

#COMPUTEXVirtualTaipei

2021

MAY - 31

JUN - 30

APPLICATION KIT

In facing the COVID-19 pandemic, COMPUTEX 2021 will continue to blaze new paths in technology and ride the digital transformation with tech pioneers. The new COMPUTEX 2021 Hybrid will infuse the AI technology and offer hyper-personalized experience through its Online-Merge-Offline (OMO) platform. #COMPUTEXVirtual empowers its exhibitors to reach visitors with the most relevant content and to achieve optimal engagement, aiming to overcome the limitations of time and space and to build an innovative business model in the new normal.

#COMPUTEXVirtual

Show Dates:

May 31 – June 30, 2021

Exhibit Categories:

Components & Storage · Consumer Electronic Accessories · Gaming & XR · Smart Retail & Smart Tech Solutions · Systems & Embedded Solutions · 5G Communication & Networking · Semiconductors & Hospitality Suites · International Exhibitors

Target Visitors:

Global ICT Buyers (Pre-register online and free admission)

Website:

Virtual.ComputexTaipei.com.tw

#COMPUTEXVirtual Highlights



Virtual Displays

Exhibitors are able to present their image and latest products through virtual booths of #COMPUTEXVirtual with less cost and more simplified manpower.



Tech Insights

Participants of #COMPUTEXVirtual will get first-hand info on major brands and live action from COMPUTEX Forum, InnoVEX Forum, keynote speeches and new product launches from tech giants.



Matchmaking & Networking

#COMPUTEXVirtual provides TTS Match, Instant Messaging and Online Appointments for exhibitors and buyers to get every potential business opportunity.



Hyper-Personalized Recommendations

Exhibitors will be able to achieve optimal engagement with their target audiences by leveraging the automation and personalization features of #COMPUTEXVirtual powered by the AI technology provided by Appier.

How #COMPUTEXVirtual Will Make Your Business More Successful

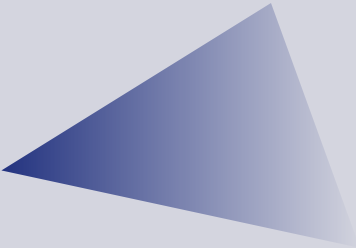
【Before the Show】 Create a Buzz about the Show

- TAITRA will promote #COMPUTEXVirtual and its events including Keynotes, COMPUTEX Forum, InnoVEX Forum, new product launches of exhibitors and more through international tech media and COMPUTEX social media.
- Exhibitors may send event info and e-Invitations to invite buyers and visitors.
- Exhibitors are able to sign up for one-on-one B2B procurement meetings through TTS Match.

【During the Show】 Online-Merge-Offline to Double the Exposure Effects

- #COMPUTEXVirtual delivers first-hand info on major brands and live action from events through onsite tours, live-streaming of Forums and COMPUTEX Show Daily to international buyers and media.
- Exhibitors are able to connect and network with international buyers by Instant Messaging and Online Appointments provided by #COMPUTEXVirtual.
- Exhibitors will also be able to enhance the exposure effects by engaging in the Digital Marketing Sponsorship to achieve their target audiences with a more precise focus.
- Exhibitors will be able to achieve optimal engagement with their target audiences by leveraging the automation and personalization features of #COMPUTEXVirtual powered by the AI technology provided by Appier.

【After the Show】 Manage Post-Show Business Opportunities

- Exhibitors are able to find out their most popular and best-selling products based on the data and feedback collected from #COMPUTEXVirtual and to take retargeting actions.
 - Infos and contacts of buyers will be provided to exhibitors to make follow-up contacts and to establish long-term relationships.
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Feb. 8 - Apr. 30

- **Open for Booth Sign-up**
- **Open for Purchase of Digital Marketing Sponsorship**
CV02 by Mar. 31
CV01, CV03-12 by Apr. 30

Apr. 1 - May 4

Exhibitors upload company and products information to the official website of COMPUTEX:
www.ComputexTaipei.com.tw

