

## Application Kit of Broadband Taiwan 2009

### ADVISOR

Ministry of Economic Affairs, R.O.C. (MOEA)

### SPONSOR

Bureau of Foreign Trade, MOEA

### ORGANIZERS

Taiwan External Trade Development Council (TAITRA)

Taiwan Electrical and Electronic Manufacturers' Association (TEEMA)

### CO-ORGANIZERS

Industrial Technology Research Institute

Institute for Information Industry

WiMAX Forum

Taipei Computer Association

### VENUE

Taipei World Trade Center (TWTC)

Exhibition Hall 3

Address: No. 6, Sung-Shou Rd., Taipei, Taiwan, R.O.C.

[www.twtc.com.tw](http://www.twtc.com.tw)

### SHOW DATES AND HOURS

October 26-28, 2009

9 am - 5 pm

### WEBSITE

WiMAX Taipei 10/26-28 <http://wimaxtaipei.tw>

### EXHIBIT PROFILE

- WiMAX  
(Worldwide Interoperability for Microwave Access)

- Communication Equipment
- Wi-Fi
- FTTx Fiber-optical
- Power Line Communication, PLC
- GPS
- VOIP
- Bluetooth
- Wireless
- Communication Components & Module
- Communication Software
- Communication Service
- Testing & Certification
- Media

## INTRODUCTION

Global telecom operators and professionals will be attending Broadband Taiwan 2009 that's held in conjunction with the WiMAX Form Member Conference 2009. The exhibition will present 2 theme Areas : Broadband World and WiMAX Taipei in the showground. It leads the Broadband revolution into a new era, a social revolution that will reshape ever facet of communications.

Taiwan products are pioneering electronic highway in transmission speeds everywhere by multiplying high bandwidth transmission to create new and convenient culture of effective multipoint voice, video and data communications. And it's Broadband Taiwan that stages all this progress and the broadest business prospects including end-to-end broadband technologies like WiMAX, GPON, xDSL, HSPA, FTTx, and LTE. **Taiwan's NIC, SOHO Router, Hub, xDSL Modem, Cable Modem, WLAN ranks first worldwide by global market share & productivity. Only Broadband Taiwan offers the global platform to give the global edge into the next communication technology, the coming convergences, innovations and applications.**

### Booth Rentals (Tax Inclusive)

Raw Space		Shell Scheme Package
ONE booth	TWO booths	TWO booths

(Size : 3Mx3M)	(Size : 6Mx3M)	(Size : 6Mx3M)
US\$1,680	US\$3,360	US\$6,600

Remarks :

1. Exhibitors who apply for “WiMAX Taipei” booths must choose 2 booths or more.
2. Each booth, no matter raw space or shell scheme, will be provided with 110V/500W electricity free of charge. Additional power supply and drainage will be at exhibitor's expense.
3. The raw space booth is without partition, carpet, or any display facility. Booth facilities are available on a rental basis from the official contractor or preferred contractor.
4. Two Shell scheme booth (6MX3M) facilities:

Facilities including			
1	Standard partition 300X600X250 CM/H	1	Set
2	Company name fascia board 300X30 CM	2	Pcs
3	Needle punch carpet	18	SQM
4	Information Counter 100X50X82.5CM/H	1	Pc
5	Meeting Table	1	Pc
6	Folding Chair	6	Pcs
7	Spotlight 100W	6	Pcs
8	Trash can	1	Pc
9	ad on Official Directory	1	Pc
10	banner on official web page and WiMAX Taipei web page	1	Pc

**PAYMENT SCHEDULE**

1. The full payment of booth space must be received before **June 19, 2009**. A bank receipt copy of payment of booth space must be e-mailed or faxed to “Ms. Angelika Weng”.
2. Payment Information:

Payment is to be made by wire transfer upon application, please direct funds to:

Account Name: TAIPEI COMPUTER ASSOCIATION

Account Number: 148-40-001581

Swift code: FCBK TWTP

Bank: FIRST COMMERCIAL BANK - PATEH BRANCH

Bank Address: No. 3, Sec. 1, Tun Hwa S. Road, Taipei, Taiwan

3. No payment shall be refunded after the booth allocation meeting.

### **PARTICIPATION INFORMATION**

1. All manufacturers, distributors, traders as well as organizations dealing in products or services as stated in the EXHIBIT PROFILE are eligible to participate as exhibitors.
2. All applicants may request space or booth(s) only on a 3m (width) x 3m (depth) unit basis.
3. The organizer reserves the right to accept or reject any application and to arrange the number and location of booth(s) for each exhibitor.
4. Space allocation priorities are based on:
  - (1) Number of booth(s) required.
  - (2) Date of application on a first-come, first-served basis.
5. After space allocation, each exhibitor will receive an official Exhibitor's Manual that contains show regulations, detailed information and procedures concerning electricity, rental of facilities, the travel agent and official forwarding agents for handling shipments.
6. If the number of booths required exceeds booths available, the organizer reserves the right to reduce the number and/or size of booths, or to change the exhibition venue and show dates, or to cancel the show without any liability or responsibility for compensation or indemnification to the exhibitor.
7. The organizer will not act as a sponsor for exhibitor entry visa applications, and cannot be held liable in case of visa difficulties.
8. Children under 12 years of age are not permitted to the showground.

### **SHOW PUBLICITY CAMPAIGN**

An extensive promotional campaign to ensure maximum attendance by trade visitors will be launched:

1. Overseas Trade Shows:

TAITRA has sent or planned to send staff to major trade shows abroad such as CES, Mobile World Congress, Communic Asia, CeBIT, IFA to promote Broadband Taiwan.

2. Advertising & Publicity:

Advertisements will be placed in local and overseas trade publications and magazines. Press releases will be circulated along with a mass media campaign.

3. Online Networking:

<http://www.BroadbandTaiwan.com.tw> provides updated trade show information. Buyers can use this website to search exhibitor information before the show.

4. Official Directory:

An official directory will be published, in which exhibitors are entitled to enter descriptions of products and their company details free of charge.

5. Show Preview:

The organizer will publish the Show Preview two months before the show opens and circulate it to potential buyers. This show preview contains comprehensive information on the event, which includes fact sheets, exhibitors' list, and new products highlights.

### ADMISSION FOR VISITORS

1. Pre-registration: Buyers can pre-register via the official web site at:

[www.BroadbandTaiwan.com.tw](http://www.BroadbandTaiwan.com.tw) to apply for FREE Admission badges and will obtain one copy of Official Directory upon arrival at the pre-register counter in the showground.

2. On-Site Registration:

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

### FOR FURTHER INFORMATION PLEASE CONTACT

1. Become an exhibitor in Broadband World Area:

Taiwan Electrical and Electronic Manufacturers' Association - Mr. Lucifer Tsai  
Address: 6F, No. 109, Sec.6, Min Chuan E. Rd., Taipei 11490, Taiwan R.O.C.  
Tel:886-2-8792-6666 Ext. 333  
Fax:886-2-8792-6138  
[lucifer@teema.org.tw](mailto:lucifer@teema.org.tw)

2. Become an exhibitor in WiMAX Taipei Area:

Taipei Computer Association - Ms. Angelika Weng  
Address: 3F., No.2, Sec.3 Bade Rd., Songshan District, Taipei, 10558 Taiwan  
Tel:886-2-2577-4249 Ext. 808  
Fax:886-2-2577-8581  
[angelika@mail.tca.org.tw](mailto:angelika@mail.tca.org.tw)

3. General Show Question:

Ms. Teddy Hsiung

Tel:886-2-2725-5200 Ext. 2622

Fax:886-2-2723-4374

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

4. Media & Press :

Ms. Judy Yu

Tel:886-2-2725-5200 Ext.2628

Fax:886-2-2723-4374

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

**TAITRA OVERSEAS OFFICES**

You may contact TAITRA Overseas Offices, for information and assistance at:

<http://www.BroadbandTaiwan.com.tw>

## Application for Exhibit Space & Official Directory Entry

Please Type or Print

We hereby apply for exhibit space in Broadband Taiwan 2009 scheduled for October 26-28, 2009.

