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台灣國際五金工業展 x 工具博覽會

2024
IHT



International Hardware Expo Taiwan

x

TITE
Taiwan International Tools
& Hardware Expo
Expo



參展商宣傳方案 **AD Campaign**

10.16-18

[A] 官方網站 Official Website

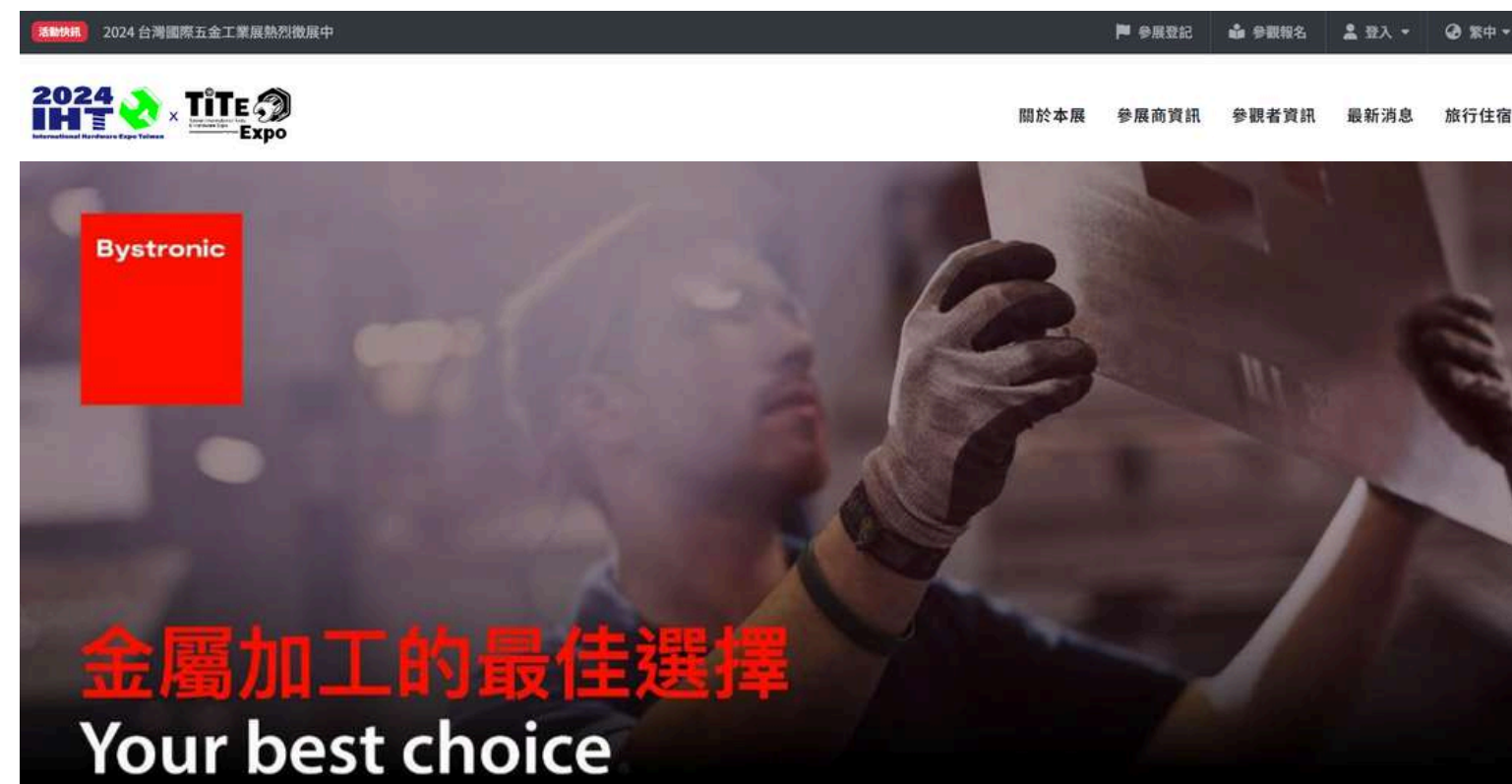
A1.



首頁頂端大型橫幅廣告
(限量/30天)

\$63,000

Carousel Large Banner AD at the top
of the Homepage (Limited / 30 Days)
(1920 x 850 Pixel / JPG / <1MB)



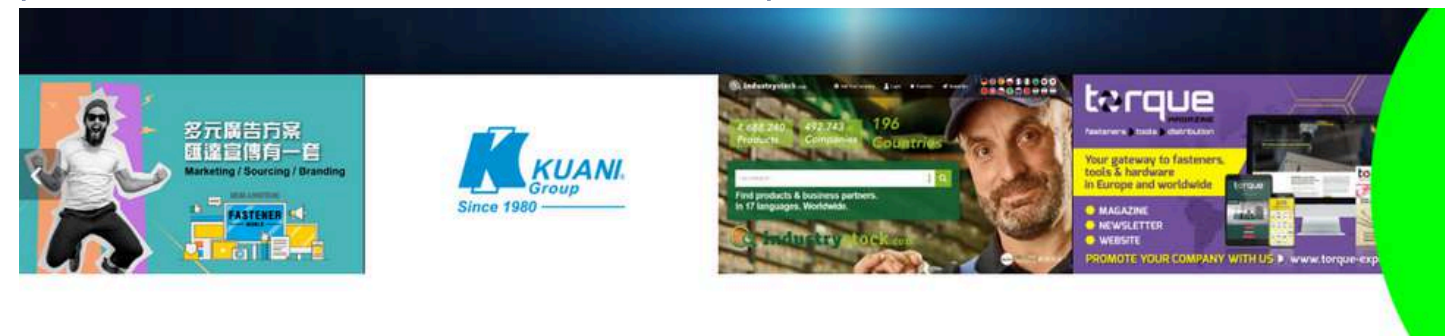
(A) 官方網站 Official Website

A2.

首頁中央輪播橫幅廣告 (30天) **\$37,000**

Carousel Banner AD at the Middle of the Homepage (30 Days)

(1200 x 675 Pixel/ JPG / <1MB)



A3.

首頁底部中型輪播橫幅廣告 (30天) **\$32,000**

Carousel Medium-Sized Banner AD at the bottom of the Homepage (30 Days)

(1920 x 765 Pixel/ JPG / <1MB)



(A) 官方網站 Official Website

A4.



