



臺北水環境論壇
Taipei Water Environment Forum

Sponsorship Prospectus

2018 Taipei Water Expo
and International Environment Form
Aug.30-Sept.1



臺北市政府
Taipei City Government

2018 TAIPEI WATER EXPO

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Dear Vendors,

We are honored to announce “Taipei Water Expo and Taipei International Water Environment Forum” will be held from August 30, 2018 to September 1, 2018 at Songshan Culture and Creative Park in Taipei, Taiwan.

The theme of the upcoming conference is “Sustainable Taipei, Sponge City, Resilient Sustainable Vibrant”. There are a series of extraordinary activities covering Taipei Water Expo, City Leaders Roundtable Meeting, Posters, and plenary speeches. The forum had invited distinguished experts, speakers, and representatives who are luminaries in their respective field. Participants will exchange viewpoints and share experience in the aforementioned field to work out an effective solution for new innovation in water-related technology.

The purpose of the Expo is to create an information exchange platform, it will support related international water conservancy facilities communication and exchange ideas. The 2018 Taipei Water Expo will be a unique opportunity. You certainly do not want to miss this great event.

We sincerely invite you and your esteemed company to participate in this event. It is your privilege to take part in another diversified industry development in Taiwan.

Sincerely,

2018 Taipei Water Expo

Public Works Department of Taipei City Government

Excellent Company Exhibition Invitation Plan

1. Origin

For the past few years, the population increased, urbanization intensified, and flourished industries had resulted in water demand increased. Due to natural environment restriction, Taiwan area water resource development had been affected by the uneven distribution of time and space. Although Taiwan has an average annual rainfall of 2510 (mm/year), and it is 2.5 times of the world average, there are only 20% developed water volume. The amount of water available each year per person is only one-sixth of the world's average, and Taiwan has been listed as one of the water shortage countries. The situation of contaminating and damaging river quality is commonly occurring. Water shortage is becoming an inevitable issue due to the difficulty of opening up a new water resource. The supplement of water resource is under extreme pressure. Therefore, implement maintainable water resource has become an arduous task to achieve next stage. Furthermore, everyone must actively promote the task of connecting and promoting the development of sustainable water.

The theme of the conference is “sustainable Taipei, Sponge City, Resilient Sustainable Vibrant”. We look forward to progress water environment and achieve water circulation through effective technology and technique. To make Taipei citizen be more water proactive, and create a sustainable future. This conference had specially invited international distinguished experts who are luminaries in their respective field. They will advertise water regeneration technology and water saving method base on different topics. We look ahead that Taipei City is able to possess adequate disaster tolerance and resilience

under extreme climate, and its water resource will provide sustainable and stable multiple sources of water supply. At last, established Taipei city as a diverse water environment, ecology, and sustainable city where the public can affinity with water.

