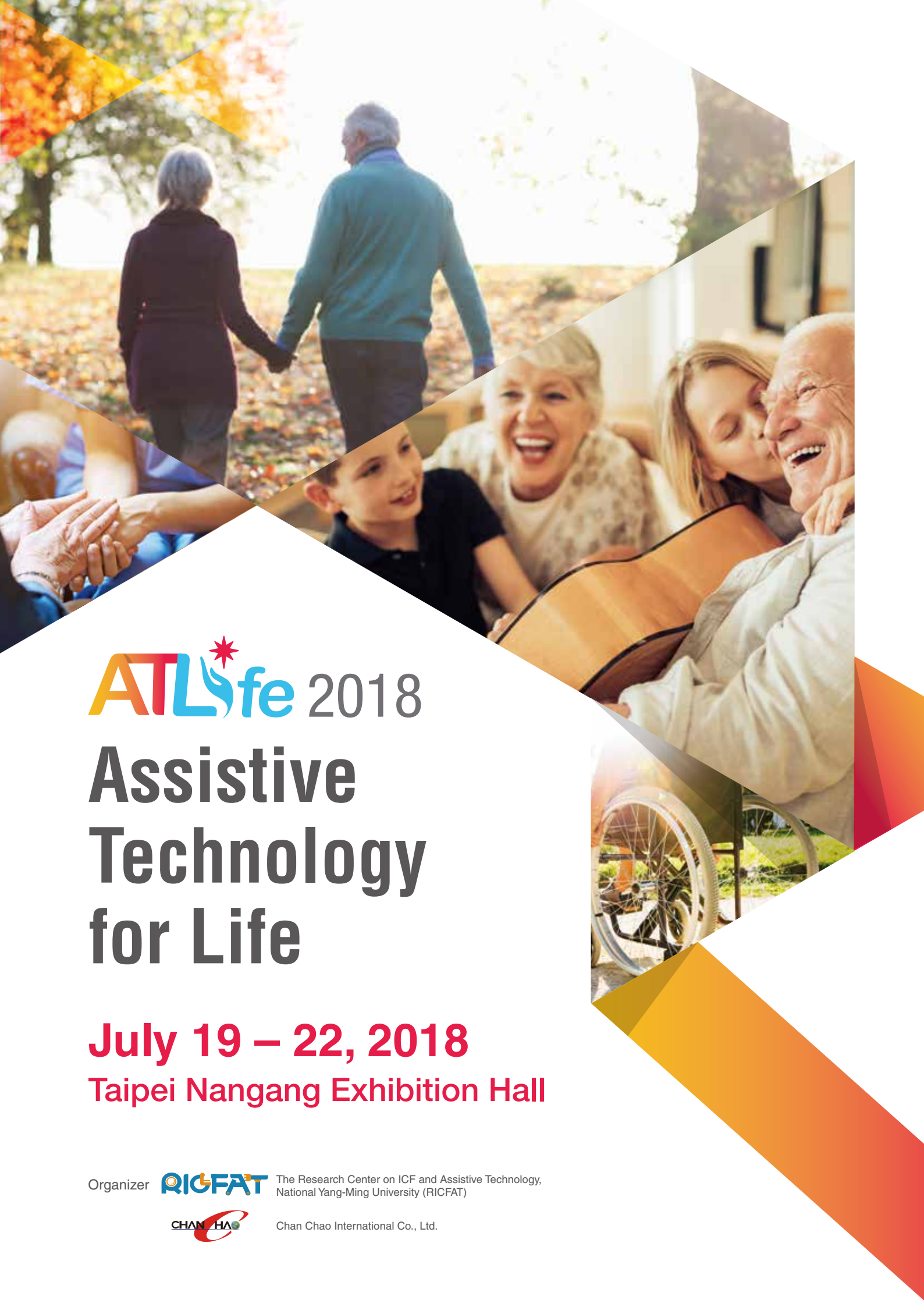




ATLife 2018

Assistive Technology for Life

July 19 – 22, 2018

Taipei Nangang Exhibition Hall

Organizer **RICFAT** The Research Center on ICF and Assistive Technology,
National Yang-Ming University (RICFAT)



Chan Chao International Co., Ltd.



ATLife 2018

Assistive Technology for Life





In 2001, Research Center on International Classification of Functioning, Disability and Health and Assistive Technology (RICFAT) of National Yang-Ming University was entrusted by Ministry of Interior (now the Social and Family Affairs Administration, Ministry of Health and Welfare) to establish the Center for Assistive Technology Resources and Popularization (CATR@P). For 16 years, CATR@P has served as a national platform for managing and promoting assistive devices, services, and resources. In other words, it is the only national unit established by the central government to manage and promote assistive devices and resources.