參觀登記頁面 橫幅廣告

\$33,000

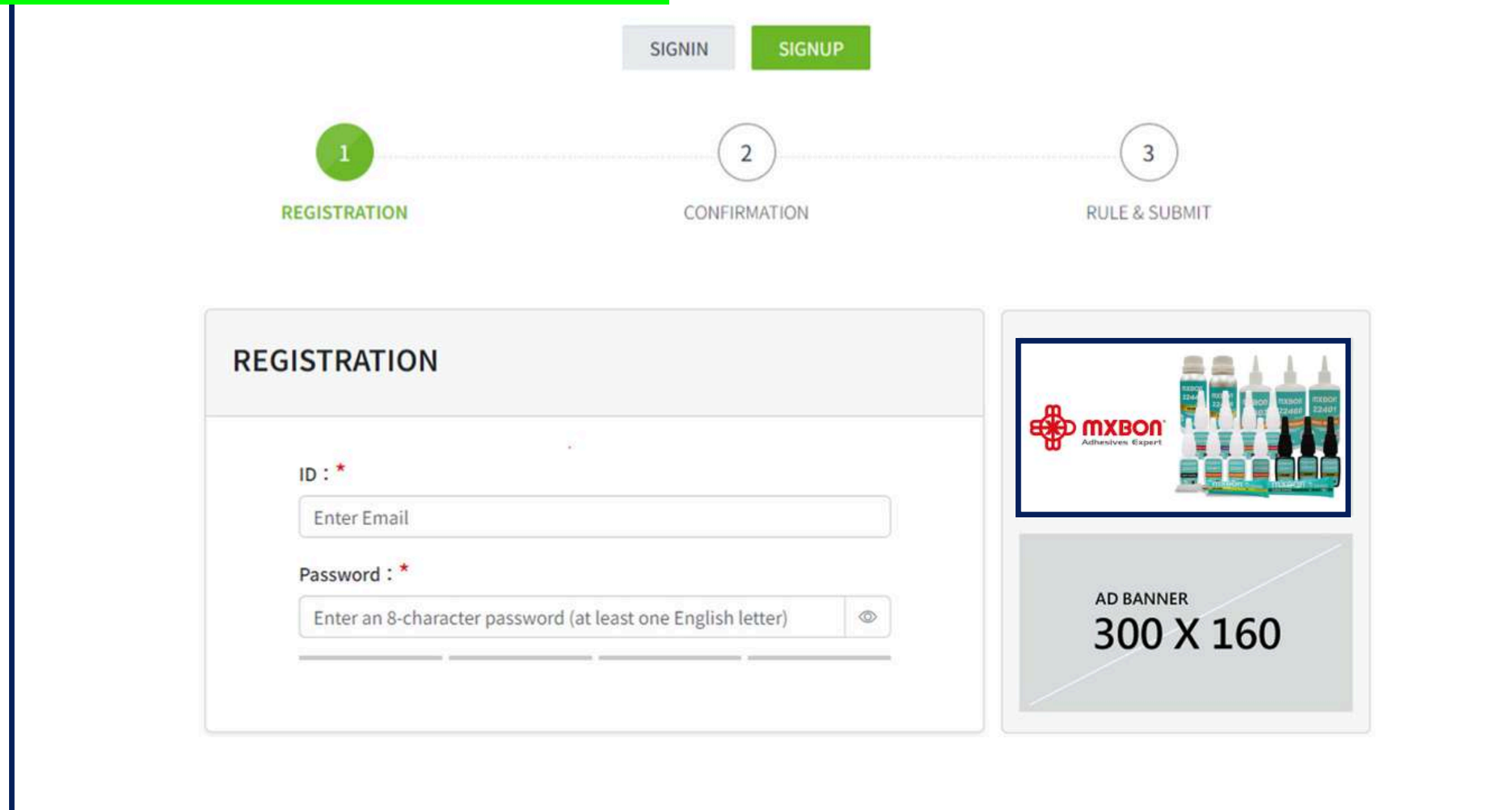
(限量2間 / 30天)

Banner AD at the Registration Page

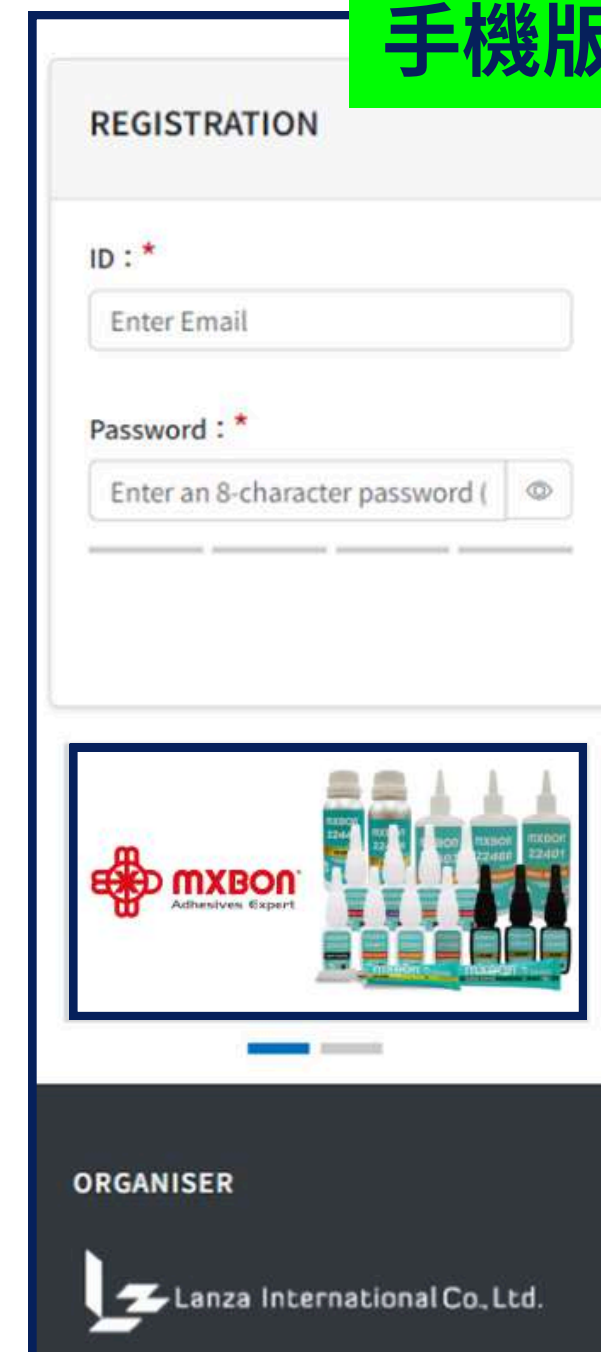
(2 Companies Only / 30 Days)

(300 x 160 Pixel/ JPG / <1MB)

桌機版 Desktop Version



手機版 Mobile Version



(A) 官方網站 Official Website

A5.