2. Sponsorship Purpose

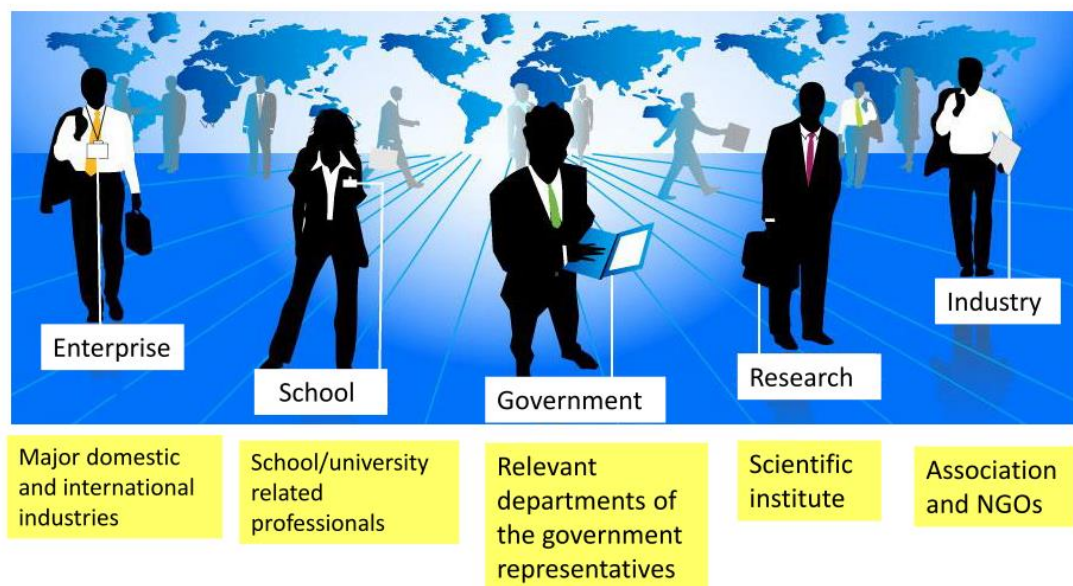
Due to global warming and climate changing, the challenges of the natural environment are getting more and more serious. Taipei city government implements sponge city as a key strategy to enhance the city's ability to adapt to extreme weather events. In order to further promote the effective sponge city strategy among public and related industries, Public Work Department of Taipei City Government is hosting the first "2018 Taipei Water Expo and Taipei International Water Environment Forum". It supports bilateral water environment industry policy and experience. Moreover, it enhances business international visibility through related firm expos, cities roundtable meeting, water forum, and local guidance. Likewise, promote the effective result of the sponge city policy and active industry development to international friends and domestic citizen.

"2018 Taipei Water Expo and International Water Environment Forum" is about to conduct in Taipei. We hope to invite related business to join the exhibition, marketing, and promotion program. Joining the exhibition not only allow participates be familiar with your esteemed company, but also encourage international related business and senior workers communication. It stimulates friendship and prosperity between cities, increase international exposure, and business opportunities. The Expo provides an optimal platform which offers industries in line with international standards.

Apart from the exhibition, We also welcome related firms sponsor the event in various ways. Disseminate the enthusiasm and expertise of Taiwanese manufacturers in the area of economy, trade, integration, and enhance their international competitiveness.

3. Exhibition Advantage

- Theme area planning, Integrated marketing
- Interact with the host's achievement
- In line with international standard, leap to the world's stage
- Demonstrate achievement, highlight industries competitive
- Create platform and interact with social media
- Leveraging the power and doubled the efficiency
- Increase business reputation and brand awareness
- Understand market, develop business opportunities



4. Exhibition Information

- Exhibition Date: August 30. 2018 to September 1.2018
- Exhibition Topic:

Four Professional Water Expo Topic			
Smart Water Management	Green Infrastructure	Circular Economy	Water Treatment
<ul style="list-style-type: none"> • Flood Prevention • Smart Stormwater Management • Smart Water Supply Management • Datalogging and Management • Forecasting and Simulations Technic • Open Data • IoT 	<ul style="list-style-type: none"> • Water Conservation and Infiltration Facility • Garden City • Green Roofs • Restoration of Urban Blue and Green • Urban Watershed Management 	<ul style="list-style-type: none"> • Recycling of Water Resource • Rainwater Capture and Reuse System • Reclaim Water • Environment Protection 	<ul style="list-style-type: none"> • Wastewater Treatment • Purification Systems • Water Supply System • Water Quality Management • Desalination

- Exhibition Place: Songshan Culture and Creative Park
(No.133, Guangfu South Road, Xinyi District, Taipei City 11072, Taiwan)



4.1 Exhibition Booth Planning

1. Exhibition Specification:

NO	Item	Specifications	Amount
1.	Corporate Booth Display	3M x 2M	1
2.	Visual Platform	100cm x 50cm x 75cm	1
3.	Reception Chair	Normal folding chair	2
4.	Company Name Board	Cutting Sheel Sticker	1
5.	Socket	110V 5A Single-phase	1
6.	Projection Lamp	18W White light Please refer to the exhibition display below	3
7.	Carpet	-	1
8.	Compartment	Standard Booth Compartment	1
9.	Rubbish Bin	-	1
10.	Name Badge	Name Badge: EXHIBITOR	2

※ In Additional to the above exhibition, facilities can be added with additional costs according to actual needs.

