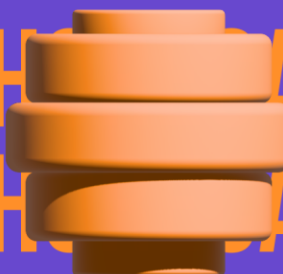
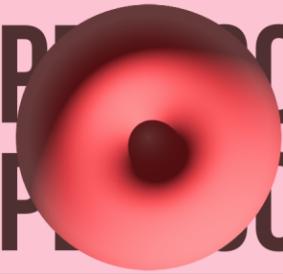


FOOD TAIPEI MEGA SHOWS

2025 Marketing & Sponsorship Manual

JUNE 25-28, 2025

TaiNEX1 & TaiNEX2



Content

01. Show Intro

04. Venue Advertisement

02. Guideline

05. Digital Marketing

03. Show Publications

01. Show Intro

02. Guideline

03. Brand Exposure

04. Venue Advertisement

05. Digital Marketing

01. Show Intro

Smart Eating, Green Living

Food Taipei Mega Shows

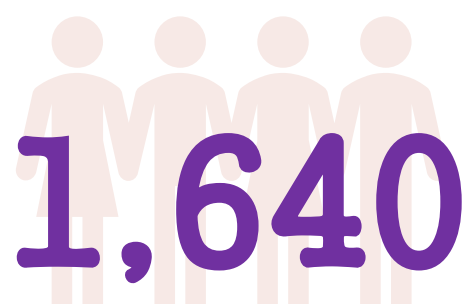
JUNE 25-28, 2025

Taipei Nangang Exhibition Center

Hall 1 & 2



2024 Show Recap



1,640

Exhibitors

From



31

Countries/
regions



4,357

Booths



47,812

Visitors



Media

180+
Media

413
Journalist
visited

190+
TV & Newspaper
exposure

540+
Online Media
exposure

730+
Total
exposure



台北國際食品展登場5大展區吸引4300攤位！「直角座標機器人」出場 大省3成人力 | 非凡財經新聞 | 20240626



01. Show Intro

02. Guideline

03. Show Publications

04. Venue Advertisement

05. Digital Marketing

02. Guideline

Eligibility

All exhibitors may apply to be a sponsor. The organizer reserves the right of final allocations and decisions.

WHEN

Application opens from now to April 18th, 2025. Application will be closed once fully occupied.

HOW

Please fill out the application form and email to chenyian@taitra.org.tw by April 18th, 2025. The organizer will notify the accepted sponsors to complete the payment in time.

Review Criteria

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. The organizer reserves the final decision and allocation rights.
2. Sponsors from 2024 will be given priority consideration. If last year's sponsors do not submit their sponsorship applications by January 20, 2025, this year's applicants will have the opportunity to secure sponsorship. The final sponsors will be determined based on the aforementioned review criteria.

PAYMENT

1. The price listed in the sponsorship manual are VAT included and valued in USD.
2. **A 10% discount will be offered for sponsorship purchases totaling over US\$10,000; a 15% discount will be offered for purchases totaling over US\$16,000.**
3. Once the organizer has reviewed and approved the application, the exhibitors will be notified via email. The exhibitors must make the payment within the specified deadline after receiving the confirmation email. Failure to pay on time or any non-payment will be considered as an automatic forfeiture, and the sponsorship item rights will be released.

REGULATION

1. Designed by the sponsors and submitted to the organizer for review by **April 30, 2025.**
All designs shall be designed by sponsors, while production and construction can be only made by the official contractor.
2. Specifications: Photoshop files with 300 dpi or higher. The print out size must comply with the ad specifications.
3. The organizer reserves the right to amend or adjust all sponsored items and designs.
4. 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.
5. 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 25-28, 2025).

Sponsorship List

No.	ITEM	Price(US\$) VAT included
Show Publications		
1-A	<u>Show Guide Ad (inside front cover)</u>	US\$3,500
1-B	<u>Show Guide Ad (inside back cover)</u>	US\$3,500
1-C	<u>Show Guide Ad (inner full page)</u>	US\$1,700
2-A	<u>Show Daily Ad (inner half page)</u>	US\$700
2-B	<u>Show Daily Ad (inner quarter page)</u>	US\$500
3	<u>Publication Stand</u>	US\$3,500
4	<u>Admission Badge</u> <i>Recommended!! The best exposure spots for domestic and international professionals!</i>	US\$6,500
5	<u>Badge Strap</u> <i>Recommended~ The best placement for exposure, directly seen and accessed by domestic and international professionals!</i>	US\$6,500

No.	ITEM	Price(US\$) VAT included
Venue Advertisement- TaiNEX 1		
6	<u>Outdoor - Light Gallery Curtain Ad.</u>	US\$16,000
7	<u>Outdoor - Northwest Entrance Lamp Post Banner</u>	US\$6,500
8	<u>Outdoor - Main Entrance Banner</u> <i>1 sponsor from each of Food Taipei, FOODTECH TAIPEI and Taipei Pack</i>	US\$3,500
9	<u>Outdoor - South Entrance Door Ad</u>	US\$3,500
10	<u>Outdoor - South Entrance Wall Ad. (Facing MRT Exit)</u>	US\$3,500
11	<u>Outdoor - 1st Floor Light Gallery Entrance Ad.</u> <u>(Between Door 3 &4)</u>	US\$3,500
12	<u>Outdoor -1st Floor Light Gallery Entrance Curtain Banner</u>	US\$1,700