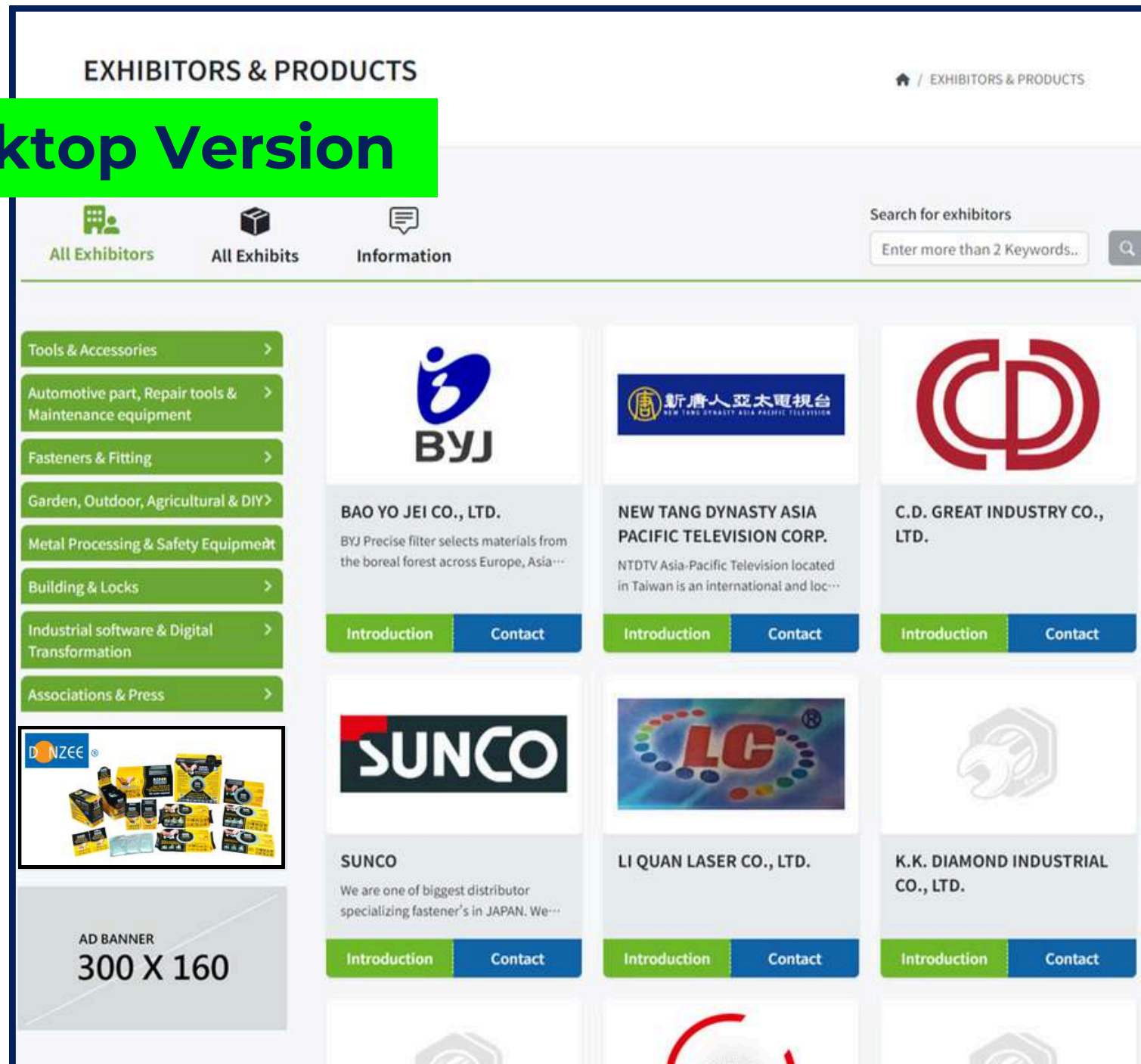
參展商展示頁 橫幅廣告
(限量2間 / 30天)

\$23,000

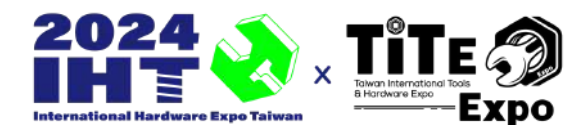
Banner AD at the Exhibitors Page
(2 Companies Only / 30 Days)

(300 x 160 Pixel/ JPG / <1MB)

桌機版 Desktop Version



手機版 Mobile Version



(A) 官方網站 Official Website

A6.

參展品展示頁 橫幅廣告

\$21,000

(限量2間 / 30天)

Banner AD at the Exhibits Page

(2 Companies Only / 30 Days)

(300 x 160 Pixel/ JPG / <1MB)

EXHIBITORS & PRODUCTS

EXHIBITORS & PRODUCTS

桌機版 Desktop Version

All Exhibitors All Exhibits Information

Search for exhibitors

Enter more than 2 Keywords..



Tools & Accessories

Automotive part, Repair tools & Maintenance equipment

Fasteners & Fitting

Garden, Outdoor, Agricultural & DIY

Metal Processing & Safety Equipment

Building & Locks

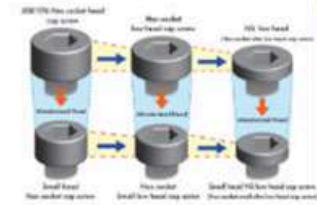
Industrial software & Digital Transformation

Associations & Press



SUNCO

Anti-theft bolt



SUNCO

Various head shapes of CAP



HPMJ CO LTD

G4 SUPER MINI BOOSTER



HPMJ CO LTD

G6 SUPER MINI BOOSTER



HPMJ CO LTD

G7E SUPER MINI BOOSTER



HPMJ CO LTD

J4 SUPER MINI BOOSTER



All Exhibitors

All Exhibits

Information

Search for exhibitors

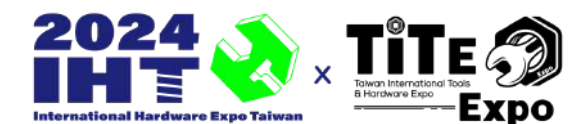
Enter more than 2 Keywords...



SUNCO

Anti-theft bolt

手機版 Mobile Version



(A) 官方網站

Official Website



A7.



專題報導 1 則

\$25,000

Exhibitor News on the Industry News Page for One

- 置入於**產業新聞**頁面
- 廠商提供中英文文案。
- 1000字與4張圖片/影片。
- 可設定連結至指定商家網站。
- Exposure on the industry news page.
- News report (Chinese & English)
- 1000 words with 4 pictures / Video
- Hyperlink is available.

(B) 大會電子報 Exhibition E-Newsletter

B1.

