



MITE New Media Matrix Exhibitor Guidelines

During the exhibition, the organizing committee will coordinate popular live streamers and Key Opinion Leaders (KOLs) to host live streaming sessions for product sales and promotional activities across various online platforms. This initiative will help expand the exhibitors' reach in both international and domestic markets, with an expected audience of tens of millions. The details are as follows:

I. Basic Information

Venue: The Venetian Macao Cotai Expo Halls ABC

Date: April 25-27, 2025

Target Audience: Confirmed exhibitors

II. Live Streaming Information

- Live Streaming Sessions:** Product sales live streaming, promotional live streaming
- Live Streaming Format:** On-site live streaming studio (host, host + brand representative)
- Optional Live Streaming Platforms:** Mainland China (Taobao, Douyin, Weibo, REDnote, WeChat), Macao and Overseas (Facebook, YouTube, TikTok, Instagram)



III. Related Fees and Settlement Explanation

1. **Douyin, Taobao, and REDnote Live Streaming Sales:** No commission. However, if the contractor provides product listing services and facilitates actual transactions, a 10% deduction will apply to cover taxes and platform usage fees. If the exhibitor provides product links and assists in linking the host's account, no fees will be charged.
2. **Weibo and Facebook Live Streaming:** For product promotion only, with no regional restrictions and no commission.
3. **Settlement for Contractor-Listed Products:** Payment will be made within 30 days after the platform confirms receipt of goods.

IV. One-Stop Service Content:

Brand quality review, product listing, live streaming management, customer support, and order processing.

V. Participation Requirements

1. For live streaming sales cooperation, the product price must include shipping, and the exhibitor is responsible for all logistics arrangements.
2. Provide a bank account for settlement. The account name must match either the M1 name or the registered company name.
3. Submit at least three samples of each product. Clearly indicate on the sample handover list whether the samples can be opened for tasting and demonstration, and whether they need to be returned after the exhibition.
4. Provide high-resolution images and detailed product descriptions.



VI. Procedures:

| | |
|---|--|
| 1 | Fill out the MITE Live Streaming Matrix Application Form as required. |
| 2 | Sign the authorization letter, see Annex 1 for details. |
| 3 | For Taobao, Douyin, & REDnote: Fill out the Live Streaming Product Information Summary, see Annex 2 for details. Note: Relevant promotional materials (including but not limited to images, text, short videos, etc.) must be submitted to macaumaigroup@gmail.com by March 15 th . |
| 4 | For Facebook (CTM): Fill out the Facebook (CTM) Live Streaming Product Information List, see Annex 3 for details. It must be submitted to macaumaigroup@gmail.com by March 15 th |
| 5 | On April 10 th , the organizer will notify the evaluation results and the live streaming time schedule. |
| 6 | Before April 15 th , mail / deliver samples to at Suite 1, 4/F, Nam Fong Building, 1023 Avenida da Amizade, Macao (the contractor's office). |