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Country: \_\_\_\_\_

Contact Person: Mr. / Ms. \_\_\_\_\_ Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Agent or representative in Taiwan, if any: \_\_\_\_\_

Company Name: \_\_\_\_\_ 統一編號 : (Reg. No) \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: Mr. / Ms. \_\_\_\_\_ Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Exhibits: (Please refer to the attached EXHIBIT PROFILE and fill in the codes of your exhibits in the blanks below)

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

5. \_\_\_\_\_ 6. \_\_\_\_\_ 7. \_\_\_\_\_ 8. \_\_\_\_\_

Others \_\_\_\_\_

■ We require \_\_\_\_\_ booth(s) (3M×3M per unit) in Broadband Taiwan 2009 (please choose one) :

- raw space       shell scheme

■ Exhibit area (please choose one):

- Broadband World
- WiMAX Taipei

■ We have already remitted by telegraphic transfer for US\$\_\_\_\_\_ as total payment.

Payment Information:

Payment is to be made by wire transfer upon application, please direct funds to:

Account Name: TAIPEI COMPUTER ASSOCIATION

Account Number: 148-40-001581

Swift code: FCBK TWTP

Bank: FIRST COMMERCIAL BANK - PATEH BRANCH

Bank Address: No. 3, Sec. 1, Tun Hwa S. Road, Taipei, Taiwan

■ We have read and accepted the Terms and Regulations for Participation (see reverse page) and any other rules and regulations made by TAITRA in connection with this show.

Complete and return this application form to:

WiMAX Taipei :

Taipei Computer Association - Ms. Angelika Weng

Address: 3F., No.2, Sec.3 Bade Rd., Songshan District, Taipei, 10558 Taiwan

Tel:886-2-2577-4249 Ext. 808

Fax:886-2-2577-8581

[angelika@mail.tca.org.tw](mailto:angelika@mail.tca.org.tw)

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

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

## **TERMS AND REGULATIONS FOR PARTICIPATION**

### **1.Participation Application**

- a) When signing the related application forms, participants agree to follow all the existing Regulations and further Regulations that might be made to modify them.
- b) Once signed and submitted by the Applicant and confirmed by the Show Management, the contract will be established and come into effect.
- c) Violations of the Regulations can result, by decision of the Show Management, in the exclusion of the transgressors whose damage claim, if any, will be rejected.

### **2.Payment Scheduled**

A down payment is required with the space application form. The balance of the space rental fee is due after space allocation. A debit note will be sent to the applicant. In the event of cancellation, the down payment or booth rental already paid will not be refunded under any circumstances.

### **3.Adherence to Copyright Patent Laws**

- a) It is strictly forbidden to display logos, licenses, or patented items registered by other companies.
- b) Violations will result in immediate removal of the displays, and the exhibitor will not be permitted to participate in this same event for the next two years.  
The exhibitors bear the responsibility for all penalties without recourse or indemnity.

### **4.Space Assignment & Unoccupied Space**

- a) The Show Management will determine the number and location of the booths assigned to each Exhibitor, in accordance with the nature of the exhibits or in the manner the Show Management deems appropriate.
- b) The Show Management reserves the right, should any Exhibitors' space remain unoccupied on the opening day without reasonable cause, to assign the said space to another exhibitor, or use the said space in any other manner deemed suitable.

### **5.Sub-letting of Space**

The Exhibitor shall not assign, sub-let or apportion the whole or any part of the assigned space or have representatives, equipment, or materials from firms other than his own in the exhibit space.

