



MAY 24-27, 2022

COMPUTEX TAIPEI

APPLICATION KIT

COMPUTEX is Everywhere

About COMPUTEX 2022

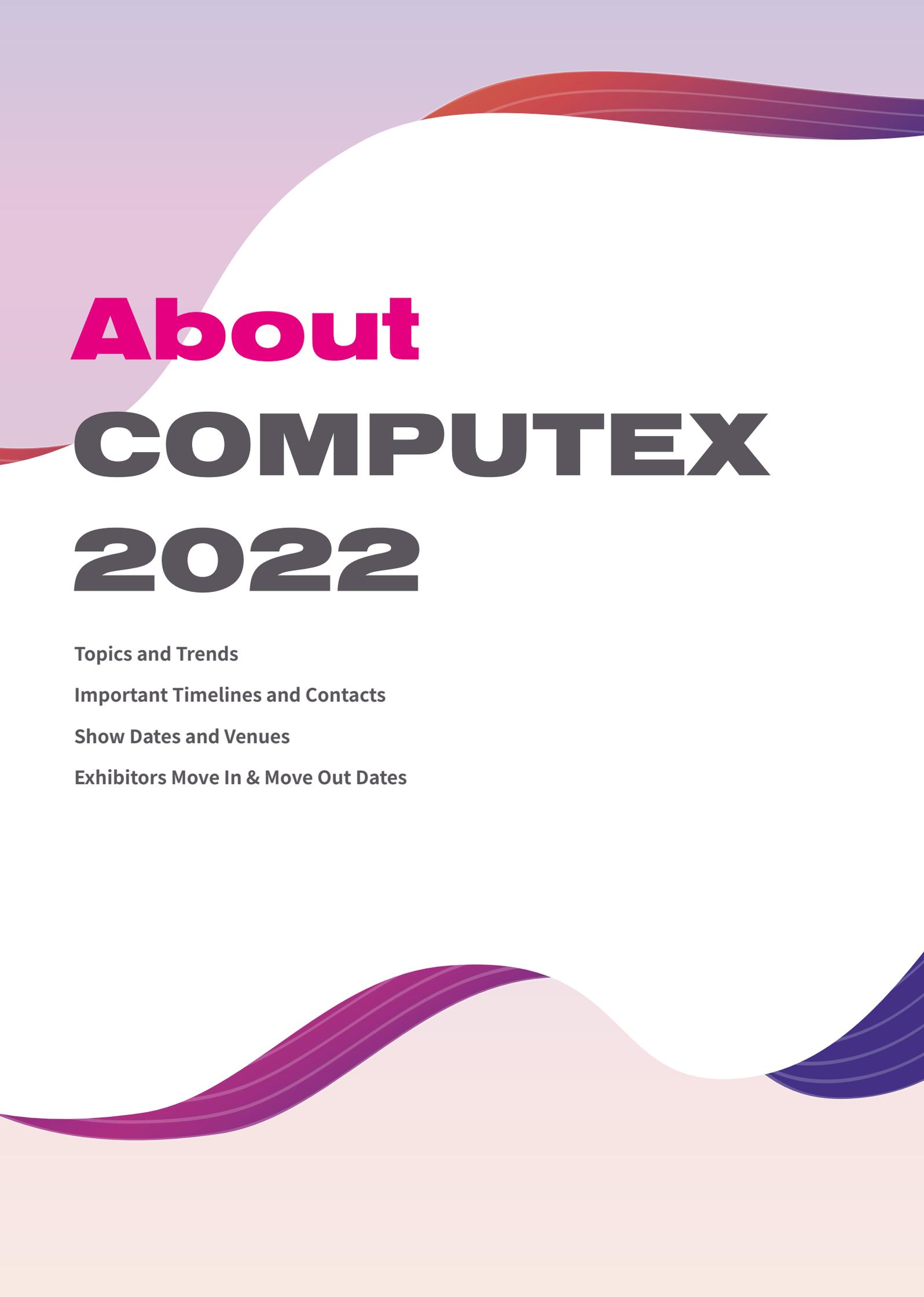
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About

COMPUTEX

2022

Topics and Trends

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Show Dates and Venues

Exhibitors Move In & Move Out Dates

Topics and Trends

Topics and Trends	Keywords and Applications	Exhibiting Areas
<p>Innovative Computing</p> <p>As heterogeneous computing and open infrastructure evolve, computing is entering an innovative golden age that enables leading technology companies to best design their own AI infrastructure to further accelerate innovation in varied fields.</p>	<p>#Semiconductor Memory, IC</p> <p>#Computing Cloud Computing, Edge Computing, Quantum Computing</p> <p>#Integration Industrial PC and System, Embedded Solutions</p>	<p>Semiconductors</p> <p>Components & Advanced Power Tech</p> <p>Storage & Cloud Applications</p> <p>Industrial IoT & Embedded Solutions</p>
<p>Accelerating Intelligence</p> <p>The commercial deployment and operation of 5G have driven many enterprises to evolve with AI learning to integrate decentralized network while accelerating computing capacity. This will be the key factor for profitability and internet of behavior.</p>	<p>#Communications 5G+, Telecom</p> <p>#AI Big Data, Algorithm, Machine Learning</p> <p>#IoT Sensor, Smart Devices, Applications and Solutions</p>	<p>5G Communication & Networking</p> <p>Artificial Intelligence(AI) & Robotics Systems & Solutions</p> <p>Smart Tech Solutions</p> <p>Intelligent Building and Smart Home</p> <p>Automotive Electronics</p>
<p>Digital Resilience</p> <p>As the boundaries between the virtual and the real worlds are breaking down, 'remote' is the new normal. Enterprises have increased their budget investment in digital infrastructure and establishment of resilience toward digital operation, while exploring more possibilities in new business model for digital transformation and stepping up on cyber security and supply chain resilience.</p>	<p>#CyberSecurity Access and Network Protection, Authentication</p> <p>#Surveillance Monitor System, Camera</p> <p>#Remote Digital Transformation, Business Solutions, E-commerce, GPS, Aircraft</p>	<p>Cyber Security & Video Surveillance</p> <p>Smart Retail & Business Solutions</p>
<p>Connected X-Experience</p> <p>An immersed environment for all social patterns has come. This includes the growing possibilities in collaborative simulated reality platforms that connect digital contents and identities. Gaming industry will be the one to be spotted first in the map.</p>	<p>#Gaming Gaming, XR, CPU/GPU, HDD/SSD/Card, Case, Fan, Digital Content</p> <p>#Display Panel, Monitor, POS</p> <p>#Accessories PC, Phone, Headphone, Mouse, Keyboard</p>	<p>Gaming & XR</p> <p>Consumer Electronic Accessories</p> <p>Mobile Device Accessories</p> <p>Touch Applications & Display Products</p>

