

ZA SHARE EXPO  
for Innovative Education



2018.10.04 Thu. – 10.07 Sun.  
TAIPEI Huashan 1914 Creative Park

Exhibition Manual

# ZA SHARE 雜學校2018



**CALL FOR  
EXHIBITORS**  
2018.05.02 Wed. — 06.15 Fri.

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Facebook: <https://www.facebook.com/zashare.expo/>

Official site: [zashare.org](http://zashare.org)





## Make Education Different

ZA SHARE setup fantastic scenes and explorations into life, connecting the diversity of education and culture to be recognized as Asia's most influential innovation and exhibition brand.



3  
previous  
expos



1,062  
received  
applications



386  
participated  
teams



31  
cities overseas  
took part



102,683  
expo visitors  
accumulated



40,000,000  
online  
community reach

## ABOUT ZA SHARE

Broad-based learning is a fundamental ability for future talent. Only with diversity and dissimilarity, can fertile ground for talent innovation be created. ZA SHARE is a social school that uses cities as units, everyday life as content and people as core. ZA is the transliteration of the Chinese word for 'comprehensiveness' and from Z to A, it implies engagement from the bottom-up, whereas SHARE indicates connection and sharing.

ZA SHARE is a grassroots movement for the innovation of education and culture in Taiwan. It was established by Ozzie Su in 2015, who longed to build a utopia with a variety of learning pathways that allowed people aged 1-99 to find their life passion. Thus, he recruited unconventional educational and cultural creativity from Chinese society and organized a yearly expo for innovative education. Using a brand new curating approach, ZA SHARE is a unique platform for exhibitors from various backgrounds to work together and exchange ideas without boundaries. This also allows exploration and surprises to happen, which is a catalyst for the transformation of education into diverse lifestyles and for talent cultivation. Furthermore, ZA SHARE continued to set up an education startup accelerator, assisting businesses with innovative educational philosophies to develop their startup step by step. "If everyone could work out of passion, the society would be so much more powerful."

### 2017 ZA SHARE Expo

Accumulated an attendance of 50,000 visitors in 4 days  
Attracted nearly 130 exhibitors from various Asian countries  
Facebook event page attracted more than 100,000 followers

### What you can find in ZA SHARE Expo 2018:

#### • Opportunities

Investment, business, policy direction, educational contents

#### • Partnership

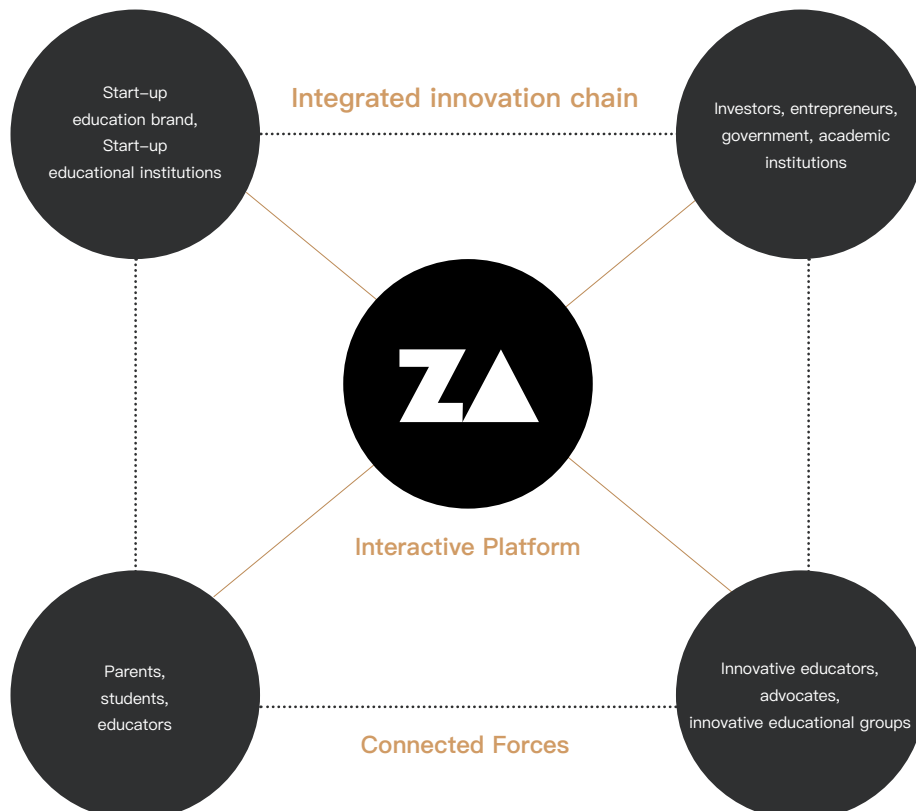
Connection, resource sharing/integration, moral support

#### • Platform

Display, advocate, and recruit

#### • Possibilities

Education method, learning method, job offer





## Event Run-Down

### 10.03 Wed.

#### 08:00–20:00 Booth Setup

· The exact date and time will be based on follow-up announcements

### 10.04 Thu.

#### 13:00–20:00 VIP and Media Preview

14:00–14:30 Opening Press Conferencing

14:30–15:00 VIP from the government, industry and the academia , and the journalists visit the booths

15:00–16:30 Zac. (ZA-accelerator) Demo Day

### 10.05 Fri.

10:00–20:00 Open for public

### 10.06 Sat.

10:00–20:00 Open for public

### 10.07 Sun.

10:00–17:00 Open for public

17:30–20:30 Booth dismantling

Note: The exhibition is scheduled for four days (the first day is the preview). Candidates who are not able to participate in the whole exhibition will not be selected.

## 2018 Event Planning

Huashan 1914 Creative Park ,  
Taipei City, Taiwan



### ① ZA EXPO

Expect to have 110 innovative education groups/individuals to attend

ZA EXPO publicly solicit innovative educational contents, including the case studies of innovative education from teachers/parents, creative ideas from students, experiment or proposal for future education, questions and answers regarding daily lives, interpretation of education equality, innovative educational concept or tools, or ideas that expand the boundary of education. Individuals, groups or brands are all qualified to apply for the Expo.

After the selection is completed, the organizer will select 12–16 ZA STAR Award Winners who will receive special recommendation on the site map and event brochure. Please share the great contents that you want more people to know on your application form!

### ② ZA Concept Exhibition

Planned and designed by the event organizer, Za Concept Exhibition not only will present the brand concept and the theme for this year's ZA SHARE Expo, but will also provide customized booth space for the ten nominees of Zac. (ZA–accelerator) Demo Day (Details can be found in sixth point). These nominees will enjoy the opportunity to be observed by

international VIP, connect with guests from the government, industry and the academia, and enjoy preferred media exposure etc.

### ③ ZA TALK

The organizer will invite speakers to host 10–15 lectures. Capacity for each session is around 150 people.

The organizer will host multiple sessions of lectures and panel discussions to share the best practices on multiple issues and disciplines.

### ④ ZA WORKSHOP

The organizer plans to organize 15–20 sessions of interactive workshop with an average capacity of 30 people per session.

The organizer will invite the exhibitors to host interactive, hands-on workshops covering the area of art creation, traditional craft education, interactive teaching, science experiment, innovative teaching plan sharing and small-scale panel discussion. The workshop will be held in a separate venue to accommodate a more diversified and richer



curriculum. The exhibitors will enjoy another opportunity to interact with the visitors in addition to their own booth.

