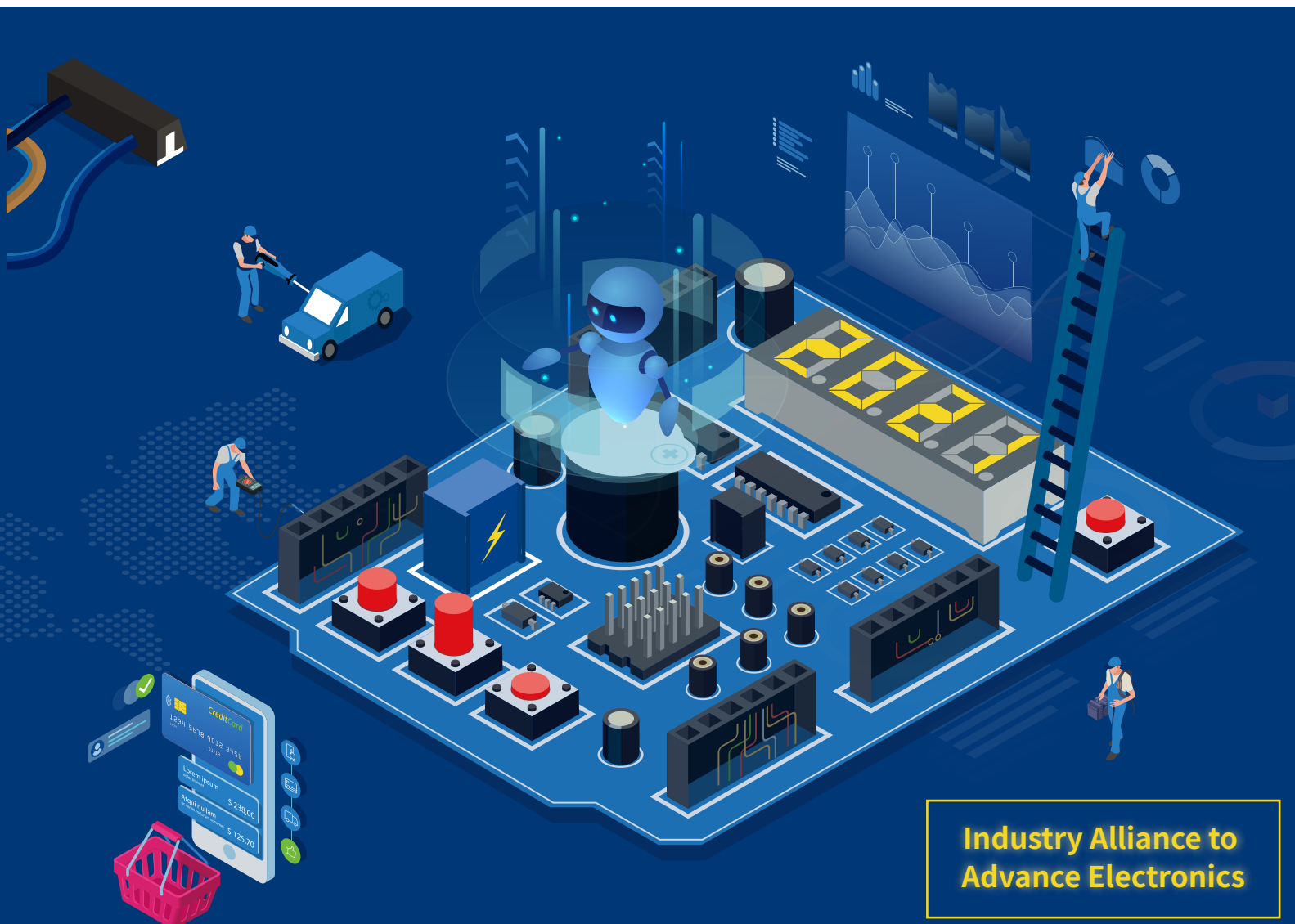


# — APPLICATION KIT —



**Industry Alliance to  
Advance Electronics**

**DEC. 21-23, 2021** Taipei Nangang Exhibition Center, Hall 1

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

 **TAITRONICS**  
Taipei International Electronics Show

 **AloT Taiwan**  
Taiwan International AloT Show

**DEC. 21 ▶ 23, 2021**

Taipei Nangang Exhibition Center, Hall 1

**Industry Alliance to  
Advance Electronics**



Organizers.....	01
Exhibiting Areas.....	01
Venue.....	01
Show Dates and Hours.....	01
Dates for Exhibits Move-in and Move-out.....	01
Booth Rentals.....	01
Booth Rentals for Startups.....	02
2021 TAITRONICS & AloT Online Exhibition Services.....	03
Participation Information.....	04
Application.....	04
Payment Schedule.....	04
Advertising Campaign.....	05
Contact Information.....	05