No.	ITEM	Price(US\$) VAT included
Venue Advertisement-TaiNEX 1		
13	<u>1st, 4th Floor -Elevator Ad</u>	US\$2,700
14	<u>1st Floor - 200" LED Ad</u>	US\$3,900
15	<u>1st Floor - J Entrance e-banner</u> *For exhibitors of FOOD TAIPEI	US\$2,000
16	<u>4th Floor - M Entrance e-banner</u> *For exhibitors of FOODTECH TAIPEI, BIO/PHARMATECH TAIWAN and TAIPEI PACK	US\$2,000
Venue Advertisement-TaiNEX 2		
17	<u>Outdoor - Eastside Main Entrance Wall Window Covering Ad</u>	US\$16,000
18-A	<u>Outdoor -Streetlight Banners Northside (11 poles)</u>	US\$3,500
18-B	<u>Outdoor -Streetlight Banners Southside (13 poles)</u>	US\$4,200

No.	ITEM	Price(US\$) VAT included
Venue Advertisement-TaiNEX 2		
19	<u>1st Floor Eastside Foyer South Wall Ad</u>	US\$2,500
20	<u>1st Floor Eastside Foyer North Wall Ad</u>	US\$3,500
21	<u>1st, 4th Floor - Elevator Ad</u>	US\$2,000
Digital Marketing		
22	<u>Official Website - Main Page Banner</u>	US\$3,500
23	<u>Official Website - Supporting Partners Banner</u>	US\$950
24	<u>E-Newsletter Banner</u>	US\$650
25	<u>E-directory</u>	US\$650
26	<u>Facebook Post</u>	US\$200

01. Show Intro

02. Guideline

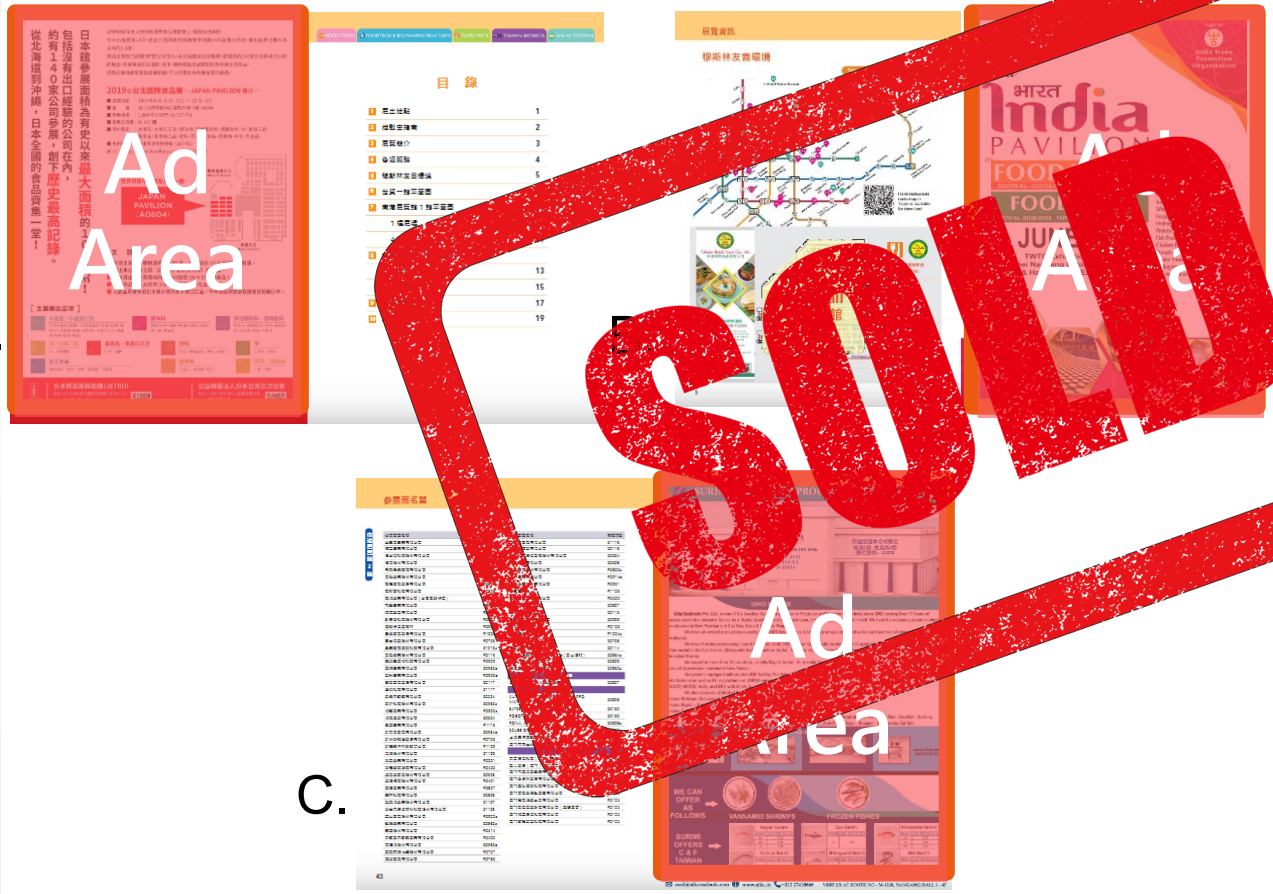
03. Show Publications

04. Venue Advertisement

05. Digital Marketing

1. Show Guide Ad

The digital version will be presented on the official website



	<p>A. inside front cover: US\$3,500</p> <p>B. inside back cover: US\$1,000</p> <p>C. full page: US\$1,700</p>
<p>Ad Area</p>	<p>1 sponsor 2 sponsor 3 sponsors</p>
<p>Ad Area</p>	<p>Full page W28.5cm x H28.5cm 0.5cm bleed</p>
<p>Description</p>	<p>Material required: 300dpi resolution with ai & pdf format</p>

Image for reference only



3. Publication Stand



示意圖，僅供參考

Price	US\$3,500
Availability	1 sponsor, with a total of 10 stands
Ad Area	W80 x H60cm(Actual dimensions may be adjusted according to the organizer's planning)
Description	Digital File, Color Mode: CMYK Material required: 300dpi resolution with ai & pdf format <i>*The design must align with the overall style set by the organizer.</i>

4. Admission Badge Ad

Recommended!!The best exposure spots for domestic and international professionals!



