



Digital Go

AMPA

2022.4.11-24

A SMART WAY to FIND THE WAY

APPLICATION KIT

www.ampaonline.com.tw

AMPA Digital Go

Digital Go
AMPA

A SMART WAY to FIND THE WAY



AMPA Digital Go

Not just a virtual show, but also a brilliant marketing tool!

A virtual show is more than just a show, it is also a marketing tool that stretches beyond the limits. Extend your brand name even further with AMPA Digital Go.

About AMPA Digital Go

A

Analysis

Customized Post-show Marketing Report

AI-driven data transformed into a post-show marketing report, customized for your business.

M

Market

Target Specific Group Gain Maximum Interest

Aim at the target market, gain maximum exposure with digital marketing tools. The right source in the right market makes your promotion efficient in an intelligent way.

P

Product

Focused New Products / High Priority Search Result

Promotional videos, media content, and priority search results to catch every buyer's attention.

A

Assistant

Your EXCLUSIVE Assistant

Schedule notifications reminding you to attend online meetings. The assistant can be your interpreter during the meeting, if you need.

EXPERIENCE A BETTER SERVICE

Brand New Virtual Booth*

This new design is equipped with simplified settings, making it easier to set up your booth and market your products. If you uploaded a product catalogue onto the Taipei AMPA website, it will be in sync with the virtual booth, providing an extra avenue for your products to reach potential customers.



Matchmaking Platform (TTS Match)**

With over 20,000 references, buyers and corporations with similar preferences can accurately find each other and start business talks immediately.

Booth Visits and Views***

Post show visitation reports will be provided for exhibitors to better understand their visitor profile and booth traffic, providing important information to guide their products to the proper buyer groups.

*Exhibitors purchasing an AMPA Digital Go plan will receive a complimentary virtual booth; the virtual booth cannot be purchased individually.

** Matchmaking platform is only available for Premium and Deluxe users.

***Visitation reports will contain only the list of buyers that viewed the booth.

Digital Go Strategy

Warm-up Lap



3/21-4/10

Get a Head Start With Digital Go Marketing

- ✓ EDM(eNewsletter) reports
- ✓ Show Preview
- ✓ Product Intro Video
- ✓ Pre-show Promotion Webinar
30-Sec Pre-ads
- ✓ Event Invitations
and more...

Kick off

4/11-4/24

Catch the Buyer's Attention

Show your latest products and receive the all-important views from everyone

- ✓ New Products Launch on AMPA TV
- ✓ Priority Search Preferences
- ✓ Virtual Lobby Advertisements
- ✓ Customized Product Catalogue Design
- ✓ Multiple Booth Designs Choices

Connect and Interact

Instant messaging, setting up appointments, and connecting with buyers

- ✓ Online Matchmaking (available from 4/20-4/23)
- ✓ AMPA Digital Go Assistant
- ✓ Online Meeting Reservation
- ✓ Online Chant
- ✓ Logo appearing at 「AMPA Digital Go Experience Zone」 at the show ground. and more...

			Classic	Premium	Deluxe
Virtual Booth	Services Provided	<ul style="list-style-type: none"> • Up to 5 product catalogues (incl. images, panoramic images) • Company logo • Booth video • Digital Invitation • Online Chat 			
	Booth Design	1 Type	5 Types	10 Types	
Pricing/Services			US\$900	US\$1,650	US\$2,350
Visitation Report	Digital Marketing	Booth-visited Visitors List (Provided after the show)	✓	✓	✓
		Booth visits and other statistics	✓	✓	✓
		Customized report with marketing advise			✓
Marketing Plan	Online+Offline Marketing	「AMPA Digital Go Experience Zone」 Logo Wall at the show ground	✓	✓	✓
		Listed on Taipei AMPA website exhibitor list	✓	✓	✓
	Online Marketing	Search Priority *Digital Go website only			✓
	AMPA SNS and Media	EDM Banner Ads (By rotation)		✓	✓
		1 Facebook Post		✓	✓
		1 Featured Post on e-Newsletter		✓	✓
		1 Show Preview Report			✓
		AMPA TV New Product Unboxing Video			✓
	Online Event	Mutual Matchmaking Meetings		✓	✓
	Exclusive Services	Customized Product Catalogue			✓
		AMPA Digital Go Assistant			✓
Post Show Bonus	FREE Google PPC Ads		The top 3 exhibitors of "Visitors interaction frequency" will reward a complimentary Post-show Google PPC Ads which valued US\$180.		

