

**TaiSPO** Sports &  
Fitness Taiwan  
Mar. 22-25, 2023 TaiNEX 2



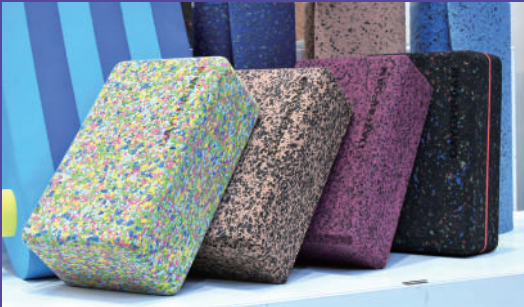
INDOOR FITNESS · OUTDOOR SPORTS · WATER SPORTS  
SPORTS & FASHION · TECH & SERVICE

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**Application kit for  
TaiSPO and TaiSPO DigitalGO 2023**

Application opens June 29, 2022

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# Let's Get Fit Together!

TaiSPO is back with brand new content!

Updated to reflect changes in the market in recent years, TaiSPO presents the “Sports and Fitness Taiwan” show and invites all sports and health-related businesses to take part.

## Themes

### Fitness Lifestyle

Building a fit and healthy lifestyle is more important than ever and our goal is to showcase all aspects of this journey through digitisation, creativity and fashion with no boundaries. TaiSPO serves as a comprehensive business platform for fitness and sporting industry developments.

### Sustainable Life

Creating a sustainable life requires effort in many areas. As a member of the global society, we are driven to develop and bring more sustainable concepts, knowledge and actions to the industry and the public.

### Sport Tech

With the assistance of technology, sport can now break through constraints of space and time. It is a new era that accelerates the development of the sporting industry. Taiwan, as a global ICT hub, provides you with the latest integrations of sports and tech.

## Show Events

### ▶ Onsite Workout Programs

Visitors will be given an opportunity to experience world-famous workout programs.

### ▶ Live Studio

Product interviews will be broadcast live on social channels.

### ▶ OUTDOOR TAIPEI

An outdoor area will showcase a series of activities.

### ▶ Procurement Meetings

Online and onsite procurement meetings will be organized to enhance business opportunities.

### ▶ Forums and Seminars

This year, the forums and seminars will focus on the latest industry developments, ESG and digital transformation.



# Show Dates



## TaiSPO (Physical)

March 22-24, 2023 09:00-18:00  
March 25, 2023 09:00-15:00



## TaiSPO DigitalGo

March 22 - April 7, 2023

# Important Dates

Application Dates	June 29, 2022 1. Apply online: <a href="http://www.taispo.com.tw">www.taispo.com.tw</a> or 2. Email application document to: <a href="mailto:taispo@taitra.org.tw">taispo@taitra.org.tw</a>
Deadlines	Dec. 31, 2022 (for both physical & DigitalGo)
Physical Booth Allocation	Early (Official announcement will be released)
Payment Schedule	Since August, 2022
Reserve Sponsorship Programs	Since August, 2022
DigitalGo Virtual Booth Set Up	Since Jan. 2023, and booth needs to be completed before March 21

# Contact

	Tel	Email
Jasmine Wu (Show Manager)	(02) 2725-5200 #2853	<a href="mailto:jazwu@taitra.org.tw">jazwu@taitra.org.tw</a>
Kevin Chou (PR)	(02) 2725-5200 #2228	<a href="mailto:kc@taitra.org.tw">kc@taitra.org.tw</a>

# Product Categories for TaiSPO and DigitalGo 2022

Exhibit Areas	Items
<b>Indoor Fitness</b>	Boxing, Protective Gear, Playground, Outdoor Toys, Treadmill, Exercise Bike, Spinning Bike, Stepper, Elliptical, Multi Gym, Dumbbell, Barbell & Plate, Fitness Equipment Parts, Yoga, Massage Tools, Wellness, Sports Accessories, Martial Arts
<b>Outdoor Sports</b>	Camping, Mountaineering, Running Gears, Triathlon Gear, Inline Skates, Roller Skates, Skateboard, Ball Games, Sports Venue Equipment, Picnic Accessories, Climbing Gears
<b>NEW</b> <b>Sports and Fashion</b>	Sports wear and Accessories, Smart Textiles & Fabric, Health Supplements, Sports Nutrition, Functional Beverages
<b>Water Sports</b>	Wetsuit, Diving Mask, Snorkel, Rubber Fins, Swimming Goggles, Swimwear, Surfboard, Kickboard, Jet Ski, Canoe
<b>Tech and Service</b>	Wearables, Smart Sports Equipment, IoT Applications, Software & Mobile App, Cloud System, Big Data, Health Training Program
<b>NEW</b> <b>All Age Fitness Zone</b>	Children Physical Fitness Equipment, Seniors Wellness & Fitness Equipment
<b>NEW</b> <b>VR/e-sports</b>	VR Sports Equipment, Digital Exercise Applications, e-sport Gear



# Application

1. Application opens on **June 29, 2022**
2. Documents required for applying for exhibition space:
  - (1) One copy of the application form (Form 1)
  - (2) One copy of bank receipt of down payment (US\$800 per booth)
  - (3) One copy of company's product catalogue or website homepage to:  
 TAITRA Exhibition Department, Section V  
 5 Hsin-yi Road, Sec. 5, Taipei 11011, Taiwan  
 Tel: 886-2-2725-5200 Ext. 2658  
 Fax: 886-2-2729-1089  
 Email: taispo@taitra.org.tw  
 http://www.taispo.com.tw
3. Visit [www.taispo.com.tw](http://www.taispo.com.tw) for on-line application.



