

2024 Taichung Shopping Festival

[For the Love of Shopping] Submission Contest Guidelines

I. Event Background

Since its inaugural edition in 2019, the Taichung Shopping Festival has called upon businesses throughout the city to participate, regardless of their size. Whether they are from various industries or small vendors, all can join the Taichung Shopping Festival lineup with consumer receipts or invoices, stimulating nationwide consumer frenzy. Over the course of five editions, both the registered transaction amounts and the event's publicity have been the highest among similar activities organized by local governments, establishing it as a nationwide benchmark for shopping marketing brands and becoming a highly anticipated consumer event.

In 2022, the first submission contest was launched, followed by the second edition last year, both of which received widespread support and admiration from participants. To build excitement before the official event, this year will continue to hold a creative proposal selection activity with the theme "For the Love of Shopping," offering a total prize pool of 660,000 NTD to showcase everyone's brilliant shopping moments in Taichung.

This event will promote internationalization, allowing people of any nationality to participate. Additionally, there will be a special prize exclusively for foreigners, attracting the world to visit Taichung!

II. Competition Themes

Submitted works may include, but are not limited to, the following themes:

1. Based on **the Taichung Shopping Festival event content**, such as lottery activities, prizes, participating stores, weekly themed events, event image, marketing promotions, etc. Present your experiences, feelings, and thoughts about participating in the Shopping Festival, showcasing the Taichung Shopping Festival as you know it.
2. Starting from **the shopping and consumption experience in Taichung**, present the convenience of consumer life, the warmth of traditional markets, local delicacies in night markets, the diverse characteristics of commercial districts, etc. Explore attractions in the mountain, sea, countryside, and urban areas, visit stores for shopping, and demonstrate the charm of Taichung city and your love for shopping in Taichung.

3. To echo the main focus of the 6th Taichung Shopping Festival in boosting various industries and the grassroots economy, balancing urban and rural economies, and enhancing the visibility of mountain, sea, and countryside industries and businesses, **if the submitted work presents content related to the city's commercial districts, markets, night markets (not limited to those managed and guided by Taichung City Government), or the ten administrative districts with relatively lower registered consumption during the 5th Taichung Shopping Festival (Da'an, Shigang, Waipu, Xinshe, Heping, Dongshi, Qingshui, Shengang, Wufeng, Longjing)**, it can include shopping experiences, scenic spot recommendations, cultural aspects, and personal experiences. These will be considered as bonus points in the evaluation criteria (as detailed later).
4. Other creative ideas combining the themes of "Taichung," "Shopping," and "Discounts" that can inspire awe and resonance in others.

III. Competition Schedule

1. Submission Period: **From October 2, 2024, to October 25, 2024.** Late submissions will not be accepted.
2. Preliminary Selection: **By November 1, 2024.** Results will be announced on the Taichung Shopping Festival event website or the Taichung Shopping Festival Facebook fan page. Selected participants will be notified by phone.
3. **Preliminary Round (Physical Event): November 10, 2024 (Sunday) 14:00-18:00. Tentative venue: Daya Park (subject to change based on actual circumstances).**
4. **Final Round (Physical Event): November 17, 2024 (Sunday) 14:00-18:00. Tentative venue: Guangan SOGO 1st Floor Plaza (subject to change based on actual circumstances).**

Note 1: Participants selected for the preliminary and final rounds must attend the physical events and perform on stage. Those unable to attend will be disqualified, and their spots will be filled by the next eligible participants in order.

Note 2: Each participating group in the preliminary and final rounds is limited to a 3-minute performance time.

Note 3: For details on the competition format for the preliminary and final rounds, as well as stage and screen specifications, please refer to the live video of

the 2023 Taichung Shopping Festival "For the Love of Shopping Submission Contest" on the Taichung Shopping Festival Facebook fan page(<https://www.facebook.com/shopping2015taichung/videos/1666399157177240>)

IV. Registration Procedure

1. Registration is entirely online. Complete the registration by filling out the form in the online registration area. (Registration URL: <https://www.surveycake.com/s/WRe9D>)
2. Eligibility: Open to individuals and teams. Each group is allowed one submission. If multiple individuals or groups submit the same creative proposal, priority will be given to the earliest submission.
3. Work Specifications:
 - (1) **Format is unrestricted.** Submissions can be short videos, images, articles, songs, dances, comic dialogues, mime, creative performances, etc. They can be accompanied by music or visual presentations. However, **the works must be in a format that participants can perform or explain on stage**, and must align with the competition theme.
 - (2) Submissions should include a Chinese text of no more than 1,000 characters explaining the work's creative concept, core theme, key content, etc. This should enable the preliminary selection judges to understand the content of the participant's work and its stage presentation format. **The more complete the work's presentation, the more it will be considered in the judging panel's scoring criteria.** However, the content must not violate good morals or contain inappropriate language. **Participants may upload audio-visual files with a shared link (limited to 3 minutes in duration) as needed for their submission content and presentation format. However, this file will only be used as a reference for preliminary selection, and the judges will primarily base their decisions on the submitted text.**
 - (3) **Each group's performance time is limited to 3 minutes for both the preliminary and final rounds.**

V. Evaluation Procedure

The evaluation for this event is divided into three stages: preliminary selection, semifinal, and final. The organizing committee will appoint representatives from the city government and domestic experts in relevant fields to form a professional

judging panel, which will conduct evaluations based on principles of fairness and impartiality. The number of selected participants and rewards for each stage are as follows:

1. Preliminary Selection: The judging committee will conduct a document review to select **16 groups** and **5 groups** for the special foreign category to **enter the preliminary round**.
2. Preliminary Round: Participants selected from the preliminary selection will perform at the preliminary round venue. Based on the evaluation criteria, the judges will select **13 groups** and **3 groups** for the special foreign category to **enter the final**.
3. Final: Participants selected from the preliminary round will perform at the final venue. Based on the evaluation criteria, the judges will determine the **top three winners, 10 honorable mentions**, and the best 3 groups for the special foreign category. These winners will receive prize money and certificates.