Online Marketing

- 📶 **Booth-visited visitors List** - To be provided after the show. Due to privacy laws, only visitors giving their consensus will be listed.
- 📶 **Customized Report with Marketing Advise** - To be provided after the show. The report will be analyzed based on product views, visitor's profile and other relevant stats, giving you the best suggestions of the marketing strategy in the potential market.
- 📶 **New Product Unboxing Video** - Have a video of you introducing your latest product posted on AMPA TV, the official YouTube channel of Taipei AMPA, during the show. Views, comments, and likes from everyone will greatly raise the profile of your brand name.

Online Events

- 📶 **Mutual Matchmaking Meetings** - During the 4 days (April 20 to 23) of Taipei AMPA, the matchmaking platform opens exclusively for Platinum and Deluxe exhibitors. Instead waiting around, meet over 60,000 buyers on-line and utilize this platform to find your prospective buyers, and create a win-win situation!



Deluxe Exclusive

Exclusive services

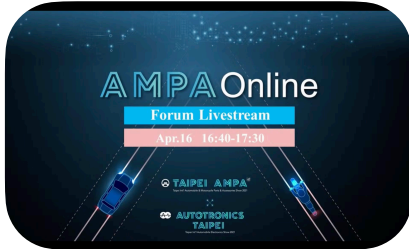
- 📶 **Customized Product Catalogue** - Don't worry about having low traffic again! Provide us with your company profile and product photos (up to 5 total), and we'll turn it into your very own product catalogue that will grab EVERYONE's attention.
- 📶 **AMPA Digital Go Assistant** - Get your very own assistant to remind you of your daily schedule, client meetings, events, and provide you with your daily booth report. Your assistant is also your translator (English-to-Chinese), allowing you more time to explore potential buyers.

Post-show Bonus

- 📶 **FREE Google PPC Ads** -The 3 exhibitors with the most buyer/exhibitor interaction (meetings scheduled, instant messages returned, livestream event attendance; interaction tally is determined by our AI system) will receive a complimentary Google PPC ads package to be used after the show.

Add-on Service

International Forum Online Live 90-second Pre-ads



US\$1,200

The EV and IoV Forums are among the most popular events at Taipei AMPA, attracting a full house on site, and thousands of industrial professional and interested viewers online. Just as everyone is getting settled in, have a 90-second ad played right before the start of the live stream. Get your 90 seconds of fame today, and reach a highly professional audience!
*5 available

AMPA Digital Go Online Lobby Banner



US\$800~1,200

The first stop on EVERYONE's visit! A lobby ad is the first step to leaving a good first impression to all buyers and visitors. Don't miss out the opportunity to be the first one seen by everyone!
*360-degree panoramic view. Banner pricing is based on advertisement board purchased.
*Finished arts is needed.
*Either a video or hyperlink image can be accepted.

e-Newsletter Banner



US\$190

Multiple issues are sent out to over 60,000 industry buyers a month before the start of AMPA Digital Go, giving you more exposure at the best price.
*Finished arts is needed.
*The organizer reserves the right to determine the final schedule of when each banner will appear based on each e-Newsletter's topic

AMPA TV New Product Unboxing Video



US\$900

Film a video about your newest product! Broadcast schedules will be posted online, and notifications will be sent to viewers when your video goes live on AMPA TV. This is the best way to get the undivided attention of target buyers!*5 available
*Video length:10min with English subtitles.
*The organizer reserves the right to determine the final broadcasting schedule.
*If your company is located outside of Taiwan, please provide us with a completed video (the organizer will only add English subtitles). See sample video here: (<https://www.youtube.com/watch?v=wHPlpbQI2-o>)