# Participation

## ■ Participation Information:

1. All manufacturers, distributors, traders and organizations dealing in fields related to manufacturing and services of the above-mentioned exhibit profile are eligible to participate as exhibitors.
2. TAITRA reserves the right to reject any application that is not conformed to the show's concept and the right to determine the number and location of booth(s) for each exhibitor.
3. Space allocation are based on the following criteria to determine booth location priorities.
  - (1) Number of booth(s) applied.
  - (2) Total number of years exhibiting at TaiSPO since 1994.
  - (3) Time of the organizer receives the application. (Note that US\$800 down payment per booth should be paid before the deadline stated on the debit note.)
  - (4) Drawing are used to determine priority for those with the same priority outlined above.
4. The organizer will not act as a sponsor for exhibitor entry visa application.
5. All applicants may request space or booth(s) on a 3m (width) x 3 (depth) unit basis only.



### ■ Payment Schedule:

#### 1. Down Payment:

Once the applicant has been accepted for participation, the applicant will receive confirmation of booth(s) applied together with invoice of down payment US\$800 per booth, inclusive of VAT.

#### 2. Balance Due:

After space allocation, the organizer will notify applicants of their booth number(s), space location, and the balance due. Failure to pay the balance by the due date will result in the cancellation of participation and down payment will not be refunded.

#### 3. All payments should be made by telegraphic transfer payable to:

A/C NO: 5056-665-100018

SWIFT CODE: TACB TWTP 505

BANK NAME: Taiwan Cooperative Bank, World Trade Center Branch

BANK ADD: 2F., No. 333, Sec.1, Keelung Rd., Hsinyi District, Taipei, Taiwan

BENEFICIARY NAME: Taiwan External Trade Development Council

BENEFICIARY ADD: 5, Hsin-Yi Rd., Sec.5, Taipei 11011, Taiwan

#### 4. All banking charges, if any, are to be born by the applicant.

#### 5. Down payment or balance already paid cannot be refunded, transferred to other shows or participants, or credited to later TaiSPO events.

### ■ Space Allocation:

The organizer will inform exhibitors of dates and details for space allocation.

### ■ Space Rentals (Tax included):

Only exhibitors who apply for ONE or TWO booths can choose either shell scheme or raw space, others will be allocated raw space only. Each booth, either raw space or shell scheme will be provided with 110V/500W electricity free of charge. Additional power supply and drainage will be at exhibitor's expense.

## ■ Booth Rentals (Tax Inclusive)

### Sports and Fitness Taiwan Booth Rentals

		Raw Space 3m x 3m	Early Bird Price June 29 to Sep. 15
No Pillar	Booths facing main aisles	USD 1,800	USD 1,700
	Regular booths	USD 1,700	USD 1,650
With Pillar	Booth Facing main aisles	USD 1,600	USD 1,550
	Regular booths	USD 1,500	USD 1,450

- Shell Scheme Package: Extra USD300 per booth to get a shell scheme package.
- Exhibitors may contact the official contractor for booth facility rental. Please go to: [www.taispo.com.tw](http://www.taispo.com.tw) for more information
- Booth with a pillar inside means there is 1/4 of a pillar occupying booth space. Such booths are 7.4375 sqm in area.

#### Remarks:

1. A "Regular" booth is one not bordering a main aisle.
2. Only exhibitors who apply for ONE or TWO booths can choose either shell scheme or raw space, others will be allocated raw space only.
3. The raw space booth is without decoration, carpet, or any display facility. Booth facilities are available on a rental basis from the official contractor.
4. TAITRA Official Contractor:

#### Olily Group

TEL: +886-2-2655-2777

Email: daven@o-ya-design.com


#### Interplan Group


TEL: +886-2-2722-7777/+886-2-2758-5450

Email: twtc@interplan.com.tw



■ **Shell scheme booth facilities:**

9 SQM STANDARD BOOTH (3 X 3M)		
		
<b>Facilities including :</b>		
1	Standard partition 300 X 300 X 250 cm/H	1 SET
2	Needle Punch Carpet (light grey)	9 SQM
3	Company Name Fascia Board (white board with blue letters) 300 X 30 cm	1 PC
4	Meeting Table Dia 60 X 75 cm/H	1 PC
5	Folding Chair 50 X 40 X 45 cm/H	3 PCS
6	Spotlight 18W	3 PCS
7	Trash Can	1 PC

18 SQM STANDARD BOOTH (6 X 3M)		
		
<b>Facilities including :</b>		
1	Standard partition 600 X 300 X 250 cm/H	1 SET
2	Needle Punch Carpet (light grey)	18 SQM
3	Company Name Fascia Board (white board with blue letters) 300 X 30 cm	2 PCS
4	Info Counter 100 X 50 X 82 cm/H	1 PC
5	Meeting Table Dia 60 X 75 cm/H	1 PC
6	Folding Chair 50 X 40 X 45 cm/H	6 PCS
7	Spotlight 18W	6 PCS
8	Trash Can	1 PC

■ **Exhibitor's Manual:**

Each exhibitor could download exhibitor's manual after space allocation is made, which details all the information and procedures on booth decorations and fees for booth facilities, electricity, travel agent, shipping instructions, and forwarding & handling agents.