May 5 - May 30

Exhibitors decorate their virtual booths

May 31 - June 30

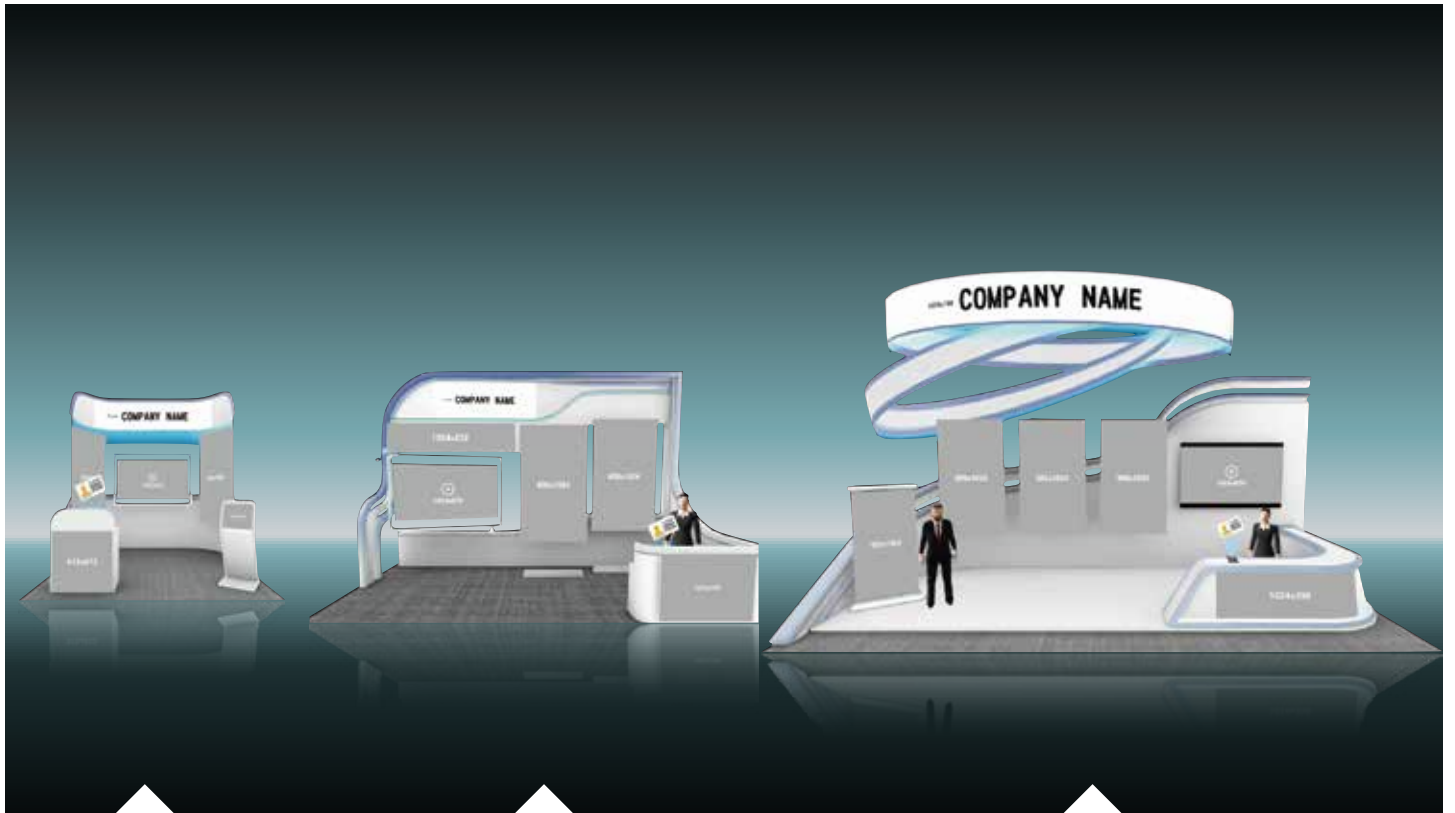
COMPUTEX 2021 Hybrid Kicks off

- **#COMPUTEXVirtual from May 31 to June 30**
- **Onsite COMPUTEX Forum from June 2 to June 3**
- **Onsite InnoVEX Forum on June 4**



