hereinafter referred to as the "Exhibitors") of the exhibition.
3. After an Exhibitor completes the registration procedure, the Exhibitor is deemed to have fully read and understood the Exhibition Materials and the Regulations and agree to comply with the Regulations unconditionally. Furthermore, the Exhibitors authorize the Organizer to include the information provided by the Exhibitors in the printed and/or digital Official Directory.
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 prohibits the participation of competitive exhibitions or related exhibition organizers, including subsidiaries or agents of associated enterprises. Exhibitors who register under falsified documents or impersonate others will be ordered to stop displaying and fees confiscated once found. The exhibitor agrees unconditionally to the organizer setting, explaining and executing of the regulation, regardless of whether or not the exhibitor has violated the regulation.
6. The Organizer has the right to plan the exhibition area and the number of booths based on the types of the products exhibited, the actual registration results, and booth demand. The Organizer also has the right to determine whether to accept Exhibitors' registrations, adjust the exhibition area and the number of booths based on the nature of the products exhibited and the Exhibitors' past records in the Taiwan Trade Shows, or the domestic or foreign promotional activities organized by the Organizer.
7. Except the startup exhibition area, all booths are raw spaces without carpets and partitions. All Exhibitors must set up basic decorations, including carpets, partitions, and company name boards. Exhibitors may not display without basic decorations.
8. The Organizer shall send the Exhibition Materials and the Regulations to the Exhibitors approximately 90 days before the exhibition and publish them on the exhibition website (www.giftionery.net) for the Exhibitors to access and print the materials. The Exhibitors will have no grounds to claim ignorance of and/or violate the Exhibition Materials due to not having received the Exhibition Materials or having no access to the Regulations.
9. The Exhibitors shall not take exhibition items into the exhibition hall or remove exhibition items from the exhibition hall during the exhibition period, from 9:30am to 5:30pm daily, except for small and light items that can be carried by a person. Additional exhibition items may be brought in from 8:30am to 9:30am on the first day of the exhibition or from 9:00am to 9:30am during the exhibition period.
10. Before entering and decorating the booth, the Exhibitors shall fill out and submit the Decoration Affidavit and other related application documents, as well as apply for water and electricity within the prescribed period. If the Exhibitors' decorations or interests are affected as a result of a failure to complete these tasks, the Exhibitors shall bear sole responsibility.
11. If Exhibitors do not permit exhibition items for photography or video recording by visitors, the Exhibitors shall display "No Photography" or "No Video Recording" signs in both Chinese and English. However, the Exhibitors shall allow journalists and contracted photographers with the PRESS badge issued by the Organizer to take photos or videos for promotional purposes.
12. The Exhibitors shall pick up badges at the area designated by the Organizer when moving in exhibition items, and badges shall be worn (one badge per exhibitor) during the exhibition period.

13. Unless otherwise specified within the Regulations, entry of visitors under the age of 12 is not allowed for safety and quality concerns.
14. Personnel designated by the Organizer shall be responsible for entrance/exit control during the exhibition period (including the move-in and move-out). However, the Exhibitors should take care of their exhibition items, decorations, and facilities, and purchase any necessary insurance and hire security guards for valuable exhibition items. If any items are lost or damaged, the Organizer shall not be held responsible.
15. The Exhibitors must obtain all relevant insurances, such as fire insurance, theft insurance, flood insurance, and public liability insurance (including additional insurance for natural disasters, such as typhoons, earthquakes, floods, heavy rains, or other natural disasters) from the periods when the exhibition items and decorations are transported to the exhibition hall, to the removal of the said items from the exhibition hall. The Organizer shall not be responsible for any losses or damage to the said items during the aforementioned period.
16. The Organizer may cancel the Exhibitors' exhibition qualifications and eligibility or stop supplying water and electricity 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 organized by the Organizer for at least two years, and all previous exhibition records of the Exhibitors and their seniority shall be removed. 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 the 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 make full payment of the exhibition fees 10 days before the start of the exhibition. Refusal or withdrawal of authorization for the Organizer to use the information provided by the Exhibitors to publish the Official Directory.
 - (4) Bringing flammable materials, explosives, or other hazardous or banned substances into the exhibition hall.
 - (5) The leased booth is barely decorated, has few or no exhibition items, or has no Exhibitors or on-site employees during the exhibition period.
 - (6) Sale, display, or advertisement of exhibition items that infringe upon the copyright of others.
 - (7) 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.
 - (8) Exhibition items or the means of display them disrupt public order or violate codes of decency.
 - (9) 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).
 - (10) The signs and decorations shown in the Exhibitor's booth are different from the information of the company in Chinese or English as provided in the registration form.
 - (11) The 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).
 - (12) 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. Exhibition items do not match the theme of the exhibition.
 - (13) Using raw booths for exhibitions.
 - (14) Failure to apply to the Organizer in advance to set up a stage or sound system, promotional balloons, or set up structures or decorations more than 4 meters in height.
 - (15) Producing noises inside the exhibition hall at 85 decibels or more during the exhibition period.