Online Schedule



How to apply

AMPA Digital Go : Oct. 7, 2021 - Mar. 31, 2022

Add-On Service : Opens from Oct. 7, 2021

Final Application Deadline : AMPA TV New Product Unboxing Video: Feb. 10, 2022

Other services : Apr. 7, 2022

Documents : (1) Application form of AMPA Digital Go

(2) Please e-mail the product catalogue(s) to ampa@taitra.org.tw within a week after completing online registration.

(3) Distributors are required to provide the product license or distribution agreement from the manufacturer.

On-line Application

1. Visit Taipei AMPA Official Website: www.taipeiampa.com.tw and click "AMPA Digital Go Application".
2. Read and agree the "AMPA Digital Go Terms and Regulations."
3. Log-in TAITRA Member System. If you don't have the account, please register a new account and log-in with your account ID and password.
4. Follow the steps to complete the application. The Add-On service should be checked here if you would like to purchase it.
5. Make sure all information is correctly filled and click next to complete the application.
6. Please email the product catalogue to ampa@taitra.org.tw after the application.

Notice:

1. Please keep the "Application is completed" email.
2. The organizer will process and verify the application. The invoice will be sent by email, please complete the payment before due date. The payment is not refundable. Any overdue will consider as an invalid application and the application will be cancelled without further notification.
3. The application cannot be changed online after it is submitted over the internet. To change any information on the form, please email to ampa@taitra.org.tw.
4. To comply with the schedule, any application sent after Mar. 11, 2022 will not be listed in the official directory.

Eligibility

Exhibiting on AMPA Digital Go

1. Foreign exhibitors :
 - (1) Exhibitors that the organizer deems to be in an industry relevant to the trade show.
 - (2) Distributors are required to provide the product license or distribution agreement from the manufacturer.
2. It is strictly prohibited to show products that are not clearly labeled for country of origin or contain trademark piracy or infringement on third party patents or copyrights. The organizer will have the right to remove products in such circumstances and the corresponding online booths without refund.
3. Where an exhibitor fails to upload any product information by the specified deadline and have been notified by the organizer, the organizer will have the right to remove the virtual booth and products without refund.
4. Recommended hardware and software configurations for an optimal online experience are shown below. Exhibitors will be responsible for maintaining a stable network connection and speed.
 - (1) PC: Windows 7 or higher or the latest version of macOS recommended. To be viewed in the latest version of Chrome, Edge, Firefox, or Safari.
5. The organizer reserves the right to decide the final exhibitor list.



● Fees and payment

1. Please ensure the payment is made on time after you receive the exhibitor payment notice from the organizer.
2. If the payment is not paid on time, the exhibitor will be deemed to forfeit all ordered items.
3. If any exhibitor wishes to drop out of a show for reasons not attributable to the organizer, none of the payments will be refunded.

● Basic online show services and virtual booth setup schedule

1. The online show is at <http://www.ampaonline.com.tw>
2. Basic online show services
 - (1)The booth setup feature allows customization of a virtual booth's pattern and color scheme. Exhibitors may design their own company profiles. The online show platform allows exhibitors to upload text, PDF catalogs, 360/720 degree catalogs, and digital contents in video format. (Note: All digital contents to be shown by exhibitors are to be prepared and produced by the exhibitors.)
 - (2)The basic chat feature provides a means for exhibitors and visitors to conduct meetings by text or video. Visitors will be able to search an exhibitor's product information, schedule a meeting, and start a text/video chat through the online show.
 - (3)The online show platform is built on the Google Cloud Platform(GCP). Load balancing is available to handle high traffic. A content delivery network (CDN) is implemented to increase the browsing speed for international visitors.
 - (4)The system is ISO27001 certified for information security management to ensure all user data are secure.