Topics and Trends

Topics and Trends	Keywords and Applications	Exhibit
<p>Innovations and Startups Startups are the key to technology development, and they are the driver for industry transformations and evolutions.</p>	<p>#Startups</p>	<p>InnoVEX</p>
<p>Sustainability The next step for technological development will be how to encourage sustainability. Building high efficiency and green IT products is the new mission for industry players in the digital age.</p>	<p>#GreenIT CSR, ESG, Green IT</p>	

*Please note the topics and exhibiting areas are subject to change.

Important Timelines

Items	Time
Exhibitor Registration	October 6, 2021
Deadline for Exhibitor Registration (except InnoVEX)	March 1, 2022
Booth Allocation	(TBC) The End of February, 2022
One on One Matchmaking Application	(TBC) April, 2022
Exhibitors Move In	May 20 - 23, 2022
Exhibition (TaiNEX 1 & 2) and DigitalGo	May 24 - 27, 2022 *DigitalGo Ends in June 6, 2022
Exhibitors Move Out	May 28 - 29, 2022

Contacts

Items	Name	Contact Info
Show Curations	Ms. Li Chao	Tel: 886-2725-5200 Ext 2650 E-mail: lichao@taitra.org.tw
COMPUTEX Exhibitors	Ms. Sharon Shen	Tel: 886-2725-5200 Ext 2681 E-mail: CPX-exhibitors@taitra.org.tw
	Mr. Cory Hua	Tel: 886-2725-5200 Ext 2636 E-mail: cory.hua@taitra.org.tw
InnoVEX Exhibitors	Ms. Yvonne Chou	Tel: 886-2725-5200 Ext 2633 E-mail: yvonnechou@taitra.org.tw
	Mr. Hardway Chan	Tel: 886-2725-5200 Ext 2639 E-mail: ahsun.chan@taitra.org.tw
DigitalGo	Ms. Abby Chen	Tel: 886-2725-5200 Ext 2608 E-mail: yiwei@taitra.org.tw
Marketing and Promotions	Ms. Tessa Lin	Tel: 886-2725-5200 Ext 2631 E-mail: tessalin@taitra.org.tw
Sponsorship	Ms. Ina Tai	Tel: 886-2725-5200 Ext 2635 E-mail: inatai@taitra.org.tw

*For Taiwan companies which wish to exhibit in Taipei, please contact Taipei Computer Association(TCA) computex4@mail.computex.com.tw

