

 **TAIPEIPLAS**

 **ShoeTech Taipei**

**Hybrid**  
Online-Offline



# Online Exhibition Application Kit

Physical Show **Sept. 28 – Oct. 2, 2021**

Online Exhibition **Sept. 28 – Oct. 28, 2021**

[online.taipeiplas.com.tw](http://online.taipeiplas.com.tw)

[online.shoetech.com.tw](http://online.shoetech.com.tw)



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# Welcome Remarks

 **TAIPEIPLAS**  *ShoeTech Taipei*

The debut TaipeiPLAS & ShoeTech Taipei 2021 Hybrid (online-offline) integrate virtual and physical activities with a brand new format of holding an event. The physical exhibition will be held at Taipei Nangang Exhibition Center Hall 1, Sept. 28 to Oct. 2, 2021, for five days, while in conjunction with the online exhibition, September 28 to October 28, 2021, for one month. The online exhibition, featured by "extending business opportunities" and "experiencing interaction," will break time and space constraints to meet needs from buyers. In addition, through various hybrid activities, buyers may learn more about exhibitions, exhibitors, and hopefully settle business opportunities.

# Facts

## Exhibition Dates

Physical Show : Sept. 28 to Oct. 2, 2021

Online Exhibition : Sept. 28 to Oct. 28, 2021



## Exhibit Areas

### TaipeiPLAS

- Plastic & Rubber Processing Machinery
- Injection Molding Machinery
- Blow Molding Machinery
- Extruders
- Printing Machinery
- Packing Machinery
- Machines and Equipment for Recycling
- Auxiliary Equipment
- Molds & Dies
- Raw Materials, Semi-Finished & Finished Products
- Industrial Robots
- 3D Printers
- Startups and Innovations

### ShoeTech Taipei

- Shoemaking Machinery
- Machinery for Leather Processing
- Testing Instrument
- Shoe Molds & Dies
- CAD/CAM Software
- Automated Equipment & Machinery
- Shoe Materials and Accessories
- Leather and Synthetic Leather
- Raw Materials and Adhesives
- Footwear
- Machining and Treatment Services
- Association and Media



## Admission

Free admission for trade visitors registered online.

# Why Join?

## Take Potential Orders, Online + Offline

The online exhibition outreaches the chance of taking international orders. TAITRA has 64 branch offices worldwide to invite buyers joining online exhibitions and conferences. To ensure continuous business opportunities, TTS Match is exclusively launched for matchmaking meetings between visitors and exhibitors.

## Attend Various Activities, Brand + Value

Make podcasts, live audio/video streaming and forums/seminars for the exhibition. Diversified digital activities simply add values to your brands.

