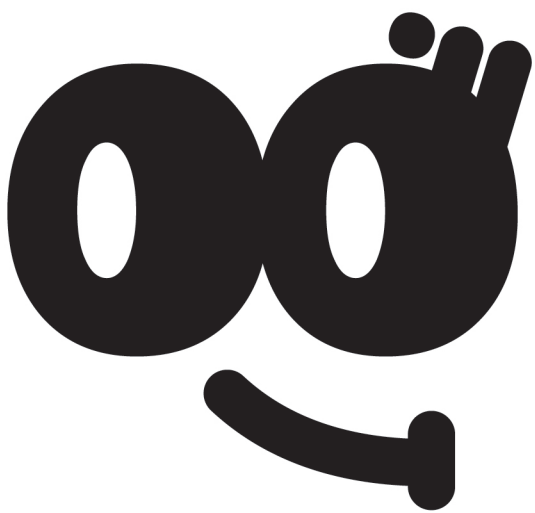


Illustration Taipei



2024 Apr.4.03  4.07

ILLUSTRATION TAIPEI
Exhibition Brochure

1. | About Illustration Taipei

"Illustration Taipei" is the largest premier illustration fair in Taiwan. The event was created with the perspective of creators in mind, with "international exchange" and "creating business opportunities" at its core. The annual "Illustration Taipei" show accompanies creators in their search of future direction and opens their gateway to the international community.

- International Exchange

- "Illustration Taipei" will invite creators from many countries to participate in the exhibition, and also form partnership alliances with renowned international design exhibitions to support Taiwanese creators in stepping onto the global stage.

- Creating Opportunities

- The largest illustration exhibition in the country features hundreds of creator and industry booths. The tremendous consumer opportunities and industry matchmaking generated by the gathering of "Creator x Industries x Consumer" help to supercharge the development of Taiwan's illustration ecosystem.

Retrospective on the First Show

The first Illustration Taipei show was held in the fall of 2022 with "Gift" as its theme at Huashan 1914 Creative Park.



Even affected by COVID-19, the 4 days show still gathered from **7** countries

7

countries

198

creators and peripheral businesses

more than

60,000

illustration fans and buyers visiting the show.

The twin focus of Illustration Taipei are “International Exchange” and “Creating Opportunities.” In addition to inviting hundreds of local and foreign buyers, the first Illustration Taipei also partnered with “The Seoul Illustration Fair” in Korea to give Taiwanese creators a step up onto the international stage.



▲ Raimochi, Little Yellow Studio, and Dong² formed the 2022 Illustration Taipei in Seoul team that took part in the Seoul Illustration Fair in December.



▲ The widely popular key visual design was created by popular creator Raimochi. She likened creators and their talent to stars that twinkle in the night sky. The same creators bring gifts (artworks) of happiness to Illustration Taipei.

2024 Illustration Taipei

My Melody – Painting Our Emotions Through Music



Music is like painting in that it can come in all different styles, each with their own adherents! Everyone has (had) a special song or melody! "My Melody" has been chosen as the theme for the 2nd Illustration Taipei in 2024. Participating exhibitors/creators are invited to find their special song, let the melody become their muse and turn the music into artworks that tell a story. Every booth will become a mini stage with you as the star!

*This work encourages originality and should not be presented in the form of derivative works, homage, etc.

2. Show Info

Show Hours

Wednesday, April 3th - Sunday, April 7th, 2024

VIP Day	Wednesday, April 3 th - 13:00 ~ 18:00
Public Day	Tuesday, April 4 th - 10:00 ~ 18:00
	Friday, April 5 th - 10:00 ~ 18:00
	Saturday, April 6 th - 10:00 ~ 18:00
	Sunday, April 7 th - 10:00 ~ 18:00

* Public Day is also open to VIPs and buyers.

