

Since 1969
KES 2014

KES 2014

Korea
Electronics
Show

10.14 (TUE) ▶ 17 (FRI) **KINTEX**

Exhibitor Service Manual



Korea Electronics Show 2014

| KES EXHIBITOR MANUAL |

All exhibitors and contractors are advised to abide by Rules & Regulations of KES. Under no circumstances shall KES be liable for any special, incidental or consequential damages sustained in connection with the exhibitors and contractors, if caused by violating Rules & Regulations.

| EXHIBITOR CHECK LIST |

Services / Items		Deadline
Before	<Required> Pay the balance	8/14(Thu)
	<Required> Allocate Booths	8/22(Fri)
	<Required> Apply for the modification & installation of Space - Only Stands	9/19(Fri)
	<Required> Submit Company Logo & Modify Company name for Stand Fascia	9/19(Fri)
	<Required> Apply for Exhibitor Badges & Modification (On-line)	9/19(Fri)
	<Required> Receive Exhibitor Badges & Parking Tickets	10/12(Sun)~13(Mon)
	<Required> Installation of Booths (Space-only stands)	10/11(Sat)~13(Mon)
	<Required> Move-in of Shell Scheme Items	10/13(Mon)
	<Optional> Apply for Technical Service	9/19(Fri)
	<Optional> Pay the technical Service	9/26(Fri)
	<Optional> Apply for Furniture Rental, etc.	Individual
	<Optional> Move-in / Move-out of Dangerous Material	9/19(Fri)
	<Optional> Carrying-In(Out) of Ultra heavy Exhibition Item	9/19(Fri)
	<Optional> Apply for Business Matching Event	by order of receipt (9/19(Fri))
	<Optional> Apply for advertisement in Show Directory, Show Guide, etc.	
During	<Optional> Apply for Overtime work	by 4 p.m. of the day
	<Optional> Apply for Exhibit Removal	by 4 p.m. of the day
	<Optional> KES 2015 Reservation (20% discount)	10/14(Tue)~17(Fri)
	<Optional> KES 2014 Exhibition Certificate	After 10/17(Fri)

LIST OF CONTACTS

》》》 Show Management

KEA Market & Exhibition Center
11, World Cup buk-ro 54-gil, Mapo-gu, Seoul, Korea
Tel: 02-6388-6062~7 / Fax: 02-6388-6069 / E-mail: kes@kes.org

》》》 Official Contractors

Company		Contact Person	Contact	E-mail
STAND CONSTRUCTION	Nara Design	Kim Deok ki	82-2-557-0481 (2003)	kdk7727@inaradesign.co.kr
	Hungseo Ind.co.Ltd	Scott H Joo	82-70-8672-5856	zstyle@hanmail.net
ELECTRIC	Samjeon Electric Co.,Ltd	Kim Seok	82-10-2432-1323	samjeon7@hanmail.net
FURNITURE RENTAL	Sejong e&r	Lee Sun-ock	82-31-916-3330	ace@sejongenr.com
	Rental 119	Kim Hyeong-seop	82-10-7611-7119	exrental119@hanmail.net
CRM	Sysforu Co., Ltd	Kwon Byeongjun	82-2-539-3313	eric@sysforu.co.kr
CARPET	Hanadeco	Hyun sik, Park	82-2-887-1418	hanadeco1418@hanmail.net
FREIGHT FORWARDERS	ExpoLogis Inc.	Peter Oh	82-2-6965-7717	peter@expologis.com
	K-UNG Corporation	Frank Kim	82-2-6352-5300	frank@k-ung.com
TRAVEL	Ricky Travel	Jung sim, Choi	82-2-722-2119	sim3507@hanmail.net

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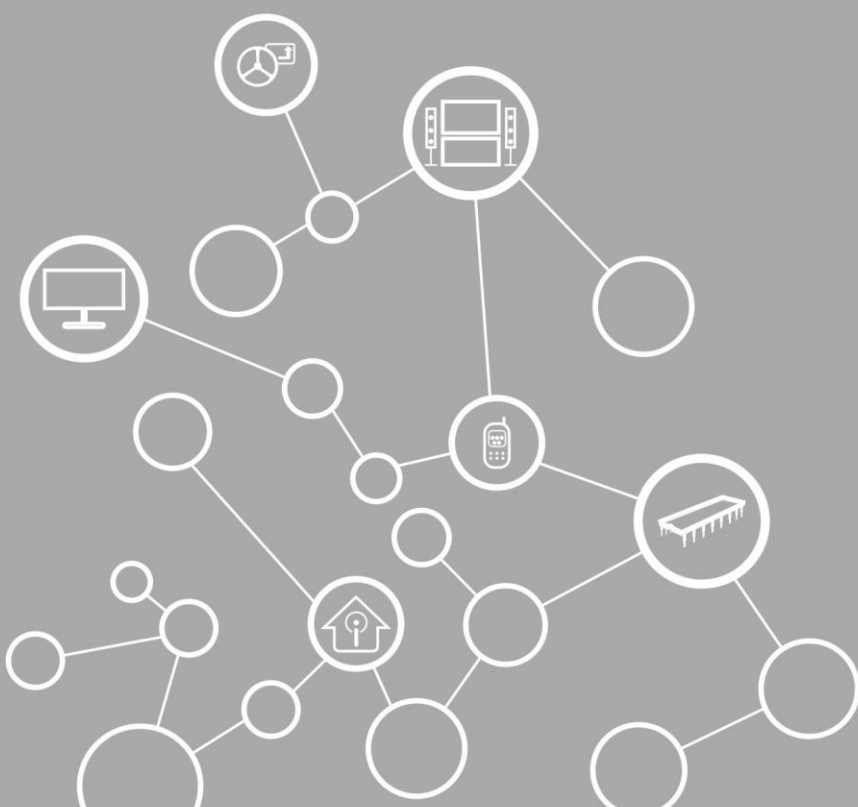
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I . General Information & Regulations



1. General Information

1) Name

Korea Electronics Show (KES) 2014

2) Theme

Worldwide creative & Comprehensive IT Show!

3) Date & Time

Date : October 14 - 17, 2014

Hours: 10 a.m. - 5 p.m.

4) Show Location

KINTEX Goyang-City, Gyeonggi Province, Korea (www.KINTEX.com)

5) Scale

Exhibition Area: 32,157 sqm

No. of Exhibitors: 600 firms / 1,500 booths (Including 120 foreign firms)

No. of Visitors (Estimated): About 60,000

6) Korea Electronics Grand Fair 2014

Korea Electronics Show (KES), International Semiconductor & Display Exhibition (i-SEDEX) and International Meeting on Information Display Exhibition (IMID) held at the same time.