Show Dates And Venues

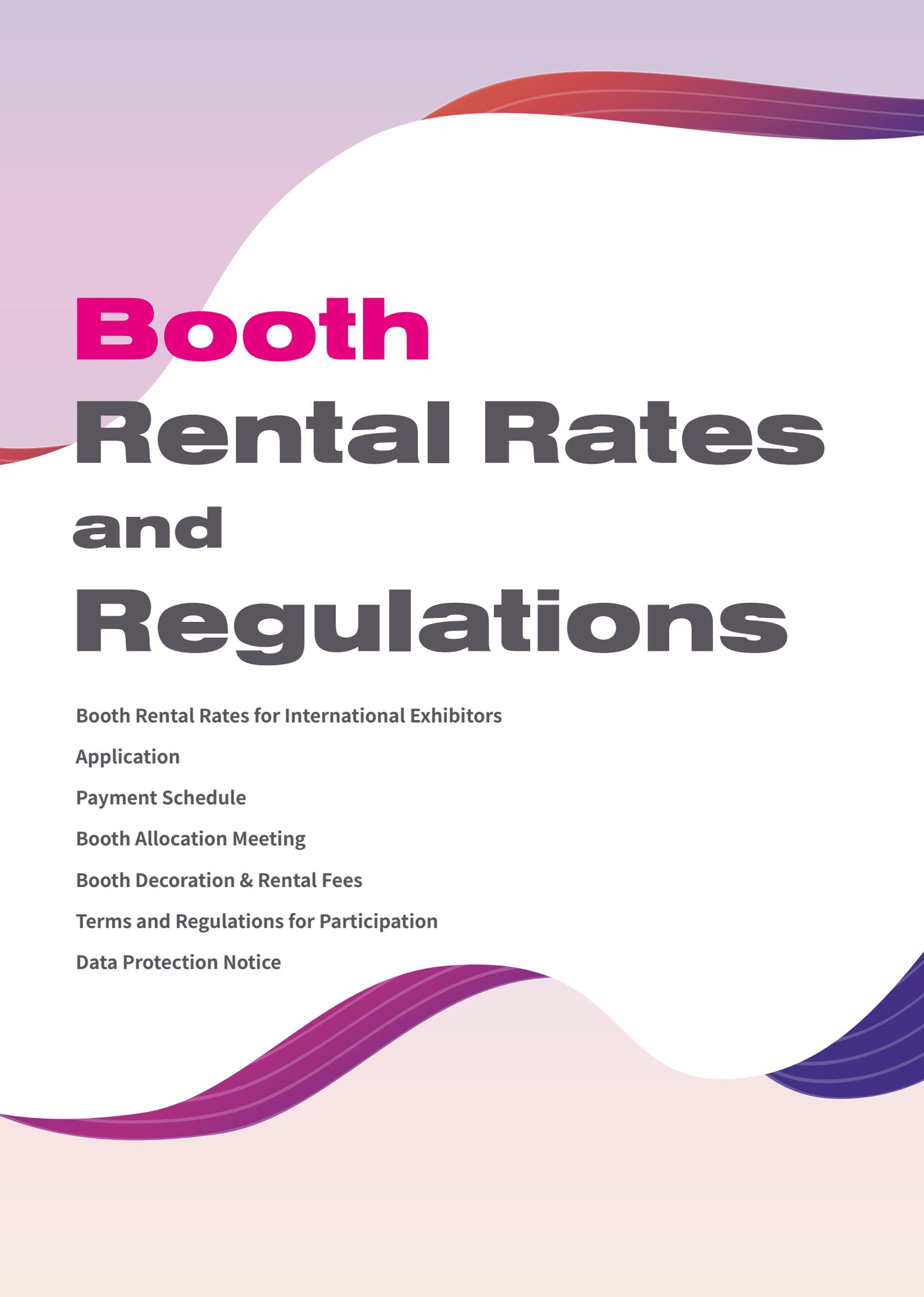
Show Dates (GMT+8)	Venues
COMPUTEX May 24-27, 2022, 9:30 a.m. – 5:30 p.m.	Taipei Nangang Exhibition Center, Hall 1 & Hall 2 (TaiNEX 1&2)
InnoVEX exhibit area May 24-27, 2022, 9:30 a.m. – 5:30 p.m.	Taipei Nangang Exhibition Center, Hall 2 (TaiNEX 2)
DigitalGo May 24, 10:00 a.m. – June 6, 2022, 10:00 p.m.	Online

Exhibitors Move In & Move Out Dates

Taipei Nangang Exhibition Center, Hall 1 & Hall 2 (TaiNEX 1 & 2)	Dates
Booth Set-up & Exhibitors Move-in	May 20-23 8:00 a.m. – 5:00 p.m.
Exhibitors Move-out & Booth Dismantling	May 27 5:30 p.m. – 7:00 p.m.
	May 28 8:00 a.m. – 5:00 p.m.
	May 29 8:00 a.m. – 12:00 p.m.



* Exhibitors Move-in & Move-out dates are subjected to change and will be updated on the Exhibitor Manual of COMPUTEX 2022.



Booth **Rental Rates** **and** **Regulations**

Booth Rental Rates for International Exhibitors

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Booth Rental Rates for International Exhibitors

Venue	Booth Type	Rental Rates
Taipei Nangang Exhibition Center, Hall 1 & Hall 2 (TaiNEX 1 & 2)	Raw Space (per booth)	US\$3,800
	Shell Scheme (one booth)	US\$3,800 (+US\$250)
	Shell Scheme (two booths)	US\$3,800*2 (+US\$450)

- * Booth size: 3 meters x 3 meters (9 sqm) per booth
- * Every exhibitor has to order booths by multiples of 9 sqm.
- * Rental rate is VAT included.



Shell Scheme (1 booth)



Shell Scheme (2 booths)

Shell Scheme 1	Qty	Unit
Standard partition 300X300X250cm/H	1	set
Needle punch carpet(light gray)	9	sqm
Company name fascia board (white background with blue letters, PVC finished), 300X30cm/H	1	pc
Information counter 100X50X75cm/H	1	pc
Cupboard, 100X50X75cm/H, lockable	1	pc
Glass round table, Dia. 75X75cm/H	1	pc
Folding chair	4	pcs
LED Spotlight 10W	3	pcs
110V/5A socket	1	pc
Waste paper basket	1	pc
Note: All items are on rental basis.		

Shell Scheme 2	Qty	Unit
Standard partition 300X300X250cm/H	1	set
Needle punch carpet(light gray)	18	sqm
Company name fascia board (white background with blue letters, PVC finished), 300X30cm/H	2	pc
Information counter 100X50X75cm/H	1	pc
Cupboard, 100X50X75cm/H, lockable	2	pcs
Glass round table, Dia. 75X75cm/H	2	pcs
Folding chair	8	pcs
LED Spotlight 10W	6	pcs
110V/5A socket	1	pc
Waste paper basket	1	pc
Note: All items are on rental basis.		



