



ATLife
2024 TAIWAN

Assistive Technology for Life

May 16 **Thu.** ▶ 19 **Sun.**

Taipei Nangang Exhibition Center,
Hall 1 **1F**

www.chanchao.com.tw/atlife

Organizer

RICFAT The Research Center on ICF and
Assistive Technology, NYCU (RICFAT)

CHAN CHAO Chan Chao International Co., Ltd.



Official Website



Top 5 Assistive Technology Expo in the world ●●●

In 2001, Research Center on ICF 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 22 years, CATR@P has served as the only national center for integration and popularization of the resources of assistive technology funded by the central government in Taiwan, ROC. CATR@P plays a key role in the formulation of national policies on assistive technology, education and development of the assistive technology related affairs, including services and subsidies in welfare and long-term care.

RICFAT and Chan Chao International Co., Ltd. co-hosted **Assistive Technology for Life (ATLife)** since 2017. **ATLife 2023 was held on May 4-7 and proved to be a huge success and the most professional assistive technology and long-term care platform in Taiwan. The grand exhibition gathered 190 exhibitors occupying 530 booths and attracted nearly 110,000 visits.** It offered an extraordinary opportunity for buyers to explore the emerging markets of assistive technology and long-term care industries in Taiwan. ATLife also delivers the best solutions in fixing common issues mostly happened in long-term care between caregivers and care-receivers via "**Show Guide-12Q for LTC & Golden Years**". This innovation provides solutions with the best assistive technology to enable care services, and is unique among conventions ever held around the world. Furthermore, in order to inspire the development and application of AT devices rental service and expand related service industries for long-term care in Taiwan, the first edition of **Taiwan Excellence Award for Long-term Care Rental Aids** has been held and had a huge success in 2023.

ATLife has been the most effective and important annual festival in Taiwan and the world, which aiming to become the world's top three assistive professional exhibitions as the goal. Assistive Technology for Life 2024 will be themed exhibition including on-site rehabilitation experts, policy and industry forums, and experienced professional services should not be missed! Early Bird discount ends on Nov. 30, 2023, be sure to book your booths soon! It is our pleasure to invite you to join **ATLife Taiwan 2024 – Assistive Technology for Life from May 16-19, 2024** at Taipei Nangang Exhibition Center Hall 1, Taiwan.



Why ATLife ? ●●●

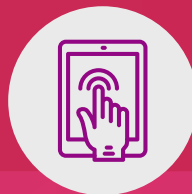
- **Access** to world-class ODM/OEMs and an extensive B2B marketplace, plus ICT / IOT / AI care applications for int'l brands in finding qualified partners.
- **Explore** the potential "Chinese user-experience" from the feedback of Taiwan's well trained Assistive Technology Professionals.
- **Discover** enormous market potentials, in particular the 'Long-Term Care 2.0 Policy' was launched in 2018, with a comprehensive subsidy program for assistive device purchase.

Exhibit Theme ●●●



Exercise & Recreation

- Rehabilitation
- Exercise and equipment
- AR/VR interactive somatosensory rehabilitation systems
- Inclusive play equipment
- Toys and games



Smart & Long-term Care

- Respiratory care • Telecare
- Smart medical respiratory care
- ICT /IoT /AI care applications
- Smart care & smart medical
- New materials and new design assistive products



Mobility

- Mobility aids (canes/ crutches/ walkers/ manual wheelchairs/ powered wheelchairs/electric scooters)
- Seating and positioning products
- Transportation for long-term care
- Welcab and the accessories



Household Assistant

- Assistive (Medical) device stores and assistive living center
- Eating • Dressing • Toileting
- Pressure relief mattress
- Beds • Transfer aids
- Reconstruction of living space
- Home medical materials/nursing/health care/care clothing



Communication & Information

- Visual assistive products
- Hearing
- Communication and computer assistive products



Prosthetics & Orthopedics

- Prosthetics
- Orthotic
- Orthotic insoles and shoes
- 3D printed prosthetics and orthopedics



Government Services & Consulting Pavilions

- Government pavilions
- Smart technology pavilions
- Assistive device safety inspection verification



Senior Long-term Care Area

- Exports Service • Food for Senior
- Insurance Service
- Clothes for Senior
- Moving Solution
- Living Environment for Senior



General facts

Date

May 16 (Thu) - 19 (Sun), 2024
10:00-18:00 (Last day ends 17:00)

Move-in & out

Move-in May 14-15 ; Move-out May 19

Venue

Taipei Nangang Exhibition Center, Hall 1, 1F

Organizer

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

Main Co-organizer

- Taiwan Assistive Technology and Long-Term Care Industry Association

Adviser

- Ministry of Health and Welfare
- Ministry of Economic Affairs
- Ministry of Labor
- Ministry of Education
- Ministry of the Interior
- Council of Indigenous Peoples
- Taipei City Government

Co-organizer

Government officials of all levels and service providers; elderly care institutes; physical and mental welfare institutions; industry-specific societies and unions; medical and long-term care professional societies, guilds, and associations; social welfare foundations and more than **500** organizations to be invited.



