

2020

E-MOBILITY TAIWAN

ONLINE

Application Kit

2021
10.20-11.20

ORGANIZER:  TAITRA

<http://online.e-mobilityshow.com.tw>

Welcome Remarks

2035 E-Mobility Taiwan will be grandly unveiled both online and offline. The online trade show is scheduled to be held from Oct. 20 to Nov. 20 while the physical one takes place at TaiNEX 2 from Oct. 20 to 22, 2021. 2035 E-Mobility Taiwan Online, with four main features— “flexible access” , “O2O integrated marketing” , “timely global business interaction” , and “customized services” will help global exhibitors showcase products and technologies with ease and provide visitors extraordinary user experiences and fulfill their procurement needs anywhere and anytime.

Both exhibitors and visitors may also join various online activities, forum, and guided tours, to learn the latest industry trends, interact with each other, and seek plentiful business opportunities. Showcasing the complete EV and self-driving car ecosystem, 2035 E-Mobility Taiwan Online will be an important event that industry players must participate in. Welcome to join us!

2035 E-Mobility Taiwan Online A hybrid trade show for smart mobility

Flexible access

Showcase your brands, products and technologies on this one month-long online exhibition that offers 24/7 access to global B2B visitors.

O2O integrated marketing

Various online and offline activities and marketing services help you increase brand exposure and generate traffic to your booth.

Timely global business interaction

Online networking functions and online guided tour of your booth help you build relationships with potential buyers and partners beyond travel constraints.

Customized services

Customize your product displays to attract global visitors' attention and generate effective leads and new business in a safe environment.

Why Attend 2035 E-Mobility Taiwan Online?

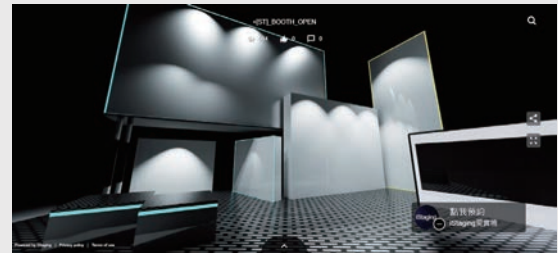
Full of Abundant Content

Online Trade Show



- 720° panorama
- Videos (live streaming, live tour)
- Forum agenda
- Sponsor banners
- Lobby
- Exhibit area

Virtual Booth



- Company name + LOGO
- Display items x 10
- One-on-One messaging
- Visitors can schedule meetings with exhibitors
- Lead generation
- Exclusive booth URL is easy to share

Note: All pictures shown are for illustration purpose only and may not be an exact representation of the actual layout and design.

Four Elements Building Unique Experience



Virtual

- Virtual halls
- Virtual booths
- Product display



Network

- Messaging
- Schedule meetings
- Visitors may leave contact info & message at the booth



Experience

- Exhibitors can show their virtual booths to the visitors in an "online guided tour"
- Online Forum



Insights

- Number of visitors
- View counts of products and videos
- Message counts
- Meetings counts
- Lead generation

When and who to contact

**E-MOBILITY
TAIWAN**
ONLINE
10.20-11.20.2021

**E-MOBILITY
TAIWAN**
TaiNEX 2
10.20-22.2021

Feel free to contact us!

Taiwan External Trade Development Council (TAITRA)

Contacts	Phone numbers	Email
Helen Wu (Online Show Manager)	+886-2-2725-5200 #2780	wenjen@taitra.org.tw
Max Liu (PR & Marketing)	+886-2-2725-5200 #2763	forest@taitra.org.tw
Irene Lin (Show Manager, for space inquiries)	+886-2-2725-5200 #2779	tnlin@taitra.org.tw
Mina Su (Assistant)	+886-2-2725-5200 #2851	e-mobility@taitra.org.tw

Or contact your nearest TAITRA Overseas Offices: <https://about.taitra.org.tw/Overseas-Offices>

2035 E-Mobility Taiwan Online Packages

Note: As shown in the following table, FIVE items checked by RED color for the "Integrated Marketing & Communication" are for exhibitors who paid US\$980 for the Basic Package. Exhibitors who participate physical trade show and obtain Basic Package free of charge are not entitled for these services.

