



**HOBBY & FUN
FESTIVAL**

2026.7.17-19
TWTC Hall 1



Application Kit

Organizer  TAITRA

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INTRODUCTION

Taiwan's one and only exhibition and summer event centered on HOBBIES

As the purchasing power of Millennials and Generation Z continues to rise, the global “kidult” trend has fueled strong demand for crafting and toys. At the same time, hands-on DIY experiences and craft workshops have surged in popularity. The “experience economy” has emerged as a new engine of market growth, making it easier for consumers across generations to incorporate a wide range of hobbies into their daily lives.

Featuring a wide range of handmade crafts, building blocks, puzzles, model toys, and original creations, the Hobby & Fun Festival is more than just a marketplace. It offers a unique and interactive platform that combines display, retail, and over a hundred DIY classes. Since 2024, It has become the premier summer destination for hobby enthusiasts across all generations.

Join us at Taipei World Trade Center, Hall 1, July 17–19, 2026, to showcase your brand, share your creativity, and tap into Asia's booming Kidulting and Experience Economy!



Why Should You Join Us?

1.

Reach Diverse Audiences

Join the exhibition and interact with hobbyists, young adults, and families to amplify brand impact.



2.

100+ DIY Workshops

Visitors are able to immerse themselves in DIY workshops and connect with brands.



3.

Massive Exposure

Over 200,000 visitors will be drawn to TWTC Hall 1, creating massive exposure for exhibiting brands.



Key Brands Exhibited in 2025



Exhibition Marketing & Promotion

TAITRA will execute an omnichannel marketing campaign by leveraging Media Coverage, KOL Collaboration, and Digital & Social Ads to create buzz and boost visibility. On top of that, our Sponsorship Program can further help exhibitors reach targeted audience and increase brand awareness.

Media Coverage

Exhibition will be promoted through arts & culture media and covered in mainstream news media.



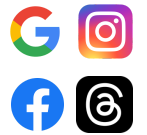
KOL Collaboration

Create buzz on social media, generate organic reach, and enhance engagement with targeted audience by working with KOLs and KOCs.



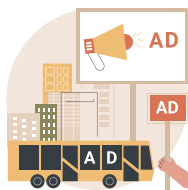
Digital & Social Ads

Ad campaigns on Google, Instagram, Facebook, and Threads to expand reach and attract the right audience.



Offline Advertising

Collaboration with cafés, creative shops, and other lifestyle venues, combined with ads on MRT and buses, to maximize visibility across Greater Taipei.



EDM Campaigns

Utilizing effective database for direct mail campaign to deliver the highlights and information about the show.



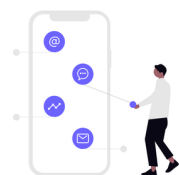
Sponsorship Opportunities

Gain maximum exposure through sponsorship. Apply now to boost brand visibility, drive engagement, and maximize exhibition effectiveness—limited spots available, contact us early!

Top Sponsorship Options:

PRE-SHOW Media Day Workshop Sponsor, EDM banner ads, KOL Coverage, Outdoor Banners, Carousel Ads on 300" Screen, and more. Customized sponsorships are also available.

Digital Exposure



On-Site Exposure



Official Promotional Exposure



SPONSORSHIP PROGRAM >

SHOW INFORMATION

Time: July 17 (Fri.) to July 18 (Saturday) 10:00-18:00

July 19 (Sun.) 10:00-16:00

Venue: Taipei World Trade Center Exhibition Hall 1 (5 Xinyi Rd., Sec. 5, Taipei City)

Move-In: July 15 (Wed.) to July 16 (Thur.) 07:00-17:00

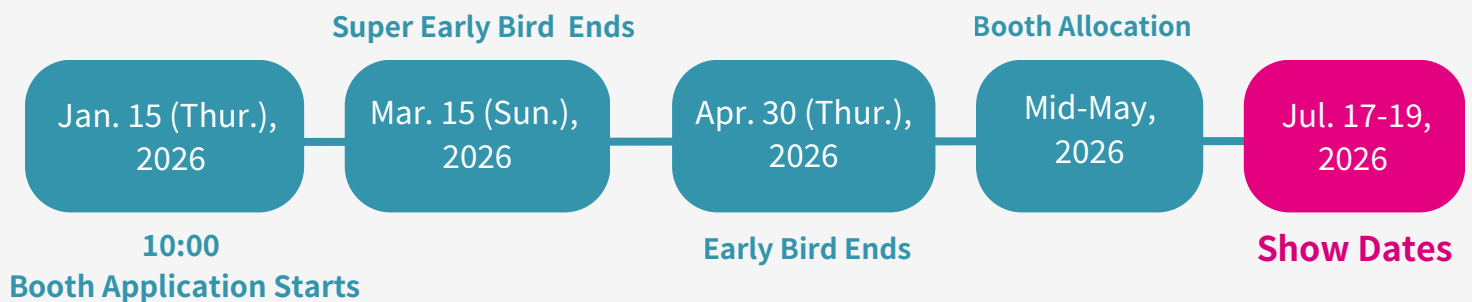
Move-Out: July 19 (Sun.) 16:00-18:00 (Small Exhibits Move-Out)

July 20 (Mon.) 06:00-12:00 (Large-scale dismantling)

How To Visit: Visitors above the age of 12 shall register for the Entry QR code.

Children under 12 are free to enter (Please refer to the official website for the rules.)

