

Cultural & Creative Brands
IP Licensing

2026

Exhibitor

Brochure

CREATIVE EXPO TAIWAN

2026/08/06 — 2026/08/12

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1. About Creative Expo Taiwan

Established in 2010, Creative Expo Taiwan (CET) has emerged as Taiwan's leading platform for cultural & creative licensing and trade. Combining program curations and commercial exhibitions, CET showcases local culture and Taiwanese trends while vitalizing economic value through creativity. Creative Expo Taiwan 2026 aspires to become Asia's hub for cultural and creative industry trade, focusing on cultural & creative brands and IP licensing to propel tangible business exchange, which shall connect local creators with the Asian creative market and amplify Taiwan's global visibility and competitiveness.

2. Why Choose CET

01

The Major Trading Platform for Asia's Cultural and Creative Industries

CET rallies cultural and creative brands, IP licencings, and industry resources to connect creators, manufacturers, and distribution partners. By integrating project curations with trade exhibitions, it highlights content value and commercial potential while driving licensing and collaboration.

02

A Key Gateway to Diverse Distribution Channels

As a leading cultural and creative trade expo in Asia, CET connects global buyers and industry partners across retail, brands, hospitality, museums, e-commerce platforms, and cultural agencies, supporting the exhibitors in market expansion and partnership building through targeted buyer matchmaking.

03

Comprehensive Exposure to Amplify Brand Visibility

By integrating curatorial highlights with market-driven themes, CET leverages multi-channel promotion, as well as domestic and international media, to amplify exposure for the participating brands and IPs, while enhancing market awareness and brand recognition of Taiwanese content.

04

Connecting Industry Resources for Global Collaboration

CET bridges cultural and creative and IP industry professionals, virtually integrates industry resources, and links exhibitors to the global market through developing overseas distribution, agency partnerships, and licensing opportunities.

3. Event Information

A. Exhibition Period

Venue: Zone I, Zone J, and Zone K, 1F, Taipei Nangang Exhibition Center Hall 1

(No. 1, Jingmao 2nd Rd., Nangang Dist., Taipei City)

Schedule :

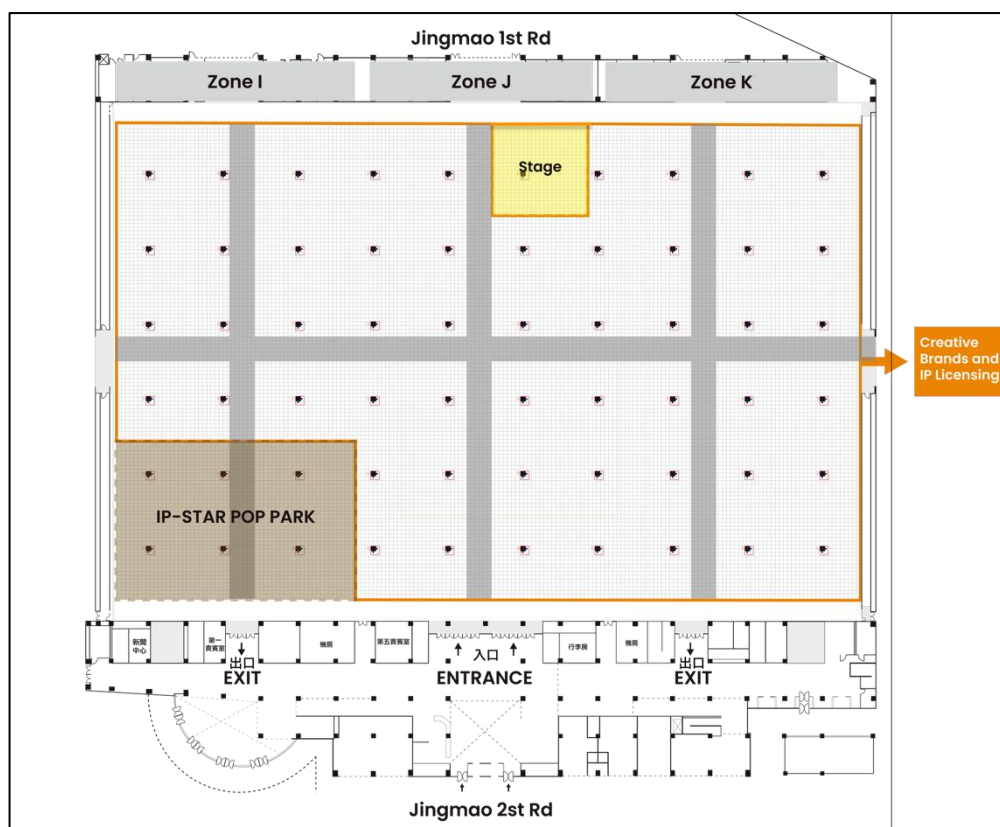
Aug/06(Thu.)	10:00-18:00	Professionals Only
Aug /07(Fri.)	10:00-18:00	Professionals Only
Aug /08(Sat.)	10:00-20:00	Professionals & General Public Admitted
Aug /09(Sun.)	10:00-20:00	Professionals & General Public Admitted
Aug /10(Mon.)	10:00-18:00	Professionals & General Public Admitted
Aug /11(Tue.)	10:00-18:00	Professionals & General Public Admitted
Aug /12(Wed.)	10:00-18:00	Professionals & General Public Admitted