Venue

EXPO Dome, Taipei Expo Park

Website

<https://www.illustrationtaipei.com/>

Organized by

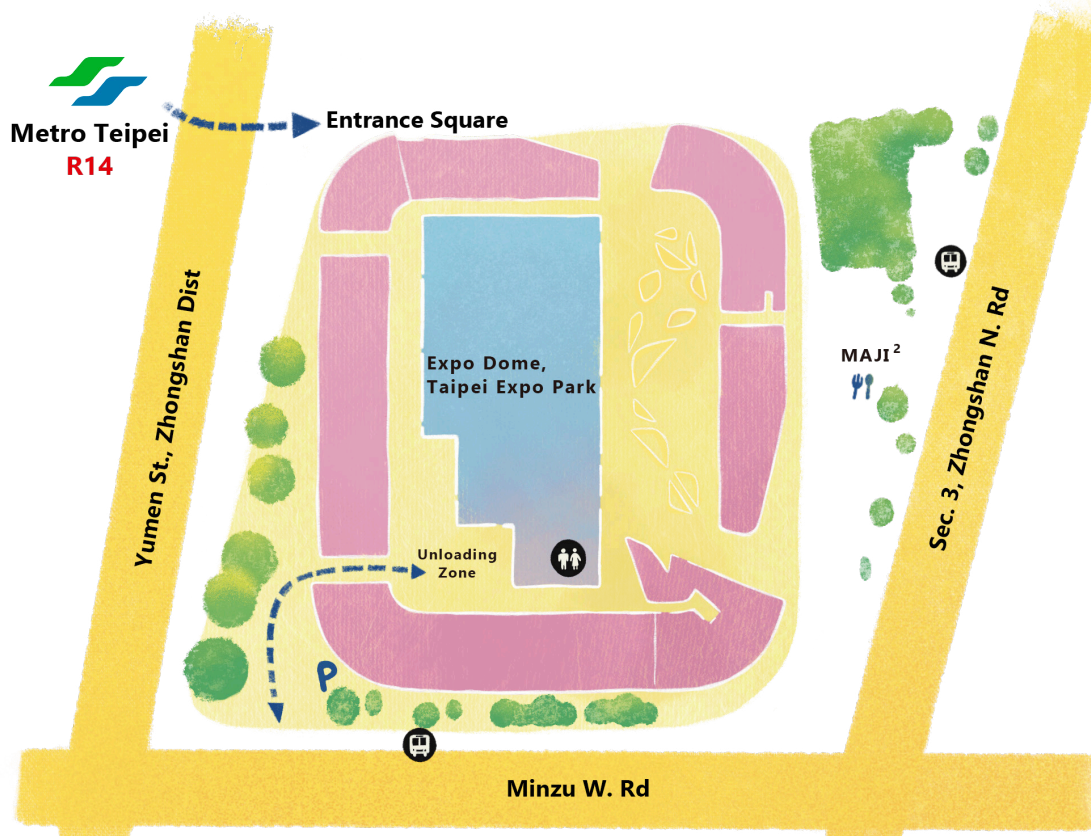
Golden Seal Int'l Trade Fair Service Agency Corp.
Taiwan Creative Industry International Association

Advised by

The Ministry of Culture of Taiwan

Implemented by

BOMBOM Studio



3. | Show Highlight

Why Illustration Taipei?



Multi-Function Platform for Illustration Applications

In addition to serving as a venue for quality creators to get together, the show also invited local and foreign industries with the potential for graphics licensing to take part as well. By connecting creators/brands, suppliers, channels, and agents, the show becomes an illustration industry platform for multi-modal networking on business models such as graphics commercialization, graphics content generation, and graphics IP licensing.

Best Channel for Connecting with Branded Channels

The first Illustration Taipei show held in 2022 was attended by more than 200 professional buyers. The show not only offered brand marketing and merchandising targeted at ordinary consumers, but opportunities for professional buyers and local selected shops to discuss business collaboration and licensing matters.

Key local buyers included ▼



President Chain Store Corp.,



LINE Taiwan



Everrich



Eslite Life



Pentel



beanfun! (Gamania)



Chunshuitang



Kuangchuan Food

High Precision Targeted Exposure of Traffic

Meet all the different targets including "exposure," "recruitment," "profit," "matchmaking" and "exchange" in one go!

Illustration Taipei attracts consumers and buyers with a keen interest in illustrations. The founding show alone attracted 60,000 visitors! The second show is moving to larger premises at Taipei Expo Park with a goal of generating more than 100,000 in highly targeted traffic!



4. | Marketing

Comprehensive online/offline marketing network with chosen media invited to become strategic partners and KOL reviews to maximize event exposure.

- Online advertising (Overseas IG adds/ticketing ads)
- Bus advertising
- Exposure from participation in overseas exhibitions
- Strategic media: (as below)



Special Events at the Show



▲ Asia Illustration Summit



▲ Illustration Main Stage vs. Fan Meet & Greet




▲ Annual Add-on Thematic Exhibition

5. | Application

How to sign up for 2024 Illustration Taipei ?

