

Elevate Your Brand Exposure at TaiSPO
Taiwan's Premier Sports and Fitness B2B Expo



Exhibitor Sponsor Kit

STAY FIT, STAY WELL

MARCH 26 — 29, 2025



Exhibitor Sponsor Kit

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If any inquiry, please contact

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Email: chris811@taitra.org.tw



Exhibitor Sponsor Kit

Remark

- Applications for exhibitor accepted till **December 31**. We process applications first-come, first-served. Due to production scheduling, some items may be due early.
- Phone inquiries are preferred as applications close when capacity is reached.
- Application Process: Email taispo@taitra.org.tw and CC chris811@taitra.org.tw the sponsorship item number and name you want to buy. Confirmation will come from the exhibition staff.

Additional Rules:

- **Tax-inclusive** sponsorship amounts are in New Taiwan Dollars.
- Package deals with organizers are available for varied sponsorship exposure needs.
- Sponsorship plan item images are for reference only; actual goods may differ.
- Payment must be made by the payment slip date after verifying sponsored goods.
- Sponsors must submit design files by **January 24, 2025**, for organizer approval before Lunar New Year.
- Vector or Photoshop files with **300dpi** or higher. Sponsorship advertisement area standards must be met for output size. The event's contractors must develop and install vendor-designed sponsorship items to ensure exhibition quality and consistency.



Sports & Fitness Taiwan

A - 1

A. Digital Marketing Campaigns

A-1: Website: Top Banner

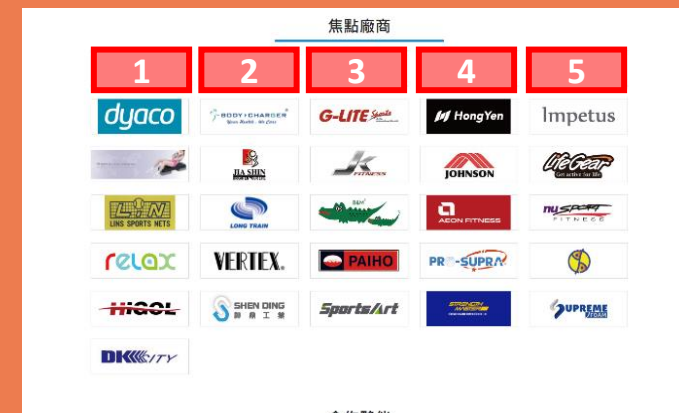
- Price: **USD 925** (VAT incl.)
- Spec: 1900 x 684 px (visible area 1850 x 600 px)
*There is a black shadow at the bottom, covering about 70. Avoid placing important content at the bottom.
- Period: From 60 days before the expo until the last day of the expo.
- Remark: Designed file provided by exhibitor



A-2: Website: Bottom Banner

- Price: **USD 310** (VAT incl.)
- Spec: 170x70 px (<10KB)
- Period: From 60 days before the expo until the last day of the expo.
- Remark: Designed file provided by exhibitor

A - 2



A - 3

A - 4

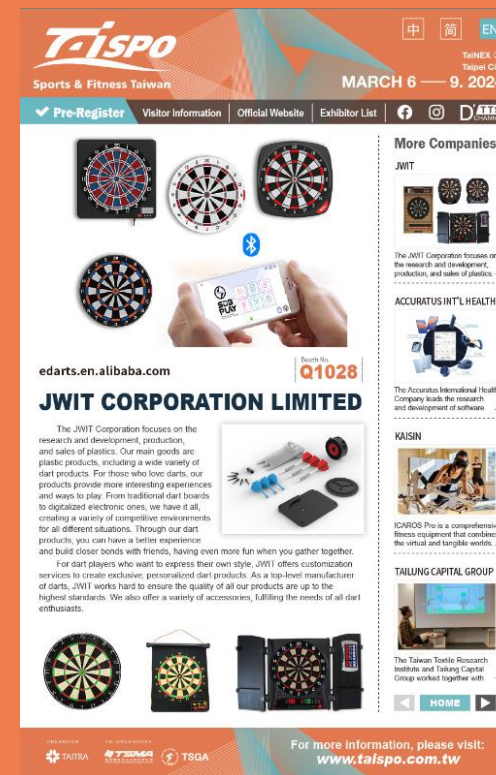
A. Digital Marketing Campaigns

A-3: EDM: One slot for Product Showcase

- Price: **USD 500** (VAT incl.)
- Spec: Product Picture*1 + introduction of 300 characters incl. space.
- Period: Sending date depends on organizer
- Remark: Materials provided by exhibitor

A-4: EDM: Horizon Banner

- Price: **USD 310** (VAT incl.)
- Spec: 720x120 px (gif / jpg / png)
- Period: Sending date depends on organizer
- Remark: Materials provided by exhibitor





