



# 2014台北電視節 Taipei TV Festival

9/17 ▶▶ 9/19 in Taipei World Trade Center (Hall 3)

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**Sponsor:** Bureau of Audiovisual and Music Industry Development, Ministry of Culture

**Organizer:** Hochan Entertainment Co., Ltd.

**Event Location:** Taipei World Trade Center Exhibition Hall 3

**Event Date:** September 17-19, 2014

**Contact :** Hsiao-Chi Chou (Chichi) – Project Manager

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## **About The 2014 TTF**

***The most Cost Efficient Chinese-language TV Program Trading Platform!  
A Vital Asia-Pacific TV Content Market Hub!***

### **About the Taipei TV Festival**

Since its inception in 2004, the Taipei TV Festival (TTF) has been instrumental in taking Taiwan's television industry to the world and establishing a common platform for Asian television program sales to become one of the regional TV industry's biggest annual events.

The 2013 TTF saw more than 6,146 visits by attendees from Europe, Australia, the Middle East, the US, regional neighbors from across Asia, and mainland China. Participants forged on-site deals reportedly valued at US\$17 million, with post-show agreements worth more than US\$34 million. The showcase raised the production value of TV program rights and broke new ground in global marketing business opportunities.

### **Why exhibit at the 2014 Taipei TV Festival?**

The 2014 TTF is a vital platform linking the entire global Chinese-language TV market, and is a major portal for the emerging Asian TV industry. Participating in TTF will give you a maximum of return on the investment of time and money. Here in Taipei, your staff will be given unobstructed access to in-depth networking and exchange opportunities with leading Asian media agencies, TV channels, cable TV, satellite TV, IPTV, online streaming TV, film, publishers (exhibiting in the Chinese-language Publishers' Matching Zone), and assorted new platform operators and program content buyers. Maximize the value of transactions and forge new global marketing opportunities at the 2014 TTF!

***Join us September 17-19 at the 2014 Taipei TV Festival!***

## ✚ The significant features of the 2014 TTF

At the 2014 TTF you will have more than a stall, you will have a spotlight for enhancing your brand's image among the top content buyers in the global Chinese-language TV industry!

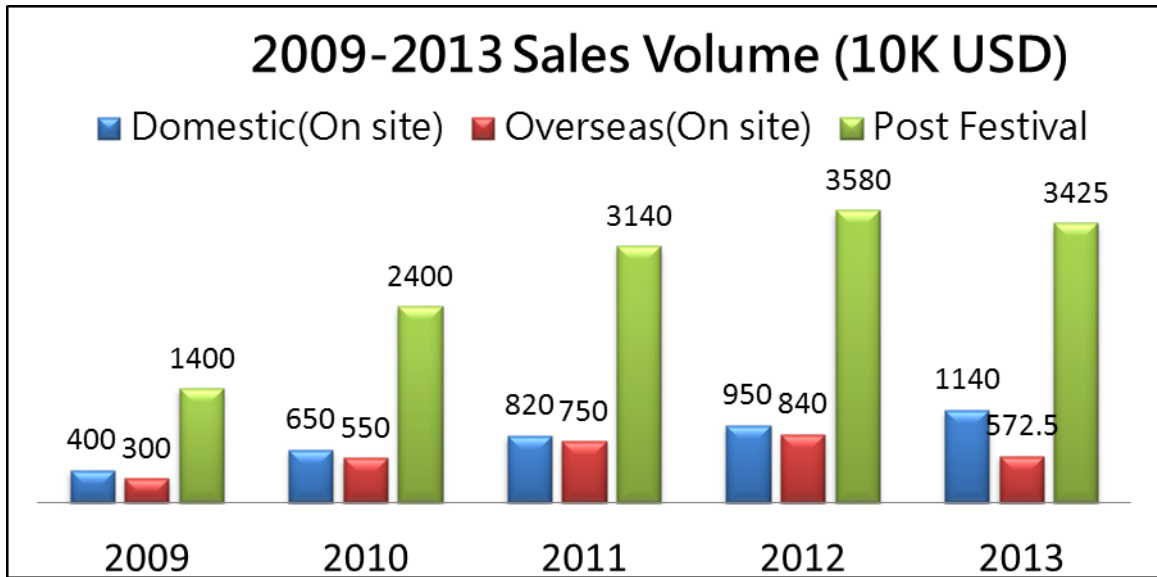
- An exclusive promotional platform.
- Access to extensive media resources.
- Opportunities to chat, consult with, learn from, and exchange ideas with business leaders from mainland China, Asia, Europe, Africa, and the Americas.
- A widely read official program, event website, and opportunities to connect with major media outlets to reinforce your brand image.
- A grand opening ceremony and welcoming reception for informal networking and exchanges with buyers and sellers from around the world.
- Friendly, attentive service.
- Daily newsprint on the latest exhibitor and event promotions.
- Enhanced interactive communication through bilingual Facebook page.

