

# WOOD TAIWAN 2022

*Online Exhibition  
& DigitalGo*

*Carve Out A Niche for Yourself*

**April 28 - May 12, 2022**

**Digital Value-added Marketing Services**

Application: Jan. 24 – Feb. 25, 2022



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The WOOD TAIWAN 2022 has launched a series of digital value-added marketing packages to serve domestic and foreign buyers online. It integrates online marketing exposures with international trade show promotion, social media, audio/video marketing, online display and forums delivering the latest product information to overseas professionals. Meanwhile, one-on-one procurement meetings will surely make you seize business opportunities without going abroad!



# WOOD TAIWAN 2022 *Online Exhibition & DigitalGo*

**April 28 - May 12, 2022**

lead generation

outreach

exposure



forum  
seminar  
podcast  
live streaming



## Buyer Leads

Link with online visitors beyond all limits, time and space constraints to connect the world

Integrated marketing resources to create more exposure for exhibitors

## Market Outreach



## Business Matchmaking

Connect with buyers through effective matchmaking

**WOOD TAIWAN 2022** *DigitalGo*  
**3 Goals**

# WOOD TAIWAN 2022 *DigitalGo*

## 6 Factors



### Buyer Matching

- Woodworking Market Day
- Support from TAITRA 64 overseas offices



### Factory Tour

- In house tour
- Promotional video



### Buyer Leads

- Interactive and potential buyer list



### Trending Topics

- Promotion at world's leading exhibition
- Trend forum



### Digital/Audio Marketing

- Social media
- Podcast



### Online Display

- Advertorial/Video campaign
- Interactive online meetings

# Packages & Pricing

Options		Standard US\$ 1,200	Premium (for eight exhibitors only) US\$ 3,200
International Exhibitions (Choose either one)	WPE (Wood Pro Expo) @California (4/27-29)	N/A	Booth back wall, Live presentation (Provide list of on-site business cards)
	International Woodworking Fair @Atlanta (8/23-26)	N/A	Cooperate with FDMC to launch WOOD TAIWAN Webinar (Provide list of who's watching you)
Digital Marketing	EDM banner	350*100 Pixels	350*100 Pixels
	Posts at social media (FB, LinkedIn, Twitter)	1	1
	Banner at official website	170*70 Pixels	170*70 Pixels
	Customized EDM	N/A   Add-on price: US\$ 360	30,000 buyers Reached by E-News
	Podcast (in Chinese)	N/A   Add-on price: US\$ 720	15-minute interviews
	Media Outreach	AI-powered media outreach SaaS platform that helps brands maximize global press coverage potential	AI-powered media outreach SaaS platform that helps brands maximize global press coverage potential
Factory tour in house live (WOODiscover-Factory Tour)	Exhibitors bring own videos Q&A	N/A   Add-on price: US\$ 720	Provide list of who's watching you

\*\*A complimentary online display will be awarded to each Standard or Premium exhibitor.



**AUGUST 23 - 26 | 2022**



## International Trade Shows



- 1 Trade shows in USA (Local Market Oriented)
- 2 Niche markets
- 3 Positive Feedback



- 1 Trade shows in USA (International Market Oriented)
- 2 Webinar live
- 3 Media Synergy





## Digital Marketing



製造癮  
The Podcast For Manufacturers

1 Self-media

2 30,000+ buyers reached by E-News

3 Active on social media



4 Debut Podcast for manufacturers

5 Voice-friendly live streaming

6 Closer to the industry

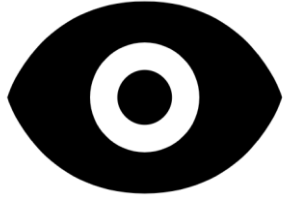
7 AI-powered platform and tools by  SparkAmplify



## Factory Tour In House Live



- 1 **Go** live streaming at the factory
- 2 **Engage** global audiences with B2B language
- 3 Exhibitor **prepares** for Self-produced film
- 4 **Focus** on latest innovations
- 5 **Provide** a list of who's watching you



## Online Display



- 1 One Online booth  
(company LOGO, Info. inclusive)
- 2 Extensive Functional Upgrades
- 3 Online product catalogue  
(max. five products shown in multiple optional display modes: word description, video, 360 or 720° image)
- 4 Live chat / Meeting / Text message
- 5 Electronic Business Card Exchanges
- 6 Product hashtag
- 7 Data visualization report

## At a Glance with Landing Page

In the grand online reception hall, visitors may easily find the entrance to online exhibit halls, featured areas, online forums and video collections.