● Virtual booth setup schedule

Time (2022)	Description
Mar. 14-Apr. 10	First time exhibitors are to register for TAITRA membership online in order to receive their own account IDs and passwords. The exhibitors will then be able to use the information to complete online registration on the online show website : http://www.ampaonline.com.tw
Apr. 10	Log in as a TAITRA member and go to the Exhibitors section on the online show website to set up a virtual booth.
Apr. 11- Apr. 24	Show opening

Remarks:

*Exhibitors must **upload their company logos and AT LEAST 2 or more product photos** to their virtual booths. For consistency across online booths, the organizer has the right to review whether the product description and photos match the products listed in registration. Exhibitor who fails to comply will be removed from the virtual exhibitor list and related features shut down.

*Please upload product catalogs in a format recommended by the organizer. Please refer to the Virtual Booth Setup Manual for more details.

*Exhibitors who fail to complete the booth setup (for example, uploading product catalogs, and videos, arranging company signs, etc.) will damage the image of the exhibitor and the show. Exhibitors who fail to complete the set up on time will be deemed to forfeit participation in the show. The organizer will have the right to remove the virtual booths of such exhibitors from the show without issuing any refund.

● Exhibitors' Rights and Obligations

1. These general regulations ("the Regulations") are made by the Taiwan External Trade Development Council (hereinafter referred to as the "Organizer").
2. The Regulations shall also cover the registration forms, exhibition manuals, announcements on the official website, and materials made for an exhibition (hereinafter referred to as the "Exhibition Materials"). The Regulations are also applicable to exhibitors, joint exhibitors, and their branch companies (hereinafter referred to collectively as the "Exhibitors") of the exhibition.
3. Exhibitors who have completed registration will be considered to have fully read and understood the Exhibition Materials and the Regulations and unconditionally agree to comply with the Regulations. Exhibitors authorize the Organizer to publish and promote all materials and images provided by the exhibitors in (print or digital) publications for the exhibition.
4. Compliance with or violations of the Regulations regarding the Exhibitors' behaviors during the exhibition period shall be determined, interpreted, and implemented by the Organizer. The Exhibitors shall have no objection.
5. The Organizer shall have the right to refuse competing exhibitions or organizers (including subsidiaries, distributors, and affiliated enterprises) of such exhibitions to participate in the exhibition. Any such exhibitors who register for the exhibition under false names, if found, will be immediately removed from exhibition without refund. This provision shall be determined, interpreted, and executed by the Organizer, and such exhibitors shall have no objection.
6. The Organizer has the right to allocate exhibition areas or categories to exhibitors according to the product categories in the exhibition, actual response to registration, and the demand for offline booths. Meanwhile, the Organizer has the right to decide whether to accept a registration based on the nature of the products, amount of exports/imports, revenues, and the exhibitor's past participation in Taiwan's trade shows or past performance at other domestic/international promotional events hosted by the Organizer. The Organizer may also adjust registered exhibition areas and approve purchases of advertising in the online exhibition.
7. The Organizer will make the Exhibition Materials available on the exhibition website at "www.ampaonline.com.tw" 90 days prior to the exhibition start date to be viewed or printed by the exhibitors. The Exhibitors may not claim not to be bound by the Regulations by claiming that they do not receive the Exhibition Materials, or are not familiar with the provisions and explanations of the Exhibition Materials, or for any other reason whatsoever.
8. The Organizer may cancel the Exhibitors' exhibition qualifications and eligibility if the Exhibitors are found to be in any one of the following situations by the Organizer, and make no improvement after a request for improvement has been made by the Organizer. The Exhibitors shall be banned from participating in exhibitions (including online and offline exhibitions) organized by the Organizer for at least two years, and all previous exhibition records of the Exhibitors shall be canceled. If the Organizer is sued or deemed responsible for any loss or damages, the Exhibitors shall indemnify the Organizer for the expenses

(including but not limited to settlement and lawsuit and legal fees). The Exhibitors shall have no objection.