Image for reference only

Price	US\$6,500
Availability	1 sponsor, with a total of 75,000 badges
Ad Area	W6.5cm x H3.5cm
Description	Digital File, Color Mode: CMYK Material required: 300dpi resolution with ai & pdf format <i>*The design must align with the overall style set by the organizer.</i>

5. Badge Strap

Recommended~ The best placement for exposure, directly seen and accessed by domestic and international professionals!

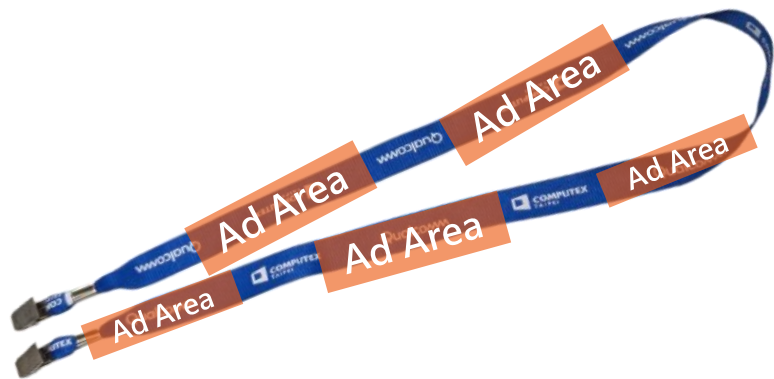


Image for reference only

Price	US\$6,500
Availability	1 sponsor: 25,000 units, with a maximum of 3 sponsors.
Ad Area	Badge straps for exhibitors, staff, and buyers during the show. The straps will feature the sponsor's company logo.
Description	Digital File, Color Mode: CMYK Material required: 300dpi resolution with ai & pdf format

01. Show Intro

02. Guideline

03. Show Publications

04. Venue Advertisement

05. Digital Marketing



Venue Advertisement- TaiNEX 1

6. Outdoor – Light Gallery Curtain Ad.



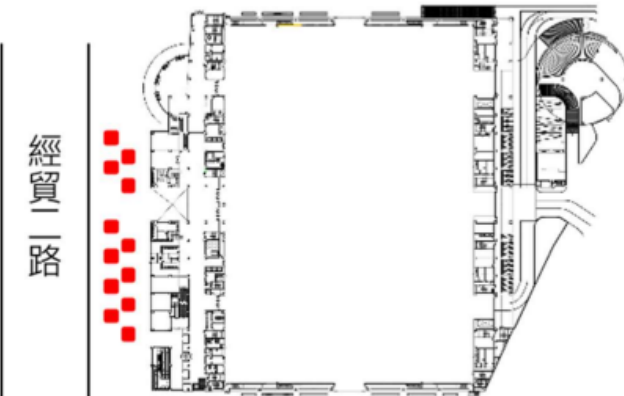
Image for reference only

Price	US\$16,000
Availability	1 sponsor
Sponsor Ad size	W2,595cm x H950cm
Ad Area	3/5 Sponsor Ad 2/5 Organizer Ad

7 Outdoor – Northwest Entrance • Lamp Post Banner



Image for reference only



Price	US\$6,500
Availability	1 sponsor, with 14 lamp posts
Sponsor Ad size	W60cm x H120cm
Ad Area	1 set with 2 sides: The sponsor may use one side, while the other side is for show branding. The design is limited to 1 version.

8. Main Entrance Banner

Recommended~ The best choice for the main entrance and facade!



Image for reference only

Price	US\$3,500
Availability	1 sponsor from each of Food Taipei, Foodtech Taipei and Taipei Pack
Sponsor Ad size	W462cm x H90cm
Ad Area	3/5 Sponsor Ad 2/5 Organizer Ad

9. South Entrance Door Ad.

Recommended~ The best choice for the route that passes through the MRT exit to the exhibition hall



Price	US\$3,000
Available	sponsors
Size	W119cm x H155cm
Ad Area	3/5 Sponsor Ad 2/5 Organizer Ad

For reference only

*When submitting the application, sponsor may specify the left or right side. The organizer will arrange based on the order of applications.

[Back to list](#)

10. South Entrance Wall Ad. (Facing MRT Exit)

Recommended~ Face the MRT exit, adjacent to the side entrance



Image for reference only

Price	US\$3,000
Available	1 sponsor
Location Size	W180cm x H170cm
Ad Area	3/4 Sponsor Ad 1/4 Organizer Ad

11. 1st Floor Light Gallery Entrance Ad. (Between Door 3 &4)



Image for reference only

Price	US\$3,500
Availability	1 sponsor
Ad size	W425cm x H330cm

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to list](#)