■ **Publicity Campaign:**

1. Advertising & Publicity

An intensive advertising campaign will be conducted across media, including promotion in domestic and overseas trade publications and websites. Press releases will be circulated.

2. Official Directory

The organizer will publish an Official Directory, containing details on all exhibitors, including company profile and products.

3. Online Networking

All exhibitors' exhibits profile will be posted on the official website. Buyers can search exhibitors' information via the official website before the show.



**March 22 - April 7**  

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**2023**



# More about TaiSPO DigitalGo

Virtual space mimics real visiting experience

## Lobby

Show Halls, Latest Information, Industry Forum, Featured Exhibitors



## Virtual Booth

Product Photos and Videos Display



# [ Online Chats ]

## Online Chats and Translation

## Video Chats

## Schedule Meetings

公司名稱	聯絡人	申請日期	預約時間	動作	最後修改時間	最後修改者
TAIWAN EXTERNAL TRADE DEVELOPMENT COUNCIL	Jimmy	2021/11/4 下午5:33:24	2021/11/8 上午1:00:00	檢視內容 Google 行事曆		
TAIWAN EXTERNAL TRADE DEVELOPMENT COUNCIL	Betty	2021/9/9 上午10:15:41	2021/9/10 上午10:00:00	檢視內容 Google 行事曆		
TAIWAN EXTERNAL TRADE DEVELOPMENT COUNCIL	Anna	2021/9/5 上午11:49:20	2022/3/7 下午5:30:00	檢視內容 Google 行事曆		

## Cards Exchange

## Hybird Special Packages

		Basic	Advanced	Premium
Booth Rental		USD 500	USD 900	USD 1,200
Additional Fees for Physical Show Exhibitors		Free	USD 400	USD 700
Functions	Modules	3	6	10
	Accessible Accounts	1	3	5
Reports	Number of Visitors	○	○	○
	Product Views	○	○	○
	Numbers of Meetings	○	○	○
	Visitors Lists		○	○
Exposure at the Physical Show	Logo		○	○
	Video Display		○	○
	Product Display			○
Digital Marketing	Exhibitors List on Show Guide	○	○	○
	Banner on Official Website		○	○
	Product Information on EDM		○	○
Procurement Service	TTS MATCH		○	○



## OVERSEAS EXHIBITOR'S APPLICATION FOR EXHIBIT SPACE & OFFICIAL DIRECTORY ENTRY

Upon sending this application form, you must also attach one copy of your company's product catalogue or your website homepage to:

Ms. Jasmine Wu, TAITRA Exhibition Department, Section V  
5 Hsin-yi Road, Sec. 5, Taipei 11011, Taiwan  
Tel: 886-2-2725-5200 Ext. 2658 Fax: 886-2-2729-1089 E-mail: taispo@taitra.org.tw

We hereby apply for

\_\_\_\_\_ booth(s) (3mx3m per booth) Booth type (check one):  Raw space  Shell scheme  Startups  
TaiSPO Digital Package:  Basic (USD 500)  Advanced (USD 900)  Premium (USD 1,200)

*\* Only exhibitors who apply for ONE or TWO booths can choose either shell scheme or raw space, others will be allotted raw space only.  
\* Total booth number shall not exceed 64 booths.*

**1** Company Name: \_\_\_\_\_  
Abbreviation of Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Country: \_\_\_\_\_ Trade Show Contact Person: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Tel: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Fax: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Mobile: \_\_\_\_\_  
(Country Code) (Area Code) (Phone Number) (Country Code) (Area Code) (Fax Number)  
Sales Contact Person: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Tel: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Fax: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Mobile: \_\_\_\_\_  
Website: \_\_\_\_\_  
Exhibiting Area (check one only):  
 Indoor Fitness  Outdoor Sports  Sports and Fashion (new)  Water Sports  
 Tech and Service  All Age Fitness Zone (new)  VR/e-sports (new)  
Products to be displayed: (Refer to the "Exhibit Profile" as attached and fill in the codes in the blanks below.)  
1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_  
5. \_\_\_\_\_ 6. \_\_\_\_\_ 7. \_\_\_\_\_ 8. \_\_\_\_\_  
9. Other: (Please specify) \_\_\_\_\_  
Product brand name(s): \_\_\_\_\_

**2** Agent / Representative (if any): \_\_\_\_\_  
Company Name: \_\_\_\_\_ 營利事業統一編號: \_\_\_\_\_  
公司中文名稱: \_\_\_\_\_  
Address: \_\_\_\_\_  
中文地址:    \_\_\_\_\_  
Contact Person: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Tel: \_\_\_\_\_ Ext. \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

**3** For show follow-up such as for rental payment and space allocation, please contact:  
 My Company  Agent/Representative (as listed above)

**4** Title and the Receiver to assign Invoice  My Company  Agent/Representative (as listed above)

We have read and accepted the "Terms and Regulations for Participation" (see reverse page) and any other regulations made by TAITRA in connection with this show.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_