- ① Use of false documents, information, or any other person's name to participate in the exhibition.
- ② Exhibition items shown on the product catalog provided for registration are different from those indicated on the registration forms or from the physical objects.
- ③ Failure to provide full payment of the exhibition fees 10 days before the start of the exhibition.
- ④ Refusal or termination of authorization for the Organizer to use the Exhibitor's information and publications for promotional purposes on the exhibition website and press releases and in the exhibition marketing materials.
- ⑤ Sale, display, or advertisement of exhibition items that infringe upon the copyright of others.
- ⑥ The exhibition items or the means of displaying them are in violation of relevant laws and regulations prescribed in the Civil Code, the Consumer Protection Act, the Fair Trade Act, the Commodity Labeling Act, the Commodity Inspection Act, and the Act Governing Food Safety and Sanitation.
- ⑦ Exhibition items or the means of display them disrupt public order or violate codes of decency.
- ⑧ Exhibition items infringe upon the rights of a third party who provides the Organizer with supporting documents such as a settlement agreement, the written judgment for losing the civil suit, or the written judgment for the conviction of criminal charge (whether the judgment is made or not).
- ⑨ The virtual booth banner and information exposure differ from the company profile in English/Chinese provided on the registration form.
- ⑩ The virtual booth(s) are subleased, transferred, or used to host exhibitions under the names of companies that are not registered (including the names of sponsors, affiliate companies [parent and subsidiary companies], a branch company of the original registered company in a third region, or subsidiary companies).
- ⑪ Exhibition items are imported from regions restricted by the government of Taiwan, or are manufactured, produced, or sold in such regions, or are contraband pursuant to the laws of Taiwan.
- ⑫ Exhibition items do not match the theme of the exhibition.
- ⑬ The organizer has the right to reject any exhibition by products or companies that do not meet the theme of the exhibition.
- ⑭ The Organizer has the right to decide whether to accept a registration based on the exhibitor's past participation in Taiwan's trade shows.
- ⑮ Import regions restricted by the government of Taiwan or products prohibited from being imported by the government shall not be put on display at the exhibition.
- ⑯ Fields in the booth information are left blank or incomplete. The exhibitor fails to follow the Organizer's rules and upload company profile, logo file, product description, and product photos. The exhibitor also fails to follow the Organizer's schedule for maintaining a virtual booth.
- ⑰ The music, images, or related information played by the Exhibitors in on the exhibition platform infringe upon intellectual property rights, or violate public order and good morals.

- ⑱ The exhibitor accesses any network or system on the platform without authorization, or attempts to sabotage the website.
 - ⑲ The exhibitor displays or uploads products that are not manufactured or designed by itself or are without the manufacturer's authorization.
 - ⑳ The exhibitor intentionally use resources on the online show platform to cause damage to the online show feature or inconvenience to other visitors.
9. The Organizer reserves the right to change the exhibition date and platform features. In the event of any of the following force majeure reasons that cause the exhibition date to be changed or the exhibition to be cancelled, the Organizer will return, without interest, the remainder of the fees paid by the Exhibitors after deducting the costs and necessary charges (including but not limited to amounts that have been paid to contractors, but cannot be returned to the Organizer).
- ① Service disruption as a result of functional errors targeting DigitalGo computer systems and networks or caused by third party hacking
 - ② Natural disasters (including landslides, earthquakes, tsunamis, volcano eruptions, typhoons, hurricanes, rainstorms, hail, floods, mudslides, earth slides, tectonic movements, lightning strikes or other natural disasters)
 - ③ Civil disorder (including wars, blockades, revolutions, revolts, civil wars, riots, or mobilization)
 - ④ Civil right behaviors (including revocation and revision of laws and regulations, interference by government agencies, administrative order, and embargoes)
 - ⑤ Infectious diseases (including bacteria and virus)
 - ⑥ Insufficient information materials and sources (including disruption of water, energy or raw materials or supply control)
 - ⑦ Labor disputes (including strikes, employer-employee disputes, or irrational public protests)
 - ⑧ Key members fail to perform their debts (including operators declaring bankruptcy)
 - ⑨ Addition or change to government laws and regulations.
 - ⑩ Other force major reasons as deemed by the competent authority or reasons not attributable to the exhibitors or the Organizer.
10. If any exhibitor wishes to drop out of a show for reasons not attributable to the Organizer, none of the payments will be refunded.
11. The show platform including the official website and online show platform will be ISO 27001 certified for information security in order to ensure all user data are kept safe.
12. The Organizer will invest a marketing budget and invite visitors from around the world to the online show, but will not be able to guarantee the number of online visits, views, or negotiations.
13. Exhibitors are to complete virtual booth setup before the deadline given by the Organizer. Exhibitors are **required** to upload their company logos and **AT LEAST 2** or more product photos. Failure to complete the setup by the deadline will be treated as forfeiture of the exhibition. In the interest of the brand reputation and image of the exhibition, the organizer will have the right to remove the virtual booth without any refund, and the right to add such exhibitors to the blacklist.