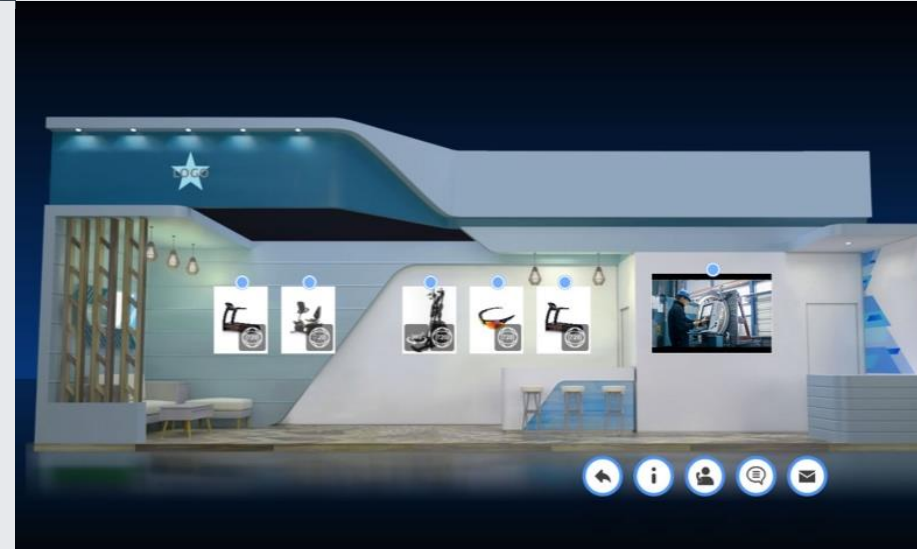


## Create Your Own Virtual Booth

More booth designs for your choices make booth decoration a lot of fun. Moreover, multiple display modes for online product catalogue are easily accessible.

## Optimized Services & Data Analysis

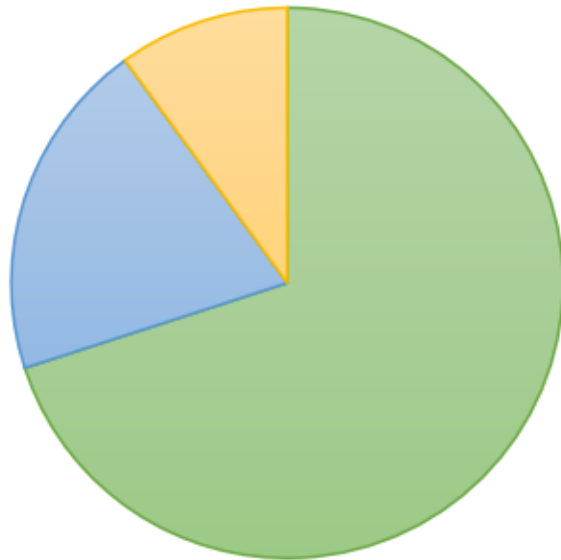
The visitor data is suitable for either quantitative or qualitative analysis which is helpful for post-event follow-ups to create more business opportunities.