Entire KINTEX Halls (Hall 1 Hall 5) occupied for Korea Electronics Grand Fair 2014 (No walls among Halls)

7) Admission fee

Individuals: 5,000 Won / Groups: 3,000 Won (over 30 people) / Pre-registrations: 2,000 Won

8) Organizations of KES

Hosted By : Ministry of Trade, Industry & Energy (MOTIE), Ministry of Science, ICT & Future Planning(MSIP), GyeongGi-Do

Organizer : Korea Electronics Association (KEA)

International Cooperators

- China: CEAC (China Electronic Appliance Corporation) CCPIT (China Council for The Promotion Of International Trade), CECC (China Electronic Chamber of Commerce)

- Taiwan : TEEMA (Taiwan Electrical and Electronic Manufacturers' Association)

- Japan : JESA (Japan Electronics Show Association), JMA(Japan Management Association)

- Hong Kong : HKTDC (Hong Kong Trade Development Council)

- India : CMAI, TEMA

- Russia : RATEK

- ASIA : AEECC (Asia Electronics Exhibition Cooperation Conference)

2. Rules to follow before & after the Show

1) Installation of Equipment and Exhibits

Any equipment or exhibits are not allowed to be hung and attached to existing installations such as ceiling and walls inside the exhibition site. Papering, painting and spraying, etc. on the walls also are strictly prohibited.

Inside the exhibitions site, use of electric or electric heating equipment is restricted as below. Exhibitors should use easy-to-remove flooring such as Pytex carpet. (Apply for **Move-In/Move-Out of Dangerous Material Sheet [Form4]** and get approval from organizer's office in advance)

Restricted Electric Equipment	Use of electric machine tools like compressors, electric saws, electric planes, electric grinders, etc are prohibited. High-risk exhibits such as boilers, furnaces and stoves should not be operated. (If unavoidable, restricted use may be allowed, subject to prior KES approval.)
Electric Heating Equipment	When using electric heating equipment, safety screens must be installed if the surface temperature exceeds 70. The heating equipment should not be installed on a wooden stand but on a fire-resistant stand at a height of more than 20cm above the floor. The walls adjacent to electric cooking equipment, irons, etc. should be protected with fireproof materials. Carpet should not be laid under exhibition stands where electric heating equipment is used.
Limitation on Gas Consumption	Junction of the gas piping should be done through the welding junction method. And, there should be a great amount of attention paid when in use so that the actual use of the gas equipment may not obstruct any traffic. Pipes should be laid in a way that they are strongly fixed to the floor and wall surfaces. Pipes should be equipped with the necessary protection devices and installed in a well-ventilated place. Gas equipment to be used or displayed are limited to those with certain types of approvals. Other detailed matters such as capacity levels and power consumption rates of each piece of equipment expected to be should be negotiated in advance and receives the approvals of KINTEX.

2) Restrictions on Inflammables and Explosives.

Inflammables and explosives are strictly prohibited to be brought in, that is to say, flammable or combustible liquids are prohibited inside of buildings, except as approved by KES. Flammable thinners, solvents and paints, including aerosol cans, are strictly prohibited within the building. Special permits are required by KES for the use or storage of flammable liquids, compressed gases or dangerous chemicals.

All hazardous materials brought into the facility must be accompanied by the applicable **Move-In/Move-Out of Dangerous Material Sheet [Form4]** and must be produced upon request. The exhibitor is responsible for the handling and removal of hazardous materials used in the operation of the show.

Regarding any incidents or accidents caused by these items, the exhibitor takes full responsibility whether approved or not.

3) Restrictions on Ultra heavy Exhibition Items

If an exhibition item brought into the indoor exhibition site has a load exceeding 5 tons/sqm, the exhibitor should fill the Application Form for **Carrying-In (Out) of Ultra heavy Exhibition Item [Form5]** and should submit it to the KES 2014 office for an approval before bringing the item actually into the center.

4) Obstruction of Aisles or Nearby Booths

Any Exhibit Items including banners are not allowed to be put in the aisle.

5) Fire Precaution

All stand construction and displays must be made from fire-proofed materials. Access to fire hydrants should be free for immediate emergency use. Exhibitors should not install any equipment where a fire hydrant is already located within a booth. Exhibitors and stand contractors have full responsibility for the management of the interior and exterior of their booths for fire safety.

Exhibitors must confirm the locations of fire hydrants, emergency exits, gas valves, electric power switches, etc. and make through checks for potential fire sources at closing time each day.

6) Disposal of Waste

Exhibitors and stand contractors should separate various kinds of wastes that occur during booth set-up and dismantling into recyclable wastes and industrial wastes, and dispose of industrial wastes properly by themselves.

If exhibitors or stand contractors fail to properly dispose of wastes, they will be liable for expenses incurred from a third party's collection.

7) Damage

Exhibitors and stand contractors should take care not to damage any facility in the exhibition site. If there is any damage, they will assume all cost of restoration to original condition.

8) Management Regulations

At the time of booth set-up and dismantling, exhibitors and stand contractors should strictly observe management regulations. KES may suspend exhibition-support activities and take booth closing action against violators, according to relevant regulations.

In such cases, exhibitors and stand contractors need to pay attention to the fact that they may not file any claim against KES for compensation of loser or damage incurred there from.

3. Rules to follow During the Show

1) Security Information

① Admission and Identification

Admission into the exhibition halls will be strictly controlled. All exhibitors, their representatives and visitors are required to wear their respective badges for admission into exhibition halls.

The exhibition site's entry and exit hours during the exhibition period will apply to all exhibitors as below in order to prevent theft and ensure the safety of exhibit items.

■ Preparation Period before Opening / Inspection Period after Closing

Exhibitors are permitted to enter the exhibition area an hour before opening time and remain not more than half an hour after closing time during the exhibition period.

Exhibitors are requested to be present at their stands at least 30 minutes before the exhibition opens each day.

The resident personnel of exhibitors should take all possible precautions in the management of exhibit items for the prevention of theft, not only during the exhibition hours (10 a.m. - 5 p.m.) but also during the 'Preparation Period before Opening' and the 'Inspection Period after Closing' as follows

Preparation Period before Opening	9 a.m. - 10 a.m.
Visitor's Exhibition-Viewing Hours	10 a.m. - 5 p.m.
Inspection Period after Closing	5 p.m. - 5:30 p.m.
Stand Personnel's Departure	5:30 p.m.

