

Joyous

Lifestyle

蔬福生活



2023 International Vegetable Culture Festival

## Activity Plan

蔬福時刻，靜好食光

Activity date

May 12-15, 2023

Venue

Areas B and D, Hall 1  
Calendars, Taipei World  
Trade Center

Guiding Unis

Council of Agriculture, Executive Yuan

Health Promotion Administration, Ministry of Health and Welfare

Organizer

The Merit Times Merit times Popularize Association

# About Us

Founded in 2000 by Master Hsing Yun of Fo Guang Shan, The Merit Times is a comprehensive news publisher. Since 2005 till now, under the guidance of relevant government units, The Merit Times uphold the spirit of "vegetable food, environmental protection, and love for the earth", combining "industry-government-academy-education", continuing to take the large scale and professional approach to hold Vege Expos, promote environmentally friendly vegetable food, and push forward the ecological sustainable development of the vegetable food industry.

"2023 International Vegetable Culture Festival-Joyous Vege Lifestyle" will be held from May 12 to 15, 2023 in Areas B and D of Taipei World Trade Center Exhibition Hall 1.

With the sustainable spirit of environmental protection and mental protection, we widely invited Taiwan and international companies to gather in 600 booths here, using festivals and cultural experience methods, with professional exhibition marketing, media reports and promotion events to help the industry contact vegetable food target audiences at all levels of society, and strengthen the brand image, echo the SDGs of the United Nations, and promote a fresh and dynamic "Vege Lifestyle".

# Contents

1. Origin.....	2
2. Exhibition purpose.....	3
3. Exhibition outline.....	4
4. Exhibition theme.....	5
5. Exhibition strategy and features.....	8
6. Advocacy and implementation of SDGs sustainable concept.....	9
7. Target object.....	13
8. Exhibition conditions.....	14
9. Expected effect.....	16
10. Exhibition execution division structure and Gantt chart.....	18
11. Publicity works.....	20
12. Media publicity.....	21
13. Opening activities.....	24
14. Booth display.....	25
15. Advertising sponsorship.....	27
Appendix: Advertisement Reference Picture.....	32

## 1. Origin

“Vegetarian food” is one of the eating habits that has lasted for thousands of years in Chinese culture. A simple and clean way of eating, with the rise of the world’s awareness of “health” and “sustainability”, the diversified concept of vegetable food has developed into a fashion eating style.

Since 2005, under the guidance of relevant government units, The Merit Times continued to hold vegetarian fairs in the spirit of “vegetarianism, environmental protection and love for the earth”, combined with “production, government, education and religion”, to promote environmentally friendly vegetable food and drive the sound ecological development of the vegetable food industry.

Inherited from the “2022 International vegetable culture festival—Joyous Vego Lifestyle” is still fruitful under the influence of the covid-19 epidemic, “2023 International vegetable culture festival—Joyous Vego Lifestyle” It will be held from May 12 to 15, 2023 in areas B and D of World Trade Center Hall 1. With the sustainable spirit of mind protection and environmental protection, relevant government units, Fo Guang Shan Monastery and religious groups of others temples, vegetable food manufacturers, vegetable health care and beauty maintenance manufacturers, and vegetable food travel agencies are all invited to promote the fresh and energetic “Vego Lifestyle” in the spirit of “injecting vitality into vegetable food”, so that everyone can implement the concept of vegetarian health and environmental protection in their life.



Picture1-1: The poster of “2022 International vegetable culture festival—Joyous Vego Lifestyle “ to be held from May 6 to 9, 2022, with a fresh and energetic main visual

## 2. Exhibition purpose

- A. Implement the UN SDGs Sustainable Development Goals with practical action plans.
- B. The new concept of low carbon and net zero, which transfers the concept of carbon reduction from industry to individual society.
- C. To create a vegetable food promotion space in the mode of festival activities, innovate the theme, and use the topic trend to attract the attention of young groups, so as to drive the fresh and dynamic atmosphere of the vegetable food industry.
- D. The new vegetarian concept of “vegetable food saves the earth”, combined with the 4D concept of “production, government, education and religion”, promotes vegetable food and attaches importance to the land where we live.
- E. To stabilize and calm people’s body and mind and recover a peaceful society through good faith in the post-epidemic era.
- F. To integrate the online and offline masses, use a complete industrial ecological platform to promote local agricultural products, accelerate local economy and activate small-scale farmers’ market.



Picture2-1: From May 6<sup>th</sup> to 9<sup>th</sup>, 2022, the current situation of the crowd of “2022 International vegetable culture festival—Joyous Vego Lifestyle “



Picture2-2: From May 6<sup>th</sup> to 9<sup>th</sup>, 2022, the current situation of live event of “2022 International vegetable culture festival—Joyous Vego Lifestyle “

### 3. Exhibition outline

**Exhibition date:** 10:00-18:00, May 12 (Friday) to 15 (Monday), 2023

**Venue:** Areas B and D, Hall 1 Calendars, Taipei World Trade Center  
(No. 5, Sec. 5, Xinyi Rd., Xinyi Dist., Taipei City)

**Guiding units:**

Council of Agriculture, Executive Yuan,  
Health Promotion Administration of Ministry of Health and Welfare

**Organizer:**

The Merit Times  
Merit times Popularize Association

### 4. Exhibition theme

The main axis of this exhibition is "2023 International vegetable culture festival-Joyous Vego Lifestyle". In addition to echoing the SDGs sustainable development goals of the United Nations, the theme of "Buddha's Purification", "Food and Agriculture Education", and "Sustainable Cultural Creation" has attracted the active participation of the public. The activity is divided into 9 theme areas with 20 wonderful experience districts. The exhibition focuses on interactive experience, which will allow the exhibitors to stop at each booth and enjoy the interesting theme activities on the booths. It will establish a dynamic image of "Joyous Vego Lifestyle".