#COMPUTEXVirtual Timeline





KILO

MEGA

GIGA

#COMPUTEXVirtual Rates

*Please see notes on the next page

Booth Type	KILO	MEGA	GIGA
Rates	USD 1,000	USD 1,500	USD 2,400
Virtual Display			
Company Logo	●	●	●
Company Info	●	●	●
e-Business Card(s)	1	2	3
Product Catalogue(s)	3	6	10
Company / Product Video(s)	1	1	2
Virtual Receptionist(s)		1	2
Digital Marketing and Promotions			
Company Name on Show Guide		●	
Company Logo Exposure on Show Guide			●
Facebook and LinkedIn Posts			1
eDM			1
Company Name at #COMPUTEXVirtual Experiencing Area		●	●
Company Video at #COMPUTEXVirtual Experiencing Area			1
Discount on Digital Marketing Sponsorship		5% off	15% off
Recommended Exhibitor's List by Virtual Assistant			1st Priority
Matchmaking & Networking			
TTS Match- 1 on 1 Procurement Meeting	●	●	●
Instant Messaging (Text Only)	●	●	●
Online Appointments /each day	5	Unlimited	Unlimited
e-Invitation to Invite Buyers	●	●	●
Leads & Statistics Analysis (will provide after #COMPUTEXVirtual)			
Number of Booth Visitors	●	●	●
Number of Video / Product Views	●	●	●
Booth Visitor List and Contacts (Name, Email, Country)		●	●

#COMPUTEXVirtual Rates

Notes:



Company Video at COMPUTEX 2021
Onsite Event #VirtualShowroom



eDM



Facebook and LinkedIn Posts



Company Name / Company Logo
Exposure on Show Guide

1. ● Function included
2. Online / Video meetings will be conducted in Microsoft Teams.
3. Content of posts on COMPUTEX social media to be provided by exhibitors, and the organizer reserves the right to edit and finalize the posts.

Application & Payment

1. Application Procedure

(1) Complete booth registration online : <https://events.taiwantrade.com>

CVirtual01/CMS/Application

(2) Applicant will receive an auto confirmation e-mail after submitting the application.

(3) TAITRA reserves the right to reject any application that is not conformed to the show's regulations.

2. All payment should be made by telegraphic transfer (T/T) only, remitted to

Account number/A/C No : 5056-665-100018

Swift Code : TACB TWTP 505

Bank Name : Taiwan Cooperative Bank, World Trade Center Branch

Bank Address :

2F, No. 333, Sec. 1, Keelung Rd., Sinyi District, Taipei City 110, Taiwan

Beneficiary Name : Taiwan External Trade Development Council

Beneficiary Address : 5 Xinyi Rd., Sec. 5, Taipei 11011, Taiwan

Remittance Information / Remarks : #COMPUTEXVirtual 2021


3. Full payment is required. All extra banking handling charges, if any, are to be borne by applicant.

4. In case of cancellation, booth rental and fees already paid will not be refunded under any circumstances.

5. Failure to complete payment before due date will be regarded as withdrawal of application.

Video


Digital Marketing Sponsorship

CV02	New Product Launch Video	
Number of Sponsors	10 Sponsors	
Pricing	US\$7,000/ per sponsor	
Benefits	<ol style="list-style-type: none"> Videos will be broadcasted through #COMPUTEXVirtual platform and are expected to touch 50K international and domestic visitors. Videos will be pushed to buyers and visitors of #COMPUTEXVirtual with similar professional interests by hyper-personalized recommendation and interest targeting from May 31 to June 30, 2021. 	
Description	<ol style="list-style-type: none"> The video will be filmed by COMPUTEX Team at designated location. The video length is no longer than 5 minutes. Additional purchase of US\$500/per day from May 31 to June 4 or US\$200/per day from June 5 to June 30 to list the video in the sticky posts on the #COMPUTEXVirtual Forum. Additional purchase of US\$500/per day to push the video in COMPUTEX social media from May 31 to June 4, when the onsite exhibition of COMPUTEX 2021 is being held (will approximately touch 60K fans). One sponsor per day only. <p>video reference : https://reurl.cc/L0azMx</p>	