# Exhibit Profile and Product Code

Code	Product Name	Code	Product Name	Code	Product Name
<b>Health Supplement</b>		<b>Sports Shoes</b>		<b>Access Control</b>	
516045	Vitamin	568405	Running & Walking Shoes	734005	Access Control System
516099	Other Health Supplement	568410	Basketball Shoes	734015	Biometric System
<b>Beverage &amp; Tobacco</b>		568415	American Football & Soccer Shoes	734020	Access Control Keypad
517055	Energy Drinks	568420	Golf Shoes	734030	Access Control Card Readers
517070	Powdered Drinks	568425	Cycling Shoes	734035	Access Control & Plastic Card
<b>Sportswear</b>		568430	Hiking Shoes	<b>Health Care Supplies</b>	
561005	Athletic Underwear	568435	Ski Boots	744520	Cold & Heat Pack
561010	Exercise & Fitness Wear	568440	Ice Skates & Roller Skates	744525	Massage Tool & Equipment
561015	Running Wear	568445	Dance Shoes	744599	Other Health Care Supplies
561020	Basketball & Soccer Wear	568499	Other Sports Shoes	<b>Flooring &amp; Tiles</b>	
561025	Tennis Wear	<b>Sandals &amp; Slippers</b>		764005	Bamboo & Wood Flooring
561030	Baseball & Softball Wear	568610	Sandals	764010	Vinyl Flooring
561035	Golf Wear	568620	Slippers & Flip Flops	764015	Rubber Flooring
561040	Cycling Wear	<b>Luggages, Leisure &amp; Sports Bags</b>		764020	Exercise & Gym Flooring
561045	Motorcycle Wear	572010	Luggage	<b>Sanitary Wares</b>	
561050	Ski & Snow Wear	572020	Carry-On Baggage	766520	Faucet & Parts
561055	Drysuit & Wetsuit	572030	Duffle / Gym Bag	766525	Shower Head
561060	Swimwear	572040	Backpack	766530	Thermostatical Mixing Valve
561065	Fishing Wear	572050	Leisure Waist Bag	766535	Shower Rooms & Accessories
561099	Other Sportswear	572060	Golf Bag	766575	Sauna
561005	Athletic Underwear	572070	Bicycle Bag	<b>Games &amp; Models</b>	
561010	Exercise & Fitness Wear	<b>Eyewear</b>		793030	Air Hockey & Soccer Table
<b>Garment Accessories</b>		588005	Sunglasses	<b>Outdoor Toys &amp; Structures</b>	
562580	Garment Label & Tag	588010	Sports Eyewear	797015	Toy Ball
562599	Other Garment Accessories	588015	Reading Glasses	797020	Sports Toy
<b>Hats</b>		588020	3D Glasses	797025	Balance Bike / Push Bike
564010	Knitted & Crocheted Hat	588025	Eyeglass Lenses	797030	Inflatable Toy & Bouncer
564020	Sports Cap	588030	Contact Lens Accessories	797099	Other Outdoor Toys & Structures
564030	Visor	588035	Contact Lenses	<b>Amusement Park &amp; Playground</b>	
564040	Sun Hat	588040	Eyeglass Frame	798005	Arcade Machine
564050	Ear Muffs	588045	Eyeglass Accessories	798010	Rocking Horse & Spring Rider
564099	Other Hats	588050	Eyeglass Display	798015	Playground
<b>Gloves</b>		<b>Mobile Phone &amp; Tablet PC</b>		798020	Slides
565010	Knitted Gloves	641005	Smart Wearable Device	798025	Seesaw & Swing Set
565020	Leather Gloves	641030	Handheld Screen Protector	<b>Sports Gear</b>	
565030	Sport Gloves	641035	Handheld Bag & Case	800505	Golf
565040	Special Gloves	641040	Handheld Holder	800510	Table Tennis
<b>Hosiery</b>		<b>Camera &amp; Photo</b>		800515	Baseball & Softball
566010	Pantyhose & Tights	642005	Video Camera	800520	Basketball
566020	Socks, Sockettes & Stockings	<b>Communication Equipment</b>		800525	Badminton
566030	Body stocking	681030	GPS	800530	Tennis Ball
<b>Casual &amp; Dress Shoes</b>		681035	GPS Module	800535	Paddle Tennis
568010	Sneakers	681040	GPS Components	800540	Racketball & Squash