- Eligibility
- ① Local or international image creators.
 - ② Domestic/overseas original character and IP licensing agencies
 - ③ Peripheral merchandise development or designers for stationery, giftware, and homeware


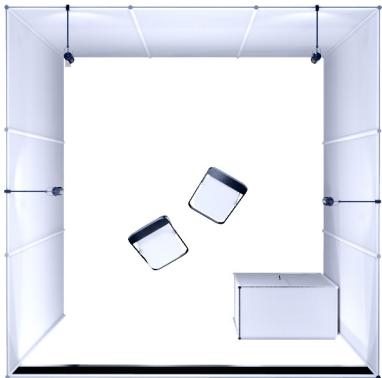
Booth Prices

Booth Display	Booth Size	Fixed Price	Early bird discount
<p>White System Panel</p>  	4.5 m ²	USD \$750	USD \$675
<ul style="list-style-type: none"> ● Includes White system panel 250cm/H, 1 fascia board with company name, 1 display table(W100*D50*H100), 2 folding chairs, 3 standard spotlights, 1 power socket 500W(110V) ● 4.5 m² booths is only available for individual image creators / brand to apply. ● Exhibitors who applied for 4.5 m² booths will receive 2 exhibitor badges and 3 Illustration Taipei tickets per 4.5 m² space. 			

● Early bird discount

- Complete the online registration (registration time is based on online registration time)
- before December 31, 2023, and make full payment of booth fees in the period specified by
- the organizer to be eligible for the early bird discount.
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Booth Prices

Booth Display	Booth Size	Fixed Price	Early bird discount
White System Panel  	9 m ²	USD \$1300	USD \$1170
<ul style="list-style-type: none"> Includes White system panel 250cm/H, 1 fascia board with company name, 1 display table(W100*D50*H100), 2 folding chairs, 4 standard spotlights, 1 power socket 500W(110V) Exhibitors who applied for 9 m² booths will receive 3 exhibitor badges and 6 Illustration Taipei tickets per 9 m² space. 			
Booth Display	Booth Size	Fixed Price	Early bird discount
Raw Space	18 sqm min.	USD \$114/sqm	USD \$107/sqm

● Early bird discount

- Complete the online registration (registration time is based on online registration time) before December 31, 2023, and make full payment of booth fees in the period specified by the organizer to be eligible for the early bird discount.
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Sign Up Procedures



Submission of application documents

Please register an account and submit the application online at illustrationtaipei.com/2024-exhibit/

The deadline for application is February 29, 2024.

For any application related questions, please contact us at :
inquiry@illustrationtaipei.com

☎ 886-2-2346-0508



Reviews by the review panel

In order to maintain the quality of the event, Illustration Taipei reserves the right to review and qualify exhibitors.

After successful submission of the application form, the Illustration Taipei review panel will conduct the first stage of online reviews, and exhibitors who have passed the review process will be notified of the successful application before making payment for their booths.



Payment of booth fees

① Remittance Account:

Bank Name: Mega International Commercial Bank. - Sung Nan Branch

Bank Address: No.234,Sec 5, Nanking East Rd., Taipei, Taiwan

Account No: 042-53-00247-1

Swift Code: ICBCTWTP 042

Company Name: Golden Seal Int'l Trade Fair Service Agency Corp.

Company Address: 16F., No. 161, Songde Rd., Xinyi Dist., Taipei City 110, Taiwan

② For international remittance, please use "full payment" while the related handling fee shall be borne by the exhibitor.



Booth allocation

① Priority will be given to exhibitors that lease the highest number of booths.

② If the number of booths is the same, booths will be selected according to the order of completion of payment. (Payment must be made within the payment deadline as notified by the organizer)

③ If all of the above are the same, lots will be drawn to determine the order of selection.

6. | Rules and Regulations of the Exhibition

I. Applications to Exhibit

- 1 Applicants must fill in the application information on the official website of Illustration Taipei to apply for participation in the exhibition within the time limit. After submitting the information, the applicant agrees to be bound by these regulations and both parties enter a legally binding agreement.
- 2 The applicant shall ensure the accuracy of the application information and shall not change the content arbitrarily without the consent of the Organizer after the application is submitted. If the application does not match the actual content of the exhibition, the organizer reserves the right to disqualify the exhibitor or remove the unexamined content, and the related costs shall be borne by the exhibitor.
- 3 The Organizer reserves the right to decide whether or not to select an applicant based on its brand style attributes and buyers' purchasing needs, as well as the right to make the final decision on the eligibility for participation. There is no obligation for the Organizer to disclose the reason for an exhibitor not being selected.
- 4 After being selected, the Organizer reserves the right to use the public information provided by the exhibitors in the application system for exhibition-related services and use.
- 5 Each booth can only be represented by a single creator or manufacturer. Exhibitors are strictly prohibited from booth sharing unless it has been otherwise approved by the organizer under particular circumstances. The organizer reserves the right to cancel, eject or prohibit any exhibit and Exhibitor or its representatives upon the violation.