### **6.Venue & Show Dates Change**

The Show Management reserves the right to change the venue and dates of the Exhibition under certain circumstances. In the event of change of venue and/or date, or cancellation of the Exhibition, the Exhibitors shall not be entitled to any claim for compensation in connection with the booking of participation.

### **7.Construction/Decoration of Stand and Removal of Exhibits from Hall**

- a) All exhibitors ought to comply with all regulations in the Exhibitor's Manual and complete their construction and/or decoration by the date and time stipulated by the Show Management.
- b) Exhibitors must remove all exhibits from the Exhibition Halls within the move-out period stipulated by the Show Management. They will be held responsible for any loss or damage to the Exhibition Halls due to delayed removal.

### **8.Insurance**

- a) In addition to insurance for exhibits in transit between the port of shipment and the fair site, the exhibitors are advised to also take out adequate

insurance (fire, theft, water, accident, natural disasters and third party liability, etc.) for their exhibits during the exhibition (including build-up and dismantling periods), and during storage in the Show Management's warehouse.

b) Exhibitors are advised to hire their own security guards, for their valuable exhibits during the exhibition (including build-up and dismantling periods).

#### 9. Exhibit Limitations

a) Exhibitors are not permitted to erect booth partitions of over 250cm in height.

b) Advertising materials such as signs, posters and other advertising decorations can be extended to a height of 400cm.

c) Any signs or decoration higher than 250cm in full view must be decorated.

#### 10. Selling from Stand

The sale of exhibited goods on the spot and the soliciting of customers outside stands is strictly forbidden and those doing so can be immediately expelled from the exhibition.

#### 11. Breach of contract and Withdrawal by Exhibitor

a) In case of the Exhibitor's refusing the use of whole or a part of the space reserved and allocated or in case of the exhibitor default in payment by the stipulated date, the Show Management has the right to terminate the contract forthwith and the part of rental already paid shall not be refunded.

b) In case of the Exhibitor withdrawing from participation without the Show Management's approval, rental already paid by the Exhibitor shall not be refunded.

#### 12. Security & Organizer's Liability

a) The Show Management will provide personnel for maintaining order during the show period. Responsibility for guarding stands during the build-up, exhibition hours and dismantling period, shall rest with the exhibitors concerned.

b) During the booth erection and dismantling period and during the show, the booths must be manned by exhibitors at all times.

c) The Show Management shall not be held accountable or liable for any damage, loss, harm, or injury to any person or the property of the Exhibitor or of the exhibitor's officers, and/or employees, agents, and visitors which result from theft, water, fire, flood, natural disasters, or any other cause.

d) All Exhibitors are requested to turn off the power supply before leaving their exhibition booths. Unless otherwise agreed, the Show Management will disconnect the main power supply at 6 p.m. each day.

e) Exhibitors should comply with a fire control regulation. If any fire occurs due to the improper installation of decorations, construction or use of electric appliances, the exhibitor will be legally responsible for any loss or damage, and pay penalties of up to NT\$100,000 to TAITRA.

#### 13. Operation

a) The Exhibitor shall keep his booth(s) staffed at all times during show hours.

b) The Show Management reserves the right to restrict exhibits to a minimum noise level. Sound volume from booths should not exceed 85 dB.

c) The Show Management reserves the right to reject the exhibits or to stop the exhibition on the exhibitor's account, if he fails to lower the noise level or to resolve exhibition pollution such as dust, smog, unpleasant odors, the emission of stimulating gases, volatile organic chemicals, or other pollutants.

#### 14. Interruptions and/or Disruptions of the Exhibition

Exhibitors shall not cause interruptions and/or disruptions of the exhibition, which result in the protest or commotion at its booth, either inside or outside the showground, due to its debt or

its private dispute at any time during the exhibition or during move-in and move-out. If and when such an interruption and/or disruption influences the order of the exhibition or public image of the Show Management, and the exhibitor involved or concerned is unable to deal effectively with private disputes and/or protests, the exhibitor understands and agrees that the Management can terminate the exhibition agreement. The exhibitor's booth(s) may be shut down immediately resulting with no refund. The exhibitor shall be required to indemnify the Management against any and all claims, liabilities, costs and expenses arising of such interruptions and/or disruptions thereof.

