

# **Department of Information and Tourism, Taipei City Government Guidelines for Sponsorship of Organizations Staging International MICE Events**

1/ The Department of Information and Tourism, Taipei City Government (hereinafter the “Department”), to encourage local government bodies at all levels and legal persons or organizations to choose Taipei (hereinafter the “City”) as venue for hosting international Meeting, Incentive travel, Conference, or Exhibition events (hereinafter “MICE events”), and to promote the development of related industries, has established special sponsorship guidelines.

2/ Local government bodies and legal persons at all levels as well as legal persons or organizations may apply for sponsorship in accordance with these guidelines to stage MICE events in this City.

3/ Terms related to these guidelines are defined as follows:

A/International Meeting/Conference: Refers to activities of more than two days and at least 100 meeting/conference participants, from at least five separate countries/regions (including Taiwan), with at least 80 individuals being foreign nationals.

B/International Exhibition: Refers to events of more than three days, and in which at least 10% of exhibitors are foreign enterprises participating directly, or are from at least six separate countries/regions (including Taiwan), and the exhibition has at least 250 booths.

C/International Incentive Travel: Refers to incentive travel events conducted by foreign legal persons or organizations, of at least 100 foreign participants, with a stay of at least two night in Taipei.

D/Bidding Phase: Refers to the period of preparation and travel to the location of bid meetings to compete for the right to host an event.

E/Promotion Phase: Refers to the period of attracting foreign nationals to sign up for a MICE event until just prior to its staging.

F/Staging Phase: Refers to the period during which a MICE event is staged.

4/ Sponsorship contents are as follows:

A/Bidding Phase:

- i. The Department will provide administrative assistance, including a letter of support from the Taipei City Mayor (hereinafter the “Mayor) as well as City promotional materials and site surveys.
- ii. Regarding preparatory matters for MICE event bids, for invitation of the main organizer to visit Taipei for investigation, or for the application unit to travel abroad to compete for the staging of a MICE event in this City, upon confirmation of organizer qualifications, the Department will provide sponsorship up to NT\$500,000.

B/Promotion Phase: The Department will provide administrative support in the form of a Taipei Mayor Letter of Support and City promotional materials.

C/Staging Phase: The Department will provide sponsorship up to NT\$2 million and Taipei 101

Observatory entrance tickets, EasyCards, etc.

The actual sponsorship content for the preceding items for each year shall be determined separately by the Department.

5/The main organizer of an event must submit the application for sponsorship. Should there be two or more primary organizers, one must be chosen ahead of time to act as the formal applicant.

The organizer is required to entrust a domestic ROC professional meeting/conference/exhibition service enterprise or travel-industry enterprise to submit the application.

If an organizer is a foreign legal person or organization, a domestic meeting/conference/exhibition service enterprise or travel-industry enterprise must be entrusted to submit the application and receive any sponsorship support.

6/During the application period, applicants must submit documents and adhere to the following procedures:

A/The Department accepts sponsorship applications from Nov. 1 to Nov. 30 each year for MICE events to be conducted in the next year from January through December. From Apr. 1 to Apr. 30 each year sponsorship applications are accepted for MICE events to be conducted in the same year from July through December. If necessary, the Department may set up other periods for accepting applications. Applications not received from applicants within the stipulated period will be rejected.

B/Cases of great impact or necessity regarding enhancement of the city's image or overall economic development, and which are evaluated and approved by the Department, may not be subject to the time limits specified in the above paragraph. While in the bidding phase, international conferences with more than 1,000 foreign participants can apply for sponsorship of staging phase in advance.

C/The applicant must submit two copies each of the application form, the event planning book (contents including background introduction, staging circumstances in past years, staging contents, estimated costs and benefits, etc.), and related documents. These must be submitted to the Department within the time periods specified in the first entry of this section (application flow chart in Attachment 1). In instances where two or more organizations apply for sponsorship for the same event, detail on all expenditures must be supplied, including itemized support and financial sponsorship requested by each.

For applications submitted in accordance with the first section using registered mail, the postmark date shall be used as the date of submission; for applications submitted via other means, the date of delivery to the Department offices shall be the date of submission.

If any of the following circumstances applies to the applicant organization, the Department may reject its application:

A/The applicant's qualifications or the event to be staged are not in accordance with the stipulated guidelines for sponsorship.

B/The applicant's documentation is incomplete, the Department has notified the applicant with a deadline for rectification, and this rectification deadline is not met.

7/ After the application case has passed preliminary application qualification review by the Department, it will be reviewed by the Taipei International MICE Marketing Consultation and Application Evaluation Committee, established by the Department (operation flow chart in Appendix 2), utilizing the following review principles:

A/ Events which are representative, innovative or rotate across more than three countries /regions (including Taiwan) shall be given priority listing for sponsorship.

B/ Estimated benefits of the event is the main review items.

Applicants described in 6b are not restricted to the types of application described in 7a above, and will be reviewed directly by the Department.

After review of an application case is completed, the review results and sponsorship contents will be publicly announced after being approved by the Department, and the applicant will be notified in writing.

8/ Unless formally granted an extension by the Department, a sponsored organization must submit all requisite documentation to the Department within 1 month of completion of its executed event, to close its case. However, if the event is completed on Dec. 1 or after, said documentation must be submitted by Dec. 31.

An applicant provided with financial sponsorship must, when closing its case, submit an itemized account of payments and receipts, and also provide all payment documentation pertaining to the sponsorship disbursements.