## ✚ The 2014 TTF Event Preview

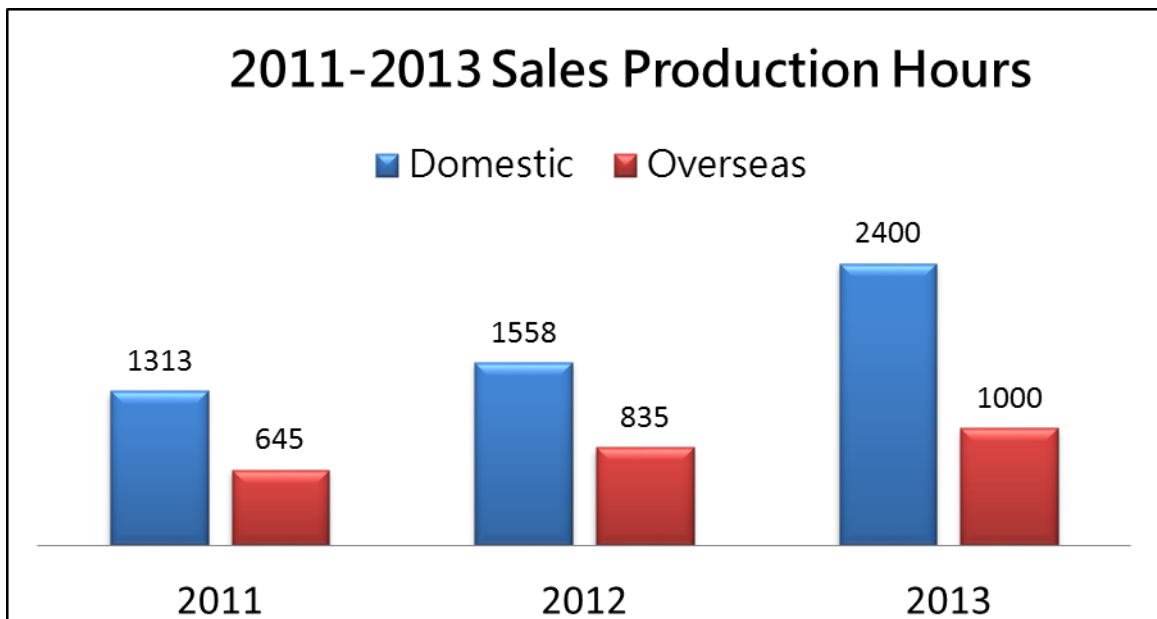
	Sep 17th Wednesday Day 1			Sep 18th Thursday Day 2			Sep 19th Friday Day 3		
0900-0930	Opening Ceremony Welcome Reception	International TV Digital Content Exhibition		International TV Digital Content Exhibition		International TV Digital Content Exhibition	International TV Digital Content Exhibition	Fieldtrip: Shooting Locations in Taiwan	
0930-1000									
1000-1030									
1030-1100			TV Forum		TV Forum				
1100-1130									
1130-1200		Shooting Locations Showcase		Shooting Locations Showcase		Shooting Locations Showcase			
1200-1230									
1230-1300									
1300-1330									
1330-1400									
1400-1430									
1430-1500		Chinese Language Publisher's Matching Zone		Chinese Language Publisher's Matching Zone					
1500-1530									
1530-1600			TV Forum						
1600-1630									
1630-1700									

