



## Asia's Super 5-in-1 Food Expo!



Food Taipei • Foodtech & Pharmatech Taipei • Taipei Pack • Taiwan Horeca • Halal Taiwan

# Sponsorship Kit



TAIPEI • TAIWAN

食 • 樂 • 台 灣

JUNE 21-24  
2017

## 2017 Taipei 5-in-1 Food Show Sponsor Kit

Attracting more than 65,000 professional visitors from Taiwan, Asian countries and rest of the world each year, Taipei 5-in-1 Food Show is a proven platform for all elements of the Taiwan food industry.

A sponsorship package of Taipei 5-in-1 Food Show provides a great means of broadening your competitive edge by:

- Reaching targeted markets, stand out from the competition
- Enhancing awareness of your brand, products and services
- Inviting more visitors to your stand
- Increasing sales and generating revenue

**Whether you aim to expand your business, increase brand awareness, or ensure a successful product launch, the sponsorship packages will help you achieve your goals and objectives before, during and after the event.**

**1. Sponsorship Packages:** The sponsorship packages are described in the accompanying materials.

**2. Guidelines:** (1) If more than one company is interested in a sponsorship, selection will be on a first come, first served basis.

(2) The sponsorship application form must be completed and sent to the organizer **by email** before May 10, 2017.

**For item code EZ and SP-1, application deadline is by March 14th, 2017**

(3) Should for any reason the sponsorship not available or other contingencies prevail, TAITRA has the right to cancel the sponsorship and shall not be liable for any expenses incurred. Sponsorship payment made to TAITRA will be refunded.

**3. Other Arrangements:**

- (1) Organizer will oversee and implement all arrangements including, but not limited to, designs and setup.
- (2) Written notice will be sent to the company which has been awarded the sponsorship. Full payment shall be made within 10 days upon receipt of the notice, failure to do so, the sponsorship opportunity will be rendered to the next sponsor.
- (3) All designs (limited to one design each item, unless otherwise stipulated) must be emailed by **May 15, 2017** and approved by the organizer.
- (4) Vector or raster images with a resolution of 300 dpi or above are required. Please send it via email or by other means agreed by the organizer.

Should you have any question, please feel free to contact Ms. Emma Chiang at  
E-Mail: [emmachiang@taitra.org.tw](mailto:emmachiang@taitra.org.tw)  
Tel. : 886-2-2725-5200 ext.2674  
Fax : 886-2-2722-7324

## 2017 Sponsorship Application

Item Code	Description	Quantity/Sponsor	Number of sponsors required	Price/Sponsor (NTD)	Please tick the item(s)	Subtotal
EZ	Metro Card for Pre-Registered Overseas Visitors (single sided)	2,900 units/sponsor	2	250,000		
SP-1	Buyers Tote Bags (single sided)	4,000 units/sponsor	2	280,000		
SP-2	Inter-hall Shuttle Bus Ad. (single sided)	3 shuttles bus Ads /sponsor	2	150,000		
SG-1	Show Guide Ad.	back cover	1	100,000		
		Inside front cover	1	70,000		
		inside back cover	1	70,000		
		Inner full page	8	50,000		
NIEC1	Lamp Flag Ad.	59 units	1	200,000		
NIEC2	Roof Flag (Main Lobby ,Nangang Exhibition Hall)	1 <sup>st</sup> floor*3 flags 4 <sup>th</sup> floor*3 flags	1	250,000		
NIEC3	Roof Flag (Skylight Lobby ,Nangang Exhibition Hall)	1 <sup>st</sup> floor*3 flags 4 <sup>th</sup> floor*3 flags	1	300,000		
NIEC4	Indoor Elevator Ad. (1 <sup>st</sup> and 4 <sup>th</sup> floor, northern side, Nangang Exhibition Center Hall 1)	6 sets	1	250,000		
NIEC5	Indoor Elevator Ad. (1 <sup>st</sup> and 4 <sup>th</sup> floor, southern side, Nangang Exhibition Center Hall 1)	6 sets	1	250,000		
NIEC6	Wall Space Ad in front of Entrance (Hsin-yi Road, TWTC Hall 1)	Wall Space Ad	1	100,000		
NIEC7	Wall Space Ad in front of Entrance (Jilong Road, TWTC Hall 1)	Wall Space Ad	1	80,000		
NIEC8	Roof V-Shaped Flag (double sided, TWTC Hall 1)	5 flags/sponsor	2	50,000		
Total	Promotional price will be offered if tick 3 items or more					