Unit: US\$, VAT Included

	Basic	Advanced	Premium
Special offer for physical show exhibitors	US\$0	US\$980	US\$2,800
Participate online show only	US\$980	US\$1,400	US\$4,000
Online Display			
One online booth with display items such as poster, catalogues, photos, videos, websites	✓	✓	✓
Online Guided Tour (meetings in which exhibitors introduce booth and products to the visitors)	✓	✓	✓
Online Messaging	✓	✓	✓
Integrated Marketing & Communication			
Exhibitor listed on Show Guide	✓	✓	✓
Exhibitor listed on official website	✓	✓	✓
Virtual Zone setup at the physical show for visitors to experience the online show	✓	✓	✓
One product introduction in general EDM	✓	✓	✓
Customized EDM for the company and its products			✓
Product introduction on 2035 E-Mobility Taiwan Facebook (photo + text)	✓ (X1)	✓ (X1)	✓ (X2)
One company video on 2035 E-Mobility Taiwan Facebook			✓
Company logo in 2035 E-Mobility Taiwan Online EDM	✓	✓	✓
Company logo in the Virtual Zone at the physical show	✓	✓	✓
Product catalogue in the Virtual Zone at the physical show	✓	✓	✓
Company video played (in carousel format) in the Virtual Zone at the physical show			✓
Company banner on the front-page of official website			✓
Company special report on the Trade Insight Biweekly Magazine			✓
Presence at the online product launch (live-streamed to global buyers)			✓
Sponsorship (Sponsorship Manual)		10% discount	15% discount
Statistics & Visitor Insight Report			
Booth view counts	✓	✓	✓
Number of Likes	✓	✓	✓
Number of Messages	✓	✓	✓
Number of times product & video being viewed	✓	✓	✓
Number of scheduled Guided Tours	✓	✓	✓
Visitor list (Company name, Name, Country, Email)		✓	✓

Statistics & Visitor Insight Report



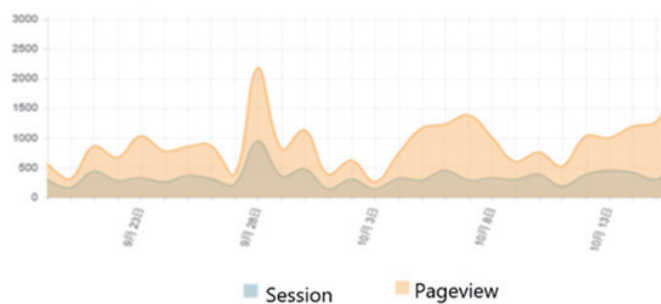
Effective global leads generate new businesses

- Booth traffic (number of views)
- Number of Likes
- Number of messages
- View counts of product & video
- Number of scheduled guided tours
- Visitor list (Company name, Name, Country, Email)

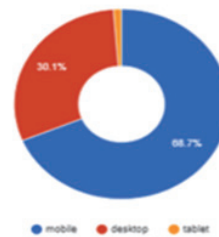
Note: Report content differs based on which online package each exhibitor purchased.



Session v.s. Pageview

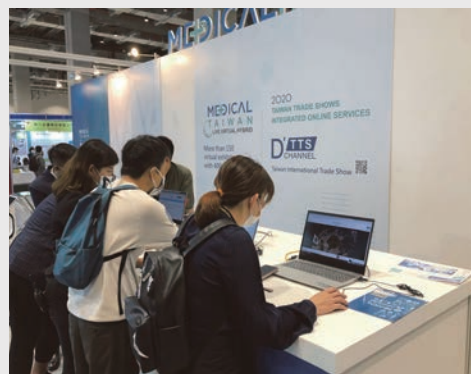


Device types



On-site Virtual Zone

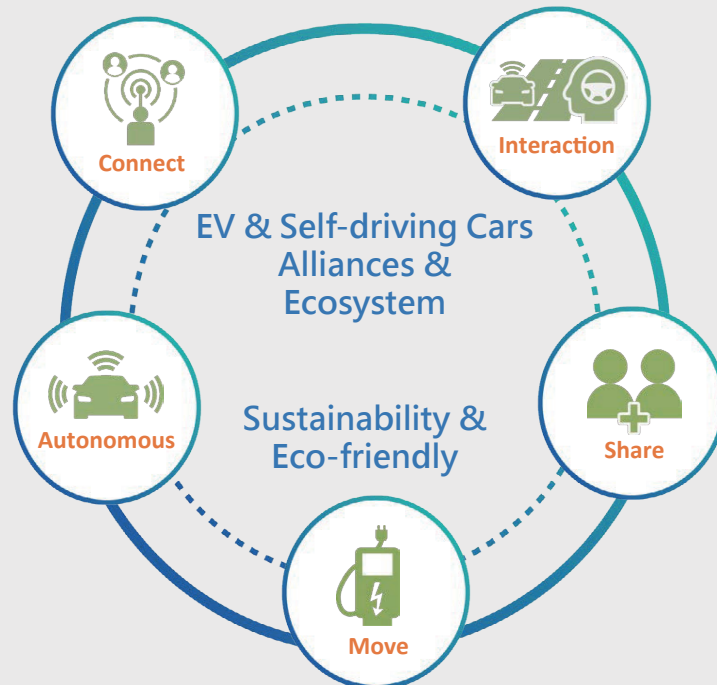
Online show presence at the physical show to increase brand awareness



