

# FOOD TAIPEI MEGA SHOWS

台北國際食品系列展



## 2024 Marketing & Sponsorship Manual

**JUNE 26-29, 2024**

**TaiNEX1 & TaiNEX2**

*Healthy Eating, Active Living*





# Food Taipei Mega Shows 2024

## JUNE 26-29, 2024

### Taipei Nangang Exhibition Center

### Halls 1 & 2



# 2023 RECAP

FOOD TAIPEI MEGA SHOWS

台北國際食品系列展



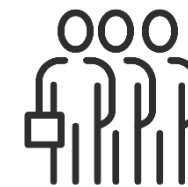
1,498  
exhibitors



From 31  
countries & regions



4,118  
booths



46,539  
visitors







# Marketing & Sponsorship

**01. Brand Exposure**

**02. Venue Advertisement**

**03. Digital Marketing**

**04. Discount Package**

# GUIDELINE

FOOD TAIPEI MEGA SHOWS

台北國際食品系列展

## WHO

All exhibitors may apply to be a sponsor.

## WHEN

**Application opens from now to April 29<sup>th</sup> , 2024. Application will be closed once fully occupied.**

## HOW

Please fill out the application form and email to “[pearlshih@taitra.org.tw](mailto:pearlshih@taitra.org.tw)” before the deadline. The organizer will notify the accepted sponsors to submit the official paperwork and to complete the payment in time.

## PRIORITY

1. Applications are based on a first-come-first-serve basis according to the date and time email received. If applications for the same sponsorship are received at the same time, the applicant with higher total sponsorship value shall have priority.
2. The organizer retains the rights to the final decision and distribution.
3. Sponsorship items are reserved for previous sponsors. If the previous sponsors give up sponsorship items, the sponsorship opportunity will be opened to other qualified sponsors.

## PAYMENT

1. The price listed in the sponsorship manual are VAT included and valued in USD.
2. 10% off price for sponsoring 2 items; 15% off price for sponsoring 3 or more items.
3. The organizer will notify the accepted sponsors via email. The accepted sponsors shall make a deposit before the deadline. Overdue payment or failure to pay will be viewed as giving up of the sponsorship, and the sponsorship opportunity will be opened to other qualified sponsors. Any payment made will be forfeited.

# GUIDELINE

**FOOD TAIPEI** MEGA  
SHOWS

台北國際食品系列展

## REGULATION

1. Sponsors shall submit the designs for approval to the organizer no later than May 3, 2024. (the deadline for submitting Visitor Tote Bag design is February 21, 2024)
2. Specifications: Photoshop files with 300 dpi or higher. The print out size must comply with the ad specifications.
3. All designs shall be designed by sponsors, 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 and designs.
5. If the organizer cancels a sponsor ad before its production, the sponsor shall receive a full refund for the ad and waives the right to request for any compensation.
6. Images in the sponsorship manual are for illustration purpose only. Actual ads may vary due to different designs. The physical items will carry out during exhibition period (June 26-29, 2024).

## CONCATS

**FOOD TAIPEI MEGA SHOWS TEAM, Exhibition Department, TAITRA**

**Ms. Pearl Shih (PR Manager)**


**TEL: +886-2-2725-5200#2675 E-mail: [pearlshih@taitra.org.tw](mailto:pearlshih@taitra.org.tw)**

# Sponsorship List


No.	ITEM	Price(US\$) VAT included
01-A	<u>Show Guide Ad (back cover)</u>	US\$4,080
01-B	<u>Show Guide Ad (inside front cover)</u>	US\$3,400
01-C	<u>Show Guide Ad (inside back cover)</u>	US\$3,400
01-D	<u>Show Guide Ad (inner full page)</u>	US\$1,700
02-A	<u>Show Daily Ad (back cover)</u>	US\$2,720
02-B	<u>Show Daily Ad (inside back cover)</u>	US\$1,700
02-C	<u>Show Daily Ad (inner full page)</u>	US\$1,020
02-D	<u>Show Daily Ad (inner half page)</u>	US\$510



# Sponsorship List

No.	ITEM	Price(US\$) VAT included
03	<u>Exhibition Publication Shelf</u>	US\$3,400
04	<u>Visitor Tote Bag</u>	US\$6,800
05	<u>Visitor Badge</u>	US\$10,200
06	<u>TaiNEX1 - Outdoor Curtain</u>	US\$17,000
07	<u>TaiNEX1 - Lamp Flag Ad</u>	US\$6,800
08	<u>TaiNEX1 - Outdoor Entrance Banner</u>	US\$3,400
09	<u>TaiNEX1 - South Entrance Wall Ad (door)</u> 	US\$3,400
10	<u>TaiNEX1 - South Entrance Wall Ad (near entrance)</u>	US\$6,800

