

# COMPUTEX TAIPEI Sponsorship Manual

## TaiNEX 1 & 2





### **Sponsorship Guidelines**

#### Qualifications

All COMPUTEX 2024 exhibitors may apply to be a sponsor. Non-exhibitors are restricted to certain items.

#### Application deadline

COMPUTEX accepts applications before April 25, 2024 or when availabilities sold out before then.

#### Criteria

- Applications are based on a first-come-first-serve basis according to the date and time e-mail received. If applications for the same sponsorship are received at the same time, the exhibitor with large booth space shall have priority.
- 2. The organizer retains the rights to the final decision and distribution.

#### Payment

- 1. The prices listed in the sponsor manual are tax included and valued in TWD.
- 2. Please pay full amount of the sponsorship and other banking charges in two weeks when the invoice is received. Sponsors who do not complete the payment before the invoice due date will have their promotion item reservation cancelled.
- 3. Please note that all extra banking handling charges, if any, are borne by the applicant. Please select received in full amount (OUR) when transferring the payment.

#### Rules and regulations

- 1. Sponsoring exhibitors shall submit their designs for approval to the organizer no later than May 8, 2024.
- 2. File specs: Photoshop files with 300dpi or higher. The print out size must comply with the advertisement specifications.
- 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 organizers' affiliated contractor.
- 4. Please abide by the venues' regulations on construction while constructing the sponsors' ads. In the event of damage to equipment, the organizer may request for the cost of repairing the damaged equipment from the sponsoring exhibitors.
- 5. The organizer retains the right to make changes to any sponsor ads.
- 6. 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.

#### How to apply

Please fill out the application form by the application deadline and send it via e-mail. The organizer will notify the accepted sponsors to submit the official paperwork and to complete the payment in time.

#### Who to contact

TAITRA Exhibition Department COMPUTEX Organizing Team Hardaway Chan | +886-2-2725-5200 ext. 2639 | ahsun.chan@taitra.org.tw

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Visitor Tote Bags

### SP 01

SP 02



Item	Visitor Tote Bags
Number of Sponsors	3 exhibitors(13,000 pcs / per exhibitor)
Price	NTD 630,000/ per exhibitor
Bag Size	45 (L) X 12 (W) X 35 (H) cm
Sponsor Ad Size	45 (L) X 35 (H) cm
Remarks	<ol> <li>On one side of the bag. Another side is reserved for the show organizer.</li> <li>PE material and 4-color printing.</li> <li>Tote bags to be distributed to visitors when they pick up their badges.</li> </ol>

### Visitor ID Lanyard



Item	Visitor ID Lanyard
Number of Sponsors	4 exhibitors(10,000 pcs / per exhibitor)
Price	NTD 315,000/ per exhibitor
Lanyard Size	2 (W) X 90 (L) cm
Sponsor Ad Size	2 (W) X 90 (L) cm
Remarks	<ol> <li>The COMPUTEX and sponsors' logos are displayed alternately.</li> <li>Single-color printing.</li> <li>Lanyards to be distributed to international visitors and media along with their admission badges.</li> </ol>

Street Light Flags

#### SP 03



Item	Street Light Flags
Number of Sponsors	1 exhibitor
Price	NTD 1,155,000
Ad Size	60 (W) X 150 (L) cm / pc(2 pcs / per set)
Sponsor Ad Size	60 (W) X 25 (L) cm / pc(2 pcs / per set)
Remarks	<ol> <li>Flags to be placed on all major streets of Taipei City and around exhibition halls.</li> <li>Street Ads may be varied due to Taipei City Government's approval.</li> </ol>

SP 04



Secure Your Exhibit Space Toda

June 4-7 | TaiNEX 1 & 2, Taip

### **COMPUTEX Staff Uniform**

Item	COMPUTEX Staff Uniform
Number of Sponsors	1 exhibitor
Price	NTD 525,000
Remarks	1. Only white/black T-shirt 2. 500 pcs

SP 05

### **COMPUTEX Website Main Page Banner Ads**

	Item	COMPUTEX Website Main Page Banner Ads
	Number of Sponsors	2 exhibitors
	Price	NTD 210,000/ per exhibitor
ay pei	Ad Size	1900 X 684 px / 72dpi (Reserve a blank space of 152 px from the bottom)
	Sponsor Ad Size	1900 X 684 px / 72dpi (Reserve a blank space of 152 px from the bottom)
	Remarks	<ol> <li>Broadcasted alternatively.</li> <li>There will be other alternative banners reserved for COMPUTEX events.</li> </ol>



**SP 06** 



Item	COMPUTEX Website Partner Banner Ads
Number of Sponsors	5 exhibitors
Price	NTD 105,000/ per exhibitor
Ad Size	170 X 70 px/ 300dpi
Sponsor Ad Size	170 X 70 px/ 300dpi
Remarks	Logo & direct link to sponsor' s website.