SCHEDULE



CONTACT

Organizer:



TAITRA Taiwan External Trade Development Council (TAITRA)

Show Manager: Ms. Rachanee Su

Tel: 886-2-2725-5200 ext. 2778

E-mail: hobbyfun@taitra.org.tw

TAITRA Overseas Offices

If you have any questions, TAITRA overseas offices around the world would be more than happy to help you. [Find the nearest office now.](#)

EXHIBITION AREAS & EXHIBITS

TOYS & MODELS	PUZZLE/ BUILDING BLOCK	Building block sets, micro and mini building blocks, art jigsaw puzzles, 3D puzzles, brain teasers, mind puzzles, glow-in-the-dark puzzles, customized puzzles, framing services, puzzle storage accessories, and more
	DOLLHOUSE/ MINIATURE	Mini blind-box toys/ capsule toys (gashapon), DIY miniature houses, DIY music boxes, miniature accessories and scenes, assembly models, etc.
	RC/ MODEL CAR	Remote-controlled cars, die-cast vehicles, four-wheel-drive cars, pull-back cars, railway trains, track models, miniature transportation scenes, etc.
	KIDS FUN	Children’s educational toys and teaching aids, puzzles, soft building blocks, magnetic blocks, fuse beads, GuKa crafts, slime, and other DIY toys
HANDCRAFTS	TOOLS & MATERIALS	Tools, guidebooks, and material kits required for various handicrafts such as models, knitting, wool felting, embroidery, pottery, woodworking, metalworking, leathercraft, painting, silk-screen printing, floral design, and more
	LOCAL CRAFT	Public and private museums, art galleries, and other cultural and educational institutions; tourism factories in various counties and cities; youth entrepreneurship hubs; craft centers
	CULTURAL CREATIVE	Cultural and creative design products, original IP characters and related merchandise
SPECIAL AREA	HOBBYIST (DOMESTIC EXHIBITORS ONLY)	Finished goods or courses of modeling, knitting, wool felting, embroidery, pottery, woodworking, metalworking, leathercraft, painting, silk-screen printing, floral design, etc.
	FUN!CLASS DIY WORKSHOP	Various model toy and handicraft workshops to be held on-site during the exhibition.

Note 1: The organizer reserves the right to adjust the exhibition areas based on status of the exhibitor recruitment.

Note 2: Should there be any requests for special exhibition zones, please contact the organizer directly.

Note 3: The exhibition area assigned to exhibitors is subject to the approval of the organizer.

PARTICIPATION ELIGIBILITY

1. All manufacturers, distributors, traders, Individual creators, studios, brand owners and organizations related to the manufacture and service of items listed on the above List of Exhibits are eligible to participate as exhibitors.
2. Domestic companies representing other businesses must provide supporting documents such as authorization letters or agency agreements.
3. Individual creators without company registration or business registration may apply for “MINI BOOTH” or the “FUN!CLASS DIY WORKSHOP” .
4. The HOBBYIST Mini Booth and HOBBYIST DIY Workshop are open to domestic exhibitors only.

Notes :

1. Exhibitors must register, submit the required documents, and submit booth fees within the deadline set by the organizer. Late submissions will be considered a forfeiture of participation rights.
2. This exhibition permits on-site retail sales, but exhibitors must issue invoices. Any tax violations and resulting penalties are the exhibitor's responsibility.
3. Exhibitors cannot change their registered company name after registration. Booth signage and decorations must display the name provided in the application. Non-compliance will lead to disqualification from the exhibition.
4. Merging, subleasing, transferring booth spaces, or exhibiting under non-registered names (e.g., sponsors, affiliates, or subsidiaries) is prohibited. Any violation will result in booth revocation, forfeiture of fees submitted, and a ban of participation in future editions.
5. Exhibitors are prohibited from displaying or distributing any works, products, or promotional materials not belonging to the registered exhibitor or are inconsistent with the theme of the exhibition.
6. The organizer reserves the right to accept or reject an application based on the applicant' s past participation record in Taiwan trade shows.
7. The organizer reserves the right to determine the number and location of booths assigned to each exhibitor.
8. When providing images and written materials to the organizer, exhibitors agree to authorize the organizer to use these materials for promotional purposes across all media and publications related to the exhibition.
9. Exhibitors are strictly prohibited from displaying products with false labels, counterfeit trademarks, or copyright infringement. Products involved in trademark, patent, or copyright disputes, whether before or during the exhibition, are strictly forbidden from being displayed. The exhibitor shall be liable for any legal or financial consequences.
10. It is strictly prohibited to display any content or products that violate the laws and regulations of the Republic of China (Taiwan).
11. Exhibitors are advised to insure their properties and belongings and hire their own security guards for valuable exhibits during the exhibition, including move-in and move-out. The organizer is not responsible for any loss, damage, or theft.
12. Refer to Appendix 3: General Regulations for Taiwan Trade Shows Organized by TAITRA for details.

BOOTH RENTAL FEES

1. SHELL SCHEME (3M * 3M)

(Unit: US\$ / tax inclusive)



(The illustration is for reference only. The exact booth design will be announced separately.)

For 1- 2 booths only. Exhibition fees include:

- Promotion on the official website and on-site
- 9 Sqm (3m * 3m) space and partition
- Basic electricity: 110V / 500W
- 1 power outlet (110V, 5A)
- 1 company name fascia board
- 3 spotlights
- 1 info desk (100CM×50CM×75CM)
- 2 folding chairs
- 1 trash can (including daily trash bags)
- 1 set of fire-retardant carpet and cleaning service

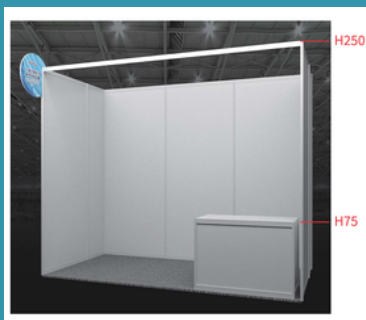
*Exhibitors may contact the official contractor for additional booth facilities.

Booth Type	Price	Early Bird (By April 30, 2026)	Super Early Bird (By March 15, 2026)
Facing Main Aisle (6M)	1,885	1,605	1,535
Facing Regular Aisle (3M)	1,650	1,370	1,300

- If the selected booth space includes a pillar, US\$150 will be deducted per booth.
- An additional fee of US\$50 per booth applies to corner booths with two open sides. Please note that discounts do not apply to this fee.

2. MINI BOOTH (3M * 1.5M)

(Unit: US\$ / tax inclusive)



(The illustration is for reference only. The exact booth design will be announced separately.)

For 1 booth only. Exhibition fees include:

- Promotion on the official website and on-site
- 4.5 sqm (3m * 1.5M) space and partition
- Basic electricity: 110V / 500W
- 1 power outlet (110V, 5A)
- 1 company name fascia board
- 1 info desk (100CM×50CM×75CM)
- 1 set of fire-retardant carpet and cleaning service

*Exhibitors may contact the official contractor for additional booth facilities.