Assistive Technology for Life 2018

Along with professional curating organization, Chan Chao International Co., Ltd., RCFAT co-hosted ATLife 2017, Assistive Technology for Life from July 21 to 24, 2017. The grand exhibition proved to be a huge success. It now currently stands as the only professional exhibition of assistive devices and healthcare in Taiwan, receiving widespread recognition from across domestic and foreign industries and the general public, particularly those in need. In 2017, 176 exhibitors attended the exhibition using 500 booths, attracting a visitor count of over 53,000 people. It drew the attention of businesses in related fields, government departments, and the industries of assistive devices and long-term care. This further connects assistive device industries to Taiwan's central and local governments for enhancing the management of assistive devices, services and resources. It joint businesses from related industries to join in expanding the market and preparing people for the upcoming era of national long-term care.

Co-organizer

Government officials of all levels and service providers, Elderly care institutes and groups, Physical and mental welfare institutions and groups, Industry-specific societies and unions, Medical and long-term care professional societies, guilds, and associations, And social welfare foundations and groups.

Organizer

- The Research Center on ICF and Assistive Technology, National Yang-Ming University (RICFAT)
- Chan Chao International Co., Ltd.

Time

10:00 – 18:00,
July 19 (Thu.) – 22 (Sun.) ,
2018

Adviser

- Ministry of Health and Welfare
- Ministry of Economic Affairs, Ministry of Science and Technology
- Ministry of Labor
- Ministry of Education
- And others to be invited

Move-in & Move-out

Move-in July 17 – 18
Move-out July 22 overnight



Exhibit Theme

Main exhibition area



Walk Around

Mobility aids (sticks/walkers/manual wheelchairs/motorized wheelchairs/electronic scooters), welfare vehicles and components for modification, cushions, positioning systems for mobile assistive devices



Household Assistant

Eating, dressing, using objects, 3D printing life assistive devices, toilet, decompression mattress, bed, chair bed, repositioning aids, renovating old apartments, a new apartment for a new life.



Communication without Barriers

Auditory, visual, communication, and computer aids



Rehabilitation and Entertainment

Rehabilitation exercise facilities, interactive somatosensory rehabilitation systems, inclusive facilities, and toys and games



Smart Care Area

Automatic care devices, ICT/IoT care applications, and remote care.



Assistive (Medical) Device Stores Special Area

Assistive (medical) device store services and assistive device living center.



Respiratory Care Area

Respirators, oxygen machines, bulb syringes, blood oxygen monitors, sprayers, humidifiers, cough assist machines, sputum suction pumps, the vest airway clearance system, liquid oxygen, portable oxygen machines, and smart medical respiratory care.



Prosthetics and Orthopedic Area

Prosthetics, orthodontic (equipment), orthotic insoles, orthotic shoes, and 3D printing prosthetics (equipment)



New Materials and New Assistive Devices Area

New materials, new designs, and the application of new components.



Assistive Device Safety Inspection Verification Area

Various international assistive device standard safety inspection and verification services

Resources and services for assistive devices / long-term care

CATR@P, Social and Family Affairs Administration, and Ministry of Health and Welfare will cooperate with city/county assistive device resource centers and long-term care units to provide services including free assistive devices onsite, advice and suggestions for long-term care, introductions and subsidies for assistive devices, and opportunities to experience assistive devices.

Promotion of government policies / professional services

Central and local government departments (such as Ministry of Health and Welfare, Ministry of Economic Affairs, Ministry of Science and Technology, Ministry of Labor, and Ministry of Education), and professional societies and associations will be invited to provide exhibitors and visitors with government policies and professional services, and to exchange opinions.

Event Planning

Policy and Industry Forum

A policy and industry forum will be held to facilitate and promote exchanges from all walks of life. In addition, seminar rooms will be provided for different industries and professional services to promote and share their experiences.

Marketing Planning



Professionals and supervisors of assistive devices or service units

- Through diverse channels, we will strive to invite representatives from all levels of government and their entrusted service units, elderly care institutes and groups, physical and mental welfare institutions and groups, industry societies and unions, medical organizations, medical and long-term care professional guilds and associations, and social welfare foundations and groups to attend the exhibition and the educational activities and workshops.
- Invitation will be printed and mailed to domestic and foreign traders in related industries, dealers, manufacturers, people from related departments in colleges and universities, organizations, and groups to attend the exhibition to strengthen the effect of the exhibition.
- Co-organizers will cooperate to promote the event and increase the visibility of the exhibition and its peripheral activities.
- Information on the exhibition, related activities, and workshops will be posted on the exhibition's official website and on the Resource Portal of Assistive Technology website under the Social and Family Affairs administration, Ministry of Health and Welfare.
- The co-organizers' network community and the Resource Portal of Assistive Technology website will regularly send out over 30,000 e-DMs and will post links on affiliate websites to further spread the information about the exhibition to expand the effect of the promotion.



General Publics

- To promote this exhibition, strategic alliances will be formed with domestic hospitals, medical equipment stores, and assistive device stores to enlist their aid in sending out invitations and posting posters to increase the ways to promote this exhibition.
- The exhibition will be promoted through communication tools including e-newsletters, e-DMs, print media (such as newspapers and magazines), and electronic media (such as TV and the Internet). (For more details, please refer to the media promotion planning.)
- Groups will be invited to attend the exhibition and, with reservations, provided guided tours.