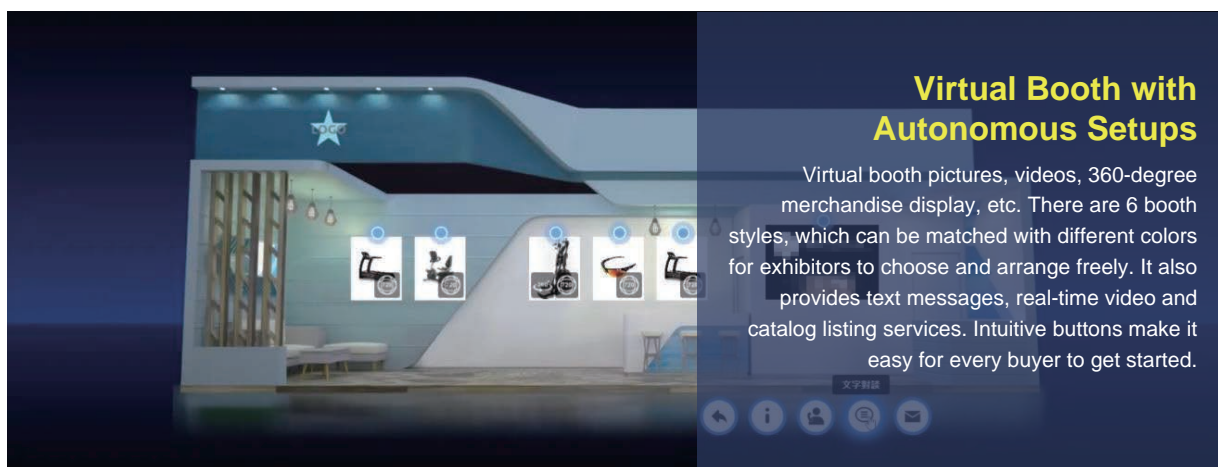
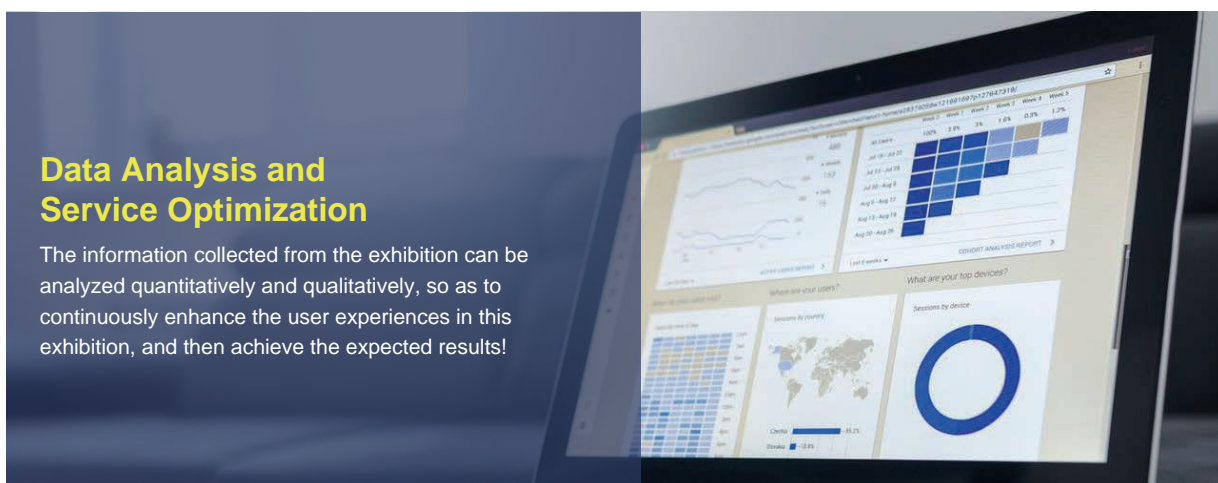
## Watch the Market Trend, Business + Opportunities

As the demand for automotive, plastics, and 3C products is on the rise, all industry-related professionals will come together with one-stop services.

## Explore Overwhelming Deals, Marketing + Strategies

From online to offline, from inside out, from soft to hard issues. The all-inclusive marketing strategies make buyers touched by the strength of Taiwan's machinery industry from the bottom of their hearts.





# Plan & Package Options

Unit : US\$, 5% VAT tax inclusive

Plan & Package	Raw	Refined
Price	1,000	3,000
<b>Features</b>		
Booth with 1 Company Logo	•	•
Company Info Board	•	•
5 Pieces of Product Catalog (including text description, video, 360-degree or 720-degree photos)	•	•
Online/Video Meeting	•	•
Chat Box (Text Only)	•	•
<b>Marketing</b>		
Social Media Posts (LinkedIn & Twitter)		1
Official Publication		Show Preview/Show Guide Exhibitor's List Highlight
EDM- Special Issue		1 Company Logo
170*70 pixels Banner on Official Website		•
E-Newsletter Head Banner		•
Company List in Official Directory	•	•
A Stand in Physical Show		A stand in physical show with one staff to collect business card
<b>Supplementary Option</b>		
Company Image Video at "Online Exhibition Experiencing Area" at Physical Show		•
<b>Business Opportunities</b>		
Data Visualization	•	•
List of Potential Customer	•	•
TTS Match (from Oct. 4-8)	•	•
<b>Dates On Display</b>		
1 Month(Sept. 28 to Oct. 28, 2021)		

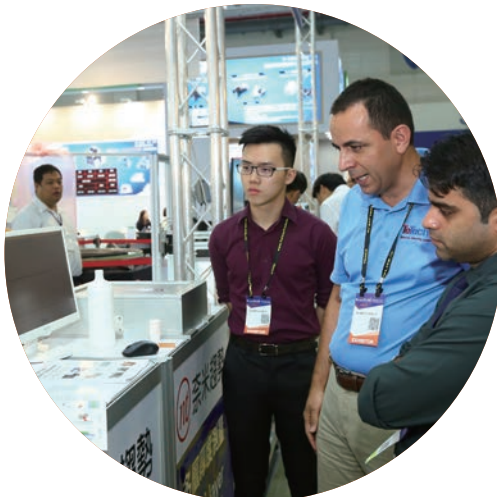
**Remarks:**

- \* The above plan is only applicable to foreign company/agent.
- \* The products (catalogs or videos) displayed in the online exhibition are by default connected by the TaipeiPLAS / ShoeTech official websites. Please upload them on the official website first.
- \* Posts on social media are contributed by exhibitors, and the organizer reserves the right to finalize the final retouching to conform to the overall style and image.
- \* List of potential customer who have ever visited your virtual booth or read your product list. The list will include visitor's name, email, company name and nationality.