**COMPUTEX Website Partner Banner Ads** 

SP 07

#### Media Kit Released Along with Opening Press Release

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★高家長なンチー高家市長市は、2021年CGNPUTEX:含文庫賞ないだっ一キー長米市(は2001年1月21日から6月34日にかけて COMPUTEX 2021 Virtual ALVA長利用で新見たしまと含素した。

Item	Media Kit Released Along with Opening Press Release
Number of Sponsors	5 exhibitors
Price	NTD 120,000/ per exhibitor
Remarks	<ol> <li>Your news will be distributed along with COMPUTEX press releases (non-specified) in the media kit. However, it might not be the exclusive one.</li> <li>Please provide an approximately 450-word press release.</li> </ol>

**SP 08** 

### Industry Expert Guide



Item	Industry Expert Guide
Number of Sponsors	5 exhibitors
Price	NTD 52,500/ per exhibitor
Remarks	<ol> <li>A 20 minutes visit to the onsite booth will be organized by COMPUTEX team and guided by industry experts or KOLs.</li> <li>A small group of visitors (about 20 people) will participate the guide.</li> </ol>

\* Exhibitors, Hotels and Airlines are welcomed to sponsor COMPUTEX Premium Lounge, Media Center, Buyers' Lounge. For more detail, please contact Mr. Hardaway Chan, tel:+886-2-27255200 ext.2639, email:ahsun.chan@taitra.org.tw



Main Entrance Pillar Ads	
Item	Main Entrance Pillar Ads
Number of Sponsors	1 exhibitor

PriceNTD 945,000Ad Size70 (W) X 250 (H) cm X 4 sides / per pillar; 6 pillarsSponsor Ad Size70 (W) X 250 (H) cm X 3 sides / per pillar; 6 pillars

#### NIEC 02

#### Main Entrance Banner



Item	Main Entrance Banner
Number of Sponsors	1 exhibitor
Price	NTD 420,000
Ad Size	770 (W) X 90 (H) cm / side, double-sides; 3 pcs
Sponsor Ad Size	616 (W) X 90 (H) cm / side, double-sides; 3 pcs

NIEC 03

### Outdoor 425" LED TV Ad



Item	Outdoor 425" LED TV Ad
Number of Sponsors	5 exhibitors
Price	NTD 210,000/ per exhibitor
Ad Size	425", resolution 680*450
Sponsor Ad Size	Same as Ad size
Remarks	<ol> <li>Broadcasted alternatively</li> <li>Max length of ad must be within 2 minutes.</li> </ol>





ltem	Outdoor Wall Streamer above 425" LED TV
Number of Sponsors	1 exhibitor
Price	NTD 840,000
Ad Size	976 (W) X 1,530 (H) cm
Sponsor Ad Size	976 (W) X 1,275 (H) cm

Outdoor Wall Streamer above 425" LED TV

#### NIEC 05

### Panoramic Banner



Item	Panoramic Banner
Number of Sponsors	1 exhibitor
Price	NTD 945,000
Ad Size	4,325 (Upper W) X 4,000 (Lower W) X 950 (H) cm
Sponsor Ad Size	4,209 (Upper W) X 4,000 (Lower W) X 760 (H) cm

#### NIEC 06-08





Item	South Wall Streamers
Number of Sponsors	3 exhibitors
Price	NTD 315,000/ per exhibitor
Ad Size	1,520 (W) X 1,520 (H) cm
Sponsor Ad Size	1,520 (W) X 1,216 (H) cm



Southeast Wall Streamers

#### NIEC 09-10



	Item	Southeast Wall Streamers
	Number of Sponsors	East side / 1 exihibitor South side / 1 exhibitor
	Price	NTD 367,500/ per exhibitor
	Ad Size	NIEC 09 (east side) - 476 (W) X 2,040 (H) cm NIEC 10 (south side) - 510 (W) X 2,040 (H) cm
	Sponsor Ad Size	NIEC 09 (east side) - 476 (W) X 1,700 (H) cm NIEC 10 (south side) - 510 (W) X 1,700 (H) cm

#### NIEC 11

### Lamp Flag Ads around Nangang Exhibition Hall 1



Item	Lamp Flag Ads around Nangang Exhibition Hall 1
Number of Sponsors	1 exhibitor
Price	NTD 315,000
Ad Size	60 (W) X 120 (H) cm;2 pcs / per set, 14 sets 60 (W) X 90 (H) cm;2 pcs / per set, 16 sets
Sponsor Ad Size	60 (W) X 120 (H) cm;1 pc / per set, 14 sets 60 (W) X 90 (H) cm;1 pc / per set, 16 sets