■ Exhibit Removal

If an exhibitor needs to remove exhibit items during the exhibition period, he should apply for **Exhibit Removal [Form7]** at the organizer's office and receive prior approval.

② Securing the halls

In order to protect the booths and exhibit items, the organizer's office conducts 24-hour-a-day security activities during the build-up period and the breakdown period. For entrance and exit of the exhibition site, all related personnel of exhibitors and stand contractors should prominently display gate passes issued by organizer respectively.

③ Managing the exhibit items.

The organizer will provide 24-hour security surveillance for the prevention of theft and damage of exhibit items and fire. However, exhibitors should take full precautions for the management of their exhibit items, since they have ultimate responsibility. Exhibitors are encouraged to insure high-value exhibits and equipment individually.

2) Overtime Work

An exhibitor, who needs to use the exhibition site unavoidably at a time other than specified above for the preparation of an exhibit item, including repair of stand and decoration during the show should apply for **Overtime Work [Form6]** at the organizer's office for approval. If the desired time is before 08:00 or after 21:00, the exhibitor should pay the prescribed overtime utilization fee.

3) Sound Control

The noise level from performance of video / acoustic equipment should not hinder business discussions at neighboring booths.

If an excessive acoustic sound level (Maximum 80~90dB measured at a distance of 1 meters) interferes with exhibition management, the organizer's office may take necessary steps, such as cut-off of electricity or closure of the booth, and the relevant exhibitor shall assume full responsibility for the loss incurred there from.

4) Promotion Limit in the passageways

Performances and events are prohibited in the passageways and aisles within the exhibition site. If the organizer's office judges that the stage of a performance or event may disturb business discussions at adjacent booths after reviewing the booth design drawings of respective exhibitors, it may not permit booth construction by the relevant exhibitor.

5) Prohibition of On-Site Sale

No sales activities are allowed within the exhibition site.

The organizer's office may order dismantlement at a violator's booth even during the exhibition period, and shall not be held responsible for any loss there from.

6) Protection of Intellectual Property Rights

During the exhibition period, exhibitors should not display any product or service that may infringe upon intellectual property rights such as copyrights, trademarks, designs, patent rights, etc.

In the event that exhibited products or services at KES 2014 are found to violate intellectual property rights and such practices are reported to the Secretariat, the related exhibitor will be required to remove such items immediately.

7) Prohibition of Smoking

Smoking is strictly prohibited in the exhibition hall.

8) Flowers and Flowerpots Not Allowed

Flowers and large flowerpots that may disturb the exhibition proceedings or view may not be brought into the exhibition site.

9) Keeping the Package Boxes of Exhibition Items

Every piece of packing material such as package (carriage) boxes for the exhibition items are not allowed to be left in disarranged order.

They should be kept (piled) at a certain place designated by KES 2014 or they should be reused after a separate self-deposit.

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|| . Exhibit Information



1. Booth Installation Schedule

Booth Set-up & Dismantling must be completed within the specified period in order not to cause any inconvenience to the show management. Exhibitors shall be responsible if their delayed withdrawal hinders management or incurs additional booths dismantling expenses.

Section			Dates	Details
Booth installation	Construction		10. 11(sat) - 13(Mon) (8 a.m. - 9 p.m.)	Carpet, Booth installation
	Move-in & Display		10.13(Mon) (8 a.m. - 9 p.m.)	Interior equipment
Electricity	Mainline Construction		10. 11(sat) - 13(Mon) (8 a.m. - 9 p.m.)	Mainline to the booth
	Interior Construction	Standard	10. 11(sat) - 13(Mon) (8 a.m. - 9 p.m.)	Electric wiring And Lighting
		Space-only		
	Power Supply		10.13(Mon) (From 2 p.m.)	10.13(Mon) 2 p.m. (expected) The time is subject to change.
Telephone Internet	Wiring		10. 12(Sun) - 13(Mon) (8 a.m. - 9 p.m.)	Line construction
	Installation		10.13(Mon) (After 3 p.m.)	Distribution of telephone etc
	Opening for service		10.13(Mon) (After 4 p.m.)	Notification of Phone number & IP at KES management office
Water, Compressed Air	Line & booth interior		10. 12(Sun) - 13(Mon) (8 a.m. - 9 p.m.)	
Move In			10. 12(Sun) - 13(Mon) (8 a.m. - 9 p.m.)	No vehicles Allowed into the hall after 10.13(Mon), 3 p.m.
Distribution of admission & free parking tickets			10. 12(Sun) - 13(Mon) (8 a.m. - 9 p.m.)	Admission tickets
Final Check			10.13(Mon) (2 p.m. - 9 p.m.)	Functioning Check & Cleaning Inside
				Cleaning of pass way

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2. Show Dates: From October 14 (Tue) to October 17(Fri)

Section		Time	Details	Remark
Opening Day (10.14)	Opening Hours	8 a.m.		
	Preparation for the Show	8 a.m. - 9:30 a.m.	Cleaning inside the booth, arranging things in order	Exhibitors
	Opening Events	10:30 a.m. - 12:00 p.m.	Opening Ceremony, Tour of the Exhibition hall, Reception,	Organizer(KEA)
	Attending the Show	10 a.m. - 5 p.m.		
Show Dates (10.14~17)	Opening Hours	9 a.m.	Cleaning inside the booth, Preparation for the Show	Exhibitors
	Attending the Show	10 a.m. - 5 p.m.		
Closing Day (10.17)	Distribution & Responding to questionnaires	11 a.m. - 5 p.m.	General Evaluation for the Show	Organizer(KEA) & Exhibitors
	Closing Hours	5p.m.	Early dismantlement is Not Allowed	Exhibitors
	Packing & Move-Out	5 p.m. - 9 p.m.	Move-Out	Exhibitors

3. Dismantling Schedule

Section	Dates & Time	Details	Remark
Packing & Move-Out of Lightweight Product	10.17(Fri) 5 p.m. - 9 p.m.	"Exhibit Removal Form" Not Needed	Exhibitors
Move-Out & Dismantling	10.18(Sat) 8 a.m. - 9 p.m.	"Exhibit Removal Form" Not Needed	Exhibitors

4. Overtime Work

Exhibitors should observe the time (8 a.m. - 9 p.m.) set for using the exhibition site during stand build up and breakdown periods.

If overtime use of the site is unavoidable, exhibitors are requested to apply **for Overtime Work [Form6]** at the organizer's office and pay additional fees.