# Online Exhibition Schedule

●	May 7, 2021	Application kit released
●	May 10, 2021	Application begins
●	July 1, 2021	Open for visitor's pre-registration
●	July 30, 2021	Application deadline
●	August 2, 2021	Online exhibition booths set-up open
●	August 30, 2021	Market outlook webinar
●	September 7, 2021	
●	September 28 – October 2, 2021	TaipeiPLAS / ShoeTechTaipei 2021 (Physical Show)
●	September 28 – October 28, 2021	TaipeiPLAS / ShoeTech Taipei 2011 (Online Exhibition)

\* For updates on the latest, visit official websites, [www.taipeiplas.com.tw](http://www.taipeiplas.com.tw) or [www.shoetech.com.tw](http://www.shoetech.com.tw).





# Application Process and Payment

## 1. Application Procedures (Online only)

- (1) Go to [www.taipeiplas.com.tw](http://www.taipeiplas.com.tw) / [www.shoetech.com.tw](http://www.shoetech.com.tw)
- (2) Click "Online Exhibition Application"
- (3) After having successfully registered, the applicant will receive an auto confirmation e-mail.
- (4) Scan the application form with your signature and email to [plas@taitra.org.tw](mailto:plas@taitra.org.tw) / [shoetech@taitra.org.tw](mailto:shoetech@taitra.org.tw) to complete the application.
- (5) TAITRA reserves the right to reject any application that is not conformed to the show's regulations.

## 2. Payment

- (1) All payment should be made payable by telegraphic transfer (T/T) to:
  - A/C Name: Taiwan External Trade Development Council
  - A/C No: 5056-665-100018
  - Bank Name: TAIWAN COOPERATIVE BANK WORLD TRADE CENTER BRANCH
  - Swift ID: TACBTWTP505
  - Address: 2F, No.333, Sec. 1, Keelung Rd., Sinyi Dist., Taipei 110, Taiwan
  - Please specify " TaipeiPLAS / ShoeTech Taipei 2021 Online Exhibition" for remarks.
- (2) Full payment is required. All extra banking handling charges, if any, are to be borne by the applicant.
- (3) In case of cancellation, fees already paid will not be refunded under any circumstances.

## 3. Failure to submit fee before due date will be regarded as a withdrawal of the participation.

# Additional Options

No.	Options	Price(US\$)
PSD-1	Official Website Banner	1,800
PSD-2	E-Newsletter Head Banner on 1 issue	1,000
PSD-3	Social Media Post (LinkedIn, Twitter)	400
PSD-4	Banner on ShoeTech Taipei Online Lobby (Entrance)	900
PSD-5	A Stand in Physical Show (with one staff collecting business cards)	2,500
PSD-6	TTS Match (business matchmaking platform between buyers and exhibitors in the online exhibition)	200

## PSD-1 Official Website (Front page) 170\*70 Banner

Price	US\$1,800
Duration	Exposure until Dec. 31, 2021.
Ad Size	170(W)×70(H) pixels · 72 dpi · under 10KB
Description	The sponsor provides the banner.



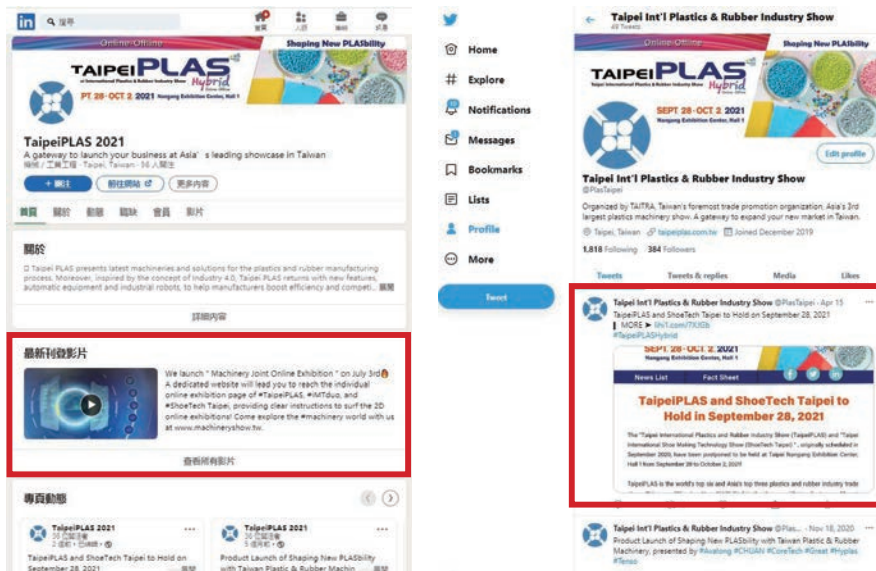
## PSD-2 E-Newsletter Head Banner on 1 issue