## Taipei TV Festival Trading Review

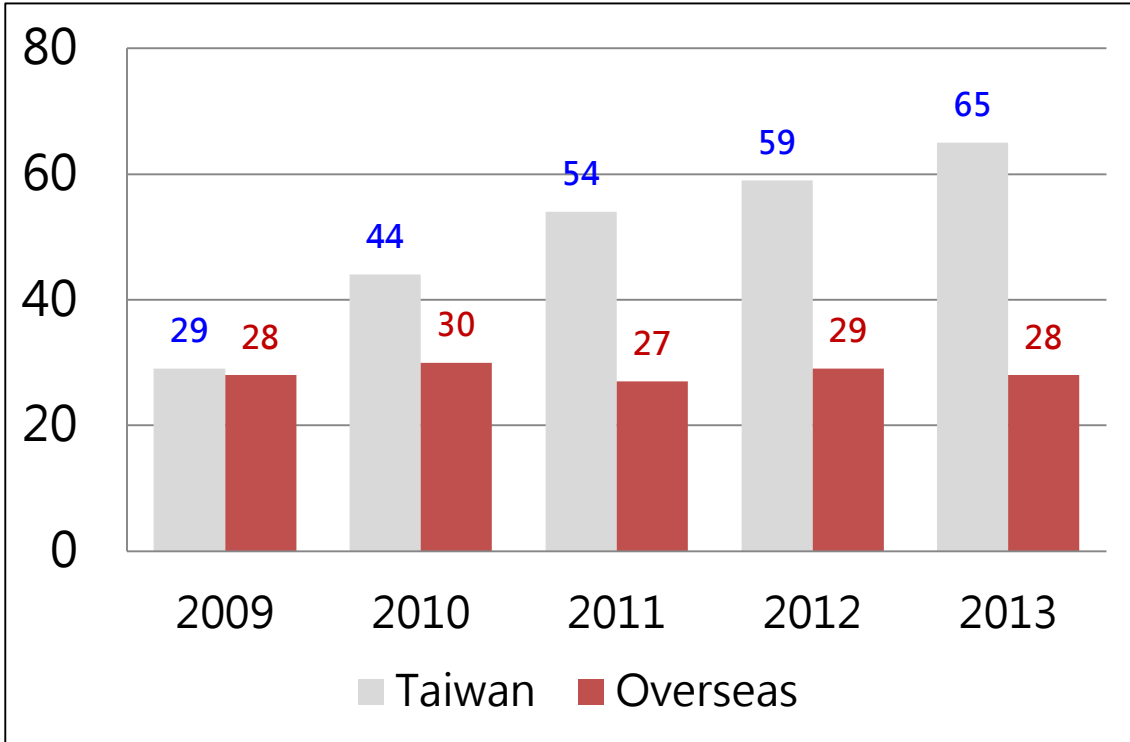
### ● Sales Volume(2009-2013)



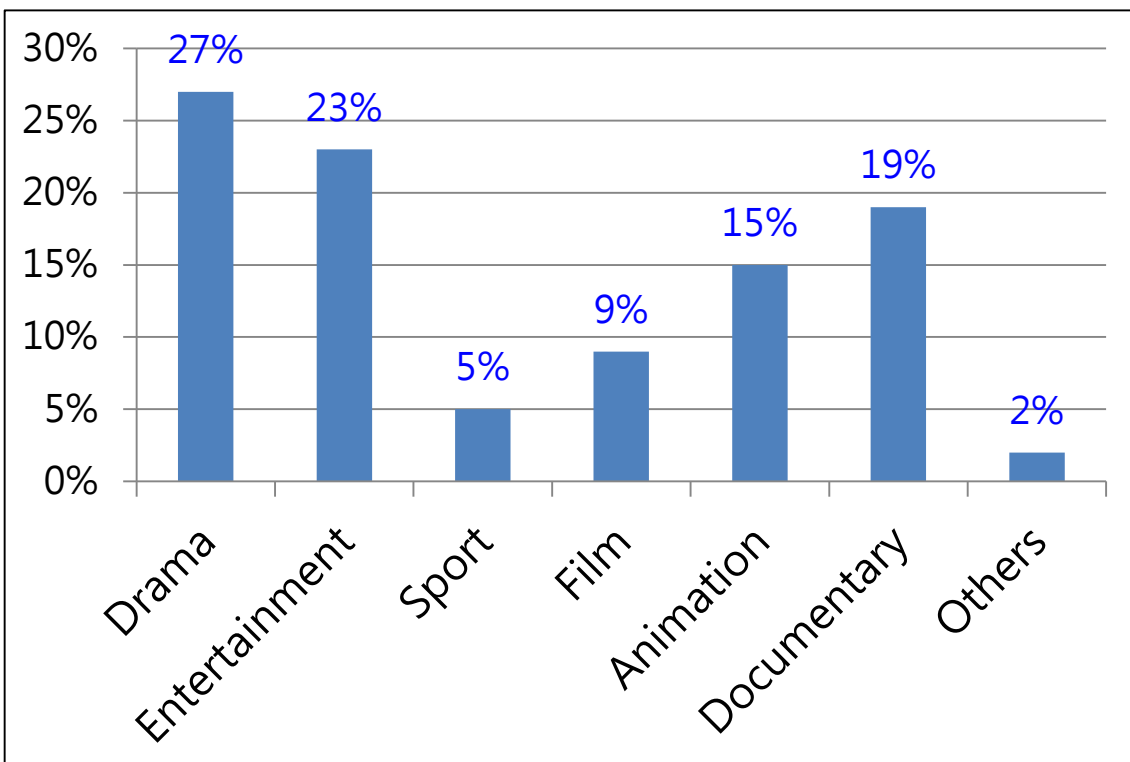
### ● Sales Production Hours(2011-2013)