5. Parking Information for Trucks

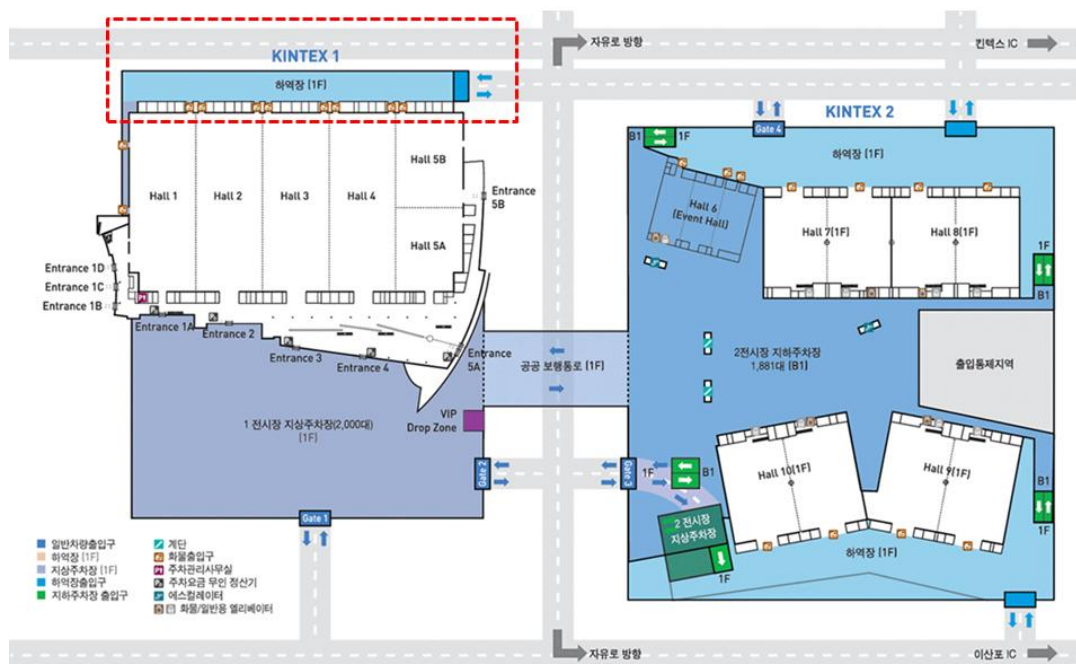
① Free Parking Tickets

Type of Car	Period for Free Parking	Place for Tickets
Trucks	Installation: 10. 11 - 13 Dismantling: 10.17, 5 p.m. - 10.18, - 6 p.m. maximum of 2 hours a day	Fare adjustment office at the parking entrance * Not Applied to Privately Owned Vehicles

② Regulation for Trucks

Height limit for trucks	Speed limit for trucks
5m	10km/h

③ Gateway for Trucks



6. Distribution of Exhibitor Badges & Free Parking Tickets

① Exhibitor Badges

The Show Organizer will issue Exhibitor Badges to the resident personnel of the exhibitors during the exhibition period.

Exhibitors should complete applying for Exhibitor Badge online by Sep. 19 (Fri).

Online application: <http://pass.sysforu.co.kr>

Booth Scale	The number of badges	Booth Scale	The number of badges
1 - 3 booth	5	11 - 20 booth	25
4 - 7 booth	10	21 - 30 booth	35
8 - 10 booth	15	31 - 50 booth	45

■ Date of Distribution: 10.12(Sun) – 10.13 (Mon), 2014

■ Place: Entrance to Exhibition Hall, KINTEX (Hall 3)

② Stand contractor Passes

The Show Organizer issues contractor passes separately.

All workers / contractors are subject to organizer and KINTEX control in the exhibition area for safety management and fire prevention. And not allowed to carry and use during the show.

■ Place: Entrance to Exhibition Hall, KINTEX (Hall 3)

* Please keep in mind that you must have your badges displayed at all times.

③ Issuing free parking tickets (POVs)

A. Specification

* Free Parking tickets are not issued for preparation time.

(Except for trucks which are used to transport exhibit items into the hall. refer to p.17)

B. Standard for free parking tickets

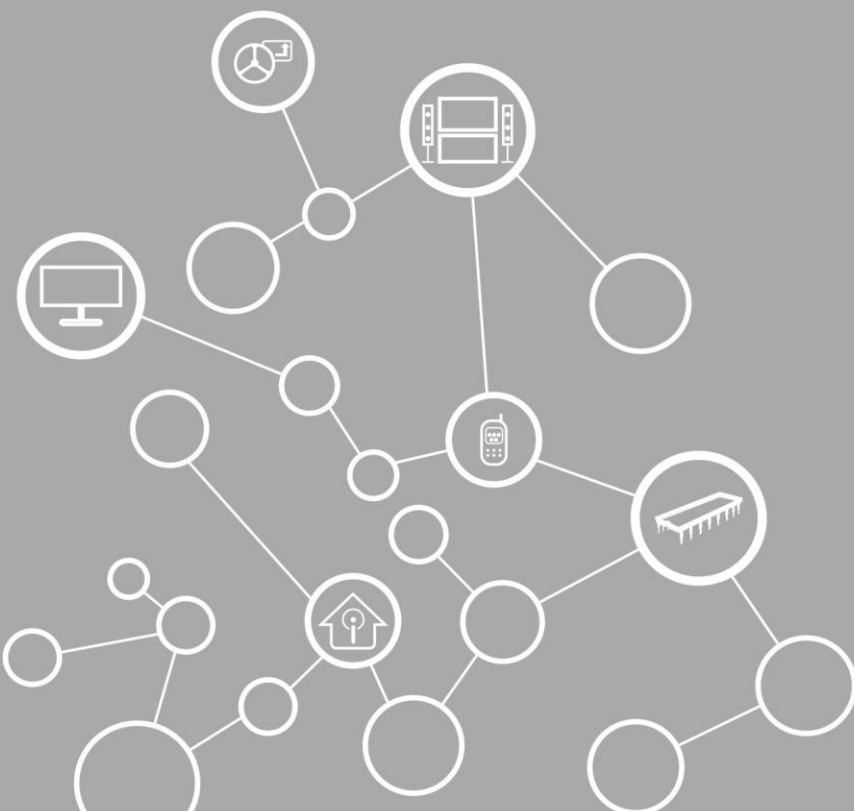
Booth Scale	The number of free tickets
1 - 5 booth	2 tickets for 4 days
6 - 10 booth	3 tickets for 4 days
10 - 20 booth	5 tickets for 4 days
Over 21 booth	6 tickets for 4 days

* Contact KINTEX parking management office (82-31-995-8265, bighead@kintex.com) for further information.