Booth Type	Price	Early Bird (By April 30, 2026)	Super Early Bird (By March 15, 2026)
Mini Booth	666	533	500

3.RAW SPACE (3M * 3M)

(Unit: US\$ / tax inclusive)

For 3 booths or more. Raw Space Rental does not include any utilities, partitions, carpet, or furnishings. Exhibitors will have to contact the official contractor or other qualified contractors for booth decoration and submit design plans for approval from the organizer. Exhibition fees include:

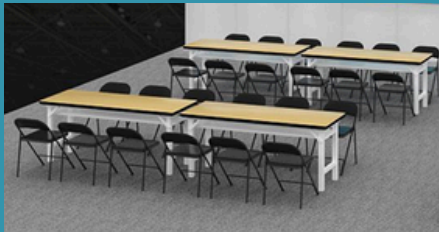
- Promotion on official website and on-site
- 4.5 sqm(3m * 1.5M)space (partition and carpets not included).
- Basic electricity: 110V / 500W (power outlet and spotlight not included).

Booth Type	Price	Early Bird (By April 30, 2026)	Super Early Bird (By March 15, 2026)
Facing Main Aisle (6M)	1,635	1,355	1,285
Facing Regular Aisle (3M)	1,400	1,120	1,050

- If the selected booth space includes a pillar, US\$150 will be deducted per booth.
- An additional fee of US\$50 per booth applies to corner booths with two open sides. Please note that discounts do not apply to this fee.
- To ensure the quality of the exhibition, booths without proper decoration or carpeting are not permitted to exhibit. Those unable to comply should refrain from applying.

4.SPECIAL AREA-FUN!CLASS DIY WORKSHOP

(Unit: US\$ / tax inclusive)



For on-site teaching or demonstrations only; product sales are not permitted. Fees include:

- Promotion on the official website and on-site
- Approx. 9 sq. meters of space (3m × 3m), with no partitions or back panels between neighboring tables
- 1 long table (180cm × 90cm) and 7 chairs
- Basic electricity: 110V / 500W
- 1 power outlet (110V, 5A)
- One set of fire-retardant carpet and cleaning service

*This area is planned by the organizer as a whole; changing the table/ chair layout or adding furniture is not allowed.

Booth Type	Price	Early Bird (By April 30, 2026)	Super Early Bird (By March 15, 2026)
Table	666	533	500

HOW TO APPLY

Registration opens on **January 15, 2026 (Thur.)** at 10:00 AM (Taipei Time) and will close on June 12, 2026 (Fri.) at 12:00 PM, or when all booth spaces are filled.

1. Please click on this link or click "Space Application" on the exhibition website (www.hobbyfun.com.tw). If you are already registered as a TAITRA member, please enter your password and verification code. If you are not yet a member, enter your email address, and the system will automatically redirect you to the registration page.
2. Please fill out the registration form and submit it online. (Refer to Attachment 4 for the product code list.)
3. After completing your registration, please check the email address used as the exhibitor's login account for the confirmation letter.
4. Kindly submit the following documents by email within one week to hobbyfun@taitra.org.tw:
 - Required Application Documents for **Companies or Business Entities**:
 - A scanned copy of the application confirmation letter, duly signed and stamped with the company seal.
 - A government-issued company or business registration certificate.
 - One electronic copy of English product catalogs.
 - A completed "Free Promotion for Exhibitors Form", including your company and/or brand introduction, along with relevant image files.
 - Required Application Documents for **Individual Creators** :
 - A scanned copy of the application confirmation letter, duly signed and stamped.
 - One electronic copy of English product catalogs.
 - A completed "Free Promotion for Exhibitors Form", including your company and/or brand introduction, along with relevant image files.
5. After submitting the application online, it cannot be changed. If changes to the application information are needed, please email hobbyfun@taitra.org.tw. Do not notify us via phone or fax to avoid loss of information and potential impact on your participation rights.

APPLICATION EVALUATION

1. Once the required application documents are received, the organizer will review exhibitor eligibility in the order of submission. Those whose applications are incomplete will not be proceeded to the review stage.
2. Exhibiting products with false origin labels, counterfeit trademarks, or patent or copyright infringement is strictly prohibited.
3. The organizer reserves the right to make the final decision on exhibitor eligibility. An application may be rejected if the nature of the exhibited products is deemed unsuitable or if the applicant has a history of misconduct.
4. Exhibitors who pass the review will receive a deposit payment notice from the organizer. The deposit for each SHELL SCHEME and RAW SPACE booth is US\$450 (tax included), while the deposit for each MINI BOOTH and DIY WORKSHOP TABLE is US\$300 (tax included). Payment must be completed within the specified deadline. Deposits are non-refundable once paid.

BOOTH ALLOCATION

1. The booth allocation is expected to be held in May 2026. Companies that have not paid the booth deposit in full are not eligible to participate in the booth allocation process.
2. Booths are allocated according to the following sequence:
 - Number of booths rented
 - Date and time the application was received
 - If the above factors are identical, the order will be decided by drawing lots by the organizer.
3. All booths rented by the same exhibitor must be adjacent and cannot span across aisles.
4. Requests for additional booths will not be processed during the booth allocation process. Exhibitors who wish to rent more booths after completing the application must contact the organizer as early as possible.
5. After the booth allocation is completed, the organizer will notify exhibitors of their balances due.