● TTF Exhibitors(2009-2013)



● 2013 TTF Product Categories





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## Exhibitor Services & Incentives

### **Basic Services:**

- Fascia with exhibitor's name.
- Basic facilities: 1 table with 4 chairs, lighting fixtures, basic power outlets (110V).
- 1 Flat TV, 1 DVD player.
- Daily cleaning service.
- Exhibitor profile in official Festival program.
- Free exhibitor and visitor badges.
- Complimentary drinks.

### **Incentives:**

- Mini size – one free page of advertising in official Festival program
- Compact size – one free page of advertising in official Festival program
- Standard – two free page of advertising in official Festival program
- Medium – two free pages of advertising in official Festival program
- Large– two free pages of advertising in official Festival program

# **2014台北電視節** **Taipei TV Festival**


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## **Exhibit Room Types**

✧ Mini size (3mX3m)

<p><b>Layout</b></p>	
<p><b>Price</b></p>	<p>US\$ 1,300</p>
<p><b>Promotion</b></p>	<p>10% discount with completed registration by 18<sup>th</sup> July.</p>

✧ Compact size (3mX6m)


<p><b>Layout</b></p>	
<p><b>Price</b></p>	<p>US\$ 2,000</p>
<p><b>Promotion</b></p>	<p>10% discount with completed registration by 18<sup>th</sup> July.</p>



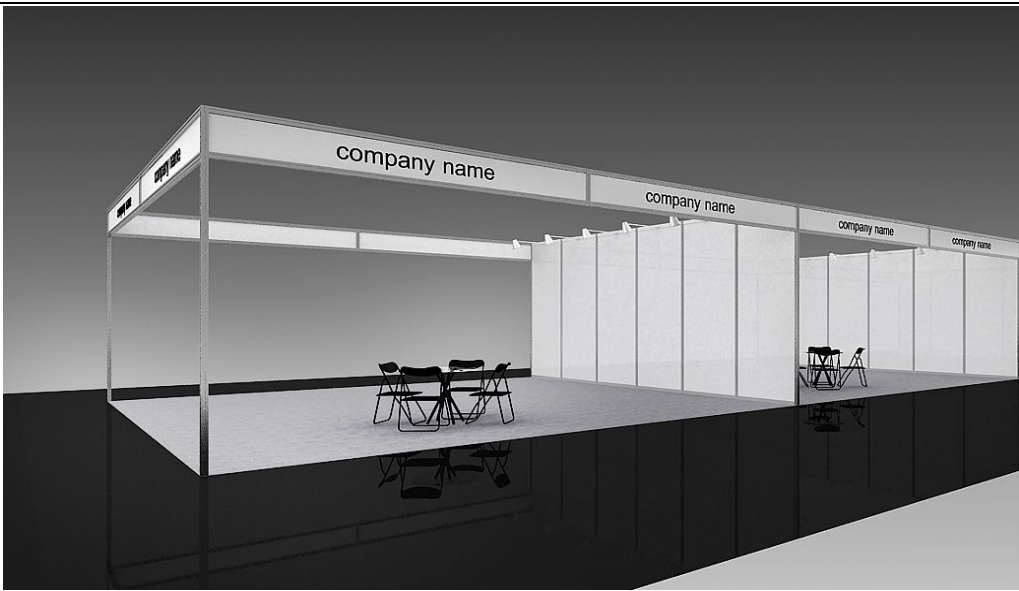
# 2014台北電視節 Taipei TV Festival

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✧ Standard (6mX6m)

<p><b>Layout</b></p>	
<p><b>Price</b></p>	<p>US\$4,000</p>
<p><b>Promotion</b></p>	<p>10% discount with completed registration by 18<sup>th</sup> July.</p>