NIEC 12

### South Side Entrance Pillar Ads and Banner



Item	South Side Entrance Pillar Ads and Banner
Number of Sponsors	lexhibitor
Price	NTD 420,000
Ad Size	Banner - 605 (W) X 120 (H) cm Pillar - 70 (W) X 250 (H) cm X 4 sides / per pillar; 4 pillars
Sponsor Ad Size	Banner - 305 (W) X 120 (H) cm Pillar - 70 (W) X 250 (H) cm X 2sides / per pillar; 4 pillars



### Main Entrance Lobby Hanging Banners



Item	Main Entrance Lobby Hanging Banners
Number of Sponsors	1F - 1 exhibitor 4F - 1 exhibitor
Price	1F - NTD 315,000 4F - NTD 210,000
Ad Size	1F - 205 (W) X 320 (H) cm / pc;3 pcs 4F - 205 (W) X 200 (H) cm / pc;3 pcs
Sponsor Ad Size	1F - 205 (W) X 256 (H) cm / pc;3 pcs 4F - 205 (W) X 160 (H) cm / pc;3 pcs

NIEC 14



### Light Gallery Hanging Banners

Item	Light Gallery Hanging Banners
Number of Sponsors	1F - 1 exhibitor 4F - 1 exhibitor
Price	1F - NTD 315,000 4F – NTD 378,000
Ad Size	1F - 205 (W) X 320 (H) cm / pc;3 pcs 4F - 205 (W) X 700 (H) cm / pc;3 pcs
Sponsor Ad Size	1F - 205 (W) X 256 (H) cm / pc;3 pcs 4F - 205 (W) X 560 (H) cm / pc;3 pcs

NIEC 15

### Indoor Elevator Ad



Item	Indoor Elevator Ad
Number of Sponsors	4 exhibitors (1F north and south side, 4F north & south side)
Price	NTD 315,000/ 3 sets / per exhibitor
Ad Size	110 (W) X 215 (H) cm (Allow bleed 2.5cm on each side)
Sponsor Ad Size	Same as ad size
Remarks	<ol> <li>COMPUTEX logo must be shown prominently.</li> <li>Reserved for the conference sponsor package.</li> </ol>







Item	1F & 4F Main Entrance Lobby Banners
Number of Sponsors	1F - 1 exhibitor 4F - 1 exhibitor
Price	NTD 315,000/ per exhibitor
Ad Size	1F – 1,682 (W) X 182 (H) cm 4F – 1,688 (W) X 182 (H) cm
Sponsor Ad Size	1F – 1,400 (W) X 182 (H) cm 4F – 1,406 (W) X 182 (H) cm

#### NIEC 17

### Main Aisle Hanging Banner in Exhibition Hall



Item	Main Aisle Hanging Banner in Exhibition Hall
Number of Sponsors	6 exhibitors (main Aisle in Area I, J, K, L, M and N)
Price	NTD 315,000/ per exhibitor
Ad Size	1F – 300 (W) X 450 (H) cm 4F – 300 (W) X 550 (H) cm
Sponsor Ad Size	1F – 300 (W) X 335 (H) cm 4F – 300 (W) X 410 (H) cm

#### NIEC 18





Item	Left Side Wall Banner by South Entrance
Number of Sponsors	1 exhibitor
Price	NTD 315,000
Ad Size	500 (W) X 340 (H) cm
Sponsor Ad Size	400 (W) X 340 (H) cm





### Wall Banner outside the Machine Room

Item	Wall Banner outside the Machine Room (Area K, 1F)
Number of Sponsors	1 exhibitor
Price	NTD 273,000
Ad Size	460 (W) X 265 (H) cm
Sponsor Ad Size	Same as ad side

#### NIEC 20

#### Wall Banner outside the Luggage Room



ltem	Wall Banner outside the Luggage Room (Area J, 1F)
Number of Sponsors	1 exhibitor
Price	NTD 315,000
Ad Size	590 (W) X 265 (H) cm
Sponsor Ad Size	Same as ad side

NIEC 21

### Wall Banner outside the VIP Room 5



Item	Wall Banner outside the VIP Room 5 (Area J, 1F)
Number of Sponsors	1 exhibitor
Price	NTD 273,000
Ad Size	420 (W) X 265 (H) cm
Sponsor Ad Size	Same as ad side





### Wall Banner next to Service Center of Area J

ltem	Wall Banner next to Service Center of Area J (1F)
Number of Sponsors	1 exhibitor
Price	NTD 215,000
Ad Size	210 (W) X 270 (H) cm
Sponsor Ad Size	Same as ad side

NIEC 23

### Wall Banner outside the Meeting Room 429



ltem	Wall Banner outside the Meeting Room 429 (Area L, 4F)
Number of Sponsors	1 exhibitor
Price	NTD 315,000
Ad Size	530 (W) X 265 (H) cm
Sponsor Ad Size	Same as ad side
Remarks	The exhibitor who rents meeting room 429 has the priority to sponsor this item.