Table4-1: Theme of "2023 International vegetable culture festival-Joyous Vego Lifestyle"

Nine theme areas		20s experience activities	Content
I.	Buddha's Birthday Prayer Area	1. Bathing Buddha praying area 2. The 7 Millennium Ancient Buddha Exhibition	1. 3 Ming Dynasty ancient Buddha bathing Buddha praying 2. 50 thousand-year-old Buddhas and paintings
II.	Fo Guang Shan Theme Area	1. Fo Guang Shan Cultural District 2. BLIA Exhibition Area 3. Fo Guang Shan Metaverse 4. Fo Guang Shan Water drop teahouse area	1. Fo Guang Shan publications, cultural displays 2. BLIA Activities 3. Metaverse, New Concepts, New Interactions 4. Fo Guang Shan Water drop teahouse area
III.	Religious Cultural Relics Area	1. Religious cultural relic area 2. Energy boutique area	1. Traditional art, religious relics 2. Energy supplies, religious supplies
IV.	Fashionable Vegetable Area	1. Merit-Times vegetable area 2. Household goods area 3. International Fashion District	1. Vegetable food factory 2. Life and household goods store 3. <b>International Vegetable and Food Manufacturers Zone</b>
V.	County and City government districts	1. Small farms' zone 2. Souvenirs area	1. Small farms' zone 2. Souvenirs exhibition and sale in various counties and cities
VI.	Vego Lifestyle Market Area	1. Vegetable snack area 2. Organic Special Sales Area	1. Meatless Snack Area 2. Organic merchandise on sale
VII.	Health Care Area	1. Health food area 2. Health care products area	1. health food 2. Health Supplies, Tools
VIII.	Yoho Vego Lifestyle Area	1. Vego Lifestyle Tourist Area 2. Vego Lifestyle Cultural and Creative Zone 3. Food and Agriculture Education Zone	1. Vegetarian Tourism Activities 2. Cultural and creative supplies, cultural and youth public welfare 3. Food and Agriculture Education Activities Experience
IX.	Net Zero Living Area	1. Clean planting area 2. Low-carbon promotion area	1. Plant factory, clean energy application 2. Promotion of concepts such as SDGs

There are 600 booths in total of this activity, and the proportion is as follows

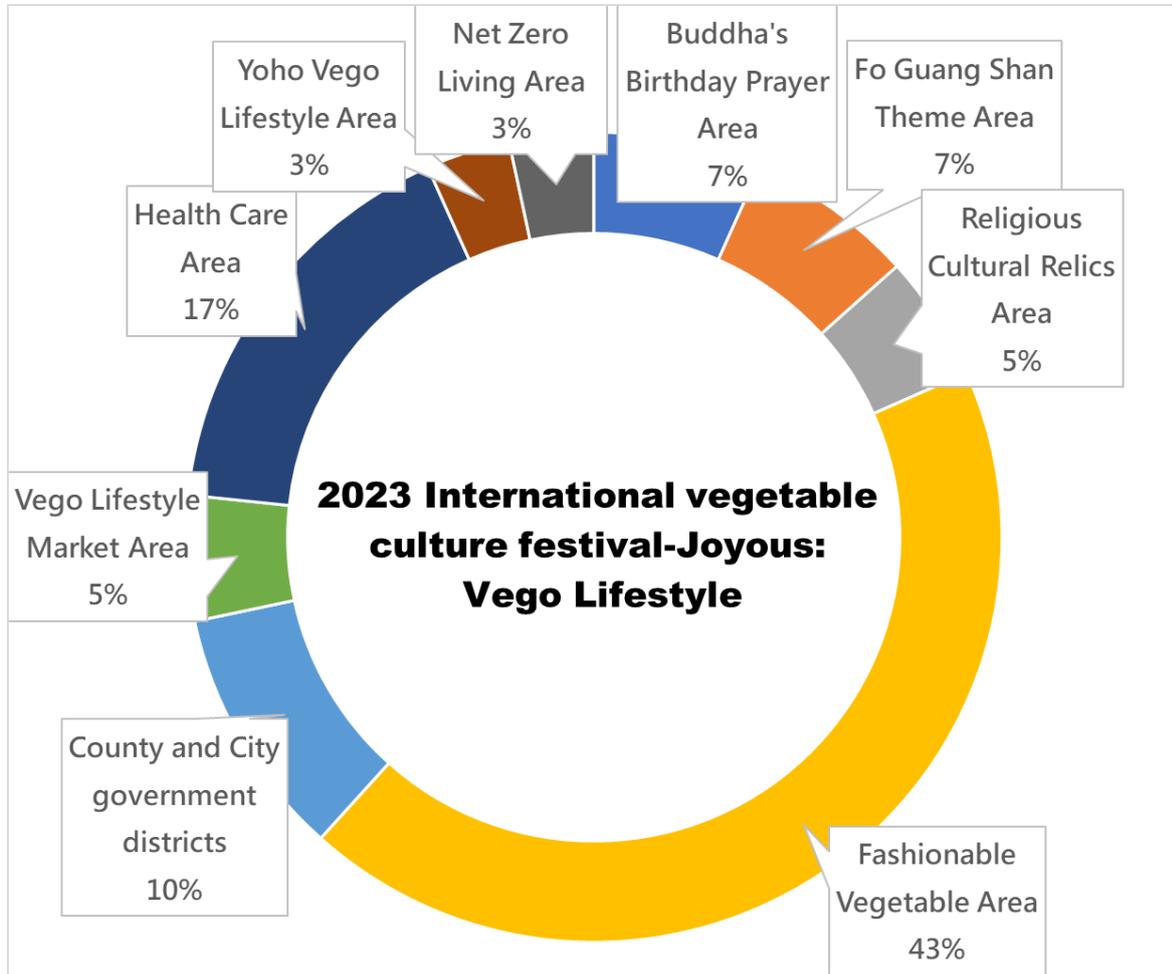


Chart4-1: Percentage of each area of "2023 International vegetable culture festival-Joyous Vego Lifestyle"



Picture4-1: Exhibition space of "2022 International vegetable culture festival-Joyous Vego Lifestyle" at 2022/5/6-9.



Picture4-2: The program of activities of "2022 International vegetable culture festival-Joyous Vego Lifestyle" at 2022/5/6-9.

## 5. Exhibition strategy and features

The purpose of 2022 International vegetable culture festival is to promote the "vegetable food trend" with "experience activities" and drive the good cycle of vegetable food industry ecology with a friendly vegetable food environment. The strategies and characteristics of the exhibition are described as follows:

### A. Improve the image of vegetable food:

Combined the concept of vegetable food culture with the overall image of vegetable food market, vegetable blessing tour, vegetable food reading materials, beauty and health care, etc.

### B. Create topics and trend:

With the exhibition topics of "Buddha's birthday" and "Mother's Day" as the topics, the first indoor exhibition of 8-meter-high Buddha in Taiwan for the people to participate in Buddha worship, Buddha bathing and praying for blessings.

