



MITE New Media Matrix Exhibitor Guidelines

During the exhibition, the organizer will arrange for popular live streamers and key opinion leaders (KOLs) to host live sales and promotional broadcasts across various online platforms. This initiative aims to assist exhibitors in expanding their reach in both domestic and international markets. The live broadcast event is anticipated to generate approximately ten million impressions. Details are as follows:

I. Basic Information

Venue: Halls A, B and C, Cotai Expo of The Venetian Macao

Date: April 10 to 12, 2026

Eligible Participants: Confirmed exhibitors

II. Live Broadcast Information

Live Broadcast Sessions: Live sales and promotional activities

Live Broadcast Styles: On-site studio (host only, host + brand representative), on-site live broadcasts

Optional Live Broadcast Platforms: Taobao, Douyin, Weibo, REDnote, and WeChat Channels from the Chinese mainland; TikTok, Instagram, and Facebook from Macao and overseas

III. Fee Details

1. Live Sales on Douyin, Taobao, and WeChat Channels: Commission-free. Exhibitors are required to provide product links and assist with binding host accounts.
2. Live Promotions on Xiaohongshu, Weibo, and Facebook: Limited to enterprise, brand, or product promotions. No regional restrictions or commission fees apply.
3. On-site Live Promotions on TikTok and Instagram: Limited to on-site promotions within the booth area. No regional restrictions or commission fees apply.

IV. Services

Brand qualification review, live broadcast operations and promotions, and mobile live promotions.

V. Participation Requirements

1. For live sales collaborations, product pricing must include postage. Exhibitors are responsible for all logistics matters.
2. Exhibitors must provide three or more samples per item, and indicate on the sample



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handover list whether the host may open samples for tasting and introduction and whether the samples need to be returned after the exhibition.

- Exhibitors must provide high-definition images and written descriptions of their products (if overseas influencers are selected, please submit the corresponding English content at the same time).

VI. Procedures

1. Complete out the MITE Live Streaming Matrix Application Form as required.
2. Sign the authorization letter (see Annex 1 for details).
3. For Douyin, Taobao, and WeChat Channels: 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 6 th .
4. For REDnote, Weibo, and Facebook: Complete the Live Promotion Information List (see Annex 3). Submit it to macaumaigroup@gmail.com by March 5 th .
5. For TikTok and Instagram: Complete the Onsite Live Promotion Information List (see Annex 4). Submit it to macaumaigroup@gmail.com by March 6 th .
6. On March 6 th , the organizer will notify the evaluation results and live streaming time schedule.
7. Before April 15 th , mail / deliver samples to: Suite 1, 4/F, Nam Fong Building, 1023 Avenida da Amizade, Macao (contractor's office).