

The 4th China (Shanghai) International Touchscreen Exhibition 2010 [C-TOUCH]

Show Dates: July 7-9, 2010

**Venue: Shanghai Everbright Convention & Exhibition Center
(88 Caobao Road, Shanghai, P. R. China)**

New Names, New Logos, Welcome Friends Worldwide

【Abstract】

The total show floor area of China International Touchscreen Exhibition exceeds 15000sq.m. and its standard booths exceed 900. This has initiated a global top-level grand event on touchscreen applications. China Touchscreen Exhibition 2009 (C-TOUCH) was awarded the title of “China’s Most Prestigious Industry Exhibition in 2010”.

【Preface】

Welcome you participate in the biggest global touchscreen expo – *4th Touchscreen China 2010*. This is an annual top-level grand event for the global touchscreen industry, which is organized and held entirely by Kuozhan Exhibition Co., Ltd. Your participation is eagerly expected! Meanwhile, *China International Touchscreen Technology Development Forum* will be held at Shanghai Everbright Convention & Exhibition Center on July 7, 2010.

As the largest and most influential international touchscreen annual expo, with “Touch the World with Green Technology” as its theme, and to meet the convention requirement of “International Scope, Profession and High Level”, this Exhibition will invite touchscreen industry giants from Japan, ROK, USA, France, UK, Germany, Finland, and other European and American countries as well as from China Mainland, Taiwan and Hong Kong regions, to discuss and exchange views on how to develop the Chinese Touchscreen industry, so as to help top management of the industry to know better the latest trend of the global touchscreen industrial chains, and meanwhile to allow relevant equipment suppliers, material suppliers, IC suppliers, panel-screen manufacturers, electronic manufacturers, and delegates from design and research institutes to learn more deeply about the Chinese touchscreen market, thus promoting the development of the Chinese touchscreen industry.

The overall promotion strategy of C-TOUCH will radiate from the Yangtze River Delta to buyers of the whole China and Asia-Pacific region. Let exhibitors open up the Chinese market and even the overseas market more efficiently and strengthen the opportunities to network target buyers. On the strength of rich experience in organizing international exhibitions, Kuozhan Exhibition Co., Ltd. will closely cooperate with Chinese government and relevant associations and integrate resources of the touchscreen industry so as to create C-TOUCH 2010 into the most professional and top-level exchange platform and bring more splendid annual event for the touchscreen industry.

• Organizers

Sponsors:

Shanghai Institute of Electronics

Shanghai Communication Industry Association

Korea Association for Photonics Industry Development

Hong Kong Kuozhan International Exhibition Co., Ltd.

China Touch Control Association Touchscreen Specialty Committee

Supporters:

China Touch Control Association
International Automatic Identification Industry Association
Taiwan Electrical and Electronic Manufacturers' Association Touch Control Committee
Taiwan Photonics Industry & Technology Development Association
Scottish Optoelectronics Association
German Automation Association
Japan Optoelectronics Industry and Technology Development Association

Organizer: Shanghai Kuozhan Exhibition Service Co., Ltd.

Supporting Media:


China Touch Panel Network (www.tp315.com)
China LCD Network (<http://www.lcd88.com>)
China FP Display Network (<http://cn.fpdisplay.com>)
China Projector Network (<http://www.ty360.com>)
China FPD Network (<http://www.chinafpd.net>)
66LCD Network (<http://www.66led.cn>)
Projector Time Network (www.pjtime.com)
China Touch Screen Network (www.51touch.com)
International Optoelectronics and Displays
Global Optoelectronics and Display
International Optoelectronics and Displays Technology

Exhibition is one of the most direct and effective marketing means. Suppliers and buyers of the touchscreen industry can meet together in the same place at the same time. So long as you participate in "C-TOUCH", you will have the opportunity to conduct face-to-face talks with over 30000 visitors.

• Why Participate in Touchscreen China 2010?

Contact high-quality buyers and locate professional users: more than 30000 visitors. You will save much trouble for seeking customers far and wide. It is worthwhile for you to participate in the Touchscreen China 2010.

Suppliers may:

-  Through the C-TOUCH, know and contact high-quality buyers at low cost and become suppliers of many potential foreign buyers;
- ★ Through the C-TOUCH, have face-to-face communications with buyers and directly know the needs, strategy and purchasing trends of buyers;
- ★ Through the C-TOUCH, convey your own contact and corporate culture to buyers at the Expo and this is a marketing opportunity at lowest cost.