Company Name : \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person : \_\_\_\_\_ Tel. : \_\_\_\_\_

E-mail : \_\_\_\_\_ Fax : \_\_\_\_\_

Kindly print it out, sign and email to  
 Ms. Emma Chiang  
 E-Mail: [emmachiang@taitra.org.tw](mailto:emmachiang@taitra.org.tw)  
 Tel. : 886-2-2725-5200 ext.2674  
 Fax : 886-2-2722-7324

### EZ –Metro Card for Pre-Registered, Overseas Visitors (single sided)

Item	Metro Card for Pre-Registered, Overseas Visitors (during show days)
Quantity	5,800
Size	6.5cm(L)×5.4cm(W) (Bleed: 0.2cm each side)
Description	One side is open for sponsor ad, the other side for regulations
Number of Sponsors Required	2 (2,900/per sponsor)
Net Price	NT\$ 250,000 per sponsor

※ Image for reference only

**(The production lead time takes longer therefore the application deadline is by March 14,2017)**



**SP 1 –Buyers Tote Bags (single sided)**

Item	Buyers Tote Bags
Quantity	8,000
Size	42cm (L)×15cm(W)×27cm(H) 4-color print and PE Material (TBC)
Description	One side is open for sponsor ad, the other side for show publicity.
Number of Sponsors Required	2 (4,000/per sponsor)
Net Price	NT\$ 280,000 per sponsor (1,000 bags will be offered to each sponsor)

※ Image for reference only

※ **(The production lead time takes longer therefore the application deadline is by March 14,2017)**



**SP 2 –Inter-hall Shuttle Bus Ad.**

Item	Inter-hall Shuttle Bus Ad.
Size	Full Size : 111.1cm (W)x 13.7cm (H) / 98.3cm (W) x 13.7cm (H) (will be adjusted according to the shuttle style)
Description	3 shuttle bus ads for each sponsor To and from TWTC 1 and Nangang Exhibition Hall One side of each shuttle is open for sponsor ad, the other side for show publicity.
Number of Sponsors Required	2
NET Price	NT\$150,000 per sponsor

※ Image for reference only



**SG 1–Show Guide Ad.**

Item	Show Guide Ad.
Size	Full page (full color): 20.5 cm(W) ×28.5 cm (H)
Description	Printed copies : 30,000 Distributed at every Entrance of Exhibition Hall Material required: 300dpi resolution with tif, eps or pdf format
NET Price	Inner full page : NT\$ 50,000 per exhibitor Back cover : NT\$ 100,000 per exhibitor Inside front cover: NT\$70,000 per exhibitor Inside back cover: NT\$70,000 per exhibitor

※ Image for reference only

Back cover : NT\$ 100,000



Inside front cover: NT\$70,000



Inner full page : NT\$ 50,000



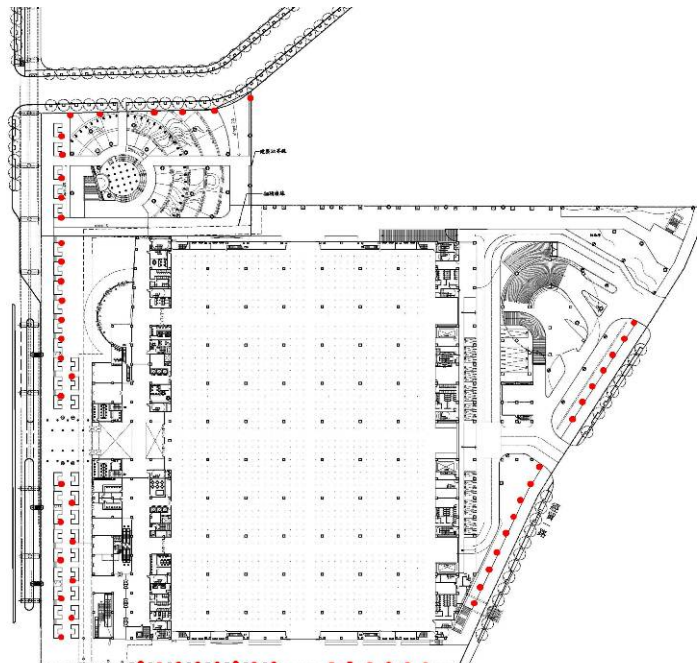
Inside back cover: NT\$70,000



### NIEC 1 – Lamp Flag Ad.

Item	Lamp Flag Ad.
Size	Outdoor perimeter flag: 59 units Each flag full size: 60cm(W)×90cm(H)
Description	One side of each pair is open for sponsor ad, the other side for show publicity.
Number of Sponsors Required	1
NET Price	NT\$ 200,000 per sponsor