II. Booth Arrangements

- 1 Exhibitor's order of booth allocation:
 - (1) The exhibitor that leases the higher number of booths will be given priority.
 - (2) If the number of booths is the same, booths will be selected according to the order of completion of payment.
(Payment must be made within the payment deadline as notified by the Organizer)
 - (3) If all of the above are the same, lots will be drawn to determine the order of selection.
- 2 In light of the overall planning of the exhibition, the Organizer will use the theme and type of exhibition proposed by the exhibitor as the basis for booth arrangement.

III. Booth Design and Use

- 1 The configuration, arrangement, planning and open side of the booth dimensions shall be based on the floor plan published by the Organizer and no other space shall be used without the permission of the Organizer.
- 2 The Organizer will appoint a contractor to carry out the construction of the booths of the exhibitors.
- 3 In view of the visual presentation of the exhibition venue and electrical safety considerations, the Organizer strictly prohibits exhibitors from bringing their own lighting fixtures for installation and reserves the right to request violators to remove them. The booths will be inspected on site, and if violations are found, the non-compliant items will be removed immediately and applications for the following year's exhibition event by the non-compliant exhibitor will not be accepted.
- 4 The booth design shall comply with the safety regulations of the exhibition venue and be consistent with the overall image of the event. The Organizer reserves the right to adjust, prohibit or remove any design that is inappropriate in structure or inconsistent with the image of the exhibition, as well as any work that involves public safety concerns.

IV. Transportation

- 1 Exhibitors are required to complete their own customs clearance procedures for import to and export from Taiwan. If exhibits are sold during the exhibition period, exhibitors are required to pay Taiwan sales tax and income tax on the sold exhibits.
- 2 The Organizer of Illustration Taipei will announce on the official website the transportation partners of the exhibition setup and takedown service center. Exhibitors may contact the service center for any inquiries.

V. Withdrawal of Exhibitors

- 1 In the event of force majeure, such as natural disasters, epidemics or political and economic factors that may seriously affect the normal operation of the exhibition, the Organizer reserves the right to decide to postpone or shorten the exhibition period, and the related postponement or shortening of the exhibition period shall be handled in accordance with the Organizer's announcement.
- 2 If the exhibition cannot be held due to force majeure, restricted border control measures by the government or other epidemic prevention requirements that may impact the normal running of the exhibition, the Organizer will refund the remaining amount after deducting 50% of the total booth fee paid.
- 3 Exhibitors who have been notified of their eligibility to participate in the exhibition and have completed payment must notify the organizer in writing if they are unable to participate in the exhibition for any reason.

The Organizer's refund criteria are as follows:

- (1) If the application for refund by the applicant is submitted before October 31, 2023 (inclusive), 50% of the total booth fee paid will be deducted and the remaining amount will be refunded to the exhibitor.
- (2) If the application for refund by the applicant is submitted before December 31, 2023 (inclusive), 80% of the total booth fee paid will be deducted and the remaining amount will be refunded to the exhibitor.
- (3) No refunds will be made to those who submit their applications after January 1, 2024 (inclusive).
(The date of written notice will be determined based on postage stamp date)

VI. Setup and Takedown of Booths

- 1 The schedule of exhibition setup and takedowns will be announced in the exhibition manual.
- 2 During the exhibition period, exhibitors are not permitted to remove any objects without the permission of the exhibition organizers.
- 3 Exhibitors should follow the instructions of the Organizer and its contractors to set up and take down the respective booths and should not withdraw before the end of the exhibition.
- 4 The Organizer shall not be responsible for any derived impact from the location and surrounding environment of the exhibitor's booth.
- 5 Before the exhibition, the booth location and the design of the exhibition hall may be changed. The Organizer reserves the right to rearrange the exhibition location in order to maintain the overall sound planning of the exhibition hall; if necessary, the Organizer will adjust the size of booths according to the proportion of the additions and modifications, and exhibitors shall not object to any such changes.
- 6 Exhibitors should be made fully aware that the temporary columns inside the booths contain power supply boxes, fire extinguishers, fire hydrants and air quality detectors, and the organizer will use plywood to beautify the columns in accordance with the exhibition venue decoration regulations, and cooperate with the venue operator during the exhibition to carry out switch-on and switch-off operations or hardware maintenance.