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III. Stands Installation



1. Space - Only Stands

1) Stand Set-up & Dismantling

Schedule		
Work Details	Period	Remarks
Submission of Design Drawings	By September 19	Two (2) copies each of floor plan and front-view plan to be submitted with Stand Contractor Registration
Booth Set-up	October 11 - 13	8 a.m. - 9 p.m.
Move-In and Display of Exhibit Items	October 13	8 a.m. - 9 p.m.

Set-up & dismantling of the allocated booths will be made, in principle, individually by the exhibitors through the Stand Contractors registered with KES 2014 according to the submitted floor plans.

All the equipment should be fabricated in advance, and assembled/installed within the given period.

In the set-up and dismantling of the booths, the exhibitors and the Stand Contractors should observe all the guidelines stipulated in the "Exhibitor's Manual for KES 2014."

Prohibition of Booth Dismantling before Completion of Exhibition

Exhibitors should not dismantle booths or remove exhibit products before the official exhibition closing date and time (Oct. 17, 5 p.m.) without prior approval of the organizer's office.

2) Guidelines for choosing stand contractors

It is strongly suggested that you select KINTEX official stand contractors in order to avoid inconvenience that may occur due to the fact that you select no official stand contractors.

Stand Contractor Registration [Form3-1] along with booth plan and elevation plan must be submitted with a reasonable statement by Sep 19.

Regarding any incidents or inconvenience caused by no official stand contractors, the exhibitor takes full responsibility.

3) Design Drawings for Space Only

Exhibitors or Stand Contractors should submit two (2) copies each of floor plan and front-view drawings for space-only sites, together with **Stand Contractor Registration [Form3-1]** to the KEA Market & Exhibition Team by September 19(Fri.) and should obtain prior approval.

When submitting stand design drawings, the exhibitors should notify the organizer's office of the location of their event stage. If the desired event stage is adjacent to neighboring booths and judged likely to hinder business discussions, booth installation may not be approved.

4) Stand Height

Maximum height for space-only stands will be restricted in accordance with booth location and scale. For efficient composition of the exhibition site, however, the organizer's Secretariat may designate the maximum heights at its discretion according to each case.

Booth Scale	Height	
	Center	Side
1 ~ 9 Booths	4m	5m
10 ~ 19 Booths	5m	6m
20 ~ 49 Booths	6m	7m
Over 50 Booths	7m	8m

2. Shell Scheme Stands

1) Stand Set-up

Schedule	
Work Detail	Period
Booth Installation	October 11 - 13, 3days
Interior, Move-In / Display of Exhibit Products	October 13 (8 a.m. - 9 p.m.)

*Stand Set-up and dismantling of standard shell scheme is to be executed on a package basis by the official stand contractors registered with the Organizer's Office.

2) Specification of Shell Scheme

	Items		Unit
1	Company Name & Booth No.	1	Ea
2	Reception Desk & Chair	1	Ea
4	Spotlight (100W)	5	Ea
5	Pytex Carpet	9	sqm
6	Electrical Socket (220V)	1	Ea
7	Electricity (KW)	1	ea

* Above contents are subject to change according to the circumstances

3) Additions & Modifications

When design changes are required, such as a meeting room, changes in color, etc. in addition to the aforementioned basic contents, the exhibitors should make request to the official stand contractors. If symbol mark or logo signage is needed, exhibitors should submit **Company Name for Stand Fascia [Form2]** to the official stand contractor for each exhibition hall by September 6(Mon).

The exhibitors must also pay for such extra services, and discuss the details with relevant official stand contractors.

■ KES 2014 official stand contractors.

	Company	Contact	E-mail	Contact Person
STAND CONSTRUCTION	Nara Design	T. 82-2-557-0481(2003)	kdk7727@inaradesign.cokr	Kim Deok ki
	Hungseo Ind.co.Ltd	T. 82-70-8672-5856	zstyle@hanmail.net	Scott H Joo

4) Diagram of Shell Scheme by Size

■ 1 BOOTH TYPE (3Mx3M)



Item	No.	Unit
Company Name/Booth No.	1	ea
Info Desk & Folding Chair	1	ea
Spot Light (100W)	5	ea
Pytex Carpet	9	m2
Power Outlet	1	ea

■ 2 BOOTH TYPE (3Mx6M)



Item	No.	Unit
Company Name/Booth No.	1	ea
Info Desk & Folding Chair	1	ea
Spot Light (100W)	8	ea
Pytex Carpet	18	m2
Power Outlet	1	ea

■ 4 BOOTH TYPE (6Mx6M)



Item	No.	Unit
Company Name/Booth No.	1	ea
Info Desk & Folding Chair	1	ea
Spot Light (100W)	4	ea
Circular ceiling light	2	ea
Power Outlet	1	ea
Pytex Carpet	36	m2
LED Signboard	1	ea

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Diagram of Shell Scheme by Size (PremiumBooth)

■ 2 BOOTH A-TYPE (3Mx6M)



Item	No.	Unit
Company Name/Booth No.	1	ea
Company logo(sticker sheet)	1	ea
Info Desk & Folding Chair	1	Ea
Power Outlet(220V)	1	Ea
Meeting Table Set	1	ea
Display table	2	Ea
Catalogue Holder	1	Ea
Down Light	5	Ea
Pytex Carpet	18	sqm

■ 4 BOOTH B-TYPE (3Mx6M)



Item	No.	Unit
Company Name/Booth No.	3	ea
Company logo(sticker sheet)	2	ea
Info Desk & Folding Chair	1	Ea
Power Outlet(220V)	1	Ea
Meeting Table Set	1	ea
Display table	3	Ea
Catalogue Holder	1	Ea
Down Light	11	Ea
Pytex Carpet	36	sqm

5) Additional Furniture Rental

Exhibitors may fabricate their own interior materials and equipment such as display stands / bases for exhibits and furniture in advance or acquire items from furniture / equipment rental companies "approved cooperative firms for KES 2014" and install them after competition of Standard Shell Scheme Booths.