# Sponsorship List

No.	ITEM	Price(US\$) VAT included
11	<u>TaiNEX1 - South Entrance Wall Ad (sidewalk)</u> 	US\$3,400
12	<u>TaiNEX1 - Indoor Elevator Ad</u>	US\$2,720
13	<u>TaiNEX1 - 1F, 4F Main Entrance Banner</u>	US\$6,800
14	<u>TaiNEX1 - 1F, 4F Main Lobby Roof Flag</u>	US\$5,100
15	<u>TaiNEX1 - 1F Skylight Lobby Roof Flag</u>	US\$5,100
16	<u>TaiNEX1 - 4F Skylight Lobby Roof Flag</u>	US\$6,800
17	<u>TaiNEX1 - 1F Entrance J 200-inch LED Display</u>	US\$2,720
18	<u>TaiNEX1 - 4F Entrance M LED TV</u>	US\$1,700

# Sponsorship List

No.	ITEM	Price(US\$) VAT included
19	<u>TaiNEX2 - Outdoor Entrance Wall</u>	US\$17,000
20-A	<u>TaiNEX2 - Lamp Flag Ad (Northern Side)</u>	US\$3,400
20-B	<u>TaiNEX2 - Lamp Flag Ad (Southern Side)</u>	US\$4,420
21	<u>TaiNEX2 - 1F East Area North Wall</u>	US\$2,040
22	<u>TaiNEX2 - 1F East Area South Wall</u>	US\$2,720
23	<u>TaiNEX2 - Indoor Elevator Ad</u>	US\$2,040
24	<u>Official Website Rotates Banner</u>	US\$4,080
25	<u>Official Website Sponsor Banner</u>	US\$1,020



# Sponsorship List

No.	ITEM	Price(US\$) VAT included
26	<u>EDM Banner</u>	US\$680
27	<u>Facebook Post</u>	US\$100
28	<u>Digital Marketing Combination</u>	US\$3,575
29	<u>TaiNEX 1 - Marketing Combination</u>	US\$3,775
30	<u>TaiNEX 2 - Marketing Combination</u>	US\$3,775
31	<u>Outdoor Marketing Combination</u>	US\$6,330
32	<u>Powerful Marketing Combination</u> 	US\$8,260

# Marketing & Sponsorship

**01. Brand Exposure**

02. Venue Advertisement

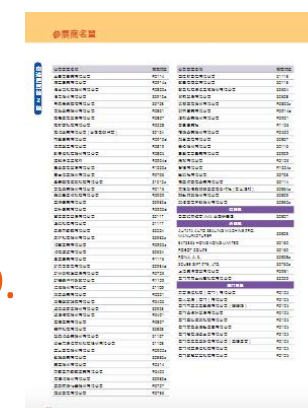
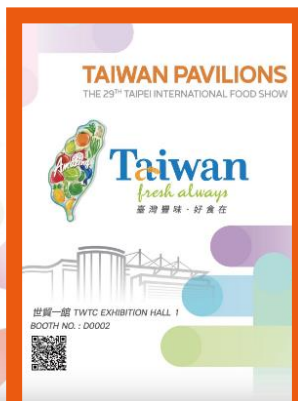
03. Digital Marketing

04. Discount Package

# 1. Show Guide Ad

(Full page; full color)

- A. Back Cover: US\$4,080
- B. Inside Front Cover: US\$3,400
- C. Inside Back Cover: US\$3,400
- D. Inner Full Page: US\$1,700



Number of sponsor	Item A, B, C: 1 sponsor of each Item D: 4 sponsors
Size	Full page : W20.6cm×H28.5cm 0.3bleed
Description	Material required: 300dpi resolution with ai & pdf format



# 2. Show Daily Ad (full color)



- A. Back cover: US\$2,720
- B. Inside back cover: US\$1,700
- C. Inner full page: US\$1,020
- D. Inner half page: US\$510

Number of sponsor	Item A&B: 1 sponsor of each Item C&D: 2 sponsors
Ad area (size)	Full page : W26cm×H38cm ; Half page: W220xH162mm
Description	Material required: 300dpi resolution with ai & pdf format

# Marketing & Sponsorship

01. Brand Exposure

**02. Venue Advertisement**

03. Digital Marketing

04. Discount Package

# 3. Exhibition Publication Shelf

FOOD TAIPEI MEGA SHOWS 台北國際食品系列展



Image for reference only

Price: US\$3,400

Number of sponsor	1 sponsor
Ad area (size)	W80x H60cm (Actual size may vary due to different designs)
Description	Material required: 300dpi resolution with ai & pdf format *Design shall follow the overall exhibition key visual.