#### **⑤ Press Conf.**

A Grand-opening press conference will be held at 2pm on the preview day. Taipei City Major, VIPs from the government, industry and academia, local and international media, and exhibitors will be invited to attend the press conference. Founder of ZA SHARE will lead the guests to tour the expo and summarize the concepts behind the expo to maximize media exposure.

#### **⑥ Zac. (ZA-accelerator) Demo Day**

Zac. Demo Day will be held on 3pm of the preview day. Ten nominees will each have five minutes to pitch their start-up concept. The organizer will invite four entrepreneurs and senior venture capitalists to form a judge panel to provide feedback to the ten nominees and select three finalists to be awarded the trophy. They will also get the benefits of media exposure, discount on consultation and exhibition for next year's event, attend oversea exhibition and the opportunity to be invested. (Please see Page 19 for details).

#### **⑦ More exciting activities are coming up...**

More details will be updated on ZA SHARE's official website from time to time. Please stay tuned.

## Workflow for Exhibitors



### Understand the participation requirements

In order to make the application process smoother, please read the exhibition manual carefully to fully understand the process and requirements.



### Attend the exhibitor's orientation

The organizer will host an exhibitor's orientation to introduce the event in full detail. (The exact date, time and venue will be announced by the organizer.)



### Fill out the application form

After preparing 20 pages of exhibitor's proposal presentation, please register as a member on ZA SHARE's official website and go to the registration page to upload your files and fill out the application form. ZA Workshop and Zac.(ZA-accelerator) Demo Day will also be opened for application during the application period. Exhibitors who have filled out the application for the expo can also sign up for these two sessions. (The deadline for application is June 15th. For more details, please go to the official event website: [zashare.org](http://zashare.org))



### Organizer Review: Confirm submission of online registration

The organizer will send a confirmation email to notify the completion of the application. If you do not receive any reply in three days after submitting the application, please contact the organizer for confirmation.



### Pay the Application Fee

No application fee is required for exhibitors from overseas (including China, Hong Kong and Macau).)



### Receive the selection result

The organizer will announce the admission lists of (1) the Expo, (2) the Za Workshop and (3) Zac. (ZA-accelerator) Demo Day at Za Share's official website on July 10th.



### Full participation

Pay the exhibition related expenses and confirm the documents according to the schedule for exhibitors. Please refer to the Attachment 6: Exhibitor Checklist and the organizer's announcement for details.

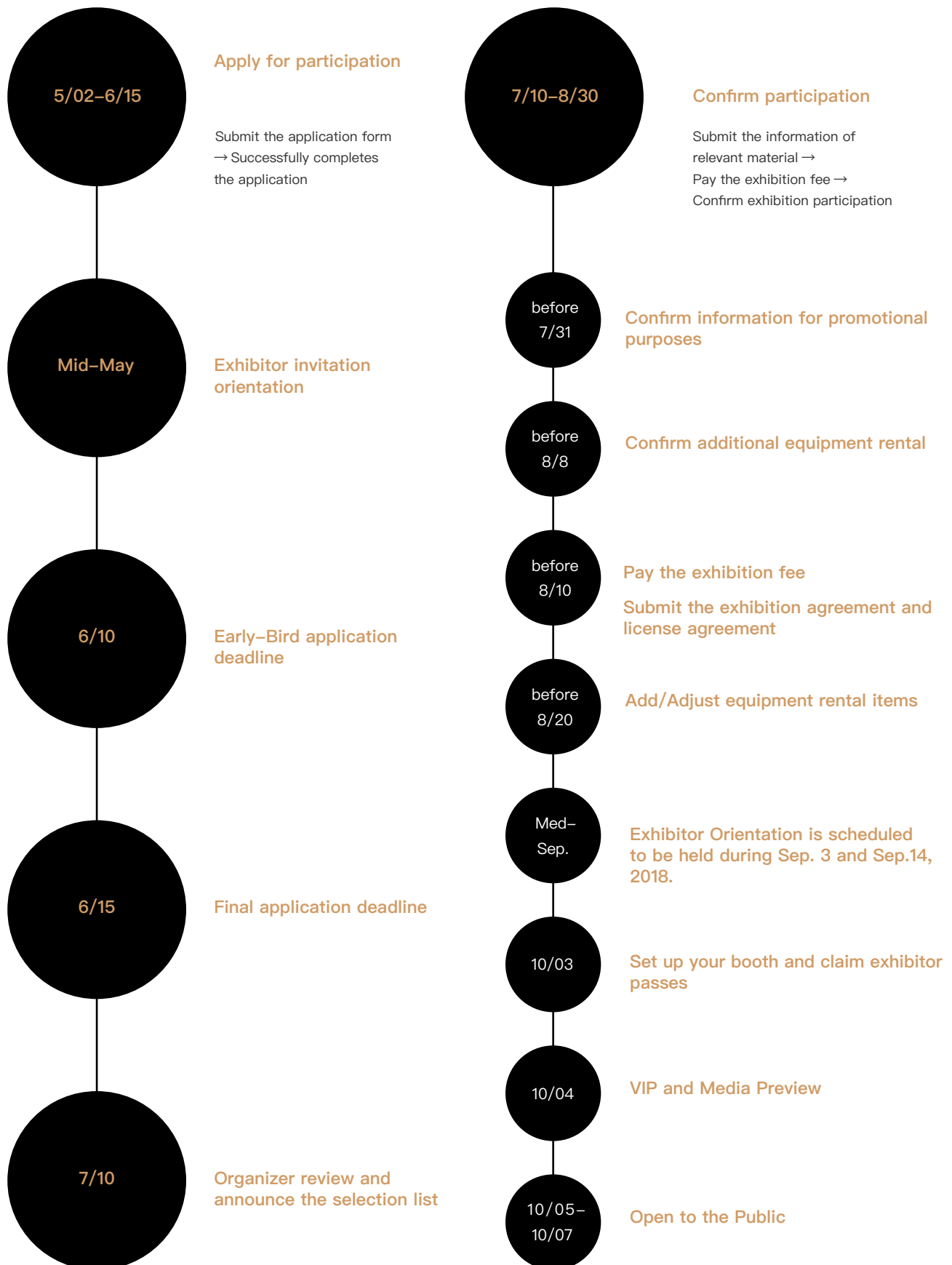


### Attend the Pre-Expo Orientation

The organizer is scheduled to host a pre-expo orientation in September for final communication and guideline explanation before the event. Each exhibitor needs to assign at least one member to attend the orientation. (The exact date, time and venue will be announced on a following date by the organizer)



## Expo Schedule for Exhibitors



## ZA EXPO: Detailed Information

If everyone could work out of passion,  
the society would be so much more powerful.

ZA SHARE is an open educational platform that accommodates diversity and fuels idea implementation. We believe “Innovative Education” represents not only the interactions within the classroom, but also the creative minds in the society who are willing to identify problems, look for solutions and implement ideas.

At ZA SHARE, we will connect all ideas in the society with constant interaction and exploration in order to influence the society in a substantial manner. This year, ZA SHARE will publicly solicit innovative educational ideas in the four areas of educational innovation, cultural practice, life exploration and professional training!

