

TAIPEI CYCLE

March 4-7, 2020

TaiNEX1 & TaiNEX2
(Taipei Nangang Exhibition
Center, Hall 1 & Hall 2)

UFI
Approved
Event

Organizer:
TAITRA

Co-Organizer:
TFC

TAIPEI CYCLE
TFC



**Sponsorship, Branding and Advertising
Opportunities at TAIPEI CYCLE 2020!**

Sponsorship Items



- SP1 Buyer Tote Bags**
 USD 6,700
Offered to 2 sponsors
 • Quantity: 4,500 pcs/sponsor
 (Total: 9,000pcs.)



- SP2 Buyer Badge Lanyards**
 USD 4,100
Offered to 2 sponsors
 • Quantity: 4000 pcs/ sponsor
 (Total: 8,000pcs.)



- SP3 Buyer Badge Backside Ads**
 USD 4,100
 • Quantity: 4,000 pcs/sponsor
 (Total: 8,000pcs.)



- EZ1 Taipei Metro EasyCard Branding**
 USD 6,100
Offered to 2 sponsors
 • Quantity: 2,500pcs/ sponsor
 This card will be sent to overseas pre-registered buyers

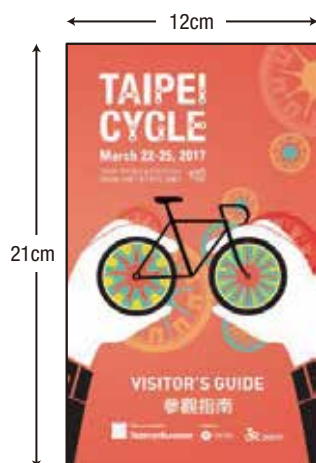


- EZ2 Taipei City Street Light Pole Banners**
 USD 10,000
Offered to 1 sponsor
 Placed on all major streets of Taipei City.
 Quantity may be varied due to Taipei City Government's approval.



- EZ3 Inter-Hall Shuttle Bus Ads**
 USD 1,700/ vehicle
Total 6 buses
 • Route: between Nangang Exhibition Center & TWTC

Taipei Cycle Show Guide



SG1 Back Cover
USD 4,100

SG2 Inside Front Cover

SG3 Inside Back Cover
USD 3,400

Offered to 1 sponsors



SG4 Cross Page Ads
USD 4,100

SG5 Full Page Ads
USD 1,700

SG6 Half Page Ads
USD 1,100



SG7 Quarter Page Ads
USD 700

SG8 Ad Above Floor Plan
USD 450

SG9 Logo on Booth
USD 300

Official Website and Official APP



SP4 Official Website Home Page Ads
(1 month)

USD 4,100

Offered to 3 Exhibitors
Broadcasted alternately



SP5 Official Website Home Page
Logo Banner

USD 1,500/3 months



SP6 Taipei Cycle eDM Banner

USD 700/3 eDMs

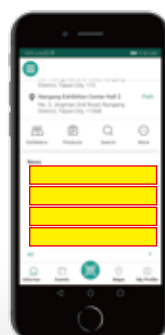
Offered to 2 Exhibitors



SP7 Official APP Push Notifications

NEW USD 700/ 2 Messages

Offered to 10 Exhibitors
Total 2 Messages, one to be sent before the show and one during the show



SP8 Official APP News

NEW USD 1,400/each

Offered to 4 Exhibitors
Uploaded during the show

Outdoor Advertisements



NIEC1 **Mega Banner**
USD 12,000
Offered to 1 Exhibitor



NIEC2 **Main Entrance Banner**
NEW USD 6,700
Offered to 3 Exhibitors



NIEC3 **Pole Banners around the Exhibition Hall**
USD 6,700
Offered to 1 Exhibitors
Interspersed with show banners



NIEC4 **Two Column Brandings in front of entrance**
NEW USD 5,500
Offered to 2 Exhibitors
2 sides per column



NIEC5 **Entrance Banner (near to MRT Exit)**
NEW USD 3,400/each
Offered to 2 Exhibitor

Indoor Advertisements



NIEC6 **Hanging Banner in the Entrance Foyer (1st Fl.)**
NIEC7 **Hanging Banner in the Entrance Foyer (4th Fl.)**
USD 2,700/pc
Offered to 6 Exhibitors



NIEC8 **Hanging Banner**
USD 5,000
Offered to 2 Exhibitors
AD range 1/5 of bottom side



- NEW** NIEC9 **Banner above the Exit Door (1st Floor)**
 NIEC10 **Banner above the Exit Door (4th Floor)**
 USD 2,700/pc
 Offered to 2 Exhibitors



- NIEC11 **Elevator Branding – 1st floor (North or South)**
 NIEC12 **Elevator Branding – 4th floor (North or South)**
 USD 1,700/pc
 Offered to 6 Exhibitors
 AD range 2/3 of bottom side

Digital Advertisements



- LCD1 **Outdoor LED TV AD**
 USD 4,000
 Max. length: 5 minutes
 Broadcasted alternately