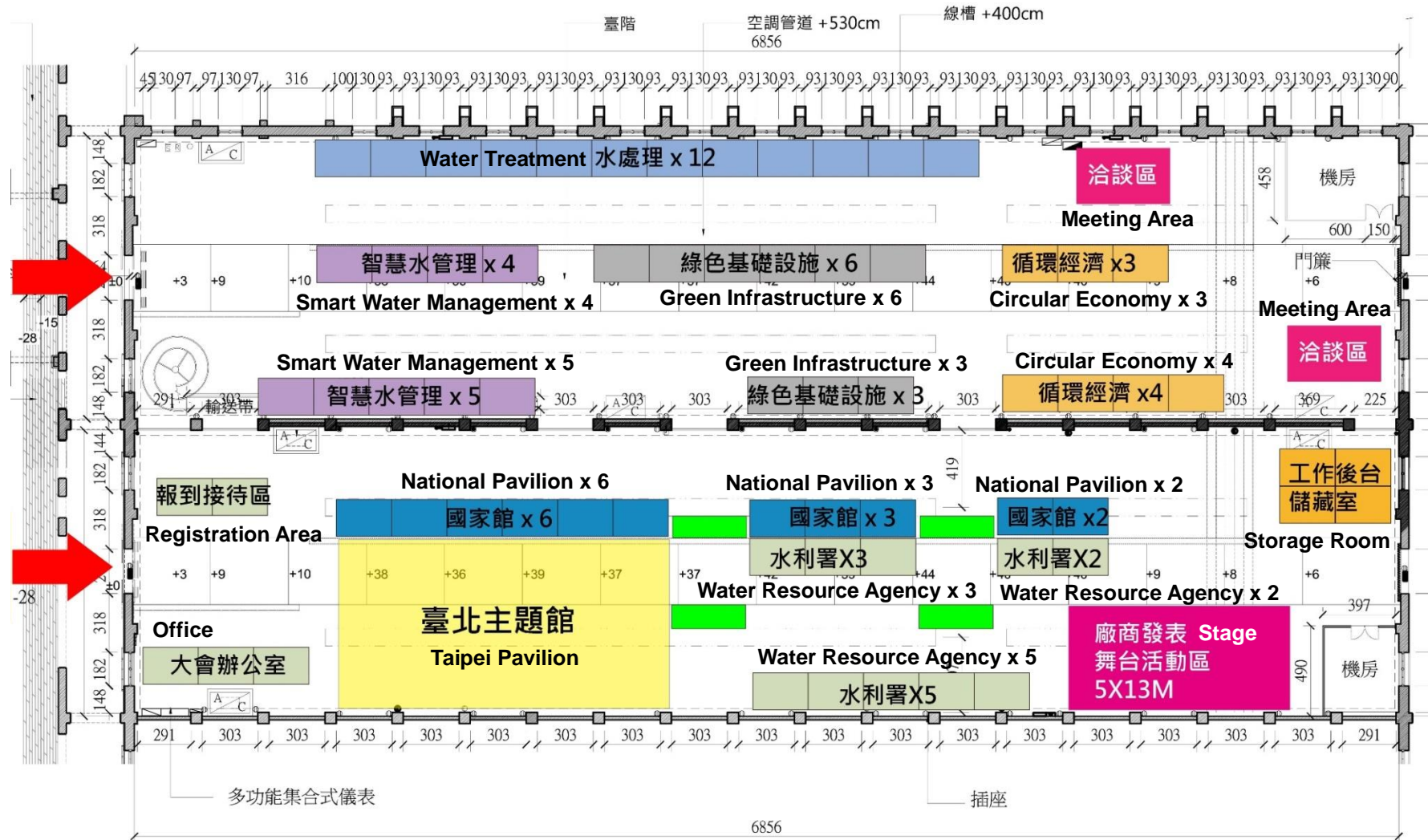


↑ Exhibition Booth Layout

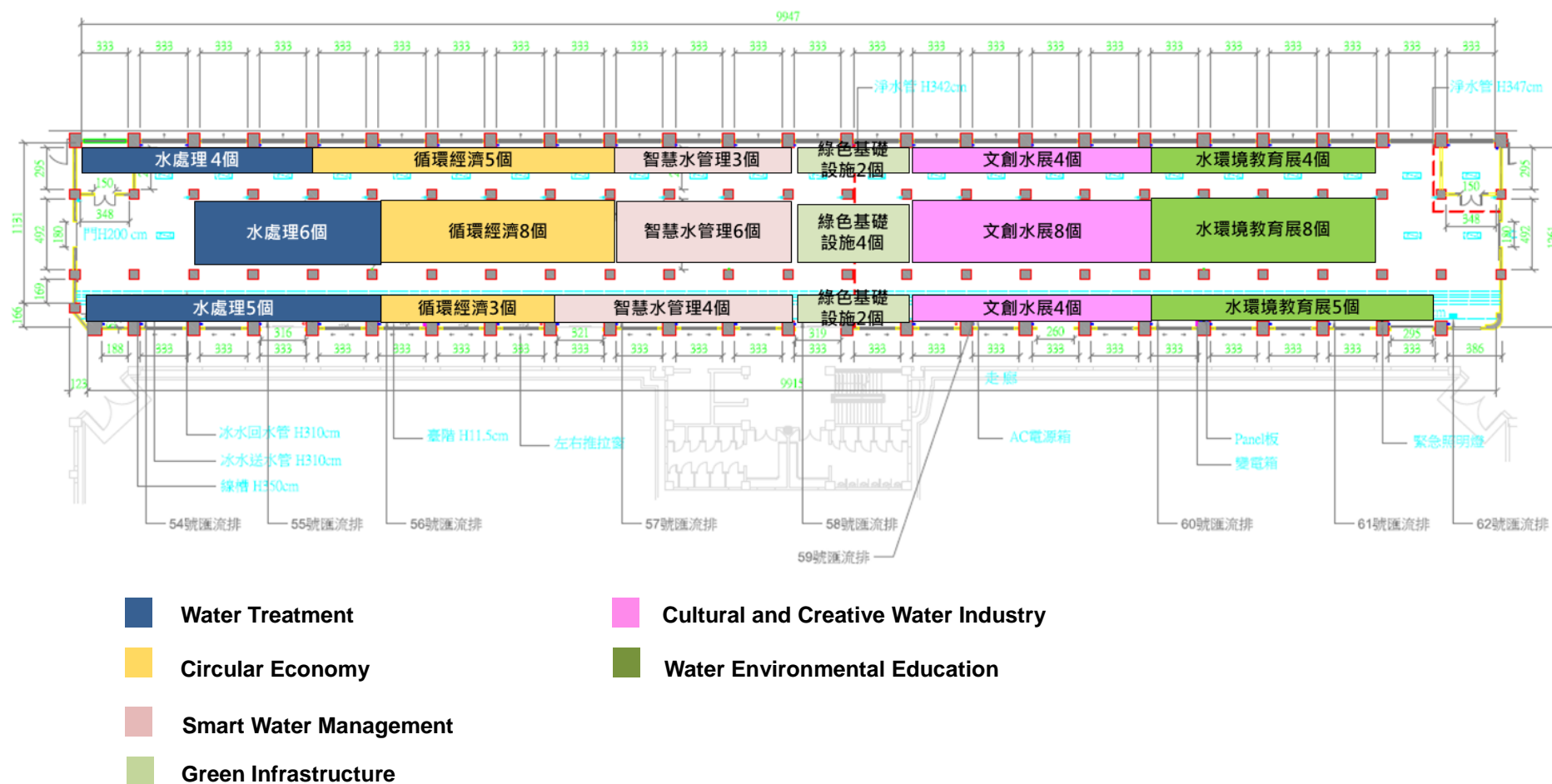


↑ Name Badge Display

4.1.1 Floorplan: Songshan Culture and Creative Park no. 2-3 warehouse



4.1.2 Floorplan: North Tobacco Factory



4.2 Exhibition Time

This is the first time Taipei City Government held “Taipei Water Expo and International Water Environment Forum” with a theme of “Sustainable Taipei, Sponge City, Resilient Sustainable Vibrant”. International buyers, experts and city leaders are invited to the three days expos and activities. It provides an optimal platform to increase business brand awareness and reputation.