#### 15. Supplementary Clauses

- a) Whenever necessary, the Show Management shall have the right to issue supplementary regulations in addition to those indicated in the Terms and Regulations for Participation to ensure the smooth management of the Exhibition.
- b) Any additional written regulation shall form part of the Terms and Regulations for Participation and shall be binding on the exhibitors.
- c) In the event of any occurrences not foreseen in this manual, the decision of the organizer shall be final.

## Appendix 1 Sponsorship Application Form

Company Name				TEL	
Person in charge		Title			FAX
E-mail				Cell phone	
<p>Your signature indicates your agreement with the terms in this contract.</p> <p>Taipei Computer Association (TCA)                      ©Signature: _____                      © Dates: _____</p>					
Sponsorship Level	<input type="checkbox"/> Diamond Sponsor	<input type="checkbox"/> Platinum Sponsor	<input type="checkbox"/> Gold Sponsor		
Sponsorship Fee	<b>NT\$ 2,000,000</b>	<b>NT\$ 1,000,000</b>	<b>NT\$ 500,000</b>		
Sponsorship Unit	<b>Limited to 3 sponsors</b>	<b>No limitation</b>	<b>No limitation</b>		
Sponsorship items		Diamond	Platinum	Gold	Explanation
1	Booths (Raw spaces)	4	2		Each booth space is 9 m <sup>2</sup> (LXW: 3m x 3m).
2	Corporate name to be appeared in the event press release	yes	yes		Sponsors must provide their press release.
3	Logo on event flyers	yes	yes		*Please see note 1 and note 2.
4	Logo on the Shuttle Bus	yes	yes		
5	Logo on event signage	yes	yes	yes	
6	A full page colour advertisement in the Event Guide	1	1	1	10,000 copies to be published * Please see note 1.
7	Logo and name of the sponsorship will be displayed on the road flag	1			1. The road flag will be hung on road sections authorized by the controlling organization. 2. The road flag overall dimensions: W60xH150cm 3. The sponsor will receive in 1/5 page layout (W60xH30cm). *Please see note 1 and note 2.
8	Logo on the wall of the TWTC Exhibition Hall 3	yes	yes		*Please see note 1 and note 2.
9	Logo on event water bottle labels	yes			
10	button on the Event Website	1	1	1	button size: W120 x H 60 Pixel W170 x H 70 Pixel *Please see not 1 and note 2.
<p>Note 1 Provide E-file logo, advertising copy, press releases, banners and button etc. within dates scheduled by organizer. Delaying materials will result in forfeiting your advertising rights.</p> <p>Note 2 The organizer will arrange logo positions according to sponsorship level and sequence of payment. Non-payment within deadlines forfeits logo display rights.</p>					
Points for attention	<p>1.Application period: Applications may be submitted starting from the date on this document until May 10, 2009. Please fax the form with your signature to Angelika Weng at +886-2-2577-8581.</p> <p>2.Contact person: Angelika Weng (02)2577-4249 ext. 808 <a href="mailto:angelika@mail.tca.org.tw">angelika@mail.tca.org.tw</a></p> <p>3.Payment is to be made by wire transfer upon application, please direct funds to:  Account Name: TAIPEI COMPUTER ASSOCIATION  Account Number: 148-40-001581  Swift code: FCBK TWTP  Bank: FIRST COMMERCIAL BANK - PATEH BRANCH  Bank Address: No. 3, Sec. 1, Tun Hwa S. Road, Taipei, Taiwan</p>				