Remarks:

(1) Companies apply for InnoVEX exhibit area should review the application kit at:

InnoVEX application kit

- (2) Raw space is without partition, carpet, or any display facility.
- (3) Booth facilities are available for rent from the official contractors. Order forms are enclosed with the Exhibitor's Manual that will be sent after booth allocation meeting. The Exhibitor's Manual can also be downloaded from the COMPUTEX TAIPEI official website at www.computextaipei.com.tw
- (4) Each exhibitor should hire **ONE** booth contractor only for construction works inside the exhibition hall before, during, and after the show. In case of exhibitor ordering shell scheme booths withdrawing from participation or hiring other appointed contractors, booth facilities of shell scheme will be cancelled. Rental (including construction fee) already paid by the exhibitor shall not be refunded.
- (5) All booths, both raw space and shell scheme booths, are provided with 110V/500W electricity free of charge. Additional power or water supply and drainage will be at exhibitor's expense.
- (6) For booths with pillar partially occupying the booth area, pillar space deductions are as follows:

Exhibition Hall	Pillar / Space Ratio	Deduction
Taipei Nangang Exhibition Center, Hall 1 (TaiNEX 1) <u>Ground Floor, east side</u>	1/2	US\$ 1,200
Taipei Nangang Exhibition Center, Hall 1 (TaiNEX 1) <u>Ground Floor, west side</u>	1/2	US\$ 1,800
Taipei Nangang Exhibition Center, Hall 2 (TaiNEX 2)	1/4	US\$ 335

Application

- (1) This **on-line booth application** is for international exhibitors only.
Application Deadline: March 1 or until booths are fully booked.
- (2) Exhibitors are granted priority on a first-come, first-allotted basis in their respective rental space status. International exhibitors who have registered early can usually choose between their product-specific area (i.e. Components & Advanced power tech, Systems and Solutions, etc.) and the International Exhibitors Area. When the spaces in the product-specific areas are sold out, exhibitors will be assigned to the International Exhibitors Area. The organizer reserves the right to change or alter locations and layouts as deemed necessary. Late exhibitors who cannot obtain space in the product-specific or International Exhibitors Area will be placed on the waiting list.
- (3) After having successfully registered online, the applicant will receive an auto-reply e-mail from TAITRA to confirm registration.
- (4) New exhibitors should send the completed application form along with a copy of their product catalogue (or product photos), and company introduction, to the organizer before the application deadline. Please send these documents by email to:
Ms. Sharon Shen, E-mail: CPX-exhibitors@taitra.org.tw
- (5) A confirmation letter of booth availability will be sent after the application form and all documents are received and reviewed. The organizer will later notify applicants of the allocated area and the date of the booth allocation meeting.
- (6) Applicants must secure their participation by paying a non-refundable deposit of US\$ 1,000 per booth before the booth allocation meeting. Otherwise the organizer (TAITRA) will cancel the application.
- (7) **PLEASE NOTE: It is forbidden for the registered company to resell, sublease, transfer or subdivide booth(s) to a third party. Any exhibitor or agent who violates this regulation can result in the exclusion of applying for booths in the next two consecutive years.**
- (8) The organizer is not in a position to sponsor exhibitors when they apply for any government subsidy, entry visas and is not liable if applicants cannot obtain a visa.

Payment Schedule

- (1) Upon receiving booth application, the organizer will invoice the exhibitor for a payment of non-refundable deposit of US\$ 1,000 per booth.
- (2) After the booth allocation meeting, the organizer will invoice the exhibitor for the balance due. **Please pay full amount of the space rental and other banking charges in two weeks when the invoice is received.** Exhibitors who do not complete the payment before the invoice due date will have their space reservation cancelled.
- (3) The down payment and the remaining payment should be made by telegraphic transfer 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: COMPUTEX TAIPEI
- (4) **All extra banking handling charges, if any, are borne by the applicant.** Please select received in full amount (OUR) when transferring the payment.
- (5) In case of booth cancellation, space rental including construction fee already paid will not be refunded under any circumstances.
- (6) When the exhibition is postponed or rescheduled, cancellations for paid registrations are refundable less a US\$350 fee per unit for the exhibition management and marketing expenses, except for the following two circumstances eligible for a full refund:
 - I. The exhibition is cancelled by the organizers.
 - II. Travel bans or restrictions on visa issuance are enforced by the Taiwan government.

Booth Allocation Meeting

- (1) The priority of drawing for booth number is based on the following criteria:
 - I. Number of booth(s)
 - II. Date of receiving the booth fee
 - III. Date of receiving application
 - IV. Previous attendance record
- (2) If you are not able to attend the booth allocation meeting, you may have your representative in Taiwan assist you in drawing a booth number; otherwise the organizer will draw on your behalf. If you will attend the allocation meeting, it is required to confirm your attendance with the organizer before the meeting. A reply form will be e-mailed along with additional information and instructions about the booth allocation meeting.
- (3) The organizer reserves the right to refuse any application (even if applications have been submitted before the deadline) under the following circumstances:
 - I. Products being displayed are irrelevant or improper to the ICT industry
 - II. No space available
 - III. Failure to confirm participation by paying non-refundable deposit of US\$1,000 per booth before the booth allocation meeting.
- (4) Note: The organizer reserves the right to reduce number of booths if total demand for space exceeds capacity.

Booth Decoration & Related Fees

- (1) Each exhibitor will receive the link of Exhibitor's Manual after the booth allocation meeting and should review the detailed information and procedures about fees for electricity, booth decoration, and display facilities.
- (2) According to fire-precaution regulations the decoration of all booths must be entirely composed of flame-retardant materials.

Terms and Regulations for Participation

1. Participation Application

- (1) When registered online for COMPUTEX 2022, participants agree to follow all existing Regulations and further Regulations that might be made to modify them.
- (2) Once submitted by the applicant and confirmed by the Show Management, the contract will be established and come into effect.
- (3) Violations of the Regulations can result, upon decision of the Show Management, in the exclusion of the transgressors whose damage claim, if any, will be rejected.