※ Image for reference only



AD Location



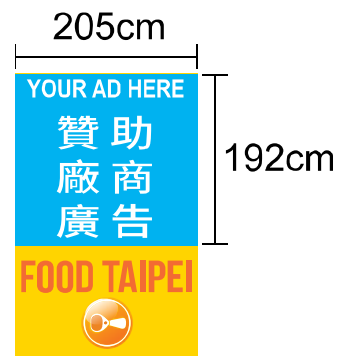
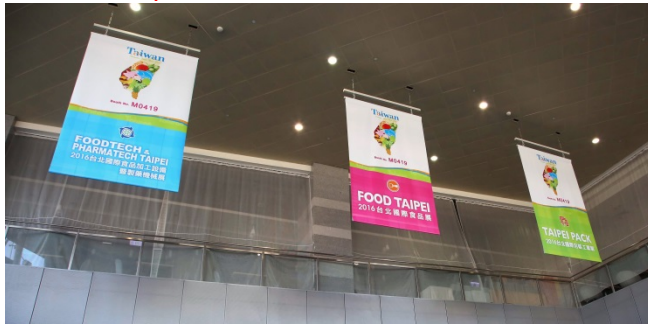
### NIEC 2~3 –Roof Flag (Nangang Exhibition Hall)

Item	1. Main Lobby – 1 <sup>st</sup> floor & 4 <sup>th</sup> floor, NIEC 2 2. Skylight Lobby – 1 <sup>st</sup> floor & 4 <sup>th</sup> floor, NIEC 3
Size	Total Width: 205cm Total Height: Main Lobby 1 <sup>st</sup> floor: 320cm(3 flags) 4 <sup>th</sup> floor: 200cm(3 flags) Skylight Lobby 1 <sup>st</sup> floor: 320cm(3 flags) 4 <sup>th</sup> floor: 700cm(3 flags)
Description	<b>Sponsor can only utilize around 60% of the Ad size, see the details below for more information.</b>
Number of Sponsors Required	2
NET Price	Main Lobby 1st floor & 4 <sup>th</sup> floor: NT\$ 250,000 per sponsor Skylight Lobby 1 <sup>st</sup> floor & 4 <sup>th</sup> floor: NT\$ 300,000 per sponsor