12. 1st Floor Light Gallery Entrance Curtain Banner



Image for reference only

Price	US\$1,700
Availability	3 sponsors
Ad size	W400cm x H60cm

13. 1st, 4th Floor Elevator Ad

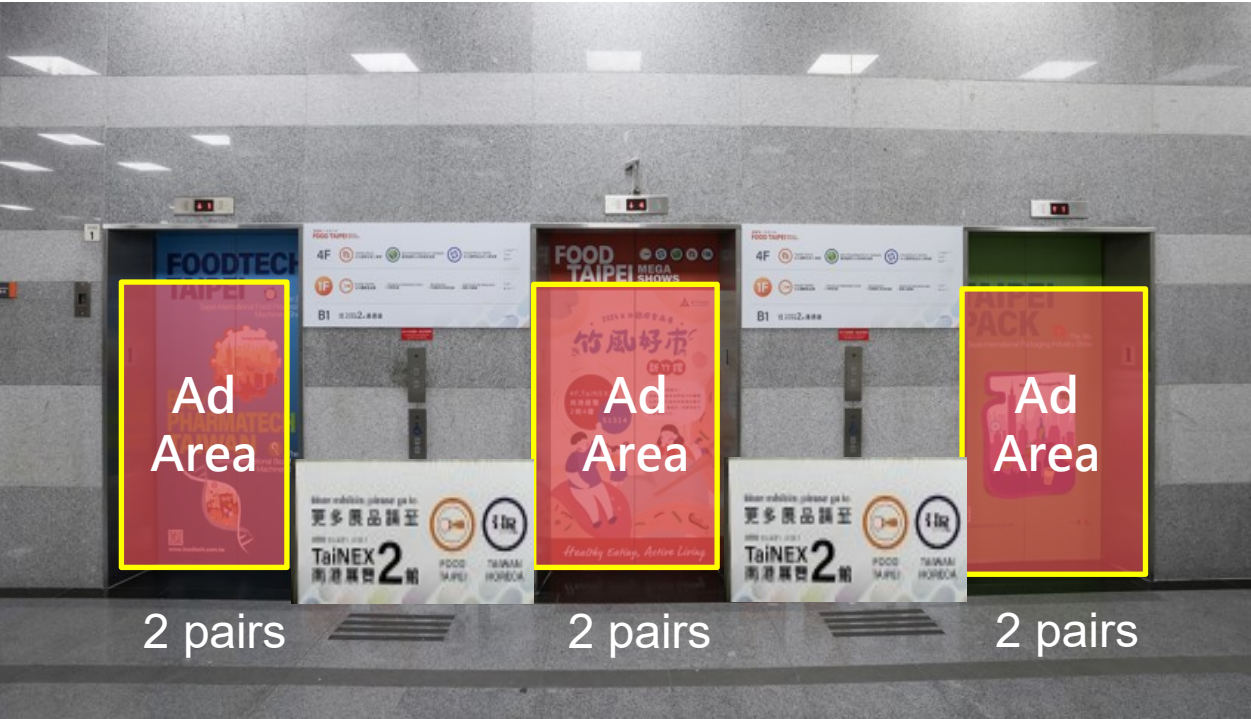
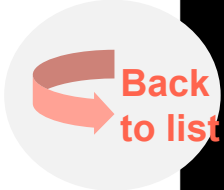


Image for reference only

Price	US\$2,700
Availability	4 sponsors(2 pairs/sponsor)
Quantity	8 pairs
Sponsor Ad size	W110cm x H158cm
Ad Area	3/4 Sponsor Ad 1/4 Organizer Ad *limited to 1 design *Must avoid areas with relevant socket holes.

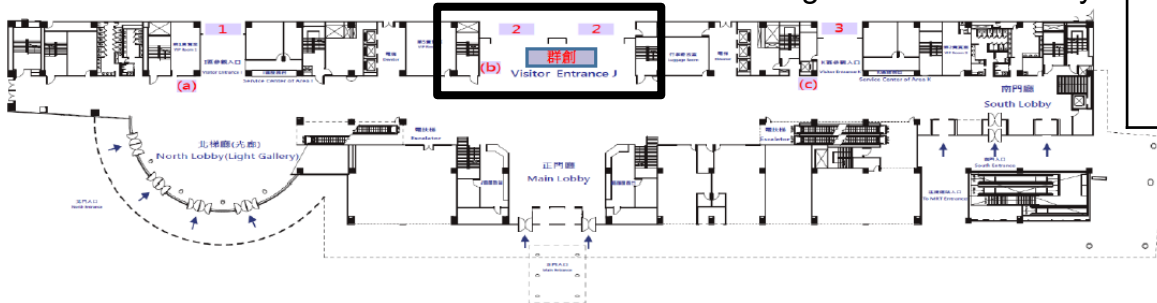


14. 1st Floor 200" LED Ad.



Ad Area

1樓電子看板點位
Locations of 1F Bulletin Board Image for reference only



Price	US\$3,900
Availability	5 sponsors
Description	<p>Exhibition Period (2025.6.25-28) Broadcast Details: The Ad and show video will be broadcast every hour.</p> <p>Requirements:</p> <p>Resolution: 1472 x 704 pixels Display Area Size: 4.6m x 2.2m (200 inches) Video Format: MP4 File Duration: Between 2 and 3 minutes *limited to 1 design</p>

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15. 1st Floor Entrance e-banner



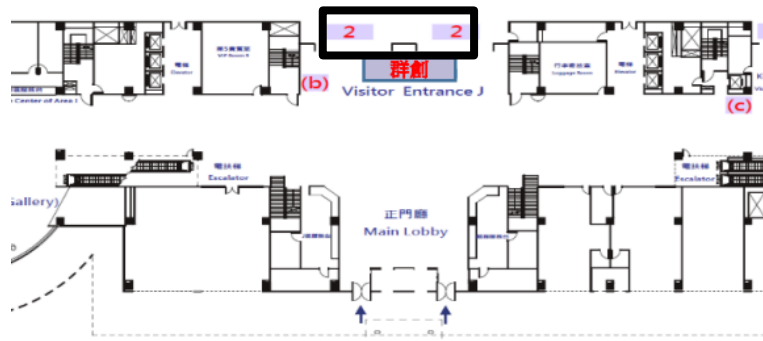
Ad Area

Ad Area

Image for reference only

1樓

1樓電子看板點位
Locations of 1F Bulletin Board



*For exhibitors of FOOD TAIPEI

Price	US\$2,000
Availability	2 sponsors
Description	<p>Exhibition Period (2025.6.25-28) Broadcast Details: The Ad and show video will be broadcast every hour on a 3-panel 86-inch display screen.</p> <p>Requirements:</p> <ul style="list-style-type: none"> • Original File Size: W11520 x H2160 pixels • Converted File Size: W3840 x H2160 pixels • Image Format: JPEG • Video Format: MP4 (File bit rate ≤ 12Mbps, 30fps or lower) • File Duration: Between 30 secs and 1 min <p>*limited to 1 design *The design must use all 3 display panels.</p>

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16.4th Floor M Entrance e-banner