### C. Younger vegetarian population:

The new vegetarian concept of "vegetable food for environmental protection and saving the earth" has attracted the attention of young groups.

### D. Combination of industrial ecological chain:

Invite enterprises from different fields to settle in, promote inter-industry cooperation and improve the industrial ecology.

### E. Promote the local economy:

Cooperate with county and municipal governments to promote small-scale agricultural products and increase exposure, as well as to drive the local consumption.



Picture5-1: Media exposure of "2022 International vegetable culture festival-Joyous Vego Lifestyle" at 2022/5/6-9.

## 6. Advocacy and implementation of SDGs sustainable concept

Since its establishment in 2000, "The Merit-Times" has been promoting the culture of vegetable food with the spirit of "vegetable food for environmental protection and saving the earth", and is committed to establishing a healthy and cyclical vegetable food ecological environment. Therefore, in addition to using "The Merit-Times" itself in addition to promoting concepts through media influence, it also invests a lot of resources to actively promote activities such as Vegetable Food Maps, Fuigo e-commerce, e-Recovery Vegetarian Living, Joyous Vego Lifestyle website and International vegetable culture festival-Joyous, so that the public can benefit from physical, mental, and daily life. The environment can have sustainable concepts and implementation actions, which are related to the United Nations' 2015 Sustainable Development Goals, as described in the following table. square use.

Table6-1 : "The Merit-Times" correspond to the United Nations SDGs

	UN SDGs	"The Merit-Times" correspond to the SDGs
Goal 1	No Poverty	e- Recovery Vegetarian Living , eradicate poverty and hunger
Goal 2	Zero Hunger	e- Recovery Vegetarian Living, 2023 International vegetable culture festival-Joyous Vego Lifestyle
Goal 3	Good Health and Well-Being	Fuigo e-commerce, Joyous Vego Lifestyle website, 2023 International vegetable culture festival-Joyous Vego Lifestyle. Promote environmental protection and mental health
Goal 4	Quality Education	Promote " education of reading newspaper ", popularize urban and rural areas, and provide students with fair learning opportunities
Goal 5	Gender Equality	The report of "The Merit-Times" attaches great importance to gender equality, with peace and friendliness as the starting point.
Goal 6	Clean Water and Sanitation	
Goal 7	Affordable and Clean Energy	

Goal 8	Decent Work and Economic Growth	Fuigo e-commerce, promoting a positive economic cycle for small farmers and vegetable food traders. 2023 International vegetable culture festival-Joyous Vego Lifestyle, promoting a sound economic cycle and employment.
Goal 9	Industry, Innovation and Infrastructure	
Goal 10	Reduced Inequalities	
Goal 11	Sustainable Cities and Communities	
Goal 12	Responsible Consumption and Production	
Goal 13	Climate Action	Vegetable Food Maps, Joyous Vego Lifestyle website, 2023 International vegetable culture festival-Joyous Vego Lifestyle, Joyous Vego Lifestyle APP, promoting vegetable food and energy saving and carbon reduction.
Goal 14	Life Below Water	
Goal 15	Life on Land	Planning: Carbon Reduction Meal, Carbon Footprint Badge
Goal 16	Peace, Justice and Strong Institutions	"The Merit-Times " is dedicated to promoting a harmonious society and purifying people's hearts, caring for human blessings, and pursuing world peace.
Goal 17	Partnerships for the Goals	



Picture6-1: "The Merit-Times " Promote vegetable food culture and sustainable development in the spirit of " vegetable food for environmental protection and saving the earth "



Picture6-2: Vegetable Food Maps and Joyous Vego Lifestyle website



e-復蔬 新創品牌

新冠病毒疫情蔓延，衝擊百萬，許多家庭陷入困境。

國際佛光會中華總會發動「e-復蔬」全民捐募，公益計畫，協助素食餐廳及相關產業e化，提升競爭力，同時邀請社會大眾踴躍到「蔬食地圖」的餐廳訂餐，以具體行動力與議題，並發心捐餐幫助需要溫飽的人。

[查詢最新數據](#)

全台 **5,000** 家素食餐廳e起復蔬

<b>2,419,333,971</b> 人呼聲	<b>62,243,954</b> 份餐餐	<b>307,535</b> 份餐點
-----------------------------	--------------------------	-----------------------

**捐助餐牌廣告**  
去餐館用餐，支持復蔬，請將QR code或在系統填寫用餐份數，您的愛心會在首頁加總紀錄。

**捐助餐牌廣告**  
數量贊助復蔬餐，請商家登記，可到餐廳現場掛餐，或線上掛餐，您的愛心會在首頁加總紀錄。

**捐助餐牌廣告**  
需求者在線上到復蔬餐廳登記請餐盒數量，並設定日期到店免費領取，您的參與會在首頁加總紀錄。



蔬福生活 Joyous Vego Lifestyle

最新公告

**蔬食文化節 人潮多賣氣旺**  
5月6日至9日在台北世貿舉辦4天「國際素食文化節 蔬福生活」，於(9)日圓滿落幕，最後一天幾位講人許多人都踴躍參與在參加...

**身心靈內外防務 蔬食文化節圓滿閉幕**  
「2022國際素食文化節-蔬福生活」今(9)日圓滿閉幕，面對嚴峻的新冠疫情，《人間福報》秉持著「蔬食無畏，和平共存」...

**慶佛誕浴佛齋 與菩薩相齊蔬食文...**  
今(8日)是國定佛誕節，也是母曆節，在傳統習俗的日子，《人間福報》、中國福報生活推廣委員會在佛誕節蔬食文化節舉辦的「...

蔬食、環保、愛地球  
2022國際素食文化節

我要參展 線上展覽

Picture6-3: e- Recovery Vegetarian Living, 2023 International vegetable culture festival-Joyous Vego Lifestyle



夜陽白米組合 送好麥面 免運\$999

夜陽米商行 NIGHT YANG RICE FIRM 花蓮玉里優質米 原粒純淨零汙染

安心享用 只使用最天然及綠環保 愛環境

嚴選品牌 層層把關 選出最優良的廠商

滿分保證 擁有各大合格認證 滿意度百分百

**全館免運** 不限下單金額

FREE

《運費》選擇者對化轉運禮品(2份裝、2包入)