Evaluation Distribution

Evaluation Criteria	
Scoring Criteria	Score
Shopping Satisfaction (Theme relevance, Content completeness)	40%
Consumer Accuracy (Technical presentation of the work, Stage presence)	20%
Shopping Enthusiasm (Demonstration of passion, Level of resonance evoked)	20%
Local Warmth (Content presentation and quality including the city's commercial districts, markets, night markets (not limited to those managed and guided by Taichung City Government), or the ten administrative districts with relatively lower registered consumption during the 5th Taichung Shopping Festival (Da'an, Shigang, Waipu, Xinshe, Heping, Dongshi, Qingshui, Shengang, Wufeng, Longjing))	20%

【Tiebreaker Criteria】

In case of a tie in total scores, rankings will be determined based on higher scores in the following criteria, in order of priority:

Shopping Satisfaction > Consumer Accuracy > Shopping Enthusiasm > Local Warmth

VI. Other On-Site Awards

1. **Most Popular Award:** During both the preliminary and final rounds, on-site audience members will be free to vote for their favorite contestants. The votes from both rounds will be combined, and the contestant with the highest total vote count who also advances to the final round will be selected as the winner of the Most Popular Award.
2. **Most Enthusiastic Cheering Squad Award:** Contestants can invite friends and family to form a cheering squad to support them. The cheering methods should be creative, passionate, and energetic, but must not interfere with the event proceedings or the on-stage performances. The judging panel will assess the performance of the cheering squads in both the preliminary and final rounds, and reach a consensus to select one contestant who advances to the final round and has the best-performing cheering squad as the winner of the Most Enthusiastic Cheering Squad Award.

VII. Event Awards (If entries do not meet the standard, the organizer may declare the award "vacant")

Ranking	Prize Money	Number of Winners
First Place	150,000 NTD	1
Second Place	90,000 NTD	1
Third Place	60,000 NTD	1
Honorable Mention	30,000 NTD	10
Special Foreign Category Awards	Prize Money	Number of Winners
Best Shopping Spirit	20,000 NTD	1
Best Shopping Guide	20,000 NTD	1
Most Down-to-Earth	20,000 NTD	1

On-Site Awards	Prize	Number of Winners
Most Popular Award	10,000 NTD (in prizes or vouchers)	1
Most Enthusiastic Cheering Squad Award	10,000 NTD (in prizes or vouchers)	1

VIII. Notes and Compliance Requirements for Participating in the Submission Activity

1. All related expenses incurred from participating in this submission activity shall be borne by the participants. The organizer will not provide additional compensation.
2. Incomplete submissions will be considered ineligible and will not be accepted.
3. Submitted works must be original and must not plagiarize, imitate, or steal others' works. They must not counterfeit or infringe on others' copyrights and portrait rights. If there are any legal responsibilities related to copyright laws or infringement of third-party rights, the work provider shall bear full legal responsibility, which is unrelated to the organizer. If a participant is found to have violated regulations to the extent of potentially breaking the law, their eligibility to participate may be revoked; for winning entries, the award will be canceled and the prize (including prize money) will be reclaimed.
4. Submitted works must comply with the competition theme regulations and must not contain content that violates good morals. Only works that have not been publicly released before are eligible. Violators will be disqualified.
5. If a preliminary selection/preliminary round/final round selected participant privately transfers their work to a third party to participate in the on-site competition, the organizer has the right to cancel their competition rights at any time and reclaim any awarded prizes (including prize money).
6. If a winner is disqualified for violating the competition rules, the organizer has the right to decide whether the award will be given to the next in line. All participants must not object to this decision.
7. According to the Income Tax Act of the Republic of China, for prizes valued over NTD 20,000, the organizer will notify the winner to pay 10% tax on the actual reported value of the prize when claiming it (for non-residents of the Republic of China (i.e., nationals and foreigners who have resided in the Republic of China for less than 183 days), regardless of the amount won, a uniform 20% income tax will be withheld). If the total prize money won in the

year exceeds NTD 1,000, it will be included in the individual's annual comprehensive income tax return, calculated in NTD.

8. The copyright and all related rights of the winning works belong to this government. The organizer has the right to exercise public announcement, public display, public broadcast, public recitation, public screening, public transmission, public performance, reproduction, editing, adaptation, rental, distribution, and publication rights of the winning works according to the Copyright Law, without additional compensation. Furthermore, the organizer reserves the right to modify the winning works, and the author may not object.
9. If there are any unfinished matters, the organizer will make a separate announcement. Please read the above submission instructions carefully. Once you submit an entry to this event, you are deemed to agree to the relevant regulations in this submission description and the subsidiary regulations announced separately by this government.
10. If this activity cannot proceed due to any reason, the organizer reserves the right to modify, suspend, or terminate the activity at any time. In addition, the organizer reserves the right to modify these submission instructions and has the right to interpret and make decisions on all matters related to this activity.

IX. Contact Information

For related matters, please contact the Taichung Shopping Festival Submission Activity Team, 04-23820259 (Service hours: Monday to Friday, 9 AM to 5 PM)