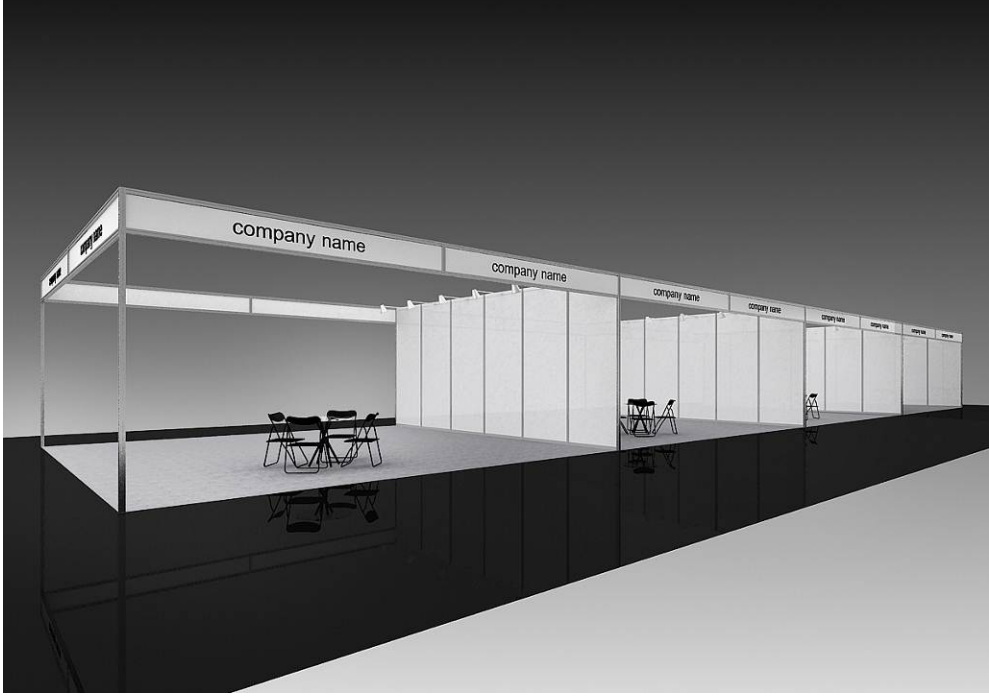
✧ Medium (6mX12m)

<p><b>Layout</b></p>	
<p><b>Price</b></p>	<p>US\$ 5,500</p>
<p><b>Promotion</b></p>	<p>10% discount with completed registration by 18<sup>th</sup> July.</p>

**2014台北電視節**  
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✧ Large (6mX24m)

<p><b>Layout</b></p>	
<p><b>Price</b></p>	<p>US\$ 11,000</p>
<p><b>Promotion</b></p>	<p>10% discount with completed registration by 18<sup>th</sup> July.</p>

✧ **For Custom Size, Please contact with us for further details!**



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**2014 Taipei TV Festival**  
**Exhibitor Quotation & Application Form**

■ **Basic Company Information :**

Company Name : \_\_\_\_\_

Company Address : \_\_\_\_\_

Exhibit Contact : \_\_\_\_\_ Title : \_\_\_\_\_

TEL : \_\_\_\_\_ EXT \_\_\_\_\_ FAX : \_\_\_\_\_

E-mail : \_\_\_\_\_ Website : \_\_\_\_\_

■ **Vendor Type (Please check all that apply) :**

- Terrestrial Channel    Cable Channel    Satellite Channel    Production    Distribution  
 Animation Production    Audio Content Production    Ad Agency    Multi-media Content  
 Audio-visual Hardware    Other \_\_\_\_\_

■ **Purpose of Attending:**

- Program Sales    Program Sourcing    Other \_\_\_\_\_

Signature of applicant:

\_\_\_\_\_

Date:

.....  
Please return your completed and signed application form by fax at +886 2 2729-2458 or e-mail a scanned file to Hsiao-Chi Chou (Chichi) at [chichi\\_chou@hotmail.com](mailto:chichi_chou@hotmail.com)



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### 2014 Taipei TV Festival Exhibitors Information