Location: Songshan Culture and Creative Park no. 2-3 warehouse

Exhibition Time: August. 30 2018 9:00am – September.1 2018 17:00pm

Date	Time	Description
August.29 (Wed)	08:00-17:00	Set up
August.30 (Thu)	09:00-17:00	Exhibition time
August.31 (Fri)	09:00-17:00	Exhibition time
September.1 (Sat)	09:00-16:00	Exhibition time
	16:00-20:00	Move-out

4.3 Public Relation and Social Media

From transmitter deliver till receiving information, widespread publicity is the strategic thinking of the use for media diffusion. According to mainstream society value, news copies implement “important, correct, data, tension” as the principle to deliver the news. In order to promote the purpose of widespread publicity, the news copies will be fascinating, story narrative, and combine the result of effective activities.

- Execute Project: Feature Report, Magazine Interview, Exclusive Press Release, Media Invitation
- Media Planning Outline:

Set Up Subject

Create buzz, attract attention, extend topics and triggers discussion

Broadcast Message

Strengthen the exposure with online media broadcast

Multiple Integration

Integrate resources from all parties, endeavour multiple exposure

New Campaign

Reveal planning reports, news tracking and collecting

- Media Schedule Planning



5. Exhibit Booth Expense Plan

Price for each booth:

Booth Catagory	Price	30% Off Early Bird Registration before May 31st., 2018	40% off Association Booth Early Bird Registration
Raw Booth	1750 USD	1200 USD	1050 USD
Decorated Space	2050 USD	1400 USD	1200 USD

Notification

- TWE (2018 Taiwan Water Expo) has the final decision on Exhibition Company's participation rights.
- Companies with four or above booths has the prestige to arrange their product launch period, and expose their company name when conference press release.
- Exhibitors can enjoy 2 free registration seats (Including the forum) .
- Payment method: cash remittance note or cash cheque
- Booth selection order: Company who rents larger amount of booths,or who completes the payment process first.

6. Other Sponsorship methods

6.1 Corporate sponsorship methods

Sponsor Project	Amount	Price (USD)
Main Sponsor		
Gold		5200 USD up
Silver		3450 – 5200 USD
Bronze		1750 – 3450 USD
Single sponsor item		
<u>Faculty Sponsorship</u>		
Speaker– 20 minutes per person	No Limit	6900 USD
<u>Participants supply sponsor</u>		
Conference bag Logo printed (Primary sponsor company prior choice)	Exclusive	SOLD
Conference name badge ribbon	Exclusive	1750 USD
Conference ball-point pen Logo printed	Exclusive	SOLD
<u>Other sponsor project</u>		
Conference refreshment (Self provided tissue and paper cup available)	Unlimited	1750 USD– Entire conference
Support companies send out flyers or brochures	Unlimited	1750 USD

Sponsor Project	Amount	Unit Price (USD)
Advertisement		
Advertisement in Program Book		
Full Page Full Colored Cover (A4 400 copies)	1	SOLD
Full Page Full Colored Running Pages (A4 400 copies)	Unlimited	1750 USD
Advertisement around Exhibition Area		
Outdoor truss –Under SongYan large banyan tree (W330* H230cm)	1	5200USD
Window frame advertising–North tobacco factory North East exit W328*H284cm	1	3450 USD
Window frame advertising–North tobacco factory North West e W328*H284cm	2	3450 USD
Wooden Wall–In front of SongYan nursery room W385*H120cm	1	5200 USD
Wooden Wall– substation no. 3–Full Layout W1300*H300cm	1	5200 USD
Wooden Wall–substation no. 3–Half Layout W650*H300cm	1	3450USD
Indoor flag –North tobacco factory 1 st floor W150*H45cm	6 sides	3450 USD
Indoor low indicators stand–Tobacco factory, conference room W43*H103cm	3	1750 USD

6.2 Sponsorship Item



Speaker Sponsorship

Unlimited
6900 USD

Sponsors could either choose from the list of speakers proposed by the organizing committee or suggest a speaker. Speakers are invited to the conference to publish the latest topic. Each speaker has a 20 minutes speech. Sponsorship includes speaker accommodation and airplane ticket.