*For exhibitors of FOODTECH TAIPEI,
BIO/PHARMATECH TAIWAN and TAIPEI PACK

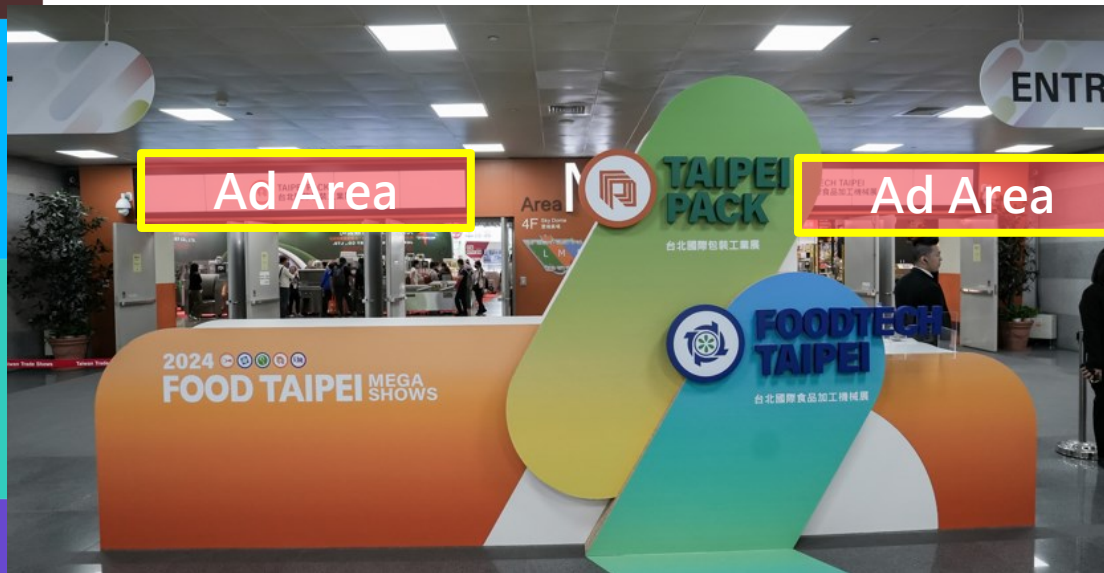
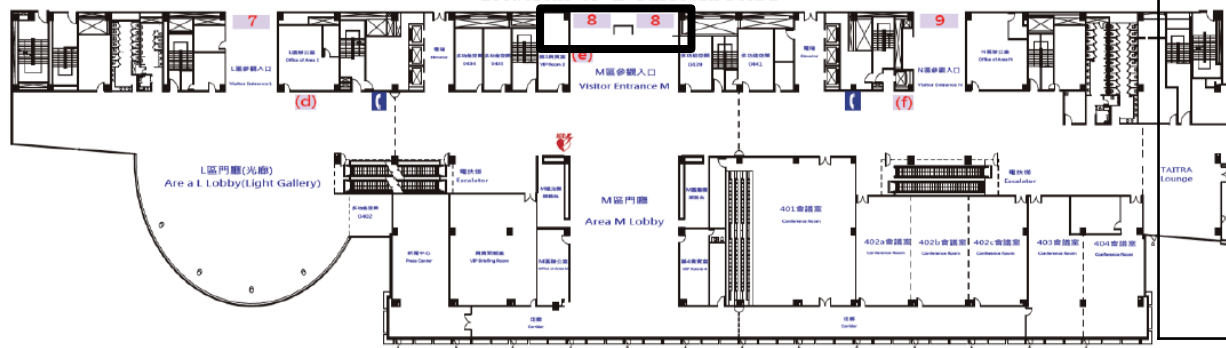


Image for reference only

4樓電子看板點位
Locations of 4F Bulletin Board



Price	US\$2,000
Availability	3 sponsors
Description	<p>Exhibition Period (2025.6.25-28) Broadcast Details: The Ad and show video will be broadcast every hour on a 5-panel 49-inch display screen.</p> <p>Requirements:</p> <ul style="list-style-type: none"> Original File Size: W9600 x H1080 pixels Converted File Size: W3840 x H2160 pixels Image Format: JPEG Video Format: MP4 (File bit rate ≤ 12Mbps, 30fps or lower) File Duration: Between 30 secs and 1 min <p>*limited to 1 design *The design must use all 5 display panels.</p>

Back to list



Venue Advertisement- TaiNEX 2

17. Eastside Main Entrance Wall-Window Covering Ad



Image for reference only

Price	US\$16,000
Availability	1 sponsor
Sponsor Ad size	W2,160cm x H1,045cm
Ad Area	3/5 Sponsor Ad 2/5 Organizer Ad



18. Streetlight Banners



Image for reference only

Price	A. Northside 11 Poles: US\$3,500 B. Southside 13 Poles: US\$4,200
Availability	1 sponsor 1 sponsor
Sponsor Ad size	W100cm x H275cm
Ad Area	1 set with 2 sides: The sponsor may use one side, while the other side is for show branding. The design is limited to 1 version.

19.

1st Floor
Eastside Foyer
South Wall Ad



For reference only

Price	\$2,500
Available	1 Sponsor
Specified Ad size	W574cm x H114cm
Ad Area	3/5 Sponsor Ad 2/5 Organizer Ad

20. 1st Floor Eastside Foyer North Wall Ad



Image for reference only

Price	US\$3,500
Availability	Sponsor
Ad size	W570cm x H252cm
Ad Area	3/5 Sponsor Ad 2/5 Organizer Ad