### 01 Educational Innovation

The scene of teaching and learning represents the collective awareness of a city. By carefully observing the images and sounds of it, we will get a better understanding of how education shapes individual lives and build the city.

**Exhibitor Category Example:** Experimental educational institution and self-learning groups, creative teaching case-study of teacher in and out of the educational system, organizer of innovative educational curriculum, parent education, teaching aids design, teacher training program, etc.

(The examples are for reference only. The definition of the exhibitor category can be further expanded. The organizer reserves the ultimate right to exercise its discretion in assigning the exhibitor to specific categories. )

### 03 Life Exploration

Our lives are the culmination of our daily activities. Between rational contemplation and willful splurging, we are constantly exploring the balance between the surroundings and ourselves.

**Exhibitor Category Example:** Creative life, spiritual growth, potential development, lifestyle and tastes, makeup & styling, games, hobby development and implementation, etc.

(The examples are for reference only. The definition of the exhibitor category can be further expanded. The organizer reserves the ultimate right to exercise its discretion in assigning the exhibitor to specific categories. )

### 02 Cultural Practice

Culture is a gentle vehicle that accommodates the conflicts during the gradual process of transformation. It continues to change our environment and values by incorporating new ways of interaction.

**Exhibitor Category Example:** Cross-culture learning, cultural development, social design, urban development, civil advocate, cultural diversity, social innovation, charity implementation, historical science, philosophical speculation, media, language learning, community development, etc.

(The examples are for reference only. The definition of the exhibitor category can be further expanded. The organizer reserves the ultimate right to exercise its discretion in assigning the exhibitor to specific categories. )

### 04 Professional Training

We have been constantly looking for new ways to react to the changing world. When opportunity arrives, we need to have just enough self-confidence to face the good things and bad things of our time.

**Exhibitor Category Example:** Knowledge and skill education, career exploration, professional training, networking, counseling psychology, etc.

(The examples are for reference only. The definition of the exhibitor category can be further expanded. The organizer reserves the ultimate right to exercise its discretion in assigning the exhibitor to specific categories. )

## Special Campaign | ZA STAR ★

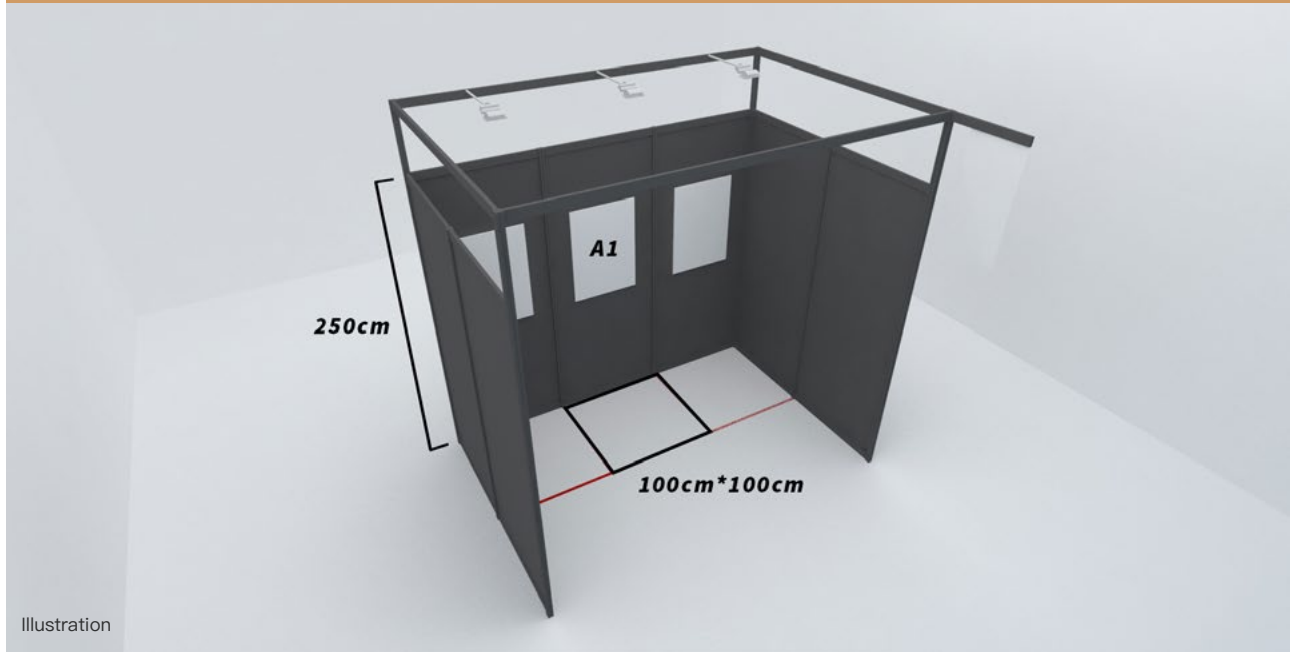
In appreciation to the increasing number of innovative educational groups attending the expo, Za Share especially introduces a special campaign titled ZA STAR this year! The organizer will select 12–16 recommended exhibitors based on the exhibitor’s application proposal presentation. The exhibitors selected will be awarded a Za Star emblem on the site map and event brochure to attract more visitors and media exposure.



## Booth Specifications and Fees

			
Type	01 Basic Booth	02 Standard Booth	03 Advanced Booth
Specifications	1 m <sup>2</sup> per booth (width 1m x depth 1m x height 2.5m)	6 m <sup>2</sup> per booth (width 3m x depth 2m x height 2.5m)	12 m <sup>2</sup> per booth (width 6m x depth 2m x height 2.5m)
Package	Floor without carpeting. One exhibition light with panel clip.	One Standard Package: Three display panels Three exhibition lights with panel clips One 110v two-hole socket	One Advanced Package: Two display panels (no display panel on the main pathway side) Four exhibition lights with panel clips Two 110v two-hole sockets
Work Permit	2 work permits for the booth	3 work permits for the booth	6 work permits for the booth
Complimentary Ticket	N/A	One "Three-Day Fast Pass"	Eight "Three-Day Fast Pass"
Registration Fee	<b>FREE</b>	<b>FREE</b>	<b>FREE</b>
	Note: Special offer for overseas exhibitors (including exhibitors from China, Hong Kong, and Macau): Free Registration		
Exhibition Fee	<b>USD 110</b>	<b>USD 750</b>	<b>USD 2,200</b>
(Including the booth fee, package provided, and trash disposal fee. Cannot be divided by item.)	Notes: (1) The fee includes the package provided for each booth type, daily trash disposal (exhibitor has to take the trash to the collection spot), and basic venue cleaning before exhibition (NOT including the garbage produced by non-daily activities, i.e., printouts, wood materials or products for decoration...etc.) The fee is integral and cannot be divided by item. (2) The exhibitor is responsible for disposing the garbage and waste produced during move-in and move-out. If they are left in the venue and the exhibitor failed to remove the waste after notified by the organizer with photo, a waste disposal penalty will be deducted from the guarantee deposit.		
Guarantee Deposit	<b>USD 60</b>	<b>USD 220</b>	<b>USD 890</b>
	Notes: (1) The guarantee deposit serves as a deposit in security during the exhibition. The organizer is entitled to confiscate the guarantee deposit according to the penalty terms when the exhibition content is not align with the application description, violates the order or is contradictory to the quality of the exhibition, or there's dispute over the move-in, decorating or dismantling of the exhibition space. (2) Please refer to P.16-17 of the manual for related regulations. The penalty terms and corresponding amount will be provided after the selection results are announced. If there's any change, the final announcement of the exhibition rules. (3) The organizer has the right for final review and decision-making, and the exhibitor may not oppose to the decision made. (4) The organizer will return the guarantee deposit to the designated account within two months after the exhibition.		
Other Fees	Additional equipment hire: 1. Power supply socket 2. Display stand	Additional equipment hire: 1. Power supply socket 2. Display stand 3. Folding table 4. Folding chair 5. Exhibition light with panel clip	Additional equipment hire: 1. Power supply socket 2. Display stand 3. Folding table 4. Folding chair 5. Exhibition light with panel clip
	Work permit: USD 10 per permit (max: one)	Work permit: USD 10 per permit (max: two)	Work permit: USD 10 per permit (max: four)
	Notes: A basic number of work permit has been included in each package, the staff can pass the permit to the coming shift when leaving and arriving. If more staff is needed, additional permits can be purchased at the price of USD 10 per permit. (Due to the maximum number of people permitted in the venue and fire safety considerations, the work permit has an upper limit for additional purchase.)		

