



2025 Exhibitor Brochure

Cultural&Creative Brands

IP Licensing

CREATIVE EXPO TAIWAN

2025/08/05 - 2025/08/11

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1. About Creative Expo Taiwan

Since its establishment in 2010, Creative Expo Taiwan (CET) has evolved and expanded over the years and is now a major licensing and trade platform for cultural/creative merchandise and images in Taiwan. CET events explore local cultures, highlight Taiwanese trends, and inspire discussions on cultural matters. With curatorial expertise and commercial exhibitions, CET aims to drive economic momentum with cultural values.

In 2025, CET will focus on cultural legacies and innovations. By coordinating resources, CET strives to become a key in the international cultural/creative value chain. We believe that culture and creativity can offer fresh ideas and influences to the global market.

2. Why Choose CET

01

A Key Exhibition in Asia

CET links up creators, brands, suppliers, channels, and distributors, with varied merchandising, digitalization, and licensing models. With the integration of cultural/creative brands and IP licensing exhibitions, CET enhances participant experiences and connects the discourse of both aspects.

02

Best Shortcut to Diversify

CET is an iconic cultural/creative industry event in Asia, a must-visit for major Taiwanese and international buyers, including chain stores, premium department stores, enterprises, hotels, museums, e-commerce platforms, and art agencies, offering new possibilities for collaboration.

03

Consumer Exposure

With print, electronic, online, social media, and offline marketing campaigns, CET distributes event highlights to local and global media channels for more impactful influences from Taiwanese culture.

04

International Opportunities

CET supports expeditions into international markets. Together with upstream and downstream entities, CET gathers licensing and brand marketing experts to increase exposure to international channels, businesses, distributors, and agencies, bringing golden opportunities to foster international exchanges and collaborations.

3. Event Information

A. Exhibition Period

Venue: Zone J and Zone K, 1F, Taipei Nangang Exhibition Center Hall 1
(No. 1, Jingmao 2nd Rd, Nangang District, Taipei City)

Schedule:

Aug. 05	Tuesday	10:00-18:00	Trade visitors only
Aug. 06	Wednesday	10:00-18:00	Trade visitors only
Aug. 07	Thursday	10:00-18:00	Trade & private visitors
Aug. 08-09	Friday- Saturday	10:00-20:00	Trade & private visitors
Aug. 10	Sunday	10:00-18:00	Trade & private visitors
Aug. 11	Monday	10:00-16:00	Trade & private visitors