B. Move In & Move Out

Raw space move-in: Aug/04 (Tue.) 07:00–16:00, Aug/05 (Wed.) 07:00–16:00

Standard booth move-in: Aug/05(Wed.) 07:00 - 16:00

Move-out: Aug/12(Wed.) 18:00-20:00, Aug/13(Thu.) 07:00-16:00



* The above layout is for reference only. The final on-site arrangement will be subject to overall exhibition requirements.

C. Exhibitor Categories

We open exhibitor applications for the following cultural & creative brands and IP licensing brand categories. Please choose your category accordingly.

Category		Note
Cultural & Creative Brands	Gifts	Original design products, which include stationery, gifts, toys, pet equipment, consumer electronics, and sporting goods.
	Lifestyle	Lifestyle products centered on home goods and fashion accessories, including footwear, headwear, apparel, eyewear, bags, and accessories, as well as furniture, home decor, lighting, tableware, fragrances, and outdoor goods.
	Craftsmanship & Cultural Sustainability	Cultural and creative products based on craftsmanship techniques, material applications, or sustainability concepts, including ceramics, sculpture, metalwork, and bamboo products.
	Culture of Origin	Initiatives representing local governments and relevant public-sector agencies that promote regional characteristics through cultural branding and showcase regional cultural identity.
IP Licensing	Original Characters	Showcasing original Taiwanese characters, animations, comics, and other diverse character IPs with promising potential.
	Illustration & Artistic Imagery Applications	Gathering original illustration and art brands with significant potential for commercial application or licensing.
	International Licensing & Agency	Bringing together world-renowned classic characters, IPs, global licensing agencies, social media sticker creators, cartoons, and comics for international licensing and brand representation.

4. Application Guide

A. Qualifications

Qualifications	
General Exhibitors	<u>Domestic Participants :</u> Businesses legally registered and approved by the competent authorities in Taiwan—including companies, studios, manufacturers, trading firms, agents, and distributors—that operate in line with the aforementioned categories may apply. The applicants are subject to review and approval by the organizer. <u>International Participants :</u> ➤ Foreign companies from government-approved regions for import, as well as their authorized local agents, distributors, branches, or representative offices in Taiwan, are invited to participate. ➤ Applicants representing foreign products will be requested to provide an authorization letter, agency agreement, or other supporting documents issued by the foreign company for the organizer's reference during the review process.

※Note:

1. Each applicant may only select one (1) category for application. Repeat applications will not be processed.
2. Applications shall focus on cultural and creative industry content for their exhibitions. Selection will be based on the submitted materials and applicants' records of prior participation in Creative Expo Taiwan or other professional exhibitions in Taiwan. Please ensure all the application and supporting documents are complete before submission.