Virtual Showground

Digital Marketing Sponsorship


CV03	Pop-up Logo at Lobby	
Number of Sponsors	1 Sponsor	
Pricing	US\$10,000	
Benefits	Company logo will pop up once visitors enter the lobby of #COMPUTEXVirtual and is expected to reach an estimated 150K international and domestic visitors and media.	
Description	Specs will be provided upon purchase.	

CV04	Banner Ad over Exhibition Hall	
Number of Sponsors	3 Sponsors, one banner for each sponsor	
Pricing	US\$1,200/ per sponsor	
Benefits	Exposure of company logo and image right at the center of the virtual lobby and is expected to reach an estimated 150K international and domestic visitors and media.	
Description	Specs will be provided upon purchase.	

CV05	Video Banner Ad over Exhibition Hall	
Number of Sponsors	3 Sponsors, 2 banners for each sponsor	
Pricing	US\$1,200/ per sponsor	
Benefits	Exposure of video banner of company logo and image on top of the virtual lobby and is expected to reach an estimated 150K international and domestic visitors and media.	
Description	The video length is no longer than 30 secs.	


Virtual Showground


Digital Marketing Sponsorship


CV06	Event Listing in COMPUTEX 2021 Hybrid Event Calendars	
Number of Sponsors	30 Sponsors	
Pricing	US\$500/per event	
Benefits	Exposure of sponsors' events through event calendars of #COMPUTEXVirtual and COMPUTEX website, show publications and promotions, and is expected to reach an estimated 150K international and domestic visitors and media.	
Description	<ol style="list-style-type: none"> 1. Sponsors' events to be listed should be related to AI and IoT applications, tech innovations and startups, VR/AR or ICT-themed. 2. Event types are confined to press conferences, product launches, forums/seminars, matchmaking and networking, live-streaming contests. 3. Sponsors are able to add a hyperlink to the events listed in COMPUTEX 2021 Hybrid Event Calendars, redirecting to Exhibitor's Bulletin Board at #COMPUTEXVirtual. 	

eDM

Digital Marketing Sponsorship


CV07	eDM Head Banner	
Number of Sponsors	5 Sponsors	
Pricing	US\$1,200/per eDM	
Benefits	Exposure of company logo in the head banner of an eDM, which will be sent to over 80K recipients in the database of COMPUTEX.	
Description	<ol style="list-style-type: none"> 1. Head banner will cover 1/3 of the eDM. 2. Additional purchase of US\$500 per day of scheduling from May 31 to June 4. One eDM per day. 3. The organizer reserves the right to decide the final scheduling. 	


CV08	Exclusive eDM (to all visitors)	
Number of Sponsors	10 Sponsors	
Pricing	US\$2,000/per eDM	
Benefits	TAITRA will send an exclusive eDM for the sponsors to all participants of COMPUTEX 2021 Hybrid.	
Description	<ol style="list-style-type: none"> 1. Specs and format will be provided upon purchase. 2. Additional purchase of US\$500 per day of scheduling from May 31 to June 4. One eDM per day. 3. The organizer reserves the right to decide the final scheduling. 	

CV09	Exclusive eDM (to selected targets)	
Number of Sponsors	10 Sponsors	
Pricing	US\$2,000/per eDM	
Benefits	TAITRA will send an exclusive eDM for the sponsors to selected participants of COMPUTEX 2021 Hybrid to achieve optimal engagement.	
Description	<ol style="list-style-type: none"> 1. Specs and format will be provided upon purchase. 2. eDM will be sent to up to 6K recipients. 3. Filter criteria include Nationality, Professions, Titles, Interests, and more. Details will be provided upon purchase. 4. Additional purchase of US\$500 per day of scheduling from May 31 to June 4. One eDM per day. 5. The organizer reserves the right to decide the final scheduling. 	

