



# WOOD TAIWAN

Taiwan Int'l Woodworking Machinery Show

Digital & Activities

Marketing, Branding & Sponsorship Opportunities



# Marketing, Branding & Sponsorship Opportunities Guidelines

## ◆ WHO

All exhibitors eligible; non-exhibitors acceptable (under conditions)

## ◆ WHEN

**September 13,2022 - January 31, 2023**, application closed after fully occupied

## ◆ HOW

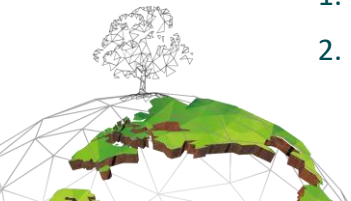
email to : [woodtaiwan@taitra.org.tw](mailto:woodtaiwan@taitra.org.tw) before deadline

## ◆ PRIORITY

1. First come, first served, In the case of same time and items applied for, sponsorship awarded to the one with higher total amount.
2. Final decision is at the discretion of the organizer

## ◆ PAYMENT

1. Sponsored amount inclusive of taxes.
2. The organizer will email an official confirmation letter to the sponsor approved. The sponsor shall settle all the payment specified before due. The case of partial money paid will be suspended.



# Marketing, Branding & Sponsorship Opportunities Guidelines

## ◆ NOTES

1. The layout of ads offered by the sponsor should be submitted before Jan. 31, 2023 for approval.
2. Specifications: Photoshop, 300 dpi at least, adequate size per instructions
3. The ad file should be designed by sponsors themselves, while production and construction can be only made by the official contractor.
4. The organizer reserves the right to amend or adjust all sponsored items.
5. The payment made by sponsors will be refunded if the organizer cancelled the sponsorship prior to ad production. However, sponsors are not entitled to any claims thereafter.
6. Contact: Lara Eom, TAITRA Exhibition Department, Tel: 886-2-2725-5200 #2615, E-mail : [woodtaiwan@taitra.org.tw](mailto:woodtaiwan@taitra.org.tw)



# OUTLINE

**1**

**Digital &  
Activities**

**2**

**Application**



# Digital & Activities

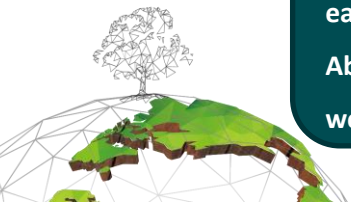


No.	Item	Price (NTD)
A	<u>EDM Banners</u>	30,000 / 16,000
B	<u>Podcast Live</u>	30,000
C	<u>Banners at Official Website</u>	120,000 / 20,000*
D	<u>WOODiscover Live Tour</u>	50,000
E	<u>Social media posts</u> (Facebook / LinkedIn ads inclusive)	25,000
F	<u>Lobby Banner at Online Exhibition</u>	30,000
G	<u>Lobby Video at Online Exhibition</u>	45,000

\* Official Website Banners **free** placement opportunity : Please fill in the form

All exhibitors are welcome to share how your exhibits and solutions contribute to the sustainability on earth and embody the spirit of the WOOD TAIWAN 2023, "**Envision a Greener Future.**"

Above WOOD TAIWAN sustainability advocates can get a free Banner (size:170\*70) on the official website and on the official publication a green label.





# A.

## EDM Banners

Amount (A-1) NT\$30,000/time (A-2) NT\$16,000/time

### Specifications

- (A-1) Head banner:800(W) x 120(H) pixels
- (A-2) Footer banner:350(W) x 100(H) pixels (300 dpi, JPG, no more than 15KB)

### Benefits

- EDM in English version
- Mail up to 20,000 previous visitors

### Remarks

- Banners should be produced by sponsors hyperlinking their designated website for uploading via the organizer

**重要活動預告**

活動日期	活動/地點/報名中?
9/28(二) - 9/29(四) 雙日	線上票先行開辦(報名參加及贊助)報名活動(TTS Main)
9/28(二) - 10/2(四) 展期五 - 週4:00 - 15:00	工廠+Home展廳
9/28(二) - 10/2(四) 展期一 - 週一: 8:00-18:00	新媒體Podcast節目
9/28(二) 10:00 - 11:00	全球市場產品發表會
9/28(二) 09:30 - 17:00	雙媒體專業研討論壇
10/6(二) 14:00 - 15:00	鞋服市場:印度、泰國產品發表會
10/12(二) 15:00 - 16:00	鞋服市場:土耳其、澳洲、中國產品發表會
10/18(二) 22:30 - 23:30	北馬市場:印尼產品發表會

**我標由我買**

Pictures for reference only



Back to list



# B.

## Podcast Live: 20-minute Interview

Number of Sponsor

1 sponsor per episode, 8 sponsors in total

Amount

NT\$30,000 / sponsor

Benefits

- Taiwan's first Podcast for manufacturers
- Exclusive interviews with highlights in industry
- Broadcast on: KKBOX, Spotify, Apple, Google Podcasts, Pocket Casts, and official websites
- 5,000+ listeners launched since April 2022

20-minute Interview

- 30 minutes on recording
- who and where to record: AV studio, one sponsorship reps in presence
- Podcast on major platforms during the exhibition every Mon. Wed. and Fri.
- Chinese only

Remarks



Back to list



製造癮

Manufacturers Win Podcast · 讓你聽超上癮

Marketing  
★★★★★ 3,000 / 5,000

【製造癮】——一個獨特無敵的Podcast，為你帶來了最新最酷的Podcast節目，內容有台灣製造業上的各種知識，了解台灣製造業的現況與未來，讓你的Podcast聽後能有所獲益，讓你不再只是聽Podcast，而是聽的一邊。