Picture6-4: Fuigo e-commerce

## 7. Target object

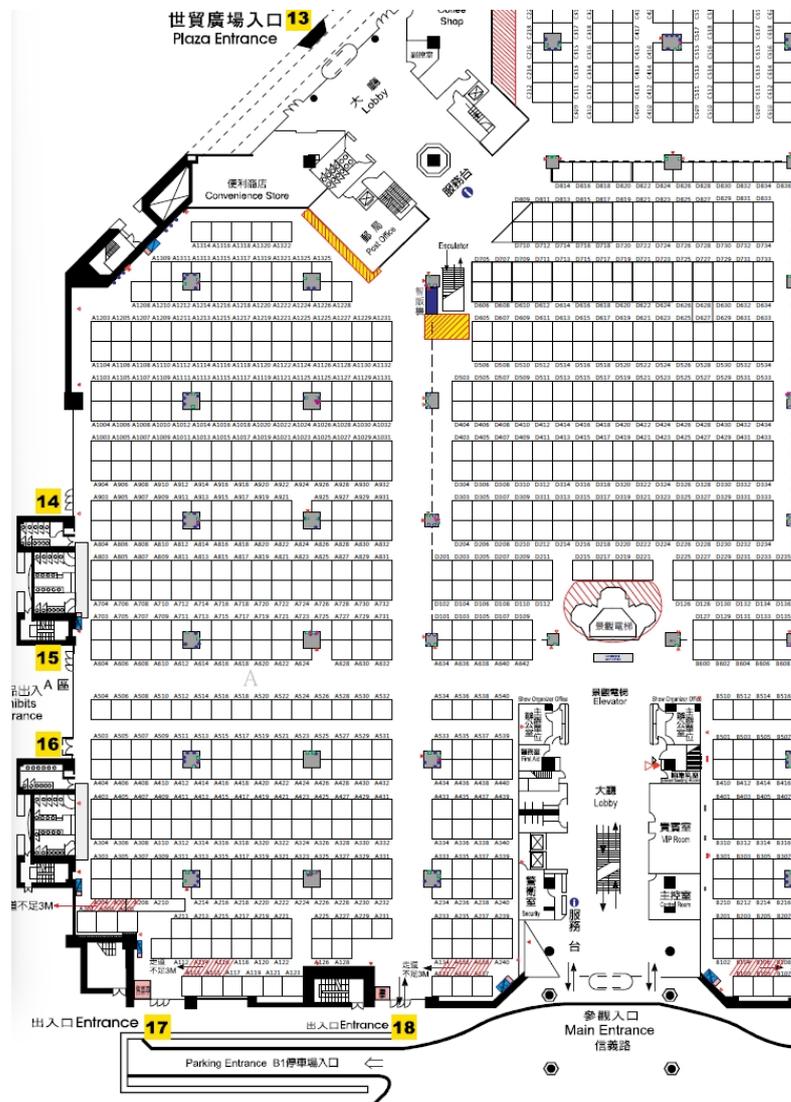
- A. Vegetarians
- B. Readers of The Merit Times
- C. All Taiwan members of the BLIA
- D. Religious people
- E. Groups and families over the age of 25 who pay attention to health and fitness
- F. Those who love to taste delicious food and are willing to accept new knowledge
- G. Vegetable food dealer
- H. Outdoor teaching in primary and secondary schools
- I. Students of sightseeing and catering school
- J. General public



Picture7-1: Social media promotion to target audience

## 8. Exhibition conditions

- A. Location: areas B and D, Hall 1 Calendars, Taipei World Trade Center
- B. Space: 600 booths (3m × 3m).
- C. Facilities:
  - (1) There are enough public toilets and large parking lots.
  - (2) It is equipped with water, electricity, lighting, air conditioning and broadcasting systems.
- D. Safety: the exhibition site and outdoor space are easy to manage and maintain without safety problems.
- E. Plan.



Picture8-1 “2023 International vegetable culture festival-Joyous Vego Lifestyle” exhibition space.



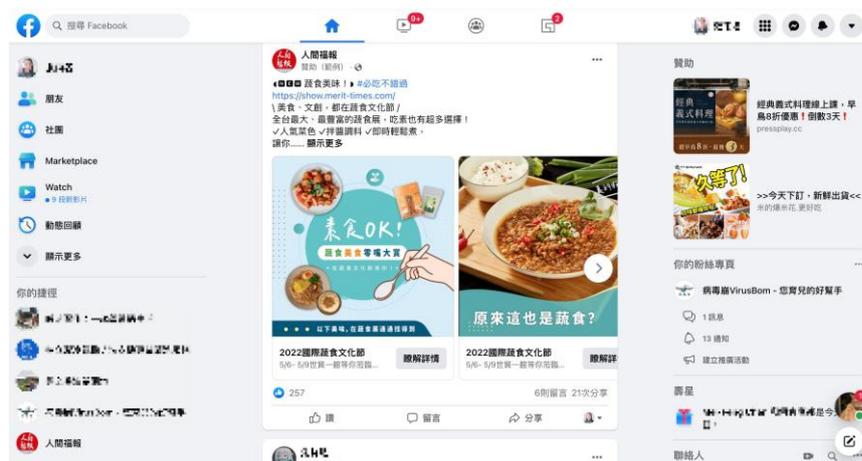
Picture8-2: The true appearance of “2022 International vegetable culture festival-Joyous Vego Lifestyle”

## 9. Expected effect

- Media: before and after the exhibition, the communication effect in nearly a month will have more than 300 reports and reach more than 10 million visitors.
- According to the experience of other exhibitions, the number of online and offline visitors will reach more than 1 million.
- The exhibition theme is independent and innovative, creating a topic trend, attracting the attention of young groups, and driving the fresh and dynamic atmosphere of the vegetable industry.
- Through mutual observation and exchange on the exhibition, expand Taiwan's vegetable market and promote inter-industry cooperation.