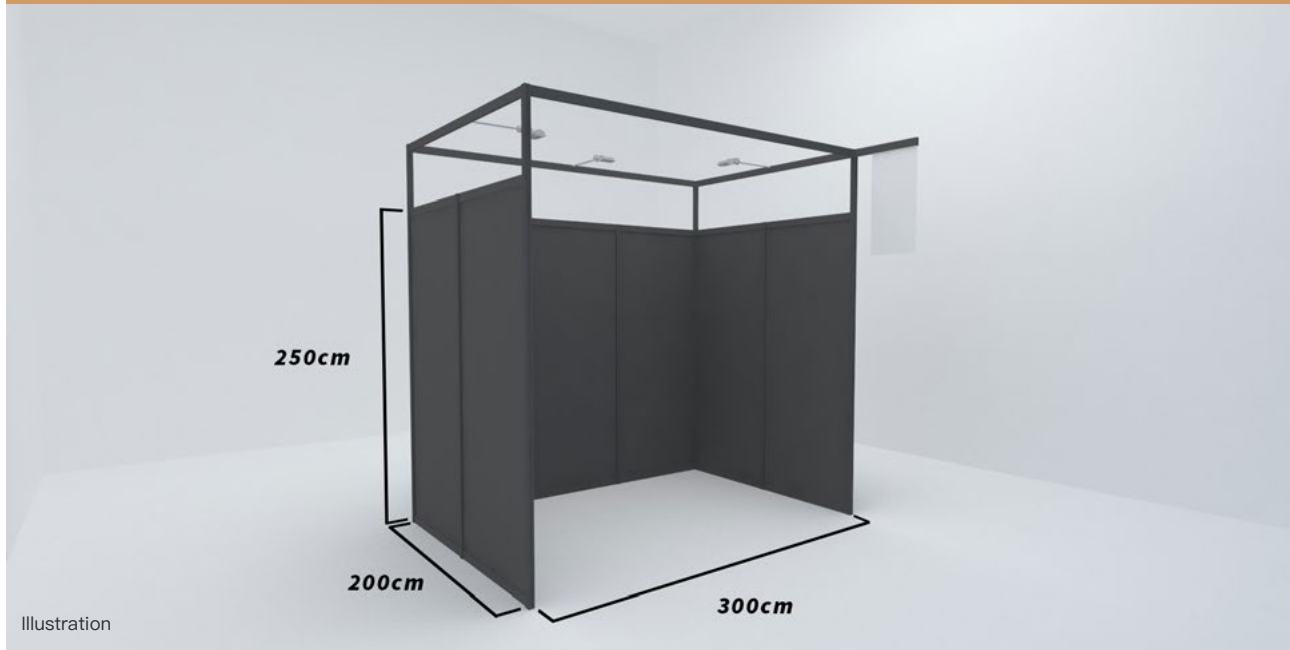
## Basic Booth Description



The space for rent is 100cm (length) x 100cm (width) x 250cm (height). With no carpeting on the floor; one exhibition light with panel clip is provided. Tables, chairs, and socket are NOT included. The surrounding exhibition panels (outside the designated area) may not be used.

The fee for the type is USD110. Participation guarantee deposit is USD 60. One A1 size poster (printed out by the exhibitor) can be posted within the designated area on the back panel of the basic booth. Showcases and sockets can be hired from the organizer after the exhibitor is selected.

## Standard Booth Description



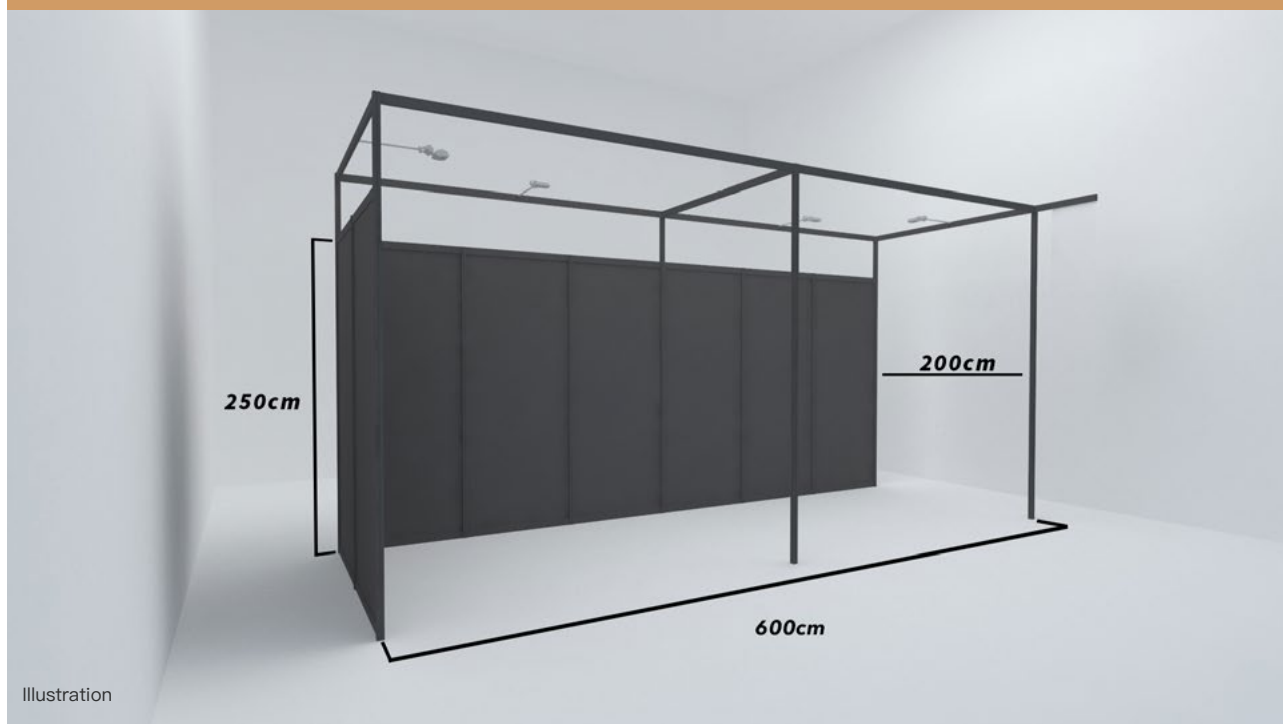
The space for rent is 200cm (length) x 300cm (width) x 250cm (height). With one standard package: Three display panels, three exhibition lights with panel clips, and one 110v two-hole socket.