 Back to list



# 4. Visitor Tote Bag

Price: US\$6,800



Image for reference only

Number of sponsor	1 sponsor
Ad area (size)	20*20cm (3,000 tote bags)
Description	Provide ai and pdf file, 300dpi, CMYK. One side for show information and the other side for sponsor logo. Due to production time requirement, the design need to submit before Feb. 21 <sup>st</sup> , 2024.

\*Design shall follow the overall exhibition key visual.

# 5. Visitor Badge

Price: US\$10,200



Image for reference only

Number of sponsor	1 sponsor
Ad area (size)	W6.5cm*H3.5cm
Description	Material required: 300dpi resolution with ai & pdf format *Design shall follow the overall exhibition key visual.

# Marketing & Sponsorship

## Venue Advertisement- TaiNEX1



## 6. TaiNEX1 - Outdoor Curtain

**FOOD TAIPEI** MEGA SHOWS 台北國際食品系列展

**Price: US\$17,000**



Image for reference only

Number of sponsor	1 sponsor
FULL Size	Upper width 4,325cm Lower width 4,000cm H950cm
Description	2/5 Sponsor Ad 3/5 Organizer Ad

 Back to list

## 7. TaiNEX1 – Lamp Flag Ad

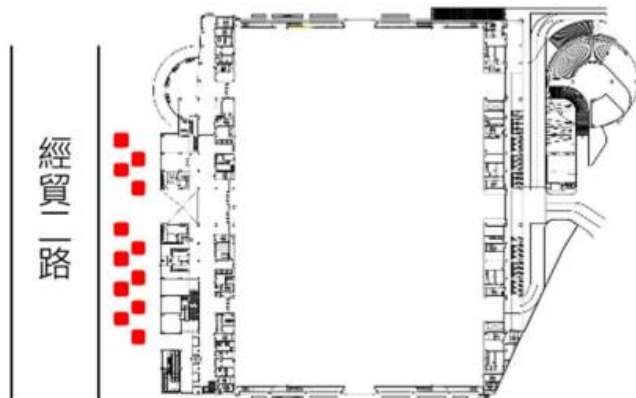


Image for reference only

1. Total 14 pairs
2. **Price: US\$6,800**

Number of sponsor	1 sponsor
FULL Size	W60cm*H120cm (14pairs)
Description	One side of each pair is open for sponsor ad, the other side for show information.



# 8. TaiNEX1 – Outdoor Entrance Banner

FOOD TAIPEI MEGA SHOWS 台北國際食品系列展

Price: US\$3,400/banner

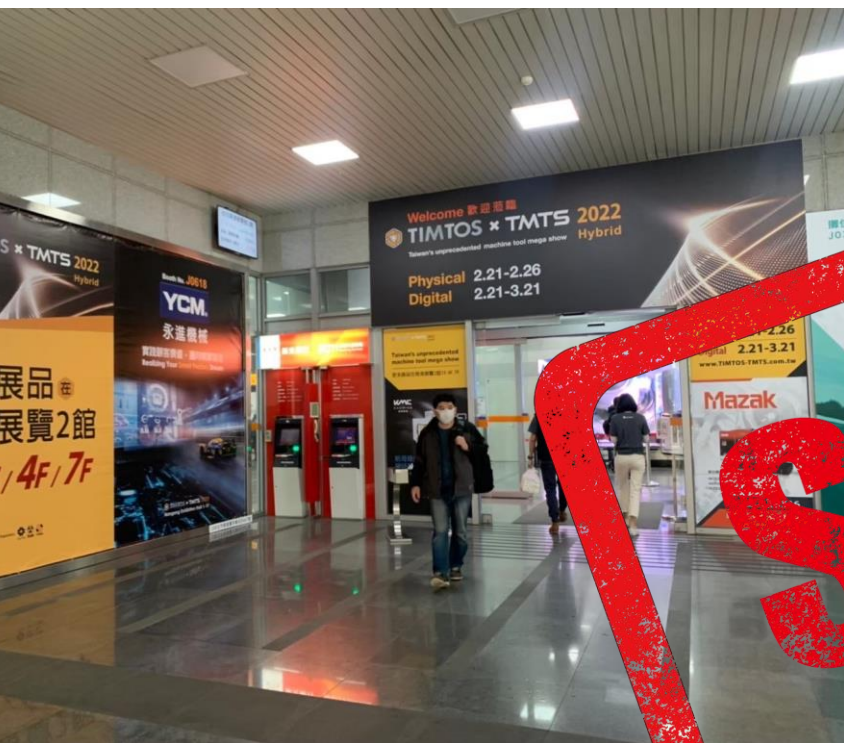


Image for reference only

Number of sponsor	1 sponsors/ exhibitors of Food Taipei, Foodtech Taipei and Taipei Pack
FULL Size	W770cm*H90cm
Description	2/5 Sponsor Ad 3/5 Organizer Ad