21. 1st, 4th Floor - Elevator Ad

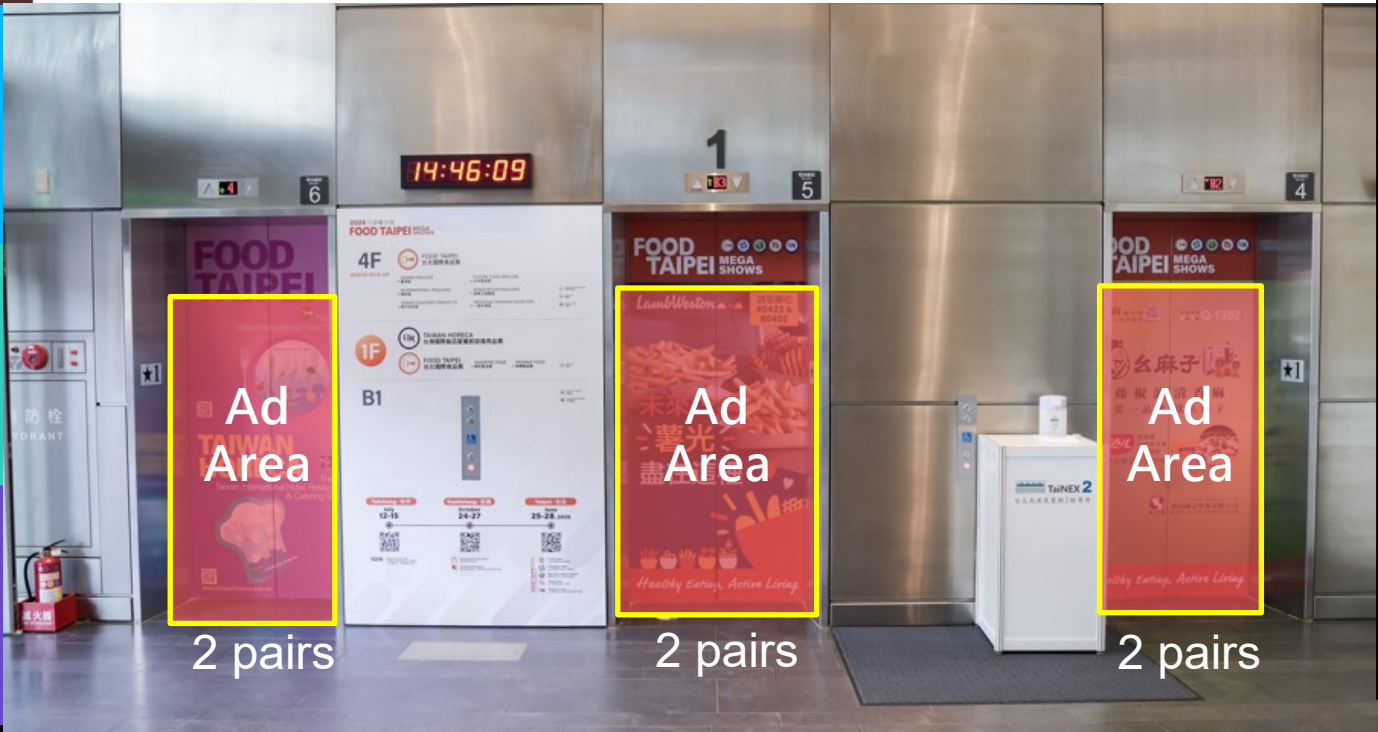
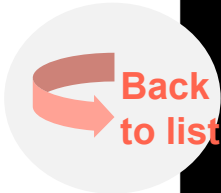


Image for reference only

Price	US\$2,000
Availability	5 sponsors(4 pairs/sponsor) 1F(N), 1F(S), 4F(N), 4F(S)
Quantity	20 pairs
Sponsor Ad size	W100cm x H165cm
Ad Area	3/4 Sponsor Ad 1/4 Organizer Ad *limited to 1 design



