Definition of Elderly
WHO says people over 60 are elderly. In Taiwan, elderly are divided into three groups according to their age: young old (45-59), old (60-79) and oldest old (80+).

Population Structure in Taiwan
In 2018 National Development Council announced that Taiwan has officially become an “aged society”. The Population Pyramid shows the proportion of population older than 45 years will be over 50% in 2020.

Age is just a number: Today many people over 60 are not really considered as “elderly”
- In Elder Care Asia, we focus on “seniors”, instead of “elderly”. This 6th edition will continue to gather and present the latest senior related life information and technology.
- During the 4 days event, seniors can enjoy a lot of activities and performances and have fun with their families. Hundreds of products and services will also bring them brand-new concepts to guide their independent life in their retirement.

Explore the potential market in South Taiwan, build up new sales channels and develop more clients. Only in Elder Care Asia!
Main Theme

Taiwan's top show of solutions for senior independence and lifestyle

- From elder to ageless; from delay to prevent disabilities; from fighting to understanding the future senior lifestyle.
- The highlight – Elder-Friendly Housing Forum – through the interaction with the younger generations will bring endless energy to life, body and spirit, and build up an ideal elder-friendly housing environment.
- Act to live! Through sport and interaction with young people and the assistance from life aids, it will be easily to reduce or keep your physical and mental age. In Elder Care Asia you can also discover the fresh and bran-new concept and imagination of the future senior independence lifestyle through various onsite events and eight different show areas.
2019 Exhibitor Satisfaction Survey

Satisfaction with Exhibition

- Very Satisfied: 39%
- Satisfied: 31%
- General: 22%

Satisfaction with Co-Exhibitors

- Very Satisfied: 41%
- Satisfied: 19%
- General: 36%

Satisfaction with Visitors

- Satisfied: 34%
- Very Satisfied: 22%
- General: 22%

Satisfaction with Organizer

- Very Satisfied: 51%
- Satisfied: 39%
- General: 7%

Source: Surveys from 75 exhibitors
2019 Show Impressions
Overview 2020

- **Venue:** Kaohsiung Exhibition Center
- **Dates & Times:**
  November 12th – 15th
  Daily 10:00-18:00, last day to 17:00
- **Expected No. of visitors:** 40,000
- **Expected No. of booths:** 300
- **Forum and Stage Events**
- **Admission:** Free
- **Overseas Supporting Organizations:**
Supporting Associations

Taiwan Medical And Biotech Industry Association
Taiwan Society of Sleep Medicine
Taiwan Functional Food Industry Association
Taiwan Grain Industry Association
Taiwan Elderly Care Industry Association
Hondao Senior Citizens Welfare Foundation
Kaohsiung Municipalities Medical Instruments Commercial Association
Taiwan Medical Equipment Business Association
(Tingdong County Medical Equipment Business Association)
Taiwan Yang Shan Social Welfare Services Association
Occupational Therapists Union of the Republic of China
Taiwan Occupational Therapy Association
Kaohsiung Occupational Therapists Association
Metal Industries Research and Development Center
Formosan Association of Care and Education for the Seniors
Kaohsiung Spinal Cord Injury Association
Spinal Cord Injury Foundation
Taichung Importers & Exporters Chamber of Commerce
Importers and Exporters Association of Kaohsiung
Yunghching Charity Foundation
Prosthetics and Orthotics Society of Taiwan
Taiwan Society of Prosthetics and Equipment and Taiwan Society of Artificial Limbs and Aids
Foundation of Universal Design Education
Welfare Organization for the Elderly, Taiwan, R.O.C
Professional animal-Assisted Therapy Association of Taiwan
Taiwan Physical Therapy Association
Taiwan IOT Industrial Union
Taiwan Speech Language Pathologist Union
Taiwan Asia Creative Aging Association
Taiwan Muscular Dystrophy Association
Taiwan Society of Home Health Care