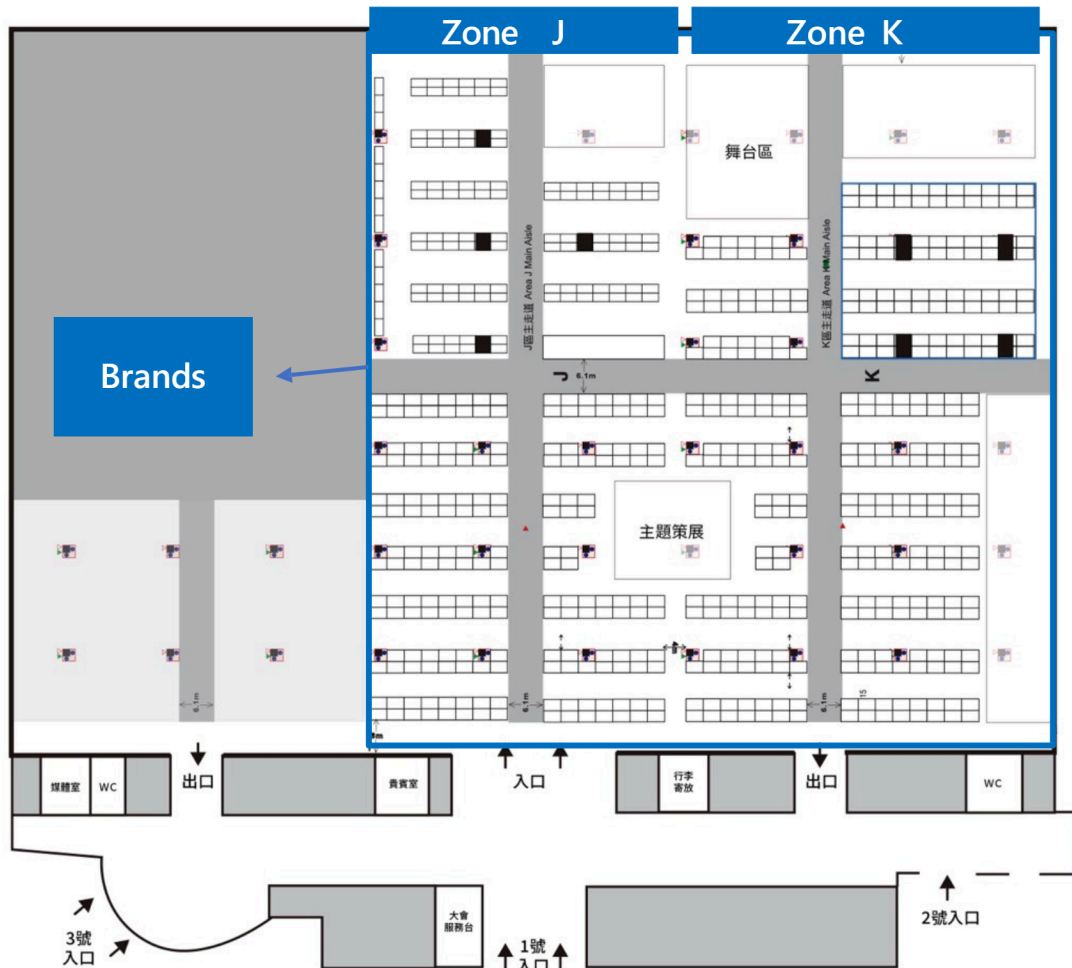


B. Move In & Move Out

Raw space move-in: from Aug. 03 (Sun.), 10:00, to Aug. 04 (Mon.), 17:00.

Standard booth move-in: Aug. 04 (Mon.), from 10:00 to 17:00.

Move-out: from Aug. 11 (Mon.), 16:00, to Aug. 12 (Tues.), 17:00.



C. Exhibitor Categories

The following Cultural & Creative Brands and IP licensing brand categories are open for applications. Please choose your category accordingly.

Category		Note
Cultural & Creative Brands	Living	Furniture, art & décor, lighting, tableware, tea ware, fragrances, and outdoor goods.
	Gifts	Stationeries, gifts, toys, headsets, and other derivative products powered by innovative technologies.
	Crafts	Pottery and ceramics, sculptures, metalworks, and fiber-based or bamboo-based products.
	Accessories & Fashion	Stylish and functional fashion items, including footwear, headwear, clothing, eyewear, bags, and accessories.
	Sustainability	Products that are ESG compatible or with B Corp Certification, or aligned with sustainable and circular economy principles.
	Culture of Origin	Creative products from local governments and associated public agencies.
IP Licensing	Characters	Cross-business licensing projects including merchandise from classic foreign IP characters, original Taiwanese character brands, IP agencies, social media stickers, and cartoons/comics.
	Illustration and Applications	Cross-business licensing projects including merchandise from museum licensing, pattern design, illustration, and publishing services.
	Digital Entertainment	Focusing on entertainment applications, including animated games, multimedia, AR/VR, interactive experiences, and other audio-visual content.
Start-ups		Emerging and promising brands, designers, studios, and creators from Taiwan.

4. Application Guide

A. Qualifications

Qualification	
General Exhibitors	<p><u>Domestic Entities:</u> Companies, studios, manufacturers, traders, agencies, and distributors registered and approved in Taiwan, with business scopes compatible with the aforementioned categories, and approved by the organizer.</p> <p><u>Foreign Entities:</u></p> <ul style="list-style-type: none">● Foreign companies, from import regions permitted by the Taiwanese government) or their agencies, distributors, subsidiaries, or liaison offices.● Agencies and distributors must present licensing agreements or contracts in advance to the organizer for verification.
Start-up Exhibitors	<ul style="list-style-type: none">● Founded in less than five years (established in 2020 or later).● Taiwan citizens can apply as individual creators to exhibit their works without exclusive agency contracts.● For those applying as an entity, the applicant must be Taiwanese, registered, and permitted by Taiwanese authorities.