The fee for the type is USD750. Participation guarantee deposit

is USD 220. The standard booth exhibitor from the organizer can hire power supply sockets, showcases, tables and chairs, and straight-neck lights.



## Advanced Booth Description



Illustration

The space for rent is 200cm (length) x 600cm (width) x 250cm (height).  
With one advanced package: Two display panels (no display panel on the main pathway side), four exhibition lights with panel clips, and two 110v two-hole sockets.

The fee for the type is USD2,200. Participation guarantee deposit is USD 890. Power supply sockets, showcases, tables and chairs, and straight-neck light can be hired by the advanced booth exhibitor from

the organizer.

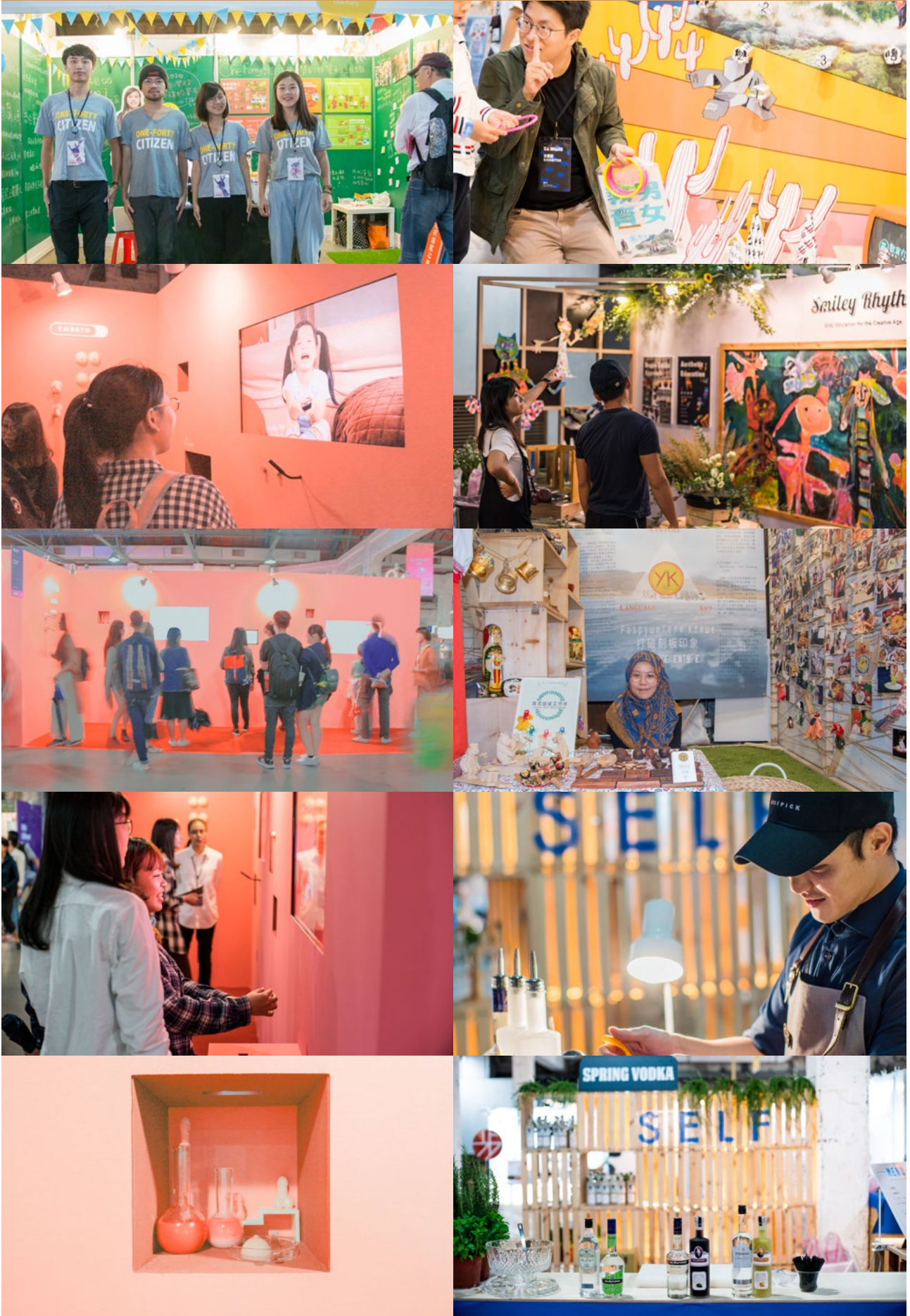
Notes: Exhibitors apply for the advanced booth will have the priority to be arranged to use the booth by the main pathway. There are limited numbers of booths by the main pathway, and the priority will be determined according to the time the application is submitted. However, the organizer has the right to make the final decision and the exhibitors may not oppose to the decision.

## Booth design examples





## Booth design examples





## Additional Facility Hire

Number		Item	Specification	Rental	Remarks
1		Power supply socket	110V/5A	USD 15	
			220V/5A	USD 35	
2		Showcase	S: 47cm (width) x 47cm (depth) x 90cm (height)	USD 32	
			L: 100cm (width) x 47cm (depth) x 90cm (height)	USD 45	Only for "Standard Booth" or "Advanced Booth" exhibitors
3		Folding table (IBM table)	180cm (width) x 75cm (depth) x 75cm (height)	USD 18	Only for "Standard Booth" or "Advanced Booth" exhibitors
4		Folding chair	Folding chair, 45cm in width.	USD 7	Only for "Standard Booth" or "Advanced Booth" exhibitors
5		Straight-neck light (exhibition light with panel clip)	23 watts, silvery gray neck, yellow light	USD 12	Only for "Standard Booth" or "Advanced Booth" exhibitors
Note	Depending on the spec and quantity of the facilities the vendor provided to the organizer, the color and spec of the above-mentioned facilities are subjects to change. Should there be any change, an announcement will be made.				

## Notes

### Application and Participation

1.If the application materials are missing, overdue, or do not conform to the specifications, the registration application will not be accepted.

2.Please be sure to confirm the remittance information related to registration and exhibition fees before transferring. The relevant information is published in the exhibition call manual downloaded from the official website. The organizer will not contact the exhibitor/ applicant via text message for any corrections. All exhibitors/ applicants must be cautious about such contacts.

3.Exhibitors must participate in the entire process; staff or employee should be designated to take part in the post-selection exhibition preparation period, the pre-expo orientation, and stay at the booth during the event. The exhibition is scheduled for four days (the first day is the preview). Candidates who are not able to participate in the whole exhibition will not be selected.

4.All exhibiting contents should be original and should not be the result of plagiarism, imitation, or plunder; content that does not match the registration information must not be exhibited; contents that related to gambling or obscenity must not be involved. Should there is any violation of law or infringement of the right of others, the exhibitor is solely responsible for the legal liability. If the rights and interests of the organizer are damaged, the exhibitor shall be liable for the damages to the organizer.