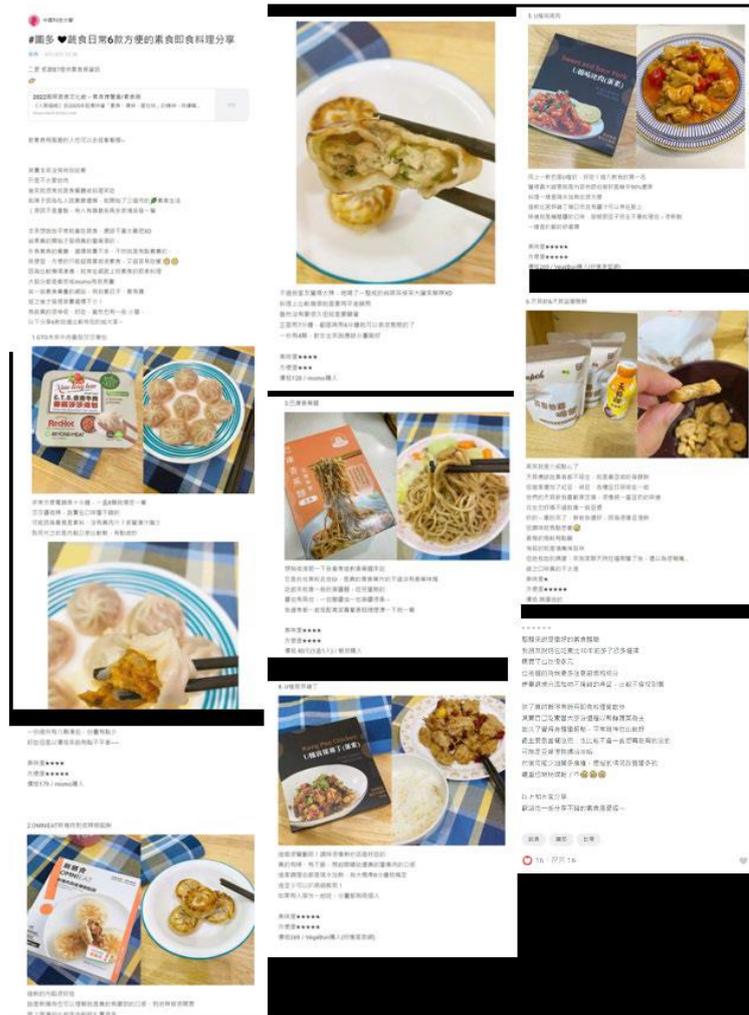
Picture9-1: YouTube AD



Picture9-2: Facebook AD



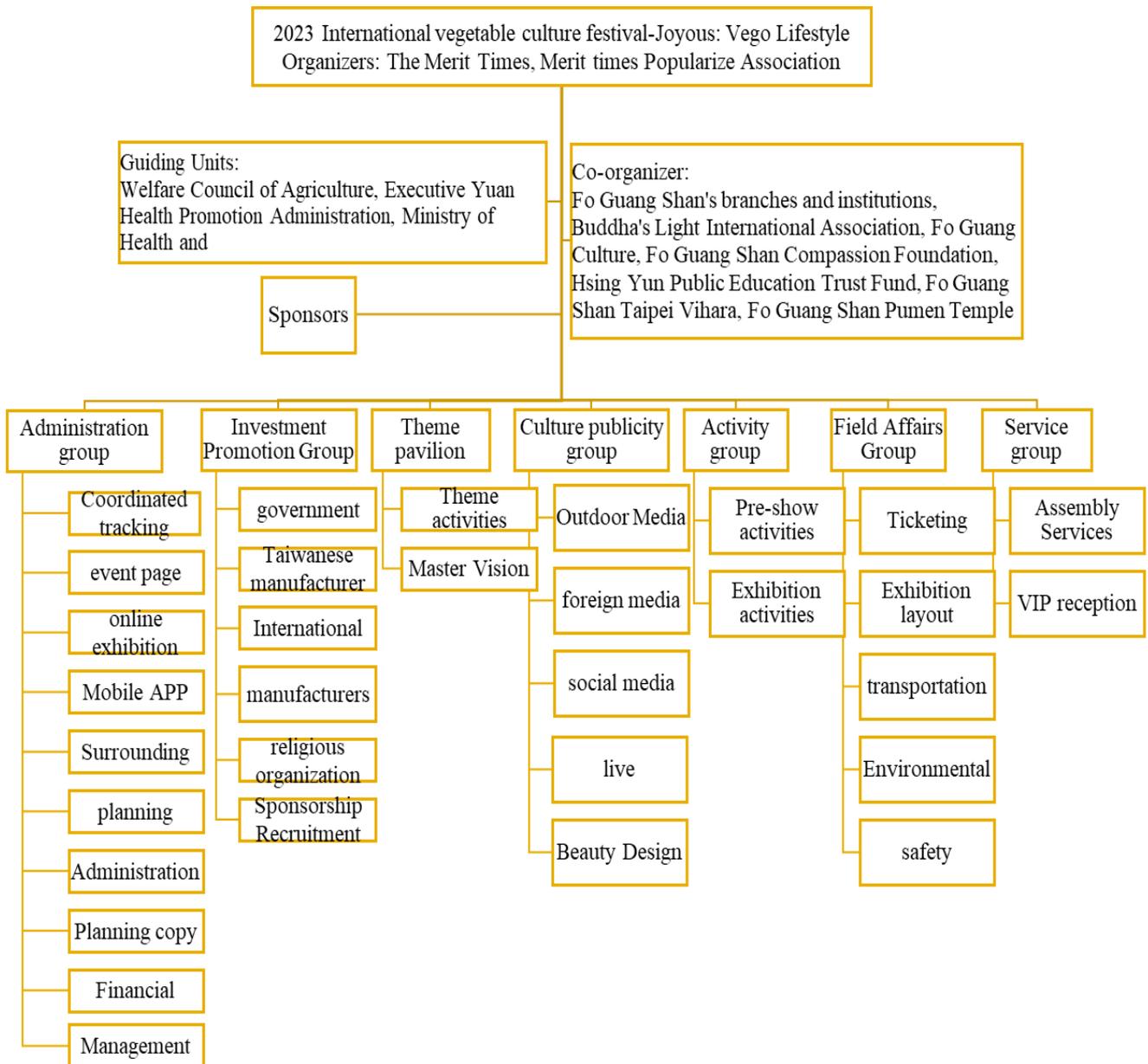
Picture9-3: Google AD



Picture9-4: Dcard Paper

## 10. Exhibition execution division structure and Gantt chart

A. The 2023 International vegetable culture festival is divided into seven responsibility groups: administration group, investment promotion group, theme pavilion, culture and publicity group, activity group, field affairs group and service group. Each group is responsible for different affairs to facilitate the arrangement and progress of activities.