2. Payment Scheduled

A deposit of US\$1,000 per booth has to be paid before the allocation meeting. An invoice for the remaining balance will be sent to the applicant after the booth allocation meeting. The remaining balance of booth rental should be made before the date stipulated by the Show Management, TAITRA, otherwise your participation in the show will be cancelled. In the event of cancellation, any payment made will not be refunded under any circumstances.

3. Adherence to Copyright Patent Laws

- (1) It is strictly forbidden to display logos or products that are licensed or have patents registered by other companies.
- (2) It is strictly forbidden to infringe an intellectual property rights or other rights of any third party.
- (3) Violations will result in immediate removal of the displays, and the exhibitor will not be permitted to participate in this same event for the next two years. Exhibitors bear the responsibility for all penalties without recourse or indemnity.

4. Space Assignment & Unoccupied Space

- (1) The Show Management will determine the number and location of the booths assigned to each exhibitor, in accordance with the nature of the exhibits or in the manner the Show Management deems appropriate.
- (2) The Show Management reserves the right, should any Exhibitors' space remain unoccupied on the opening day without reasonable cause, to assign the said space to another exhibitor, or use the said space in any other manner deemed suitable.

5. Sub-letting of Space

- (1) The Exhibitor shall not assign, sub-let or apportion the whole or any part of the assigned space to firms other than his own.
- (2) Violations will result in immediate removal of the displays, and the exhibitor and the other party will not be permitted to participate in this same event for the next two years. The exhibitors bear the responsibility for all penalties without recourse or indemnity.

6. Venue & Show Dates Change

The Show Management reserves the right to change the venue and date of the Exhibition under certain circumstances. In the event of a change of venue and/or date, or cancellation of the Exhibition, the Exhibitors shall not be entitled to any claim for compensation in connection with the booking of participation.

7. Construction/Decoration of Stand and Removal of Exhibits from Hall

- (1) All exhibitors should comply with rules and regulation in the Exhibitor's Manual and complete their construction and/or decoration by the date and time stipulated by the Show Management.
- (2) Exhibitors must remove all exhibits from the Exhibition Hall within the move-out period stipulated by the Show Management. They will be held responsible for any loss or damage to Exhibition Hall due to delayed removal.

8. Insurance

- (1) In addition to insurance for exhibits in transit between the port of shipment and the fair site, exhibitors are advised to take out adequate insurance (fire, theft, water, accident, natural disasters and third party liability, etc.) for their exhibits during the exhibition (incl. build-up and dismantling period), and during storage in the Show Management's warehouse.
- (2) Exhibitors are advised to hire their own security guards, for their valuable exhibits during the exhibition period (incl. build-up and dismantling period).



9. Exhibit Limitations

Exhibitors are not permitted to erect booth partitions of over 400 cm in height. Advertising materials such as signs, posters and other advertising decorations can be extended to a height of 400 cm. Any signs or decoration higher than 250 cm in full view must be decorated.

10. Selling From The Stand

The sale of exhibited goods on the spot and the soliciting of customers outside stands are strictly forbidden and those doing so can be immediately expelled from the exhibition.

11. Breach of Contract and Withdrawal by Exhibitor

- (1) In case of the Exhibitor's refusing the use of whole or a part of the space allocated or in case of exhibitor default in payment by the stipulated date, Show Management has the right to terminate the contract forthwith and the part of rental already paid shall not be refunded.
- (2) In case of the Exhibitor withdrawing from participation, rental fees already paid by the Exhibitor shall not be refunded.

12. Security & Organizer's Liability

- (1) The Show Management will provide personnel for maintaining order during the show period. Responsibility for guarding stands during the build-up, exhibition hours, and dismantling period, shall rest with the exhibitors concerned.
- (2) During the booth erection and dismantling period and during the show, booths must be staffed by personnel at all times.
- (3) The Show Management shall not be held accountable or liable for any damage, loss, harm or injury to any person or the property of the Exhibitors or of the exhibitor's officers, and/or employees, agents, and visitors which result from theft, fire, water, flood, natural disasters or any other cause.
- (4) All Exhibitors are requested to turn off the power supply before leaving the exhibition booth. Unless otherwise agreed, the Show Management will disconnect the main power supply at the stipulated times.
- (5) Exhibitor should comply with a fire control regulation. If any fire occurs due to the improper installation of decorations, construction or use of electric appliances, the exhibitor will be legally responsible for any loss or damage, and pay penalties of up to NT\$100,000 to TAITRA.

13. Operation

- (1) The Exhibitor shall keep his booth(s) staffed at all times during show hours.
- (2) The Show Management reserves the right to restrict exhibits to a minimum noise level. Sound volume of any display should not exceed 85 dB.
- (3) The Show Management reserves the right to reject the exhibits or to stop the exhibition on the exhibitor's account, if he fails to lower the noise level or to resolve exhibition pollution such as dust, smog, unpleasant odors, the emission of gases, volatile organic chemicals or other contaminants.

14. Interruptions and/or Disruptions of Exhibition

Exhibitors shall not cause interruptions and/or disruptions of the exhibition, which result in protest or commotion at their booths, either inside or outside the show grounds, due to private disputes at any time during the exhibition or during move-in and move-out. If and when such an interruption and/or disruption influences the order of the exhibition or public image of the Show Management, and the exhibitor involved or concerned is unable to deal effectively with private disputes and/or protests, the exhibitor understands and agrees that the Management can terminate the exhibition contract. The exhibitor's booth(s) may be shut down immediately without refund. The exhibitor shall be required to indemnify the Management against any and all claims, liabilities, costs and expenses arising of such interruptions and/or disruptions thereof.