A4 Program Book Colorful Cover (400 copies)

Limited
1750-2100 USD

Company's marketing advertising can be published in the conference handbook. Every participant will receive one handbook, it is the most effective method for marketing advertisement. Sponsors are required to provide own artwork or Logo.

- ~~A4 Handbook Front Cover (Exclusive) 2050 USD~~
- A4 Handbook Pages-Single page 1700 USD

SOLD



Conference Bags (Primary sponsors prior choice)

Exclusive
4150 USD

The Conference bag contains the conference materials given to every delegate upon registration. This environment-friendly will be printed with your company logo, together with organizers. The bag will be reusable by participants after the conference, giving continuous exposure and maximizing the longevity of your investment.

- ~~Printed Amount : 400 bags~~

SOLD



Conference Ballpoint Pen LOGO Printed

Exclusive
1050 USD

(Primary sponsors prior choice)

Each participant will receive a conference kit contains the ballpoint pen. The pen will be printed with monochrome color logo. It is provided for conference participants, as well as expose company logo for advertisement.

• Printed Amount : 400 pen

SOLD



Conference Name Badge Ribbon

Exclusive
1750 USD

Each participant, exhibitor, and the staff member will carry their name badge during the entire conference for identification. Logo can be printed on top of the ribbon for the best sponsors advertisement



Conference Refreshment- (Entire conference)

Unlimited
1750 USD

Sponsors will provide conference refreshment during the event. Sponsors Logo will be revealed at the refreshment desk during the entire conference. Your investment will receive the most advertisement benefit.



Support companies send out flyers or brochures

Unlimited
1750 USD

Sponsors flyers and brochures will be put into the conference bags and give out to the participants inorder to provide the best advertisement through the conference.



Outdoor Truss

Exclusive
5200 USD

They are located at the three main traffic flows separately. Not only provide sponsors advertisement exposure, but also deliver visual guidelines for participants quick arrival. It is a very popular significant advertising area.

Under SongYan Banyan Trees W330* H230cm

Note: Layout material will use mesh canvas output with no exception, tied with string or cable



Window Frame Advertising

Two Frames
3450 USD

There are two large billboards located at the North tobacco factory entrance. The advertisement has a high visibility. Every spectators and forum participants will pass through movement patterns.

- North tobacco factory North East Entrance
W328*H284cm
- North tobacco factory North West Entrance
W328*H284cm

Note: Layout material will use mesh canvas output with no exception, tied with string or cable





Wooden Wall

Two walls
5200 USD

There are two wooden walls with large advertising surface located in the park. It will significantly increase company advertising visibility, and it will attract more participants to visit the booth.

- In front of Nursery room W385*H120cm
- Substation no. 3-Full: Full Layout W1300*H300cm
: Half Layout W650*H300cm

Note: Layout material will use mesh canvas output with no exception, tied with string or cable

	<h3>Indoor Flag</h3> <div>Limited 3450 USD</div> <p>North tobacco factory first floor North corridor is perfect for hanging indoor flags for advertisement. It is very suitable for various activities. It enhances the overall visual promotion of the exhibition area, exhibition guidance, and display excellent broadcast momentum</p> <ul style="list-style-type: none"> North tobacco factory first floor W150*H45cm
	<h3>Indicators stand</h3> <div>Limited 1750 USD</div> <h4>Indoor low</h4> <p>The indicators stand is located at the conference entrance in the tobacco factory. It can be advertised during the International Water Environment forum.</p> <ul style="list-style-type: none"> Size: W43*H103cm

