

Creative Expo Taiwan

“Talent 100” Open Call Brochure

The “Talent 100” area set up by Creative EXPO Taiwan at the venue of licensing has gathered emerging domestic and international artists to share the stage for five consecutive years, and has become one most anticipated annual event of Taiwan’s image licensing community.

In 2020, “Talent 100” will once again be organized, and through open call and recommendation by media and associations, “Talent 100” aims to gather 100 emerging artists most popular online to present Asia’s greatest creative talents on stage!

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Organizers

Official Organizer: Ministry of Culture

Executive Organizer: Taiwan Design Center

1. Content

Talent 100 aims to select 100 emerging artists in the field of licensing in three categories: “A: Local Taiwanese Creators by Application,” “B: Local Taiwanese Creators by Recommendation,” and “C: International Creators.”

	A. Local Taiwanese Creators by Application	B. Local Taiwanese Creators by Recommendation	C. International Creators
Quota	40	30	30
Application	Online Application	Nominated by Associations or Organizations (Individual Applications not Accepted)	Nominated by Associations or Organizations (Individual Applications not Accepted)
Creative Fields	Characters, picture books, illustrations, comics, pattern designs, digital multimedia creations, and other licensing related fields		

2. Subsidization Program

(1) Booth Discount

Selected participant may rent a designated booth in CET-Licensing Area at a discounted price:

- Selected participant in “A: Local Taiwanese Creators by Application” and “B: Local Taiwanese Creators by Recommendation” may rent a booth at a discounted price of NTD 8,000 (including tax).
- Selected participant in “C: International Creators” may rent a booth at a discounted price of USD 200 (including tax).
- Each participant is limited to renting one booth with a surface area of 4.5 m² (3m x 1.5 m).

(2) Accommodation Subsidy for International Participants

Due to high costs stemmed from participation in overseas exhibitions, the organizer offers “C: International Creators” participants accommodations up to six nights at designated hotels.

(3) Marketing and Exposure

Participants’ logos will be displayed on CET manual, official website, and related promotion materials of CET.

(4) Use of Venue

The organizer provides the stage at Expo Dome. Participants can apply for the space for onsite creation, forum and exchange, work release, and merchandise sale (Pending approval and arrangement of the organizer).

3. Qualification

Whether by application or by recommendation, creators must meet the following qualifications to be considered.

- Age 35 and under (Those who were born on and after January 1, 1985)
- Not exclusive represented under contract
- Runs fanpage on social media, such as Facebook or Instagram, and accumulates a certain number of followers
- An applicant is not qualified if he or she has previously participated in Talent 100 more than twice.
- Type A and Type B applicants must provide proof of ROC citizenship; Type C applicants must have citizenship of countries other than ROC.

4. Selection Process

The executive organizer will invite industry professionals of image creation and licensing to form the jury and judge the applied works. The criteria are listed below:

Criterion	Weight	Description
Artistry	20%	Techniques, artistic expressions, and so on.
Innovation	30%	Originality, creativity, and innovative concepts.
Marketability	30%	Number of followers, and interaction and feedback on fanpage; media coverage; answering to market demands
Applicability	20%	Diverse applications of images; application methods and supports.

5. Rights and Obligations

- (1) The selected creators mentioned above shall return the exhibition agreement before the deadline. Failure to do so will result in automatic forfeiture.
- (2) All creators are responsible for related expenditures of booth set up (i.e.: product logistics, exhibition display, and booth decorations), and are obligated to participate in exhibitions and related promotions designated by CET (such as opening ceremony, guided tour, media interview).
- (3) Talent 100 creators provide exclusive creative works to CET based on the theme, and agree to authorize the organizer the right to use the exclusive creative works for promotional and marketing purposes.
- (4) Participating creators must post at least one CET-related post on personal fanpage on social media, such as Facebook or Instagram (tagging @CreativeEXPOTaiwan), and partake in the social media story activities organized by the organizer.
- (5) Personnel should always be present at the booth during the exhibition. The booth cannot be left unattended. Rights of participating in future CET and related activities will be jeopardized if a participating creator is found to violate this rule three times by the executive organizer.