Push Messages


Digital Marketing Sponsorship

CV10	In-Web Message	
Number of Sponsors	20 sponsors	
Pricing	US\$1,000 (200 views) US\$2,000 (500 views) US\$3,000 (1,000 views)	
Benefits	Sponsors' messages will be delivered to selected participants of #COMPUTEXVirtual on the #COMPUTEXVirtual platform.	
Description	<ol style="list-style-type: none"> 1. Filter criteria include Nationality, Professions, Titles, Interests, and more. Details will be provided upon purchase. 2. Messages will be sent within 3 days. 3. 10% discount for dates other than May 31 to June 4. 	

CV11	Web Push	
Number of Sponsors	20 sponsors	
Pricing	US\$1,200 (200 views) US\$2,500 (500 views) US\$4,500 (1,000 views)	
Benefits	Sponsors' messages will be delivered to selected participants of #COMPUTEXVirtual on the #COMPUTEXVirtual platform as well as on other websites.	
Description	<ol style="list-style-type: none"> 1. Filter criteria include Nationality, Professions, Titles, Interests, and more. Details will be provided upon purchase. 2. Messages will be sent within 3 days. 3. 10% discount for dates other than May 31 to June 4. 	

COMPUTEX Daily

Digital Marketing Sponsorship

CV12	New product launch news on COMPUTEX Daily	
Number of Sponsors	10 Sponsors	
Pricing	US\$1,700/per news	
Benefits	<ol style="list-style-type: none">1. COMPUTEX Daily is a great channel to get your new product info to the visitors and global audience!2. The promotional package includes new product launch news on both COMPUTEX Daily and COMPUTEX Takeaway, half page ad in the COMPUTEX Takeaway, and a banner on COMPUTEX Daily website during #COMPUTEXVirtual.	
Description	<ol style="list-style-type: none">1. The exhibitor to provide new product launch news within 600-700 words as well as 3-4 high resolution photos (300dpi) to the organizer. The news will be edited by the organizer and uploaded on COMPUTEX Daily website.2. The exhibitor to provide half page ad to the organizer. (W232 x H160 mm, bleeding : 3-5mm) Exhibitors can't choose inner page ad slots. Inner page ads will be assigned randomly.	

#COMPUTEXVirtual

Regulations and Privacy Statement

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 (text and pictures) provided by the Exhibitors in the marketing materials of 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 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 booth 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 optional purchase items 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.

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Regulations and Privacy Statement

7.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.ComputexTaipei.com.tw) 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.

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 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.

(4)Refusal or withdrawal of authorization for the Organizer to use the information provided by the Exhibitors in the marketing materials of the Exhibition.

(5)Booth with incomplete or no information about exhibitor and exhibition items.

(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. 12

(8)Exhibition items or the means of display them disrupt public order or violate codes of decency.

#COMPUTEXVirtual

Regulations and Privacy Statement

(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 information 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.

(13)Exhibition items do not match the theme of the exhibition.

(14)Conducting retail sales in the exhibition online platform.

(15)The music, images, or related information played by the Exhibitors in the exhibition platform infringe upon intellectual property rights.

(16)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.

#COMPUTEXVirtual

Regulations and Privacy Statement

9.The Organizer retains the right to adjust the exhibition date and venue. In the event of natural disasters, notifiable infectious diseases, functional failure as a result of hacking and cracking by a third party or other force majeure reasons that cause the change of exhibition date or venue, the Organizer will refund fees paid by the Exhibitors after deducting the incurred costs (including but not limited to payments that have been made to contractors and cannot be returned to the Organizer).

10.The Organizer retains the right to cancel the exhibition. In the event of natural disasters, notifiable infectious diseases, functional failure as a result of hacking and cracking by a third party or other force majeure reasons that cause the exhibition to be canceled, the Organizer will refund fees paid by the Exhibitors after deducting the incurred costs (including but not limited to payments that have been made to contractors and cannot be returned to the Organizer).

11.If any Exhibitors would like to drop out of the exhibition due to reasons not attributable to the Organizer, any payment made will not be refunded. All payments will not be refunded.