15. Supplementary Clauses

- (1) Whenever necessary, the Show Management shall have the right to issue supplementary regulations in addition to those indicated in the Terms and Regulations for Participation to ensure the smooth management of the Exhibition.
- (2) Any additional written regulation shall form part of the Terms and Regulations for Participation and shall be binding on the exhibitor.
- (3) In the event of any occurrences not foreseen in this manual, the decision of the organizer shall be final.

Data Protection Notice

By completing the on-line application form of COMPUTEX 2022, your Personal Data will be transferred to a country outside the EU (namely Republic of China (Taiwan), including an onward transfer of your Personal Data to our members within Republic of China (Taiwan)), which has not the same level of data protection as your home country. You have the right to withdraw your consent at any time with future effect (i.e. the withdrawal of your consent has no effect on the lawfulness of the data processing and disclosures before the withdrawal is made).

1. Legal Basis

The processing is based on your consent (Art. 6 (1) lit. a General Data Protection Regulation - "GDPR") which you provide by completing and submitting the on-line application form of COMPUTEX 2022. Granting consent is voluntary.

2. Categories of Personal Data

The following categories of data are collected during on-line registration: company name, the name of contact person for exhibition affairs, the name of contact person for business affairs, country, address, postal code, phone number, fax number, email address, company website, company logo, company data and billing information.

3. Transfers of your Personal Data

We will transfer your Personal Data to the following recipients being our exhibitors and visitors of COMPUTEX 2022:

- (i) Members of TAITRA's Taiwantrade and Taiwantradeshows platform.
- (ii) TAITRA's local branch offices (incl. address and contact details) which are located in other countries for which the European Commission has not issued a decision that this country ensures an adequate level of data protection, namely: Republic of China (Taiwan); and
- (ii) service providers who process data on our behalf. Republic of China (Taiwan) provides a level of data protection that is lower than the level of data protection in your home country which may include extensive state data access rights, processing of personal data beyond the purposes for which it has been collected as well as no or little instruments of legal protection and no or little state control mechanisms in relation to data protection.

4. Data Retention

The Personal Data will be stored and/or processed for 5 years (2022-2026) or as required by applicable law, after which time it will be deleted.

5. Your rights

Under the GDPR, you have the following statutory rights which you can exercise vis-à-vis TAITRA subject to the conditions set forth in applicable law.

- (i) Right of access: Pursuant to Art. 15 GDPR, you have the right to obtain from us confirmation as to whether or not Personal Data concerning you is being processed, and, where that is the case, to request access to the Personal Data. You have the right to obtain a copy of the Personal Data undergoing processing. For additional copies requested by you, we may charge a reasonable fee based on administrative costs.
- (ii) Right to rectification: Pursuant to Art. 16 GDPR, you have the right to obtain from us the rectification of inaccurate Personal Data concerning you.
- (iii) Right to erasure (right to be forgotten): Pursuant to Art. 17 GDPR, you have the right to ask us to erase your Personal Data, in which case we have to comply.
- (iv) Right to restriction of processing: Pursuant to Art. 18 GDPR, you have the right to request the restriction of processing your Personal Data.
- (v) Right to data portability: Pursuant to Art. 20 GDPR, you have the right to receive the Personal Data concerning you which you have provided to us in a structured, commonly used and machine-readable format and you have the right to transmit those Personal Data to another entity without hindrance from us.

(vi) Right to withdraw your consent: If you have given your consent regarding certain types of processing activities, you can withdraw this consent at any time with future effect. Such a withdrawal will not affect the lawfulness of the processing prior to the consent withdrawal.

(vii) Right to object: Pursuant to Art. 21 GDPR, you have the right to object, on grounds relating to your particular situation, at any time to the processing of your Personal Data by us and we can be required to no longer process your Personal Data. If you have a right to object and you exercise this right, your Personal Data will no longer be processed for such purposes by us. Exercising this right will not incur any costs.

Such a right to object may not exist, in particular, if the processing of your Personal Data is necessary to take steps prior to entering into a contract or to perform a contract already concluded.

In case of complaints you also have the right to lodge a complaint with the competent supervisory authority, in particular in the Member State of your habitual residence or alleged infringement of the applicable data protection law.

If you wish to exercise your data subject rights or if you have any other questions concerning this Notice, please address your request to us, who can be contacted via email at crm@taitra.org.tw



COMPUTEX

DigitalGo

Strategic DigitalGo Solutions

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COMPUTEX 2022 DigitalGo Regulations and Privacy Statement



Strategic DigitalGo Solutions

Strategic Digital Exhibiting Goals	COMPUTEX 2022 DigitalGo Solutions
Launch Products	Virtual Display
Generate Leads	Matchmaking, Statistics Analysis
Elevate Brands	Digital Marketing, Digital Events
Get Media Coverage	Media Exposure
Present Physically	Alternative Physical Exhibiting Solutions

COMPUTEX DigitalGo Timelines

Item	Time
Registration	October 6, 2021
Deadline for Registration	March 1, 2022
DigitalGo Booth Decoration Workshop	(TBC) Mid-March, 2022
Promotional Material Submission and Online Booth Decoration	April 1 – May 10, 2022
DigitalGo Launches	May 24 – June 6, 2022

Application

(1) This **DigitalGo Application** is for all exhibitors.