Post Show Review

ATLife 2023 is truly the biggest professional assistive technology event in Taiwan. Over **3,000 products** showcased and were clustered into mobility aids, household aids, communication aids, rehabilitation, exercise and recreation, smart care, respiratory care, prosthetics and orthopedics etc.

To make a greater impact, ATLife 2023 united the Government, local authorities and industries for the national team of long-term healthcare, and expanding its influence on Taiwan Alliance of Technology Industries in Smart Senior Living and Innovative Long-term Care (TATISI); moving forward together with New Southbound Policy by reintegrating the resources nationwide and create a whole new chapter of healthcare industry in Taiwan.



Events



Policy and Industry Forums

1. In order to increase the interactions among the government, hospitals, physical and mental welfare institutions and long-term care services; the organizer especially arranged forums that introduced the up-to-date assistive technology to the groups.
2. The policy and industry forums had greatly improved the communications from all walks of life, and there were also seminars arranged for sharing experiences and developing professional healthcare services.



Event Area

Invite organizations in assistive technology and long-term care to jointly hold product releases, forum lectures, and professional seminars so that the public can better understand the diverse aspects of assistive technology and long-term care through sharing and activities on different topics.

Marketing Campaign

Professionals

► Diverse Channels

Inviting the representatives from all levels of government and the entrusted service units, elderly care institutes and groups, physical and mental welfare institutions, industry societies, medical organizations, long-term care guilds and associations, social welfare foundations and groups to visit.

► Target Audience

Invitation will be distributed to domestic and foreign traders in related industries.

► Co-organizers

Cooperating to promote the event and increase the visibility of the exhibition and its peripheral activities.

General Publics

► Alliance Marketing

Cooperation with celebrities and making the strategic alliance with hospital, medical equipment stores and assistive devices stores, etc

► Precision Marketing

Promoting the official website and Fanpage on Facebook, sending the e-newsletters and the links from the social media of co-organizations to expand the effect of publicity.

► Direct Marketing

Media operations including the printing media, newspaper, broadcast, TV commercials and internets.

► Groups Visiting

Inviting the related enterprises, colleges and organizations.

Media Operations

Printing Media

► Newspaper

Purchasing the main media to publish exhibition information.

► Magazine

Planning finance and health-related media with special subjects.

Digital Media

► Broadcast

Promoting the importance of the integration for the assistive device resources and long-term care.

► TV Commercials

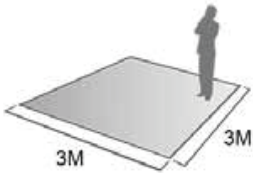

Purchasing TV commercials to promote exhibition information.

► Internets

Intensive strategic publicity and social media to exposure the topicality and visibility of the exhibition.



Booth Standards and Fees

	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, 2023**.
- Full payment should be made by telegraphic transfer within two weeks after receiving invoice.

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.

Contact



Chan Chao Int'l Co., Ltd.
Ms. Heidi Weng / heidi@chanchao.com.tw



May 16 (Thu) -19 (Sun)

Taipei Nangang Exhibition Center, Hall 1, 1F

Application Form

Date : / /

Company name			
Address			
Contact Person		Position / Dept.	
Telephone		Website	
Fax		E-mail	
Exhibit Profile			
Category	<input type="checkbox"/> Exercise and Recreation <input type="checkbox"/> Communication and Information <input type="checkbox"/> Smart Care <input type="checkbox"/> Prosthetics and Orthopedics <input type="checkbox"/> Mobility <input type="checkbox"/> Government Services and Consulting Pavilions <input type="checkbox"/> Household Assistant <input type="checkbox"/> Senior Long-Term Care Area		
Booth Type (Please tick ~)	<input type="checkbox"/> Raw Space (9 sqm)	<input type="checkbox"/> US\$ 2,315	<input type="checkbox"/> US\$ 2,200 / Early Bird
	<input type="checkbox"/> Standard Booth (9 sqm)	<input type="checkbox"/> US\$ 2,755	<input type="checkbox"/> US\$ 2,640 / Early Bird
No. of Booths		Total Rental	US\$

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

c) Early bird discount is available till Nov. 30, 2023. 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.

Chan Chao International Co., Ltd.

Contact: Ms. Heidi Weng / Tel : +886-2-2659 6000 ext.263 / Fax : +886-2-2659 7000 / Email : heidi@chancho.com.tw



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