



WOOD TAIWAN

Taiwan Int'l Woodworking Machinery Show



Physical items

Marketing, Branding & Sponsorship Opportunities

Marketing, Branding & Sponsorship Opportunities Application

◆ WHO

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

◆ WHEN

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

◆ HOW

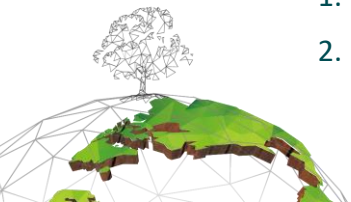
email to : woodtaiwan@taitra.org.tw before deadline

◆ 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.



Marketing, Branding & Sponsorship Opportunities Application

◆ 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 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



OUTLINE

1

**Physical
items**

2

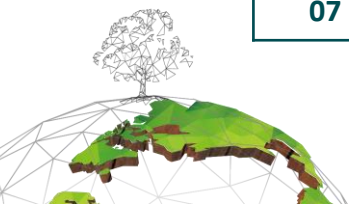
Application





Physical items (1/2)

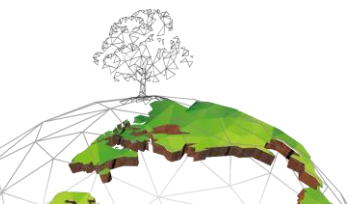
Bags / Masks / Lamppost Banners		
No.	Item	Price (NTD)
01	<u>Visitor tote bags</u>	120,000
02	<u>Co-branded mask for visitors</u> <i>new</i>	70,000
03	<u>Lamppost banner downtown</u>	100,000
TaiNEX 1 Outer Area		
04	Lamppost banner around TaiNEX 1	80,000
05	Rain shelter banner at hall entrance	120,000
06	Hall exterior wall	400,000
07	Ads at south entrance	80,000





Physical items (2/2)

TaiNEX 1 1F		
No.	Item	Price (NTD)
08	<u>Ceiling banners (outside of Area J, Lobby and outside of Area I)</u>	80,000
09	LCD screen in Area I / K	40,000
10	<u>200-inch LED screen, 1F entrance J</u>	80,000
11	Lobby banner	160,000
12	<u>Restroom ads</u>	40,000





01

Visitor tote bags

Number of sponsor	2 (2,000 pcs / sponsor)
Amount	NT\$120,000 per sponsor
Full page	45 (L) x 12 (W) x 35 (H) cm
Sponsor's advertising area	1 side, one design only



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02

Co-branded mask for visitors

Number of sponsor	1 (5,000 pcs / sponsor)
Amount	NT\$70,000
Full-page	16.5 (L) x 9 (W) cm
Sponsor's advertising area	One-sided color literature placed inside a mask pouch (16.5x 0.6 cm)
Remarks	Designed by the sponsor; produced by the organizer

One-sided color literature inside a pouch holding the mask



Pictures for reference only



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Lamppost banners downtown

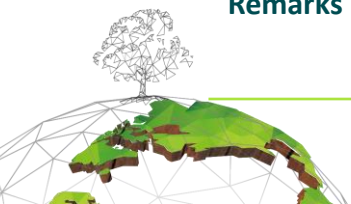
Number of sponsor	1
Amount	NT\$100,000
Full-page size	Advertising banners spanning 5 to 7 major boulevards, 200 sets, 60 (L) x 150 (W) cm / side
Sponsor's advertising area	60 (W) x 25 (H) cm / side
Remarks	<ol style="list-style-type: none">1. boulevards subject to final approval by the Taipei City Government2. Production costs included3. Specifications of banners may vary on different roads



Pictures for reference only



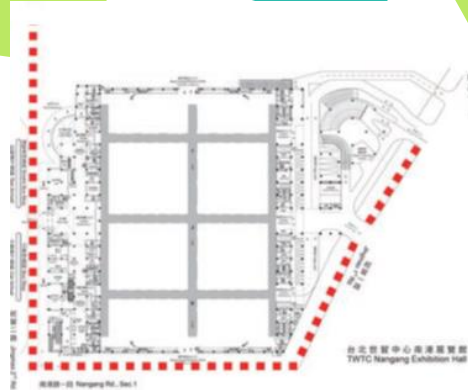
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Taipei Nangang Exhibition Center, Hall 1



Lamppost banners around TaiNEX 1



Ad. location

Number of sponsor	22 pairs / sponsor, 2 sponsors in total
Amount	NT\$80,000
Full-page size	60 (W) x 90 (H) cm
Sponsor's advertising area	One side is for the sponsor, the other the organizer.
Remarks	<ul style="list-style-type: none">• Designed by the sponsor• Hung by the organizer• The banners will be interspersed, if two or more than two sponsors.