Health Management Society of Taiwan
The First Social Welfare Foundation
Taiwan Society of Geriatric Emergency and Critical Care Medicine
Taipei Biotech Association
Elder Welfare Concerned Association
Tainan City Whole Person Care Care Association
Taiwan Asian Pacific Aging Protection Association
Genesis Social Welfare Foundation
Energy Medicine Association-Taipei, Taiwan
Taiwan Disability-Free Association
Taiwan Public Interest League
Yilan County Long-term Care Development Association
Taiwan Toilet Association
Health & Exercise Association
Legal Person Taiwan Accessibility Tourism Development Association
Taiwan Public Hospital Association
Taiwan Union of Nurses Association
Taiwan Medical Clinics Association
Kaohsiung Social Worker Association
Taiwan Active Aging Association, AAA
Kaohsiung City Cerebral Palsy Association
Meteorite Social Welfare Foundation
Taiwan Dietitian Association Kaohsiung Local
Beunen Foundation
Kaohsiung Speech-language Pathologists Union
Kaohsiung medical instrument commercial association
Taiwan Long-term Care Management Association
Taiwan Air Quality Health & Safety Association
Alliance of Fortune Living Environment
Taiwan Association for International Care of Organ Transplants
Kaohsiung Association Of Interior Design &Decoration
Taiwan Nursing Home Association
Taiwan Medical Instrument Commercial Association
(Pingtung County Medical Instrument Commercial Association)
8 Show Areas

**Elder-Friendly Housing**
Access design, home care, smart appliances, remote home / community medical care system, IOT smart house, AI intelligent care, intelligent environment control system.  
**Forum: Elder-Friendly Housing**

**Sleep Tech**
Sleep aids, respiratory therapy, memory pillows, memory mattresses, brain wave detection, sleep guidance, relaxation techniques, sleep aid eye masks, breathing belt.

**Health Promotion**
Medical rehabilitation, physical activity, muscle training, far infrared therapy, electrotherapy, vibration and health equipment, nerve pulse instrument, inverted machine, regenerative medicine.

**Dementia Area**
Dementia screening, functional therapy, board games, cognitive stimulation therapy, music therapy, sensory therapy, animal therapy, horticultural therapy, location devices.

**Elder Happy Life**
Beauty care products, organic fragrances, arts, music, yoga, sports, tourism, community college education, retirement finance, insurance.

**Health Food Appliances**
Vitamins, calcium, chicken essence, health herbal products, functional teas, organic foods, functional drinks, gas fryers, health conditioners.

**Life Aids**
Visual aids, communication aids, rehabilitation aids, electric scooters, welfare vehicles, special tableware, VAR technology rehabilitation equipment.

**Epidemic Prevention**
Coronavirus Prevention achievement display, medical masks, sanitizer, personal, thermometer. Also Ministry of Health and Welfare, hospitals.
Elder Care Asia 2020
Elder-Friendly Housing Forum
Elder-Friendly Housing Forum

- Over 30% of families in South Taiwan need to improve their housing. To support elderly needs, ECA 2020 will organize the Elder-Friendly Housing Forum to influence these ongoing improvements.
- Many Taiwanese live in multi-generational housing, but most housing designs are not suitable for the elderly. Specially in the South a huge 660,000 families, or over 30%, need to improve their home environment. We feel it as Elder Care Asia’s mission to bring the knowledge on elder-friendly housing to the fore and share it as widely as possible with ECA’s target audience to influence these changes.
- Therefore, this year we co-sponsor the 1st edition of “Elder-Friendly Housing Forum” with Alliance of Fortune Living Environment. We will bring together relevant government agencies, construction companies, architectural firms, equipment and assistive device vendors, sleep product manufacturers, smart home appliance vendors, interior designers, long-term care institutes, hospitals, and property management companies to share their knowledge and search for joint solutions.

