



Guidelines for Exhibitors on Cloud Live Broadcast

Popular broadcasters and KOL will conduct live broadcast in different social media platform to help exhibitors in selling and promoting their products during the Expo, details as below:

1. Basic Information :

Venue: The Venetian Macao, Cotai Expo, Hall A and B,

Date: 30th June to 2nd July, 2023

Target participants: Exhibitors who have confirmed their participation in MITE

2. Details of Live Broadcast :

Content: Live streaming e-commerce, livestreaming promotion

Format: On-site live broadcasting room (live broadcaster / live broadcaster + brand manager)

Choices of Live Broadcasting Platforms:

Mainland China: Taobao, Douyin, Weibo

Macao and overseas countries: Aomi, Facebook

3. Forms of Cooperation with Brands : (Note: For cooperation related to live streaming e-commerce, exhibitors are responsible for the entire logistics process.)

Taobao Live Broadcasting:

No commission collected, one-stop services for product launch, professional customer service before and after sales.

(Note: There is no regional restriction on exhibitors or products. If online product launch services from the MITE Coordinator are required, a government tax of 5% imposed by the Mainland China government on every transaction paid by the MITE Coordinator on behalf of the exhibitor will be deducted from the revenue generated).

Douyin Live Broadcasting:

No commission collected, one-stop services for product launch, professional customer service before and after sales.

(Note: Limited to tourism products only. If online product launch services from the MITE Coordinator are required, a government tax of 5% imposed by the Mainland China government and a service fee of 4% charged by the platform on every transaction paid by the MITE Coordinator on behalf of the exhibitor will be deducted from the revenue generated).



Aomi Live Broadcasting:

5% commission, one-stop services for product launch, professional customer service before and after sales.

(Note: For products of Macao exhibitors only. Aomi will establish a special MITE column 10 days prior to MITE, exhibitors are welcomed to register to join)

Weibo & Facebook Live Broadcasting:

For product promotion only, there is no regional restriction on exhibitors or products.

4. One-stop Services :

Product qualification screening, product launch, live broadcast operation, customer service, order information transfer.

5. Requirements for Participation :

Brand authorization (to ensure that products are genuine), trademark registration certificate (to guarantee that the brands are qualified), free shipping (even for one item), Macao SAR tax form M/1 or M/8 or business license issued by authority in Mainland China, bank account number (name of recipient should be consistent with the name registered on form M/1 or the company name).

6. Important Dates :

15th May – deadline for application for cloud live broadcast

31st May – complete collection of information required for cloud live broadcast

10th June – complete collection of all sample products (if any)

20th June – complete packaging of all products and ready for product launch

30th June - 2nd July – on-site cloud live broadcast



7. Service Flow:

1	Sign the authorization letter (Appendix 1)
2	<p>Taobao: Select products for promotion and complete the relevant forms (Appendix 2 and 3)</p> <p>Aomi: Sign the Aomi Cooperation Agreement (Appendix 4); select products for promotion and complete the relevant form (Appendix 5)</p> <p>Douyin: Select products for promotion and complete the relevant form (Appendix 6)</p> <p>Weibo and Facebook: Select products for promotion and provide relevant promotional materials, including but not limited to photos, texts, and short videos</p> <p>Facebook only accepts English information (Appendix 7), for other platforms, please use the relevant Chinese appendices to provide Chinese information</p> <p>(Note: Fill in the information and submit the relevant materials according to the platform selected. All information required must be submitted by email to guogorui@126.com on or before 31st May)</p>
3	<p>Submit product certificates and photos, as required by the platform selected</p> <p>Note: All information required must be submitted by email to guogorui@126.com on or before 31st May.</p>
4	The approval of applications and timings for live broadcasts of individual applicant will be released by the MITE Organizer on 5 th June.
5	Sample products should be sent to the MITE Coordinator's office located at Avenida da Amizade, No. 1023, Edificio Nam Fong, 4. ^o Andar I, Macao before 10 th June.
6	From 30 th June to 2 nd July, on-site live broadcasts → operators push orders to exhibitors → exhibitors arrange logistics and provide tracking numbers for operators → operators enter the information in their systems
7	<p>Settlement of accounts by Taobao and Douyin - T+30 days (payments from buyers will be collected through the platforms by the operators and paid to the exhibitors on T+30 days after the products are sent out by the exhibitors).</p> <p>Settlement of accounts by Aomi - T+15 days;</p>