PAYMENT SCHEDULE AND WITHDRAWAL

1. Exhibitors who pass the review will receive a deposit payment notice from the organizer. Payment must be completed within the specified deadline. Please note that the deposit is non-refundable once paid.
2. Exhibitors have to pay the deposit in full in order to participate in the booth allocation process.
3. Final Booth Payment: After the booth allocation is completed, the organizer will notify exhibitors of their balance due. Failure to settle the balance by the specified deadline will be considered a withdrawal from the exhibition, and the deposit will not be refunded.
4. All payment should be made either by:
 - a. Bank draft/check: payable to “Taiwan External Trade Development Council” , crossed "A/C Payee Only” , or,
 - b. Telegraphic Transfer (T/T) to "Taiwan External Trade Development Council":

Taiwan Cooperative Bank, World Trade Center Branch Account
number: 5056-665-100018
Swift code: TACB TWTP 505
Beneficiary Name: TAIWAN EXTERNAL TRADE DEVELOPMENT COUNCIL
Address: 2F, 333, Keelung Road, Section 1, Taipei City, 11012, Taiwan, R.O.C.
Tel: 886-2-2729-1333
5. If an exhibitor withdraws from the exhibition for reasons not attributable to the organizer, any fees paid are non-refundable. Partial cancellation of booth reservations will not allow the deposit to be used as credit toward other expenses.
6. In case of cancellation or not showing up in the exhibition due to exhibitor's personal difficulties (failure to obtain entry visa, illness, travel issues, or shipping problems, etc.), booth rental already paid cannot be refunded, transferred to other Taiwan Trade Shows or participants, or credited to the next edition of Hobby & Fun Festival.

APPENDIX 1 OVERSEAS EXHIBITOR'S APPLICATION FORM

The content on this page is for reference only. Online application starts from 10:00 AM (Taipei Time) on **January 15, 2026**. Please follow the steps on page 11 to complete the online application.

1. Exhibition Type: Physical exhibition
 2. Country: _____
 3. Exhibition Areas (Single Choice):

<input type="checkbox"/> Toys & Models-Puzzle/Building Block	<input type="checkbox"/> Handcrafts-Tool & Material	<input type="checkbox"/> Special Area-FUN!CLASS DIY Workshop
<input type="checkbox"/> Toys & Models-Dollhouse/ Miniature	<input type="checkbox"/> Handcrafts-Local Craft	<input type="checkbox"/> Special Area-HOBBYIST Mini Booth
<input type="checkbox"/> Toys & Models-RC/ Model Car	<input type="checkbox"/> Handcrafts-Cultural Creative	<input type="checkbox"/> Special Area-HOBBYIST DIY Workshop
<input type="checkbox"/> Toys & Models-Kids Fun		

※ Individual creators without company registration or business registration may apply for one“MINI BOOTH” or the “FUN!CLASS DIY WORKSHOP”.

※The HOBBYIST Mini Booth and HOBBYIST DIY Workshop are open to **domestic exhibitors only**.

※ The exhibitor’s designated exhibition area shall be subject to the organizer’s approval.
 4. Booth Type (Applicants for the FUN!CLASS DIY Workshop or HOBBYIST are not required to fill out this item):
 - Raw Space: 9 Sqm(3m * 3m), min 3 booths
 - Shell Scheme: 9 Sqm(3m * 3m), limited to 1-2 booths
 - Mini Booth: 4.5 Sqm(3m * 1.5m), limited to 1 booth
 5. Booth Number: _____booth(s) (3mx3m per booth)
 6. Company Name : _____
 7. Company Name Abbreviation: _____※Maximum 12 characters.
 8. Badge Name: _____
 9. Brand Name: Agent Owned _____
 10. Company Head: _____
 11. Business Category: Manufacturer Trader Agent/Distributor Service Industry Academic Institution Association Others_____
 12. Address: _____
 - 13.E-MAIL: _____
 14. Tel: _____※ Numbers only, no “0” before the area code. ※ Please do not modify the country code.
 15. Fax: _____
 16. Website: _____
 - 17.Social Media Account: _____
- CONTACT INFORMATION**
18. Name: _____
 19. Title: Mr. Ms. Dr.
 20. E-MAIL: _____
 20. Tel: _____Ext: _____
 21. Mobile Number: _____
 22. Products to be displayed: (Refer to the appendix 4 and fill in the codes in the blanks below.)

(1) _____	(2) _____	(3) _____	(4) _____
(5) _____	(6) _____	(7) _____	(8) _____

Other (Please specify)_____

- The information provided in this application form is true and accurate.
- We have read and accepted the Terms and Regulations for Participation and will accord with any other rules and regulations made by TAITRA in connection with this show. In the event of any violation, we are willing to bear full legal responsibility and accept the provision that we will be prohibited from participating in this exhibition for the next 3 years.

Signature:

DATE: MONTH/DAY/YEAR

The above personal data will be used by TAITRA only in order to forward the applicant (by phone, mail and other means) information about exhibitions or trade promotion activities in the years of 2026-2030. Those who wish to exercise any of the following rights, please contact Ms. Su (Ext. 2778):

1. Make inquiry and request for a review of personal information;
2. Make request for duplications of personal information;
3. Request supplement or correct personal information;
4. Request stop of collection, processing or use of personal information;
5. Request deletion of personal information.

APPENDIX 2

SPONSORSHIP PROGRAM

Gain maximum exposure through Digital Exposure, On-Site Exposure, and Official Promotional Exposure. Apply now to boost brand visibility, drive engagement, and maximize exhibition impact—limited spots available, contact us early!

SPONSORSHIP ITEMS OVERVIEW

Type	No.	Item	Quota	Price(USD)
Digital Exposure # Official website # Social Media # Email Marketing	A-1	eDM-Footer Banner	5	\$350
	A-2	Official Website – Highlighted Exhibitor Logo	10	\$500
	A-3	PRE-SHOW Media Day Workshop Sponsor	5	\$680
	A-4	Opening Day On-Site Coverage	10	\$500
On-Site Exposure # Onsite Organizer- owned facilities & printed banners	B-1	Outdoor Vertical Banners	Exclusive	\$1,000
	B-2	Entrance Overhead Advertising (Area A, Doors 17-2 & 18)	2	\$2,000
	B-3	300" Digital Screen at Entrance	2	\$680
	B-4	Main Aisle Hanging Banners (Logo Display)	Exclusive	\$850
Official Promotional Exposure	C-1	LOGO on Show Map	10	\$500
	C-2	Show Map One Page AD Space	2	\$1,000
	C-3	Complimentary Ticket AD Space	Exclusive	\$2,000



Top Sponsorship Options: PRE-SHOW Media Day Workshop Sponsor, EDM banner ads, Opening Day On-site Coverage, Outdoor Vertical Banners, 300" Digital Screen at Entrance and more. Customized opportunities are also welcome to tailor according to brands' needs.