6.3 Sponsorship Benefits

Benefits	Gold 5106 USD+	Silver 3404-5106 USD	Bronze 1703 -3404 USD
Free Registration			
➤ 2018 Taipei Water Expo and International Water Environment Forum Free Registration	3	2	1
➤ Forum Assembly and Forum Gala Dinner Free admission	3	2	1
Vendor's Name			
➤ Listing 2018 Taipei Water Expo and International Water Environment Forum Primary Sponsor Vendor	✓	✓	✓
➤ Listed in conference back board	✓	✓	✓
➤ Listed in conference brochure	✓	✓	✓
➤ Exposed sponsor's site by linking it to the conference site	✓	✓	✓
➤ Conference site sponsor advertising exposed	✓	✓	✓
➤ Sponsors billboards	✓	✓	✓
➤ Registration desk Logo display	✓		
Advertisement			
➤ News release (Text provided by sponsors)	1200 words	700words	

7. Related Public Association Co-Organize

1) Related Public Related Association Co-Organizing Mode (Official Invitation letter or confirmed exhibitors.

2) Co-Organize Plan

Main Co-Organize Method		
Level	Co-organize method	Extra benefits
A	1. Collaborate Promotion 2. Invite members become exhibitors, more than 10 booths.	2 Extra booths for free
B	1. Collaborate Promotion 2. Invite members become exhibitors, more than 5 booths.	1 Extra booth for free
C	Collaborate Promotion · deliver expo information to its members · and invite members to join the exhibition	Sponsors with early bird rate – 40% off

3) Co-Organizer's right and interest

Right and Interest	A	B	C
Free Registration			
➤ 2018 Taipei Water Expo and International Water Environment Forum Free Registration	3	2	2
➤ Forum Assembly and Forum Gala Dinner Free admission	3	2	X
Co- Organize Listing			
➤ Listing 2018 Taipei Water Expo and International Water Environment Forum Co-Organize Vendors	✓	✓	✓
➤ Listed in conference back board as co-organizer	✓	✓	✓

➤ Listed in conference brochure	✓	✓	✓
Right and Interest	A	B	C
Co-Organize Listing			
➤ Exposed co-organizer's site by linking it to the conference site	✓	✓	✓
➤ Conference site co-organizer advertising exposed	✓	✓	✓
➤ Co-organizer's logo display on billboards	✓	✓	✓
➤ Co-organizer's name display on promotion poster	✓	✓	✓
➤ Co-organizer's name display on program book	✓	✓	✓
Advertising and Promoting			
➤ Invited to attend opening press conference	✓	✓	✓
➤ News release (Text provided by association)	1200	700	X
➤ A4 program book-color single page	✓	X	X
➤ A4 program book- color half page	X	✓	X
➤ Co-organizer's product speech (stage area)	One Session each for morning and afternoon	Choose one from morning and afternoon session	X
➤ Support companies send out flyers or brochures (flyers and brochures provided by the co-organizer)	✓	✓	X
➤ Issued Co-sponsors with Certificate of Appreciation	✓	✓	✓

8. Additional Information

- Any deficiencies will be added at any time and inform by mail.
- Exhibitors must exhibit the exhibits listed in the application form, the organizers may prohibit the exhibitor's exhibition when exhibitors do not match the content and information.
- During the exhibition, there will be no refund if the exhibitor's right is damaged by natural disasters and irresistible circumstances.
- The organizer has the right to adjust the exhibition booth facilities arrangement according to actual needs. Exhibitors must cooperate. Other notifications refer to the general provisions of the exhibition venue.

Appendix A. Application Form

2018 Taipei Water Expo and International Water Environment Forum

Company Name										
Address										
VAT Number									Contact Person	
TEL									FAX	
URL									Email	
Sponsors Items	Items				Amount/ Price				Sub-total	
									USD	
									USD	
									USD	
Booth	Items				Amount/ Price				Sub-total	
									USD	
									USD	
Exhibit Profile										
Total USD:										

Note:

1. This registration form is the basis of the invoice
2. Please contact the contact person below for more registration information

Company
Signature/Seal

Company Representative
Signature

Contact Person
Signature

★ Please complete the form and send it back to the conference secretariat

Fax: 02-2756-3323 or Email:

jennifer@willypco.com.tw

Tel: 02-2766-5367 Ext.11 Ms. Jennifer Ho

angie@willypco.com.tw

Tel: 02-2766-5367 Ext.58 Ms. Angie Huang