- (18) Affecting neighboring booths or the exhibition due to a lack of pollution disposal equipment prepared by the Exhibitors to promptly and appropriately dealt with smoke, waste gases, dust, stenches, irritant gases, organic chemical solvent contaminants, or other pollutants resulting from demonstrating or operating an exhibition item.
 - (19) The music, images, or related information played by the Exhibitors in public during the exhibition period infringe upon intellectual property rights.
 - (20) Displaying, posting, or distributing any promotional items or materials related to the exhibition items in areas other than the booths, including public facilities, aisles, or columns.
 - (21) Conducting promotional activities or leaving the company or personal items in public areas.
 - (22) Third parties conduct disturbances or protests in the Exhibitors' booth(s) or inside/outside of the exhibition hall due to private disputes, thereby affecting the order or image of the exhibition.
 - (23) Causing any injury, death, or financial loss to the Organizer's personnel or a third party during the exhibition period (including the move-in and move-out) due to improper installation, operation, maintenance, or management of the facilities, objects, and exhibition items at the booth.
 - (24) Packing or moving out exhibition items from the exhibition hall in advance or similar behaviors.
 - (25) Causing fires due to the design and construction of the booth and or improper use of electrical devices.
 - (26) Leaving exhibition items or personal items in the exhibition hall after the move-out.
17. If the Exhibitors need to set up a stage or sound system, promotional balloons, or set up structures or decorations more than 4 meters in height, the Exhibitors shall apply in advance with the Organizer, and the structures or decorations may only be set up with approval from the Organizer. (Please refer to related regulations in the Exhibition Manual). Exhibitors who do not have approval from the Organizer shall immediately remove the structures or decorations once discovered by the Organizer's personnel, or carry out supplementary application procedures. The Organizer shall not be liable for any compensation.
 18. After the end of the exhibition, the Exhibitors shall remove all exhibition items and personal items and clear the booth during the move-out. The Organizer shall not be responsible for the custody of the exhibition items. In the event that exhibition items or personal items are found onsite after the move-out, they shall be regarded as waste and removed by the cleaning company without notice to the exhibitor. The derived expenses shall be borne by the Exhibitor.
 19. In case of natural disasters, notifiable infectious diseases (such as COVID-19), or other force majeure reasons, the Organizer retains the right to adjust the exhibition date and location, or cancel the exhibition. In such instances, the Organizer will refund fees paid by the Exhibitors (including deposits and other paid fees) after deducting relevant incurred costs (including but not limited to nonrefundable payments that have paid to contractors). The Organizer is not liable for any damages caused due to this adjustment or cancellation.
 20. For the purpose of properly organizing the exhibition, the Organizer will implement adequate measures for disease prevention. Exhibitors clearly understand and agree that by participating in the exhibition, they are obliged to cooperate with the disease prevention actions implemented by the Organizer; Exhibitors shall solely bear risk related to infection or isolation due to disease prevention. Therefore, if a dispute arises therefrom, participating Exhibitors may not make any claims, including civil, criminal, and administrative claims, against the Organizer.
 21. If any Exhibitors would like to drop out of the exhibition due to reasons not attributable to the Organizer, any payment made, including the paid deposits will not be refunded. All payments will not be refunded if Exhibitors decide to drop out of the exhibition after their booths have been allocated.
 22. For matters not stipulated in the Regulations, the Organizer may amend or update the Regulations from time to time.

Product Codes

Please refer to the following product codes and fill them in the application form.

If you have a hard time locating suitable codes, visit <https://tairacode.taitra.org.tw/> to inquire about a new version of TAITRA code.

Code	Product Name	Code	Product Name
51	Agricultural & Foods	641035	Handheld Bag & Case
5160	Health Supplement	6460	Common Used Accessories
5165	Baked Goods, Confectionery & Snacks	646035	Power Bank
5170	Beverage & Tobacco	673525	USB Flash Drive
54	Beauty & Personal Care	78	Houseware
5420	Skin Care	7810	Household Textiles
5430	Skin Care Tools & Equipment	7815	Home Storage & Organization
5440	Hair Care & Salon Equipment	7820	Sundries
5470	Perfume & Deodorant	7830	Cookware
5480	Personal Care	7835	Cutlery & Kitchen Utensils
56	Agricultural & Foods	7840	Tableware
5605	Apparel	7855	Bathroom Products
5610	Sportswear	7860	Household Cleaning Tools
5625	Garment Accessories	7870	Umbrellas & Rain Gears
5645	Neckwear	781015	Carpet
5650	Gloves	781020	Bed Sheet, Bed Spread & Pillow Case
5660	Hosiery	781050	Towel
57	Luggage, Bags & Cases	782045	Garden Supplies
5710	Bags & Wallets	79	Toys, Baby & Pet Products
5720	Luggages, Leisure & Sports Bags	7910	Dolls & Stuffed Toys
573010	Shopping Bag	7920	Friction, Radio Control & Wind-up Toys
573020	Laptop Bag	7930	Games & Models
573090	Gift Bag	7940	Educational Toys
58	Timepiece, Jewelry & Eyewear	7990	Baby Products
5840	Jewelry	7995	Pet Products
5850	Jewelry Organizers & Displays	80	Sports
5860	Clocks	82	Office & School Supplies
5870	Watch	8210	Writing & Art Supplies
64	Consumer Electronics	8220	Binding & Cutting

Code	Product Name
8230	Tapes & Glue
8240	Notebooks & Writing Pads
8250	Filing & Desk Organizers
8260	Printer Consumables
8270	Office Equipment
8280	Teaching Resources
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

Code	Product Name
851010	Publishing Services
8525	Education & Training
8550	Cultural, Creative & Leisure Services
855005	Cultural & Creative Services
855010	Art Performance

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