其實製造業很有趣，後面有專精、有知識、有故事、每週一、三、五17:00播出，歡迎訂閱！

【節目主題】 經營管理、行銷策略、工廠管理、人才培訓、設備製造

不定期推出特別企劃

【特別企劃】 製造癮

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw

www.manufacturerswin.com.tw



<https://manufacturerswin.firstory.io/>

Pictures for reference only



## Banners at Official Website

Number of Sponsor	<ul style="list-style-type: none"><li>D-1 : 2 sponsors</li><li>D-2 : 10 sponsors</li></ul>
Amount	<ul style="list-style-type: none"><li>D-1 : NT\$120,000</li><li>D-2 : NT\$20,000</li></ul>
Locations & Specifications	<ul style="list-style-type: none"><li>D-1 Top: 2000(W) x 700(H) pixels</li><li>D-2 bottom: 170(W) x 70(H) pixels</li><li>(300 dpi, JPG, no more than 15KB)</li></ul>
Benefits	<ul style="list-style-type: none"><li>Chinese and English versions</li><li>1,000+ visits / day</li><li>Exposure until April 23, 2023</li><li>Banners with appropriate specifications mentioned above should be produced by sponsors hyperlinking their designated website for uploading via the organizer</li><li>D-1 rotates with official banner in random, sponsor may replace one layout.</li><li>D-2 Ad sequence prioritized by the application time and payment settled.</li></ul>
Remarks	<ul style="list-style-type: none"><li>*Official Website Banners free placement opportunity : <a href="#">Please fill in the form</a></li></ul>

### PC



### Mobile



<https://www.woodtaiwan.com/>

Pictures for reference only







# D.

## WOODiscover Live Tour

Amount NT\$50,000 / sponsor

Description

- On Air: every 3 pm, daily
- Interviewed by a host at your booth livestreaming
- Length: 10 ~ 15 minutes each sponsor
- Language: English only
- Broadcast on: official social media, YouTube(English), TTS D'Channel, official website and online exhibition

Remarks

- Timing of pre-recording will be arranged and notified by the organizer
- Language proficiency of sponsor's representative is required
- Length and segment may be adjusted accordingly.
- Audiences fill out the questionnaire in a certain interested sponsors may be forwarded to sponsors concerned for follow-ups.
- Interview videos are available for sponsors to use. The organizer is the sole proprietor of videos produced. All rights reserved.



Pictures for reference only

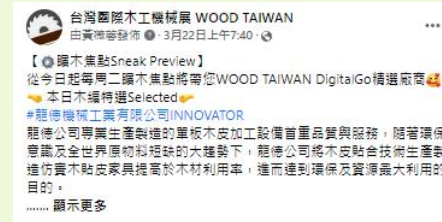




# E.

## Social media posts (Facebook / LinkedIn ads inclusive)

Number of Sponsor	NT\$25,000 / sponsor, 8 sponsors in total
Contents	Promote the company and products of sponsor on official social media, Facebook(Chinese), Twitter & LinkedIn(English)
Effectiveness	<ul style="list-style-type: none"> <li>• Plus Facebook or LinkedIn post ads, double effectiveness</li> <li>• The ad report will be provided by the organizer.</li> </ul>
Remarks	<ul style="list-style-type: none"> <li>• Ad placement conducted based on the marketing schedule in September</li> <li>• Descriptions of company and products provided by sponsor</li> <li>• The organizer reserves the right to revise and polish the final copy.</li> <li>• Facebook / LinkedIn post ad choice one</li> </ul>



Pictures for reference only



Back to list



# F.

## Lobby Banner at Online Exhibition

Number of Sponsor	4 in total
Amount	NT\$30,000 / sponsor
Specifications	Full page
Sponsor's advertising areas	(A) 400(W) * 930(H) Pixels · 300dpi · no more than 15KB (B) 640(W) * 360(H) Pixels · 300dpi · no more than 15KB (C&D) 496(W) * 661(H) Pixels · 300dpi · no more than 15KB
Benefits	<ul style="list-style-type: none"><li>• Chinese and English versions</li><li>• Duration : April 20~ May 4, 2022</li></ul>
Remarks	<ul style="list-style-type: none"><li>• Banners should be produced by sponsors</li><li>• Ad location prioritized by the application time and payment settled.</li></ul>



Pictures for reference only





# G.

## Lobby Video at Online Exhibition

---

Number of Sponsor	3 in total
Amount	NT\$45,000, upper middle (one day per sponsor)
Size	Full page ; 30MB Video type : mp4, mpg, webm
Benefits	<ul style="list-style-type: none"><li>• Chinese and English versions</li><li>• Duration : April 20~ May 4, 2022</li><li>• More than 40,000 webpages exposed</li></ul>
Remarks	<ul style="list-style-type: none"><li>• Within-10-minute videos should be produced by sponsors.</li><li>• Video location prioritized by the application time and payment settled</li></ul>

---



Pictures for reference only



Back to list



## Application

<https://cloudcdn.taiwantradeshows.com.tw/2023/wood/download/sponsorship.pdf>



Registration is open at the same time as the exhibition



- >  2022/09/13-2023/01/31
- >  886-2-2725-5200 #2615 Ms. Eom
- >  woodtaiwan@taitra.org.tw



# WOOD TAIWAN

Taiwan Int'l Woodworking Machinery Show

**2023**

Physical Show

**Apr.20 ▶ 23**

Online Exhibition

**Apr.20 ▶ May 4**

Taipei Nangang  
Exhibition Center,  
Hall 1 (TaiNEX 1)