Media Operation



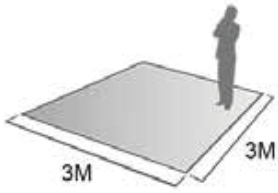
Print Media Promotion

- Advertising space will be purchased in domestic newspapers to post information about the exhibition.
- Professional media (such as newspapers or magazines) related to finance or health will be engaged to publish special reports on the assistive device exhibition.



Electronic Media Promotion

- A press conference will be held to promote the importance of this exhibition to the management of assistive device resources and long-term care.
- The exhibition will be promoted through TV commercials. In addition, one week before the exhibition, topics that will attract the media's attention will be found so as to promote the exhibition intensively and strategically to create an impression that the exhibition will be popular.
- Resources on popular websites will be integrated to launch advertisements of the exhibition online.

3m x 3m=9m ² (Space only)		Rental Rate	Configuration	
Raw Space		US\$ 2,315 Early bird : US\$ 2,200	No partition, carpet or any configuration	
Standard Booth		US\$ 2,755 Early bird : US\$ 2,640	Reception Counter (100*50*70cm)	1 pc
			Carpet	9 sqm
			Round table	1 pc
			Folding Chair	3 pcs
			Spotlight (Yellow Light)	6 pcs
			Distribution Box with Socket (110V/5Amp)	1 pc
			Fascia Board with Company Name & Booth No.	1 pc
			Curved Board with Company Logo	1 pc

Note

- VAT is included.
- Early Bird Order accepted before Nov. 30, 2017.
- Full payment should be made by telegraphic transfer before Dec. 31, 2017.

Cancellation

- NO refund will be made for the cancellation of participation before the exhibition.

Booth Allocation

- Local Exhibitors will be able to select locations at the Coordinated Meeting held 3 months prior to the show.
- Overseas exhibitors will be allocated by the organizer before local exhibitors. Overseas booth allocations will be made in the order in which application forms, exhibit categories and payment are received.
- It is prohibited for multiple exhibitors to occupy the same booth.





Another successful gathering of Assistive Technology and Long-Term Care Services Community !



175 exhibitors

500 booths

2,000 exhibits on-site

70 visitor delegations

52,742 visitors

Post Show Review

Name : ATLife 2017

Date : July 21 -24, 2017

Venue : Greater Taichung International Expo Center

Organizer : Research Center on ICF and Assistive Technology, National Yang-Ming University (RICFAT),
Chan Chao International Co., Ltd

ATLife 2017 on July 21 to 24, 2017 has proved to be a huge success. It now currently stands as the only professional exhibition of assistive devices and healthcare in Taiwan, receiving widespread recognition from across domestic and foreign industries and the general public, particularly those in need.

Event Achievement

Policy and Industry Forum

Central government departments and private associations from local and abroad held 2-days seminars to provide both exhibitors and visitors with government policies and helpful services and to exchange opinions. Attendees were able to find out about the prospective and key values towards the international assistive technology and long-term health care industry.

Exhibitors Presentation

10 sessions presented by 9 exhibitors from local and abroad, wrapped up another exciting round of assistive technology and long-term health care themed meet-ups. The overall participants were impressed by the new product launch session and the live product demonstration, where exhibitors also gained useful feedbacks from those in need in a more personalized environment.

► Contact

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ATLife 2018 Assistive Technology for Life

July 19 – 22, 2018,

Taipei Nangang Exhibition Hall

Application Form

Date : / /

Company name			
Address			
Contact Person		Position / Dept.	
Telephone		Website	
Fax		E-mail	
Exhibit Profile			
Category	☐ Walk Around ☐ Household Assistant ☐ Communication without Barriers ☐ Rehabilitation and Entertainment ☐ Smart Care Area ☐ Assistive (Medical) Device Stores Special Area ☐ Respiratory Care Area ☐ Prosthetics and Orthopedic Area ☐ New Materials and New Assistive Devices Area ☐ Assistive Device Safety Inspection Verification Area		
Booth Type (Please tick √)	☐ Raw Space (9 sqm)	☐ US\$ 2,315	☐ US\$ 2,200 / Early Bird
	☐ Standard Booth (9 sqm)	☐ US\$ 2,755	☐ US\$ 2,640 / Early Bird
No. of Booths		Total Rental	USD

Note: a) This application serves as the organizer's proof. b) VAT is included.

c) Early bird discount is available till Dec. 31, 2017. d) This application serves as the organizer's proof to collect payment.

Company Stamp

Exhibitor Signature

Terms and Conditions

1. Violation of the policies listed below will seriously affect for future participation or be forced out by the organizer.
2. - It is forbidden for the registered company to resell, sublease, transfer or divide booths to a third party.
3. - All exhibits must conform to the theme. Only agreed exhibits may be displayed within the boundary of rental space.
4. No refund will be made in the event of cancellation or postponement of the exhibition for any given reason.
5. Exhibitors should comply with the organizer's instruction for any necessary changes.
6. Exhibitors should follow the organizer's instruction for any accident occurs during the exhibition.
7. For further information, please refer to TAITRA's Terms and Regulations for Participation included in the Exhibitor Manual.

Contact

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