## B. Time planning

## A. 2022 annual schedule:

- I. Exhibition planning 6 / 10-10 / 12 (125 days)
- II. Division and coordination 10 / 18-10 / 27 (10 days)
- III. Investment promotion implementation period, media planning and website production 10 / 25-12 / 13 (50 days)
- IV. Investment promotion coordination and media coordination 12 / 15-12 / 24 (10 days)
- V. Site map confirmation 12 / 25-1 / 8 (15 days)

## B. 2023 annual schedule:

- I. Invitation of VIP and relevant units 1 / 10-2 / 8 (30 days)
- II. Final publicity plan 2 / 8-3 / 9 (30 days)
- III. Final confirmation of details 3 / 9-4 / 12 (35 days)
- IV. Event website exposure 4 / 1-5 / 30 (60 days)
- V. Convention and exhibition activities 5 / 12-5 / 15 (4 days)
- VI. Post-exhibition finishing period 5 / 16-5 / 25 (10 days)

	10	11	12	1	2	3	4	5
Exhibition planning	6/10-10/12							
Division and coordination	10/18-10/27							
Investment promotion, media and website production	10/25-12/13							
Investment and media coordination			12/15-12/24					
Site map confirmation			12/25-1/8					
Invitation of VIP and relevant units				1/10-2/8				
Final publicity plan					2/8-3/9			
Final confirmation of details						3/9-4/12		
Event website exposure							4/1-5/30	
Convention and exhibition activities								5/12-5/15
Post-exhibition finishing period								5/16-5/25

## 11. Publicity products

Name	Location	Object	Quantity
Publicity poster	Whole Taiwan	Chain system Exhibition site	1,000
Publicity flags	Taipei	Roads around the exhibition Exhibition site	600
Street light flag	Taipei	Main streets	300
Bus AD	Taipei、New Taipei City	307、292...	30
VIP coupons	Whole Taiwan	Social public	100,000
Guide Manual	Taipei	Social public	30,000
Out Door AD	Taipei	Social public	4-10
Theme board of the main entrance	Taipei	Social public	1 set
Main stage backplane	Taipei	Social public	1 set
Lecture stage backplane	Taipei	Visitors	1 sets
Service backplane	Taipei	Staff	1 set
Tickets	Taipei	Staff	30,000
T-Shirt	Taipei	Social public	1,000
Exhibition ID card (service card / exhibition card / visit card / VIP card / interview card)	Taipei	Social public	1,000
Exhibition theme bag	Taipei	Social public	50,000



Picture11-1: Outdoor AD

## 12. Media publicity

Media category	Upper message / function	Media volume	Remark
TV Buddha's Light TV	Promote public visits	40	5/12-5/15
TVBS News	Promote public visits	40	5/12-5/15
SET News	Promote public visits	40	5/12-5/15
Newspaper The Merit Times	Promote public visits	4	10/1 5/15
United Daily News	Promote public visits	4	10/1 5/15
China Times	Promote public visits	4	10/1 5/15
(BCC) Broadcast BCC	Exhibition invitation + information release	40	10/1 5/15
Net The Merit-Times	Exhibition invitation + information release	100	10/1 5/15
Net Google Ads	Exhibition invitation + information release	100	10/1 5/15
Network Media Convergence	Exhibition invitation + information release	100	10/1 5/15
Net Facebook	Exhibition invitation + information release	100	10/1 5/15
Net YouTube	Exhibition invitation + information release	100	10/1 5/15
KOL posts, live broadcasts	Exhibition invitation + information release	100	10/1 5/15
Others	Exhibition invitation + information release	100	10/1 5/15



Picture12-1 SET News



Picture12-2 Broadcast BCC



Picture12-3 live broadcasts



Picture12-4: KOL posts, live broadcasts

### 13. Opening activities

- A. Origin: in recent years, the issues of "health", "environmental protection" and "climate warming", which are interrelated with each other, have attracted more and more public attention. While being vegetarian, we can also give consideration to environmental protection, energy conservation, carbon reduction and earth protection. In addition to achieving the individual, we can also take into account the collective. We can not only feel the benefits brought by vegetarianism to the body, but also reduce carbon dioxide emissions and slow down the warming rate in Taiwan, all of these are the positive benefits brought by vegetarianism.
- B. Time: 11:00-12:00, May 12, 2023
- C. Venue: main stage of exhibition hall 1, Taipei World Trade Center
- D. Host Candidates: Zhao Ting (to be confirmed)
- E. Participants: about 20 distinguished guests, including Xinbao master, heads of county and municipal governments, scholars and experts
- F. Process:

Time	Activity
10:30-11:00	VIP, media check-in
10:45-11:00	Opening show
11:00-11:05	Host opening, VIP introduction
11:05-11:20	VIP address
11:20-11:30	Donate to charity
11:30-11:45	Certificate of Appreciation
11:45-11:55	Ribbon cutting/unveiling group photo
11:55~	The opening ceremony ended successfully



Picture13-1: Opening ceremony of “2022 International vegetable culture festival-Joyous Vego Lifestyle”

## 14. Exhibition recruitment

PS: Prices are in New Taiwan Dollars including tax

Number of units	Special offer for basic	Clearance preference	Preferential gift	Remark
1 booth	45,000	Non	40 VIP coupons	1 booth does not provide clearance
2 booths	90,000	80,000	1. 100 VIP coupons 2. One illustration of The Merit Times (value: NT \$ 6825 , height: 7.3cm * width: 7.2cm)	See the advertisement reference picture A for details
4 booths	180,000	160,000	1. 150 VIP coupons 2. Schematic diagram of billboard advertising draft of The Merit Times (value: NT \$ 31500 , height: 7.3cm * width: 29.4cm)	See the advertisement reference picture B for details
6 booths	270,000	240,000	1. 200 VIP coupons 2. Schematic diagram of the complete advertisements of The Merit Times (value: NT \$ 52500 , height: 24.8cm * width: 14.6cm)	See the advertisement reference picture C for details
8 booths	360,000	320,000	1. 300 VIP coupons 2. Schematic diagram of the vertical half-page of The Merit Times (value: NT \$ 105000 , height: 24.8cm * width: 29.4cm)	See the advertisement reference picture C for details
10 booths	450,000	400,000	1. 500 VIP coupons 2. One illustration of The Merit Times (value: NT \$ 105000 , height: 24.8cm * width: 29.4cm)	See the advertisement reference picture C for details
12 booths	540,000	480,000	1. 800 VIP coupons 2. One illustration of The Merit Times (value: NT \$ 210000 , height: 49.8cm * width: 29.4cm)	See the advertisement reference picture D for details
14 booths	630,000	540,000	1. 1000 VIP coupons 2. One illustration of The Merit Times (value: NT \$ 210000 , height: 49.8cm * width: 29.4cm)	See the advertisement reference picture D for details