## Appendix 2 Sponsorship Application Form

### Broadband Taiwan 2009 Exhibitor Profile

Company : \_\_\_\_\_

Contact : Name \_\_\_\_\_ TEL : \_\_\_\_\_ E-Mail : \_\_\_\_\_

---

#### Choose the WiMAX product categories of your company below.

##### 1. WiMAX Components

- |   |  |
|---|--|
| <input type="checkbox"/> WiMAX Antenna          | <input type="checkbox"/> WiMAX RF Module |
| <input type="checkbox"/> WiMAX Baseband Chipset | <input type="checkbox"/> WiMAX Chipset   |

##### 2. WiMAX System Products

- WiMAX Router
- WiMAX Repeater
- WiMAX Modem
- WiMAX Base Station

##### 3. WiMAX Application Service/CPE

- |   |  |
|---|--|
| <input type="checkbox"/> WiMAX Notebook/Netbook | <input type="checkbox"/> WiMAX Handset             |
| <input type="checkbox"/> WiMAX Card             | <input type="checkbox"/> WiMAX Operator Service    |
| <input type="checkbox"/> WiMAX USB Dongle       | <input type="checkbox"/> WiMAX Application Service |
| <input type="checkbox"/> WiMAX Gateway          |  |

##### 4. WiMAX Testing

- Testing Instrument
- Testing Software
- Testing Service

1. Content & Objectives of Exhibition

1.1. Purposes of Exhibition ?

---

---

---

---

1.2. Exhibits

Category	Product (brand names and model )	Amount	Model
<input type="checkbox"/> Base station			Frequency : _____ Emission power : _____
<input type="checkbox"/> CPE			Frequency : _____ Emission power : _____
<input type="checkbox"/> ASN Gateway			Power consumption : _____
<input type="checkbox"/> others			Frequency : _____ Emission power : _____ Power consumption : _____

1.3. Applications

- No. Please jump to question 2
- Yes. Please describe content of the exhibition

---

---

---

---

---

2. Does your company provide WiMAX products live demo ?

- 2.1.  No. Please jump to question 3
- 2.2.  Yes. Please fill in the form

**Status of cooperating companies for the live demo**

Products and Cooperating Company for Live Demo	Current Status		Need any Assistance for Outdoor Demo?
<input type="checkbox"/> CPE _____	<input type="checkbox"/> Negotiation In Progress	<input type="checkbox"/> Can Not Find any Cooperating Company	Need any Assistance for Outdoor Demo? <input type="checkbox"/> Yes <input type="checkbox"/> No
<input type="checkbox"/> Base Station _____	<input type="checkbox"/> Negotiation In Progress	<input type="checkbox"/> Can Not Find any Cooperating Company	Need any Assistance for Outdoor Demo? <input type="checkbox"/> Yes <input type="checkbox"/> No
<input type="checkbox"/> Telecom operator _____	<input type="checkbox"/> Negotiation In Progress	<input type="checkbox"/> Can Not Find any Cooperating Company	Need any Assistance for Outdoor Demo? <input type="checkbox"/> Yes <input type="checkbox"/> No
<input type="checkbox"/> Content provider _____	<input type="checkbox"/> Negotiation In Progress	<input type="checkbox"/> Can Not Find any Cooperating Company	Need any Assistance for Outdoor Demo? <input type="checkbox"/> Yes <input type="checkbox"/> No
<input type="checkbox"/> Others _____	<input type="checkbox"/> Negotiation In Progress	<input type="checkbox"/> Can Not Find any Cooperating Company	Need any Assistance for Outdoor Demo? <input type="checkbox"/> Yes <input type="checkbox"/> No

**3. If you require further assistance, please contact Angelika Weng at your earliest convenience.**

**Taipei Computer Association**

**Telecommunications Dept.**

**Angelika Weng**

**E-mail: [angelika@mail.tca.org.tw](mailto:angelika@mail.tca.org.tw)**

**Tel: +886-2-25774249 x 808**

**Fax: +886-2-2577-8581**

**Add: Angelika Weng, 3F., No.2, Sec.3, Bade Road, Taipei, Taiwan 105**