※Note:

Exhibitors must focus on cultural and creative content. The organizer will review applications based on product style, attributes, and the applicant's track record at CET or other professional exhibitions in Taiwan, and reserves the right to accept or reject applications.

B. Application Fee

General Exhibitors			
Booth type	Unit price per 6 m ² booth space (tax included)	Package	
1 unit of raw space (w/o equipment)	USD \$810 (regular price) USD \$680 (early birds)	Raw spaces only (including only 500W (110W) power and daily waste disposal services)	
6 units of raw space or more	USD \$560		
1 standard booth (with basic equipment)	USD \$1100 (regular price) USD \$940 (early birds)	<ul style="list-style-type: none"> · Basic partition *1 · Booth sign *1 · Table *1 · Display stand *1 · Folding chairs *2 · Lights (100W) *4 	<ul style="list-style-type: none"> · 110V/5A outlet *1 with 500W(100V) power · Waste bin · Daily waste disposal services
Start-up Exhibitors			
Booth type	Unit price per 4.5 m ² booth space (tax included)	Package	
1 standard booth (with basic equipment)	<p>The special price of USD \$250 is for 100 selected start-up exhibitors only</p> <p>*Each participant may only rent 1 standard booth</p>	<ul style="list-style-type: none"> · Basic partition *1 · Booth sign *1 · Table *1 · Display stand *1 · Folding chairs *2 · Lights (100W) *4 	<ul style="list-style-type: none"> · 110V/5A outlet *1 with 500W(100V) power · Waste bin · Daily waste disposal services

※Note:

1. Prices include daily waste disposal services during CET. Exhibitors with raw spaces shall prepare their own waste bins and/or waste bags.
2. Raw spaces do not come with any equipment. Exhibitors shall contact qualified constructors to set up their booths, with design graphs approved by the organizer.
3. Booths facing the main hallways are limited. The organizer will prioritize larger exhibitors renting six or more booths, followed by exhibitors with multiple booths

and early birds.

4. Electricity: Each booth includes one outlet with 500W(110V) power. Additional charges will apply for more power requirements. Power supplies shall be arranged by the designated constructors of the organizer to issue invoices.


C. Deadlines

Application Deadline: 23:59, March 31, 2025


- Early bird price is available for General Exhibitors before the early bird deadline: March 21, 2025.
- Please complete the online application at CET website (www.creativexpo.tw) and upload the required data.
- Your application time will be listed as the completion time of the online application (whereas an automatic notice will be sent by the registration system).
- After completing early bird applications, the organizer will send another email for the "Deposit." Exhibitors missing the specified payment deadline will not enjoy the early bird prices.
- The organizer reserves the right to accept or reject applications completed after deadlines.

D. Booth Specifications

1 standard booth (3 x 2 meters) for general exhibitors

No.	Item	Quantity	Unit	Illustrative
1	Partition	1	set	
2	Booth sign	1	pc	
3	Table	1	pc	
4	Folding chair	2	pcs	
5	Light	4	pcs	
6	Display stand (with cabinet and lock)	1	set	
7	Waste bin	1	pc	

1 standard booth (3 x 1.5 meters) for startup exhibitors

No.	Supply	Quantity	Unit	Illustrative
1	Partition	1	set	
2	Booth sign	1	pc	
3	Table	1	pc	
4	Folding chair	2	pcs	
5	Light	4	pcs	
6	Display stand (with cabinet and lock)	1	set	
7	Waste bin	1	pc	

※: Note:

1. The organizer will notify vendors of the designated period for additional purchases. Charges for additional orders after the specified deadline will be 50% higher.
2. The organizer reserves the right to modify specifications.
3. The standard booth image and sign designs are tentative.