[Sponsorship Program](#)

[Become a sponsor](#)



APPENDIX 3

General Regulations for Exhibitors at TAITRA' s Taiwan International Trade Shows

Last Revised: September 9, 2025

General Provisions

1. These regulations are issued by the Taiwan External Trade Development Council (TAITRA, hereinafter referred to as the “Organizer”).
2. The registration information, exhibition regulations, exhibitor handbook, and all related materials (hereinafter collectively referred to as “Exhibition Information”) form an integral part of these Regulations. They apply to exhibitors, co-exhibitors, their subsidiaries, branches, contractors, service providers, and the personnel of the aforementioned entities (hereinafter collectively referred to as “Exhibitors”).
3. By registering, Exhibitors are deemed to have fully read, understood, and accepted the Exhibition Information and these Regulations. Exhibitors unconditionally agree to comply with them and authorize the Organizer to use the information provided for exhibition purposes, including but not limited to publishing the “Official Directory” and other promotional materials.
4. The Organizer has full authority to interpret, determine, and enforce whether an Exhibitor’ s conduct from registration through the close of the Exhibition (including move-in and move-out periods) complies with these Regulations. Exhibitors may not raise objections to the Organizer’ s decisions.
5. Prior to the Exhibition, the Organizer will publish the Exhibition Information and these Regulations on the official exhibition website for all Exhibitors to review and print. Exhibitors shall not claim exemption from these Regulations by reason of not having received or been aware of the Exhibition Information, or for any other reason.
6. Venue regulations of facilities hosting TAITRA international trade shows are also considered part of these Regulations. They will be available on the respective venue websites for Exhibitors to review and print. Exhibitors shall not claim exemption from these Regulations by reason of unawareness or for any other reason. (Nangang Exhibition Center: <https://www.tainex.com.tw/>; Taipei World Trade Center Exhibition Hall 1: <https://www.twtc.com.tw/>)
7. The Organizer reserves the right to amend these Regulations at any time regarding matters not expressly covered herein.

Exhibition Registration

1. The Organizer may refuse the participation of executive organizers of competing exhibitions, their subsidiaries, agents, or related enterprises. If any party is found to have deceptively registered to exhibit, their participation will be terminated immediately, all fees paid will be non-refundable, and they must vacate the venue at once. The Organizer is not responsible for any damages or losses incurred by such Exhibitors, including but not limited to business losses and removal costs. The Organizer retains full authority to determine, interpret, and enforce this provision without objection.
2. The Organizer reserves the right to assign floor space, booth location, and the number of booths based on product categories, registration status, and booth demand. The Organizer also retains the right to decide whether to accept applications, adjust booth areas, and approve the requested number of booths, taking into account the nature of the products exhibited and the applicant’ s record of participation in the Organizer’ s international trade shows or other domestic and overseas promotional events.

APPENDIX 3

3. If an Exhibitor withdraws for reasons not attributable to the Organizer, the exhibition deposit will not be refunded once paid. Exhibitors who withdraw after booth assignment will not receive any refund of exhibition fees, regardless of the reason.
4. The Organizer may change the exhibition date or venue, or cancel the exhibition. If such changes or cancellations are required due to natural disasters, notifiable infectious diseases (e.g., COVID-19), or other force majeure events, all fees paid (including deposits) will be non-refundable. The Organizer is not liable for any resulting damages.
5. To ensure the proper handling of the exhibition, the Organizer may implement health and safety measures (e.g., infectious disease prevention, public health requirements) in compliance with applicable laws and prevailing conditions. Exhibitors agree to comply with such measures from registration through the close of the exhibition and accept the health risks involved (including but not limited to infection, quarantine, or restricted access). Exhibitors shall not bring civil, criminal, or administrative claims against the Organizer regarding these measures.

During the Exhibition Period and Move-In/Move-Out

1. Unless otherwise specified, persons under 12 years of age are prohibited from entering the Exhibition to ensure safety and order.
2. Exhibitors shall collect one identification badge per person at the location designated by the Organizer during move-in. Badges must be worn at all times when entering or leaving the venue throughout the Exhibition period (including move-in and move-out).
3. Lending or transferring an Exhibitor badge to any third party—whether or not they are another Exhibitor—is strictly prohibited. Once verified, the Organizer may confiscate the badge on site and bar both the Exhibitor who lent or transferred it and the recipient from registering for the next Exhibition. The Organizer shall not be liable for any damages suffered by violators and reserves the right to seek compensation for damages and losses caused. All badge holders are deemed personnel of the Exhibiting entity, and this presumption shall not be rebutted. Any violation by a badge holder shall be deemed a violation by the Exhibitor, who shall bear full legal responsibility for the holder’s actions.
4. During move-in and move-out, Exhibitors and related personnel shall prepare and correctly wear their own hard hats while inside the exhibition venue. Failure to do so constitutes a violation of occupational safety and health laws, for which the Exhibitor and its personnel shall bear sole legal responsibility. The Organizer assumes no liability in such cases.
5. Exhibitors may not bring exhibited products into or out of the venue between 10 a.m. and 6 p.m. each day of the Exhibition (until 4 p.m. on the final day), except for light personal belongings. Additional exhibited products may only be moved into the venue between 9 a.m. and 10 a.m. on the first day of the Exhibition, or between 9:30 a.m. and 10 a.m. on subsequent days.
6. Exhibitors who do not wish their exhibited products to be photographed or filmed by visitors shall display signs in both Chinese and English stating “Do Not Take Photos” or “Do Not Record Videos.” However, Exhibitors must cooperate with the Organizer’s contracted photographers and accredited reporters carrying Organizer-issued PRESS badges for purposes of event promotion.
7. Exhibitors shall implement appropriate security and safety measures for their exhibited products, and post required notices and warnings in both Chinese and English in a clear and visible manner in accordance with applicable law. Booths must be kept clean and unobstructed at all times. Exhibitors are responsible for ensuring the safety of their personnel and visitors, maintaining a safe distance between people and equipment, and deploying additional staff when crowding occurs to prevent

APPENDIX 3

collisions or other accidents. If an accident occurs in an Exhibitor's booth, the Exhibitor shall immediately handle the situation. Should such accidents or disputes result in claims, compensation demands, or litigation involving the Organizer, the Exhibitor shall unconditionally and fully indemnify the Organizer for all damages and expenses incurred.