NIEC 24

### Wall Banner outside the VIP Briefing Room



Item	Wall Banner outside the VIP Briefing Room(Area M, 4F)
Number of Sponsors	1 exhibitor
Price	NTD 357,000
Ad Size	690 (W) X 265 (H) cm
Sponsor Ad Size	Same as ad side





ltem	Wall Banner outside the Meeting Room 449(Area N, 4F)
Number of Sponsors	1 exhibitor
Price	NTD 357,000
Ad Size	680 (W) X 265 (H) cm
Sponsor Ad Size	Same as ad side
Remarks	The exhibitor who rents meeting room 449 has the priority to sponsor this item.

Wall Banner outside the Meeting Room 449

# lainex J

### TENC 01



Item	Panoramic Banner
Number of Sponsors	1 exhibitor
Price	NTD 2,625,000
Ad Size	8,750 (W) X 1,910 (H) cm
Sponsor Ad Size	7,290 (W) X 1,910 (H) cm

Panoramic Banner

#### **TENC 02**

### Lamp Flag Ads around Nangang Exhibition Hall 2



Item	Lamp Flag Ads around Nangang Exhibition Hall 2
Number of Sponsors	1 exhibitor
Price	NTD 315,000
Ad Size	100 (W) X 283 (H) cm; 2 pcs / per set; 10 sets in north side and 13 sets in south side
Sponsor Ad Size	100 (W) X 283 (H) cm; 1 pc / per set; 10 sets in north side and 13 sets in south side

#### **TENC 03**

#### 1F Glass Door Ads



	Item	1F Glass Door Ads
	Number of Sponsors	3 exhibitors
	Price	NTD 168,000/ per exhibitor
	Ad Size	85 (W) X 302 (H) cm / door; 2 doors / per set; 2 sets
	Sponsor Ad Size	85 (W) X 302 (H) cm / door; 1 door / per set; 2 sets



Indoor Elevator Ads

#### **TENC 04**



ltem	Indoor Elevator Ads (1F north and south side, 4F north & south side)
Number of Sponsors	4 exhibitors
Price	NTD 262,500/ 3 sets / per exhibitor
Ad Size	49.5 (W) X 220 (H) cm (Allow bleed 2.5cm on each side)
Sponsor Ad Size	Same as ad side
Remarks	<ol> <li>COMPUTEX logo must be shown prominently.</li> <li>Reserved for the conference sponsor package.</li> </ol>

#### **TENC 05**

#### B1F Glass Curtain Wall Ads



Item	B1F Glass Curtain Wall Ads
Number of Sponsors	3 exhibitors
Price	NTD 420,000/ per exhibitor
Ad Size	490 (W) X 300 (H) cm / pc
Sponsor Ad Size	392 (W) X 300 (H) cm / pc

### TENC 06

#### **1F Indoor Wall Banners**



Item	1F Indoor Wall Banners
Number of Sponsors	2 exhibitors / West side 2 exhibitors / East side
Price	NTD 215,000/ per exhibitor
Ad Size	West side:510 (W) X 652 (H) cm / pc / exhibitor East side:572 (W) X 420 (H) cm / pc / exhibitor
Sponsor Ad Size	West side:510 (W) X 520 (H) cm / pc / exhibitor East side:450 (W) X 420 (H) cm / pc / exhibitor



#### **1F Wall Streamers**

Item	1F Wall Streamers
Number of Sponsors	6 exhibitors
Price	NTD 315,000/ per exhibitor
Ad Size	503 (W) X 315 (H) cm / pc
Sponsor Ad Size	Same as ad size

#### **TENC 08**

#### **1F Indoor Corridor Banners**



Item	1F Indoor Corridor Banners
Number of Sponsors	2 exhibitors
Price	NTD 336,000/ per exhibitor
Ad Size	4 pcs / per exhibitor (1) 410 (W) x 208 (H) cm (2) 360 (W) x 208 (H) cm (3) 350 (W) x 215 (H) cm (4) 340 (W) x 215 (H) cm
Sponsor Ad Size	Same as ad size