E. Payment

Initial payment: USD 150 per booth

Deposit: USD 150 per exhibitor

- a. After application, qualified exhibitors will receive payment notices for their "booth deposit" and "security deposit," as well as the "payment account link" (automatically generated by the system). Exhibitors shall complete the payment before the deadline, and the organizer will process the transactions and invoices afterward.
- b. The payment completion time decides the booth selection process. To avoid disrupting the booth selection process, please finish payment before the deadline.
- c. To maintain the quality and order of the event, please abide by all the various requirements as well as move-in and move-out deadlines, attend buyer meetings as scheduled, and fill out the post-exhibition surveys. Deposits will be returned to exhibitors without violations during CET.

Balance Payment

- a. After booth selection, exhibitors will receive a payment notice for the “booth balance payment” as well as a “payment account link” (automatically generated by the system). The organizer will process the transactions and invoices after receiving payment.
- b. If the exhibitor fails to pay the balance fee before the deadline, it shall be deemed that the exhibitor has given up the right to participate, and the organizer will reclaim the selected booth for other purposes.

Payment Account

Banking information is automatically generated by the system. Exhibitors shall cover the wire fees and complete the international transfers in full.

F. Cancellation and Refund

- a. In case of unavailability due to booths being fully booked, the booth deposit and security deposit will be refunded by the organizer without interest.
- b. Exhibitors who have already paid the balance payment but wish to withdraw for any reason will not be refunded, except for the security deposit and balance payment.
- c. If the balance payment is overdue, exhibitors will be disqualified. In such an event, no refund will be made except for the deposit paid. Additional costs incurred after booth distribution will be handled separately.

G. Change or Postponement

- a. The organizer reserves the right to adjust booth numbers or sizes for individual exhibitors.
- b. If CET is relocated, rescheduled, or canceled due to force majeure, such as natural disasters, armed conflicts, or other factors beyond

control, the organizer will not compensate the exhibitor for any damages.

H. Booth Distribution and Usage

- a. Booth distribution order:
 - i. Exhibitors with more booths can select first.
 - ii. With the same booth numbers, exhibitors who complete booth deposit payments earlier will be prioritized.
 - iii. Selection orders will be drawn when booth numbers and payment time are tied.
- b. After payment, the organizer will inform qualified exhibitors about the time and location of the booth distribution meeting.
- c. At the booth distribution meeting, the organizer will select the booth locations on behalf of absent exhibitors, and the exhibitors shall accept without objection.
- d. No additional booths will be offered at the meeting. Please contact the organizer as early as possible for additional booths.
- e. Booths of the same exhibitor should be adjacent, and shall not cross any aisle.

5. Selection

The organizer invites professionals as a committee to select the exhibitors.

A. Selection Method

- a. Startup Exhibitors:
 - i. Each booth is 4.5 m² in size, available only to brands or individuals established within the past five years.
 - ii. The committee will select up to 100 Startup Exhibitors to offer the special booth price of 250 USD, proportionate to exhibitor numbers in each category. (Priorities are given to exhibitors who have never got this offer in CET, followed by those who

have got it once.)

- b. Selected Startup Exhibitors shall agree to the following conditions.
 - i. Create a new work based on CET theme, and license the work to the organizer for 2025 CET promotion campaigns without charges.
 - ii. Make more than 1 post about 2025 CET on their personal Facebook or Instagram pages (and tag CET Facebook and Instagram accounts completely), and participate in other relevant social media campaigns or promotional activities in other forms.
- c. The selection results will be announced on CET official website and Facebook page.

B. Selection Criteria

Category	Proportion	Focus
Design	30%	Cultural/creative: Including design concept, technique, application, and artistic expression. IP: Design attributes and expressions of the IP.
Innovation	30%	Cultural/creative: Uniqueness and originality in works, as well as concept, material, and sustainability. IP: Uniqueness and originality in works.
Market Potential	40%	Past experiences, applications, media exposure, social media engagement, responsive to market needs, past performances, international Potentials, and past achievements.