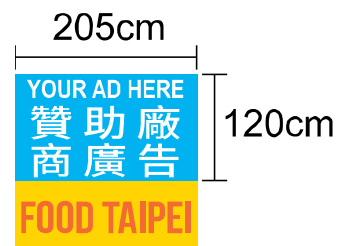
※ Image for reference only

#### Main Lobby

1<sup>st</sup> floor Sponsor AD size :192x205cm

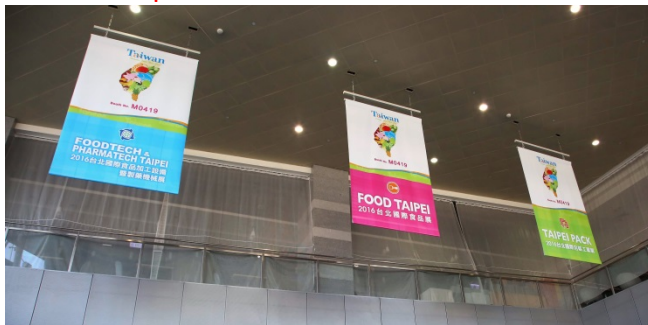


4<sup>th</sup> floor Sponsor AD size :120x205cm

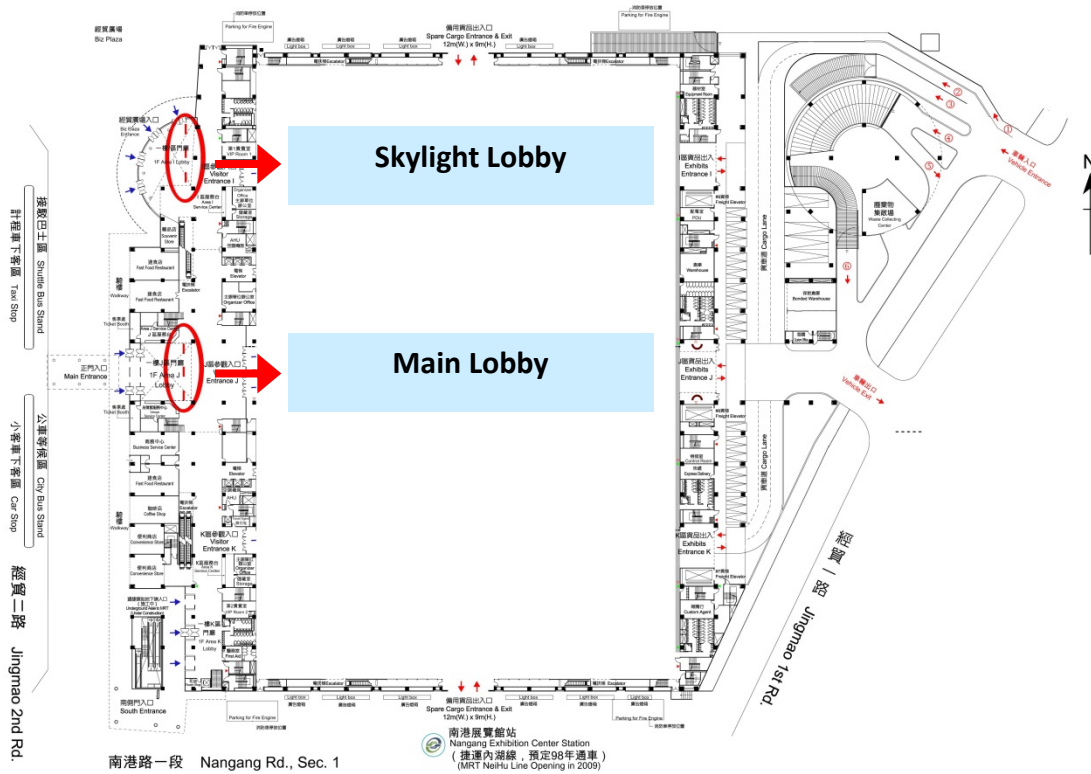
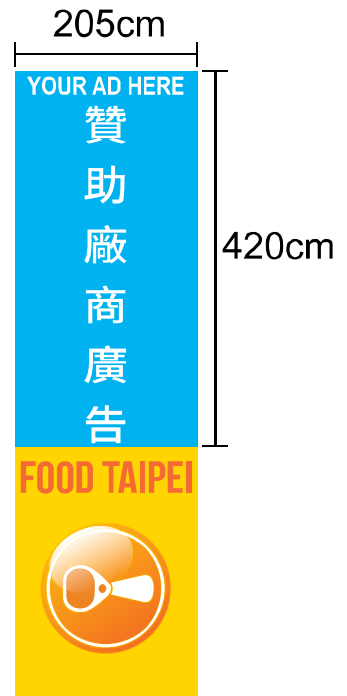