8. Exhibitors shall verify that booth water and electricity installations are functioning properly. Once the installations have been accepted in the presence of the Organizer's designated contractor, the Exhibitor shall bear full responsibility for any subsequent malfunctions or issues.
9. After the Exhibition closes, Exhibitors shall restore their booths to vacant space within the time specified by the Organizer and remove all items not belonging to the venue (including but not limited to exhibited products, booth decorations, and personal belongings). The Organizer is not responsible for safekeeping exhibits. Any items remaining after move-out shall be deemed abandoned, and the Exhibitor shall forfeit all rights of ownership. The Organizer may dispose of such items at its sole discretion, and the Exhibitor shall bear all related costs, including removal and disposal. Such incidents may be recorded and considered in future exhibition applications.
10. Exhibitors intending to use livestreaming, digital interactive devices, or other technologies involving the capture of visitors' images must notify the Organizer in advance in writing and ensure compliance with applicable laws, including the Personal Data Protection Act and regulations protecting individuals' right to their image, to safeguard visitor rights.
11. Exhibitors are strictly prohibited from using equipment with facial recognition functions for data collection, identification, or comparison. The Organizer may require removal of such equipment, termination of the technology, and immediate cessation of related activities.
12. Exhibitors acknowledge and agree that the Organizer may take photographs, videos, audio recordings, and live broadcasts within the Exhibition venue and related activities, and may use such materials for promotional purposes without prior notice or remuneration. Exhibitors shall inform their personnel, vendors, suppliers, and visitors of this practice and are responsible for securing their consent. Should any claim of personal data infringement be made against the Organizer, the Exhibitor shall provide proof of consent from the relevant parties and shall indemnify the Organizer for all resulting damages, including but not limited to attorneys' fees.
13. If the organizer discovers an Exhibitor engages in any of the following conduct and fails to correct the issue as required, the Organizer may cancel the Exhibitor's qualification, terminate participation, or suspend utilities (water and electricity). All fees paid shall be forfeited. The Exhibitor shall be barred from participating in Organizer-run exhibitions for at least two editions, and all accumulated exhibition years shall be reset to zero. The Organizer is not responsible for any losses or damages the Exhibitor may incur as a result of these actions. If the Organizer suffers damages or becomes involved in litigation as a result, the Exhibitor shall bear all compensation liabilities, including but not limited to attorney and court fees, and may not raise objections:
 - (1) Submitting forged or false documents, materials, or fraudulently using another party's name.
 - (2) Refusing to comply with Organizer rules for entry and exit of the venue.
 - (3) Entering or leaving the venue with another person's identification documents, or altering/forging such documents.
 - (4) Discrepancies between the product catalog submitted at registration and actual products displayed.
 - (5) Failure to pay exhibition fees at least ten days prior to the opening.

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- (6) Refusing or withdrawing authorization for the Organizer to use Exhibitor information for the Official Directory.
- (7) Leaving rented booths empty or unattended during the Exhibition.
- (8) Continuing to sell, display, or advertise products suspected of infringing others' intellectual property rights.
- (9) Exhibiting products or using display methods in violation of the Civil Code, Consumer Protection Act, Fair Trade Act, Commodity Labeling Act, Commodity Inspection Act, Act Governing Food Safety and Sanitation, or other applicable laws and regulations.
- (10) Exhibiting products or using display methods likely to disrupt public order or offend public (11) morals.
A third party presents a settlement letter, civil judgment, or criminal conviction (final or not)
- (12) proving infringement by the Exhibitor' s products.
(7)Booth signage or decoration inconsistent with the Chinese or English information
- (13) provided in registration.
(8)Subletting or transferring booths, or exhibiting under the name of a non-registered entity (including sponsors, affiliated enterprises (parent or subsidiary companies), or branches or
- (14) subsidiaries of the originally registered company in other regions).
Exhibiting products manufactured, produced, sold in, or imported from regions prohibited
- (15) by the Taiwan government, or otherwise prohibited by law.
- (16) Exhibiting products inconsistent with the Exhibition theme.
- (17) Engaging in retail sales within the Exhibition venue.
Publicly displaying music, videos, images, graphics, or other materials likely to infringe
- (18) intellectual property rights.
Displaying products or posting, distributing promotional materials outside the booth area,
- (19) including public facilities, pathways, walls, and pillars.
- (20) Conducting promotional activities or placing corporate/personal items in public areas.
- (21) Packing products early, moving out prematurely, or engaging in similar conduct.
- (22) Leaving products or personal belongings in the venue after move-out.
Engaging in inappropriate conduct such as aggressive sales tactics or restricting visitors' personal freedom. Upon verification, the Organizer may order immediate withdrawal from the Exhibition or bar future participation.

Decoration and Construction

1. Except for the start-up area and standard booths where decoration charges are included, all booths are provided as bare space without carpets or partitions. Exhibitors must arrange their own basic decoration, which shall include at minimum carpeting, wall partitions, and exhibitor signage. Exhibitors may not use the bare ground as an exhibition booth.
2. Before beginning booth decoration, Exhibitors must submit the required documents—including a decoration affidavit and applications for water and electricity—within the deadlines set by the Organizer. Failure to comply with these deadlines, resulting in delays or loss of rights, shall be the sole responsibility of the Exhibitor. No refunds or adjustments to participation terms will be
3. granted.
Exhibitors intending to install stage sound equipment, aerial balloons, two-story booths, or decorations exceeding 4 meters in height must obtain prior approval from the Organizer (see the Exhibition Handbook for details). Without approval, the Exhibitor must dismantle such structures immediately at its own expense or promptly submit an application upon discovery by the Organizer. The Organizer is not liable for any resulting damages or losses.