01. Show Intro

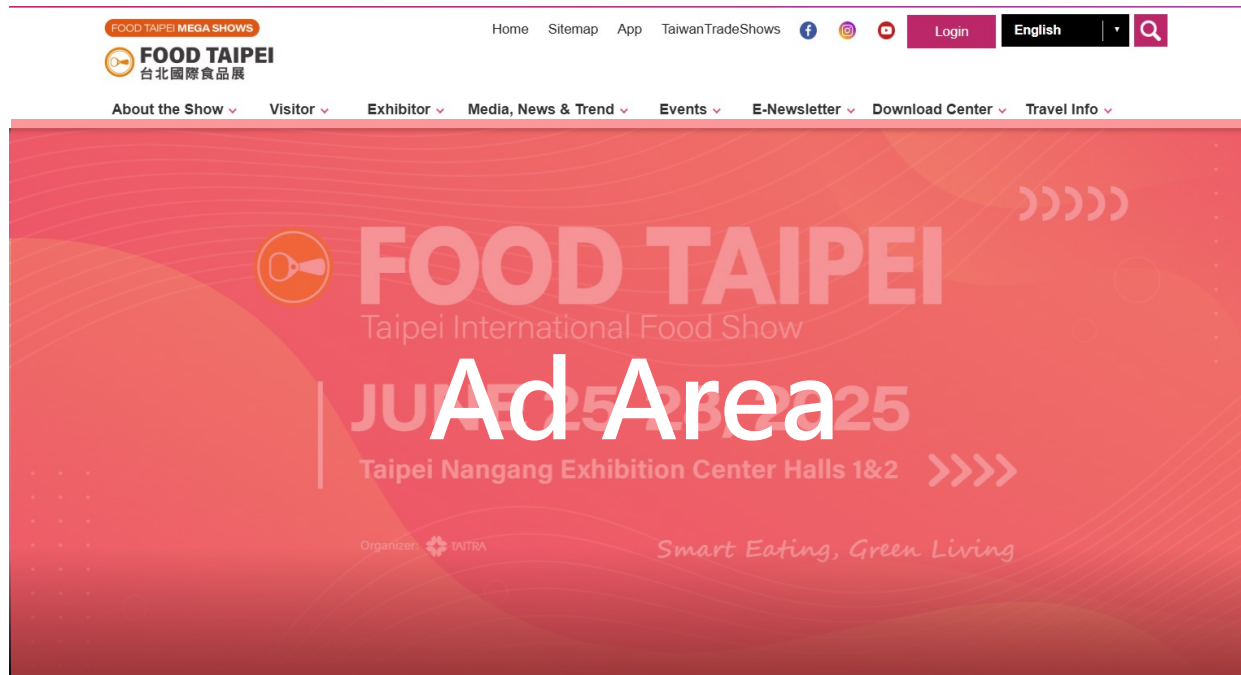
02. Guideline

03. Show Publications

04. Venue Advertisement

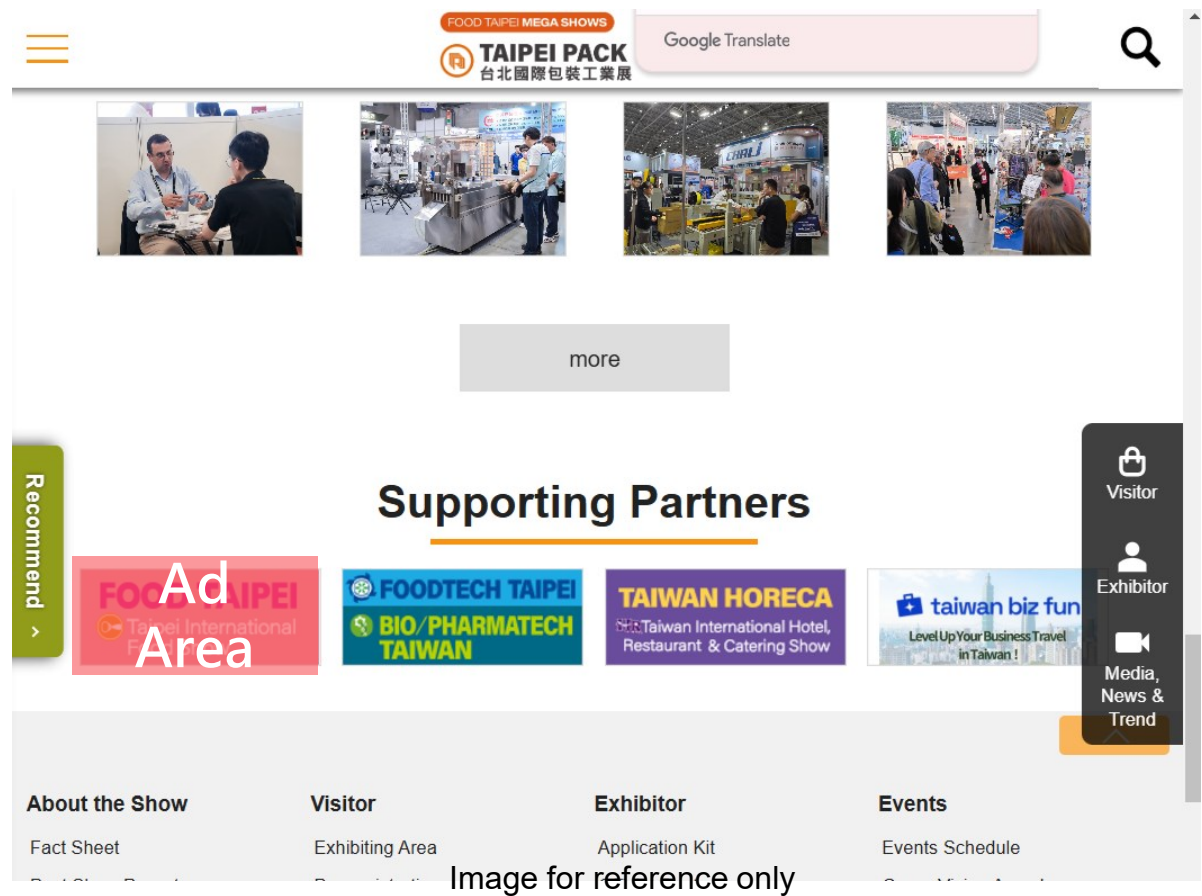
05. Digital Marketing

22. Official Website - Main Page Banner



Price	US\$3,500
Availability	3 sponsors /official website
Duration	2025. 5 .28 - 6 .28
Impression	Over one million page views.
Ad size	Pix W1900 x H684, 300dpi, JPG
Description	1.Sponsors banner will only expose on its entitled show official website. 2. Banner rotates with official Image for reference only banner in random

23. Official Website - Supporting Partners Banner



Price	US\$950
Availability	5 sponsors /official website
Duration	2025. 5 .28 - 6 .28
Impression	3 appearances per minute
Ad size	Pix 170 x 70, 300dpi, JPG
Description	Sponsors banner will only expose on its entitled exhibition official website



24. E-newsletter Banner



請至各展覽官網完成線上預登

2023年「台北國際食品系列展 (FOOD TAIPEI MEGA SHOWS)」，將在明天(週六)「食材、食品、食品加工機械、包裝機械暨餐廚設備」一應俱全的採購平台，總計有來自31個近1,500家廠商，使用兩層展覽廳1A2層擴大展出，歡迎國內外相關業者踴躍參觀。

南港展覽2館4樓更有23個國家展、10個台灣縣市政府「特色館」，精心策畫展出異國風味及在地美食，以及現在最夯的「未來食品科技展 (數位廚房226)」，展出替代食材、高耐友善食品、微生物技術、永續減碳包裝等相關議題，歡迎您來探索!

上網預先登記，現場快速換證入場!