# APPLICATION KIT

## Organizers



Taiwan External Trade Development Council (TAITRA)



Taiwan Electrical and Electronic Manufacturers' Association (TEEMA)

## Exhibiting Areas

### TAITRONICS:

Electronic Components & Parts
Meters & Instruments
Cells, Batteries & Power Supplies
Industrial Process & Automation Equipment
Lighting Technology & Applications

### AloT Taiwan:

IoT Devices & Sensors ( IoT Gateway )
Cloud & Broadband Communication
Intelligent Services ( Smart Manufacturing, AI, Digital Transformation, Smart Business, Smart Healthcare, Smart Living and Smart Security)
Circular Economy
Startups

## Venue

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

## Show Dates and Hours

December 21, 09:00 – 17:00  
 December 22, 09:00 – 17:00  
 December 23, 09:00 – 15:00

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

**Move-in** December 19, 18:00 – 24:00  
**Move-out** December 20, 05:00 – 19:00  
 December 23, 15:00 – 24:00

## Booth Rentals

Booth Type	Space/Dimensions	Booth Rental (including 5% VAT)
Raw Space (1 unit)	90000cm <sup>2</sup> (300x300cm)	US\$ 2,080
Standard Shell Scheme (1 unit)	90000cm <sup>2</sup> (300x300cm)	US\$ 2,280



### Remark:

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

Standard partition	1 Set	Folding chair	3 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

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

## Booth Rentals for Startups

1. Eligibility : Startup companies established on (or after) Jan, 1, 2016 and are in ICT related industries.

2. Booth Rental Rates:

Booth Type	Booth Rental (including 5% VAT)	Equipment	Qty
Stand (150x150cm)	US\$350	Standard Booth with Company Sign (150x150x250cm/H)	1
		Needle punch carpet	1
		Meeting Table (150x50x100cm/H)	1
		Bar Stool	2
		Spotlight 10W (White light)	2
		110V/5A Socket	1
		Trash can	1
Shell Scheme (300x300cm)	US\$850	Standard Booth with Company Sign (300x300x250cm/H)	1
		Needle punch carpet	1
		Lockable cupboard (100x50x82.5cm/H)	1
		Meeting Table	1
		Folding Chair	3
		Spotlight 10W (White light)	3
		110V/5A Socket	1
		Trash can	1

## 2021 TAITRONICS & AloT Taiwan Online Exhibition Services

The organizers will provide basic online exhibition services for all physical exhibition exhibitors, including catalogs, text dialogues, meeting reservations, video functions and online shopping malls. Value added services (additional upgrade from the basic) include audio-visual services (live tours and new product launches) and project marketing (press release, event broadcast, eDM, FB and Show Map). Details are as follows :

Package	Price	Item
<b>Gold</b>	<b>NTD 12,000</b>	1. New Product launch video x 1 2. eDM x 1 3. Industry News x 1 (provided by Exhibitor)
<b>Platinum</b>	<b>NTD 22,000</b>	1. New Product launch video x 1 2. Live tour x 1 3. eDM x 1 4. Industry News x 1 (provided by Exhibitor)
<b>Diamond</b> ( for Exhibitor )	<b>NTD 28,000</b>	1. New Product launch video x 1 2. Live tour x 1 3. eDM x 1 4. Industry News x 1 (provided by Exhibitor) 5. Facebook post x1
<b>Diamond</b> ( for Pavilion )	<b>NTD 48,000</b>	1. Live tour x 3 2. eDM x 2 3. Industry News x 1 (provided by Exhibitor) 4. Press release x1 5. Facebook post x 2 6. highlighted in Show Map
<b>Diamond</b> ( for Forum )	<b>NTD 48,000</b>	1. Live Streaming 2. eDM x 2 3. Industry News x 2 (provided by Exhibitor) 4. Press release x1 5. Facebook post x 2 6. highlighted in Show Map

Note:

1. If a theme pavilion chooses the gold or platinum plan, live tours will replace new product release videos.
2. Audio-visual services include official platform upload, audio sharing and video authorization.



#### Remarks:

1. Regardless of booth type, each booth is supplied with 110V (500W) electricity free of charge.
2. **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 January 12, 2021. The on -line booth application is available for international exhibitors.**
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:

**Mr. Cory Hua** Email: [cory.hua@taitra.org.tw](mailto:cory.hua@taitra.org.tw)

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, TAIWAN

Please clearly state the show name "TAITRONICS 2021" or "AloT Taiwan 2021" in payment details (Remittance Information) 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.com](http://www.taitronics.com). Buyers can search for information provided by the exhibitor on the official website before the show.

## For further information, please contact

**Mr. Cory Hua**

TAITRA Exhibition Department

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

Email: [cory.hua@taitra.org.tw](mailto:cory.hua@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](http://branch.taiwantrade.com) to find the office nearest to you.