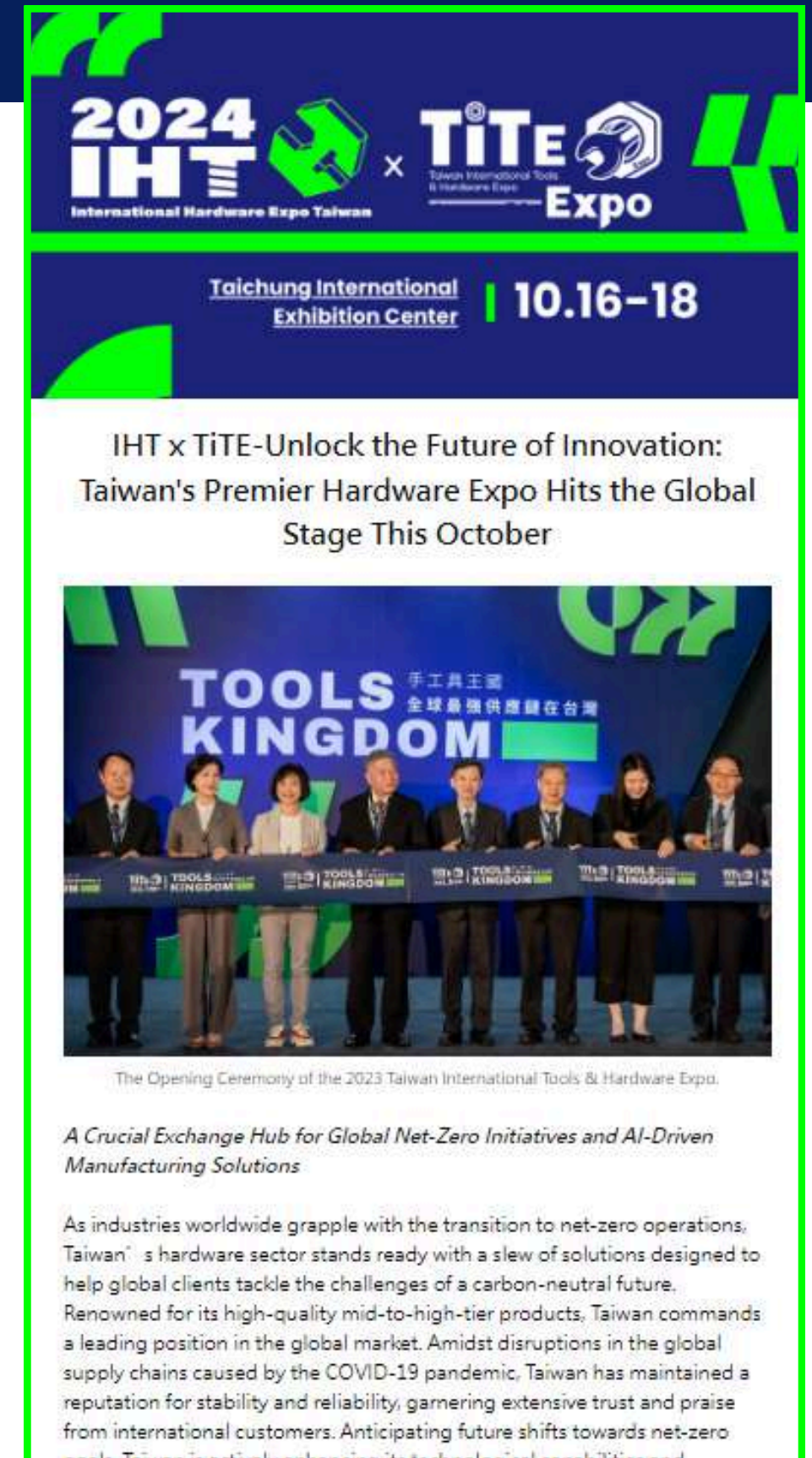
專題報導

\$50,000

In-depth Coverage



- 發送至IHT x TiTE 官方名單，及國外媒體投放名單，共10萬名讀者
- Send to the IHT x TiTE official list and foreign media list, with 100,000 readers.



(B) 大會電子報 Exhibition E-Newsletter

B2.

橫幅廣告 Banner AD

- A - 置頂 Leader-board **\$30,000**
- B - 中間 Horizontal Strip **\$25,000**

- 2024/8-2024/10 共4期，發送至IHT x TiTE 官方名單、國外媒體投放名單，共10萬名讀者
- 4 issues in total from Aug. to Oct. 2024. Send to IHT x TiTE official list and foreign media list, with 100,000 readers.



The banner advertisement is divided into two sections, A and B. Section A is a dark blue horizontal strip with the text 'Taichung International Exhibition Center | 10.16-18' in white. Section B is a photograph of a group of people on a stage, with a large blue banner in front of them that reads 'TOOLS KINGDOM' and '手工工具王國 全球最強供應鏈在台灣'. Below the photograph is a dark blue horizontal strip with the letter 'B' in white. At the bottom of the banner is a paragraph of text in English.

As industries worldwide grapple with the transition to net-zero operations, Taiwan's hardware sector stands ready with a slew of solutions designed to help global clients tackle the challenges of a carbon-neutral future. Renowned for its high-quality mid-to-high-tier products, Taiwan commands a leading position in the global market. Amidst disruptions in the global supply chains caused by the COVID-19 pandemic, Taiwan has maintained a reputation for stability and reliability, garnering extensive trust and praise from international customers. Anticipating future shifts towards net-zero goals, Taiwan is actively enhancing its technological capabilities and



貼文+4張照片/影片

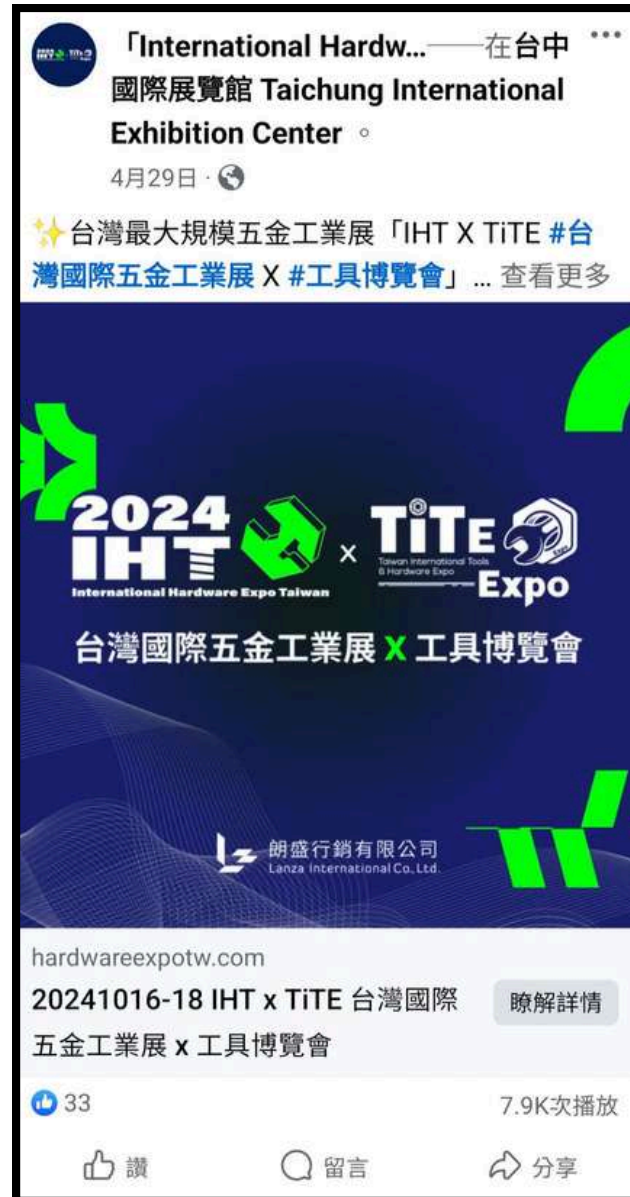
\$20,000

費用包含廣告費 \$3,000

Post with 4 Pictures/Video

Including advertising fee \$3,000

單篇貼文觸及全球產業 **10,000+**



[C] 臉書貼文
Facebook Post



(D) 展場地圖

Show Map



D2.