#### **TENC 09**

#### **1F Wall Banners**



Item	1F Wall Banners
Number of Sponsors	2 exhibitors
Price	NTD 588,000/ per exhibitor
Ad Size	503 (W) X 720 (H) cm / pc
Sponsor Ad Size	503 (W) X 576 (H) cm / pc



**4F Indoor Wall Banners** 

#### **TENC 10**



Item	4F Indoor Wall Banners
Number of Sponsors	2 exhibitors / West side 2 exhibitors / East side
Price	NTD 215,000/ per exhibitor
Ad Size	West side:510 (W) X 370 (H) cm / pc East side:524 (W) X 420 (H) cm / pc
Sponsor Ad Size	West side:408 (W) X 520 (H) cm / pc East side:420 (W) X 420 (H) cm / pc

**TENC 11** 

#### **4F Indoor Corridor Wall Banners**



Item	4F Indoor Corridor Wall Banners
Number of Sponsors	2 exhibitors
Price	NTD 210,000/ per exhibitor
Ad Size	R side: 3 pcs / per exhibitor (1) 340 (W) x 215 (H) cm (2) 347 (W) x 215 (H) cm (3) 180 (W) x 210 (H) cm S side: 3 pcs / per exhibitor (1) 179 (W) x 210 (H) cm (2) 350 (W) x 215 (H) cm (3) 350 (W) x 215 (H) cm
Sponsor Ad Size	Same as ad size

**4F Wall Streamers** 

#### **TENC 12**



ltem	4F Wall Streamers
Number of Sponsors	4 exhibitors
Price	NTD 215,000/ per exhibitor
Ad Size	503 (W) x 420 (H) cm /pc / per exhibitor
Sponsor Ad Size	Same as ad size

#### **TENC 13**

### 4F Glass Curtain Wall Ads



ltem	4F Glass Curtain Wall Ads
Number of Sponsors	3 exhibitors
Price	NTD 420,000/ per exhibitor
Ad Size	503 (W) X 430 (H) cm / pc / per exhibitor
Sponsor Ad Size	400 (W) X 430 (H) cm / pc / per exhibitor

#### **TENC 14**

### 7F Elevator Covering Ad (front)



ltem	7F Elevator Covering Ad (front)
Number of Sponsors	2 exhibitors
Price	NTD 525,000/ per exhibitor
Ad Size	816 (W) X 312 (H) cm
Sponsor Ad Size	650 (W) X 312 (H) cm





### 7F Elevator Covering Ad (back)

Item	7F Elevator Covering Ad (back)
Number of Sponsors	2 exhibitors
Price	NTD 420,000/ per exhibitor
Ad Size	816 (W) X 312 (H) cm
Sponsor Ad Size	650 (W) X 312 (H) cm

#### **TENC 16**

#### 7F Elevator Covering Ad (side)



ltem	7F Elevator Covering Ad (side)
Number of Sponsors	2 exhibitors
Price	NTD 294,000/ per exhibitor
Ad Size	300 (W) X 312 (H) cm
Sponsor Ad Size	Same as ad size

#### **TENC 17**

#### 7F Escalator Covering Ad (north side)



Item	7F Escalator Covering Ad (north side)
Number of Sponsors	1 exhibitors
Price	NTD 157,500
Ad Size	287 (W) X 103 (H) cm
Sponsor Ad Size	Same as ad size





#### **7F Escalator Covering Ad (north aisle)**

ltem	7F Escalator Covering Ad (north aisle)
Number of Sponsors	2 exhibitors
Price	NTD 168,000/ per exhibitor
Ad Size	239 (W) X 103 (H) cm
Sponsor Ad Size	Same as ad size

#### **TENC 19**





Item	7F Escalator Covering Ad (south aisle)
Number of Sponsors	1 exhibitor
Price	NTD 168,000
Ad Size	239 (W) X 103 (H) cm
Sponsor Ad Size	Same as ad size

#### **TENC 20**

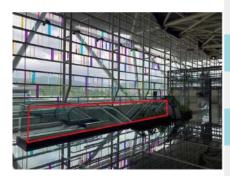
#### 7F Escalator Covering Ad (south side)



Item	7F Escalator Covering Ad (south side)
Number of Sponsors	2 exhibitors
Price	NTD 105,000/ per exhibitor
Ad Size	233 (W) X 103 (H) cm
Sponsor Ad Size	Same as ad size

#### TENC 21





Item	7F Escalator Covering Banner (left side)
Number of Sponsors	1 exhibitor
Price	NTD 126,000/ per exhibitor
Ad Size	800 (W) X 103 (H) cm
Sponsor Ad Size	640 (W) X 103 (H) cm