 Back to list

# 9. TaiNEX1 – South Entrance Wall Ad (door)



Price: US\$3,400

Number of Sponsors	2 sponsor
Size	W150cm*H255cm
Description	3/5 Sponsor Ad 2/5 Organizer Ad

Image for reference only

\* Best choice, the MRT exit to TaiNEX 1 south entrance!



10.

TaiNEX1 –  
South Entrance Wall Ad (near entrance)



Image for reference only

\*Best choice, the MRT exit to TaiNEX 1 south entrance!

Price: US\$6,800

Number of sponsor	1 sponsor
FULL Size	W500cm*H340cm
Description	3/4 Sponsor Ad (Lower side) 1/4 Organizer Ad (Upper side)



Back  
to list

# 11. TaiNEX1 – South Entrance Wall Ad (sidewalk)



Price: US\$5,400

Number of sponsored	1 sponsor
FULL Size	W180cm*H360cm
Description	3/4 Sponsor Ad (Lower side) 1/4 Organizer Ad (Upper side)

Image for reference only

\*The MRT exit, near sidewalk!

# 12. TaiNEX1 – Indoor Elevator Ad



Image for reference only

- One sponsor entitles 4 pairs of ads: 1F(N), 1F(S), 4F(N), 4F(S)
- Price: US\$2,720**

Number of sponsor	3 sponsors (4 pairs/sponsor)
Ad Area	W110cm*H158cm
Description	3/4 Sponsor Ad 1/4 Organizer Ad *limited to 1 design *need to avoid electricity port



# 13. TaiNEX1 - 1F, 4F Main Entrance Banner

Price: US\$6,800/banner

Number of sponsor	1 sponsor/floor
FULL Size	1F:W1,682cm*H182cm 4F:W1,688cm*H180cm
Description	3/4 Sponsor Ad 1/4 Organizer Ad <i>*4F need to avoid air vent</i>

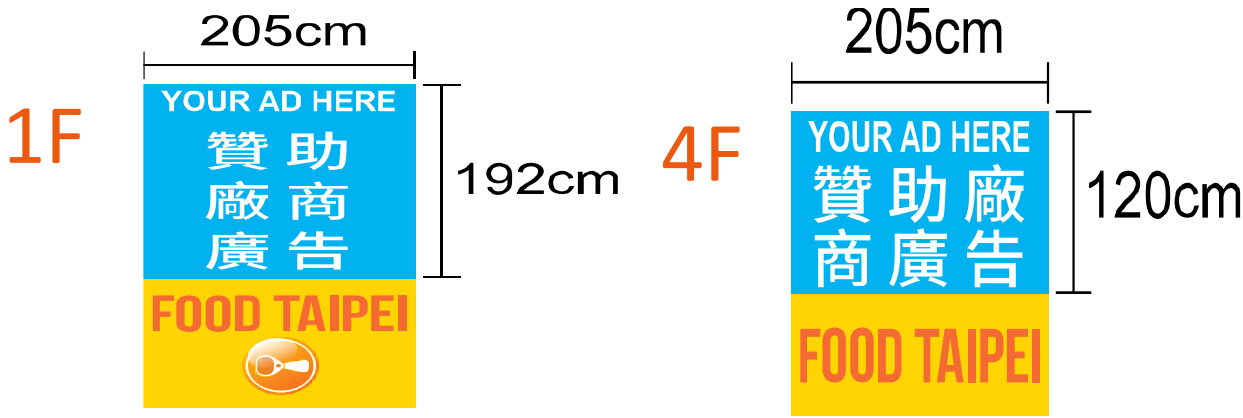


Image for reference only



# 14. TaiNEX1 - 1F, 4F

## Main Lobby Roof Flag



1. 3 flags per floor
2. Price: US\$5,100

Number of sponsor	1 sponsor/floor
FULL Size	1F:W205cm*H320cm 4F:W205cm*H200cm
Description	3/5 Sponsor Ad 2/5 Organizer Ad

Image for reference only

15.

