

2019 Creative EXPO Taiwan

Talent 100 - Overseas Spotlighted Creators Brochure

I. Background

In 2019, TDC will continue to set up the “Talent 100” area at the Expo Dome, and invite emerging creative talent to partake in the exhibition. The exhibition will publically recruit domestic and overseas creators with high potential. The “Talent 100” area will feature approximately 100 booths.

II. Organizers

Official Organizer: Ministry of Culture

Executive Organizer: Taiwan Design Center

III. Categories

100 creators in the licensing field (70 Domestic Creators and 30 Overseas Creators), including the following categories:

Characters

Illustrations

Comics

Digital multimedia creation

Patterns and other licensing related

IV. Qualification

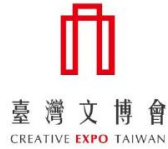
The creators must meet the following conditions:

Overseas Spotlited Creators: The Organizer invites members from the media, associations and organizations to submit recommendation lists of qualified talent creators in the above-mentioned categories. The members will nominate 35 years old or younger international creators whose design ability and works have been recognized by major magazines to be of great potential and innovativeness. These creators must also demonstrate great influence in Chinese-speaking areas. The Organizers plan to invite 30 such talent.

V. Selection process

- i. Overseas Spotlited Creators: Major media, online social platforms, organizations, and representative offices in Taiwan will make recommendations and nominate emerging creators. All nominations will be reviewed upon submission. The total number of creators is limited to 30.

Judging Criterion	Weight	Description
Innovation	50%	Creativity and originality of work
Marketability	30%	Acceptance and attraction to the market, and overall practicability
Applicability	20%	Overall applicability of image for licensing

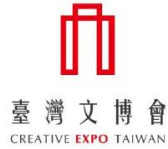


VI. Subsidization Program

- i. Overseas Spotlight Creators is USD\$100 per person per booth. Booths are limited to standard booths (4.5 square meters) at the 2019 CET “Talent 100” area in the Expo Dome, as well as six nights of accommodation during the exhibition period (including entry and exit days).
- ii. All creators are responsible for own product logistics, exhibition displays, and booth setup. They are also obligated to participate in the exhibition and related promotions.
- iii. The selected creators mentioned above shall return the exhibition agreement before the deadline. Failure to do so will result in automatic forfeiture.

VII. Rights and Obligations

- i. Rights
 1. The organizer subsidizes each creator with one standard booth in the “Talent 100” area at the Expo Dome at CET 2019.
 2. The organizer provides the logo of the recommending agency for the marketing manual.
 3. The organizer provides access to the stage at the Expo Dome for activities including Talent Onsite Creation, designers exchanges, and autograph sessions.

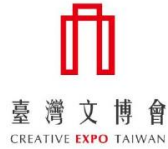


ii. Obligations

1. Talent 100 creators provide exclusive creative works to CET 2019, and agree to authorize the organizer the right to use the exclusive creative works for promotional and marketing purposes, starting from the day the creator is invited to participate in Creative EXPO Taiwan.
2. Participating creators must promote CET 2019 on the personal Facebook page or official website with #CreativeExpoTaiwan.
3. Overseas Spotlighted Creators must attend CET international exchange events.
4. Personnel should be physically at the booth during the exhibition.
5. All Talent 100 creators must attend media sessions during the promotion of CET 2019.

VIII. Notes:

- i. Please visit our official website at www.creativexpo.tw to fill out the application form.
- ii. Once the applicant is accepted for participation, the organizer will ask for the payment within the deadline. Failure to pay will result in automatic forfeiture.
- iii. Talent 100 booths may not be transferred or subleased. If a creator is found



to have transferred or subleased the booth to a third party, the organizer reserves the right to disqualify the violating exhibitor and seal the booth.

The violating exhibitor will be blacklisted by the organizers.

- iv. Talent 100 creators agree that all provided information may be used for the promotion of Creative EXPO Taiwan.
- v. Contents violating R.O.C. laws (such as the Radio and Television Act or the Publication Act), or are involved in trademark or IP rights disputes, as well as products with false labeling for the country of origin, pirated trademarks, or are found to have infringed rights of other people are strictly prohibited.
- vi. For other rules, please refer to “2019 CET Exhibition Guidelines and Regulations.”
- vii. Applications will be accepted until January 18th (Friday), 2019.

IX. Booth Specifications

Standard Booth for “Talent 100”

	Unit	Dimensions
0.5 Booth	4.5m ²	Width 3m x Depth 1.5m
Basic Facilities	<ol style="list-style-type: none"> 1. Partition walls and profiles (with standard decoration) 2. 1 reception table, 1 table, 2 folding chair, 1 socket, 3 spotlights (electricity included), 1 carpet, 1 company name fascia board, 1 waste bin. 3. Each booth is provided with a 500W/110V socket (3 63W energy-saving spotlights included). 4. Fee covers daily waste disposal. 	

This form is for reference only. For online registration, please visit CET official website

www.creativexpo.tw.

2019 Creative EXPO Taiwan
“Talent 100” Exhibition Agreement

I. Basic Information (Please read this brochure before completing the form)

Nationality			
Name			
Date of birth			
Contact No.		Cell	
Passport No.		E-mail	
Category	<input type="checkbox"/> Character <input type="checkbox"/> Illustrations <input type="checkbox"/> Comics <input type="checkbox"/> Digital multimedia creation <input type="checkbox"/> Patterns and other licensing related		
Website / Personal Page / FB Fanpage			

To the Ministry of Culture

The applicant will comply with rules specified in the “Talent 100 Exhibition Brochure” and “2019 CET Exhibition Guidelines and Regulations,” and understands that the organizer reserves the right to decide whether or not to accept this application.

_____ Signature

This form is for reference only. For online registration, please visit CET official website www.creativexpo.tw.

II. Work Description

Main Creative Works	
Creative Concept	
Past Exhibitions / Awards	<input type="checkbox"/> 2018 Golden Pin Design Award <input type="checkbox"/> Other: _____

Title of Work	
Description	
Reference	Photo

Note: The applicant may attach paper for extra space.

(Independent creators are limited to a maximum of 5 products or series of products)