Date: November 12th – 13th
Venue: KEC / Elder Care Asia 2020
Co-Organizers:

Safe Route
Flexible Space
Privacy
Physical Strength
Mental Strength
Aging in Place
Technical Applications
Caregiver Support

Taiwanese Living Environment

intercon™
Benefits of Attending

Contact the trade in South Taiwan all at once
Not only companies in the Life Aids field but also those in other industries, Hospitals, Associations etc. Strengthen the collaboration between different industries and attract more visitors.

Deep promotion in Home Village & Town
Residents aged between 35 to 75, Community Centers in home village and town, Long-Term Care Institutions in South Taiwan, Active Aging Learning University, Assistive Devices Resource Center, Welfare Groups, etc.

Brand awareness in different areas
Aside from experts, we also have Architects, Interior Designers, Real Estate Companies, Rotary Club, Lions Club, Tainan / Kaohsiung / Ping Tung small / medium-sized business owners.

Develop and expand your business in an effective way
Elder Care Asia 2020
Stage Events
Dementia Care Lecture

- With board games, dementia diet policy, non-drug therapy, animal-assisted therapy, dementia care lessons, music learning and more activities to teach, prevent and postpone dementia in elders.
Wonderful Ageless Life Series

“Everyone gets together to sing along. Not only can this greatly improve our brain and disposition but also make family members happy and prevent depression and dementia.”

— Mrs. Lu in Elder Care Asia 2019

- At last year’s event, we invited two celebrities, the parents of the Mayor of Taipei City and the famous singer Mrs. Lu to share their life experiences, explain how they arrange their lives in retirement.

- This year, we’ll not only invite celebrities but also KOLs from various industries to share their thoughts, experiences and different lifestyles they have in their ageless lives.
Health Care Cooking Made Easy

- Invite exhibitors from health food appliances to perform different cooking activities to share with visitors, such as, Chinese medicine cuisine class or Cooking to prevent sickness.
Marketing Promotion Strategy

**Accurate Invitation**
- Invite target audience, Taiwan welfare organizations, elder industry associations

**Social Media**
- Use Facebook, LINE@, Message to share information with your target clients and increase ECA awareness

**Press Media**
- Traditional mass media newspaper and magazines (printed media and internet)

**Post Ads**
- Taxi advertisement, flag advertisement, advertising in KEC, advertising promotion, poster, regular eDM newsletters

**Media Partner**
- High quality media cooperation, promote exhibition jointly, pre-show VIP ticket invitation

**PR Operation**
- Issue raising, public welfare, campaign, press conference, VIP invitation, press release

**Exhibition Information**
- Transmit first-hand information through broadcast, internet, early bird gift
## Visitor Promotion Target (B2B)

<table>
<thead>
<tr>
<th>Target</th>
<th>Taiwan Associations/Hospitals/Government</th>
<th>Kaohsiung Associations/Hospitals/Long-term care center</th>
<th>South Taiwan Government related unit</th>
</tr>
</thead>
</table>
| Details | • Department of social welfare/Department of public health  
• Public health centers  
• Elder care retirement homes  
• Nursing homes  
• Geriatric psychiatric day care centers  
• Association (co-organizers)  
• Health house construction companies, Design firms  
• Taipei association of interior designers  
• Past database list  
  
• Kaohsiung City Long-Term Care Resource  
  • Long-term care institutions (geriatric psychiatric day care centers, nursing homes, elder care retirement homes, etc.)  
  • Assistive devices centers  
  • Homestay nursing centers  
  • Homestay for respite care  
  • Meals-on-wheels services  
  • Hospitals/Clinics  
  • District offices/Public health offices  
  • Active aging learning centers  
  • Foundations/Charities  
  • Community care centers  
  
• Others  
  • Schools  
  • Social welfare groups  
  
• Ping Tung City Long-Term Care Resource  
  • Units from department of public health  
  • Units from department of Social welfare  
  
• Tainan City Long-Term Care Resource  
  • Units from social welfare center  
  • Units from department of social welfare  
  
