

2025.4.3^{THU.} — 6^{SUN.}

**Exhibition
Brochure**

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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 2nd Show

The 2nd Illustration Taipei, themed "OUR MELODY" was held at the EXPO Dome, Taipei Expo Park.



The 5-day event achieved remarkable success, related businesses from

9

countries participating,

with

339

creators

and attracted over

100,000

illustration fans & professional buyers!



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



▲ Pingrayk, Nuomi, and Little Heart formed the 2024 Illustration Taipei in Seoul team that took part in the Seoul Illustration Fair in July.



▲ The widely popular key visual design was created by popular creator Little Oil Art. We invited exhibitors/creators to dig out the song in their hearts, letting inspiration ride the melody and transform into works filled with stories.

2025 Illustration Taipei

CITY CANVAS



A classic event centered around illustration and the city, where amidst the hustle and bustle of urban life, illustration transforms into street signs or comforting items with its warm and joyful style and powerful creativity. Like seeds of the soul, they quietly sprout in the corners of alleys.

In this illustration-centric exhibition, the city's aesthetic inspiration permeates, bringing silent surprises and expectations to daily life. While soothing weary souls, it also allows us to savor the intimate moments where illustration art and everyday life are closely intertwined.

* We encourage original art works. Please do not present in them form of derivative works, homage, etc.

2. Show Information

Show Hours

Thursday, April 3rd - Sunday, April 6th, 2025

VIP Day	Thursday, April 3 rd , 2025 - 10:00 ~ 13:00
Public Day	Thursday, April 3 rd , 2025 - 13:00 ~ 18:00
	Friday, April 4 th , 2025 - 10:00 ~ 18:00
	Saturday, April 5 th , 2025 - 10:00 ~ 18:00
	Sunday, April 6 th , 2025 - 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

Ultron



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.

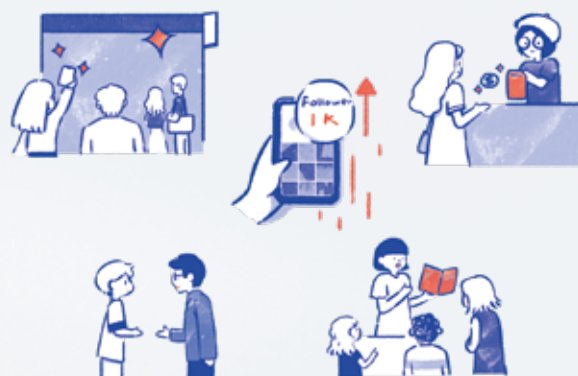


Best Channel for Connecting with Branded Channels

The second Illustration Taipei show held in 2024 was attended by more than 500 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.

High Precision Targeted Exposure of Traffic

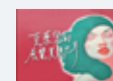
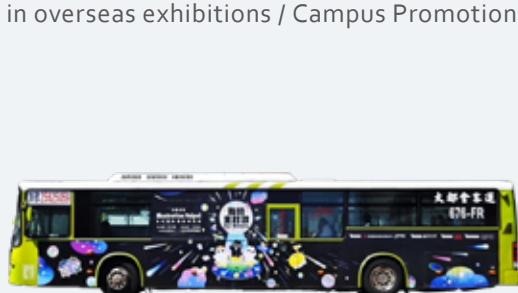
Meet all the different targets including "exposure," "recruitment," "profit," "matchmaking," and "exchange" in one go! Illustration Taipei attracts consumers and buyers with a keen interest in illustrations. The 2nd show alone attracted 100,000 visitors! The 3rd show will strive even harder to promote the illustration industry. In addition to offering more ticket discounts, the fair will implement a diverse range of marketing strategies, including campus promotions and inviting well-known domestic and international brand KOLs to participate. These efforts aim to attract more illustration enthusiasts with strong purchasing potential. Stay tuned!



4. Marketing

Comprehensive online/offline marketing network planning, inviting specific media as strategic partners and collaborating with KOLs for experience sharing, to maximize event exposure.

Online Advertising (Overseas IG ads/ticketing ads)/
Bus Advertising / Exposure from participation
in overseas exhibitions / Campus Promotion



Special Events at the Show

- Brand Sharing Session
- Fan Meeting
- Overseas Selection Event
- Illustration Taipei Limited Edition X Brand Collaboration





5. Application

How to Sign Up for 2025 Illustration Taipei ?

- Eligibility
 - ① Local/oversea image creators
 - ② Local/oversea original character and IP licensing agencies
 - ③ Peripheral merchandise development or designers for stationery, giftware, homeware, and designer toy

Booth Prices

* tax included

Booth Type	Booth Size	Fixed Price	Early Bird Price
White System Panel  	4.5m ²	USD \$750	USD \$675

- 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 exhibitorbadges and 5 Illustration Taipei tickets per 4.5 m² space.

● Early Bird Price

- Complete the online registration (registration time is based on online registration time) before December 31st, 2024, and make full payment of booth fees in the period specified by the organizer to be eligible for the early bird price.