#### Skylight Lobby

1<sup>st</sup> floor Sponsor AD size : 192x205cm



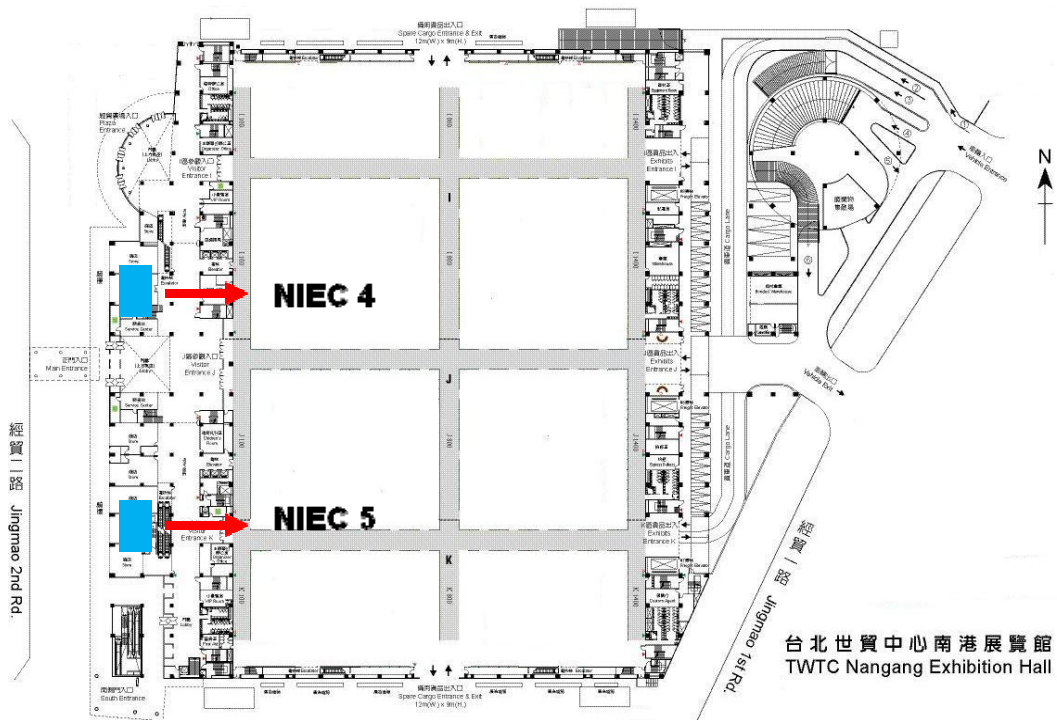
4<sup>th</sup> floor Sponsor AD size : 420x205cm



### NIEC 4~5 –Indoor Elevator Ad.

Item	1. 1 <sup>st</sup> , and 4 <sup>th</sup> floor elevator in northern side, NIEC 4 2. 1 <sup>st</sup> , and 4 <sup>th</sup> floor elevator in southern side, NIEC 5
Size	Full Size: 110cm(W)×210cm(H) Design limited to 2 designs (additional charge will incur if more than 2 designs)
Description	NICE 4 (6 sets) NICE 5 (6 sets)
Number of Sponsors Required	2
NET Price	NT\$250,000 per sponsor

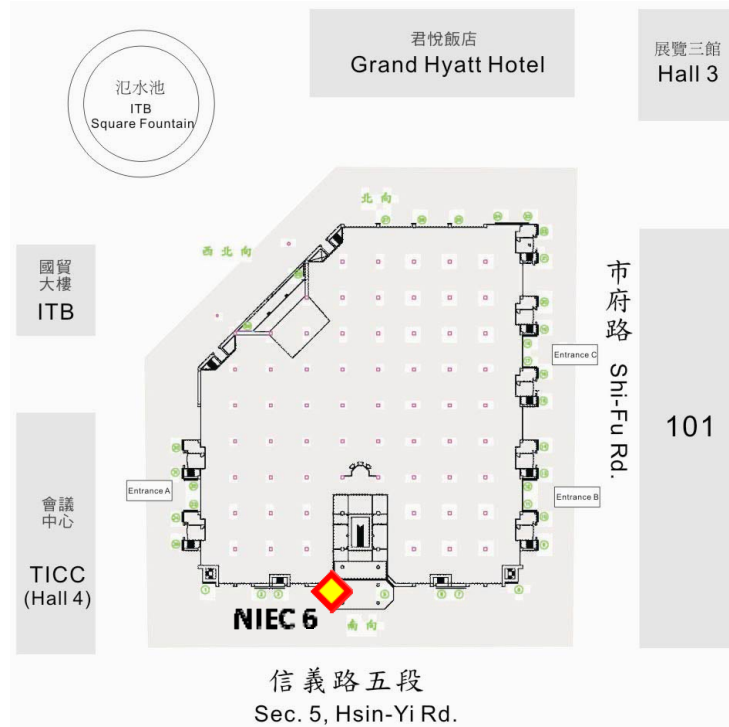
※ Image for reference only



### NIEC 6 –Wall Space Ad in front of Entrance (Hsin-yi Road, TWTC Hall 1)

Item	Wall Space Ad in front of Entrance (Hsin-yi Road, TWTC Hall 1)
Size	446cm (W) x 297cm (H)
Description	Sponsor can only utilize around 60% of the Ad size, see the details below for more information.
Number of Sponsors Required	1
NET Price	NT\$100,000 per sponsor