D3.

內頁 Inside Page **\$25,000**

(W 91 x H 210 mm)



D1.

封底 Back Cover **\$37,000**

(W 91 x H 210 mm)



D4.

橫幅廣告

\$15,000

Banner Ad on the Inside Page

(W 91 x H 210 mm)



(E) 展覽手冊 Show Directory



封底 Back Cover (限量)

\$43,000

(W 176 x H 250 mm)



封面或封底內對頁 (限量)

\$33,000

Double Page Spread inside Front or Back Page (Limited)

(W 176 x H 250 mm)



內頁全頁 Inside Full Page

\$15,000

(W 176 x H 250 mm)



展商名錄置入公司商標

\$7,000

+ 標準攤位招牌板印製公司商標

LOGO on Exhibitor List

+ LOGO Sign Board of Standard Booth

(H 7 mm & H 41 mm)

〔G〕 展館外牆 Exterior Wall Adv. of Exhibition Hall

G1.

\$45,000

(W 12 x H 4 m)



G2.

G3.

\$55,000

(W 15 x H 4 m)



(H) 展館 Exhibition Hall

H2.

北二門入口公司商標燈箱牆 (限30個)

LOGO on the Light Box Wall at N. 2nd Entrance (Maximum 30)

(W 392 mm x H 190 mm)

\$10,000



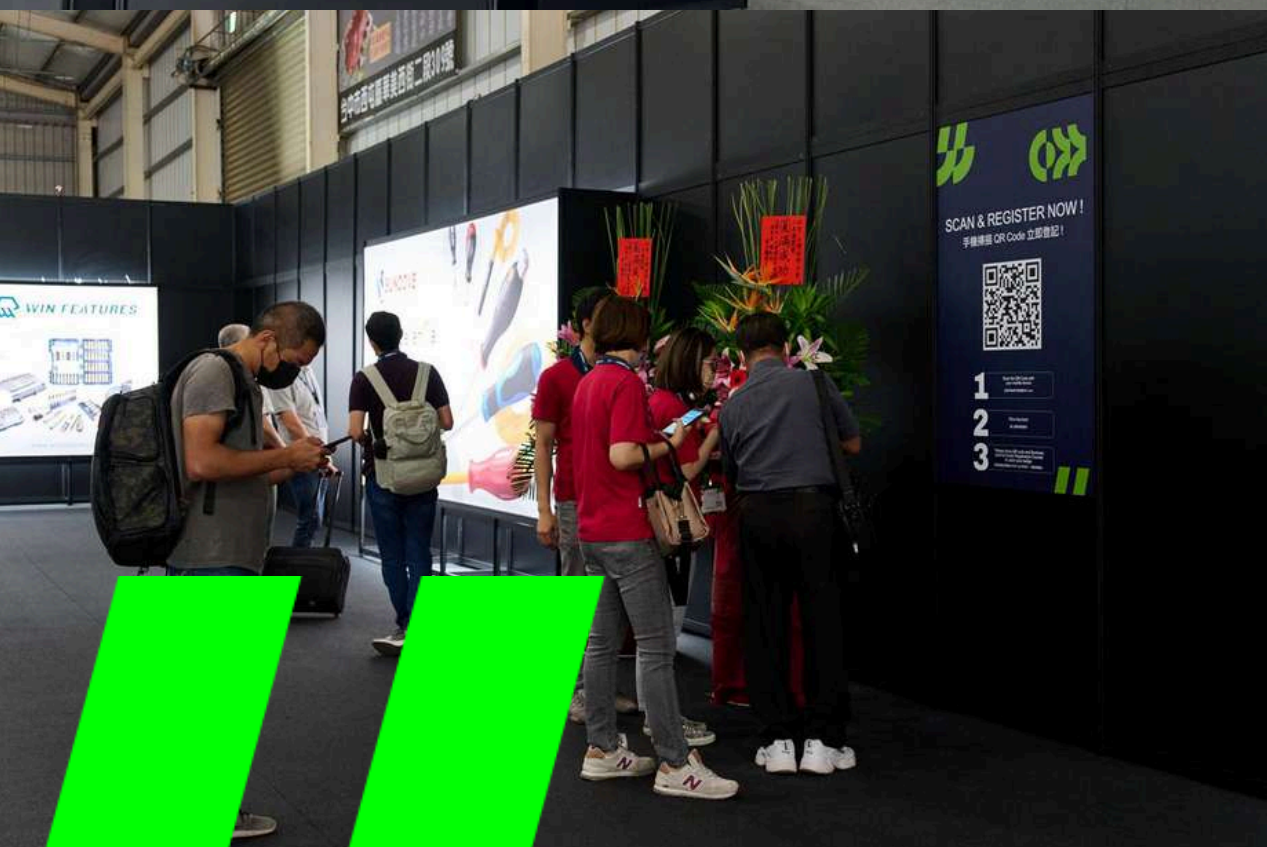
人潮聚集及拍照處，
參觀買主必經之主要宣傳媒體牆



(H) 展館 Exhibition Hall

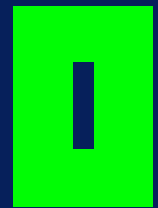


北二門入口燈箱廣告 \$43,000
Light Box Adv. at N. 2nd Entrance
(W 400 x H 200 cm)



(I) 手提不織布覆膜印刷提袋

Portable Non-woven Coated Printed Bags



【限量2間參展商】

2,000個 Pieces

\$200,000

(W 49.5 x H 54.5 x D 15 cm)

- 可任選提袋顏色，但限定印製雙色
Choosing the color of the bag is available, but limited to two-color printing
- 一面可印製公司商標及專屬設計，另一面須為IHT x TITE商標

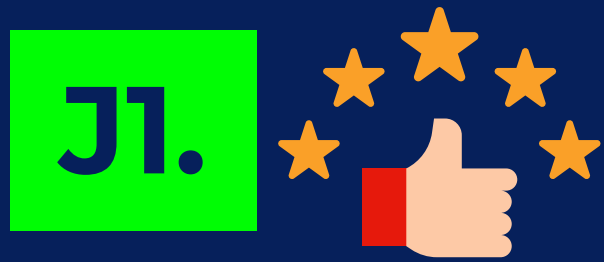
One side can be printed with the company's logo & exclusive design, and the other side must be the IHT x TITE logo.