- 7 Exhibitors should complete the takedown of the exhibition booth within the stipulated time. If not completed within the time, the Organizer reserves the right to evacuate the venue and remove the exhibitors' items, and the related costs shall be borne by the non-compliant exhibitors.
- 8 Exhibitors must follow the organizer's directions during move-out including move-out due to special circumstances or after the end of the show. Non-compliant exhibitors will be required to compensate the organizer for any resulting losses or costs.

VII. Environmental Cleanliness

- 1 The Organizer only provides cleaning of public spaces and aisles. The exhibitors are responsible for ensuring the cleanliness of their booths (e.g. general garbage).
- 2 Cleaning work during the exhibition should be completed before the exhibition opens each day.

VIII. Safety, Security, and Insurance

- 1 Exhibitors should insure their exhibits and their own safety (against fire, theft, robbery, damage, water damage, and the period should cover the exhibits after entering the exhibition site, during public exhibitions and the setup and take-down period), and wholly bear the risk and liabilities of damage to their booths. The Organizer and other staff are not responsible for any loss or damages of the exhibitors, exhibits and equipment.
- 2 To maintain the safety and order of the exhibition, if exhibitors wish to bring exhibits out of the exhibition hall, please go to the exhibition service desk with your exhibitor card, fill in required information, and then the Organizer will review and approve the release of your exhibits out of the premises.
- 3 During the setup and take-down period, the staff of the exhibitors must present their set-up and take-down passes or exhibitor passes to enter the exhibition premises.
- 4 The Organizer reserves the right to disqualify the exhibitor or remove the exhibitor's items without refunds if the exhibitor acts in a way that affects the sound operation of the exhibition or endangers the safety of the exhibition venue and the visitors, and the exhibitor shall fully bear all associated costs.

IX. Responsibilities of the Exhibitors

- 1 Exhibitors should arrange staff to participate in the exhibition and man their respective booths throughout the exhibition period.
- 2 Exhibitors are not allowed to sublet their booths, or transfer their booths to another exhibitor (partially or fully) without the consent of the Organizer. The Organizer reserves the right to immediately suspend the participation of any exhibitor that violates the regulations. The exhibitor shall not object to any such decision resulting from their breach of regulations.
- 3 In order to maintain the quality of the exhibition, exhibitors are requested to refrain from consuming food or drinks within the booth (except for water).
- 4 Exhibitors shall supervise their staff, invited guests and partners, such as delivery companies and exhibition design companies, to follow the rules and regulations of Illustration Taipei. In the event of any damages caused by an exhibitor to the Organizer, the exhibitor in question shall bear the cost and responsibility for the damage caused.

- 5 Exhibitors who sell merchandise on site must issue Uniform VAT invoices to customers in accordance with the provisions of the Value-added and Non-value-added Business Tax Act. For those exhibitors who are unable to issue invoices to consumers on site, the Organizer will provide invoicing services and set up cash registers at the exhibition venue. After receiving payment from customers, exhibitors should go to the cashier and issue invoices to customers. The payment will be reimbursed to the designated bank account of the exhibitor after the accounts have been verified by the Organizer with the exhibitor to be correct within 3 weeks after the exhibition. The Organizer is only responsible for collection and payment services on behalf of the exhibitor, and the final reimbursement is subject to the deduction of business tax and remittance handling fees.
- 6 It is strictly forbidden to exhibit counterfeit items that infringe on trademarks or the rights of others, or to use unauthorized images in booth design and promotional materials, etc. Exhibitors that violate the rules and regulations will be immediately suspended from exhibiting on the premises and disqualified from applying for exhibitions in the following year. The exhibitor shall also wholly assume all legal responsibilities.

X. Legal regulations and technical requirements

- 1 Exhibitors are responsible for cooperating with police security control, hygiene control and other legal regulations.
- 2 Exhibitors should comply with all the exhibition regulations at all times, including the regulations for renting exhibition space, the exhibition regulations published by the Organizer and the exhibitor manual. The Organizer reserves the right to disqualify any exhibitor who fails to comply with these regulations.

* For any outstanding issues not included in the exhibition regulations, the Organizer may revise the regulations as necessary.

Organized by | Golden Seal Int'l Trade Fair Service Agency Corp.
Taiwan Creative Industry International Association

Advised by | The Ministry of Culture of Taiwan

Implemented by | Bom Bom Studio