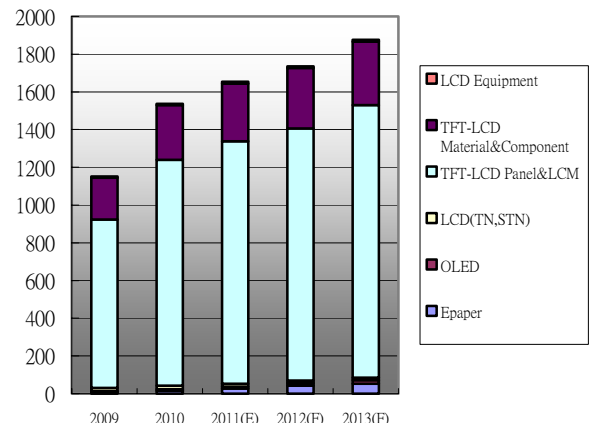
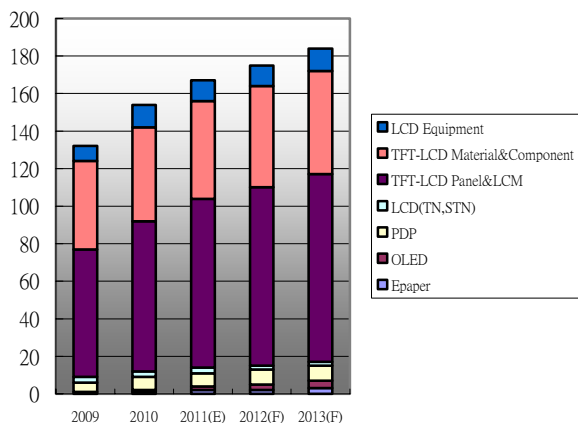


Thanks to the strong resurgence of the flat panel display (FPD) market in 2010, Taiwan FPD industry saw its production value exceed 1.5 trillion NT dollars grab a share of 31% in the global market. On the other hand, Taiwan FPD industry shows strong demands for FPD manufacturing equipment, components, and materials, thereby making it the most important market for international suppliers. For such a relentless and prosperous industry, the "Display Taiwan" exhibition is the only exhibition presenting the supply chain of the FPD industry in Taiwan. During the **Display Taiwan 2012** show period, held by PIDA, SEMI, TAITRA and TCA, exhibitors can promote their products and service, while visitors can get the latest industry updates firsthand. **Display Taiwan** not only shows the strong performance of the Taiwan FPD industry, but also provides an ideal promotional platform for global companies.

Figure 1 Global FPD Market Scale Unit: \$B USD **Figure 2 Taiwan FPD Industry Scale Unit: \$B NTD**



(Source: PIDA · 2011/6)

Exhibits

- 1) Display Application Products
 FPD TV (LCD TV, PDP TV, Rear Projection TV)
 FPD Monitor (LCD Monitor, Car Display, Projection, 3D Display, Digital Photo Frame)
 Portable Product (Camera, Cell Phone, PDA, MP3, Notebook, DVD Player, iPad, Micro Projector)
 E-Paper
- 2) Panel / Module
 LCD, PDP, OLED, FED, Flexible Display,
 LED Display, Touch Panel, E-Paper
- 3) LCD Component
 Glass Substrate, Color Filter, Backlight, Polarizer

- Driver IC, Optical Film, Controller IC, Inverter
 Light Source (CCFL, LED, Planar Light Source)
- 4) LCD Material
 Target, Photo Resist, Liquid Crystal, Polyimide,
 Spacer, Sealing Materials, Chemical, Gas
- 5) LCD Process Equipment
 Array, Cell, Module Process Equipment
 Test & Inspection Equipment
 Factory Facility
- 6) OLED / E-Paper / Touch Panel - Equipment &
 Material
- 7) Software & Consultancy

	<h1>How to Apply</h1>	<p>Display Taiwan 2012 June 19-21, 2012 TWTC Nangang, 1F</p>
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Application

- 1) Deadline of space application: **Jan. 15, 2012**
- 2) Submit application form to:

Mr. Dave Sun, PIDA
E-mail: dave@mail.pida.org.tw
Tel: 886.2.2351.4026 ext. 850
Fax: 886.2.2396.8513

Contact:

PIDA: Dave Sun, Tel: 886-2-23514026 ext.850
 SEMI: Cynthia Chen, Tel: 886-3-5733399 ext. 2374
 TAITRA: Scott Cheng, Tel: 886-2-27255200 ex 2681
 TCA: Fredken Hsieh, Tel: 886-2-25774249 ext. 205

- 3) Exhibition Fee

Booth Classification	Booth Price	Booth Size
Raw Space	US\$2,500	3m x 3m
Package Booth	US\$2,800	3m x 3m

Raw Space: Only space is offered, without partition, carpeting and any other facilities. The exhibitors should appoint a contractor to design and set up booths at their own cost.