H 54.5 cm



W 49.5 cm

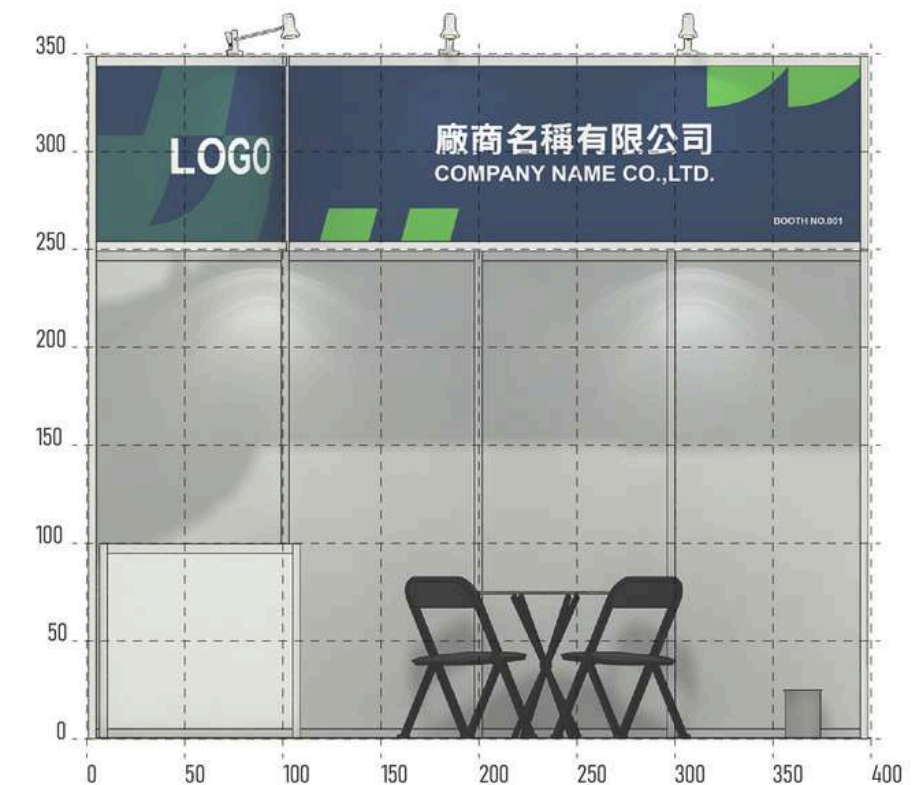
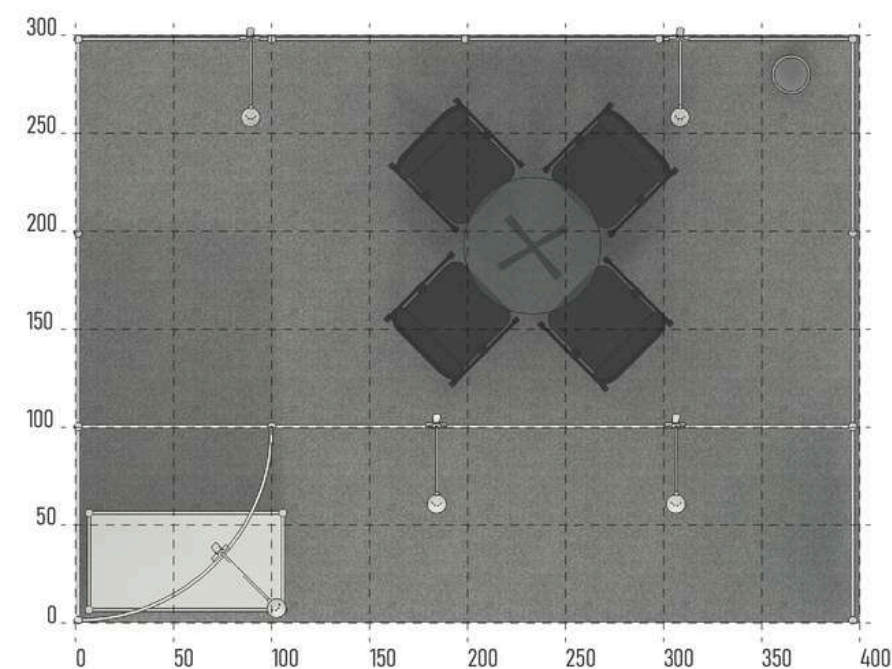
(J) 標準攤位 Standard Booth



升級凸面招牌板 (適用 1 格攤位) **\$19,500**

Upgrade to convex sign board
(Suitable for 1 booth)

(L 400 x W 300 x H 200 cm)





(J) 標準攤位

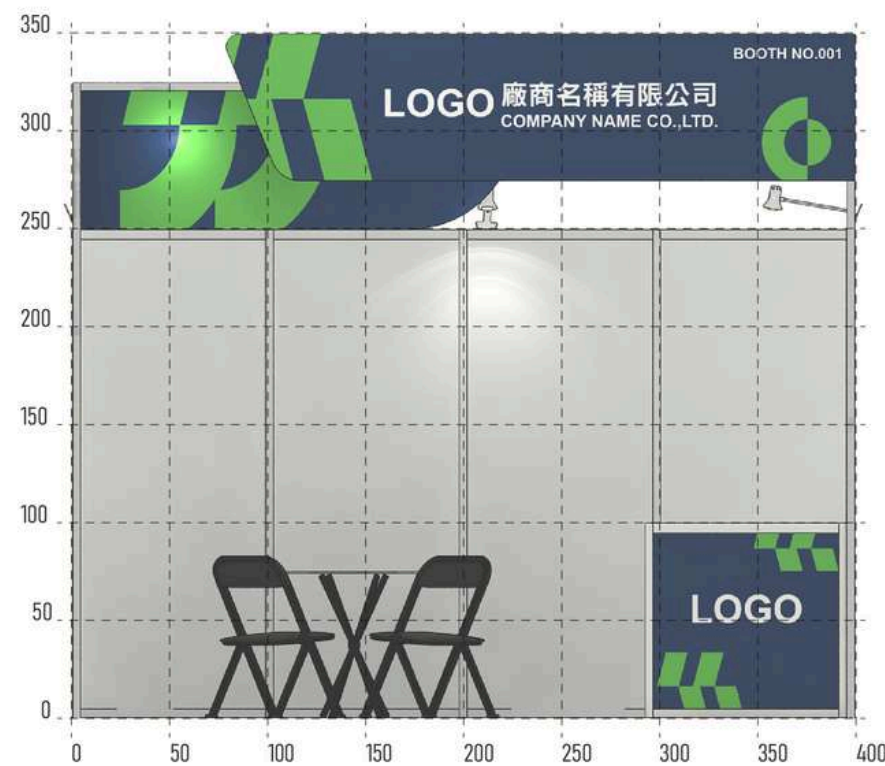
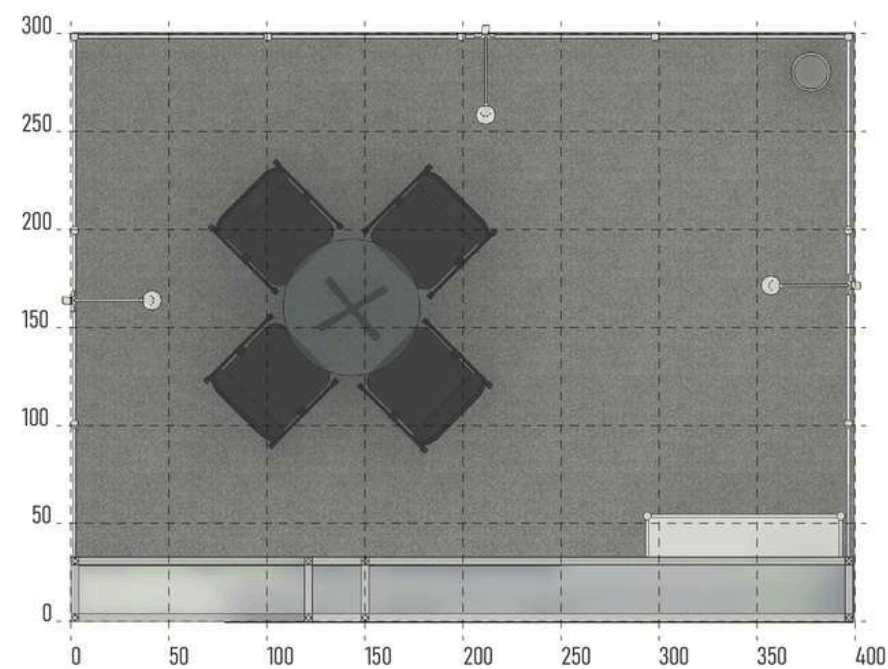
Standard Booth