Application Deadline: March 1

(2) After having successfully registered online, the applicant will receive an auto-reply e-mail from TAITRA to confirm registration.

(3) For more information, please contact Ms. Abby Chen: yiwei@taitra.org.tw

COMPUTEX DigitalGo Rates

Booth Type	KILO	MEGA	GIGA
Rates	USD 1,250	USD 2,100	USD 3,500
Virtual Display			
Company Logo / Info	●	●	●
Representative profile	●	●	●
Company / Product Video(s) <small>*Unlimited video (Each video: max 100mb)</small>	●	●	●
Booth template	●	●	● (Customized virtual booth is available)
Product Catalogue(s)	3	6	10
Category Tags	1	3	5
Matchmaking			
1 on 1 Procurement Meeting	●	●	●
Instant Messaging (Text and Video Call)	●	●	●
e-Invitation to Invite Buyers	●	●	●
Leads & Statistics Analysis			
Number of Booth Visitors and Video / Product Views	●	●	●
Booth Visitor List and Contacts (Name, Email, Country)		●	●
Lookalike Audience List and Contacts (Name, Email, Country)			●
Digital Marketing			
Automated Company and Product Recommendations		●	● (Priority)
In Web Ads		● (200 pushes)	● (500 pushes)
Facebook and LinkedIn Posts			1
eDM			1 (Register before Feb. 1)
Company Name at COMPUTEX 2022 Physical Venue (DigitalGo Showroom)			●

1. ● Function included

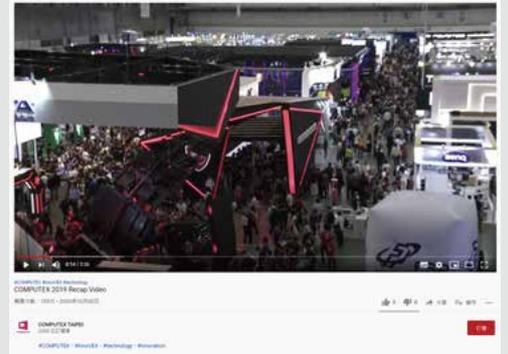
2. Content of posts on COMPUTEX social media to be provided by exhibitors, and the organizer reserves the right to edit and finalize the posts.

3. Please note the package and services are subject to change.

Additional Digital Marketing Sponsorship

*Images for reference only

Digital Events	
CV01	Onsite Tour Video
Number of Sponsors	10 Sponsors, one video for each sponsor
Pricing	US\$5,000/per sponsor
Benefits	<ol style="list-style-type: none"> 1. Videos will be broadcasted through COMPUTEX YouTube Channel and social media platform. The onsite tour video is expected to touch 10K international and domestic views. 2. Videos will be pushed to digital buyers and visitors of with similar professional interests by hyper-personalized recommendation and interest targeting from May 24 to June 6, 2022.
Description	<ol style="list-style-type: none"> 1. The video will be filmed by COMPUTEX Team at physical showground. 2. The video will be released on COMPUTEX YouTube Channel and social media platform in the same day the content is filmed. 3. The video length is no longer than 5 minutes.



Digital Events

CV02	New Product Launch Video	
Number of Sponsors	10 Sponsors	
Pricing	US\$5,500/ per sponsor	
Benefits	<ol style="list-style-type: none"> 1. Videos will be broadcasted through COMPUTEX YouTube Channel and social media platform. The onsite tour video is expected to touch 10K international and domestic views. 2. Videos will be pushed to digital buyers and visitors of with similar professional interests by hyper-personalized recommendation and interest targeting from May 24 to June 6, 2022. 	
Description	<ol style="list-style-type: none"> 1. The video will be filmed by COMPUTEX Team at designated location. 2. For International companies outside Taiwan, should film the video by themselves and COMPUTEX Team will public the video on COMPUTEX YouTube Channel and social media platform. Costs will be reduced to US\$3,000. 3. The video will be released on COMPUTEX YouTube Channel and social media platform by May 17. 4. The video length is no longer than 5 minutes. 	

Digital Events

CV03	Onsite Industry Expert Guide NEW	
Number of Sponsors	5 Sponsors	
Pricing	US\$1,500/ per sponsor	
Benefits	The onsite booth will be guided by industry experts or KOLs , and will be visited by selected VIP visitors.	
Description	<ol style="list-style-type: none"> 1. A 20 minutes visit to the onsite booth will be organized by COMPUTEX Team each day within the exhibition dates (May 24 – 27, 2022). 2. A small group of VIP visitors (about 15 people) will participate the guide tour. 	

Digital Events

CV04	Digital Industry Expert Guide NEW	
Number of Sponsors	5 Sponsors	
Pricing	US\$1,500/ per sponsor	
Benefits	The digital booth will be guided by industry experts or KOLs, and will be visited by selected VIP online visitors.	
Description	<ol style="list-style-type: none"> 1. A 10 minutes introduction of digital booth will be organized by COMPUTEX Team each day within the exhibition dates (May 24 – 27, 2022). 2. A small group of VIP visitors (about 15 people) will participate the digital guide tour. 	

Digital Marketing

CV05	Banner Ad over Digital Exhibition Hall	
Number of Sponsors	10 Sponsors, 1 banner for each sponsor	
Pricing	US\$4,000/per sponsor	
Benefits	Exposure of company logo and image right at the center of the virtual lobby and is expected to touch an estimated 40K internationally and domestically digital visitors and media.	
Description	Specs will be provided upon purchase.	