5.Copyright and portrait rights during the exhibition are permanently authorized to the organizer for free; the organizer may conduct full-length videotaping, use the material for replication, production of advertising materials, or to publicly broadcast or transmit on television, radio and websites with necessary changes, reproductions, or editing for promotion.

6.Exhibitors must not privately sublease or transfer booths to unlisted units or share the same booth with any exhibitor. The organizer is entitled to revoke the violating exhibitors' right to the exhibition and confiscate the full guarantee deposit.

7.In the case there are transactions of goods or services during the exhibition, the exhibitors need to issue a receipt or receipt lottery on-site in accordance to the law.

8.The exhibitors should take out adequate insurance (property, burglary insurance) for their exhibits during the exhibition (including move-in and move-out). The organizer will not be liable for any financial loss, missing, or theft during the exhibition.

9.The organizer has the right to revise, change and terminate this event if there are any outstanding issues not covered by the manual. For further details, the public information posted on the official website (zashare.org) rules.

### Booth Allocation

1.Allocation policy: The organizer allocates the location of booth according to the booth type chosen by the exhibitors. The Advanced Booth has the priority to be arranged by the main pathway. (There are limited numbers of booth by the main pathway, and the priority will be determined according to the time the application is submitted.) The Standard Booth will be distributed in the central area

of the venue, and the Basic Booth will gather in the back area of the venue. The booth layout will be announced along with the selection results.

2.The location of the booth and the venue design are subjects to change before the event. The organizer has the right to increase or decrease the number of booth according to the capacity of the venue with discretion, and may make the final decision about the booth location.

### Guarantee Deposit

1.The guarantee deposit serves as a deposit in security during the exhibition. The organizer is entitled to confiscate the guarantee deposit according to the penalty terms in situations including but not limited to the following ones: the exhibition content does not align with the application description, violates the exhibition order or is contradictory to the quality of the exhibition, or the exhibitor fails to leave the venue as required, resulting in the delay of venue closing.

2.Guarantee Deposit Brackets: USD 60 for Advanced Booth, USD 220 for Standard Booth, USD 890 for Basic Booth

3.The guarantee deposit will be confiscated when the exhibitor fits in the following situations:(1)Withdraw from the exhibition after finishing the registration(2)The actual exhibition does not align with the plan and design submitted.(3)The decoration or display panel height violates the announcement made by the organizer, the exhibition manual, and the Regulations for Exhibition Decoration of Huashan. (4)The entering and leaving of trucks fail to follow the designated time slot and other related rules during the move-in and move-out. (5)Fail to dispose the wastes produced and leave them in the venue during the move-in or move-out.(6)The applicant and execution organization for the exhibition are verified by the organizer to be fake or exaggerated. (7)Privately sublease or transfer booths to unlisted units or share the same booth with any exhibitor and is verified to be true.(8)To provide the exhibitor pass to any non-exhibitor, or share with other exhibitors who enter the venue simultaneously, and is verified by the organizer to be true. (9)The adjacent booths and the movement of visitors are affected by the position of the objects or trial activities at the booth during the exhibition, and has been verified and notified by the organizer but does not make any change. (10)Affect the movement of visitors by giving away advertising materials, gifts or questionnaires outside the booth. The exhibitor fails to make any change after verification and notification by the organizer.(11) The business hours of the booth do not align with the event hours or the booth is closed earlier than it should be during the exhibition.(12)Facilities hired and the booth area (including area inside the booth, and area within half the width of the pathway in front of the booth) are damaged or stained, and is verified by the venue coordinator of the organizer during move-out.(13)Fail to notify the venue coordinator of the organizer to inspect the booth area and verify the dismantling process during move-out. (14)Fail to recover the venue and put the trash to the designated collection spot during move-out.(15)Leave bulky garbage or wastes inside the Huashan Park during move-out.

4.The penalty terms and corresponding amount will be provided after the selection results are announced. If there's any change, the final announcement made by the exhibition rules.

5.The organizer has the right for final review and decision-making,



and the exhibitor may not oppose to the decision made.

### Registration Cancellation

1. An official e-mail to explain the withdrawal reasons is required to cancel the registration. Otherwise, the withdrawal and refund will not be processed.

2. Those who fail to pay the guarantee deposit and booth fee within the designated time period are considered as giving up the right; the booth is no longer reserved and will be allocated to others by the organizer.

3. For those who cancel the registration in August 2018, the organizer will confiscate the full amount of the guarantee deposit and part of the booth fee (by which means the confiscation of USD 1,750 for Advanced Booth, USD 420 for Standard Booth, and USD 105 for Basic Booth), and the money will be used as the promotion fund of the exhibition.

4. For those who cancel the registration in September 2018, the original reserved booth will be cancelled and the organizer is entitled to allocate it to others. The paid guarantee deposit and booth fee will be fully confiscated and be used as the promotion fund of the exhibition.

### Payment and Refund

#### 1. Payment Information

Bank: FIRST COMMERCIAL BANK

Branch: YUNG CHUN BRANCH

Bank Swift Code: FCBKWTWP

ACCOUNT No: 157-40-009459

Account Name: ZA SHARE Co., Ltd.

Bank Address: 451, Chung Hsiao E. Rd., Sec. 5, Hsin Yi Dist., Taipei 110, Taiwan

#### 2. Guarantee Deposit Refund Information

After payment, verify the information of the account for refund (including the name of the bank, account name, and account number), and send the front cover of the account passbook to the designated receiver via scanning or document photography. The organizer will return the guarantee deposit to the designated account within two months after the exhibition.

## ZA WORKSHOP: Call for Exhibitors



The organizer aims to encourage the exhibitors to have in-depth and interactive sessions with the visitors. The workshop will be held in a separate venue to accommodate a more diversified and richer curriculum. The exhibitors will enjoy another opportunity to interact with the visitors in addition to their own booth exhibition.

### Application information

Based on the application form and the activity proposal as in Appendix 2, 15–20 exhibitors will be selected. The exhibitors will need to finish applying for the exhibition on our website before submitting their applications to Za Workshop.

Every workshop session lasts 90 minutes including entering and exiting the venue and accommodates up to 30 people.

The exhibitors need to pay USD 380 per session and provide relevant course materials if any. The organizer is responsible for session registration and payment collection (TWD 500 per session for each participant.)

### Session themes

The exhibitors are encouraged to host interactive, hands-on workshops covering the area of art creation, traditional craft education, interactive teaching, science experiment, innovative teaching plan sharing and small-scale panel discussion. Every selected exhibitor is given one session.

### Document submission

Fill out the application form and the activity proposal as in Appendix 2 on [zashare.org](http://zashare.org).

### Schedule

5/02–6/15: Apply for the workshop and submit the activity proposal

7/10: Announce the admission list and the sessions

7/10–7/31: Submit information for ZA Workshop promotional purposes

7/10–8/10: Pay the session fee



## Zac. Demo Day

# Zac.

by ZA SHARE

### Event introduction

ZA SHARE attempts to connect businesses with innovative educational groups that boast innovative thinking and future planning by setting up an education startup accelerator.

Therefore, the 2018 exhibition tries to create an open, resource–abundant platform. The ten nominees will exhibit in Za Concept Exhibition and the organizer will specially curate an exhibition for them. This will not only serve as a platform for marketing exposure but also provide an opportunity for them to be observed by other exhibitors, members of the press and our VIPs.