Suppliers may also:

Reach transactions on the spot: Though the show time is limited, thanks to direct face-to-face talks with buyers, it is easy to reach agreement or intention.

Search for potential customers: 3-days show and over 30000 visitors will help you meet new potential customers.

Publicize your enterprise and products: Exhibition is a kind of cubic advertisement and can enhance buyers' understanding of products and services, and it is easy to accept.

Set up corporate image: Set up a fine corporate image in the same industry and among customers, and uplift your status in the industry.

Deepen market understanding: Know more about market demand and potential amid exchanges with buyers. It is more direct and accurate than your routine market survey.

Open up market and establish marketing channels: Use the exhibition to open up market and seek customers, look for and choose agents or joint-venture partners.

Widen international horizons: Build up an effective platform for international cooperation so as to internationalize the products and enterprise more accurately.

Interact supply-demand relationship: Your old customers or suppliers may get together at the exhibition, so it is convenient for you to carry out interactions and thank-you activities.

Learn experience in development: By comparing with other suppliers, try to know others' experience in enterprise development.

• Schedule

Registration & Move-in: July 5-6, 2010

Opening Ceremony: July 7, 2010

Show Dates: July 7-9, 2010

Move-out: July 9, 2010 (p.m.)

• Review of Last Event

China International Touchscreen Exhibition (C-TOUCH) is the biggest global industry event on the touchscreen applications. The 2nd and 3rd *C-TOUCH 2009* were held respectively in Shanghai and Shenzhen. More than 160 touchscreen-related enterprises from all over the world exhibited, including world-famous touchscreen manufacturers, touchscreen software companies, and material and equipment companies, such as Japan Oike, 3M, Japan TCN, ALPS, Taiwan GTOUCH, Huarui Samwo, OKURA, ABON, IWATANI, FUJIMORI KOGYO, Fujikura Kasei, APPOLLO, Touch Control, KeeTouch, Wande, Touch Mate, QUALITY, Hivac, Tung Yuan, C SUN, Dazhen, SITRONIX, Group Up, KLT, Fortrend, Mutto Optronics, EDT, Promell, Master, Taijun, MosArt, Trulysemi, Vala-Tech, CSG, Delphilaser, etc. According to the Organizer's statistics, major buyers and visitors include: iPhone, Samsung, LG, Nokia, Sony, Toshiba, TCL, Sharp, HP, BYD, Dopod, Philips, Motorola, Intel, etc. Over 36738 professionals from over 20 countries and regions all over the world visited the Exhibition. According to statistics, professional visitors amounted to more than 28000, accounting for over 80% of total visitors.



• Scope of Exhibits

- (1) Touchscreen: resistance touchscreen, capacitance touchscreen, infra-red touchscreen and surface sound wave touchscreen, bending wave touchscreen, multi-point touchscreen, optical touchscreen, touch control panel, LCD OLED, TFT, touchscreen central control system development and production technology;
- (2) Touchscreens of various uses: cell-phone touchscreen, lap-top computer touchscreen, ATM-use touchscreen, TV touchscreen, fingerprint attendance machine touchscreen, Mp3/Mp4 touchscreen, navigator touchscreen, cash register touchscreen, bill printer touchscreen, POS machine touchscreen, industrial control touchscreen, learning machine touchscreen, digital camera frame touchscreen, digital touchscreen, KTV touchscreen, game machine touchscreen, handwriting touchscreen;

- (3) Inquiry touchscreen: touch-LCD integrator, education touchscreen, CRT integrator, wall-type integrator, queue machine, touchscreen telephone, multi-media touchscreen, public information inquiry system, touch-inquiry integrator; CRT touchscreen monitor, industrial touchscreen and man-machine interface;
- (4) Touchscreen software: touchscreen inquiry software, touchscreen browser, touchscreen menu software, touchscreen song selection software; touchscreen multi-media inquiry software, touchscreen peripherals and attendance and queue management system, IC chip controller, radio frequency card reader, micro-printer;
- (5) Touchscreen materials and equipment: ITO conducting glass, ink, conducting elargol, ITO membrane, membrane switch, two-sided adhesive, PET protective film, OCA (optical clear adhesive), flexible circuit board, screen printing and plate-making material and equipment, precision glass cutting equipment, screen printing machine, screen plate, UV machine, oven, Clean/ESD protection cleaning room, purification room consumables, anti-static equipment, ESD protection equipment/facilities, purification equipment, etc.