TaiNEX1 - 1F  
Skylight Lobby Roof Flag

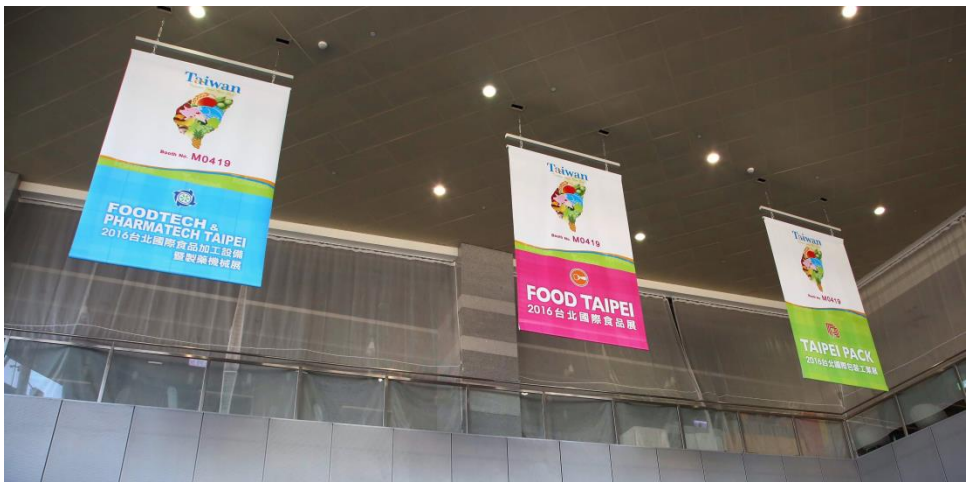


Image for reference only

205cm

YOUR AD HERE

贊助  
廠商  
廣告

FOOD TAIPEI

192cm

1. Total 3 flags
2. Price: US\$5,100

Number of sponsor	1 sponsor
FULL Size	W205cm*H320cm
Description	3/5 Sponsor Ad 2/5 Organizer Ad



Back  
to list

16.

# TaiNEX1 - 4F Skylight Lobby Roof Flag



Image for reference only

\*Best Choice for branding!



- 1. Total 3 flags
- 2. Price: US\$6,800

Number of sponsor	1 sponsor
FULL Size	W205cm*H700cm
Description	3/5 Sponsor Ad 2/5 Organizer Ad

17.

TaiNEX1 - 1F

Entrance J 200-inch LED Display

FOOD TAIPEI MEGA SHOWS

台北國際食品系列展

Price: US\$2,720



1樓電子看板點位

Locations of 1F Bulletin Board



Image for reference only, the actual location depends on organizer

✖Recommended! Entrance at 1F, your best choice for branding!

Number of sponsor	5 sponsors
Description	<p>2024/6/26-29 rotate during show hours with show information and other ad.</p> <p>(1) 1472x704pixs</p> <p>(2) format: MP4 ; 2-3 min/file</p> <p>Limited to 1 video file/sponsor</p> <p>Open to all exhibitors of Mega Show, and recruit for at least 2 sponsors. The item will suspend, if application is less than 2 sponsors.</p>

 Back to list



18.

# TaiNEX1 – 4F Entrance M LED TV

\*only open to exhibitor for Foodtech Taipei, Bio/pharmatech Taiwan, and Taipei Pack

Price: US\$1,700

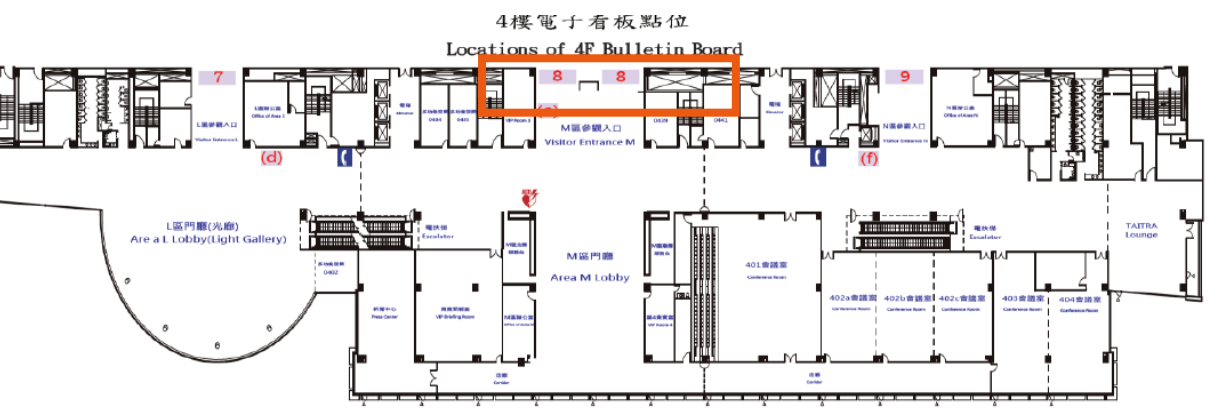
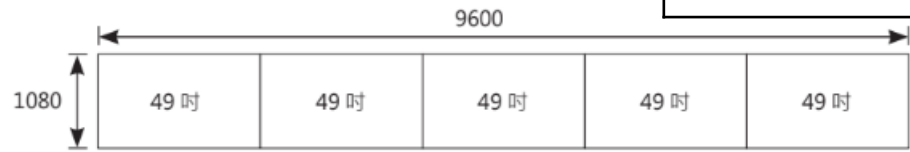