B. Application Fee

General Exhibitors			
Booth Type	Unit price per 6 m2 booth space (tax included)	Package	
1 unit of raw space (w/o equipment) *Must apply for 2 spaces or more, 16 spaces maximum	➤ Regular price: USD 1,140 ➤ Early bird price: USD 960	Raw spaces only (including 500W (110W) basic power supply and daily waste disposal services, no other equipment)	
1 standard booth (with basic equipment) *3 booths maximum	➤ Regular price: USD 1,540 ➤ Early bird price: USD 1,430	• Basic partition *1 • Booth sign *1 • Table *1 • Folding chair *2 • Light *4 • Display stand *1 • Trash can *1	• 110V/5A outlet *1 with 500W (110W) basic power • Daily waste disposal services

※Note:

1. The organizer reserves the right to adjust the total number of booths available for the exhibitors in accordance with the overall exhibition planning and operational requirements.
2. Prices include daily waste disposal services during CET. Exhibitors with raw spaces shall prepare their own trash cans and/or trash bags.
3. Raw spaces do not come with any equipment. Exhibitors shall contact registered interior design service providers to set up their booths and submit design graphs to be reviewed by the organizer. All booth design plans must be reviewed and approved by the organizer before construction and exhibition.
4. There are only a limited number of booths facing the main hallways. The organizer will prioritize larger exhibitors renting six or more booths to choose first, followed by exhibitors with multiple booths and those wiring the deposit earlier.
5. Electricity: Each booth includes one power outlet with 500W (110V) power. Additional power consumption will be charged. Power supplies shall be arranged

by the organizer's designated constructors, who shall issue the invoices.

C. Deadlines

Application Deadline: Tuesday, March 31, 23:59, 2026

- **Early bird price is available for General Exhibitors before the early bird deadline: March 20 (Fri.), 2026, at 23:59 (GMT+8).**
- Please complete the online application at the CET website (www.creativexpo.tw) and upload all the required documents.
- The time you fully completed the online application will be marked as your application (whereas an automatic notice will be sent by the application system).
- After completing early bird applications, the organizer will send another email requesting the "Deposit." Exhibitors missing the specified payment deadline will not receive the early bird discount.
- The organizer reserves the right to accept or reject applications completed after deadlines.

D. Booth Specifications

Standard booth (3 x 2 meters) for general exhibitors:

No.	Item	Quantity	Unit	Booth Image
1	Basic Partition	1	set	
2	Booth sign	1	pc	
3	Table	1	pc	
4	Display stand (with cabinet & lock)	1	set	
5	Folding chair	2	pcs	
6	Light	4	pcs	
7	Trash can	1	pc	

※ Note:

1. The organizer will later set a designated period for additional purchases in a separate notice. Charges for additional purchases beyond the specified deadline will be 50% higher.
2. The organizer reserves the right to modify specifications.
3. The layout and text for standard booths and booth signage are tentative.

E. Payment

General Exhibitors

Deposit: USD 160 Per booth

1. Upon completing the application and passing the selection, exhibitors will be notified by the organizer to pay the "Booth Deposit" through a provided "Payment Account Link" (auto-generated by the system). Exhibitors must complete the payment by the specified deadline. Once the payment is verified, the organizer will proceed with the reconciliation and invoice delivery.
2. The payment completion time decides the booth selection order. To avoid disrupting the booth selection process, please finish payment before the deadline.
3. Exhibitors must complete payment of the "Booth Deposit" within the specified deadline. Failure to meet the deadline will be deemed a withdrawal from the exhibition, and the reserved booth(s) will be considered automatically forfeited. The organizer may cancel the exhibitor's participation and allocate the booth(s) to waitlisted applicants without further notice.
4. Once the application is completed, the booth deposit shall be applied as part of the total booth fee. If the exhibitor withdraws from the exhibition due to reasons attributable to the exhibitor, the exhibitor shall not request the organizer to refund the deposit.
5. The following is a booth deposit sample case:
If Company A applies for four (4) raw space booths, the total booth deposit payable shall be calculated as follows:
 - Booth deposit $\rightarrow 4 \text{ booths} \times \text{USD } 160 = \text{USD } 640$
 - Total deposit payable by Company A: USD 640

Final Payment

1. After booth selection is completed, the organizer will notify exhibitors to pay the "Booth Final Payment" through a provided "Payment Account Link" (auto-generated by the system). Upon receipt of the full payment, the organizer will proceed with payment reconciliation and issue the invoice.
2. Failure to meet the deadline of the Booth Final Payment will be deemed a waiver of participation, and the applied booth(s) will be reclaimed by the organizer.

