First Western Food Festival
In Shaanxi Weinan Wanda Plaza

1. Period of activity
First days of October 2017 (October 1 to 8 ‘The Golden Week’ National day), for a period of 8 days, opening every day from 9:30 am to 10:00 pm

2. Location
Weinan City, Shanxi Province, Weinan Wanda Plaza, an outdoor pedestrian street (Western European style street)

3. Scale of activity
There will be 30 product stands, 20 stands of gastronomy. All are regular booths.

4. Activity
There will be an entrance fee, the entrance ticket will be exchangeable for products or food. We will promote the popularity of gastronomy, culture and the sale of the excellent products from Europe.
During the activity, there will be performances, about 10 people evoking European dances and traditions, such as flamenco, guitarists, etc.
Depending on the weather, the number of attendees and pedestrians per day is 30,000 – 50,000.

During the activity, all transactions will be carried out through WeChat, alipay and other means of scanning. The payment instruments are provided by the organizers. Payments can be made in cash, After the closing of the sales of the day, each booth will inform their sales to the cashier with the tickets as proof, together, they will make accounts and balance with the organizers. The organizer will make the accounts with the stands before the end of the day at 18:00 (preferably daily) without exceeding two consecutive days and immediately pay the money corresponding to the designated account of the participating stand.

5. Business cooperation
→ Merchandise booth cooperation: rental of 0 yuan, deposit of 1,000 yuan. The deposit is returned to the participating member within 48 hours after the event, the sponsor deducts 30% of the merchandise sales.

→ Gastronomy stand cooperation: the gastronomic stand is provided by the organizer, each stand will be sponsored by the partners. The partners are responsible for the production of meals, must pay 1,000 yuan deposit as insurance. The deposit will be returned to the member within 48 hours of the end of the event. The sponsor deducts 30% of the total income from the gastronomy posts every day, so there will be no risk in both parts.
6. Advertising methods

Online Advertising:
1. There will be games and advertising in WeChat, eg: "The person with the most appetite" contest; The more hotdogs people can eat (including vouchers), this creates a viral reaction and an increase in advertising.
2. Take advantage of local forums, groups to attract college students and white-collar workers.
3. Participation of actors, singers and personalities in the event to seek greater assistance.
   Additional cooperation of radio and television media.
Promotion by other means during the activity:
1. Spanish bullfighters distribute the vouchers of the Gastronomic Day to attract attention.
2. Ornate floats parade of the districts of Dali, Yan Liang, Lintong and other districts and cities.

Activities:
The detailed program of activities, including a detailed list of exposure sizes, materials and standards, will be provided in more detail later.

Wanda Group

West Wanguo Food Co., Ltd.

Guangzhou Methods Consulting Co., Ltd

Contact numbers:
(020) 38880710
(020) 87577673
18675949334