Company names and logos being listed and video being played in the Virtual Zone at the physical show

Note: Content differs based on which online package each exhibitor purchased.

Product Categories



Electric or Autonomous Vehicle Total Solution/Alliance/Ecosystem



Autonomous

ADAS, LiDAR, High Precision Map, AI, System Integration



Move

Battery, Electrical Machine (e.g. motor, generator, convertor), Electrical Control Units (e.g. vehicle control unit, motor control unit, battery management system), Energy Management, New Energy Vehicles, EV Manufacturing Machinery



Connect

IOV, 5G, Low-Orbit Satellite Communications (B5G, 6G), Cyber Security



Interaction

Infotainment, Human-Vehicle Interfaces



Share

Sharing Platforms, PaaS (Platform as a Service), MaaS (Mobility as a Service), SaaS (Software as a Service), IaaS (Infrastructure as a Service), Application Solutions



Startup

Companies established after January 1, 2016 (inclusive); or related organizations and companies that support startups

2035 E-Mobility Taiwan Sponsorships

No.	Item	Price (US\$, VAT included)
Sponsorship Items at TaiNEX 2 during the physical show		
1	Panoramic Banner	54,000
2	Lamp Flag Ad	3,600
3	Elevator Ad	7,200
4	Elevator Wall Ad	10,800
5	Wall Banner Near By Elevator	3,600
6	Lobby Wall Banner (Facing South/North)	4,320
7	Lobby Wall Banner (Facing East)	5,400
8	Wall Banner Above South Reception Desk	7,200
9	Area P Entrance Wall Banner	5,400
10	Wall Banner Above Area P Reception Desk	6,480
11	Wall Banner Aside Area P Reception Desk	9,000
12	Area Q Entrance Wall Banner	5,400
13	Wall Banner Above Area Q Reception Desk	6,480
14	Wall Banner Aside Area Q Reception Desk	9,000
15	Lobby Glass Wall Banner	14,400
16	B1 Lobby Glass Wall Banner	5,400
17	Area P & Q – TV Ad	2,880
18	Media Center	7,200
19	Buyer's Lounge	10,800
20	E-Mobility Virtual Zone TV Ad	540
21	Buyer Tote Bag	7,200
22	Admission Badge	3,600
23	Promotional DM Stand	3,600
24	Show Map	1,800
Digital ads & event sponsorships		
25	Digital Official Directory	2,520
26	E-Mobility Website Main Page Banner	1,800
27	E-Mobility Website Partner Banner	540
28	E-Mobility EDM Banner	1,080
29	Live Tour	1,800
30	Online New Product Launch	2,520
31	Online Exhibition Landing Page Ad	1,080

2035 E-Mobility Taiwan Online Application

- Application opens: **June. 18, 2021.**
- Submission Deadline: **Sep. 30, 2021..**



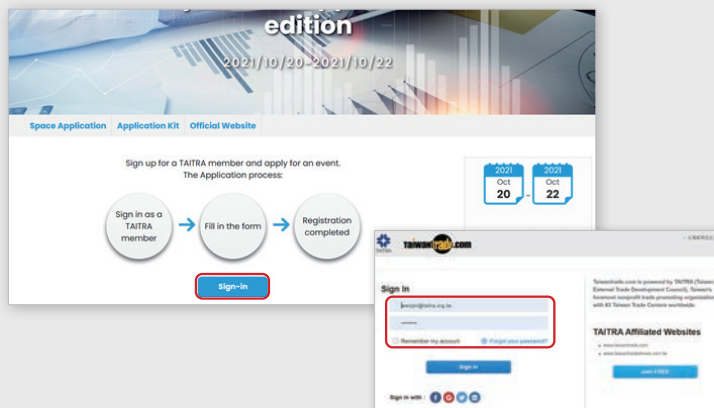
Step 1 :

Go to E-Mobility website

<https://www.e-mobilityshow.com.tw/en/index.html>

and click on **Space Application**

If you are a member of TAITRA, log in with your TAITRA member user name and password. If you are not a member, please register to become a member and continue to the registration page.



Step 2 :

Registration page ➔ click on **Sign in**

Company Information

Company Name (for fascia board & invoice)*: TAIWAN EXTERNAL TRADE DEVELOPMENT COUNCIL

Abbreviation of Company Name (for show map)*:

Business Type* ☐ Manufacturer ☐ Importer/Exporter ☐ Agent/Distributor/Retailer ☐ Academy ☐ Organization ☐ Others

Contact Information

Ms. Irene Lin
+886-2-27255200 Ext. 2779
e-mobility@taitra.org.tw

Add to Google Calendar

f t in m

Step 3 :

Complete company and product information, and click on **Next**

Space Application Application Kit Official Website

Submit Successfully
Your Enrollment No: A1021000015

APPLICATION FORM

Dear Exhibitors,

Thank you for applying 2035 E-Mobility Taiwan. The trade show will take place from October 20 to 22, 2021. Please send the following files to e-mobility@taitra.org.tw

1) exhibit catalogue/ product brochure
2) 3 high quality images of exhibits

Enrollment No: A1021000015
Submitted at: 2021/06/17 16:14

Contact Information

Ms. Irene Lin
+886-2-27255200 Ext. 2779
e-mobility@taitra.org.tw

Add to Google Calendar

f t in m

Step 4 :

Once you see that you submitted successfully, you have **completed the registration**

Payment Schedule and Withdrawal from Participation

1. Upon accepting application, the show organizer will invoice the exhibitor for a full amount of the online trade show package fee. It must be cleared in two weeks or the application will be considered incomplete.
2. Telegraphic Transfer should be made to:
A/C NO: 5056-665-100018
SWIFT CODE: TACB TWTP 505
BANK NAME: Taiwan Cooperative Bank, World Trade Center Branch
BANK ADD: 2F., No.333, Sec. 1, Keelung Rd., Hsinyi District, Taipei, Taiwan
BENEFICIARY NAME: TAITRA
BENEFICIARY ADD: 5, Hsin-Yi Rd., Sec. 5, Taipei 11011, Taiwan

Please send us your copy of bank transfer slip. You could leave "2035 E-Mobility Taiwan & the Invoice no." as sender's remarks.
3. All extra banking handling charges, if any, are borne by the applicants. Please select received in full amount (OUR) when transferring the payment.
4. Exhibitors who do not complete the payment before the invoice due date will have their application cancelled.
5. Under any circumstances or in case of exhibitor withdrawing from participation, all fees already paid cannot be refunded, transferred to other shows or exhibitors, or credited to later events.
6. All exhibitors who applied as overseas exhibitors should pay the fees in US dollars. If Taiwanese agent is the payer, please refer to the amount calculated after the exchange rate.

Regulations and Privacy Statement

1. These general regulations ("the Regulations") are made by Taiwan External Trade Development Council (hereinafter referred to as the "Organizer").
2. The Regulations shall cover the registration forms, exhibition manuals, and materials made for an exhibition (hereinafter referred to as the "Exhibition Materials"). The Regulations are applicable to exhibitors, joint exhibitors, and their branch companies (hereinafter referred to as the "Exhibitors") of the exhibition.
3. After an Exhibitor completes the registration procedure, the Exhibitor is deemed to have fully read and understood the Exhibition Materials and the Regulations and agree to comply with the Regulations unconditionally. Furthermore, the Exhibitors authorize the Organizer to include the information (text and pictures) provided by the Exhibitors in the marketing materials of the Exhibition.
4. Compliance with or violations of the Regulations regarding the Exhibitors' behaviors during the exhibition period shall be determined, interpreted, and implemented by the Organizer. The Exhibitors shall have no objection.
5. The organizer prohibits the participation of competitive exhibitions or related exhibition organizers, including subsidiaries or agents of associated enterprises. Exhibitors who register under falsified documents or impersonate others will be ordered to stop displaying and fees confiscated once found. The exhibitor agrees unconditionally to the organizer setting, explaining and executing of the regulation, regardless of whether or not the exhibitor has violated the regulation.
6. The Organizer has the right to plan the exhibition area and the booth based on the types of the products exhibited, the actual registration results, and booth demand. The Organizer also has the right to determine whether to accept Exhibitors' registrations, adjust the exhibition area and the optional purchase items based on the nature of the products exhibited and the Exhibitors' past records in the Taiwan Trade Shows, or the domestic or foreign promotional activities organized by the Organizer.
7. The Organizer shall send the Exhibition Materials and the Regulations to the Exhibitors approximately 60 days before the exhibition and publish them on the exhibition website (www.timtos.com.tw) for the Exhibitors to access and print the materials. The Exhibitors will have no grounds to claim ignorance of and/or violate the Exhibition Materials due to not having received the Exhibition Materials or having no access to the Regulations.
8. The Organizer may cancel the Exhibitors' exhibition qualifications and eligibility if the Exhibitors are found to be in any one of the following situations by the Organizer, and make no improvement after a request for improvement has been made by the Organizer. The Exhibitors shall be banned from participating in exhibitions organized by the Organizer for at least two years, and all previous exhibition records of the Exhibitors and their seniority shall be removed. If the Organizer is sued or deemed responsible for any loss or damages, the Exhibitors shall indemnify the Organizer for the expenses (including but not limited to the lawsuit and legal fees). The Exhibitors shall have no objection.
 - (1) Use of false documents, information, or any other person's name to participate in the exhibition.
 - (2) Exhibition items shown on the product catalog provided for registration are different from those indicated on the registration forms or from the physical objects.
 - (3) Failure to make full payment of the exhibition fees 10 days before the start of the exhibition.
 - (4) Refusal or withdrawal of authorization for the Organizer to use the information provided by the Exhibitors in the marketing materials of the Exhibition.
- (5) Booth with incomplete or no information about exhibitor and exhibition items.
- (6) Sale, display, or advertisement of exhibition items that infringe upon the copyright of others.
- (7) The exhibition items or the means of displaying them are in violation of relevant laws and regulations prescribed in the Civil Code, the Consumer Protection Act, the Fair Trade Act, the Commodity Labeling Act, the Commodity Inspection Act, and the Act Governing Food Safety and Sanitation.
- (8) Exhibition items or the means of display them disrupt public order or violate codes of decency.
- (9) Exhibition items infringe upon the rights of a third party who provides the Organizer with supporting documents such as a settlement agreement, the written judgment for losing the civil suit, or the written judgment for the conviction of criminal charge (whether the judgment is made or not).
- (10) The signs and information shown in the Exhibitor's booth are different from the information of the company in Chinese or English as provided in the registration form.
- (11) The booth(s) are subleased, transferred, or used to host exhibitions under the names of companies that are not registered (including the names of sponsors, affiliate companies [parent and subsidiary companies], a branch company of the original registered company in a third region, or subsidiary companies).
- (12) Exhibition items are imported from regions restricted by the government of Taiwan, or are manufactured, produced, or sold in such regions, or are contraband pursuant to the laws of Taiwan.
- (13) Exhibition items do not match the theme of the exhibition.
- (14) Conducting retail sales in the exhibition online platform.
- (15) The music, images, or related information played by the Exhibitors in the exhibition platform infringe upon intellectual property rights.
- (16) Third parties conduct disturbances or protests in the Exhibitors' booth(s) or inside/outside of the exhibition hall due to private disputes, thereby affecting the order or image of the exhibition.
9. The Organizer retains the right to adjust the exhibition date and venue. In the event of natural disasters, notifiable infectious diseases, functional failure as a result of hacking and cracking by a third party or other force majeure reasons that cause the change of exhibition date or venue, the Organizer will refund fees paid by the Exhibitors after deducting the incurred costs (including but not limited to payments that have been made to contractors and cannot be returned to the Organizer).
10. The Organizer retains the right to cancel the exhibition. In the event of natural disasters, notifiable infectious diseases, functional failure as a result of hacking and cracking by a third party or other force majeure reasons that cause the exhibition to be canceled, the Organizer will refund fees paid by the Exhibitors after deducting the incurred costs (including but not limited to payments that have been made to contractors and cannot be returned to the Organizer).
11. If any Exhibitors would like to drop out of the exhibition due to reasons not attributable to the Organizer, any payment made will not be refunded. All payments will not be refunded.



2025
E-MOBILITY
TAIWAN
—  — **ONLINE** —