<b>Company Name</b>			
<b>Address</b>			
<b>TEL</b>			
<b>FAX</b>			
<b>Exhibit Contact</b>		<b>Title</b>	
<b>E-MAIL</b>			
<b>Website</b>			
<b>Program Category Offered</b>	<input type="checkbox"/> Drama <input type="checkbox"/> Variety <input type="checkbox"/> Sports <input type="checkbox"/> Movie <input type="checkbox"/> Animation <input type="checkbox"/> HD <input type="checkbox"/> Documentary <input type="checkbox"/> Other _____		
<b>Company Description (300 words)</b>			
<b>Exhibit Content Description</b>			
<b>Promotional photos of exhibit content (jpg files and 300 dpi or above)</b>			

1. Each company may provide multiple descriptions of works; please submit at least two images per work for selection.
2. This information will be published in the official Festival program and TTF website for interested vendors to quickly find buyers or sellers and raise program purchase volume.
3. Program sales match rate, please fill out in detail.
4. Please return completed information for official Festival program by **18th July, 2014** via email to [chichi\\_chou@hotmail.com](mailto:chichi_chou@hotmail.com)



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## 2014 Taipei TV Festival Payment Form and Terms

Company Name : \_\_\_\_\_

Company Address : \_\_\_\_\_

Exhibit Contact : \_\_\_\_\_ Title : \_\_\_\_\_

TEL : \_\_\_\_\_ EXT. \_\_\_\_\_ FAX : \_\_\_\_\_

Item	Type of Rooms	(US\$)	No.	Discount	Amount
Fees	Mini size (3mX3m)	1,300			
	Compact size(3mX6m)	2,000			
	Standard (6mX6m)	4,000			
	Medium (6mX12m)	5,500			
	Large (6mX24m)	11,000			
	Custom	TBA			
Guarantee	Will be refunded completely within 1 week after the exhibition if there's no any damage after check	1,000	/	/	1,000

**Total** \_\_\_\_\_

### Our Account Information:

BANK NAME: FIRST COMMERCIAL BANK JEN HO BRANCH  
 ADDRESS : NO. 376 SEC. 4 JEN-AI ROAD, TAIPEI, TAIWAN  
 SWIFT CODE: FCBKTPWPXXX  
 BENEFICIARY'S NAME: HOCHAN ENTERTAINMENT CO.,LTD.  
 ACCOUNT NO.: 16510015729

### Your Account Information as well for the refund of the guarantee fee:

BANK NAME:  
 ADDRESS :  
 SWIFT CODE:  
 BENEFICIARY'S NAME:  
 ACCOUNT NO.:



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#### A. Venue Regulations

- The organizers provide basic booth and main stage amenities. Exhibitors are responsible for exhibition space setup, the contents of which must conform to Taipei World Trade Center Hall 3 Terms of Use.
- Basic facilities: Fascia with exhibitor's name, 1 table with 4 chairs, lighting fixtures, basic power outlets (110V), 1 Flat TV, 1 DVD player.
- Power usage may not exceed the maximum tolerance of the booth.
- Vendors requiring additional space will be assessed a surcharge by the co-organizers.
- A security deposit of US\$1000 is required, refundable with no interest within one week of the conclusion of the event and verification of no damage to facilities.

#### B. Exhibition Setup

- Booths are available for setup from 10:00am on 16th September and must be vacated after 2:00pm on 19th September 2014.

#### C. Exhibitor Guidelines

- Exhibiting vendors are responsible for all display materials and the actions of all participating affiliated personnel.
- In the event that exhibiting vendors violate any of the following guidelines during the Festival, the organizers may revoke permission to participate in any given event according to circumstances and, depending upon the severity, report the transgression to responsible authorities:
  1. *Exhibiting vendors may not share allocated exhibition space with vendors not taking part in the Festival.*
  2. *Exhibiting vendors must strictly adhere to the terms detailed in the Exhibitor Handbook.*
  3. *Exhibiting vendors shall be responsible for removal of exhibition contents upon the conclusion of the Festival.*
  4. *To ensure consistent presentation, exhibiting vendors wishing to display any promotional materials within the assigned exhibition space shall make appropriate prior arrangements and proceed in their display only upon final approval by the organizers.*
  5. *Participating personnel must attend to inquiries and transactions of exhibited works during the exhibition period, and shall provide related data for market and post-show analysis. Any such confidential information shall be treated by the organizers with utmost attention to privacy.*
  6. *Exhibited works must not infringe upon the patent, trademark, or other intellectual copyrights of other vendors.*

Please kindly return your completed payment form and bank remittance receipt by fax at +886 2 2729-2458 or email a scanned file to Hsiao-Chi Chou (Chichi) at [chichi\\_chou@hotmail.com](mailto:chichi_chou@hotmail.com)