Booth Prices

* tax included

Booth Type	Booth Size	Fixed Price	Early Bird Price
<p>White System Panel</p>  	9m ²	USD \$1,300	USD \$1,170
		<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 9m² booths will receive 3 exhibitor badges and 10 Illustration Taipei tickets per 9m² space. 	
Booth Type	Booth Size	Fixed Price	Early Bird Price
Raw Space	At least 18m ²	USD \$114 per square meter	USD \$107 per square meter
	At least 27m ²	USD \$91 per square meter	

● Early Bird Price

- Complete the online registration (registration time is based on online registration time) before December 31st, 2024, and make full payment of booth fees in the period specified by the organizer to be eligible for the early bird price.
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Sign Up Process

1. Submission of application documents



Please register an account and submit the application online at Illustration Taipei website. The deadline for application is February 28th, 2025, but the organizer will adjust the registration deadline dynamically based on the status of available booths. Any changes will be announced on the official website. For any application related questions, please contact us through : inquiry@illustrationtaipei.com

2. Reviewed 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 reviews based on the following 4 criteria:



Criteria	Key Evaluation Points
Artistry	Theme and Technique Application, etc.
Originality	Concept Innovation, Uniqueness of the Work and Future Development Potential, etc.
Brand Development	Exhibition Experience, Fan Page Interaction, Business Collaboration Experience, etc.
Image Application	Extension and Application of the Art Work, Richness of the Products, etc.

Exhibitors who have passed the review process will be notified of the successful application before making payment for their booths.

* The exhibition strictly prohibits shared booths. Each booth can be only applied by one brand.

The review schedule of 2025 Illustration Taipei is as follows:

For applications submitted from now until October 31st, 2024, after review, the selection and payment notifications will be sent out in early November (notifications will be sent according to the order of application). For applications submitted after November 1st, if there are still available booths, they will be reviewed on a first-come, first-served basis, and the selection and payment notifications will be sent weekly.

If booths are fully booked, this will be announced immediately on the Illustration Taipei official website and social media.

* The final review results will be posted on the exhibitor application portal, and the organizer will not notify applicants who do not pass the review separately.

3. Payment of booth fees

- ❶ Exhibitors who pass the review will receive a "Full Payment Notice for Booth Fees" sent to your registered/contact email address. After completing the payment for the booth fee, the exhibitor must provide payment information to facilitate the organizer's reconciliation and invoice mailing. Once this is completed, a reconciliation confirmation notice will be sent to the exhibitor's contact email, thereby finalizing the registration process.
- ❷ The timing of booth fee payments is related to the booth allocation order. To avoid affecting the priority of booth assignment, please complete the payment within the deadline specified in the payment notice.
- ❸ For international remittance, please use "full payment" while the related handling fee shall be borne by the exhibitor.
- ❹ Methods of booth fee payment: ATM Transfer, Bank Remittance, Check.



4. Booth allocation

- ❶ Priority will be given to exhibitors that lease the highest number of booths.
- ❷ 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)
- ❸ 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

- ❶ 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. The organizer will dynamically adjust the application deadline based on the status of available booths. Any changes will be announced on the official website.
After submitting the information, the applicant agrees to be bound by these regulations and both parties enter a legally binding agreement.
- ❷ 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.
- ❸ The Organizer reserves the right to decide whether or not to select an applicant based on factors such as the applicant's brand style, artistic quality, originality, market development, image derivation, 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.
- ❹ After being selected, the Organizer reserves the right to use the public information (artwork, logo, etc.) provided by the exhibitors in the application system for exhibition-related services and use, including operations management, notification and communication, event information announcement, marketing activities such as press releases, surveys, and related statistical analysis, etc.
*If your contact information such as email, phone number, or mailing address changes, please notify the organizer to update it to avoid missing important information.
- ❺ 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

- ❶ **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.
 - (3) If all of the above are the same, lots will be drawn to determine the order of selection.
(Payment must be made within the payment deadline as notified by the Organizer)
- ❷ In light of the overall planning of the exhibition, the Organizer will use the country, theme, and type of exhibition proposed by the exhibitor as the basis for booth arrangement.

III. Booth Design and Use

- ❶ 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.
- ❷ The Organizer will appoint a contractor to carry out the construction of the booths of the exhibitors.
- ❸ 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.
- ❹ 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

- ❶ 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.
- ❷ 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

- ❶ 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.
- ❷ 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.
- ❸ 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:

- I If the application for refund by the applicant is submitted before December 31st, 2024 (inclusive), 80% of the total booth fee paid will be deducted and the remaining amount will be refunded to the exhibitor.
- II No refunds will be made to those who submit their applications after January 1st, 2025 (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

- ❶ 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).
- ❷ Cleaning work during the exhibition should be completed before the exhibition opens each day.

VIII. Safety, Security, and Insurance

- ❶ 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.
- ❷ 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 badges, fill in required information, and then the Organizer will review and approve the release of your exhibits out of the premises.
- ❸ During the move-in and move-out period, the staff of the exhibitors must present their Move-in and Move-out badges or exhibitor badges to enter the exhibition premises.
- ❹ 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

- ❶ Exhibitors should arrange staff to participate in the exhibition and man their respective booths throughout the exhibition period.
- ❷ 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.
- ❸ 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). High-decibel sound equipment (such as loudspeakers) must not be used within the booth for promotion or sales activities. Violators must make immediate corrections upon being notified. If there are multiple complaints or repeated corrections by the organizer with no improvement, the organizer reserves the right to confiscate the equipment, which can be retrieved after the exhibition.

- 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 selling goods on-site must issue Uniform VAT invoices or receipts to consumers in accordance with the provisions of the Value-added and Non-value-added Business Tax Act. Exhibitors who are unable to issue invoices on-site will be provided with a service to issue invoices on their behalf. A service desk will be set up at the venue where exhibitors should complete a "Proxy Invoice Request Form" and provide it to the customer. The customer should then take the "Proxy Invoice Request Form" to the service desk to pay the taxes and obtain the invoice.
- 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.

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

Click or scan the QR code to get
new information.

 Instagram



Website

