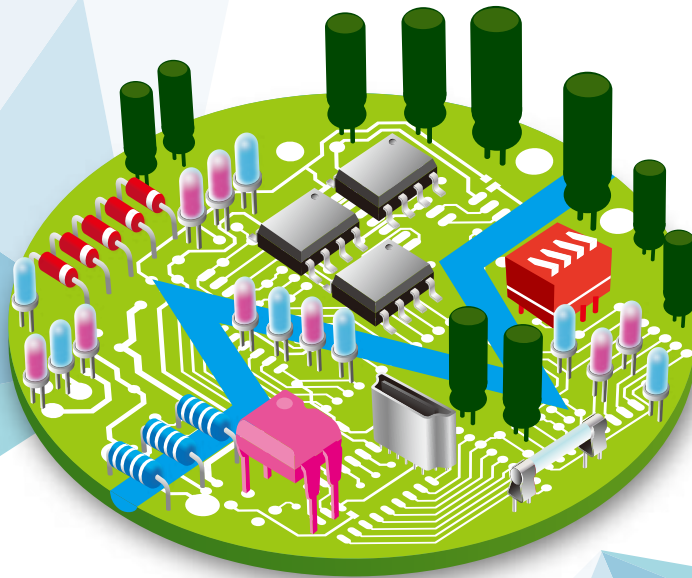




# TAITRONICS

Taipei International Electronics Show

# APPLICATION KIT



**OCT. 11-14, 2017**

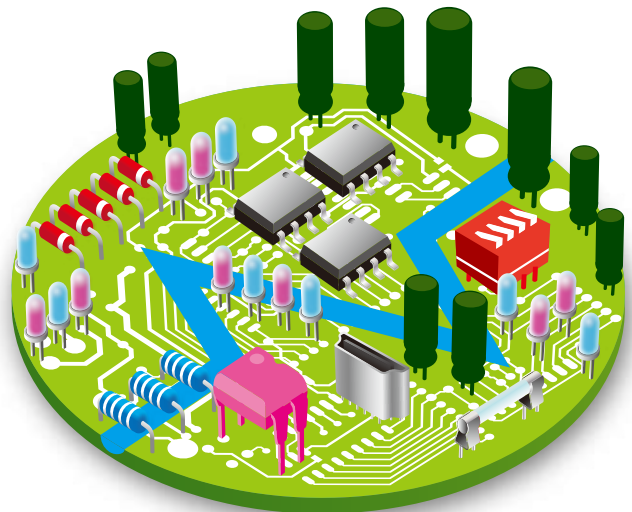
Taipei Nangang Exhibition Center, Hall 1



Organizers:  TAITRA  TEEMA

[www.taitronics.tw](http://www.taitronics.tw)

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# APPLICATION KIT

## Organizers



Taiwan External Trade Development Council (TAITRA)



Taiwan Electrical and Electronic Manufacturers' Association (TEEMA)

## Exhibiting Areas

<b>International Exhibitor</b>	Industrial Process & Manufacturing Equipment
Electronic Components & Parts	Smart Living & Consumer Electronics
Meters & Instruments	Broadband & Communication
Active & Passive Components	Smart Manufacturing
LED Lighting & Applications	Energy-Efficiency Solutions
Cells, Batteries & Power Supplies	

## Venue

Taipei Nangang Exhibition Center, Hall 1  
 (No.1, Jingmao 2<sup>nd</sup> Rd., Nangang District, Taipei City 11568, Taiwan)

## Show Dates and Hours

October 11-13      09:00 - 17:00  
 October 14        09:00 - 16:00

## Dates for Exhibits Move-in and Move-out

**Move-in**        October 9-10      07:00 - 18:00  
**Move-out**      October 14        16:00 - 18:00 (hand-carried exhibits only)  
                          October 15        08:00 - 17:00 (all exhibits and stand fitting materials)

## Booth Rentals

Booth Type	Space/Dimensions	Booth Rental (including 5% VAT)
Raw Space (1 unit)	9 m <sup>2</sup> (3 m x 3 m)	US\$ 2,080
Raw Space (2 units)	18 m <sup>2</sup> (6 m x 3 m)	US\$ 3,745
Raw Space (3 units)	27 m <sup>2</sup> (9 m x 3 m)	US\$ 4,995
Standard Shell Scheme (1 unit)	9 m <sup>2</sup> (3 m x 3 m)	US\$ 2,280
Standard Shell Scheme (2 units)	18 m <sup>2</sup> (6 m x 3 m)	US\$ 4,105
Standard Shell Scheme (3 units)	27 m <sup>2</sup> (9 m x 3 m)	US\$ 5,475



### Remarks:

1. Each Standard Shell Scheme is equipped with the basic facility module, which includes:

Standard partition	1 Set	Folding chair	2 Pcs
Needle punch carpet	9 SQM	Spotlight	3 Pcs
Company name fascia board	1 Pc	Trash can	1 Pc
Info counter	1 Pc	Socket	1 Pc
Glass round table	1 Pc		

Extra booth facilities are available with the official contractor on a rental basis.