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- (1) If such equipment or structures are erected without approval, an additional usage fee of NT\$50,000 will be charged for the violation.
 - (2) Applications submitted after the deadline but before the Exhibition opens shall incur a violation usage fee of NT\$10,000.
 - (3) Applications submitted during the Exhibition period (July 17th to 19th) shall incur an illegal usage fee of NT\$30,000.
4. Exhibitors shall ensure that third-party vendors (including decorators and construction personnel) comply with the Occupational Safety and Health Act. Requirements include, but are not limited to: proper wearing of hard hats at all times, prohibition of topless work, prohibition of gambling, prohibition of smoking or chewing betel nuts, and prohibition of unprotected use of ultra-high ladders.
- (1) If violations result in the Organizer or venue being penalized by authorities, the Exhibitor shall unconditionally indemnify the Organizer and venue for all damages, including administrative and criminal fines. Exhibitors acknowledge that the Organizer has fulfilled its duty to inform and publicize these rules, and may not claim exemption based on lack of knowledge.
 - (2) In the event of a major accident caused by such violations that hinders Exhibition progress or affects public safety, the Organizer may cancel the Exhibitor's qualification depending on severity, and reserves the right to seek damages according to law.
5. When constructing walls using venue columns, Exhibitors must leave openings to fully expose fire and electrical equipment (e.g., fire alarms, sprinklers, extinguishers, distribution boxes, grounding panels). No partitions, locks, obstructions, or stacked items may block access, use, inspection, or maintenance of such facilities.
6. Compartments housing refrigeration equipment must remain unlocked and unobstructed to allow Organizer night patrol staff to check power supply. If access is denied and damages result, liability rests solely with the Exhibitor.
7. If an Exhibitor engages in any of the following conduct and, after being notified, fails to correct within the time limit set by the Organizer, the Organizer may cancel participation, terminate utilities, and forfeit all fees paid. The Exhibitor will be barred from Organizer-run exhibitions for at least two editions, and accumulated years of participation will be reset to zero. The Organizer bears no liability for any resulting damages or losses suffered by the Exhibitor. If the Organizer incurs damages or litigation as a result, the Exhibitor shall bear full compensation liability, including attorney and court fees, without objection:
- (1) Using bare ground as an exhibition booth.
 - (2) Installing stage sound equipment, aerial balloons, two-story booths, or decorations over 4 meters without prior application and approval.
 - (3) Failing to comply with fire safety rules in column wrapping operations, or obstructing access to electrical boxes in enclosed columns (e.g., by locks or other barriers).

Occupational Safety and Health

1. If an Exhibitor engages in conduct that disrupts public order, offends public morals, harms the image of the exhibition venue, endangers public health or safety, or otherwise hinders the order or quality of the Exhibition, and fails to correct the issue after discovery and request by the Organizer, the Organizer may immediately cancel the Exhibitor's qualification, terminate

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participation, or suspend water and electricity. All fees paid shall be forfeited. Violators shall be barred from participating in TAITRA-organized exhibitions for at least two editions, and accumulated years of participation shall be reset to zero. The Organizer shall not be liable for any losses or damages suffered by the Exhibitor as a result. If the Organizer incurs damages or becomes involved in litigation, the Exhibitor shall bear full liability for compensation (including but not limited to attorney's fees and court costs) and may not raise objections.

The above violations include, but are not limited to:

- (1) Using drones for aerial photography without Organizer approval.
- (2) Creating noise of 85 decibels or above.
- (3) Emitting smoke, exhaust, dust, foul odors, irritating gases, or volatile organic solvents during demonstrations or operations without adequate pollution-control equipment, thereby affecting neighboring booths or the Exhibition as a whole.
- (4) Improper or negligent installation, operation, maintenance, or management of booth facilities, items, or exhibits causing injury, death, or property damage to Exhibitor staff, Organizer staff, managers, or third parties.
- (5) Causing a fire through booth design, construction, or improper use of electrical appliances.
- (6) Harassing, using indecent language, ranting, insulting, intimidating, coercing, or harming staff, fellow Exhibitors, visitors, or other personnel.
- (7) Using inappropriate mobility devices such as two-wheeled transporters, skateboards, or similar equipment inside the venue.
- (8) Drunkenness and similar inebriated behavior at the exhibition venue.
Carrying prohibited articles, explosives, flammable materials, or other dangerous items that may cause injury, property damage, or threaten order and safety.
- (9) Wearing foul-smelling clothing, slippers, or carrying unclean items that damage the venue's image.
- (10) Failing to ensure the safety of Exhibitor personnel and visitors, including maintaining safe distances from equipment and machinery.
- (11) Any other conduct affecting venue order, exhibition progress, or the safety of people and property.

Insurance

1. During the Exhibition period (including move-in and move-out), Exhibitors shall assign personnel to safeguard exhibited products, decoration materials, engineering facilities, and equipment. Valuable exhibits must be insured at the Exhibitor's own expense, and security personnel should be engaged as needed. The Organizer bears no responsibility for any loss or damage.
2. From the time exhibits and decoration materials are delivered to the venue until they are removed after the Exhibition, Exhibitors shall obtain, at their own expense, adequate insurance coverage. Such coverage shall include, but is not limited to: fire insurance, theft insurance, water damage insurance, and public liability insurance (including supplementary coverage for natural disasters such as typhoons, earthquakes, floods, and heavy rain). Exhibitors are solely responsible for the operation, maintenance, and safety of their rented booth space, facilities, and personnel, and must ensure this relevant insurance is effective throughout move-in, the Exhibition, and move-out.

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3. When Exhibitors organize activities in their booths, they must provide participants with clear on-site safety information and precautions, and shall be fully responsible for maintaining participant safety. In the event of injury, accident, or dispute among participants, the Exhibitor shall immediately handle the matter and bear all related legal liabilities. If such incidents result in claims, demands for indemnification, or litigation against the Organizer, the Exhibitor must unconditionally compensate the Organizer for all damages and expenses incurred, including legal fees.

Protest or Petition

1. If an Exhibitor engages in any of the following conduct and, after discovery by the Organizer, fails to make corrections as required, the Organizer may disqualify the Exhibitor, terminate participation, or suspend utilities (water and electricity). All fees paid shall be forfeited. The Exhibitor shall be barred from Organizer-held Exhibitions for at least two years, and accumulated years of participation shall be reset to zero. The Organizer shall not be liable for any losses or damages arising therefrom. If the Organizer incurs damages or becomes involved in litigation as a result, the Exhibitor shall bear full compensation liability (including but not limited to attorney' s fees and court costs) and may not raise objections:
 - (1) Allowing disputes not caused by the Organizer to escalate into disturbances, public petitions, or protests at the Exhibitor' s booth or within the Exhibition venue, thereby affecting order or damaging the image of the Exhibition.