Zac. Demo Day will be held on the preview day. The nominees will pitch their concept in front of an objective and professional panel for solid support and future collaboration opportunities.

### Selection information

Based on the Zac. Demo Day application form (in Appendix 3) and the pitch proposal, ten nominees along with a waiting list will be selected. Every nominee will be charged USD 750 for customized booth space. On the preview day, the ten nominees will each have five minutes to pitch their start–up concept based on the content of their proposal. The organizer will invite four entrepreneurs and senior venture capitalists to form a judge panel and select three winning teams.

### Qualifications

Any organization or individual with business ideas and proposals for educational innovation is qualified for submitting data for selection.

### Exhibitors' benefits

Ten nominees: a certificate of award, exhibition at Za Concept Exhibition with booth space designed by the organizer, observation

by international VIPs, connection with the government, industry and academia, and preferred media exposure.

Three winning teams: a Za trophy, ZA SHARE's media exposure, a discount on exhibition for next year's event, one–on–one consultation with ZA SHARE, and opportunities for overseas exhibitions, training and investment

### Document submission

Fill out the application form and the pitch proposal as in Appendix 3 on [zashare.org](http://zashare.org).

### Schedule

5/02–6/15: Apply by submitting the application form and the pitch proposal

6/16–7/09: First–round review begins

7/10: Announce the ten nominees, provide the exhibition space information form and notice about Zac. Orientation

7/25: Submit the exhibition space information form and willingness to participate in the orientation by this date

7/10–8/10: Pay the application fees including the exhibition fee, guarantee deposit and extra passes

8/01: Zac. Orientation

8/01: Announce the agenda for Zac. Demo Day and items to be confirmed

9/15: Submit the presentations for Zac. Demo Day and information about the items to be confirmed

10/4: Attend the opening press conference and Zac. Demo Day



## Past Exhibitions





## Appendix 1: Exhibition Application Form

To make sure of successful registration, refer to the regulations, schedule and process in the exhibition manual.

Download the manual at [zashare.org](http://zashare.org).

### A. Exhibition information

#### 1. Booth type

- ☐ Basic booth (width 1m x depth 1m x height 2.5m)
- ☐ Standard booth (width 3m x depth 2m x height 2.5m)
- ☐ Advanced booth (width 6m x depth 2m x height 2.5m)

#### 2. Exhibitor category (The organizer reserves the ultimate right to assign the exhibitor to specific categories)

- ☐ Education innovation
- ☐ Cultural practice
- ☐ Life exploration
- ☐ Professional training

#### 3. Have you participated in Za Share's past exhibitions?

- ☐ First-timer
- ☐ 2015 Naughty Education Fest
- ☐ 2016 ZA SHARE EXPO
- ☐ 2017 ZA SHARE EXPO

### B. Applicant Information

#### 1. Name

#### 2. Self-introduction (50–80 words)

3. Your current target audience (choose two most relevant groups) Pre-schoolers / elementary students / junior high students / senior high students / homeschoolers / college and above students / fresh graduates / young adults / parents / educators / investors / entrepreneurs / schools / public sector / others

4. Target audience you wish to approach at Za Share (choose two most desired groups) Pre-schoolers / elementary students / junior high students / senior high students / homeschoolers / college and above students / fresh graduates / young adults / parents / educators / investors / entrepreneurs / schools / public sector / others

#### 5. Selling at the exhibition ?

\_\_\_\_ No \_\_\_\_ Yes (include your products and prices in the application proposal presentation)

6. Talk about your exhibition plan in a presentation with no more than 20 slides. (The organizer will select Za Star Award winners based on the document)

File size: 20MB / PDF format only

Suggested outline :

1. Brand/team/individual introduction

2. Your views on education and relevance to educational innovation (reason for participation in the exhibition)

3. Your exhibition theme or issue to address (if your theme is not directly related to your brand, you may elaborate on it)

4. Your exhibition content and presentation (your focal point for the exhibition and how you will present it)

5. Your interactive experience or activity planning in booth (which shall not affect the flow of foot traffic)

6. Booth design

7. Past exhibition experiences or activity results

8. If you'd like to sell products or collect personal information, please tell us about your products, prices or ways of collecting personal information such as games, flyers and coupons.

7. Why you want to participate in the exhibition? (50 words)

8. Any other information? (50 words)

### C. Contact Information

#### 1. Primary contact person (designated individual preferred)

Name \_\_\_\_\_  
Mobile number \_\_\_\_\_  
Email \_\_\_\_\_

#### 2. Secondary contact person

Name \_\_\_\_\_  
Mobile number \_\_\_\_\_  
Email \_\_\_\_\_



## Appendix 2: Za Workshop Application Form

Every workshop session lasts 90 minutes including entering and exiting the venue and accommodates up to 30 people.

The exhibitors need to pay USD 380 per session and provide relevant course materials if any. The organizer is responsible for session registration and payment collection (TWD 500 per session for each participant.) (For more information, refer to p.18 of the manual)

### A. Basic Information

#### 1. Session types

- ☐ Art creation
- ☐ Traditional craft education
- ☐ Interactive teaching
- ☐ Science experiment
- ☐ Innovative teaching plan sharing
- ☐ Small-scale panel discussion
- ☐ Outdoor course
- ☐ Others

#### 2. Participant eligibility

Any eligibility requirements such as status or age? For family only or for a specific age group, please choose "Others" and write down your requirements

- ☐ No limitations (open to public) ☐ Others

**3. Estimated number of participants** The venue can accommodate up to 30 people.

\_\_\_\_ People

#### 4. Preferred sessions

Select multiple sessions for possible arrangement. The organizer has the right for final review and decision-making, and the exhibitor may not oppose to the decision made.

- ☐ 10/5 (Fri) 13:00–14:30
- ☐ 10/5 (Fri) 15:00–16:30
- ☐ 10/5 (Fri) 17:00–18:30
- ☐ 10/6 (Sat) 10:00–11:30
- ☐ 10/6 (Sat) 13:00–14:30
- ☐ 10/6 (Sat) 15:00–16:30
- ☐ 10/6 (Sat) 17:00–18:30
- ☐ 10/7 (Sun) 10:00–11:30
- ☐ 10/7 (Sun) 13:00–14:30
- ☐ 10/7 (Sun) 15:00–16:30
- ☐ 10/7 (Sun) 17:00–18:30

**5. Talk about your activity proposal with no more than 10 pages.** (The organizer will select ZA Workshop winners based on the document)

File size: 20MB / PDF format only

Suggested outline:

1. Background introduction including you brand / team / lecturer
2. Your theme or issue to address (if your theme is not directly related to your brand, you may elaborate on it)

3. Activity content including target audience, activity planning, execution and division of labor
4. Past exhibition experiences or activity results

### B. Contact Information

#### 1. Primary contact person (designated individual preferred)

Name \_\_\_\_\_  
Mobile number \_\_\_\_\_  
Email \_\_\_\_\_

#### 2. Secondary contact person

Name \_\_\_\_\_  
Mobile number \_\_\_\_\_  
Email \_\_\_\_\_

## Appendix 3: Zac. Demo Day Application Form

ZA SHARE tries to create an open, resource–abundant platform. Ten nominees will exhibit in Za Concept Exhibition and the organizer will specially curate an exhibition for them. Every nominee will be charged USD 750 for customized booth space. This will not only serve as a platform for marketing exposure but also provide an opportunity for them to be observed by other exhibitors, members of the press and our VIPs. (For information about application and selection, refer to p.19 of the manual)

### A. Basic Information

1.If nominated, do you agree to have the organizer design for you?