Note : T = Day of completion of sale transaction, i.e. product/service delivered



8. Requirements for Photos:

Materials	Notes
1) Photos of the products	Exhibitors must provide at least 5 photos in square at 800*800 pixels. Each photo should be no more than 2MB in size; The body of the products should be shown clearly and thoroughly in the photos, against a clean and pleasant background with no more than 4 background elements and color combinations. The photos should not be overly retouched and should be harmonious overall, with texts in the same font style and selling points explicitly shown; At least one of the main photos must be against a white background, in compliance with the above-mentioned specifications (the body of the products should be shown clearly and thoroughly in the photos. The item should occupy the picture as much as possible by reaching the upper and lower (or right and left) borders in order to leave as little blank space as possible.)
2) Poster(s) for product details	The width of the poster(s) for product details should be within 750-800 pixels, and there are no limits on length. Exhibitors are advised to provide 12-18 pages, total size should be no more than 3MB (each page is advised to be 500KB in size, and within 3MB if a sequence of photos is provided. For single-page poster, the length is advised to be about 950 pixels so that it can be displayed in full-screen on a cell phone.)
3) Product information card(s)	An introduction and advantages of the products should be provided, see the appendix (product information cards) for details.



第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Cloud Live Broadcast Application Form

30 / 06 - 02 / 07 / 2023

The Venetian Macao - Cotai Expo Hall A & Hall B
Application Deadline: 15th May, 2023



Name of Company/Organization: _____

Contact Person: _____ Title: _____

Tel: _____ Fax: _____ E-mail: _____

Address: _____ Postal Code: _____

Country/Region: _____ City: _____

Type of Company/Organization (Please put “✓” in the appropriate box)

- | | | |
|--|---|---|
| <input type="checkbox"/> National and Regional Government Tourism Organization | <input type="checkbox"/> Scenic Spots and Theme Parks | <input type="checkbox"/> Intangible Cultural Heritage |
| <input type="checkbox"/> Hotels and Resorts | <input type="checkbox"/> Tourism Exhibitions | <input type="checkbox"/> Wedding Travel |
| <input type="checkbox"/> Big Health | <input type="checkbox"/> Gourment Food | <input type="checkbox"/> Sports Travel |
| <input type="checkbox"/> Travel Agencies | <input type="checkbox"/> Cultural and Creative Products | <input type="checkbox"/> Tourism Financial Services |
| <input type="checkbox"/> Tourism Management | <input type="checkbox"/> Tourism Destination Services | <input type="checkbox"/> High and Innovative Technology |
| <input type="checkbox"/> Tourism Transportation | <input type="checkbox"/> Customized Tour | <input type="checkbox"/> Fine Wine |
| <input type="checkbox"/> Tourism Products | <input type="checkbox"/> Others (Please specify _____) | |

Live Streaming Platform Option (Please put “✓” in the appropriate box or boxes)

Live Streaming E-commerce

Taobao Live Stream

Aomi Live Stream
(Macao Exhibitors Only)

TikTok Live Stream
(Tourism Products Exhibitors Only)

Live Stream Promotion

Facebook Live Stream

Weibo Live Stream

Requirements for International, Hong Kong, and Taiwan Region Exhibitors:

- There should be a link to the corresponding platform for livestreaming e-commerce. Please assist the coordinator on linking the anchor ID.
- Promotional materials, including but not limited to photos, videos, texts, samples, should be translated into Chinese for livestreaming.
- Exhibitors who choose livestreaming e-commerce are responsible for their own logistics-related matters.

Remark: The organizer and the coordinator reserve the right to use, distribute, and publicize the above information and contents.

In according with Macao Special Administrative Region Law No. 8/2005 Personal Data Protection Act:

- The personal information collected in this form and the documents submitted will be used for processing this application, service statistics, research and/or registration purpose. The personal information and documents will be stored in MITE's information system for the handling of various kinds of services and/or applications provided by MITE.
- Such information may be transferred to other authorized entities to fulfil statutory obligations.
- The applicant has the right to request access to, and correction or update of the personal information in this application held by MITE.

E-mail: guoguorui@126.com
Enquiry: (853) 2870 3707 / 6563 7315

Website: www.mitexpo.mo
Fax: (853) 2870 1083



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4. The information collected in connection with your application will be kept confidential and treated with due care by MITE staff until the completion of your application and the expiry of the storage period. The information will then be destroyed or archived.

I hereby declare that the information above is true, and I consent to the MITE's handling of my personal information.

Company/Organization's authorized signature or stamp

Date