Item	7F Escalator Covering Banner (right side)
Number of Sponsors	1 exhibitor
Price	NTD 126,000/ per exhibitor
Ad Size	800 (W) X 103 (H) cm
Sponsor Ad Size	640 (W) X 103 (H) cm

7F Escalator Covering Banner (right side)

#### **TENC 23**

#### 7F Foyer Banners (east side)



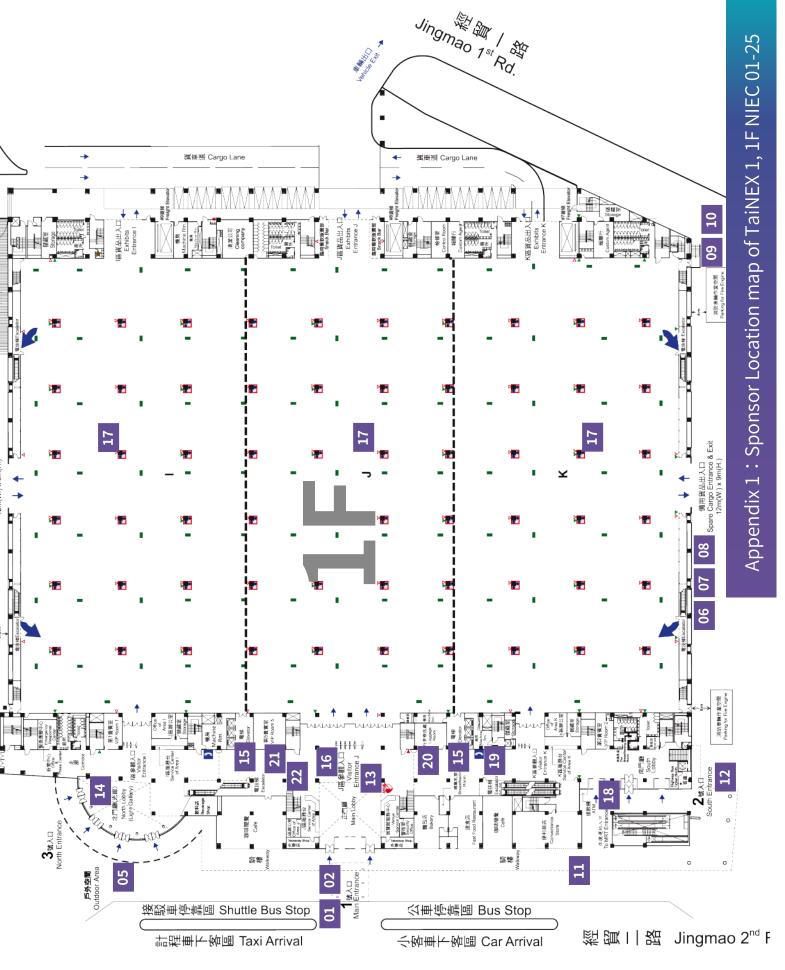
Item	7F Foyer Banners (east side)
Number of Sponsors	1 exhibitor
Price	NTD 157,500/ per exhibitor
Ad Size	400 (W) X 300 (H) cm / pc
Sponsor Ad Size	Same as ad size
Remarks	Keynote Speaker Companies will receive priority

#### TENC 24

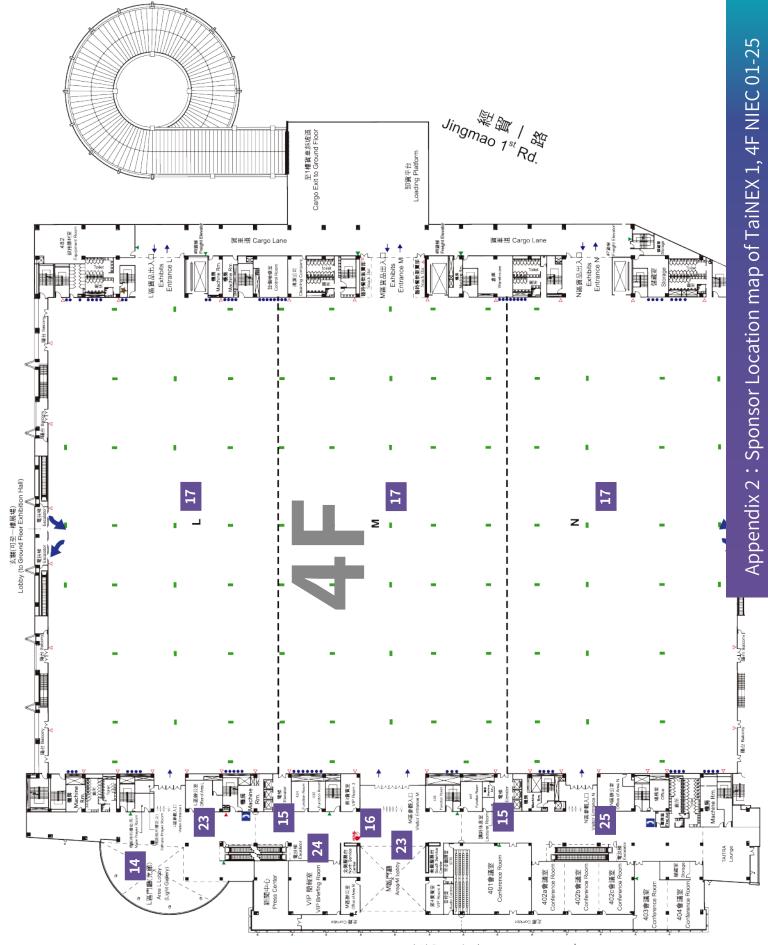
### **7F Gallery Banners (north & south side)**



