



KAOHSIUNG INDUSTRIAL AUTOMATION EXH. 2011



June 23~27, 2011 Kaohsiung Kaisyuan World Exh. Center

Exhibition Advantage

Backed by an NT\$2 million promotional budget, the show will feature extensive media coverage.

China Economic News Service (CENS), under the United Daily News Group, will undertake overseas promotion, soliciting attendance of global buyers with precise marketing.

Invitation mails will be sent to buyers based on the latest data in 2010 containing 100,000 pieces of buyer information.



Professionalism *The most professional show in Kaohsiung*

In its role as a professional manager, the Economic Daily News (EDN) has been a faithful companion to local enterprises on the course of their development over the past years. The automation show organized by the EDN is the foremost and most professional show in Kaohsiung.



Exhibition *The largest in southern Taiwan*

In a continuation of past success, Kaohsiung Automation Exhibition boasts 250 exhibitors with 450 booths, making it the largest industrial automation show in southern Taiwan.



Business Opportunities *Ample business opportunities*

The Economic Daily News can help exhibitors forge a professional image among 50,000 potential buyers via its powerful marketing channel, including print, electronic, and online media.



Exchange *The most advantageous platform*

The largest automation exhibition in southern Taiwan is situated in Kaohsiung city boasting the advantage of industrial clustering, notably of steel and petrochemical industries, which makes it the optimal exchange platform for exploring trade opportunities.

Comments of Exhibitors in 2010 June 11~15, 2010 Kaohsiung Kaisyuan World Exh. Center

- Full booking of exhibition space, large visiting crowd, good contents of displays.
- Good exhibition result, plan to attend the exhibition again next year.
- Acknowledge the powerful promotion of the Economic Daily News and its effect.
- Gratitude for the considerate services of exhibition staffers.
- Reception of inquiry mails from Chinese buyers.
- Exchange of many business cards indicating good potential for follow-up business opportunities.

Exhibition Profile

- ◆ **Exhibition Date:** June 23 (Thu.) - June 27 (Mon.), 2011(10:00AM –5:00PM)
- ◆ **Exhibition Location:** Kaohsiung Kaisyuan World Exhibition Center (No.600, Kaisyuan 4th Rd., Qianzhen Dist., Kaohsiung City)
- ◆ **Special exhibition areas:** Machinery Equipment Area, Hardware/Accessory/Components Area, Automatic Testing Area, Industrial and Academic Cooperation Area, Theme Area of Business Associations
- ◆ **Organizer:** United Daily News Group, Economic Daily News

Location of the Exhibition Venue

The exhibition venue boasts good location with convenient access to mass rapid transit system, airport, and freeway, enabling visitors to reach the venue via mass transportation systems or own car easily.

- **Mass transportation:** Reach Kaohsiung rapid mass transit system via high-speed rail/railway/airplane and then take the red line to R6 Kaisyuan station and leave from exit 2 before walking around 400 meters to arrive at the venue.
- **Driving:** Exit Chunghsan Freeway at the end, turn to Chungshan Road in the direction of downtown area, and turn right to Kaisyuan

Promotional Advantages

Integrating domestic and overseas resources of the United

Daily News Group

- Inviting foreign buyers to visit the show by taking advantage of the resources of the database and mail delivery system of the United Daily News Group.
- Good exhibitor recommendations, containing company profile and product introduction, (in the three versions of English, simplified Chinese, and traditional Chinese) are sent to foreign buyers along with invitation mails.
- Invitation mails are sent in three batches, offering exhibitors with early registration multiple exposures.
- Regularly notify exhibitors of the information on the countries, amount, and opening rate of sent invitation mails, to keep them posted on the latest progress of the promotional effort.

Perfect match of physical exhibition and online marketing

- Constant updating of the official exhibition website before the exhibition, enabling would-be visitors to plan their visit conveniently.
- Posting of exhibition information on the official website of the Economic Daily News, helping exhibitors probe business opportunities around the clock.

- Buyers can hyperlink to exhibitors' website via the invitation mails, enabling full exposure of their products even before the exhibition.
- The official website of the Economic Daily News will post instant information during the exhibition period, extending the reach of the exhibitor to areas around the world.

Continuous promotion before and after the exhibition

- Carry out pre-exhibition promotion targeting potential buyers via the three channels of print media, electronic paper, and e-mail.
- Carry out three rounds of e-mail promotion, without missing a single potential buyer.
- Send show bulletin and supplements to target buyers after the exhibition to deepen their impression.
- Send show bulletin and supplements to important absent buyers to augment the effect of the exhibition.

Application Kit

All manufacturers, agencies and distributors involved in related professional zones of the exhibition as well as organizations of academic research, technical service and counseling are welcome to apply for participation.

■ 【Booth Rentals】

NT\$ 25,000 (Per unit, Size:3M×3M, Not including 5% VAT)

1. Accepting applications from now on. The application period will due upon all booths are taken.
2. Each booth requires publicity & promotion fees of NT\$ 25,000 and sales tax of NT\$1,250, totaling NT\$ 26,250. At registration, each booth requires a deposit of NT\$ 10,000 (cash or cash votes). The remaining NT\$ 16,250 can be paid with checks honored on May 18, 2010, titled "United Daily News Limited". Once the registration is completed, the newspaper will provide a full-amount invoice for tax reporting.

■ 【Exhibition Booths and Basic Compartment】

1. Each booth size: $3\text{M} \times 3\text{M} = 9\text{M}^2$.
2. Each booth is composed of compartment and fascia boards (3 m×3 m×2.5 m), plus three projection lamps and one 110V, 500-watt socket.
3. Each booth includes one reception desk and one chair.
4. One badge with the company's full name for each booth.