Payment Account

The payment accounts will be automatically generated by the application system. All bank transfer fees shall be borne by the exhibitor. International remittances must be made in a single payment for the full amount.

F. Cancellation and Refund

- a. If an exhibitor is unable to participate due to full booth capacity, the deposit and security deposit paid will be refunded without interest by the organizer.
- b. If the reason for withdrawal from the exhibition is attributable to the exhibitor, no refunds will be issued for fees already paid, with the exception of the Booth Final Payment.
- c. Exhibitors who fail to pay the Booth Final Payment by the deadline will have their participation canceled. All fees paid, except for the security deposit, shall be non-refundable. Any additional costs incurred after booth allocation will be handled on a case-by-case basis.

G. Changes or Postponement

- a. The organizer reserves the right to adjust booth numbers or sizes for each exhibitor.
- b. If CET is relocated, rescheduled, or canceled due to force majeure, such as natural disasters, armed conflicts, or other factors beyond control, the organizer will not compensate the exhibitor for any damages.

H. Booth Distribution and Usage

- a. Boother distribution order :
 - i. Exhibitors with more booths may select first.
 - ii. With the same booth numbers, exhibitors who complete booth deposit payments earlier will be prioritized.
 - iii. Selection orders will be drawn when booth numbers and payment time are tied.
- b. After payment, the organizer will inform the selected exhibitors of the time and location of the booth distribution meeting.
- c. At the booth distribution meeting, the organizer will select the booth locations on behalf of the absent exhibitors, and the exhibitors shall accept without objection.

- d. No additional booths will be offered at the meeting. Please contact the organizer as early as possible if additional booths are needed after the application.
- e. Booths of the same exhibitor should be adjacent and shall not cross any aisle.

5. Selection

A. Selection Method

The organizer will invite industry experts to form a selection committee for exhibitor selection. The selection results will be announced on the CET official website and Facebook page.

B. Selection Criteria

Category	Proportion	Focus
Market Potential	40%	➤ Clarity of brand and product market positioning. ➤ Product–market compatibility and commercialization feasibility. ➤ Potential for overseas market expansion or licensing. ➤ Versatility of products or content (experience and potential in cross-industry or licensing collaborations). ➤ Media exposure and social media engagement.
Innovation	30%	➤ Cultural & Creative Products: Original and distinctive works demonstrating creativity through innovative materials, technologies, or sustainability concepts, as well as novel usage scenarios or lifestyle propositions. ➤ IP: Original and distinctive works showcasing creative reinterpretation and innovative adaptation across different media and platforms.

Design	30%	➤ Cultural & Creative Products: Creative use of design concepts, materials, and forms, with substantial cultural interpretation and aesthetic expression. ➤ IP: Distinctive IP design characteristics, extensibility of visual applications, and creative presentation.
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6. Notes for Applications

A. Booth Usage Requirements

- a. Receipts or invoices must be issued for retail transaction to comply with tax regulations. Violators will face legal consequences from the IRS and other competent authorities.
- b. The organizer reserves the right to reject products or exhibitors incompatible with event themes.
- c. During CET, please complete the exhibition preparations on time by 10 AM every day. Booths are not allowed to be left unattended, and exhibitors must stay for the full 7 days of the exhibition; early withdrawal from the exhibition is not permitted.
- d. The booths shall always be staffed to serve visitors. If booths are found left unattended 3 times, such records will jeopardize the exhibitor's opportunities of participating in future CET and relevant events.
- e. Exhibitors are strictly forbidden to display or exhibit products that violate local laws, have untruthful labels, or infringe on trademarks, patents, or copyrights. All non-Taiwan-made products must be clearly labeled with their country of origin. If the exhibited content or products are illegal, harmful to public order or decent social customs, or detrimental to the image of CET, exhibitors must make immediate corrections upon notice. Failure to do so will result in the removal of the content or termination of the exhibitor's presentation.