Code	Product Name	Code	Product Name	Code	Product Name
800545	Handball & Dodgeball	803030	Air Bed & Pillow	805010	Martial Sword & Rod
800550	Billiard	803035	Carabiner & Binder	805020	Punching Bag & Ball
800555	Soccer	803040	Camping Knife	<b>Sports Protective Gear</b>	
800560	Cricket & Croquet	803045	Trekking Pole	805510	Sports Helmet
800565	American Football	803050	Climbing Rope	805520	Headguard
800570	Hockey	803099	Other Camping & Hiking Equipment	805530	American Football Protector
800575	Volleyball, Handball & Dodge Ball	<b>Fishing Gear</b>		805540	Mouth Guard
800580	Darts	803510	Fishing Rod & Holder	805550	Sports Wrist & Elbow Brace
800599	Other Sports Gear	803520	Fishing Hook & Bait	805560	Sports Foot Protection
<b>Outdoor Sports</b>		803530	Fishing Reel	<b>Sports Accessories</b>	
801010	Track & Field Equipment	803540	Fishing Bobber	806005	Ball Pump & Needle
801020	Hunting & Shooting Supplies	803550	Fishing Net	806010	Ball Pressure Gauge
801030	Horse Racing Supplies	803560	Fishing Line	806015	Bat & Racket Grip
801040	Frisbee	803599	Other Fishing Gear	806020	Racket Stringing Machine
<b>Skates &amp; Skateboards</b>		<b>Fitness &amp; Gym Equipment</b>		806025	Racket String
801510	Rollerskates & In-Line Skates	804002	Exercise Bike & Pedal Exerciser	806030	Golf Club Head
801520	Figure Ice Skates	804004	Rower	806035	Heart Rate Monitor
801530	Scoot	804006	Treadmill	806040	Whistle
801540	Skateboard & Skimboard	804008	Stepper & Elliptical	806045	Stopwatch
801550	Skateboard & Rollerskates Components	804010	Multi Gym	806050	Fitness Tracker & Pedometer
<b>Snow Sports</b>		804012	Power Plate & Vibration Belt	806099	Other Sports Accessories
802010	Ski & Snowboard	804014	Aerobic Step	<b>Publication</b>	
802020	Ski Pole	804016	Superband & Hand Grip	847010	Industry Directory
802030	Snowboard Bindings & Strap	804018	Stretch Equipment	847020	Book
802040	Snowshoes	804020	Ankle, Wrist & Body Weights	847030	Magazine
802050	Snow Shoe Spike	804022	Push & Pull Up Bar	<b>Business &amp; Industrial Services</b>	
<b>Water Sports</b>		804024	Exercise & Yoga Mat	850515	Management Consulting
802505	Surfboard	804026	Abs Trainer & Sit-up Bench	850535	Advertising & Public Relations (PR)
802510	Pool Lounger	804028	Balance Board	850550	IT & Internet Services
802515	Body Board & Kick Board	804030	Dumbbell, Barbell & Plate	850599	Other Business & Industrial Services
802520	Swimming Goggle	804032	Yoga Ball & Foam Roller	<b>Franchising, Retail &amp; Wholesale</b>	
802525	Swimming Nose Clip & Ear Plug	804034	Trampoline	852015	Franchising Agent
802530	Rubber Swimming Fins	804036	Hula Hoop	852505	Education Services
802535	Diving Mask & Snorkel	804038	Medicine Ball	852510	Training Services
802540	Diving Knife	804040	Jump Rope	<b>Cultural, Creative &amp; Leisure Services</b>	
802545	Diving Regulator	804042	Fintness Equipment Parts	855020	Sports Services
802550	Swim Cap	804099	Other Fitness & Gym Equipment	855025	Entertainment & Leisure Services
802555	Life Buoy & Jacket	<b>Sports Venue Equipment</b>		<b>Event Organization</b>	
802560	Diving Shoes	804510	Basketball System, Rim & Ring	856505	Conferencing Services
802565	Beach Ball	804520	Golf Trainer	856510	Exhibition Services
<b>Camping &amp; Hiking Equipment</b>		804530	Golf Tee & Marker		
803005	Tent	804540	Ball Machine & Pitching Machine		
803010	Sleeping Bag	804550	Net Post		
803015	Tent Tool	804560	Goal, Net & Backstop		
803020	Hammock	804570	Table Tennis & Pool Table		
803025	Compass	<b>Martial Art &amp; Boxing</b>			

# General Terms and Regulations for Participation for Taiwan Trade Shows

Revised on June 9, 2020

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 provided by the Exhibitors in the printed and/or digital Official Directory.
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 number of booths 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 number of booths 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. Except the startup exhibition area, all booths are raw spaces without carpets and partitions. All Exhibitors must set up basic decorations, including carpets, partitions, and company name boards. Exhibitors may not display without basic decorations.
8. 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.taipeicycle.com.tw](http://www.taipeicycle.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.
9. The Exhibitors shall not take exhibition items into the exhibition hall or remove exhibition items from the exhibition hall during the exhibition period, from **9 am to 6 pm** daily, (or **until 3 pm on the final day of the exhibition**), except for small and light items that can be carried by a person. Additional exhibition items may be brought in from **8 am to 9 pm** on the first day of the exhibition or from **8:30 am to 9 pm** during the exhibition period.
10. Before entering and decorating the booth, the Exhibitors shall fill out and submit the Decoration Affidavit and other related application documents, as well as apply for water and electricity within the prescribed period. If the Exhibitors’ decorations or interests are affected as a result of a failure to complete these tasks, the Exhibitors shall bear sole responsibility.
11. If Exhibitors do not permit exhibition items for photography or video recording by visitors, the Exhibitors shall display “No Photography” or “No Video Recording” signs in both Chinese and English. However, the Exhibitors shall allow journalists and contracted photographers with the PRESS badge issued by the Organizer to take photos or videos for promotional purposes.
12. The Exhibitors shall pick up badges at the area designated by the Organizer when moving in exhibition items, and badges shall be worn (one badge per exhibitor) during the exhibition period.
13. Unless otherwise specified within the Regulations, entry of visitors under the **age of 12** is not allowed for safety and quality concerns.
14. Personnel designated by the Organizer shall be responsible for entrance/exit control during the exhibition period (including the move-in and move-out). However, the Exhibitors should take care of their exhibition items, decorations, and facilities, and purchase any necessary insurance and hire security guards for valuable exhibition items. If any items are lost or damaged, the Organizer shall not be held responsible.
15. The Exhibitors must obtain all relevant insurances, such as fire insurance, theft insurance, flood insurance, and public liability insurance (including additional insurance for natural disasters, such as typhoons, earthquakes, floods, heavy rains, or other natural disasters) from the periods when the exhibition items and decorations are transported to the exhibition hall, to the removal of the said items from the exhibition hall. The Organizer shall not be responsible for any losses or damage to the said items during the aforementioned period.
16. The Organizer may cancel the Exhibitors’ exhibition qualifications and eligibility or stop supplying water and electricity 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 5 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 to publish the Official Directory.
  - (5) Bringing flammable materials, explosives, or other hazardous or banned substances into the exhibition hall.
  - (6) The leased booth is barely decorated, has few or no exhibition items, or has no Exhibitors or on-site employees during the exhibition period.

