

2007 Taipei International Automation Industry Exhibition

Organizer

Economic Daily
Chan Chao Int'l Co., Ltd.

Date

August 23 – 26 (Thursday to Sunday), 2007

Venue

Hall 1, Exhibition Hall, Taipei World Trade Center (No. 5 Hsin Yi Road, Taipei)

Move in

August 21- 22 (Tuesday to Wednesday)

Move out

August 27 (Monday)

Exhibit Profile

1. Automation Controlling System
2. Test and Measurement
3. Hardware and Whole Plant Equipments
4. Machinery and Equipments for Electronics Industry
5. Software for Design Engineers
6. Processing Machinery Machine Tools
7. Mold & Die Materials and Components
8. Logistics & Transport Equipments
9. Auto-ID Systems

Exhibition Fee

(1) Booth Rental Fee

Type of Stand	Show area	Price
Raw Space	9 sqms (3m×3m)	US \$1620 (US\$180 /Sq.m).
Standard Booth with basic furniture	9 sqms (3m×3m)	US \$2070 (US\$230 /Sq.m).

Note:1. Standard Booth contains:

3 xPartitions, 3xSpot lights, 1x110V socket, 1xCarpets (9sqms),
1 x Signboard, 1x Information Desk and chair.

2. Exhibitors could choose to rent raw space (searching for contractors by self)

or standard booth with basic furniture

(2) Power Electricity · 24hrs electricity · water supply of water pipe · air compressor · forklift, will be charged additionally.

Booth allocation and registration

(1) During closing of application or when all booths are filled, the preparation office of the organizer will divide the areas uniformly based on product category. During the exhibitors meeting, exhibitors will base on its product area to select the location of their booth. (Booth selection shall not be across the aisle).

(2) Exhibitors subscribing for more booths will have the priority to select booth location during exhibitor meeting.

(3) For exhibitors with same number of booths, during exhibitors meeting, the selection priority will be based on the date of application. That means exhibitor who applies earlier can select booth location with priority.

(4) The organizer has the right to change the layout of the exhibition area, depends on exhibit situation and demand.

(5) To keep the safety of the floor construction, the organizer has the right to assign the location of the displayed product.

(6) Several exhibitors cannot join together to register and select booth.

Register Procedure

With the application form and the signature of company and the person in charge, mail or fax to :

Chan Chao International Co., Ltd./ Executer of 2007 Taipei International Automation Industry Exhibition

Tel: 02-2659-6000

Fax: 02-2659-7000

Address: 3F, NO.185, Kangchien rd., Nei-Hu Dist, Taipei, Taiwan

Executers: Richard Fang #153

Candy Huang#122

Marketing Plan

(1) News and Magazines:

Spread information and advertisements to domestic dominant news such as Economic Daily · Business News · China Times · United Daily News · leading news in central and south part of Taiwan...,and related professional magazines.

(2) Invitation Card

◎ 100,000 invitation cards will be printed and be sent by Chan Chao Company · collocated institutions and media · exhibitors to make mass spread to visitors.

- ◎ Chan Chao Company will search the potential buyers based on the visited buyers information accumulated from past years and related purchasing industries.

(3) Internet

Design Buyer's Guide of 2007 Taipei International Automation Industry Exhibition by internet, which contains information of company and producing products Design EDM and potential buyers database as well to invite related industries by E-mail.

(4) Overseas Promotion

- ◎ Spread out the information of the exhibition to related overseas exhibitions and industrial expos organized by Chan Chao (such as Europe→Germany、Poland、Italy...,central and south America→Argentina、Mexico...,Asia→China、Hong Kong、Japan、South Korea、Russia、Dubai...,east and south Asia→Malaysia、Vietnam、Philippine、Indonesia...etc.)
- ◎ Invite the foreign buyers through the foreign agents of the organizers.
- ◎ Invite worldwide buyers through the assistance of organizers worldwide and the trade offices in Taiwan.

(5) Institution Invitation

Invite the chief of the government and related industrial group、R&D institutions to improve the image of the exhibition.

(6) Buyer's Guide and Compact Disk

Release Buyer's Guide and compact disk and give free to the member of domestic related institution、related industries and the visitors.

Withdrawal from the Exhibition

1. Once the deposit for the exhibition booth is paid, it will not be refunded. For exhibitor who is allocated with booth but withdraws afterwards, the fund will not be refunded and will be used for payment of promotional expense for this exhibition.
2. Booth rented by the participating company cannot be transferred in private or cannot be utilized by company with name other than the company name during application (including name of sponsoring company). If there is violation, the organizer will immediately take back the transferred booth and will prohibit the company who did not apply to exhibit to continue to exhibit. The transferor will be prohibited to participate in any trade promotion activity conducted in the country by the organizer within two years.
3. Products displayed by participating companies must be related to the theme of this exhibition. Otherwise, exhibition will be prohibited.