6. Important Dates

Date	Description
December 18, 2019	Open Call Brochure Announced
By January 17, 2020	A: Application Online B, C: Recommendation and Nomination by Inviting Agency or Organization
January 17, 2020	Application Deadline
February 2020	Selection Results Announced
Early March 2020	Selected Creators Participate in Booth Coordination Meeting
2020/4/22-4/26	Creative EXPO Taiwan

Note: Check the organizer’s announcements for the time of selection results announcement and booth coordination meeting

7. Notes:

- (1) For personal application, visit Creative EXPO Taiwan official website www.creativexpo.tw; complete the application form and attached all required information.
- (2) Selected creators must pay the fee within the deadline. Failure to do so will result in automatic forfeiture.
- (3) Talent 100 booths may not be transferred or subleased, or displaying or showcasing creative works or merchandise that do not belong to the selected creators. If a creator is found to have violated the rules, the organizer reserves the rights to close down the booth and disqualify the creator.
- (4) Contents violating ROC laws (such as the Radio and Television Act or the Publication Act), or are involved in trademark or IP rights disputes, as well as products with false labeling for the country of origin, pirated trademarks, or are found to have infringed rights of other people are strictly prohibited.
- (5) Talent 100 creators agree that all provided information may be used for the promotion of Creative EXPO Taiwan.
- (6) For other rules, please refer to “2020 CET Exhibition Guidelines and Regulations.”

8. Booth Specifications

- (1) Surface area is 4.5 m² (W 3 m x L 1.5 m), including partition walls and profiles.
- (2) Every booth comes with following facilities and services: 1 reception table, 2 folding chair, 1 display table, 1 socket (500W/110V), 3 spotlights (electricity included/63W), 1 carpet, 1 company name fascia board, 1 waste bin; daily waste disposal.
- (3) Additional facilities available upon inquiry with the organizer, but the creator is responsible for additional fees.

Appendix 1 Talent 100 Exhibition Agreement (Sample)

Please visit CET Official Website www.creativexpo.com for Online Application

CET Talent 100 Open Call Application Form – Basic Information		
Name	Chinese	
	English	
Nationality		
ID No. (Passport No. for Non-ROC Citizens)		
Phone No. (Cell)		
Email		
Creative Fields (Check Ones Applicable)		<input type="checkbox"/> Characters <input type="checkbox"/> Illustrations <input type="checkbox"/> Picture Books <input type="checkbox"/> Comics <input type="checkbox"/> Pattern Designs <input type="checkbox"/> Digital Multimedia Creations <input type="checkbox"/> Other Licensing related Fields: _____
Recommended by (Not to be Filled by Individual Applicants)	Chinese	
	English	
Social Media Page/Fanpage (Facebook or IG)		<input type="checkbox"/> Facebook, Name/Address: _____ <input type="checkbox"/> Instagram, Name/Address: _____ <input type="checkbox"/> Twitter, Name/Address: _____ <input type="checkbox"/> Website, Address: _____

To the Ministry of Culture

The applicant will comply with rules specified in the “Talent 100 Open Call Brochure” and “2020 CET Exhibition Guidelines and Regulations,” and understands that the organizer reserves the right to decide whether or not to accept this application.

_____ (Signature) _____ (Date)

Appendix 2 Work Description (Sample)

Please visit CET Official Website www.creativexpo.com for Online Application

CET Talent 100 Open Call Application Form – Work Description		
Brand Introduction (100 Words)	Chinese	
	English	
Creative Concept (300 Words)	Chinese	
	English	
Past Awards (Name, Category, Year)		
Media Coverage (Media, Title, Work Covered, Year)		

Derived Work/Merchandise	Chinese	
	English	
Work/Merchandise Introduction (100 Words)	Chinese	
	English	
Photos (3-5)		

Applicants may attach paper for extra spaces. Limited to maximum of five works.

Appendix 3 Personal Information Collection Agreement (Sample0)
Please visit CET Official Website www.creativexpo.com for Online Application

Taiwan Design Center
Collection, Processing, and Use of Personal Information Agreement

Taiwan Design Center (hereinafter referred to as TDC), in compliance with Paragraph 1, Article 8 of the Personal Information Protection Act (hereinafter referred to as the Act), discloses the following:

1. Collection Purpose: For the execution of 2020 Creative EXPO Taiwan organized by Ministry of Culture
2. Personal Information Categories: Name, Company, Occupation, Contact Information
3. Period of Use of Personal Information: Starting in 2020 and ends at the end of collection purpose.
4. Region of Use of Personal Information: ROC and “2020 Creative EXPO Taiwan” organized by Ministry of Culture
5. Target of Use of Personal Information: The Internet, e-mail, electronic archive, written documents and fax. Also, you can take the following actions by exercising Article 3 of the Act:
 - i. Inquiry or request review.
 - ii. Request to make duplication.
 - iii. Request to supplement or correct.
 - iv. Request to discontinue the collection, processing, or use.
 - v. Request to delete.

To exercise the above rights, please contact TDC: 02-2745-8199 ext. 582

You have the right to choose to provide personal information freely, but if you do not provide it, TDC will not be able to provide you all the related services of the collection purpose.

I hereby acknowledge that I have read and understood the contents of this Agreement and give my consent.

Signature: _____ Date: _____