- (7) Sale, display, or advertisement of exhibition items that infringe upon the copyright of others.
  - (8) 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.
  - (9) Exhibition items or the means of display them disrupt public order or violate codes of decency.
  - (10) 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).
  - (11) The signs and decorations shown in the Exhibitor's booth are different from the information of the company in Chinese or English as provided in the registration form.
  - (12) 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).
  - (13) 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.
  - (14) Exhibition items do not match the theme of the exhibition.
  - (15) Conducting retail sales in the exhibition hall.
  - (16) Using raw booths for exhibitions.
  - (17) Failure to apply to the Organizer in advance to set up a stage or sound system, promotional balloons, or set up structures or decorations more than 4 meters in height.
  - (18) Producing noises inside the exhibition hall at 85 decibels or more during the exhibition period.
  - (19) Affecting neighboring booths or the exhibition due to a lack of pollution disposal equipment prepared by the Exhibitors to promptly and appropriately dealt with smoke, waste gases, dust, stenches, irritant gases, organic chemical solvent contaminants, or other pollutants resulting from demonstrating or operating an exhibition item.
  - (20) The music, images, or related information played by the Exhibitors in public during the exhibition period infringe upon intellectual property rights.
  - (21) Displaying, posting, or distributing any promotional items or materials related to the exhibition items in areas other than the booths, including public facilities, aisles, or columns.
  - (22) Conducting promotional activities or leaving the company or personal items in public areas.
  - (23) 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.
  - (24) Causing any injury, death, or financial loss to the Organizer's personnel or a third party during the exhibition period (including the move-in and move-out) due to improper installation, operation, maintenance, or management of the facilities, objects, and exhibition items at the booth.
  - (25) Packing or moving out exhibition items from the exhibition hall in advance or similar behaviors.
  - (26) Causing fires due to the design and construction of the booth and or improper use of electrical devices.
  - (27) Leaving exhibition items or personal items in the exhibition hall after the move-out.
17. If the Exhibitors need to set up a stage or sound system, promotional balloons, or set up structures or decorations more than 4 meters in height, the Exhibitors shall apply in advance with the Organizer, and the structures or decorations may only be set up with approval from the Organizer. (Please refer to related regulations in the Exhibition Manual). Exhibitors who do not have approval from the Organizer shall immediately remove the structures or decorations once discovered by the Organizer's personnel, or carry out supplementary application procedures. The Organizer shall not be liable for any compensation.
- (1) Exhibitors who carry out the supplemental application procedure shall be required to pay a fine of NT\$10,000 for the use of such structures or decorations.
  - (2) When the application is filed from March 8 to 15, 2023 (inclusive) after the application deadline, the Exhibitors shall be required to pay an additional fine of NT\$10,000.
  - (3) When the application is filed during the exhibition (from March 22 to 25, 2023), the Exhibitors shall be required to pay an additional fine of NT\$30,000 for the use.
18. After the end of the exhibition, the Exhibitors shall remove all exhibition items and personal items and clear the booth during the move-out. The Organizer shall not be responsible for the custody of the exhibition items. In the event that exhibition items or personal items are found onsite after the move-out, they shall be regarded as waste and removed by the cleaning company without notice to the exhibitor. The derived expenses shall be borne by the Exhibitor.
19. In case of natural disasters, notifiable infectious diseases (such as COVID-19), or other force majeure reasons, the Organizer retains the right to adjust the exhibition date and location, or cancel the exhibition. In such instances, the Organizer will refund fees paid by the Exhibitors (including deposits and other paid fees) after deducting relevant incurred costs (including but not limited to nonrefundable payments that have paid to contractors). The Organizer is not liable for any damages caused due to this adjustment or cancellation.
20. For the purpose of properly organizing the exhibition, the Organizer will implement adequate measures for disease prevention. Exhibitors clearly understand and agree that by participating in the exhibition, they are obliged to cooperate with the disease prevention actions implemented by the Organizer; Exhibitors shall solely bear risk related to infection or isolation due to disease prevention. Therefore, if a dispute arises therefrom, participating Exhibitors may not make any claims, including civil, criminal, and administrative claims, against the Organizer.
21. If any Exhibitors would like to drop out of the exhibition due to reasons not attributable to the Organizer, any payment made, including the paid deposits will not be refunded. All payments will not be refunded if Exhibitors decide to drop out of the exhibition after their booths have been allocated.
22. For matters not stipulated in the Regulations, the Organizer may amend or update the Regulations from time to time.