Image for reference only



Number of sponsor	3 sponsors
Description	2024/6/26-29 rotate during show hours with show information and other ad. (1) 3840x2160pixs (2) Format: JPEG or MP4 ; <b>30sec-1min/file</b> (Please set the overall BitRate at 12Mbps or lower) (3) Limited to 1 design/sponsor; design of full layout should across 5 monitors.



# Marketing & Sponsorship

## Venue Advertisement- TaiNEX2

# 19. TaiNEX2 – Outdoor Entrance Wall



Image for reference only

Price: US\$17,000

Number of sponsor	1 sponsor
FULL Size	W3,600cm*H1,045cm
Description	2/5 Sponsor Ad 3/5 Organizer Ad



# 20. TaiNEX2 – Lamp Flag Ad

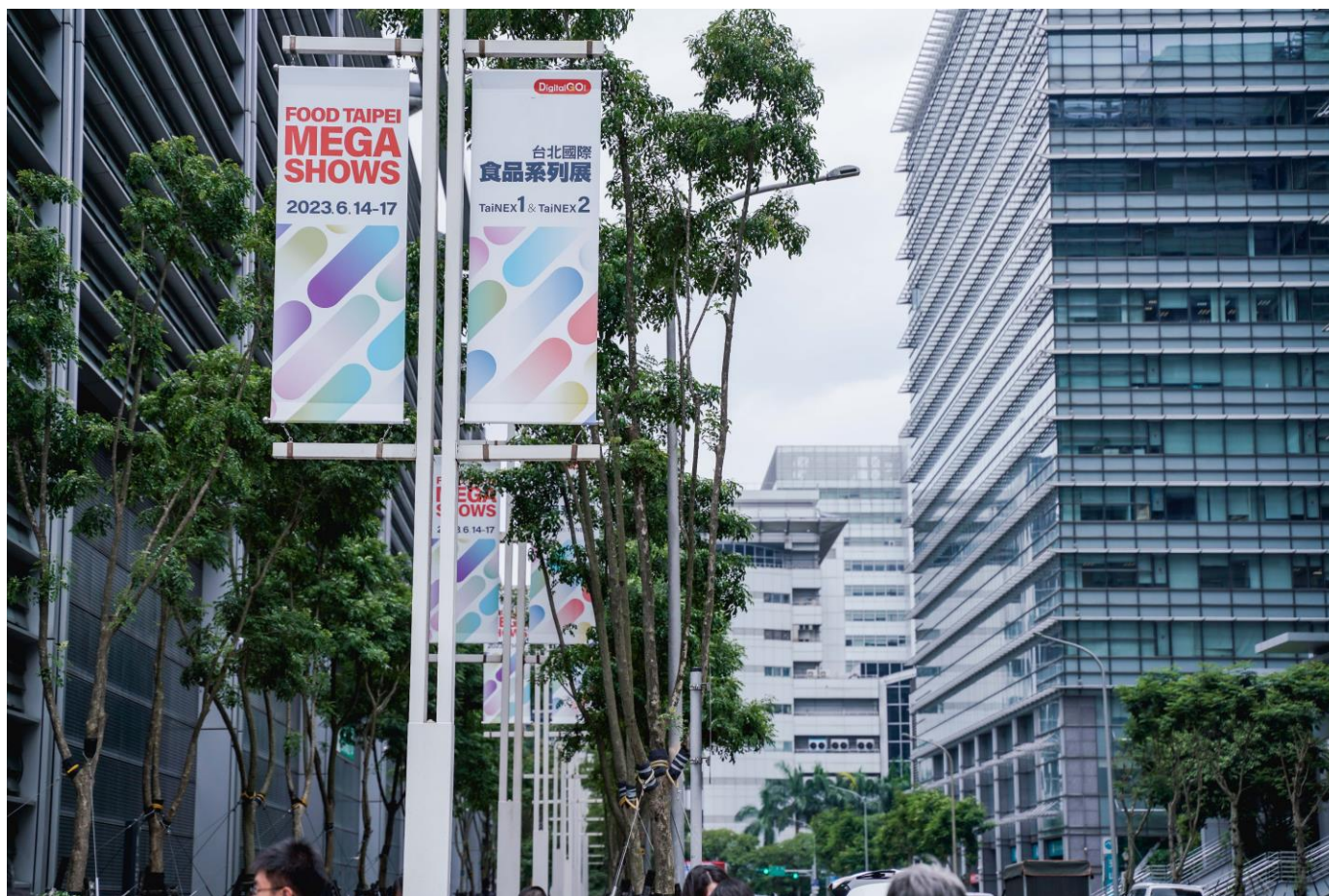


Image for reference only

A. Northern side 10 pairs

**Price: US\$3,400**

B. Southern side 13 pairs

**Price: US\$4,420**

Number of sponsor	1 sponsor/side
FULL Size	W100cm*H275cm
Description	One side of each pair is open for sponsor ad, the other side for show information.



21.

TaiNEX2 - 1F  
East Area North Wall



Price: US\$2,040

Number of sponsor	1 sponsor
FULL Size	W570cm*H420cm
Description	3/5 Sponsor Ad 2/5 Organizer Ad <div>*need to avoid electricity port</div>

# 22. TaiNEX2 - 1F East Area South Wall

**FOOD TAIPEI** MEGA SHOWS 台北國際食品系列展



**Price: US\$2,720**

Number of sponsor	1 sponsor
FULL Size	W574cm*H319cm
Description	3/5 Sponsor Ad 2/5 Organizer Ad

[Back to list](#)

23.

TaiNEX2 –  
Indoor Elevator Ad

1. One sponsor entitles 4 pairs of ads: 1F(N), 1F(S), 4F(N), 4F(S)