專業買主預會資訊

入場規定

延至各展覽館進行參觀登記，展期到場憑預登完成之email及2張名片換證入場。

展期前3日(6月14至16日)憑供專業買主參觀，一般民眾可於6月17日(星期日)憑預登入場入場。

憑證NT\$300



FOOD TAIPEI 台北國際食品系列展

FOODTECH TAIPEI 台北國際食品加工機械暨餐廚設備展

TAIWAN HORECA 台北國際餐館酒店餐廚用品展

TAIPEI PACK 台北國際包裝工業展

精彩周邊活動

日期	時間	活動	地點
6/14-17	10:00-17:00	美味地圖展覽活動	南港展覽2館
6/15-16	11:00-16:30	2023 台北國際食品系列展 - 食品發表會	南港展覽2館 4樓舞台區
6/15	10:30-16:00	食品創新趨勢論壇	南港展覽2館 7樓701A會議室

Ad Area

FOOD TAIPEI MEGA SHOWS 參展廠商名錄

主辦單位

中華對外貿易發展協會

台灣食品暨餐廚工業同業公會

台灣包裝協會

廣利國際企業股份有限公司

展覽時間

2023年6月14日至2023年6月17日

展覽地點

台北南港展覽館1館1、4樓

台北南港展覽館2館1、4樓

聯絡資訊

外展組專線 (02)2725-5200

分機2651 蘇小姐

foodtaipei2@taiwa.org.tw

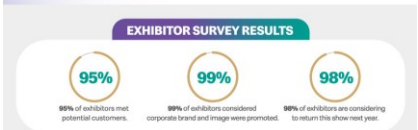


Taiwan's F&B industry is booming! With a total revenue exceeding NT\$1 trillion in 2023, and publicly listed F&B group experiencing a 30% year-on-year growth, the market is ripe with opportunities. However, challenges such as a shrinking workforce due to an aging population and declining birth rates have pushed businesses to seek innovative solutions. Join us at the 2025 show and display the latest technologies, systems, and solutions designed to streamline operations, enhance customer experiences, and drive growth. From AI-powered tools to integrated OMO platforms, from smart kitchen equipment to data-driven insights. Join us and shape the future of Taiwan's F&B industry.

Application Kit

EXHIBIT CATEGORIES

- Hotel & Restaurant Catering Equipment & Accessories
- Smart Catering Equipment
- Food Industry Disposal & Sanitation Equipment
- Electrical Household Appliances
- Restaurant POS / Ordering System
- Laundry Equipment & Chemical Agents
- Refrigeration Equipment
- Laundry / Logistics Services



Ad Area

Food and Beverage Operators

Kane Daibakiroku(Japan), Nestle (USA), Cold Stone, Evergreen, Ding Tai Fung, King Car, Hsiang Pin Group, Wangpin Group, King Car Group...

Retailers

Family Mart, Uni-President, Hi-Life...

Organizers

TATRA

overseas

Contact us

Show Manager Ms. Shih #2675

+886-2-2725-5200

HORECA@taiwa.org.tw

Date

June 25-28, 2025

Venue

1F, Taipei Nangang Exhibition Center Hall 2 (TaiNEX2)

Price	US\$650
Availability	2 sponsors/Show
Release	Schedule to send starting 3 months before the show.
Ad size	Pix W797 X H125, JPG
Description	<ul style="list-style-type: none">Number of e-Newsletters sent : over 200,000 per issueLanguage : English and Mandarin



Image for reference only

25. E-directory

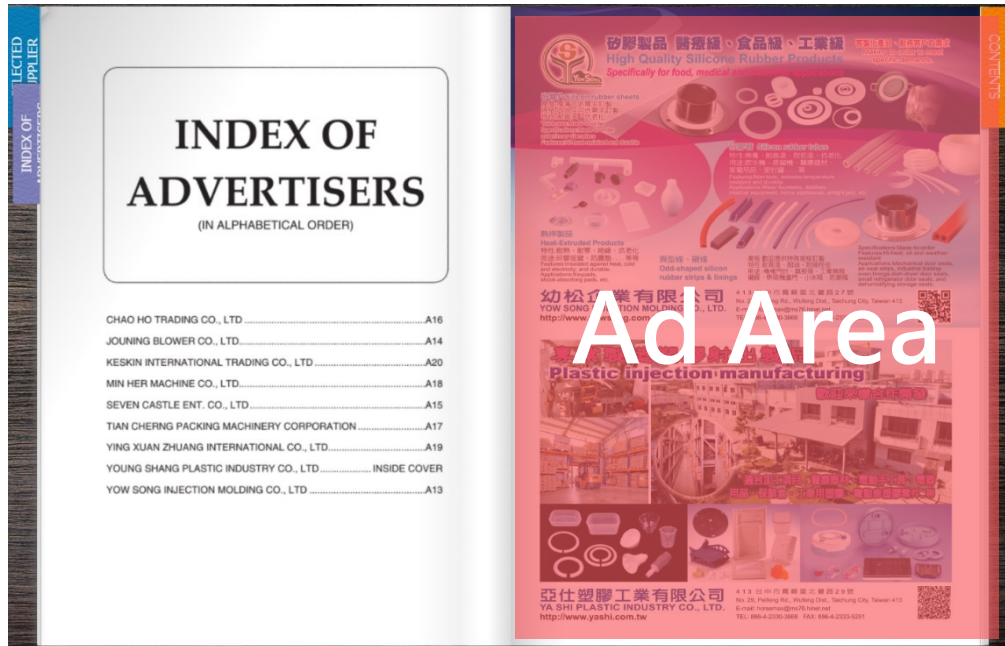


Image for reference only

Price	US\$650
Availability	4 sponsors
Release	Schedule to send starting 2 weeks before the show.
Ad size	W19 X H26 cm, ai or pdf
Language	English and Mandarin

26. Facebook Post



Image for reference only

Price	US\$200
Availability	5 sponsors
Release	Posted 1 to 2 months before the show.
Ad size	1-2 product photos Pix1080 x 1080, 300dpi. JPEG
Description	Mandarin and English Contents, up to 300 words.

Download Application form

Please complete the form and send it to
Ms Ann Chen

chenyian@taitra.org.tw

The organizer will notify the accepted sponsors to
complete the payment in time.



Click [HERE](#)
Or scan QR Code

THANK YOU!

**FOOD TAIPEI
FOODTECH TAIPEI
BIO/PHARMATECH TAIWAN
TAIPEI PACK
TAIWAN HORECA**

FOOD TAIPEI MEGA SHOWS