Signature \_\_\_\_\_

Date \_\_\_\_\_

# General Terms and Regulations for Participation for DigitalGo

July 19, 2021

## I. Eligibility

1. Exhibitors of domestic goods are to meet the following criteria: Manufacturers or trading companies already registered in Taiwan.
2. Exhibitors of foreign goods are to meet the following criteria:
  - (1) Foreign companies in regions from which exports are permitted or their agents, distributors, branches, and offices in Taiwan.
  - (2) Domestic exhibitors who represent foreign companies are required to obtain a letter of authorization or agency agreement from the foreign exhibitors.
3. Foreign exhibitors:
  - (1) Exhibitors that the organizer deems to be in an industry relevant to the trade show.
  - (2) Distributors are required to provide the product license or distribution agreement from the manufacturer.
4. It is strictly prohibited to show products that are not clearly labeled for country of origin or contain trademark piracy or infringement on third party patents or copyrights. The organizer will have the right to remove products in such circumstances and the corresponding online booths without refund.
5. Where an exhibitor fails to upload any product information by the specified deadline and have been notified by the organizer, the organizer will have the right to remove the online booth and products without refund.
6. The hardware specifications for an online trade show are shown below. Exhibitors will be responsible for maintaining a stable network connection and speed.
  - (1) PC: Windows 7 or higher or the latest version of macOS recommended. To be viewed in the latest version of Chrome, Edge, Firefox, or Safari.
  - (2) Mobile phone or tablet: Android 9.0 or iOS 13 or higher recommended.
7. The organizer reserves the right to decide the final exhibitor list.

## II. Exhibitors' Rights and Obligations

1. These general regulations ("the Regulations") are made by the Taiwan External Trade Development Council (hereinafter referred to as the "Organizer").
2. The Regulations shall also cover the registration forms, exhibition manuals, announcements on the official website, and materials made for an exhibition (hereinafter referred to as the "Exhibition Materials"). The Regulations are also applicable to exhibitors, joint exhibitors, and their branch companies (hereinafter referred to collectively as the "Exhibitors") of the exhibition.
3. Exhibitors who have completed registration will be considered to have fully read and understood the Exhibition Materials and the Regulations and unconditionally agree to comply with the Regulations. Exhibitors authorize the Organizer to publish and promote all materials and images provided by the exhibitors in (print or digital) publications for 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 shall have the right to refuse competing exhibitions or organizers (including subsidiaries, distributors, and affiliated enterprises) of such exhibitions to participate in the exhibition. Any such exhibitors who register for the exhibition under false names, if found, will be immediately removed from exhibition without refund. This provision shall be determined, interpreted, and executed by the Organizer, and such exhibitors shall have no objection.
6. The Organizer has the right to allocate exhibition areas or categories to exhibitors according to the product categories in the exhibition, actual response to registration, and the demand for offline booths.

Meanwhile, the Organizer has the right to decide whether to accept a registration based on the nature of the products, amount of exports/imports, revenues, and the exhibitor's past participation in Taiwan's trade shows or past performance at other domestic/international promotional events hosted by the Organizer. The Organizer may also adjust registered exhibition areas and approve purchases of advertising in the online exhibition.

7. The Organizer will make the Exhibition Materials available on the exhibition website at "www.taipcycl.com.tw" 90 days prior to the exhibition start date to be viewed or printed by the exhibitors. The Exhibitors may not claim to not be bound by the Regulations by claiming that they do not receive the Exhibition Materials, or are not familiar with the provisions and explanations of the Exhibition Materials, or for any other reason whatsoever.
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 (including online and offline exhibitions) organized by the Organizer for at least two years, and all previous exhibition records of the Exhibitors shall be canceled. 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 settlement and 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 provide full payment of the exhibition fees 10 days before the start of the exhibition.
  - (4) Refusal or termination of authorization for the Organizer to use the Exhibitor's information and publications for promotional purposes on the exhibition website and press releases and in the exhibition marketing materials.
  - (5) Sale, display, or advertisement of exhibition items that infringe upon the copyright of others.
  - (6) 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.
  - (7) Exhibition items or the means of display them disrupt public order or violate codes of decency.
  - (8) 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).
  - (9) The virtual booth banner and information exposure differ from the company profile in English/Chinese provided on the registration form.
  - (10) The virtual 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).
  - (11) 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.
  - (12) Exhibition items do not match the theme of the exhibition.
  - (13) The organizer has the right to reject any exhibition by products or