J2.

升級燈箱招牌板 (適用 1 格攤位) **\$43,000**

Upgrade to light box sign board
(Suitable for 1 booth)

(L 400 x W 300 x H 200 cm)



(J) 標準攤位 Standard Booth

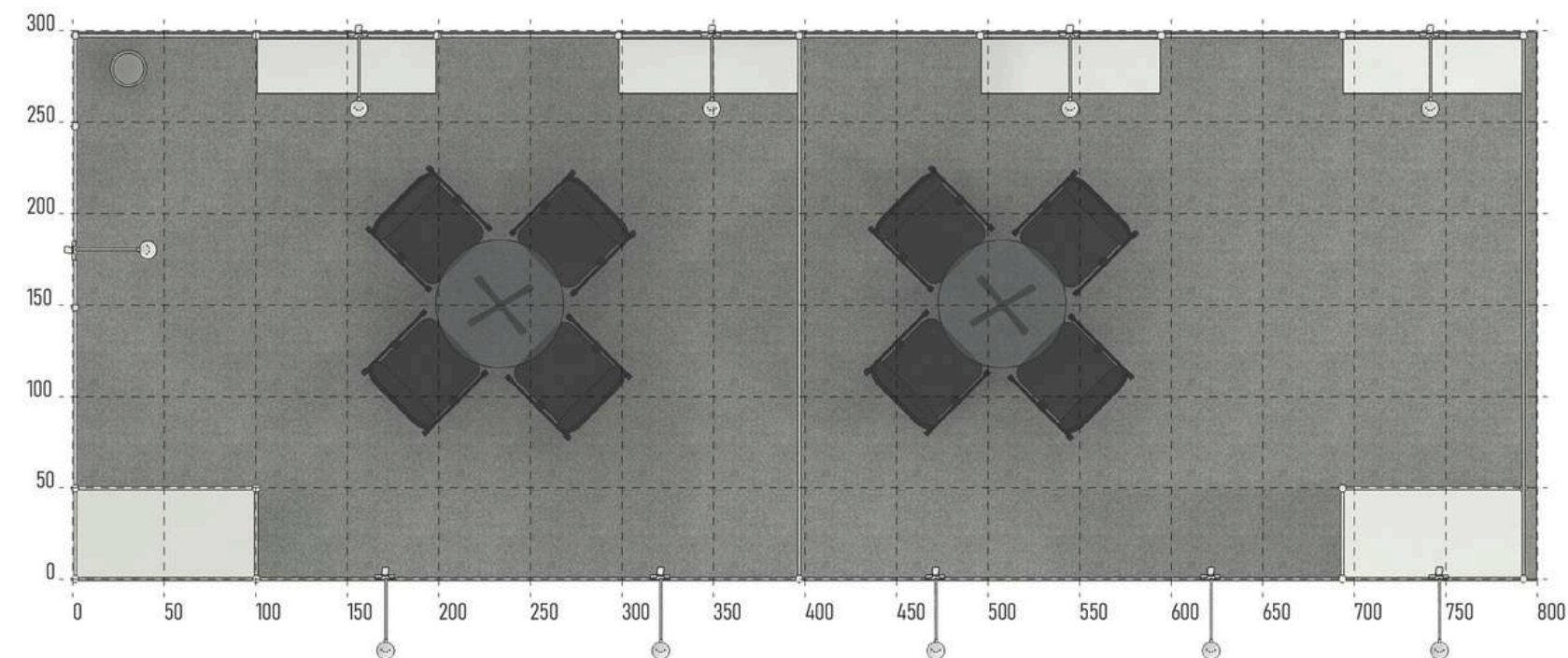
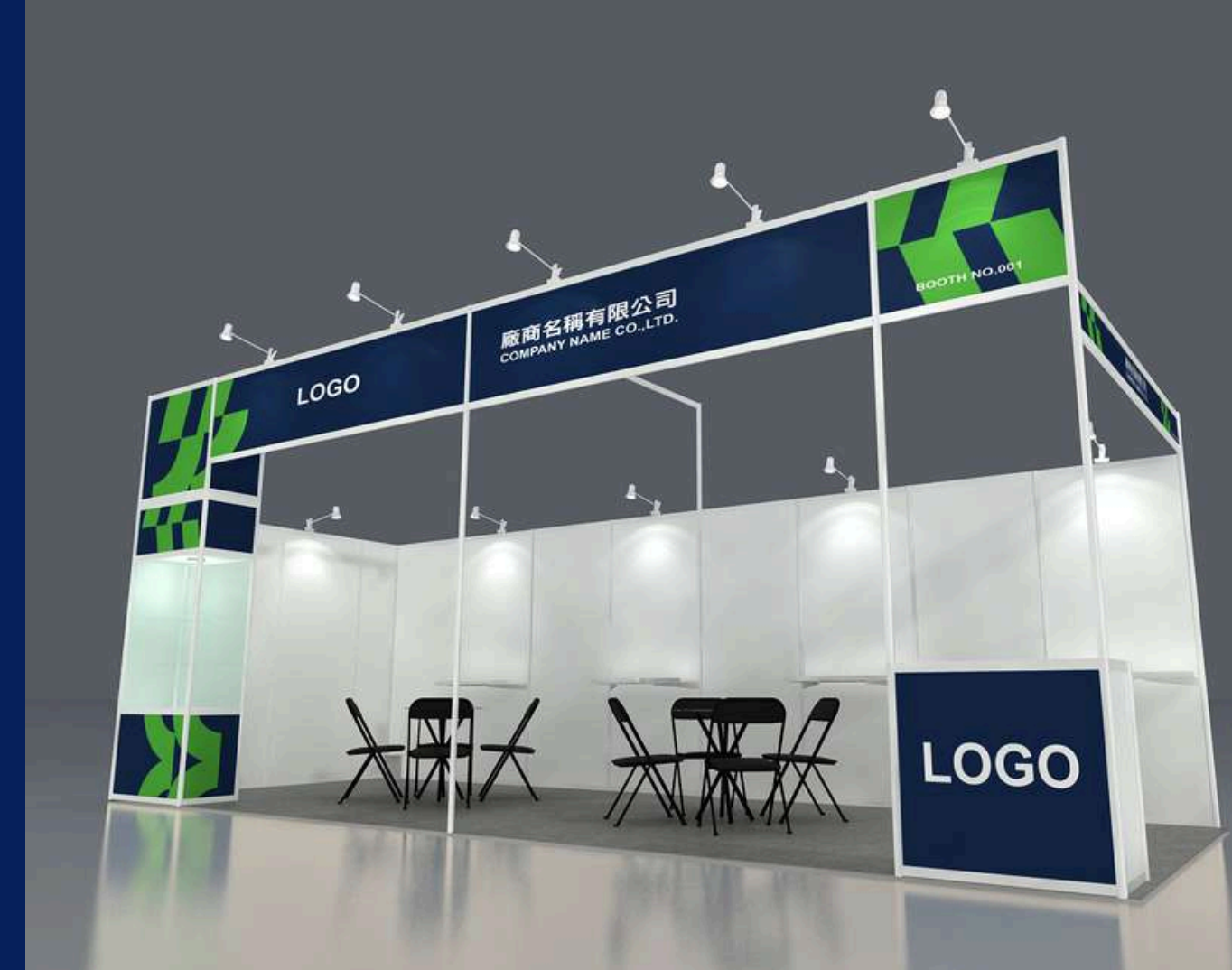