• Chiayi City Long-Term Care Resource  
  • Units from department of social welfare  |
| Visitor Promotion | ● Official Letter: 5,000  
● Free Tickets: 10,000  
  
• Official Letter: 1,350  
• Poster: 1,350  
• Free Tickets: 3,000  
  
• Official Letter: 1,150  
• Poster: 1,150  
• Free Tickets: 2,500 |
# Visitor Promotion Target (B2C)

<table>
<thead>
<tr>
<th>Target</th>
<th>South Taiwan Companies/Welfare Committee/Clubs</th>
<th>DM Advertisement</th>
<th>Local Resident</th>
<th>Magazine</th>
</tr>
</thead>
</table>
| Details | • Tainan/Kaohsiung/Ping Tung small or medium-sized company owners  
• Company welfare committees  
• Rotary Club + Lions Club | [Pharmacy Chain]  
• Great Tree Pharmacy  
• Tin Tin Drug Store  
• Bridge Drug  
• Your Chance Drug Store  
• Pure 17 go Website  

[ Cable TV Toll Office ] | • Kaohsiung City Govt. of Health  
• Kaohsiung City Govt. Dept. of Social Welfare  
• Kaohsiung City Govt. Civil Affairs Bureau  
• Kaohsiung City Active Aging Learning University  
• Kaohsiung City Village Chief & Neighborhood Chief  
• Kaohsiung City Community Center  
• Kaohsiung City Public opinion representatives | • Life Plus  
• Global Bio & Investment  
• Business Today  
• The Better Aging  
• Everyday Health  
• Common Health  
• Event Platform |

| Visitor Promotion | • Free Tickets: 100,000 | • Free Tickets: 22,000 | • Free Tickets: 28,000  
• TV Electronic scroll  
• Google AD words  
• Radio broadcasts  
• Street Light flag AD  
• Posters  
• Light box | • Ad exchanges |
Registration

<table>
<thead>
<tr>
<th>Exhibition Rates (excl. VAT)</th>
<th>Early Bird (Before June 30, 2020)</th>
<th>Standard Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Raw Space</strong> (At least 2 booths, 9sqm)</td>
<td>USD 1,225 / NTD 36,800</td>
<td>USD 1,450 / NTD 43,000</td>
</tr>
<tr>
<td><strong>Shell Scheme Booth</strong> (9 sqm)</td>
<td>USD 1,370 / NTD 41,100</td>
<td>USD 1,600 / NTD 48,000</td>
</tr>
<tr>
<td><strong>Start-up Company Shell Scheme</strong> (6 sqm)</td>
<td>USD 685 / NTD 20,550</td>
<td>USD 800 / NTD 24,000</td>
</tr>
</tbody>
</table>

1. Exhibitors may use either the official contractor or a contractor of their choice to set up their stands.
2. Early Bird should complete registration and payment before 2020/6/30 (June 30, 2020).
3. Companies under 5 years old should provide a certificate of establishment as proof to qualify as Start-ups.
4. Payments should be transferred two months before the show begins at the latest.

Shell Booth Equipment:
1. Needle punch carpet x 9 sqm
2. Name board with company name x1 set
3. White system partition H = 250cm x1 set
4. Short arm spotlight 18W (yellow) x3
5. 110V/5A socket x1
6. Folding chair x2
7. Reception counter (100x50x82.5cm/h) x1
8. Trash can x1
# Daily Early-Bird / Admission Sponsor

<table>
<thead>
<tr>
<th>Details</th>
<th>Market Value</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Board Logo exposure</td>
<td>USD 800</td>
<td>○</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitor Promotion Poster Logo exposure</td>
<td>USD 400</td>
<td>○</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Show Directory Ad – 1 Page</td>
<td>USD 400</td>
<td>○</td>
<td>○</td>
<td></td>
</tr>
<tr>
<td>Show Website Logo + Banner</td>
<td>USD 400</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>eDM + Logo exposure</td>
<td>USD 600</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Show Fan Page Promotion</td>
<td>USD 400</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td><strong>Total Value</strong></td>
<td>-</td>
<td>USD 3,000</td>
<td>USD 1,800</td>
<td>USD 1,400</td>
</tr>
<tr>
<td><strong>Sponsor Fee</strong></td>
<td>-</td>
<td>USD 2,000</td>
<td>USD 1,000</td>
<td>USD 500</td>
</tr>
</tbody>
</table>