■ Official Contractors of Furniture Rental

Company		Contact	E-mail	Contact Person
			URL	
FURNITURE RENTAL	Rental 119	T. 82-31-528-3119 F. 82-31-572-8119	exrental119@hanmail.net	Kim Hyeong-seop
			www.exrental119.co.kr	
	Sejong e&r	T. 82-31-916-3330 F. 82-31-918-8615	ace@sejongenr.com	Lee Sun-ock
			www.sejongenr.com	















■ Rental 119 (Tel:82-31-528-3119, E-mail: exrental119@hanmail.net)

 EC-01 Round Chair US \$11	 EC-02 Folding Chair US \$8	 EC-03 PB Chair US \$11	 EC-04 Pinocchio Chair US \$17	 EC-06 Aluminum Chair US \$17
 EC-10 Expo Chair US \$22	 EC-13 Bar Chair US \$17	 EC-16 Air Bar Chair US \$22	 EC-24 Power Chair US \$17	 EC-31 Wood Chair US \$22
 ET-24-1 Power Chair2 US \$17	 ET-01 Round Table(Gray) US \$33	 ET-02 Round Table(Wood) US \$33	 ET-03 Round Table US \$33	 ET-04 Glass Table US \$44
 ET-05 Square Class Table US \$44	 ET-06 Aluminum Table US \$44	 ET-09 Square Table (W1000*D700) US \$22	 ET-10 Square Table (W1200*D450) US \$22	 ET-11 Square Table US \$33
 ET-13 Square Table (W1200*D600) US \$44	 ET-18 Air Table US \$44	 ET-22 Wood Parasol US \$55	 ED-01 Display Base (1030*600*750) US \$33	 ED-02 Display Base (1030*600*1000) US \$44
 ED-03 Display Base (1030*900*1000) US \$77	 ED-04 Olympics Display Base US \$88	 ED-05 Display Base (560*560*750) US \$28	 ED-06 TV/VTR Display Base (560*560*750) US \$33	 ED-07 Cube SET US \$66
 ED-08 Acrylic Dome (1EA) US \$61	 ED-09 Shelf (1EA) US \$22	 ED-10 Show Case Display Base US \$50	 ED-11 Show Case Display Base US \$55	 ED-12 Show Case Display Base US \$88


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ED-13 Show Case Display Base US \$132	ED-14 Hold Glass Dome (1EA) US \$72	ED-15 Hold Info US \$110	ED-15-1 Hold Info US \$110	ED-18 Hold Light Display Base (1EA) US \$44
				
ED-19 Hold Glass Light Display Base (1EA) US \$44	ED-20 Document Box US \$33	ED-21 Sale Table US \$33	ED-22 Jewel Display Base US \$143	ED-23 Custody Box US \$44
				
EB-01 Catalogue Holder US \$17	EB-02 Catalogue Holder (Folding) US \$44	EB-03 Spec Stand US \$17	EB-04 Easel US \$17	EB-06 Hanger US \$17
				
EB-07 Coat Hanger US \$17	EB-08 Mesh (Whit,Black) US \$11	EB-09 Banner Stand US \$22	EB-12 Wastebasket 30ℓ-US \$6 50ℓ-US \$9	EB-13 Name and Case US \$11
				
EB-14 Guard Rail(1EA) US \$33	EB-15 Guard Rail(1EA) US \$17	EB-16 Name and Case US \$33	EB-17 Wastebasket 15ℓ-US \$3 Steel-US \$33	EB-26 Fire Extinguisher US \$11
				
EB-27 Whole Body Mirror US \$22	EE-01 Water Purifier US \$44	EE-01-1 Water 18.9ℓ US \$8	EE-02 Refrigerator(80ℓ) US \$50	EE-03 Refrigerator(150ℓ) US \$66
				
EE-07 Notebook US \$110	EE-08 Desktop US \$110	EE-14 PDP (42") Inquire	EE-14 LED (40",55",60") Inquire	EE-16-1 Amplifier 250W US \$165

■ Sejong e&r (Tel: 82-31-916-3330, E-mail: ace@sejongenr.com)

 <p>NO : 8C-01(Round chair) US\$11</p>	 <p>NO : 8C-05(Aluminium chair) US\$17</p>	 <p>NO : 8C-06(Ease arm chair) US\$28</p>
 <p>NO : 8C-08(PB chair) US\$11</p>	 <p>NO : 8C-10A(Air bar stool) US\$22</p>	 <p>NO : 8C-13(Power arm chair) US\$22</p>
 <p>NO : 8T-01(Round trumpet base Table) US\$33</p>	 <p>NO : 8T-03(Round table) US\$33</p>	 <p>NO : 8T-04(Aluminium Round table) US\$44</p>
 <p>NO : 8T-05(Round vision table) US\$44</p>	 <p>NO : 8T-06(Square table) US\$44</p>	 <p>1000*700*h730 1500*700*h730 1800*900(700)*h730 NO : 8C01(Square forming table) US\$22~us\$44</p>
 <p>1000*600*h750 1500*600*h750 2000*600*h750 NO : 8C01(Display base/ single stair) US\$33~US\$66</p>	 <p>1000*600*h1000 1500*600*h1000 2000*600*h1000 NO : 8C01(Display base/ 2 stair) US\$44~us\$88</p>	 <p>1000*900*h1000 NO : 8C01(Display base/ 3stair) US\$88</p>

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 <p>1000*300 NO : 8D-08(Wall shelves) US\$22</p>	 <p>900*500*H800 NO : 8D-09(Glass showcase) US\$50</p>	 <p>900*500*H800 NO : 8D-10(Glass showcase) US\$55</p>
 <p>NO : 8D-13(Acrylic dome display) US\$44</p>	 <p>NO : 8D-14(Hold glass dome display) US\$66</p>	 <p>NO : 8D-20(Custody box) US\$44</p>
 <p>NO : 8B-01(Folding catalogue holder) US\$44</p>	 <p>NO : 8B-02(Catalogue holder) US\$17</p>	 <p>NO : 8B-03(Banner stand) US\$22</p>
 <p>NO : 8B-15(angle Wire mesh) US\$11</p>	 <p>NO : 8B-18(Waste basket 30L) US\$7</p>	 <p>NO : 8E-01(Mineral water cooler) US\$44</p>
 <p>NO : 8E-02(Refrigerator 80L) US\$55</p>	 <p>NO : 8E-03(Refrigerator 150L) US\$88</p>	 <p>NO : 8E-13(LCD TV42") US\$330</p>
 <p>NO : 8E-14(PDP TV42") US\$275</p>	 <p>NO : 8S-03(4 PB chairs + Round table) US\$66</p>	 <p>NO : 8S-09(Aluminium table +chairs) US\$88</p>

3. Shipping & Forwarding of Exhibits

1) Bonded Area

Exhibits brought into the KINTEX exhibition site are to be regarded as bonded products from October 13 - 18 as the organizer's office will obtain designation of the site as a bonded area.