Information Security

1. Special Clauses for Information Security
 - (1) Exhibitors shall maintain information and communication security, comply with the Cyber Security Management Act, its implementing regulations, and all cybersecurity rules and standards promulgated by the Executive Yuan, and observe the cybersecurity measures required by the Organizer. Upon discovering any cybersecurity incident affecting the Organizer, the exhibition venue, or the Exhibitor, the Exhibitor shall notify the Organizer within thirty minutes, cooperate fully, and follow all emergency response measures.
 - (2) For information and communications software, hardware, or services used in the Exhibitor' s business operations, if the competent authority publishes a list of manufacturers or products deemed to endanger national cybersecurity under the Principles for Agencies to Restrict the Use of Products that Endanger National Cybersecurity, Exhibitors are prohibited from using any products from these manufacturers or those listed. This prohibition applies equally to any subsequent adjustments or updates to the list.
 - (3) If Exhibitors use LED message boards, electronic screens, or other devices to display content to the public, they must ensure that the content is lawful and does not offend public morals or disrupt social order. If inappropriate content is displayed due to hacking or other unauthorized interference, the Exhibitor shall immediately terminate the broadcast and comply with the notification and response requirements set forth in
 - (4) Paragraph 1 of this Article.

If the Organizer suffers damages due to an Exhibitor' s violation of this Article—including but not limited to claims, demands for compensation, or litigation—the Exhibitor shall compensate the Organizer for all direct and indirect damages, including but not limited to attorney and court fees. If the rights of third parties are harmed, the Exhibitor shall also assume full liability without delay.

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PRODUCT CODES

TAITRA CODE	Product Name
519010	Non-edible Animal & Plant Oil
53	Chemicals
534510	Acrylic Emulsion
534520	Cyanoacrylate
534525	Water-Based Resin
534530	Epoxy Resin
534550	Polyurethane Adhesive
534560	Polyvinyl Acetate Resin (PVA)
532020	Acrylonitrile Butadiene Styrene (ABS)
532030	UV Curable Resin
535525	Craft & Furniture Paint
535599	Other Paint & Coating
54	Beauty & Personal Care
5420	Skin Care
542070	Essential Oil
5450	Nail Supplies
545005	Nail Polish
545010	Artificial Nails & Nail Art
5470	Perfume & Deodorant
547005	Perfume
547010	Deodorant & Antiperspirant
5480	Personal Care
548005	Soap
548010	Body Wash/ Shower Gel
548020	Hand Wash
55	Textile & Leather
5510	Genuine Leather
5520	Furskin
5530	Synthetic Leather
5540	Fiber
5550	Yarn
5560	Fabric
555010	Cotton Yarn
56	Apparel & Accessories

TAITRA CODE	Product Name
5625	Garment Accessories
57	Luggage, Bags & Cases
5740	Bag Hardware
60	Tools
6010	Hand Tools
6020	Pneumatic Tools
6030	Power Tools
6060	Garden tools & Living ware
6070	Tool Sets
6080	Tool Organizers
61	Machinery
612440	Laser Engraving Machine
613024	Saw Machine
613026	Band Sawing Machine
613206	Plastic Blowing Moulding Machine
614266	Perforator
614268	Sewing Machine
614270	Embroidery Machine
614272	Crochet Machine
6192	3D Printer / Additive Manufacturing Equipment
64	Consumer Electronics
645010	Video Game Console
642005	Video Camera
642008	Action Camera
642010	Digital Camera
642015	Film Camera
642020	Camera Lenses & Filter
642030	Tripod & Monopod
642035	Camera Flashes & Flash
642040	Photo Studio
652050	Aroma Diffuser
67	Computer
676545	Game Software
676525	Graphics & Multimedia Software
676545	Game Software
79	Toys, Baby & Pet Products

TAITRA CODE	Product Name
7910	Dolls & Stuffed Toys
791005	Stuffed Toy
791010	Doll
791015	Doll Apparel & Accessories
791020	Paper Doll
791025	Dollhouse Miniature
791030	Stress Reliever
791035	Doll & Stuffed Toy Parts
7930	Games & Models
793005	Action Figure
793010	Diecast Toy
793015	Model & Model Kit
793020	Tabletop Game
793025	Dice
793035	Miniatures
7940	Educational Toys
794005	Puzzle
794010	Building Blocks
794015	Playdough
794020	Toy Musical Instrument
794025	Reading & Writing Toy
794030	Math Toy
794035	Nature & Science Toy
794099	Other Educational Toy
7960	Balloons & Classic Toys
82	Office & School Supplies
821005	Pen
821010	Marker Pen
821015	Pencil
821020	Crayon
821025	Modeling Clay
821030	Water Color & Tool
821035	Calligraphy Supplies
821025	Modeling Clay
822030	Paper Scissors & Cutter Knife
822035	Paper Trimmer
822040	Cutting Mat

TAITRA CODE	Product Name
8230	Tapes & Glue
83	Gifts & Crafts
834010	DIY Handicraft Material
834020	Carving & Sculpter
834040	Wind Chime & Hanging Ornament
834050	Vase
834060	Painting
834099	Other Crafts & Decors
8345	Festive & Party Supplies
834510	Christmas Decoration Supplies
834520	Event Supplies
834540	Light Stick
834550	Decorative Flower & Wreath
835010	Candle Holder
835020	Candle
835520	Incense
84	Packaging, Printing & Advertising
847020	Book
847030	Magazine
847040	Poster
847060	E-book
85	Services
850550	Cloud Computing & IT Services
850558	3D Printing / Additive Manufacturing
850565	Government and Industrial Association
850599	Other Business & Industrial Services
851010	Publishing Services
852005	Wholesale
852010	Retail
852015	Franchising Agent
852505	Education Services
852510	Training Services
855025	Entertainment & Leisure Services
855030	Beauty & Hair Services
855035	Computer Animation
855040	Interactive Entertainment/ Immersive Experience/ Somatosensory Technology