2. Price: US\$2,040

Number of sponsor	3 sponsors (4 pairs/sponsor)
Ad Area	W100cm*H165cm
Description	3/4 Sponsor Ad 1/4 Organizer Ad *limited to 1 design

Image for reference only



# Marketing & Sponsorship

01. Brand Exposure

02. Venue Advertisement

03. Digital Marketing **DigitalGO!**

04. Discount Package

# 24. Official Website Rotates Banner

1. Exposure period:  
May 29- June 29, 2024

2. Price: US\$4,080



Remarks	Mandarin & English
Number of sponsor	3 sponsors /official website
Ad area (size)	Pix W1900xH684, 300dpi, JPG
Description	1. Sponsors banner will only expose on its entitled exhibition official website 2. Banner rotates with official banner in random

Image for reference only

# 25. Official Website Sponsor Banner

FOOD TAIPEI MEGA SHOWS 台北國際食品系列展

1. Exposure period:  
May 29- June 29, 2024
2. Price: US\$1,020



Remarks	Mandarin & English
Number of sponsor	5 sponsors /official website
Ad area (size)	Pix170*70, 300dpi, JPG
Description	Sponsors banner will only expose on its entitled exhibition official website

Image for reference only

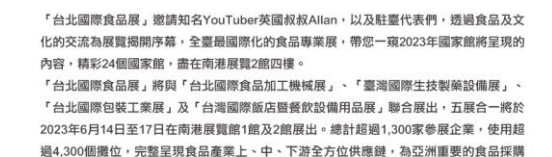
 Back to list



# 26. EDM Banner

FOOD TAIPEI MEGA SHOWS

台北國際食品系列展



Price: US\$680

Remarks	Mandarin & English version
Number of sponsor	2 sponsors /exhibition
Description	<ol style="list-style-type: none"> <li>The dimension please confirm with person in charge.</li> <li>Please provide AI &amp; PDF file and URL with UTM to organizer.</li> </ol>



