



# Application Kit

- **Organizer**

Taipei World Trade Center (TWTC)

(Sister organization of Taiwan External Trade Development Council, TAITRA)

- **Venue**

Bangalore International Exhibition Centre (BIEC), India

- **Show Dates & Hours**

	Date	Time
<b>Move-in</b>	October 1-3	08:00-22:00
<b>Show</b>	October 4-5	10:00-18:00
	October 6	10:00-16:00
<b>Move-out</b>	October 6	16:00-22:00

- **Themes**

Smart City Solutions

Smart Technology Applications

City Development Products & Services

- **Exhibit Profile**

Smart Building/Home/Community

Smart Transportation/Urban Mobility

Smart Energy

Smart Security

Smart Hospital/Medicine/Medicare

Smart Campus/Education

Smart Retail


Smart Manufacturing

Smart Agriculture

e-Governance



● **Booth Rental (Early Bird rates now!)**

Booth Type	Booth Rental*
Shell Scheme (3*3 sqm)	INR 60,000
Raw Space (3*3 sqm)**	INR 40,000
<b>Shell Scheme includes:</b> <ul style="list-style-type: none"> <li>■ Carpet</li> <li>■ 3-sided standard partition</li> <li>■ 1 Company name fascia board</li> <li>■ 1 Reception desk</li> <li>■ 3 Chairs</li> <li>■ 2 Spotlights</li> <li>■ 2 Fluorescent Lights</li> <li>■ 1 Waste basket</li> <li>■ 1 Socket (220V 5A)</li> </ul>	
	
<p>* Tax inclusive</p> <p>** Minimum requirement: 36 sqm</p>	

● **How to apply**

1. **Online**

<https://events.taiwantrade.com.tw/SMARTASIA18en/enrollment/login>

2. **By E-mail**

Complete the Application Form and send it to [smartasia@taitra.org.tw](mailto:smartasia@taitra.org.tw)

● **Payment Schedule**

- Upon receiving the application form, the organizer will notify the applicant of booth rental payment.
- Payment (non-refundable) should be made by Telegraphic Transfer (T/T) to:  
Account Number: 085007013706  
SWIFT code: BKTWTP085  
Bank of Taiwan, Taipei World Trade Center (TWTC) Branch  
Address of the bank: 3F, No. 333, Keelung Rd., Sec. 1, Taipei 11011, Taiwan  
Beneficiary Name: TAITRA (Smart Asia India)  
★All extra bank handling charges, if any, are to be borne by the exhibitor.
- In case of cancellation, booth rental already paid will not be refunded under any circumstances.**

## ● Booth Allocation

Booth allocation priority is based on the following criteria:

1. Number of booths
2. Date of application

The organizer will notify the applicants to complete the booth allocation procedure by e-mail.

## ● Event Marketing & Promotion

1. **Media PR:** Press Conferences, Press releases, Media barter

2. **Newspapers, TV, Radio, Magazines**

3. **Digital Marketing**

Official website, Social Media (FB, Twitter, IG, LinkedIn), WhatsApp, Google AdWords & GDN, EDMs

4. **Outdoor Advertising**

Billboards, Lamp-post branding, Bus stops, Bus branding, Auto branding, Metro advisements, etc.

5. **Others:** Official Directory, Brochures, Visitor Invitations, Barter

## ● Contact Us

Taipei World Trade Center (TWTC)

(Taiwan External Trade Development Council, TAITRA)

5 Hsin-yi Rd., Sec. 5, Taipei 11011, Taiwan

Mr. Jason Lin (Show Manager) Tel: +886-2-2725-5200 Ext. 2765

Ms. Claire Liu (Marketing Manager) Tel: +886-2-2725-5200 Ext. 2864

Fax: +886-2-2725-1337 E-mail: [smartasia@taitra.org.tw](mailto:smartasia@taitra.org.tw)





## Application Form

※ Please complete and e-mail the following document to the organizer at [smartasia@taitra.org.tw](mailto:smartasia@taitra.org.tw) or click [here](#) to proceed online:

Company Name		Brand Name	
Abbreviated Company Name	(For exhibitor's badge printing. Example: TWTC)		
Address			
Postal Code		Country	
Telephone		Fax	
Website			
Trade Show Contact Person	<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	Position	
E-mail			
Products or services to be on display	<p>Product Codes (Please go to <a href="http://www.smartasia.com">www.smartasia.com</a> to download EXHIBITS PROFILE and fill in the codes of your exhibits in the blanks below.)</p> <p>1. _____ 2. _____ 3. _____ 4. _____</p> <p>5. _____ 6. _____ 7. _____ 8. _____</p> <p>If you can't find suitable code, please fill in product name:</p>		
Company profile	(In order to increase the exposure of your brand, please provide descriptions and photos of your company to <a href="mailto:smartasia@taitra.org.tw">smartasia@taitra.org.tw</a> )		
Products profile	(In order to increase the exposure of your brand, please provide descriptions and photos of your products to <a href="mailto:smartasia@taitra.org.tw">smartasia@taitra.org.tw</a> )		
Booth Required	<input type="checkbox"/> _____ Shell Scheme (3m x 3m) <input type="checkbox"/> _____ Raw Space (3m x 3m) (minimum 36 sqm)		

By signing and submitting this Application Form to the organizer, I accept the Terms and Regulations for Participation and agree to comply with any further terms and regulations made by the organizer in connection with this show.

Signature: \_\_\_\_\_ Position: \_\_\_\_\_

Date: \_\_\_\_\_