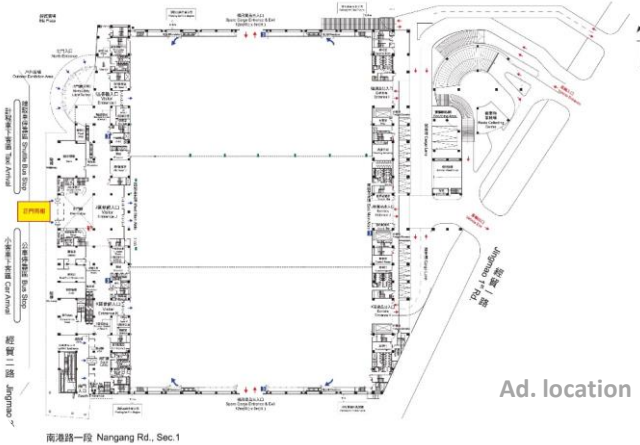


Pictures for reference only



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Rain shelter banners at main entrance



Ad. location

Number of sponsor	1
Amount	NT\$120,000
Full-page size	770 (W) x 90 (H) cm, 3 sides in total
Sponsor's advertising area	3/5 left 462 (W) x 90 (H) cm



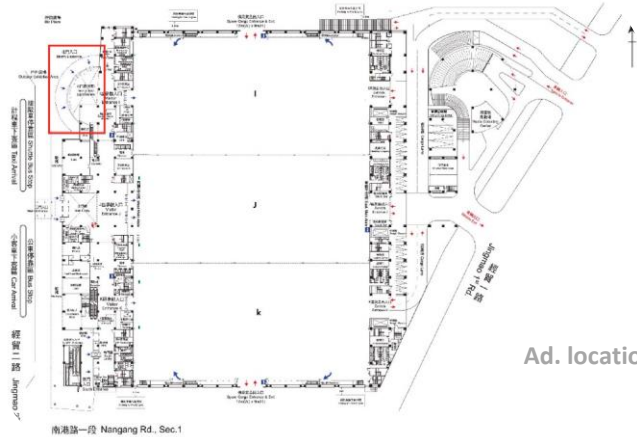
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Hall exterior wall



Ad. location

南港路一段 Nangang Rd., Sec.1

Number of sponsor	1
Amount	NT\$400,000
Full-page size	4,325 (upper width) / 4,000 (lower width) x 950 (H) cm
Sponsor's advertising area	3/5 left layout; 2,595 (upper width) / 2,400 (lower width) x 950 (H) cm

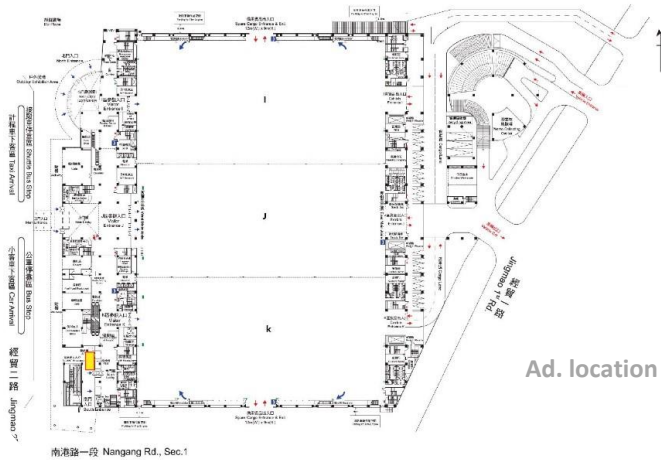


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Ads at south entrance



Ad. location

Number of sponsor	2 (1 side / sponsor)
Amount	NT\$80,000 / sponsor
Full-page size	119 (W) x 255 (H) cm, two sides
Sponsor's advertising area	upper 2/3, two sides 119 (W) x 170 (H) cm

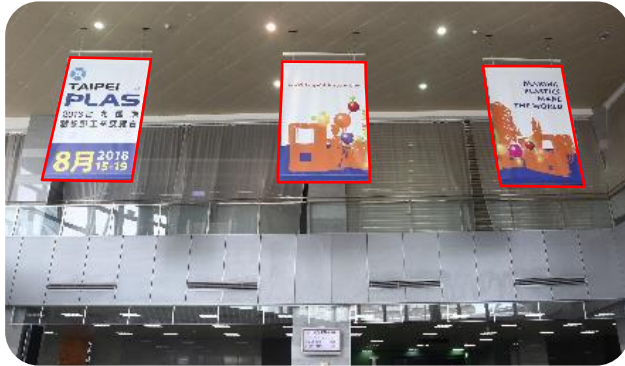


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Ceiling banners (outside of Area J, Lobby and outside of Area I)