9/ Under any of the following circumstances, the Department may revoke an applicant organization's sponsorship in whole or in part, and demand the return of any sponsorship provided, in money or in kind.

A/ The application case to the Department is withdrawn.

B/ The case is not closed in accordance with the provisions of these guidelines.

C/ Sponsorship has been obtained through fraud, coercion, concealment, provision or false information, or other improper means.

D/ Failure to implement the contents of the event planning book as agreed by the Department.

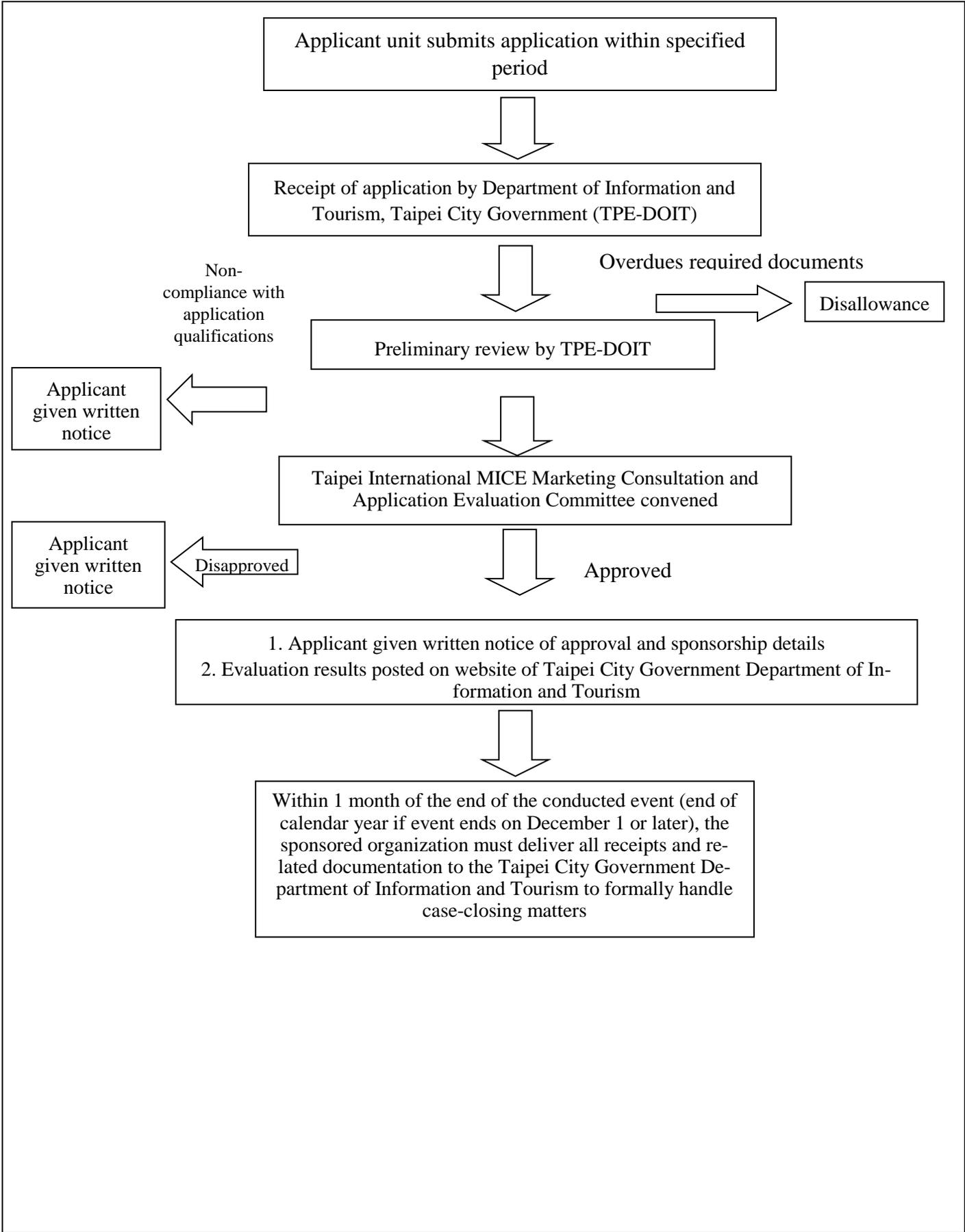
E/ Other violations of the provisions of these guidelines.

Should any of the above circumstances apply to an applicant organization, any sponsorship application received from the organization in the next year will be rejected by the Department.

10/ Expenditures disbursed under these guidelines are taken from a dedicated budget prepared by the Department; if the annual budget in any given year is used up, the Department may announce that it will stop accepting applications for that year.

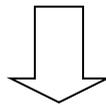
11/ The format used for application and case-closing documents submitted in accordance with these guidelines shall be determined by the Department.

### International MICE Event Sponsorship Applications Flow Chart

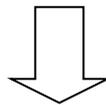


**Taipei City Government**  
**International MICE Marketing Consultation and Application Evaluation Committee**  
**Operational Flow Chart**

After preliminary evaluation by the Taipei City Government Department of Information and Tourism, the application is submitted to the convener of the Taipei City Government International MICE Marketing Consultation and Application Evaluation Committee, who shall convene the committee to conduct a formal review



The Taipei City Government International MICE Marketing Consultation and Application Evaluation Committee meets to conduct the formal review



The Taipei City Government Department of Information and Tourism follows up on the meeting conclusions; after official signing of approval by the Director, the applicant receives formal notification and follow-up matters are handled in accordance with the sponsorship guidelines