#### Remark

1. Basic installation: including compartment boards, 1 display desk, 1 chair, 3 projection lights, 1 door eyebrow and 500W socket
2. Clearance: excluding compartments, lights, tables and chairs, etc.
3. More than 10 booths must be a unit with a capital of NT\$30 million or more before registration or project filing
4. After the application is approved, please pay the booth fee within 14 days. Before the Spring Festival, the due date of cheques for contract manufacturers should be before January 31, 2023
5. Remittance information:
  - A. The Merit Times Co., Ltd. (BAN: 70470026); Bank SinoPac (807), Songshan Branch 111-001-000-67771, Songshan branch. Please provide the last five numbers and remittance slip after remittance.
  - B. Fax: 02-87871820
  - C. Once the original application form, down payment, deposit and balance payment are paid, the manufacturer's registration shall be completed

## 15. Advertising sponsorship

### Advertising sponsorship

Picture No.	Content	Amount	Specification	Remark
A01 Ticket-back advertisement	10000 copies printed	NT \$ 100000 per 10000 copies	7.5cm high * 15cm wide	<ol style="list-style-type: none"> <li>100 VIP coupons for every 10000 copies</li> <li>Up to 100,000 tickets</li> <li>See the advertisement reference picture E for details</li> </ol>
A02 Active back plate	The back plate is hung with the names of the "cooperating organization" and "Logo" for relevant activities	NT \$ 100000 per Logo	As Example	<ol style="list-style-type: none"> <li>100 VIP coupons</li> <li>See the advertisement reference picture F for details</li> </ol>
A03 eDM	Show Logo on the eDM (google, FB, Web, LINE@)	NT \$ 100000 per Logo	1 million impressions	<ol style="list-style-type: none"> <li>100 VIP coupons</li> <li>See the advertisement reference picture G for details</li> </ol>
A04 Activity theme bags	"Logo" on the Activity theme bags	NT \$ 100000 per Logo	50000 bags	<ol style="list-style-type: none"> <li>100 VIP coupons</li> <li>Only three Logos</li> <li>See the advertisement reference picture H for details</li> </ol>
A05 Street lamp flag	"Logo" on the street lamp flag	NT \$ 1000000	300 pic	<ol style="list-style-type: none"> <li>100 VIP coupons</li> <li>Only one Logo</li> <li>See the advertisement reference picture I for details</li> </ol>
A06 Flag	"Logo" on the Flags	NT \$ 200000	200 pic	<ol style="list-style-type: none"> <li>100 VIP coupons</li> <li>Only one Logo</li> <li>See the advertisement reference picture J for details</li> </ol>
A07 Bus AD	"Logo" on the Bus one side	NT \$ 30000/per bus/per side		<ol style="list-style-type: none"> <li>100 VIP coupons</li> <li>See the advertisement reference picture K for details</li> </ol>

A08 Joyous Vego Lifestyle APP	"Logo" on Joyous Vego Lifestyle APP	NT \$ 50000 per Logo		<ol style="list-style-type: none"> <li>1. 100 VIP coupons</li> <li>2. Only three Logos</li> <li>3. See the advertisement reference picture L for details</li> </ol>
A09 Outdoor AD	Outdoor Display Exposure	Project handling	Project handling	<ol style="list-style-type: none"> <li>1. 100 VIP coupons</li> <li>2. Only three sponsor</li> <li>3. See the advertisement reference picture M for details</li> </ol>
A10 KOL sponsor	KOL Display Exposure	Project handling	Project handling	<ol style="list-style-type: none"> <li>1. 100 VIP coupons</li> <li>2. Only three sponsor</li> <li>3. See the advertisement reference picture N for details</li> </ol>
B01 Cash advertising sponsorship A	Cash sponsorship 100,000-200,000	<ol style="list-style-type: none"> <li>1. 30 days of banner advertising on the official website (worth NT \$ 100000,)</li> <li>2. Once vertical half-page advertisement of The Merit Times (worth NT \$ 52500)</li> <li>3. The names of sponsors will be listed on the merit wall of the venue, arranged according to the amount of donations.</li> </ol>	<ol style="list-style-type: none"> <li>1. 278*90 PX</li> <li>2. H 24.8 cm *W14.6 cm</li> </ol>	<ol style="list-style-type: none"> <li>1. 100 VIP coupons</li> <li>2. Advertising receipt</li> <li>3. Banner see the advertisement reference picture O for details</li> <li>4. vertical half-page advertisement see the advertisement reference picture C for details</li> <li>5. Schematic diagram of merit wall see the advertisement reference picture P for details</li> </ol>
B02 Cash advertising sponsorship B	Cash sponsorship 210,000-500,000	<ol style="list-style-type: none"> <li>1. 30 days of banner advertising on the official website (worth NT \$ 100000,)</li> <li>2. 2 times vertical half-page advertisement of The Merit Times (worth</li> </ol>	<ol style="list-style-type: none"> <li>1. 278*90 PX</li> <li>2. Vertical half-page advertisement: H24.8 cm *W14.6 cm</li> <li>3. half-page advertisement: H24.8 cm *W29.4 cm</li> </ol>	<ol style="list-style-type: none"> <li>1. 200 VIP coupons</li> <li>2. Advertising receipt</li> <li>3. Banner see the advertisement reference picture O for details</li> <li>4. vertical half-page and half page advertisement see the picture C for</li> </ol>