The items can be moved anywhere within the bonded without prior approval of a customs official.

2) Time Schedule (Deadline for Exhibition Goods)

Airfreight arrival at Incheon airport: October 7, 2014 (7 days before the show begins)

Sea freight arrival at Busan seaport: October 4, 2014 (10 days before the show begins)

3) Documents

Following documents are needed for customs clearance in Korea.

- ▶ Airfreight: Original AWB (air way bill) & 2 copies of Proforma invoice & packing list.
- ▶ Sea freight: Original B/L & 2 Copies of Proforma Invoice & Packing List

4) How to make an Entry of Documents

CONSIGNEE

Exhibition Name / Korean Agency: KES 2014 / The name of Korean Agency

Name of Exhibitor:

Booth No.:

NOTIFY PARTY

KES 2014 Official Freight Forwarders

[Expo Logis INC.]

Rm.1602, Seoulforest IT Valley, 77, Seongsuil-ro, Seongdong-gu, Seoul, Korea, 133-822

Tel : (82)2-6965-7717 Fax : (82)2-6965-7730

Attn. : MR. Peter Oh

[K-UNG Corporation]

Rm.2215, Jang Kyo Bldg. #1, Chung-gu, Seoul, Korea, 100-760

Tel : (82)2-6352-5300 Fax : (82)2-6352-5304

Attn. : MR. Frank kim

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5) Reference

- ▶ Indicate the name of Exhibition in documents: KES 2014 at KINTEX
- ▶ Indicate the remark of either "Returned Goods" or "Consumable Goods" in the Invoice & Packing List
- ▶ Indicate weight and bulk by the way of "Kg" & "Cm" and also indicate the price of items
- ▶ Insurance on cargo with regard to shipping should be carried from the point of departure

6) Insurance

Exhibitors are highly recommended to carry an ALL-RISK insurance policy on their goods from departure through to final destination after the show.

7) Packing

All exhibit items should be packed with materials which are made of Heat-treated wood in consideration of damage through shipping and forwarding. (Carbon Packing is also allowed according to types & condition of shipment) Official Freight Forwarders don't take the responsibility for any damage caused by poor packing.

8) Settlement for shipping and forwarding

Expenses will be charged after the exhibit items are brought into the facility.

9) Shipment label marking

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NAME OF EXHIBITOR

BOOTH No.:

CASE No. / Dimension (L x W x H)

10) Consumable Goods

Please pack consumable items up in consideration of the proper weight and quantity, and indicate them in the Invoice & Packing List separately.

11) Freight Forwarders

Company		Contact	E-mail	Contact Person
			URL	
FREIGHT FORWARDERS	ExpoLogis Inc.	T. 82-2-6965-7717 F. 82-2-6965-7730	peter@expologis.com	Mr. Peter Oh
			www.expologis.com	
	K-UNG Corporation	T. 82-2-6352-5300 F. 82-2-6352-5304	frank@k-ung.com	Mr. Frank Kim
			www.k-ung.com	

4. Technical Services

1-1) Electricity

- Standard Booth comes with basic electricity (single phase or 3 phases, 220V/60Hz, 3 Phase 380V/60Hz) of 1KW/company free of charge.

- Block Booth does not contain any electricity; therefore, exhibitors are responsible to apply electricity in individual. For additionally required electricity, exhibitors must pay relevant fees as below.

Category		Unit Price
Electricity	220V (Single Phase)	Day : USD 55 24Hr : USD 65
	220V (Three Phase)	
	380V (Three Phase)	
Application Method		
Deadline	September19, 2014	
Required Documents	<u>Technical Service Application (Electricity, Water, Compressed Air) [Form1-1]</u>	
	Copy of Bank Transfer Slip (Printout of related web page when utilizing Internet banking)	
Reference & Reception Office	KEA Market & Exhibition Team	
	Tel: 822 - 6388 - 6067 Fax: 822 - 6388 - 6069 E-mail: kes@gokea.org	
Official Contractor	Samjeon Electric Co., Ltd / Kim Seok	
	TEL: 031-750-9222 FAX: 031-750-9224 E-mail: samjeon7@hanmail.net	

If the additional electricity is required temporarily during the build-up period (Oct 11-13) and / or breakdown period (Oct 18), exhibitors or stand contractors should make the request to the organizer's office one day in advance and pay the aforementioned fee.

Electricity Supply Schedule	Oct. 13	After 2 p.m.
		Supply time may differ according to exhibition preparation status by hall.
	Oct. 14 - 17	9 a.m. - 5:30 p.m.
Precautions	When 24hr. Supply is required in view of exhibit equipment's characteristics; prior application should be submitted to the organizer's office. For 110V utilization transformers should be installed at exhibitor's expense.	

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1-2) Compressed Air / Water

Category		Unit Price
Compressed Air		USD 165
Water		USD 165
Application Method		
Deadline	September 19, 2014	
Required Documents	Technical Service Application (Electricity, Water, Compressed Air) [Form1-1] Copy of Bank Transfer Slip (Printout of related web page when utilizing Internet banking)	
Reference & Reception Office	KEA Market & Exhibition Team Tel: 822 - 6388 - 6067 Fax: 822 - 6388 - 6069 E-mail: kes@gokea.org	
Official Contractor	Samjeon Electric Co., Ltd / Kim Seok TEL: 031-750-9222 FAX: 031-750-9224 E-mail: samjeon7@hanmail.net	
Supply Schedule of Compressed Air/Water into Booth	Oct 13	After 2 p.m. Supply time may differ according to exhibition preparation status by hall.
	Oct 14- 17	9 a.m. - 5:30 p.m.
Specifications	Compressed Air	Pressure: 8kg/Cm (end point: 7 kg/cm ²) Diameter of Air Pipe: 20mm
	Water Supply	Pressure: 6kg/cm ² Diameter of Air Pipe: 20mm
	Water Drainage	Diameter of Air Pipe: 75mm