- LCD2 **Entrance TV Wall (1st Fl.)**
 LCD3 **Entrance TV Wall (4th Fl.)**
 USD 1,700
 Max. length: 5 minutes
 Broadcasted alternately

Nangang Exhibition Center Hall 2

Outdoor Ads



- NIEC13 **Outdoor LED TV AD**
 USD 17,000
 Offered to 2 Exhibitors



- NIEC14 **Pole Banners around the Exhibition hall (South/North sides)**
 USD 5,100
 Offered to 1 Exhibitor
 Interspersed with show banners

Indoor Ads



NIEC15 **Mega Banner in the Entrance Foyer (1st Fl.)**
NEW (next to Service Counter)
 USD 6,700/pc
 Offered to 2 Exhibitors



NIEC16 **Mega Banner in the Entrance Foyer (4th Fl.)**
NEW (next to Service Counter)
 USD 5,400/pc
 Offered to 1 Exhibitors



NIEC17 **Entrance Banner in the Passageway (1st Fl.)**
NIEC18 **Entrance Banner in the Passageway (4th Fl.)**
 USD 2,700 /pc
 Offered to 4 Exhibitors



NIEC19 **Elevator Branding (B1.1st Fl.,4th Fl.)**
 USD 1,700/pc
 Offered to 6 Exhibitors
 AD range 2/3 of bottom side

Digital Advertisements



LCD4 **TV Wall above the Entrance Door (1st Floor)**
NEW USD 1,700
 Max. length: 5 minutes
 Broadcasted alternately



LCD5 **TV Wall above the Entrance Door (4th Floor)**
NEW USD 1,700
 Max. length: 5 minutes
 Broadcasted alternately

Special Advertising Packages!

Platinum Package

1

- NIEC3- Pole Banners around the Exhibition Hall (USD 6,700)
- NIEC8- Hanging Banner (USD 5,000)
- SP4- Official Website Home Page Ads (USD 4,100)
- SG1- Show Guide Back Cover (USD 4,100)
- LCD1- Outdoor LED TV AD (USD 4,000)

Offered to 1 sponsor

SPECIAL PRICE

USD **21,000**

Platinum Package

2

- NIEC13- Mega Banner (East Side) (USD17,000)
- SP4- Official Website Home Page Ads (USD 4,100)
- SG2- Show Guide Inside Front Cover (USD 3,400)

Offered to 1 sponsor

SPECIAL PRICE

USD **21,000**

Gold Package

- SP1 - Buyer Tote Bags (USD 6,700)
- NIEC10- Banner above the Exit Door (4th Floor) (USD 2,700)
or NIEC17- Entrance Banner in the Passageway (USD 2,700)
- SG5- Show Guide Full Page Ads (USD 1,700)
- SP5- Official Website Home Page Logo Banner(USD 1,500)

Offered to 2 sponsors

SPECIAL PRICE

USD **11,000**

Sapphire Package

- EZ1- Taipei Metro EasyCard Branding (USD 6,100)
- LCD2- Entrance TV Wall (1st Fl.) (USD 1,400)
or NIEC19- Elevator Branding (USD 1,400)
- SP5- Official Website Home Page Logo Banner (USD 1,500)
- SG6- Show Guide Half Page Ads (USD 1,100)

Offered to 2 sponsors

SPECIAL PRICE

USD **8,100**

Ruby Package

- SP2 - Buyer Badge Lanyards (USD 3,400)
- LCD3- Entrance TV Wall (4th Fl.) (USD 1,700)
or NIEC19- Elevator Branding (USD 1,700)
- SP5- Official Website Home Page Logo Banner (USD 1,500)

Offered to 2 sponsors

SPECIAL PRICE

USD **5,500**

Further advertising opportunities on request !

NOTE:

1. All prices include taxes.
2. All prices do NOT include design fee of the advertising material.
3. The Organizer reserves the right to cancel, add or adjust sponsorships.

Please contact

Ms. Angela Hsu
Project Manager,
TAITRA Exhibition Department
E-mail: angelahsu@tatira.org.tw

TAIPEI CYCLE

CYCLE 2020

Exhibitor Sponsorship Application Form

Company: _____

Which Hall: _____ Booth Number : _____

Contact Person: _____

Tel: _____ Fax: _____

E-mail: _____ Mobile: _____

Code	Item	Quantity	Value (USD)

**** Sponsorships are processed on a first-come, first-served basis.**

Signature: _____ Date: _____

1. Application which **paid before October 18, 2019** can be counted into booth allocation.
2. Application deadline: **January 10, 2020** or when availabilities sold out before then.
3. In consideration of safety, image and consistency in exhibition quality, the production and construction of sponsoring exhibitors' designs will be carried out by the organizer's affiliated contractor.
4. Sponsoring exhibitors shall submit their designs/content to the organizers for approval.
5. If the organizer cancels a sponsor ad before its production, the sponsoring exhibitor shall receive a full refund for the ad and waives the right to request for any compensation.

Please fill out the application form by the application deadline and send it via e-mail to Ms. Angela Hsu (angelahsu@tatira.org.tw)