Image for reference only

# 27. Facebook Post

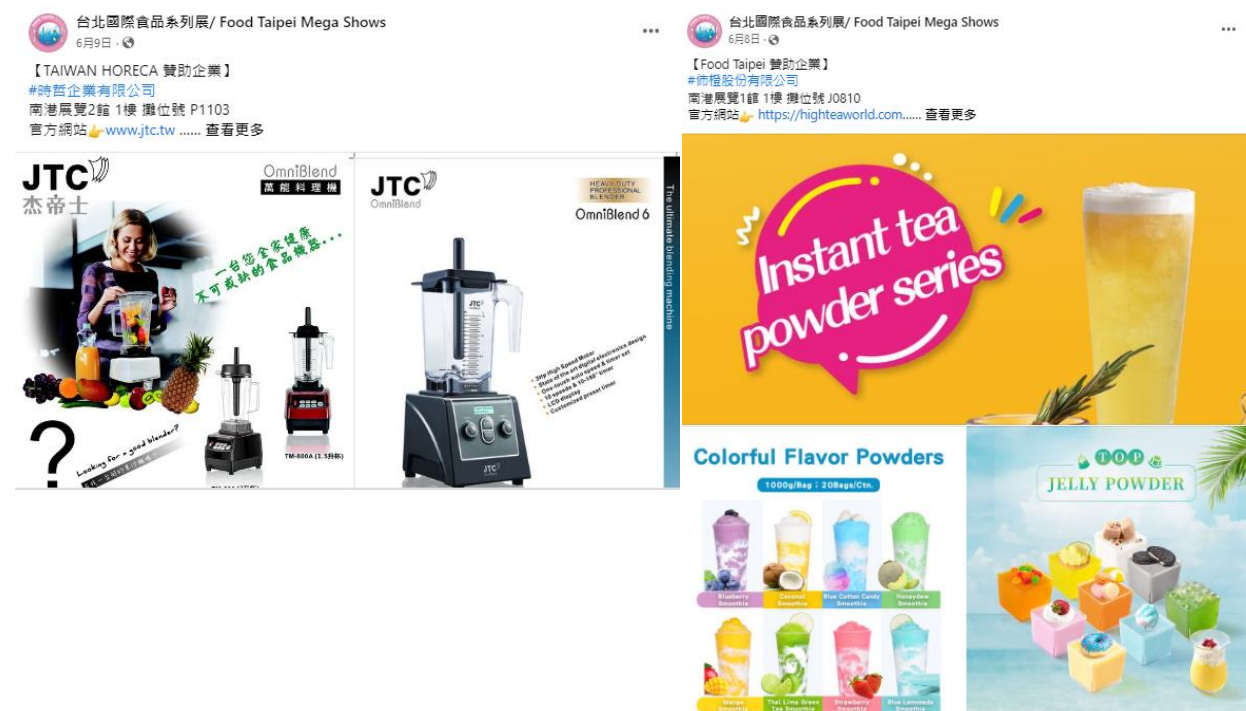


Image for reference only

**Price: US\$100**

Description

1. Sponsor shall provide Mandarin and English contents (up to 300 words).
2. 1-2 product photos in JPEG file, pix1080\*1080, 300dpi.

# Marketing & Sponsorship

01. Brand Exposure

02. Venue Advertisement

03. Digital Marketing

**04. Discount Package**



# 28. Digital Marketing Combination



Official Website Rotates Banner



EDM LOGO \*2



Facebook Post \*1

special discount!

US\$3,575



掌握食品產業趨勢與商機 精彩不容錯過

隨著環境解封，國際旅客來臺已不需隔離，台北國際食品系列展已蓄势待發，一覽食品產業上、中、下游全方位供應鏈，呈現最新趨勢產品與技術，食品產業年度盛會千萬別錯過。2023年6月14日至17日精彩呈現，台北見！

2023預計規模



1,400 家  
參展廠商

4,000 個  
攤位

+30,000 位  
專業買主

+30 個  
國家館

重要參展廠商



\*Insert your company logo & hyperlink in EDM

Back  
to list

# 29. TaiNEX 1

## Marketing Combination



TaiNEX1 - Outdoor Entrance Banner



TaiNEX1 - Indoor Elevator 1F 、 4F logo



Official Website Sponsor Banner



\*Insert your company logo & booth no.

**special discount!**

**US\$3,775**

Back to list

# 30. TaiNEX 2 Marketing Combination

- TaiNEX2 - Lamp Flag Ad (Northern Side)
- TaiNEX2 - Indoor Elevator 1F 、4F logo
- Official Website Sponsor Banner

**special discount!**




**US\$3,775**



\*Insert your company logo & booth no.



# 31. Outdoor Marketing Combination

-  TaiNEX1 - Outdoor Entrance Banner
-  TaiNEX2 - Lamp Flag Ad (Southern Side)
-  Show Daily Ad (inner half page)

**special discount!**

**US\$6,330**

# 32. Powerful Marketing Combination



TaiNEX1 - South Entrance Wall and (door) 1



Show Guide Ad (rice box cover)



Official Website Rotates Banner

special discount!

US\$8,260

# Download Application form

<https://docs.google.com/document/d/1V9bDM0jtfeouyXQxN0WhAyho39Qr9Ocp/edit?usp=sharing&oid=107740893276361133289&rtpof=true&sd=true>

## Contacts

Ms. Pearl Shih

TEL: +886-2-2725-5200#2675

E-mail: pearlshih@taitra.org.tw



**FOOD TAIPEI** MEGA  
SHOWS



台北國際食品系列展

*Healthy Eating, Active Living*