• Participation Fees

| Booth Type | Domestic Enterprise In-line Booth | Domestic Enterprise Corner Booth | Overseas Enterprise (In-line/Corner Booth) |
|-----------------------------------|--------------------------------------|-------------------------------------|---|
| Standard Booth | RMB 12800/9sq. m. | RMB 13800/9sq. m. | USD4000/9sq.m. |
| Raw Space (Min.36m ²) | RMB 1200/sq. m. | RMB 1300/sq. m. | USD400/sq. m. |

- Standard booth package: 3-sided partitions, 1 table, 2 chairs, company signboard in Chinese and English, 2 spotlights, 1 power socket (220W/5A), and fully-floored carpet. Expenses on any other furniture shall be borne by exhibitors.
- The raw space consists of a show area, carpet, security and booth cleaning service.

【Show Catalogue & Other Ads】 Specification of the Show Catalogue: 210mm × 285mm

| | | | |
|--------------------------|-------------------------------|---------------------------------------|--|
| Front cover RMB 25000 | Back cover RMB 20000 | Inside front RMB 15000 | Inside back RMB 10000 |
| Fly page RMB 12000 | Colored full page RMB 6000 | Black-and-white full page RMB 3000 | Full text page RMB 2000 |
| Arches RMB 10000/Day | Balloons RMB 6000/Day | Banners RMB 10000/Day | Letters of invitation RMB20000/30000 pcs. |

In order to raise your efficiency of participation, the Organizer will provide one-stop full-ranged services as follows: Pre-exhibition training + booth design + special booth construction and decoration + material translation in different languages + ceremonial reception + product promotion + post-exhibition service.

• Contact

Secretariat Office of Touchscreen China 2010:

Add: Rm. 602, Bldg. No.5, Lane 251, Caoxi Road, Xuhui District, Shanghai, P. R. China (Post Code: 200235)

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Contact Person: Fei Xiong (Cell phone: 15921091892)

QQ: 341638586

Expo website: www.quanchu.com.cn

The 4th China (Shanghai) International Touchscreen Exhibition 2010 [C-TOUCH]

Show Dates: July 7-9, 2010

**Venue: Shanghai Everbright Convention & Exhibition Center
(88 Caobao Road, Shanghai, P. R. China)**

Application Form/Contract

| | | | |
|---|---|-------------------|------------|
| Name of Applicant | Chinese: | | |
| | English: | | |
| Address | | | |
| Telephone | | Fax: | Post Code: |
| Legal Representative | | Person in charge: | Position: |
| Website | | E-mail: | |
| Main Products | | | |
| Rental Items: ■ Standard Booth: _____ m × _____ m = _____ m ² Booth No.: _____ / Fee: _____ ■ Indoor Raw Space: _____ m × _____ m = _____ m ² Booth No.: _____ / Fee _____ ■ Technical Seminar: _____ session(s) / Fee: _____ ■ Pages of Expo Catalogue: _____ / Publication Fee: _____ ■ Others: _____ / Fee _____ | | | |
| Total | (Letters) : | | (Number) ¥ |
| Remittance Date | All the fees above shall be remitted on _____(M) _____(D) _____(Y). | | |
| Company Name: Shanghai Kuozhan Exhibition Service Co.,Ltd Account No: 3100166 26010 52500089 Bank Name: China Construction Bank,Shang Hai Branch Xuhui Sub-Branch SWIFT:PCBCCNBJSHX | | | |
| Notes: 1. Publishing 200-character/word content of exhibits and company profile in the Show Catalogue free of charge. 2. The allocation of booths is based on the principle of first-come-first-served in terms of application and payment. 3. Participation fees shall be remitted in full or 50% to the designated bank account within 7 working days after application. The balance of the payment shall be settled before June 1, 2010. 4. In order to comply with the overall arrangement, the Organizer has the right to make adjustment to some booths when necessary. 5. No booth fees shall be refunded unless the application is not accepted by the Organizer. 6. Exhibitors who need water, motor power, and compressed air for demonstration shall submit their applications one month in advance. | | | |

Secretariat Office of the Organizing Committee:

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E-mail: kuozhanexpo@126.com

Contact Person:

Applicant (Official Seal):

Person in Charge (Signature):

Date (D/M/Y):