



2019



Discover Advanced Trends in E-commerce

# SPONSORSHIP MANUAL

Organizer:  Taiwan External Trade Development Council

Co-organizer:  Taiwan Internet and E-Commerce Association

 Taiwan Association of Logistics Management

 Chinese Non-Store Retailer Association

 Taiwan e-commerce & Startup Association



## **( I ) Objective**

To gain the publicity for E-Commerce related companies, the organizer provides general sponsorship items during the show period and expects to enhance the promotional effect for every sponsor.

## **( II ) Qualifications**

E-Commerce related companies may apply to be a sponsor. Applications are based on a first-come-first-serve basis according to the date and time e-mail received. The organizer retains the right to the final decision and distribution.

## **( III ) Application deadline**

Applications are accepted from now to **March 31, 2019**.

## **( IV ) How to apply**

Please fill out the attached application form by the application deadline and send it to Ms. Tang, [ecexpo@taitra.org.tw](mailto:ecexpo@taitra.org.tw). The organizer will notify the accepted sponsors to submit the official paperwork and to complete the payment in time.

## **( V ) Payment**

The accepted sponsors will be notified via e-mail and shall make a payment **by Telegraphic Transfer** after the notification.

## **( VI ) Rules and regulations**

- (1) If the organizer cancels a sponsor item before its production, the sponsoring exhibitor shall receive a full refund for the item and waives the right to request for any compensation.
- (2) The organizer will notify the accepted sponsors via e-mail. The accepted sponsors shall make a full payment within 2 weeks of the notification. Overdue payment or failure to pay will be viewed as giving up of the sponsorship, and the sponsorship will be released. Any payment made will be forfeited.
- (3) In consideration of safety, image and consistency in exhibition quality, the production and construction of sponsors' designs will be carried out by the organizer's affiliated contractor.
- (4) Sponsors shall submit their designs for approval to the organizer.
- (5) Please abide by the venues' regulations on construction while constructing the sponsors' items. In the event of damage to equipment, the organizer may request for the cost of repairing the damaged equipment from the sponsors.
- (6) The organizer retains the right to any adjustment on sponsoring items.

## **( VII ) Contact**

TAITRA Exhibition Department, Ms. Lulu Tang, [ecexpo@taitra.org.tw](mailto:ecexpo@taitra.org.tw)



## 1. Exhibiting and Sponsoring

1-1 4 Exhibit Booths

1-2 2 Exhibit Booths

1-3 1 Exhibit Booth

## 2. Activities and Advertisements

2-1 e-Commerce Seminar

2-2 Startups Seminar

2-3 Meeting Area

2-4 Show Guide Ads

	1-1	1-2	1-3
Exhibit Booth	4 (Raw Space)	2 (Standard Booth)	1 (Standard Booth)
Interview and news release by international media	v	-	-
Show Guide: inside page ads	v	v	-
Seminar session	v	v  (alternative)	v  (alternative)
Live stream session	v		
Website Ads (Carousel)	v	v	-
Website banner	v	v	v
EDMs	v	v	v
Website news release	v	v	v
Show Guide: half-page introduction	v	v	v
Price (USD, 5% VAT included)	9,300	5,100	2,400
Discount price (USD, 5% VAT included)	6,100	3,300	1,500



## 2-1 e-Commerce Seminar

Location: 2nd floor, TWTC Exhibition Hall 1

Price: USD 3,300 (5% VAT included)

Introduction: Sponsors can provide refreshments or decoration for the Expo.

Benefits: Sponsor's logo will be placed on the show's official website, service counter and backboard.



## 2-2 Startups Seminar

Location: 2nd floor, TWTC Exhibition Hall 1

Price: USD 2,000 (5% VAT included)

Introduction: Sponsors can provide refreshments or decoration for the Expo.

Benefits: Sponsor's logo will be placed on the show's official website, service counter and backboard.



## 2-3 Meeting Area

Location: 2nd floor, TWTC Exhibition Hall 1

Price: USD 3,300 (5% VAT included)

Introduction: Sponsors can provide refreshments or decoration for the Expo.

Benefits: Sponsor's logo will be placed on the show's official website, service counter and backboard.

## 2-4 Show Guide Ads

Show Guide: 5,000 copies

File Specs: PDF/AI with 300dpi or higher.



Ads (color)		
Layout	Price (5% VAT included)	Number of sponsors
Inside front cover	USD 1,700	1
Inside back cover	USD 1,700	1
Inside page	USD 500	5



## 2019 DATE-EXPO Sponsorship Application Form

**Deadline: March 31, 2019**

<b>Application Date:</b>	
<b>Company Name:</b>	<b>Booth No.:</b>
<b>Contact Name:</b>	<b>Tel:</b>
<b>Email:</b>	<b>Fax:</b>
<b>Address:</b>	

Sponsorship No.	Sponsorship Item	Quantity	Price ( USD )
Subtotal ( USD, 5% VAT included )			

Company Name :

Authorized Signature :

Please e-mail the application form to [ecexpo@taitra.org.tw](mailto:ecexpo@taitra.org.tw) , titled "Sponsorship \_ (CompanyName)"

**Contact:** TAITRA Exhibition Department, Ms. Lulu Tang , [ecexpo@taitra.org.tw](mailto:ecexpo@taitra.org.tw)