- f. Fire is forbidden in the booth. Violators will face the forfeiture of their deposits.
- g. Under major contingencies, such as typhoons, earthquakes, or infectious epidemics, CET may follow government announcements and halt the event.
- h. Exhibitors are strictly prohibited from displaying products with false country-of-origin labeling, counterfeit trademarks, or any products suspected of infringing patent rights, copyrights, or originality of third parties during the exhibition. If such violations are verified, the organizer reserves the right to immediately revoke the exhibitor's participation without objection. All booth fees already paid shall be non-refundable, and exhibitors may not request that such fees be credited toward or offset against any other payments or expenses.
- i. Products originating from regions restricted by Taiwan, or products prohibited from import by the government, are not permitted to be exhibited at this event.
- j. Other than exhibition zones and content specifically arranged by the organizer, food-related exhibitors will not be accepted, and the sale of food products at exhibition booths is not permitted.
- k. For other relevant regulations, please refer to the Exhibitor Manual, which will be provided to selected exhibitors after confirmation.

B. Other Essential Requirements

- a. Selected exhibitors are required to join the Creative Expo Taiwan exhibitor communication group and comply with the related management guidelines after selection.
- b. During registration, exhibitors may choose their categories based on product and service types. However, based on the submitted exhibition contents, the organizer may review categories and reassign booth locations accordingly.
- c. Exhibitors shall contact registered interior design service providers for booth setup and submit design graphs to the organizer for evaluation.
- d. Exhibitors selected for the physical exhibition shall be eligible to participate in

related online exhibition and sales events.

- e. Exhibitors are required to comply with all venue access regulations and exhibition operation guidelines during the exhibition period, attend buyer matchmaking meetings arranged by the organizer as scheduled, and complete the post-exhibition feedback survey.
- f. During exhibition hours, booths must be staffed at all times. Exhibitors are responsible for assisting with any consumer disputes or onsite order issues (such as queuing conflicts) that may arise during or after the event. In the event of long queues or other incidents, exhibitors shall proactively assist in crowd control to protect the rights of others and maintain public order.
- g. Failure to comply with the aforementioned regulations, or any other actions that affect exhibition operations (including but not limited to causing consumer disputes, violating venue management regulations, damaging public property, leaving booths unstaffed, failing to attend buyer matchmaking meetings as scheduled, or failing to complete the post-exhibition feedback survey), shall be determined by the organizer in accordance with venue management regulations and recorded. The violation details and penalty points will be notified in writing (via email). Exhibitors failing to rectify after being advised or accumulating three violations will be disqualified from participating in the next exhibition.
- h. The organizer reserves the right to adjust the number of booths and exhibition zones applied for by exhibitors in accordance with overall exhibition planning. If the exhibited products do not conform to the originally approved application content, the organizer also reserves the right to make necessary adjustments.

C. Exclusive Benefits for Exhibitors

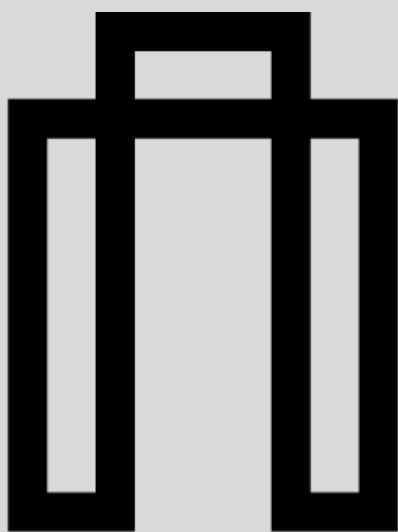
- a. Buyer matchmakings: Procurement appointments with department stores, select shops, museum stores, online stores, and global buyers.

- b. Seminars/forums: Based on the event theme, the organizer will invite experts to share insights about design, technology, and licensing trends worldwide.
- c. Marketing & Promotion: Exhibitor information will be integrated into the organizer's thematic marketing campaigns and featured across official websites, social media platforms, and other promotional channels to maximize exposure.
- d. The annual survey results and analytical reports will be provided for reference.
- e. The organizer reserves the right to modify all event details.

7. Contact Us

Taiwan Design Research Institute/Creative Expo Taiwan Team

- Email: info@creativexpo.info
- Contact Number: +886-2745-8199
- Cultural/Creative Brands: Ms. Lin # 565
- IP licensing: Ms. Wu #566



臺灣文博會
CREATIVE EXPO TAIWAN

主辦單位
Official Organizer



執行單位
Executive Organizer



台灣
設計研究院