Zone I

Number of sponsor	2 (3 sides/ Area / a set)
Amount	NT\$80,000 per sponsor
Full-page size	3 sides in total 1F: 205 (W) x 320 (H) cm x 3 sides
Sponsor's advertising area	Upper 3/5



Zone J

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LCD screen in Area I / K

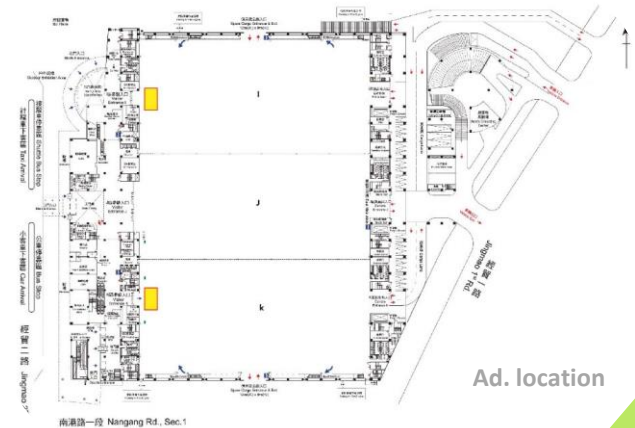


Pictures for reference only

Number of sponsor 5
Amount NT40,000 / Area
Full-page size 47 inches / side, Area I / K
Sponsor's advertising minutes April 20-23, 2023, daily timing as below

- 2,304 x 680 pixels, MPEG (MPG \ VOB), avi, wmv, wma, mp3, mp4, jpg, bmp, flash, html, swf
- Design must fit the screen(avoid dividers), within-5-minute video offered by each sponsor.
- Design limited to one version, the video must use the full page
- 10-minute video by the organizer will be broadcast after each sponsor's video whose priority is decided by sponsor's application time.

Remarks



Ad. location



200-inch LED screen, entrance J



Number of sponsor	3
Amount	NT\$80,000 / sponsor
Full-page size	200 inches
Sponsor's advertising minutes	Full screen ; April 20-23, 2023, daily timing as below

- 1,472 x 704 pixels, avi, wma, mp4, jpg, flash, swf
- Each sponsor provides a within-10-minute file, limited to one version, full page video.
- 10-minute video by the organizer will be broadcast after each sponsor's video, whose priority is decided by sponsor's application time.

Remarks

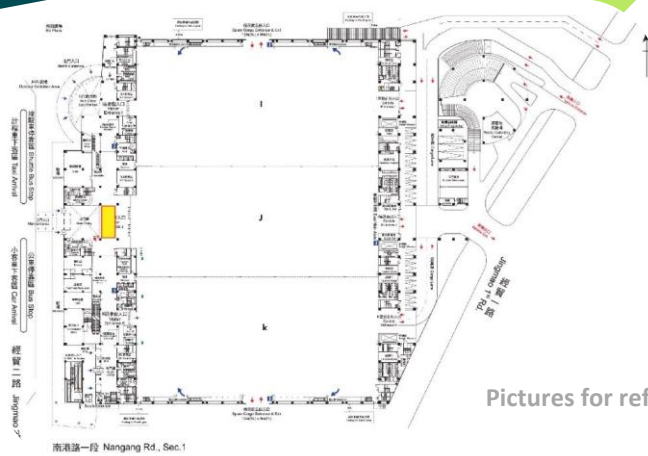


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Pictures for reference only

Lobby banner



Pictures for reference only



Ad. location

Number of sponsor	1
Amount	NT\$160,000
Full-page size	1,682 (W) x 182 (H) cm / side
Sponsor's advertising areas	5/6 middle 1,402 (W) x 182 (H) cm
Remarks	one design only





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Restroom ads

Number of sponsor	2
Amount	NT\$40,000 / sponsor 70 spots / sponsor (Including urinals, squat toilets and front walls or facades of sitting toilets)
Full-page size	30(W) x 30 (H) cm / side
Sponsor's advertising areas	70% upper 30(W)*21(H) (about A4 size)
Remarks	Foam board color, Frameless, Limited to one layout



Pictures for reference only





Application

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



- >  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)