2. Raw Spaces do NOT include any facilities by itself.
3. Regardless of booth type, each booth is supplied with 110V (500W) electricity free of charge.
4. Booths will be allocated by the organizer based on the following criteria:
  - (1) number of booth(s) required;
  - (2) date of application.

### Participation Information

1. All manufacturers, distributors, traders, as well as organizations dealing in products or services as stated in the exhibits profile, are eligible to participate as exhibitor.
2. The organizer reserves the right to accept or reject any application and determine the location of booth(s) for each exhibitor.
3. If the number of booths required exceeds booths available, the organizer reserves the right to reduce the number and/or size of booths, change the exhibition venue and show dates, or cancel the show without any liability or responsibility for compensation or indemnity to the exhibitor.
4. The organizer will not act as a sponsor for visa applications and cannot be held liable in case of visa difficulties.
5. Minors under 18 are not admitted to the showground.

### Application

1. Registration begins February 16, 2017. The on-line booth application is available for international exhibitors.  
[www.TAITRONICS.tw](http://www.TAITRONICS.tw)
2. The order of booth selection is based on booth size (with priority given to larger booth reservations) and the order in which the applications are received.



## Payment Schedule

1. A non-refundable down payment of **US\$ 500 per booth** must be received before the application will be processed. A copy of the bank receipt of the down payment must be emailed to:

**Ms. Belinda Chen**

Email: [cph@taitra.org.tw](mailto:cph@taitra.org.tw)

Tel: +886-2-2725-5200 ext. 2636

TAITRA Exhibition Department / No. 5, Xinyi Rd., Sec. 5, Taipei 11011, Taiwan

2. After space allocation, the organizer will notify applicants of their booth number(s), location, and the balance due. The Exhibitor Manual, which contains all information pertaining to preparing for the show, will be also made available to the exhibitor at the same time.
3. All payment should be made by telegraphic transfer (T/T) payable to:

**Beneficiary Name:** Taiwan External Trade Development Council

**Account Number:** 5056-665-100018

**Bank Name and Branch:**

TAIWAN COOPERATIVE BANK WORLD TRADE CENTER BRANCH

**SWIFT Code:** TACBTWTP505

**Address of Bank:**

2F., NO. 333, SEC 1, KEELUNG RD., SINYI DISTRICT, TAIPEI CITY, R.O.C.

Please clearly state the show name "TAITRONICS 2017" in payment details to facilitate accounting procedure, and check "all banking charges are for remitter" to avoid deductions from payment.

4. All banking charges, if any, are to be borne by the applicant.
5. In case of cancellation or the exhibitor's personal difficulties (e.g. failure to obtain visa to Taiwan, illness, travel or shipping problems), down payment or booth balance already paid cannot be refunded or transferred to other shows or participants.

## Advertising Campaign

### 1. Advertising and Publicity

An intensive advertising campaign will be conducted across related media, organizations and trade shows around the world, including promotions in domestic and overseas publications and websites. Press releases will also be circulated.

### 2. eMarketing

Both domestic and overseas potential buyers, including key manufacturers, traders, distributors, and governmental organizations, will receive information and invitations to the show.

### 3. Directory Listing

The organizer will publish an Official Directory in both printed and digital format that includes a company profile of each exhibitor and their products.

### 4. Online Networking

Exhibit profiles will be posted on the website at [www.TAITRONICS.tw](http://www.TAITRONICS.tw). Buyers can search for information provided by the exhibitor on the official website before the show. To connect buyers with exhibitors, social media ([www.facebook.com/TAITRONICS.TAIPEI](http://www.facebook.com/TAITRONICS.TAIPEI)) will also be employed.

### 5. Mobile Marketing

Attendees with mobile devices can access instant show updates and other information via the official TAITRONICS app, anytime, anywhere.

## For further information, please contact

**Ms. Belinda Chen**

TAITRA Exhibition Department

No. 5, Hsin-yi Rd., Sec. 5, Taipei 11011, Taiwan

Email: [cph@taitra.org.tw](mailto:cph@taitra.org.tw)

Tel: +886-2-2725-5200 ext. 2636

## TAITRA Overseas Offices

You are welcome to contact our TAITRA Overseas Offices for more information and local assistance. Please visit [branch.taiwantrade.com.tw](http://branch.taiwantrade.com.tw) to find the office nearest to you.