# Mark Your Calendar

	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Week 1</b> Matchmaking Week				<b>April 28</b> ✓ Woodworking Market Day(One-on-One Procurement Meetings) ✓ Online Display ✓ 14:00 Factory Tour in House Live	<b>April 2</b> ✓ Online Display ✓ 14:00 Factory Tour in House Live ✓ 17:00 Podcast
<b>Week 2</b> Presentation Week	<b>5月2日</b> ✓ Online Display ✓ 14:00 Factory Tour in House Live ✓ 17:00 Podcast	<b>5月3日</b> ✓ Online Display ✓ 14:00 Factory Tour in House Live	<b>5月4日</b> ✓ Online Display ✓ 14:00 Factory Tour in House Live ✓ 17:00 Podcast	<b>5月5日</b> ✓ Online Display ✓ 14:00 Factory Tour in House Live	<b>5月6日</b> ✓ Online Display ✓ 14:00 Factory Tour in House Live ✓ 17:00 Podcast
<b>Week 3</b> Final Week	<b>5月9日</b> ✓ Online Display ✓ 14:00 Factory Tour in House Live ✓ 17:00 Podcast	<b>5月10日</b> ✓ Online Display ✓ 14:00 Factory Tour in House Live	<b>5月11日</b> ✓ Online Display ✓ 14:00 Factory Tour in House Live ✓ 17:00 Podcast	<b>5月12日</b> ✓ Online Display ✓ 14:00 Factory Tour in House Live	* Subject to changes without further notices. See updates at official websites.

# Promotion



- **Digital Media Advertising**  
--Google GDN & Social media
- **Industry Media Advertising**  
--International industry media
- **Official Self-media**  
--Newsletter, EDM, FB, LinkedIn, Twitter, YouTube, Podcast, Line@

# Timeframes

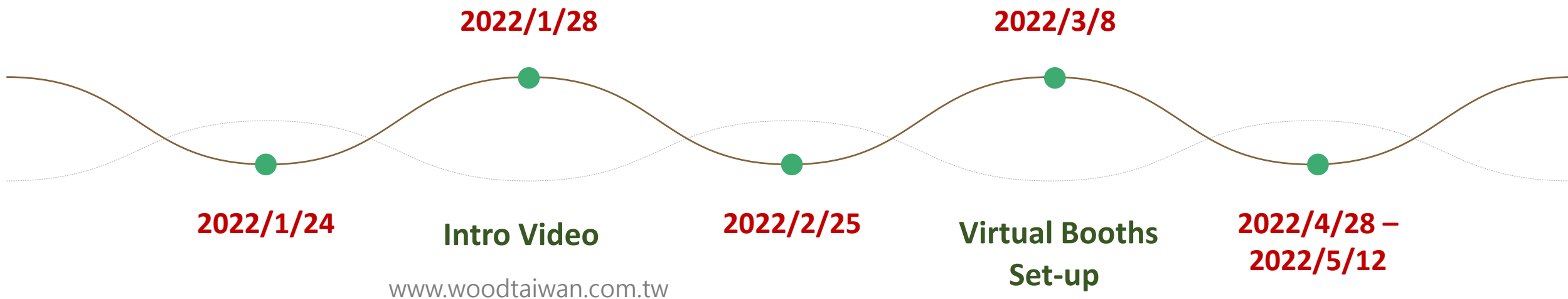
## Start of Registration

10 am, Jan. 24, 2022

## End of Registration

## DigitalGo Opens

Online Exhibition & DigitalGo



# DigitalGo Application

Jan. 24 - Feb. 25, 2022

1

Visit official website  
[www.woodtawian.com.tw](http://www.woodtawian.com.tw)

2

Select  
"DigitalGo Application"

3

Complete and  
print out the form

4

Signed by the person in  
charge

5

Scan and email the form to  
[woodtaiwan@taitra.org.tw](mailto:woodtaiwan@taitra.org.tw)

6

Application completed

\* Please read carefully when registering: WOOD TAIWAN Online Exhibition and DigitalG General Regulation.



- After completing the registration, the organizer will shortly send a payment notice to exhibitors eligible.
- The fee paid is NOT refundable.
- All services ordered by the exhibitor will be automatically waived if the fee is not paid on time.



## Contacts



Pauline Tu / Emma Lin  
TAITRA Exhibition Department



886-2-2725-5200 ext. 2679 / 2613



woodtaiwan@taitra.org.tw



Application