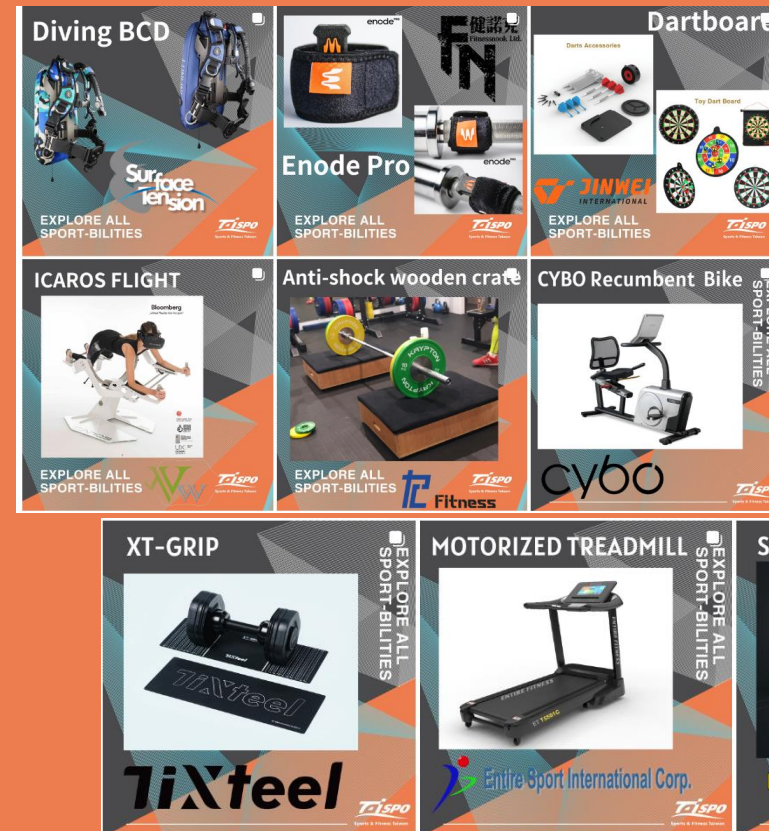
Sports & Fitness Taiwan

A. Digital Marketing Campaigns

A-5: Social Media: One slot for Product Showcase (FB · IG · LinkedIn)

- Price: **USD 300** (VAT incl.)
- Spec: Product Picture*1 + introduction of 300 characters incl. space.
- Period: Post date depends on organizer
- Remark: Materials provided by exhibitor

A - 5





Sports & Fitness Taiwan

B. Onsite Promotional Campaigns

B-1: Show Map: Banner

- Price: **USD 480** (VAT incl.)
- Spec: 6 cm(w) x 2.5 cm(h)
- Quantity: 2000 pieces of hard copy onsite.
- Remark: Material provided by exhibitor

B-2: Show Map: Printed Logo

- Price: **USD 480** (VAT incl.)
- Spec: 3 cm(w) x 0.9 cm(h)
- Quantity: 2000 pieces of hard copy onsite.
- Remark: Material provided by exhibitor





Sports & Fitness Taiwan

B. Onsite Promotional Campaigns

B-3: Show Guide: Banner for 1/4 page

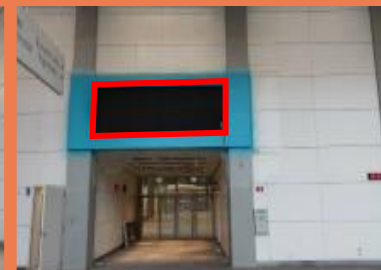
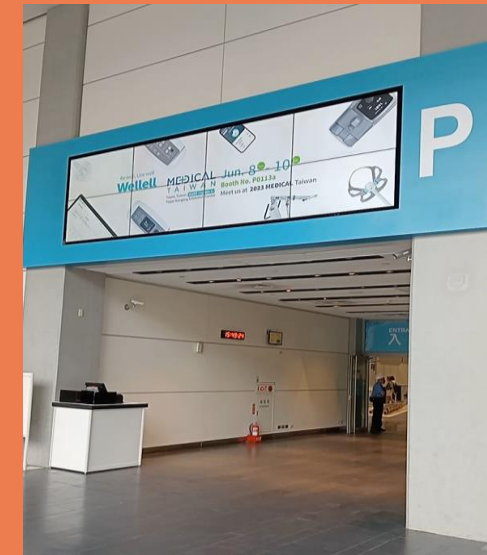
- Price: **USD 480** (VAT incl.)
- Location: on interior page
- Spec: 272(W) x 94(H)mm
- Quantity: 2000 pieces of hard copy onsite.
- Remark: Material provided by exhibitor

B-4: Entrance: Digital LED wall

- Price: Video for 60 seconds, **USD 3050** (VAT incl.)
Banner for 5 seconds, **USD 1550** (VAT incl.)
- Spec: 3840(w) x 1080(h) px
- MP4/AVI for video, JPG/PNG for Banner
- Duration: Show priord
- Remark: Material provided by exhibitor

B - 3

B - 4





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B. Onsite Promotional Campaigns

B-5: Entrance: Digital LED wall

- Price: **USD 950** (VAT incl.)
- Duration: 30 minutes for showcasing on stage
- Remark: PPT provided by exhibitor, if any

B - 5





Sports & Fitness Taiwan

**"Amplify Your Maximum Presence
in the Age of Media Exposure"**