- companies that do not meet the theme of the exhibition.
- (14) The Organizer has the right to decide whether to accept a registration based on the exhibitor's past participation in Taiwan's trade shows.
  - (15) Import regions restricted by the government of Taiwan or products prohibited from being imported by the government shall not be put on display at the exhibition.
  - (16) Fields in the booth information are left blank or incomplete. The exhibitor fails to follow the Organizer's rules and upload company profile, logo file, product description, and product photos. The exhibitor also fails to follow the Organizer's schedule for maintaining a virtual booth.
  - (17) The music, images, or related information played by the Exhibitors in on the exhibition platform infringe upon intellectual property rights, or violate public order and good morals.
  - (18) The exhibitor accesses any network or system on the platform without authorization, or attempts to sabotage the website.
  - (19) The exhibitor displays or uploads products that are not manufactured or designed by itself or are without the manufacturer's authorization.
  - (20) The exhibitor intentionally use resources on the online show platform to cause damage to the online show feature or inconvenience to other visitors.
9. The Organizer reserves the right to change the exhibition date and platform features. In the event of any of the following force majeure reasons that cause the exhibition date to be changed or the exhibition to be cancelled, the Organizer will return, without interest, the remainder of the fees paid by the Exhibitors after deducting the costs and necessary charges (including but not limited to amounts that have been paid to contractors, but cannot be returned to the Organizer).
    - (1) Service disruption as a result of functional errors targeting DigitalGo computer systems and networks or caused by third party hacking
    - (2) Natural disasters (including landslides, earthquakes, tsunamis, volcano eruptions, typhoons, hurricanes, rainstorms, hail, floods, mudslides, earth slides, tectonic movements, lightning strikes or other natural disasters)
    - (3) Civil disorder (including wars, blockades, revolutions, revolts, civil wars, riots, or mobilization)
    - (4) Civil right behaviors (including revocation and revision of laws and regulations, interference by government agencies, administrative order, and embargoes)
    - (5) Infectious diseases (including bacteria and virus)
    - (6) Insufficient information materials and sources (including disruption of water, energy or raw materials or supply control)
    - (7) Labor disputes (including strikes, employer-employee disputes, or irrational public protests)
    - (8) Key members fail to perform their debts (including operators declaring bankruptcy)
    - (9) Addition or change to government laws and regulations.
    - (10) Other force majeure reasons as deemed by the competent authority or reasons not attributable to the exhibitors or the Organizer.
  10. If any exhibitor wishes to drop out of a show for reasons not attributable to the Organizer, none of the payments will be refunded.
  11. The show platform including the official website and online show platform will be ISO 27001 certified for information security in order to ensure all user data are kept safe.
  12. The Organizer will invest a marketing budget and invite visitors from around the world to the online show, but will not be able to guarantee the number of online visits, views, or negotiations.
  13. Exhibitors are to complete virtual booth setup before the deadline given by the Organizer. Exhibitors are required to upload their company logos and AT LEAST 2 or more product photos. Failure to complete the setup by the deadline will be treated as forfeiture of the exhibition. In the interest of the brand reputation and image of the exhibition, the Organizer will have the right to remove the online booth without any refund, and the right to add such exhibitors to the blacklist.
  14. The Organizer reserves the right to allocate priorities in exhibition areas.
  15. Exhibitors cannot choose booth locations for virtual booths. Once

- entered into an exhibition area, the Unicode standard or the Organizer's classification will apply.
16. All purchases of DigitalGo, such as EDM distribution or additional exposure, are to be designed with specific specifications by the exhibitors, but will have to be produced and launched by the Organizer's affiliated vendors in order to maintain consistent quality across exhibitions. Exhibitors' floor plans will require the competent authority's approval, and images are to be supplied by a specified deadline.
  17. Where the Organizer cancel certain exposure prior to production for any reason, the exhibitors agree to not make any claims other than the exhibitors may have their payments for this project returned in full without interest.
  18. Exhibitors who purchase event-based value added services, such as photo shoot at a new product launch, are to read the rules carefully, and refunds are not be requested for any reason.
  19. The Organizer will not be held liable for any incorrect or missing words in DigitalGo or other promotional materials.
  20. The Organizer reserves the right to amend, change, or interpret and cancel the event. The Organizer may revise matters not provided in the Regulations at anytime

### III. Compensation

1. Where an exhibitor violates the Regulations (including but not limited to an exhibitor's statement and warrants) and supplemental documents to be included and quoted by the Regulations, accesses the service or infringes upon a third party's rights (including but not limited to any product, content, data, infringement on third party patent, copywrite, trademark, or other intellectual property rights) via a website and causes the Organizer, its employees, agents, directors, supervisors, managers, affiliated enterprises, successors, third party data or document providers or any person representing the Organizer to be held responsible in any way for any request, claim, loss, or expenditures (including but not limited to settlement, lawsuit and legal fees) and losses, the user is to be held liable for paying compensation for all such losses. The Organizer reserves the exclusive right to defend and control matters above, and users are not to be exempted from liabilities.
2. Where an exhibitor violates the rules in the Regulations, the Organizer will have the right to delete the exhibitor's virtual booth and exhibitor directory, and close all related features without refund. Such exhibitors will also be blacklisted.
3. Where an exhibitor intentionally use resources on the online show platform to cause damage to the online show feature or inconvenience to other visitors, the Organizer will be able to claim the expenses from the exhibitors.

### IV. Personal Data and Protection Act

The personal information provided on exhibitor's registration form below is for the use of promoting TAIPEI CYCLE DigitalGo between 2021 to 2023. Such information will be used to engage event contacts whose telephone number, email and other communication method are provided herein.

Data subjects may, with regard to their personal data, ask

1. for inquiries or access;
2. for a copy;
3. for supplement or correction of the information;
4. for cessation of the collection, processing, or use of the information; or
5. for deletion of the information. To exercise the rights listed above, please contact TAITRA's facilitator (02-27255200 ext. 2863).

Signature \_\_\_\_\_

Date \_\_\_\_\_

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[www.taispo.com.tw](http://www.taispo.com.tw)



ORGANIZER



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