Item	7F Gallery Banners (north & south side)
Number of Sponsors	2 exhibitors
Price	NTD 630,000/ per exhibitor
Ad Size	400 (W) X 300 (H) cm / pc(5 pcs / per exhibitors)
Sponsor Ad Size	Same as ad size
Remarks	Keynote Speaker Companies will receive priority access to this sponsor ship item.

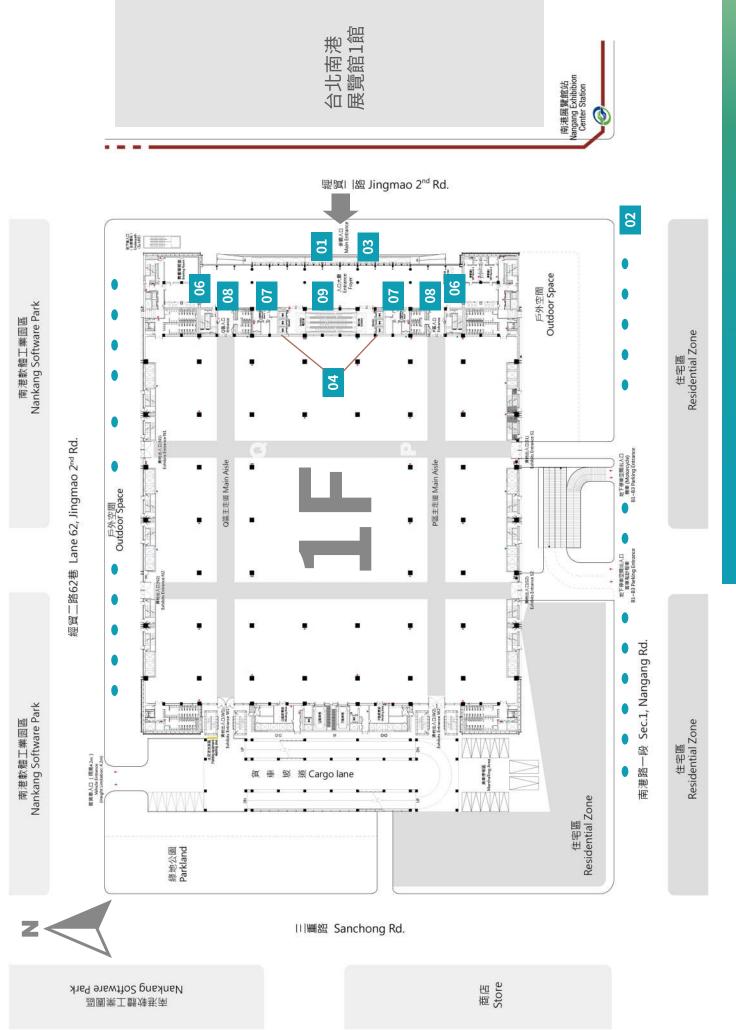






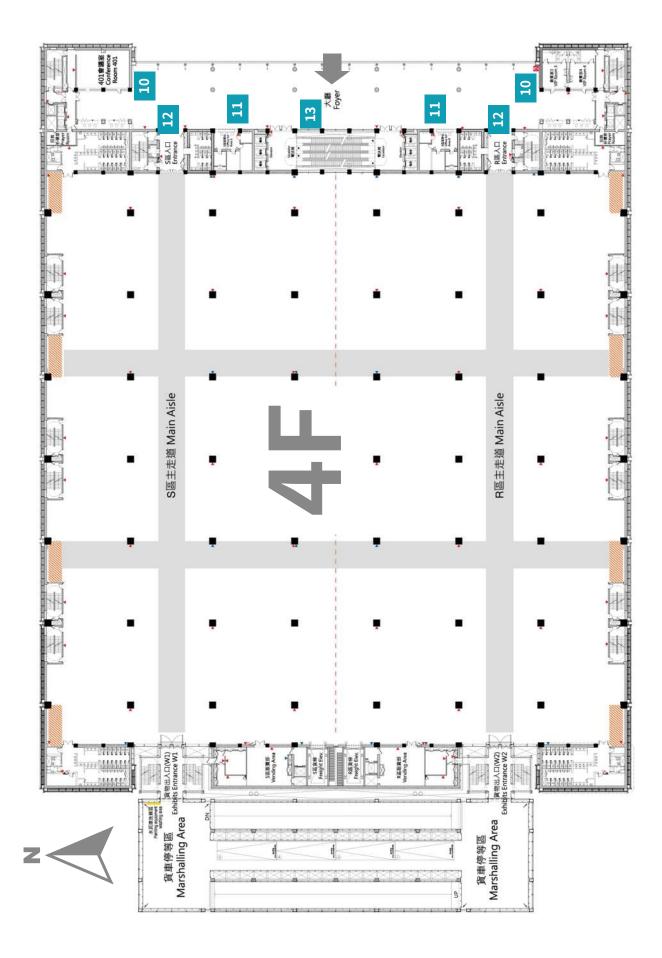
疑鄮Ⅱ路 Jingmao 2<sup>nd</sup> Rd.



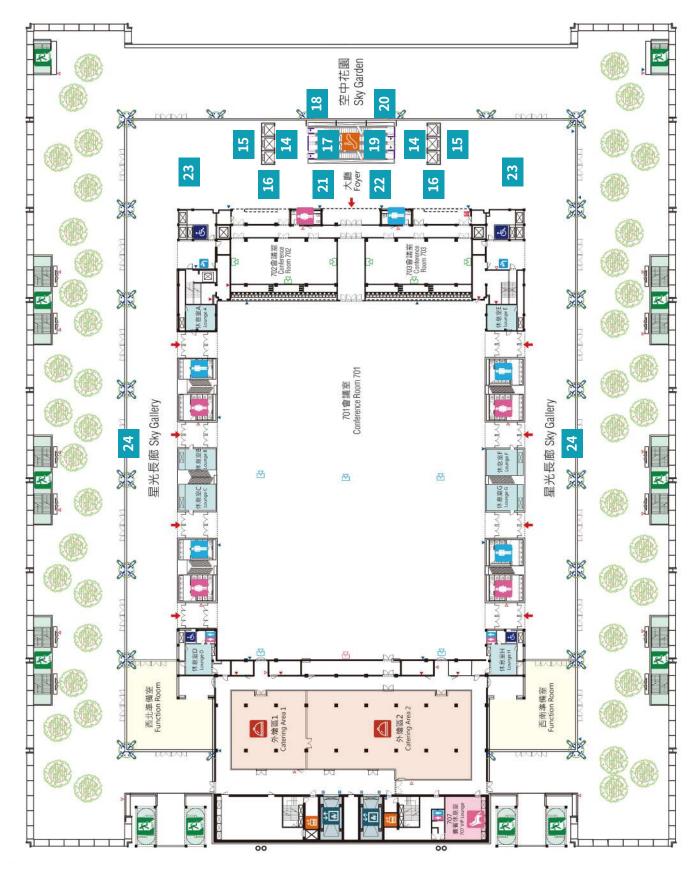


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Appendix 3: Sponsor Location map of TaiNEX 2, 1F TENC 01-09









### COMPUTEX TAIPEI 2024 Sponsorship Application Form

Application deadline:April 25, 2024 or sold out	
Application Date:	
Company Name:	
Taiwan Tax ID:	Booth Number:
Contact Name:	Tel:
E-mail:	

Sponsorship No.	Sponsorship Item	Qty	Price(NTD)
Subtotal			
Total			

Company Name

#### Authorized Signature

- 1. Please fill out this application form, scan and e-mail to Mr. Hardaway Chan ahsun.chan@taitra.org.tw
- 2. Mail signed paper copy to: 5 Xin-yi Rd., Sec. 5, Taipei 110-11, Taiwan R.O.C. TAITRA Exhbition Dept. sec. 4, Mr.Hardaway Chan

#### The following to be filled out by the organizer only

Confirmed items:

Invoice: