



# Motorcycle Taiwan

*The 3<sup>rd</sup> Taiwan International Motorcycle Industry Show*

**MOTORCYCLE TAIWAN 2008**

**April 9-12, 2008**

## Application Kit

### **Organizer:**

Taiwan External Trade Development Council (TAITRA)

### **Co-organizers:**

Taiwan Transportation Vehicle Manufacturers Association

China Economic News Service (CENS)

### **Exhibition Profile :**

- Motorcycles, Scooters, ATVs, Electric Motorcycle/Scooter, Power-assisted Bicycle
- Engines and Parts
- Motorcycle Frames
- Motorcycle Parts and Accessories
- Motorcyclists' Accessories
- Noise, Emission Inspection Equipment
- Maintenance Equipment
- Components and Accessories Manufacturing Equipment
- Electric Motorcycle Parts and Accessories

### **Venue:**

**Taipei World Trade Center Exhibition Hall 1**

15, Hsin-Yi Road, Sec. 5, Taipei, Taiwan, R.O.C.

### **Exhibit Area:**

1. Parts & Accessories
2. Motorized Vehicles
3. Heavy-Duty Motorcycle
4. Inspection and Manufacturing Equipment
5. Electric Vehicles & Parts, Accessories
6. The Media

### **Show Dates and Hours:**

April 9-12, 9 a.m. - 5 p.m.

### **Dates for Exhibits Move-in & Move-out:**

Move-in: April 7-8, 2008

Move-out: April 13, 2008



# Motorcycle Taiwan

## Booth Space Rental Rates : tax included

Booth location	Rental Rates/Per Unit	Special offer for the 3 <sup>rd</sup> show	Early Bird Rate (deadline Sep. 30, 2007)
■Booths facing main aisles and booths in Area D	US1,625	US1,500	US\$1,350
■General booths	US1,500	US1,350	US\$1,215
■Booths facing main aisles with 1/4 pillar inside	US1,400	US1,260	US\$1,130
■General booths with 1/4 pillar inside	US1,350	US1,215	US\$1,090
<b>Booth size: 3 meters X 3 meters</b> <b>Pillar size: 1 meter X 1 meter</b>			

### Remarks:

1. Location payment is for **RAW SPACE ONLY**, without partition, carpet, or any display facility.
2. Booth facilities are available for rent from the official contractor. Exhibition Manual which contains the booth facilities order form will be sent after space allocation.
3. Each booth will be provided with 110V/500W electricity free of charge. Additional power supply and drainage will be at exhibitor's expense.

### Participation Information:

All manufacturers, distributors, traders and organizations in fields related to manufacturing and services of the above-mentioned exhibit profile are eligible to participate as exhibitors.

1. The organizers reserve the right to accept or reject any application and to determine the number and location of booth(s) for each exhibitor.
2. Space allocation priorities are based on:
  - (1) **Companies that rent 10 booths or more are given priority to select booths** when the application is confirmed. (Down payment of US\$500 per booth should be paid within 14 days to reserve the booths)
  - (2) Number of booth(s) required.
  - (3) Date of application on a first come, first served basis.

Drawings are used to determine priority for those with the same status.

3. **On-the-spot sales are prohibited.**
4. Minors under 12 and 140 cm in height are not allowed to enter the Showground.



## Booth Confirmation:

Once your company has been accepted for participation, you will receive confirmation of your booth(s) together with an Invoice of Down Payment in January, 2008.

### Payment Schedule:

1. Down Payment : After application is confirmed, down payment (US\$500 per booth) should be paid to reserve the booth. In case of cancellation or exhibitor's personal difficulties (ie: failure to obtain entry visa to Taiwan, travel or shipping problems), down payment and space rental already paid will not be refunded under any circumstances.
2. Balance Due :  
After the booths are allocated, the organizer will inform all applicants of their booth numbers, and send them debit notes for the outstanding amounts due.
3. Exhibition Manual :  
Upon acceptance of application, each exhibitor will receive an Exhibition Manual which provides detailed information and procedures on electricity, shipping instructions, travel agent, forwarding & handling agent, booth set-up and facilities.
4. All payment should be made by telegraphic transfer payable to "Taiwan External Trade Development Council", Account Number: 085-007000016 at the "Bank of Taiwan-Taipei World Trade Center Branch", with the name of the show "**Motorcycle Taiwan 2008**" clearly stated in the "Remarks" area. All banking charges, if any, are to be borne by the applicant.
6. The down payment and balance already paid will not be refunded under any circumstances including cases involving visa difficulties.

## Publicity Campaign to Buyers:

An active publicity campaign for this event is in progress to ensure optimum media coverage targets thousands of potential quality buyers:

### 1. Advertising & publicity

An intensive advertisement will be placed in local and overseas trade publications and magazines. Press releases will be circulated before the show.

### 2. Direct mail

Both domestic and overseas prospective buyers, including key manufacturers, traders, distributors, and government organizations, will receive information and invitations to the show.



# Motorcycle Taiwan

### 3. Show Pre-view

Exhibitors are free to place products information, contact info, and booth numbers in our “Show Preview” publication that will be mailed to foreign buyers two months prior to the show.

### 4. Official Directory

The organizer will publish an Official Directory, containing details on all exhibitors, including company profile and products and a services index.

### 5. Online Networking

All exhibitors’ exhibits profile will be posted on the website at: <http://www.motorcycletaiwan.com.tw>. Buyers can search exhibitor’s information before the show.

## Admission for Buyers :

### 1. Pre-registration:

Buyer who makes pre-registration through the web site at [www.motorcycle taiwan.com.tw](http://www.motorcycle taiwan.com.tw) will obtain one copy of Official Directory upon arrival at the pre-registration counter in the showground.

### 2. On-site registration:

Buyers may also register on-site at the on-site reception counter and pick up admission badge free of charge upon arrival at the showground during show hours.

## For further information please contact:

Show Manager: Ms. Polly Yang

Tel: 886-2-2725-5200 Ext. 2614

Fax: 886-2-27251959

[motorcycle@taitra.org.tw](mailto:motorcycle@taitra.org.tw)

Press Coordinator: Ms. Rita Lee

Tel: 886-2-2725-5200 Ext. 2876

Fax: 886-2-27291191

[motopress@taitra.org.tw](mailto:motopress@taitra.org.tw)

### [TAITRA Overseas Offices:](#)

You may contact TAITRA Overseas Offices for information and assistance at

[http://www.taiwantrade.com.tw/tpt/overseas/index\\_en.htm](http://www.taiwantrade.com.tw/tpt/overseas/index_en.htm)