**Benefits**

- You can sponsor our early-bird gift or sponsor your products as an equivalent exchange to reach more potential customers.
- Contact more potential customers: Increase your brand image by sponsoring ECA. Reach approximately 40,000 visitors on-site and more than 2 million people through our marketing platform.
- Test Market: Test market new products, to see consumer reaction (Road-show / On-site testing). The best way to observe the Southern Taiwan market before entering.
- Low cost but high profits: Compare with existing companies → restriction in contact level. Compare with buying an ad on your own → more expensive. Compare with buying a booth → more expensive
Other Sponsorships

Show Directory & Visitor Guide Ad
Sponsorship amount USD 400

Show Lanyard
Sponsorship amount USD 2,000 / 3,000 pcs
(Sole Sponsor: only 1)

Trade Visitor Bag
Sponsorship amount USD 4,000 / 3,000 pcs
includes production cost of the bag
(Sole Sponsor: only 1)

Ads on back of ticket
Sponsorship amount USD 2,000 / 50,000 pcs

Visitor in-Bag Gift Sponsorship
Sponsorship amount USD 800 / 3,000 pcs
articles must be provided
(approx. 5 items)

Water Bottle
Sponsorship amount USD 2,000 / 3,000 pcs
(Sole Sponsor: only 1)

1. All prices excluding VAT  2. The above pictures are for reference only
Kaohsiung Exhibition Center

Exhibition Halls
- Indoor booths 1,100 units
- Outdoor booths 400 units
- Events: 8,000 visitors/hall at one time

South Hall
- Column-free, 27m high

North Hall
- 12m high

Conference Rooms
- 15 separate rooms on 3rd floor for total of 4,000 people at one time
Intercon Convention Management Co. Ltd.

- Established in 1987 as a subsidiary of Interplan Group, Intercon provides creative convention and exhibition consulting, planning and management services. Our long-term presence in the industry has allowed us to bring together experience and resources from every sector to underpin our sales platform services.
- In 2015 we launched Elder Care Asia and Super Leisure Lifestyle Show. In 2019, we started Wind Energy Asia and in 2020 TASS: Asia’s Sustainable Supply & Circular Economy.
- With our entire spectrum of “Live Communication”, we are committed to providing our clients and target audiences with a truly touching and unforgettable MICE experience!
Interplan International Group

1982’s
Interplan

1987’s
Intercon™

1999’s
Indeed™

2003’s
Event

2013’s

2019 Asia Pacific Social Enterprise Summit
2019 The 5th Formosa Railroad Bento Festival
2019 A Carnival of Fantasies: A Special Exhibition of 21st Century Museums at the Southern Branch of the NPM
2018 EVA Air Boeing 787 Dreamliner Launch
2017 Taipei Summer Universiade, Opening & Closing Ceremonies
2016 Global Harbor Cities Forum, Kaohsiung

2014 NuSkin Greater China Incentive Trip Gala Dinner, Dubai UAE
2013 Asia Pacific City Summit, Kaohsiung
2010 Taipei International Flora Exposition Pavilion of Future
2009 World Games Kaohsiung, Opening & Closing Ceremonies
2008 Taiwan Hakka Expo, Taipei
2007 Permanent Exhibition of Hakka Culture in Sanxia bar

Exhibitions  Event  Incentives  Side events  Expo  Meeting  Conference
The exhibition organizing division of Interplan International Corp., a major player with over 30 years’ MICE industry experience

**Contact**

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