6. Notice

A. Booth Usage Requirements

- a. Retail transactions must issue receipts or invoices to comply with tax regulations. Violators will face legal consequences from the IRS.
- b. The organizer reserves the right to reject products or exhibitors

incompatible with event themes.

- c. During CET, please complete the exhibition preparations on time by 10 AM every day. Booths are not allowed to be left unattended.
- d. Exhibitors are strictly forbidden to display or exhibit products that violate local laws, have untruthful labels, or infringe on trademarks, patents, or copyrights. All non-Taiwan-made products must clearly indicate their country of origin. If the exhibited content or products are illegal, harmful to public order or morals, or detrimental to the image of CET, exhibitors must make immediate corrections upon notice. Failure to do so will result in the removal of the content or termination of the exhibition.
- e. Fire is forbidden in the booth. Violators will lose their deposits.
- f. During CET, booths shall always be staffed to serve visitors. If booths are found left unattended three times, such records will jeopardize the exhibitor's opportunities in future CET and relevant events.
- g. Under major contingencies, such as typhoons, earthquakes, or infectious epidemics, CET may follow government announcements and halt the event.
- h. Exhibitors are strictly forbidden to display or exhibit products with untruthful labels or trademark/patent/copyright infringements.
- i. Products from restricted or banned regions shall not be exhibited at CET.
- j. Other than designated areas and special themes planned by the organizer, CET refuses food exhibitors or food sellers to participate.
- k. For more details, please refer to the exhibitor manual (to be sent separately after application and selection).

B. Other Essential Requirements

- a. Exhibitors must join the CET exhibitor contact group and comply with the

relevant management regulations.

- b. During registration, exhibitors can choose their categories based on product and service types. However, the organizer may review categories and reassign booth locations accordingly, based on the submitted exhibition contents.
- c. Exhibitors must pay the deposits in full in advance. Deposits will be returned if the exhibitors fully comply with CET requirements.
- d. Exhibitors shall contact qualified constructors for booth decorations, and submit design graphs to the organizer for evaluation.
- e. Offline exhibitors are also eligible to participate in online exhibitions/retail.
- f. Exhibitors must apply to the Ministry of Culture in advance, in order to become an Art Store permitted to accept Culture Points as payment.
- g. The organizer reserves the right to rearrange booths and locations for better CET experiences. If the actual exhibition contents are in conflict with registered information, the organizer reserves the right to perform adjustments.

C. Exclusive Exhibitor Benefits

- a. Business meetups: Procurement appointments with department stores, select shops, museum stores, online stores, and global buyers.
- b. Seminars/forums: Based on the event theme, the organizer will invite presenters to speak about design, technology, and licensing trends worldwide.
- c. Event highlights: The organizer will compile exhibitor information on the official website and social media for marketing purposes.
- d. Participating in various CET prizes and votes.
- e. The annual survey results and analytical reports will be

provided for reference.

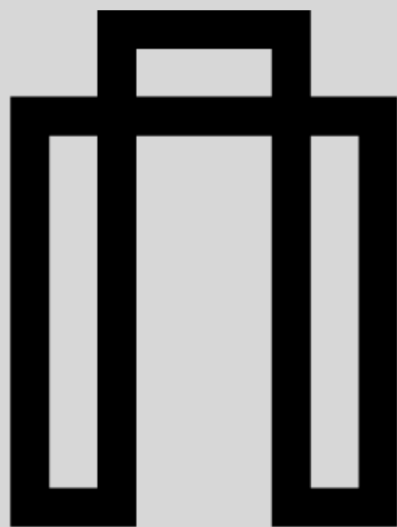
f. The organizer reserves the right to modify activity details.

7. Contact Us

TDRI/CET Team: 02-2745-8199

Cultural/creative brands: Ms. Tu, 02-2745-8199#569

IP licensing: Ms. Wu, 02-2745-8199#566/ Mr. Chen, 02-2745-8199#577



臺灣文博會
CREATIVE EXPO TAIWAN

主辦單位
Official Organizer



執行單位
Executive Organizer



研設台
究計灣
院