		NT \$ 52500,) or Once half-page advertisement of The Merit Times (worth NT \$ 105000) ,		details 5. Schematic diagram of merit wall see the picture P for details
		3. The names of sponsors will be listed on the merit wall of the venue, arranged according to the amount of donations.		
G01 Product Sponsorship A	Product sponsorship equivalent to NT\$100,000-200,000	<ol style="list-style-type: none"> <li>30 days of banner advertising on the official website (worth NT \$ 100000,)</li> <li>Once vertical half-page advertisement of The Merit Times (worth NT \$ 52500)</li> <li>The names of sponsors will be listed on the merit wall of the venue, arranged according to the amount of donations.</li> </ol>	<ol style="list-style-type: none"> <li>1.278*90 PX 2.H 24.8 cm *W14.6 cm</li> </ol>	<ol style="list-style-type: none"> <li>100 VIP coupons</li> <li>Advertising receipt</li> <li>Banner see the advertisement reference picture O for details</li> <li>vertical half-page advertisement see the advertisement reference picture C for details</li> <li>Schematic diagram of merit wall see the advertisement reference picture P for details</li> </ol>
G02 Product Sponsorship B	Product sponsorship equivalent to NT\$200,000-500,000	<ol style="list-style-type: none"> <li>30 days of banner advertising on the official website (worth NT \$ 100000,)</li> </ol>	<ol style="list-style-type: none"> <li>1. 278*90 PX</li> <li>Vertical half-page advertisement: H24.8 cm *W14.6 cm</li> <li>half-page advertisement: H24.8 cm *W29.4 cm</li> </ol>	<ol style="list-style-type: none"> <li>200 VIP coupons</li> <li>Advertising receipt</li> <li>Banner see the advertisement reference picture O for details</li> <li>vertical half-page and half page advertisement see the advertisement reference picture C for details</li> </ol>

2. 2 times vertical half-page advertisement of The Merit Times (worth NT \$ 52500,) or Once half-page advertisement of The Merit Times (worth NT \$ 105000) ,
3. The names of sponsors will be listed on the merit wall of the venue, arranged according to the amount of donations.
5. Schematic diagram of merit wall see the advertisement reference picture P for details

---

#### 1. Remittance information:

- A. The Merit Times Co., Ltd. (BAN: 70470026); Bank SinoPac (807), Songshan Branch 111-001-000-67771, Songshan branch. Please provide the last five numbers and remittance slip after remittance.
  - B. Fax: 02-87871820
  - C. Once the original application form, down payment, deposit and balance payment are paid, the manufacturer's registration shall be completed
2. The manufacturer is requested to provide the completed advertising materials of the complimentary publication and file them. The manufacturer is also requested to provide the completed advertising manuscript. If the manufacturer cannot do so, our newspaper will help make the manuscript for free for once.

## Sponsorship

Item	Content	Remark
S01 Cash sponsorship	Cash sponsorship more than NT\$10,000	1. 10VIP coupons 2. Receipt 3. Schematic diagram of merit wall see the advertisement reference picture P for details
S02 Large Cash sponsorship	Cash sponsorship more than NT\$500,000	1. Case report 2. Receipt 3. Schematic diagram of merit wall see the advertisement reference picture P for details
S03 Product Sponsorship	More than 100 product sponsorship	1. 10 VIP coupons 2. Receipt 3. Schematic diagram of merit wall see the advertisement reference picture P for details

### Remittance information:

- A. Merit times Popularize Association. (BAN: 99228582); Bank SinoPac (807), Songshan Branch 111-001-0017290-5, Songshan branch. Please provide the last five numbers and remittance slip after remittance.
- B. Fax: 02-87871820

## Appendix: Advertisement Reference Picture

Picture No.	Example	Illustrate
<p>A. One illustration of The Merit Times (value: NT \$ 6825 , height: 7.3cm * width: 7.2cm)</p>		<p>Schematic diagram of billboard advertising draft of The Merit Times (at the red box)</p>
<p>B. Schematic diagram of billboard advertising draft of The Merit Times (value: NT \$ 31500 , height: 7.3cm * width: 29.4cm)</p>		<p>Schematic diagram of billboard advertising draft of The Merit Times (at the red box)</p>

C. Schematic diagram of the complete advertisements of The Merit Times (value: NT \$ 52500 , height: 24.8cm \* width: 14.6cm)  
Schematic diagram of the vertical half-page of The Merit Times (value: NT \$ 105000 , height: 24.8cm \* width: 29.4cm)



- The red box shows the vertical 1/4-page advertisement of The Merit Times
- The red box shows the vertical half-page advertisement of The Merit Times

D. One illustration of The Merit Times (value: NT \$ 210000 , height: 49.8cm \* width: 29.4cm)



The red box shows the full-page advertisement of The Merit Times

E. Ticket-back advertisement



Ticket-back advertisement

F.  
Active back plate



The back plate is hung with the names of the "cooperating organization" and "LOGO" for relevant activities



G.  
eDM



Show Logo on the eDM (google, FB, Web, LINE@)

H  
Activity theme bags



"Logo" on the Activity theme bags  
Only three Logos

I  
Street lamp flag



"Logo" on the Street lamp flag  
Only one Logo

J  
Flag



"Logo" on the flag.  
Only one Logo

K  
Bus AD



"Logo" on the Bus.  
Only three Logos.

L  
Joyous Vego Lifestyle APP



"Logo" on the APP  
Only three Logos

M  
Outdoor AD



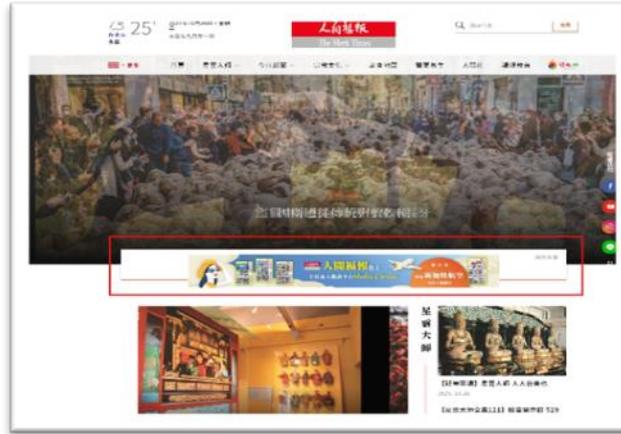
Logo"Logo" on the Outdoor AD  
Only three Logos

N  
KOL sponsor

KOL sponsor  
100 VIP coupons  
Case report

Case report  
Only Three  
sponsors

O  
Banner advertising  
on the official  
website



Banner diagram

P  
Merit wall of the  
venue.

Arranged  
according to the  
amount of  
donations





Joyous Lifestyle

# 蔬福生活

2023 International  
Vegetable Culture Festival