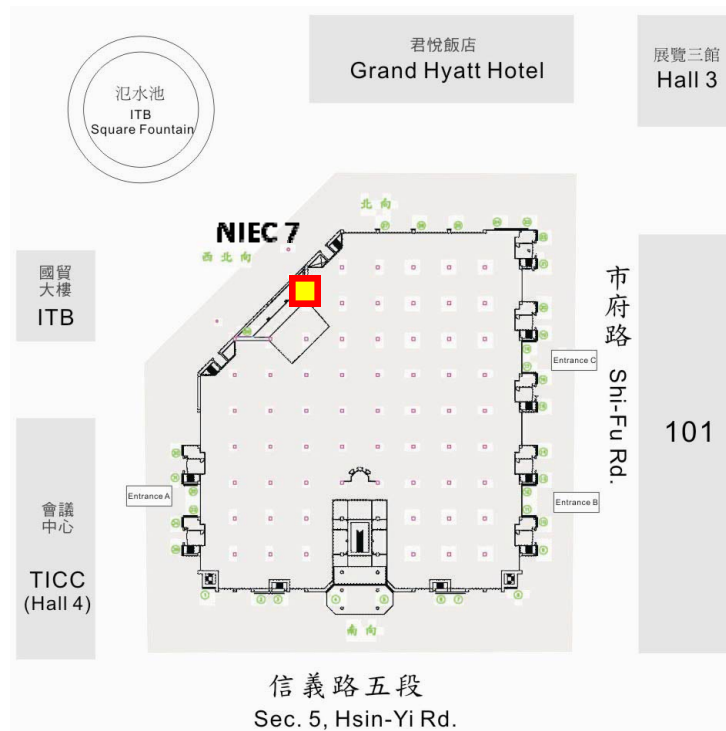
※ Image for reference only



### NIEC 7 –Wall Space Ad in front of Entrance (Jilong Road, TWTC Hall 1)

Item	Wall Space Ad in front of Entrance (Jilong Road, , TWTC Hall 1)
Size	522cm(W) x 297cm(H)
Description	Sponsor can only utilize around 60% of the Ad size, see the details below for more information.
Number of Sponsors Required	1
NET Price	NT\$80,000 per sponsor

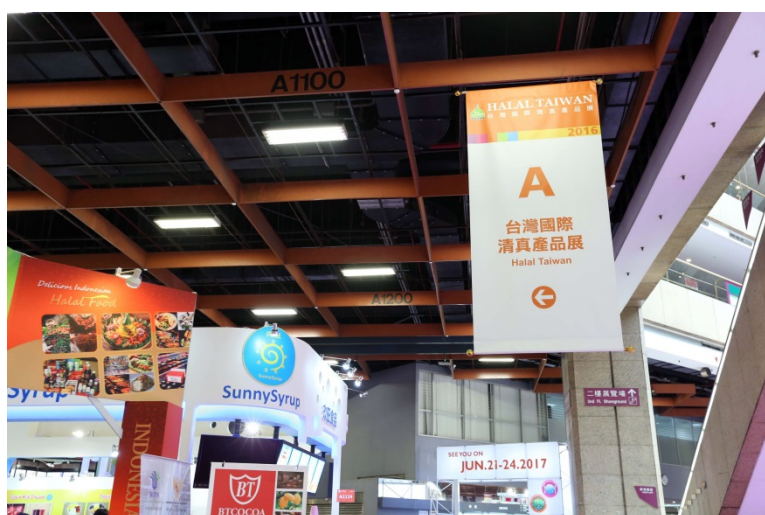
※ Image for reference only



### NIEC 8 –Roof V-Shaped Flag (TWTC Hall 1)

Item	Roof V-Shaped Flag (TWTC Hall 1)
Size	150cm (W) x 320cm (H)
Description	10 flags offered 1/3 of bottom side (150cmx110cm): Sponsor design needs organizer's approval
Number of Sponsors Required	2
NET Price	NT\$50,000 / 5 flags/ per sponsor

※ Image for reference only



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