Price	US\$1,000
Ad Size	TaipeiPLAS : 2000 (W) x 330 (H) pixels · 300 dpi · under 15KB ShoeTech Taipei : 1400 (W) x 302 (H) pixels · 300 dpi · under 15KB
Issue	TaipeiPLAS ; May, Jun., Jul., Aug., Sept. 2021 ShoeTech Taipei : Jun. ,Jul., Aug., Sept. 2021



## PSD-3 Social Media Post (LinkedIn, Twitter)

Price	US\$400
Description	Posts on social media are contributed by exhibitors, and the organizer reserves the right to finalize the final retouching to conform to the overall style and image.



## PSD-4 Banner on ShoeTech Taipei Online Lobby (Entrance)

Price	US\$900
Duration	Sept. 28-Oct. 28, 2021
Description	<ul style="list-style-type: none"> <li>● The sponsor provides the banner.</li> <li>● Ad Size will be informed after the purchase.</li> <li>● Only for ShoeTech Taipei exhibitor.</li> </ul>



## PSD-5 A Stand in Physical Show (with one staff to collect business card)

Price	US\$2,500
Description	A stand in physical show with one temporary staff during show time.

## PSD-6 TTS Match (business matchmaking platform between buyers and exhibitors in the online exhibition)

Price	US\$200
Duration	Oct. 4-8, 2021. During the period, there is no limit to the number of sessions to invite buyers to make appointments or accept invitations. However, neither the platform nor the fairs during the exhibition can guarantee the successful matchmaking
Description	TTS Match is an online two-way matchmaking platform established by TAITRA, that is, exhibitors and buyers who agree to join this platform can make mutual appointments for meetings.

# TaipeiPLAS & ShoeTech Taipei 2021 Additional Options Application Form

Application Date : \_\_\_\_\_

Company Name : \_\_\_\_\_

Taiwan Tax ID: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Tel: \_\_\_\_\_

E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

Check	No.	Sponsorship Item
<input type="radio"/>	PSD-1	Official Website (Front page) 170*70 Banner
<input type="radio"/>	PSD-2	E-Newsletter Head Banner on 1 issue
<input type="radio"/>	PSD-3	Social Media Post (LinkedIn, Twitter)
<input type="radio"/>	PSD-4	Banner on ShoeTech Taipei Online Lobby (Entrance)
<input type="radio"/>	PSD-5	A Stand in Physical Show (with one staff collecting business cards)
<input type="radio"/>	PSD-6	TTS Match (business matchmaking platform between buyers and exhibitors in the online exhibition)
		Total

Company Name

Authorized Signature

**Notes:**

1. Please print, scan and e-mail the application form to [plas@taitra.org.tw](mailto:plas@taitra.org.tw) / [shoetech@taitra.org.tw](mailto:shoetech@taitra.org.tw)
2. Deadline for the applications : July 30, 2021.
3. The applications are processed on a first-come, first-served basis in accordance with the date and time of e-mail received.

# 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.
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.timtos.com.tw](http://www.timtos.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.
  - (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 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.
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.
  12. For matters not stipulated in the Regulations, the Organizer may amend or update the Regulations from time to time.

## Contacts

Taiwan External Trade Development Council (TAITRA)

Mr. Wolfgang Tang, Show Manager

Email: [plas@taitra.org.tw](mailto:plas@taitra.org.tw) / [shoetech@taitra.org.tw](mailto:shoetech@taitra.org.tw)

Tel: +886-2-2725-5200 ext. 2619

Or contact your nearest TAITRA Overseas Office:

<https://about.taitra.org.tw/Overseas-Offices>



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