- ☐ No, I wish to stay in ZA EXPO. (Exhibitors design their own booths)  
☐ Yes, I will exhibit in Za Concept Exhibition. (Za Share will specially curate an exhibition for the nominees)

2.Number of team members

\_\_\_\_ people

3.Have you received any investment?

☐ No ☐ Yes

### 二、 Help us to get to know you more

1.Describe the content of your business (50–80 words)

2.Describe your target audience (50–80 words)

3.Describe the difficulties you are encountering (50–80 words)

4.Describe the education issues you wish to address (50–80 words)

5.What impact will your team/products bring to society? (50–80 words)

6.Talk about your pitch proposal in a presentation with no more than 20 slides. (The organizer will select Zac. nominees based on the document) File size: 20MB / PDF format only

Suggested outline:

1. Background introduction including your brand/team
2. Business objectives
3. Content of your business (target market, segmentation, competitive analysis)
4. Implementation (current development, business model, achievements)
5. Implementation milestones and planning
6. Human resource allocation

7. Budget allocation and usage
8. Risk evaluation
9. Expected results

### C. Contact Information

1.Primary contact person (designated individual preferred)

Name \_\_\_\_\_  
Mobile number \_\_\_\_\_  
Email \_\_\_\_\_

2.Secondary contact person

Name \_\_\_\_\_  
Mobile number \_\_\_\_\_  
Email \_\_\_\_\_

## Appendix 4: Information for Exhibition Promotional Purposes

(Fill out after the announcement of selected teams on 7/10))

**1. Abbreviation of your organization/personal name if the full name has over 25 letters**

**8. Image for promotion**

At least 300 dpi and 1080 pixels on the short side

**2. Country**

write down your country

**9. Team logo or symbol (Personal photo if you exhibit as an individual)**

Logo formats: EPS, PDF, AI; at least 300 dpi, 1080 pixels on the each side and square format for personal photos

**3. City**

write down your city

**4. Official website or blog**

**5. Social media pages**

such as Facebook and WeChat Official Account

**6. Promote yourself with less than 80 English words**

**7. Promote yourself in less than 100 Chinese characters**

(The organizer will translate for you if there is no official translation into Chinese. Just leave it blank.)



## Appendix 5: Information for ZA Workshop Promotional Purposes

(Fill out after the announcement of selected teams on 7/10)

1. Organization/lecturer's name (Abbreviated name if the full name has over 25 letters)

English \_\_\_\_\_

2. Promote your course with less than 80 English words

3. Promote your course in less than 100 Chinese characters

(The organizer will translate for you if there is no official translation into Chinese. Just leave it blank.)

4. Image for promotion

At least 300 dpi and 1080 pixels on the short side; no words or watermarks allowed

## Appendix 6: Pre-Expo Checklist

Notes: Must: need to deliver before deadline; Optional: respond only if required.

Official website: <https://zashare.org/>.

Register your account and fill out an application form to qualify as an exhibition candidate.

If you have any question, please mail to [zashare@ozzie-art.com](mailto:zashare@ozzie-art.com).

Type	Note	Item	Time	Details
Exhibition				
Attendance	Optional	Attend the exhibitor's orientation	5/10/2018~5/17/2018 (Thu)	The exact date, time and venue will be announced by the organizer.
Application	Must	Apply for the exhibition	5/02/2018~6/15/2018 (Fri)	Refer to the Exhibition Application Form as Appendix 1 for complete information. Apply at our website.
Announcement	Must	Announce exhibitor list and booth numbers	7/10/2018 (Tue)	Check our website
Application	Must	Submit information for promotional purposes	7/10/2018~7/31/2018 (Tue)	Submit to our website within the time range. No adjustment is allowed after the deadline.
Application	Must	Submit information about additional equipment rental items	7/10/2018~8/08/2018 (Wed)	Submit to our website within the time range. Adjustments made after the deadline will be charged with processing fees.
Application	Optional	Apply for additional exhibitor passes	7/10/2018~8/08/2018 (Wed)	Payment details will be announced later.
Payment	Must	International exhibitors pay the application fees including the exhibition fee, guarantee deposit and extra passes	7/10/2018~8/03/2018 (Fri)	Payment details will be announced later.
Document submission	Must	Submit the exhibition agreement and license agreement	7/10/2018~8/10/2018 (Fri)	Scan and email the agreements to the organizer; submit the hardcopies on booth setup date. Failure to do so will disqualify an exhibitor.
Application	Optional	Add equipment rental items	8/10/2018~8/20/2018 (Mon)	Make changes at our website within the time range. Adjustments will be charged with processing fees (40% of the original prices). No adjustment is allowed after the deadline.
Attendance	Must	Attend the pre-expo orientation	9/03/2018~9/14/2018 (Fri)	The exact date, time and venue will be announced by the organizer
Attendance	Must	Set up your booth and claim exhibitor passes	10/03/2018 (Wed)	The exact date and time will be announced by the organizer
ZA WORKSHOP				
Application	Optional	Apply for ZA Workshop	5/02/2018~6/15/2018 (Fri)	Refer to the Za Workshop Application Form as Appendix 2 for complete information. Apply at our website.
Announcement	Must	Announce the admission list and the sessions	7/10/2018 (Tue)	Check our website
Application	Must	Submit information for ZA Workshop promotional purposes	7/10/2018~7/31/2018 (Tue)	Submit to our website within the time range. No adjustment is allowed after the deadline.



Payment	Must	International exhibitors pay the session fee	7/10/2018~8/10/2018 (Fri)	Payment details will be announced later
Zac. Demo Day				
Application	Optional	Apply for Zac. Demo Day	5/02/2018~6/15/2018 (Fri)	Refer to the Zac. Demo Day Application Form as Appendix 3 for complete information. Apply at our website.
Announcement	Must	Announce the admission list of Zac. Demo Day	7/10/2018 (Tue)	Check our website
Announcement	Must	Provide the exhibition space information form and notice about the orientation	7/10/2018 (Tue)	By email
Application	Must	Submit the exhibition space information form and willingness to participate in the orientation	7/10/2018~7/25/2018 (Wed)	Reply email to submit the info within the time range. No adjustment is allowed after the deadline.
Payment	Must	International exhibitors pay the application fees including the exhibition fee, guarantee deposit and extra passes	7/10/2018~8/10/2018 (Fri)	Payment details will be announced later
Attendance	Must	Attend the Zac. Review Meeting	Scheduled on 8/01/2018 (Wed)	The exact date, time and venue will be announced by the organizer
Announcement	Must	Announce the agenda for Zac. Demo Day and items to be confirmed	8/01/2018 (Wed)	By email
Application	Must	Submit presentations for Zac. Demo Day and information about the items to be confirmed	8/01/2018~9/14/2018 (Fri)	Reply email to submit the info within the time range. No adjustment is allowed after the deadline.
Attendance	Must	Attend the opening press conference and Zac. Demo Day	10/04/2018 (Thu)	