Digital Marketing

CV08	Video Ad at COMPUTEX 2022 Physical Venue (DigitalGo Showroom)	
Number of Sponsors	5 Sponsors, 1 video for each sponsor	
Pricing	US\$800/per sponsor	
Benefits	Exposure of company and product introduction to onsite visitors and media.	
Description	The video length is no longer than 5 minutes.	

Digital Marketing	
CV09	Exposure on COMPUTEX Daily + COMPUTEX Takeaway
Benefits	COMPUTEX Daily is a great channel to get your new product info to the visitors and global audience! A few COMPUTEX Daily will be handpicked in the COMPUTEX Takeaway.
Description	<ol style="list-style-type: none"> 1. COMPUTEX DAILY Official Publication Website: https://computexdaily.com 2. Please contact our event partner eye on Taiwan for more information. Contact : Isabella Chen isabellachen99999@gmail.com



Media Exposure	
CV10	Press release in the Media Kit (English and Chinese) NEW
Number of Sponsors	10 Sponsors
Pricing	US\$3,300/per sponsor
Benefits	<ol style="list-style-type: none"> 1. A best promotion channel for an event or a new product launch! 2. Your important information will be reached out to English and Chinese media. The best chance to get media coverage.
Description	<ol style="list-style-type: none"> 1. Your news will be distributed along with COMPUTEX press releases (non-specified) in the media kit. However, it might not be the exclusive one. 2. Please provide an approximately 450-word press release.



Media Exposure

CV11	Media Kit (English, Chinese, Korean and Japanese) NEW	
Number of Sponsors	5 Sponsors	
Pricing	US\$6,600/per sponsor	
Benefits	<ol style="list-style-type: none"> 1. A best promotion channel for an event or a new product launch! 2. Your important information will be reached out to English, Chinese, Korean and Japanese media. The best chance to get media coverage. 	
Description	<ol style="list-style-type: none"> 1. Your news will be distributed along with COMPUTEX press releases (non-specified) in the media kit. However, it might not be the exclusive one. 2. Please provide an approximately 450-word press release. 	

Media Exposure

CV12	Media Kit Released Along with Opening Press Release (English, Chinese, Korean and Japanese) NEW	
Number of Sponsors	3 Sponsors	
Pricing	US\$10,000/per sponsor	
Benefits	<ol style="list-style-type: none"> 1. This press release gets the most exposure. A best promotion channel for an event or a new product launch! 2. Your important information will be reached out to English, Chinese, Korean and Japanese media. The best chance to get media coverage. 	
Description	<ol style="list-style-type: none"> 1. Your news will be distributed along with COMPUTEX press releases (non-specified) in the media kit. However, it might not be the exclusive one. 2. Please provide an approximately 450-word press release. 	

Media Exposure

CV13	Tier 1 ICT Media Digital Advertorial		
			NEW
Number of Sponsors	5 Sponsors		
Pricing	US\$11,000/per sponsor		
Benefits	Your message could be targeted and delivered to the tier 1 media readers along with COMPUTEX. It is a great chance to enhance your brand image or news.		
Description	Details will be provided upon purchase.		

Alternative Physical Exhibiting Solutions

CV14	Alternative Physical Exhibiting Solutions		
			NEW
Number of Sponsors	10 Exhibitors		
Pricing	US\$10,000/per exhibitor		
Benefits	For those who are unable to exhibit in the physical venues in Taipei, Taiwan, the COMPUTEX Team provides a total alternative physical exhibiting solution for them to remotely exhibit in the onsite booths.		
Description	One shell Scheme booth, one coordinating assistant before the show, one booth staff (fluent in both Chinese and English) during the show, and 3,000 copies of Promotional Brochure are included.		

COMPUTEX 2022 DigitalGo 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.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.
 - (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.

Contact Person for Exhibition Affairs need to fill in the following form

- We agree that the company name, country, address, postal code, contact persons, email address, phone number and fax number may be passed on to other department in TAITRA, to their official partner companies in this country and abroad, and to foreign representatives, for the purposes stated in the data protection regulations, and we may revoke this approval at any time.
- We agree that the company name and company website may be listed on the COMPUTEX official website and may choose to reveal more information by accessing the dashboard of COMPUTEX.
- By completing this on-line application we accept the Data Protection Notice, the Terms and Regulations for Participation of COMPUTEX 2022. Place of performance and court of jurisdiction: Taipei, Taiwan.

Consent to Disclosure of Personal Data to Business Partners

Our business partners would be pleased to support the appearance of your company at the trade fair. Data protection law requires that we obtain your consent to the disclosure of your contact information to our partners. You can withdraw this consent from us any time with effect for the future.

- I agree that TAITRA may transfer my contact information, i.e. my name, my address, my phone number, my email address and my fax number, to third parties for the purpose of optimizing and supporting the participation of my company at the fair and so that they can offer me their own specialized services for preparing and implementing my presentation at the fair, such as logistics services, booth construction services or COMPUTEX APP.

NAME:
 Title:
 Date(dd/mm/yyyy):

Contact Person for Business Affairs need to fill in the following form

- We agree that the company name, country, address, postal code, contact persons, email address, phone number and fax number may be passed on to other department in TAITRA, to their official partner companies in this country and abroad, and to foreign representatives, for the purposes stated in the data protection regulations, and we may revoke this approval at any time.
- We agree that the company name and company website may be listed on the COMPUTEX official website and may choose to reveal more information by accessing the dashboard of COMPUTEX.
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