



2017 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	COST
TRADESHOWS			
ITF - International Travel Fair	Nov 2017	[City: Taipei] Largest Annual Travel fair in Taiwan. Est. visitor number in 2016: 400,000	Participation fee: \$1,500 for independent booth, promotion for 4 days & agent sales call arrangements; OR sponsorship of gifts: coupons, logo gifts, etc.
TRADE FAMILIARTIZATION TRIPS (FAMS)			
Travel Trade FAM Trip	Sept 2017	Invite key agents in Taiwan, educate, and assist them in product development and packaging. Key agents to also attend the HTA Tourism Conference.	In-Kind Sponsorships: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary, etc.
PUBLIC RELATIONS			
Media FAM Trip	Feb 2017	Selected media partners to film Travel TV show that will air in Taiwan. 6-8 media personnel.	In-Kind Sponsorships: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary, etc.
Blogger FAM Trip	Sept 2017	Select 6 bloggers to document and highlight their trip on social media and blogs. Will participate in the Share the Aloha program after the trip.	In-Kind Sponsorships: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary, etc.
CONSUMER PROMOTIONS			
Hawa'i Run x Lei Festival	Sept 2017	A 3rd annual running event combined with lei festival in Taiwan.	Participation fee: \$1,500 for a booth or sponsorship for prizes: hotel rooms, flights, activities
Best Hawa'i Couple Online Campaign	April to May 2017	An online voting platform for consumers to select their favorite "Aloha" couple.	Sponsorship for prizes: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary, etc.
Share the Aloha Campaign	Yearlong	Campaign targets return visitors to bring 10 people to Hawa'i so that this person will receive a free trip to Hawa'i.	Up for discussion depending per group

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