14. The Organizer reserves the right to allocate priorities in exhibition areas.
15. Exhibitors cannot choose booth locations for virtual booths. Once entered into an exhibition area, the Unicode standard or the Organizer's classification will apply.
16. All purchases of DigitalGo, such as EDM distribution or additional exposure, are to be designed with specific specifications by the exhibitors, but will have to be produced and launched by the Organizer's affiliated vendors in order to maintain consistent quality across exhibitions. Exhibitors' floor plans will require the competent authority's approval, and images are to be supplied by a specified deadline.
17. Where the Organizer cancel certain exposure prior to production for any reason, the exhibitors agree to not make any claims other than the exhibitors may have their payments for this project returned in full without interest.
18. Exhibitors who purchase event-based value added services, such as photo shoot at a new product launch, are to read the rules carefully, and refunds are not be requested for any reason.
19. The Organizer will not be held liable for any incorrect or missing words in DigitalGo or other promotional materials.
20. The Organizer reserves the right to amend, change, or interpret and cancel the event. The Organizer may revise matters not provided in the Regulations at anytime.

● Compensation

1. Where an exhibitor violates the Regulations (including but not limited to an exhibitor's statement and warrants) and supplemental documents to be included and quoted by the Regulations, accesses the service or infringes upon a third party's rights (including but not limited to any product, content, data, infringement on third party patent, copywrite, trademark, or other intellectual property rights) via a website and causes the Organizer, its employees, agents, directors, supervisors, managers, affiliated enterprises, successors, third party data or document providers or any person representing the Organizer to be held responsible in any way for any request, claim, loss, or expenditures (including but not limited to settlement, lawsuit and legal fees) and losses, the user is to be held liable for paying compensation for all such losses. The Organizer reserves the exclusive right to defend and control matters above, and users are not to be exempted from liabilities.
2. Where an exhibitor violates the rules in the Regulations, the Organizer will have the right to delete the exhibitor's virtual booth and exhibitor directory, and close all related features without refund. Such exhibitors will also be blacklisted.

3. Where an exhibitor intentionally use resources on the online show platform to cause damage to the online show feature or inconvenience to other visitors, the Organizer will be able to claim the expenses from the exhibitors.

● Personal Data Protection Act

The personal information provided on exhibitor's registration form below is for the use of promoting AMPA Digital Go between 2021 to 2025. Such information will be used to engage event contacts whose telephone number, email and other communication method are provided herein.

Data subjects may, with regard to their personal data, ask

1. for inquiries or access;
2. for a copy;
3. for supplement or correction of the information;
4. for cessation of the collection, processing, or use of the information; or
5. for deletion of the information. To exercise the rights listed above, please contact TAITRA's facilitator (02-27255200 ext. 2626).