Package Booth: Standard Shell Booth is offered, including walls(2.5m H), carpeting, sign panel, 3 spotlights, 2 folding chairs, 1 reception counter, 1 socket (110V), 1 trash can.

Second-story Booth: Application and extra charge will be required by the exhibition hall owner at least one month prior to the exhibition.

- 4) Early Payment Discount

100% Payment	Before 2011.09.15	Before 2011.12.15
Per Booth	US\$100 OFF	US\$40 OFF

- 5) Loyal Discount for 2010 & 2011 Exhibitors

Exhibit Year	2010	2011
Per Booth	US\$40 OFF	US\$40 OFF

Booth Assignment

- 1) To guarantee a space assignment, an application form with full payment of booth cost must be received for space reservation before deadline **Jan. 15, 2012**.
- 2) Space assignment will be arranged in February ~ March, 2012. It is assigned according to (1) the number of booths you reserve, (2) the date of the payment received. Application without payment of the balance due will not be processed.

Payment

- 1) Payment by bank transfer to the account below.
(Payable in US dollars)

Bank	Mega International Commercial Bank Co., Ltd., South Taipei Branch.
Name	Photonics Industry & Technology Development Association
Account No.	030-53-02182-2
Swift No.	ICBCTWTP 030

- 2) An invoice with bank information will be sent upon PIDA receives Application Form from exhibiting company.

- 3) Cancellation / Space Reduction

Date	Forfeit to be imposed
Before 2012.01.31 (include)	30% of the total fee
After 2012.02.01 (include)	100% of the total fee

- 4) PIDA will not be responsible for any loss caused by natural disaster and irresistible enforcement.

Exhibition Hall

Taipei World Trade Center (TWTC)
 Nangang Exhibition Hall, 1F

Ceiling Height	9M
Floor Loading	5000 kgs/m2



Application & Contract for 2012 Exhibit Space

Send to Mr. Dave Sun by Fax: 886.2.2396.850 or E-mail: dave@mail.pida.org.tw

Exhibitor's Name (Company name)	(in English)	
	(in Chinese)	
Contact Person	<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.:	Title:
	E-mail:	Tel:
	Co. Web:	Fax:
Office Address (Airmail)		
Booths Desired	<input type="checkbox"/> Package Booth : US\$2,800 per Booth × Booth(s) = US\$	
	<input type="checkbox"/> Raw Space : US\$2,500 per Booth × Booth(s) = US\$	
Company Classification	<input type="checkbox"/> 1. Display Application Product <input type="checkbox"/> 2. Panel/Module <input type="checkbox"/> 3. Touch Panel <input type="checkbox"/> 4. LCD Component/Material <input type="checkbox"/> 5. LCD Process Equipment <input type="checkbox"/> 6. Others	

Exhibits :

1. Display Application Product : 1.1 FPD TV (LCD TV, PDP TV, Rear Projection TV)
 - 1.2 FPD Monitor (LCD Monitor, Car Display, Projection, 3D Display, Digital Photo Frame)
 - 1.3 Portable Product (Camera, Cell Phone, PDA, MP3, Notebook, DVD Player, iPad, Micro Projector)
 - 1.4 Software & Consultancy 1.5 Other
2. Panel/Module : 2.1 TFT LCD 2.2 TN/STN LCD 2.3 PDP 2.4 OLED 2.5 FED 2.6 E-Paper
 2.7 Flexible Display 2.8 LED Display 2.9 Touch Panel 2.10 E-Paper 2.11 Other
3. Touch Panel : 3.1 Touch Panel
4. LCD Component/Material : 4.1 Glass Substrate 4.2 Color Filter 4.3 Backlight 4.4 Polarizer
 4.5 Driver IC 4.6 Light Source (CCFL, LED, Planar Light Source) 4.7 Optical Film 4.8 Controller IC
 4.9 Inverter 4.10 Target 4.11 Photo Resist 4.12 Liquid Crystal 4.13 Polyimide 4.14 Spacer
 4.15 Sealing Materials 4.16 Chemical, Gas 4.17 Other
5. LCD Process Equipment : 5.1 Array 5.2 Cell 5.3 Module 5.4 Test/Inspection
 5.5 Factory Facility 5.6 Other
6. Others : 6.1 Government 6.2 University 6.3 Association 6.4 Media 6.5 Other

The signers of this contract warrant they are authorized to sign on behalf of the contracted company and hereby authorize PIDA to reserve exhibition space for use by this company during the **Display Taiwan 2012** exhibition. The undersigned acknowledges receipt of and agrees to make payments at the rates listed, abide by all terms and policies of this contract and show rules as defined in Exhibitor Service Manual.

Signature : _____ Date : _____.

The organizers reserve the right to change the exhibit dates and place if any conditions caused by natural disaster and irresistible enforcement.