■ 【Display Mode】

1. Real product display is mainly recommended. The display can be assisted with media such as catalog, film, slides and video wall. However, the volume of audio equipments exhibitors use should not exceeds 70 decibels; microphones for propaganda and promotion are prohibited.

Exhibitors should not affect their neighboring stands. Offenders will be punished by cutting off their power supply.

2. To take into account the ground-bearing and machinery safety, exhibitors should bring their own bracket to distribute weight. Exhibits weight of more than 7 tons should be reported to the organizer in advance and accept the arranged location for the safety purpose.
3. The organizer provides 50 million fire and public accident insurance respectively to ensure exhibitors, exhibits and guests' maximum protection.

■ 【Water/Power Supply and Forklift Engineering Services】

Apart from the free basic compartment the organizer provides, exhibitors will receive free utilities and piling/moving services. (5 HP per booth; exceeding the limit requires an additional charge.)

Utility update table should be proposed to the organizer within 3 days after the Coordination Conference for Exhibitors to ensure exhibitors to enjoy the most effective display service.

(Overdue applicants will be served with only basic supply and equipment.)

Advertising & Promotion Plan

1. **Newspaper Publicity:** Before the show, powerful, efficient and intensive promotion will be conducted on the Economic Daily News, the United Daily News and the United Evening News. During the show, daily special layout on the Economic Daily News will be arranged to report the exhibition news to expand and continue the effectiveness of the show.
2. **Internet Publicity:** Activity information will be published on the official websites of the Economic Daily News and Kaohsiung Kaisyuan World Exhibition Center. These messages will also be linked to the activity description.
3. **Letters of Invitation:** Invitations will be widely sent to public and private institutions, relevant associations, research & academic organizations, procurement departments and people who have visited the newspaper's industrial automation exhibitions to enhance the exhibition's effectiveness.
4. **Professional Media:** Advertisements will be published on professional magazines to attract professionals to visit and manage procurement.
5. **Broadcast Publicity:** Attracting visitors through broadcast channels before the show.
6. **eDM Distribution:** Integrating the group's global buyer databases including a total of 100,000 cross-strait and global professional buyers, sending out eDMs at three phases-the beginning of requesting exhibitors, the time exhibitors are listed and the day before the exhibition.
7. TV Marquee, Street Flag, Cross-street Banner and T-bar Publicity.
8. Free exhibition papers and journals will be provided for visitors and buyers at the show, allowing exhibitors to have another promotion opportunity on papers.

Value-Added Exhibition Benefits

■ 【Five plus one & Ten plus four】

One vendor purchases more than 5 (less than 10) booths of Kaohsiung Industrial Automation Exh. 2011 will get one free booth, more than 10 will get four free booths.

■ 【Complimentary copy of the show bulletin of Kaohsiung Industrial Automation Exhibition】

1. The organizer will publish a show bulletin in full-color printing, which be given free of charge to exhibitors and visiting public at the venue, so as to extend the effect of the show.
2. Exhibitors with 1-2 booths are entitled to a free one-quarter page of color ad on the bulletin, while a free half-a-page ad is available to exhibitors with 3-5 booths, a full-page ad to exhibitors with 6-9 booths, and a cross-page ad to exhibitors with 10 booths or more, allowing them ample print-media exposure.

■ 【Preferential ad rates for the show supplement of Economic Daily News】

Exhibitors with three booths or more are entitled to 50% discount for running ads on the show supplement of the Economic Daily News and others are entitled to 34% discount.

Exhibition schedule

■ 【Coordination Conference for Exhibitors】

After the registration deadline, the organizer will inform exhibitors the date and location of conference. In the conference, the organizer will illustrate exhibition notices and draw sheets for selecting booths. Below are the rules of drawing sheets:

1. The pre-registered exhibitors and those who book more booths serve first serial numbers for selecting booth. And the exhibitors who book equal numbers of booth will be allowed to select booths according to registration sequence.
2. The organizer will select the booths on behalf of exhibitors who didn't attend the conference. (To select booths until the exhibitors who book equal numbers of booth have completed their selection)
3. Each exhibitor shall select linked booths, and not be allowed to select booths by crossing aisles.

■ 【Entry of the Showground for Booth Decoration】

1. The showground will be open to the exhibitors for booth decoration from 9:00 a.m. to 5:00 p.m., June 21 and 22, 2011.
2. Exhibitors who need overtime work must apply to the organizer one and a half hours before the closing time, and will be subject to applicable fees. (In the event multiple exhibitors apply for overtime works, fees will be shared. Without application, exhibitors are not permitted to stay at the showground for overtime works.)
3. The organizer will not provide service or space for the temporary storage of objects. Exhibitors should clear non-exhibits and large wastes (such as wooden box) out of the showground.
4. Working staffers should wear identification badges for entering and exiting the showground.

■ 【Exhibition Period】

1. The exhibition will be held June 23 (Thursday) through 27 (Monday), 2011, from 10:00 a.m. to 5:00 p.m., for free visits by the public.
2. Exhibitors wearing identification badges can enter the showground at 9:30 a.m.
3. Exhibitors cannot withdraw their exhibits during the exhibition period.

■ 【Dismantling and Clearance】

1. Dismantling and clearance should be undertaken 5:00 p.m.-7:00 p.m. on June 27 (Monday), 2011 after the closure of the exhibition and 9:00 a.m. to 5:00 p.m. on June 28.
2. After the end of the exhibition, exhibitors must require their contractors to remove all of their own objects used to decorate their booths, including carpets.
3. Afterwards, the organizer will assume responsibility in regard to waste disposal, with related fees to be borne by the exhibitors.