升級產品櫥窗及展示台 (適用2格攤位)

\$33,000

Upgraded product windows and display stands (Suitable for 2 booths)

(L 800 x W 300 x H 200 cm)



(K) 數位行銷 Digital Marketing



訪談影片報導

\$90,000

Video Interview Report

- 展前訪談錄影。
- 費用包含含GVN廣告\$10,000，及Facebook廣告\$3,000。
- 曝光方式：
 1. 展會官方Facebook粉絲專頁：全球粉絲追蹤數5,000名起，可觸及10,000次起，包含預告及正式上線，共計2篇貼文。
 2. 展會電子報：官方名單+國際媒體100,000名，正式上線後一則。
 3. 展會YouTube頻道曝光。
- 可取得作品：20秒精華預告，及20分鐘正式影片檔，皆包含中英文字幕。
- Video interviews before the exhibition.
- Cost includes GVN advertising of \$10,000 and Facebook advertising of \$3,000.
- Exposure method:
 1. The official Facebook fan page with 5,000 up global followers, reach 10,000 up times. 2 post for previews and official launch.
 2. Exhibition e-newsletter, official list including international media 100,000 people, one after the official launch.
 3. Exposure of the exhibition's YouTube channel.
- Cost includes one 20 sec. highlights and one 20 mins video, both are with Chinese & English subtitles.





(K) 數位行銷 Digital Marketing



展會現場直播採訪

\$100,000

Live interview at the exhibition

- 展會現場直播
- 費用包含含GVN廣告\$10,000，及Facebook廣告\$3,000。
- 曝光方式：
 1. 展會官方Facebook粉絲專頁，全球粉絲追蹤數5,000名起，可觸及10,000次，直播剪輯後1篇。
 2. 展會電子報，官方名單+國際媒體100,000名，直播剪輯後1篇。
 3. 展會YouTube頻道曝光
- 可取得作品：10分鐘影片檔，含中英文字幕。
- Streaming at the exhibition.
- Cost includes GVN advertising of \$10,000 and Facebook advertising of \$3,000.
- Exposure method:
 1. The official Facebook fan page with 5,000 up global followers, reach 10,000 up times. 1 post after the official launch.
 2. Exhibition e-newsletter, official list including international media 100,000 people, one after the official launch.
 3. Exposure of the exhibition's YouTube channel.
- Cost includes 1 video file with Chinese & English subtitles.

(L) 優惠組合

Bundle Deal

L1.

菁英方案 Elite PKG

\$47,000 (原價\$54,000)

87折



A3.	官網首頁 - 底部輪播中型橫幅廣告 Carousel Medium-Sized Banner AD at the bottom of the Official Homepage	\$32,000
D4.	展場地圖廣告 (橫幅商標) Show Map (Logo)	\$15,000
E4.	展覽手冊-展商名錄置入公司商標 Show Directory (LOGO on Exhibitor List)	\$7,000
F.	標準攤位招牌版印製公司商標 Standard Booth Signboard Printing Company Logo	

(L) 優惠組合

Bundle Deal

L2.

卓越方案

Excellent PKG

\$100,000 (原價\$124,000)

81折

限量10組 Limited to 10 sets

A2.	官網首頁 - 中央輪播橫幅廣告 Carousel Banner AD at the Middle of the Official Homepage	\$37,000
B2a.	大會電子報 - 置頂廣告 Exhibition E-Newsletter – Leaderboard Banner	\$30,000
D2/3.	展場地圖廣告 (內頁) Show Map (Inside Page)	\$25,000
E3.	展覽手冊 (內頁全頁) Show Directory (Inside Full Page)	\$15,000
E4.	展覽手冊 - 展商名錄置入公司商標 Show Directory (LOGO on Exhibitor List)	\$7,000
F.	標準攤位招牌版印製公司商標 Standard Booth Signboard Printing Company Logo	\$7,000
H2.	北二門入口置入公司商標燈箱牆 LOGO on the Light Box Wall at N. 2nd Entrance	\$10,000

(L) 優惠組合

Bundle Deal

L3.

數位方案 Digital PKG

\$190,000 (原價\$323,000)

限量10組 Limited to 10 sets

59折



A1.	首頁頂端大型橫幅廣告 \$63,000 (限量/30天)	\$63,000
B1.	大會電子報 - 專題報導 Exhibition E-Newsletter – In-depth Coverage	\$50,000
C.	官方臉書貼文 FACEBOOK Post	\$20,000
J1.	訪談影片報導 Video Interview Report	\$90,000
J2.	展會現場直播採訪 Live streaming interview at the exhibition	\$100,000

(L) 優惠組合 Bundle Deal

L4. 超級自選方案 Self-selecting PKG

- 凡總金額滿10萬元 (含) 以上，即享**8.8折**優惠。
- 凡總金額滿20萬元 (含) 以上，即享**8.3折**優惠。
- 外牆廣告、攤位升級及提袋項目不適用。
- Any purchase with a total amount of TWD 100,000 (inclusive) or more will enjoy a 12% discount.
- Any purchase with a total amount of TWD 200,000 (inclusive) or more will enjoy a 17% discount.
- Exterior wall advertising, booth upgrades and bag carrying projects are not applicable.





朗盛行銷有限公司
Lanza International Co., Ltd.

Thank you!

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