

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 “TPEDOIT”), to encourage local government bodies at all levels and legal persons or organizations to choose Taipei 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 Taipei.

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

- a. International Meeting/Conference: Refers to activities of at least 50 meeting/conference participants, from at least five separate countries/regions (including Taiwan), with at least 30 individuals being foreign nationals. However, not subject to these restrictions are events of great impact or necessity regarding enhancement of Taipei’s image or overall economic development.
- b. International Exhibition: Refers to events 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 200 booths. However, not subject to these restrictions are events of great impact or necessity regarding enhancement of Taipei’s image or overall economic development.
- c. International Incentive Travel: Refers to incentive travel events conducted by foreign legal persons or organizations in Taipei, with a stay of at least one 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:

The Department will provide administrative assistance, including a letter of support from the Taipei City Mayor as well as City promotional materials and site surveys.

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 Taipei, upon confirmation of organizer qualifications, TPEDOIT will provide sponsorship up to NT\$500,000.

b.Promotion Phase: TPEDOIT will provide administrative support in the form of a Taipei Mayor Letter of Support and City promotional materials.

c. Staging Phase: TPEDOIT will provide sponsorship with equivalent value up to NT\$2 million.

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

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. TPEDOIT 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, TPEDOIT 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 Taipei's image or overall economic development, and which are evaluated and approved by TPEDOIT, may not be subject to the time limits specified in the above paragraph.

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 TPEDOIT 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 TPEDOIT offices shall be the date of submission.

If any of the following circumstances applies to the applicant organization, TPEDOIT 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, TPEDOIT 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 TPEDOIT, it will be reviewed by the Taipei International MICE Marketing Consultation and Application Evaluation Committee, established by TPEDOIT (operation flow chart in Appendix 2), utilizing the following review principles:

- a. Applicants who will provide complementary promotion of City policies or events, or utilize Taipei Expo Park venues, shall be given priority listing for sponsorship.
- b. The contents of the event planning book 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 TPEDOIT.

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

8/ Unless formally granted an extension by TPEDOIT, a sponsored organization must submit all requisite documentation to TPEDOIT 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, TPEDOIT 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.

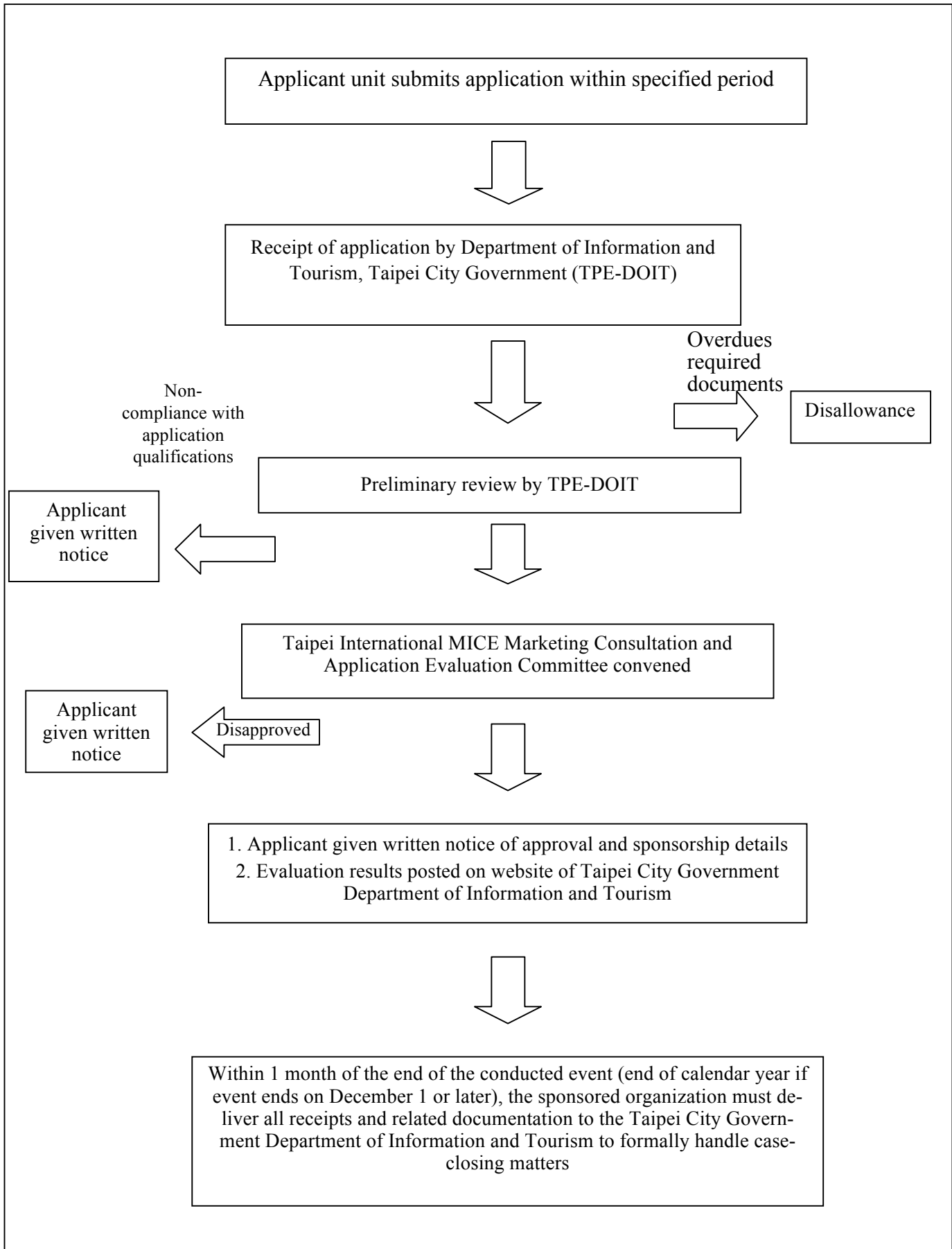
- a. The application case to TPEDOIT is withdrawn.
- b. The case is not closed in accordance with the provisions of these guidelines.
- c. Sponsorship has been obtained through fraud, coercion, concealment, provision or false information, or other improper means.
- d. Failure to implement the contents 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 TPEDOIT.

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

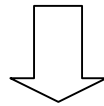
11/The format used for application and case-closing documents submitted in accordance with these guidelines shall be determined by TPEDOIT.

International MICE Event Sponsorship Applications Flow Chart

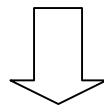


Taipei City Government
International MICE Marketing Consultation and Application Evaluation Committee
Operational Flow Chart

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