1-3) DMB / Digital / Satellite Signal Distribution

Category		Unit Price
Digital Multimedia Broadcasting	Terrestrial DMB	Contac Official Contractor
	Satellite DMB	
Satellite Broadcast Antenna	BS	
	Asia sat	
	Other	
Digital TV Antenna		
Application Method		
Deadline	September 19, 2014	
Required Documents	<u>Technical Service Application (Electricity, Water, Compressed Air) [Form1-1]</u> Copy of Bank Transfer Slip (Printout of related web page when utilizing Internet banking)	
Reference & Reception Office	KEA Market & Exhibition Team Tel: 822 - 6388 - 6067 Fax: 822 - 6388 - 6069 E-mail: kes@gokea.org	
Official Contractor	Samjeon Electric Co., Ltd / Kim Seok TEL: 031-750-9222 FAX: 031-750-9224 E-mail: samjeon7@hanmail.net	

- Free receipt of S-DMB available
- No receipt facilities for T-DMB at KINTEX. Those who want the service should set up facilities through a special installation company (at private expense).
- Satellite broadcasting such as the BS and Asia sat and air-wave broadcasting types are provided free of charge. (However, the cost for connecting them from the trench inside the exhibition hall to the booth should be paid for by relevant company.)
- If other broadcasting services are necessary, the exhibitors should make their inquiries to the facility operation team of KINTEX in advance, and then they can require needed supports. (TEL: 82-31-810-8056)
- Refer to above contact information for unit price

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2-1) Domestic / International Telephone

Fees for domestic phones, which can be used for intra-city and domestic long-distance and international phones are as below.

(Basic Rate below include Telephone machine, and Extra rate will be charged about extra callings over Basic rate after the show)

Category	Basic Rate
Domestic Telephone	USD 55
International Telephone	USD 165

Application Method

Deadline	September 19, 2014
Required Documents	Technical Service Application (Telephone, Internet) [Form1-2] Copy of bank Transfer Slip (Print of related web page when utilizing Internet banking)
Reference & Reception Office	KEA Market & Exhibition Team Tel: 822 - 6388 - 6067 Fax: 822 - 6388 - 6069
Official Contractor	LG U+ / Cho, Jun-Kyoung / Director Tel: 82-31-995-8998~9 Fax: 82-31-995-8997 E-mail: comet819@chollian.net

2-2) Internet Access Service

Category	Unit Price
Internet Line	USD 110

Application Method

Deadline	September 19, 2014
Required Documents	Technical Service Application (Telephone, Internet) [Form1-2] Copy of bank Transfer Slip (Print of related web page when utilizing Internet banking)
Reference & Reception Office	KEA Market & Exhibition Team Tel: 822 - 6388 - 6067 Fax: 822 - 6388 - 6069
Official Contractor	LG U+ / Cho, Jun-Kyoung / Director Tel: 82-31-995-8998~9 Fax: 82-31-995-8997 E-mail: comet819@chollian.net

3) Visitor Data Management System (RF Card System)

Computerize information such as company, name, department, position, address, telephone, fax, e-mail, interest field etc and provide exhibitors with data.

Category	Unit Price
Visitor Data Management System	USD 220
Application Method	
Deadline	September 19, 2014
Required Documents	<u>Technical Service Application (Visitor Data Management System) [Form1-3]</u> Copy of Bank Transfer Slip (Printout of related web page when utilizing Internet banking)
Reference & Reception Office	KEA Market & Exhibition Team Tel: 822 - 6388 - 6067 Fax: 822 - 6388 - 6069

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www.kes.org

IV. Promotion & Marketing



1. KES 2014 Marketing Service for Exhibitors

The Korea Electronics Show (KES) 2014 is operating advertisement programs through various channels for vigorous promotion for exhibitors and their products, and for a take-off as a global brand exhibition. It is also running free support programs for brand promotion and product marketing of participants.

■ Request for Information

Manger H. W. Lee _ Market & Exhibition Team _ Korea Electronics Association

Tel: 82-2-6388-6064 Email: liwoo@gokea.org

1) Invitation Cards

- Free invitation cards are issued only to invite customer companies of exhibitors. For each exhibitor, 200 cards are offered basically and for each one more booth (9m²), 50 cards will be issued additionally.
- Pre-registration Guide and Free Passes for Foreign Buyers (visitors) Pre-registration is possible on the KES 2014 website (www.kes.org) **by October 10, 2014**. Those who registered online are admitted without any payment. As the number of invitation cards is limited, online pre-registration is recommended if possible.
- Foreign buyers (visitors) are admitted for free although they register on-site at the exhibition buyer registration desk without doing pre-registration,

2) Business Matching Event with Foreign Buyers

The One-to-one Business Matching Event with foreign buyers will be held during the period of KES 2014 to help exhibitors seek an overseas market and enhance their achievements. The exhibitors who want to take part in the event are required to submit **Business Matching Event [Form8]** to the Organizer Office.

- Contents: Trade Session with Global Buyers, Russian, Chinese, Indian Buyers, etc.
- Duration: Oct. 14 ~16, 2014, (for 3 days)
- Deadline: September 19, 2014, In the Order of Receipt
- Application **Documents: Business Matching Event [Form8]**

2. Paid Advertisement for Exhibitors of KES 2014

1) Advertisement in Show Directory

It is planned to make an English version of KES 2014 Show Directory which contains the introduction of exhibitors and their products and distribute it to the buyers attending KES and related companies to support trade consultations of exhibitors and advertise them.

The exhibitors who want to carry a colored advertisement for pay in the directory to maximize advertisement effects are required to submit **Show Directory Advertising [Form9]** to the Organizer Office.

Name	KES 2014 Show Directory (English version)
Publication Date	October 14, 2014
Distribution Date	October 14, 2014 (2 copies for each exhibitor. If additional copies are needed, ask to the Organizer Office)
Copies	20,000 copies
Size	175mm (width) X 260mm (length)
Documents	Show Directory Advertising [Form9] , Advertisement File
Specification	Size : 185mm(W) X 270mm(H) / Trimming Size : 175mm(W) X 260mm(H) File Type: JPG (over 300dpi), Illustrator, QuarkXPress

■ Advertisement Page and Unit Cost

Advertisement Page	Unit Cost (USD)
4 Tables	5,200
2 Tables and a Full Page	3,200
3 Tables and a Full Page	2,700
inside page	2,200

※ The number of pages for advertisement is limited.

2) Advertisement in KINTEX Exhibition Hall

The exhibitors who want to carry an advertisement at the exhibition hall in KINTEX through an outside banner and so on to enhance advertisement effects are invited to consult with the KINTEX

※ KINTEX advertisement: www.adkintex.com

3) Advertisement in Show Guide

For conveniences of visitors, the Show Guide will be made and distributed during the exhibition period. The exhibitors who want to carry an advertisement for pay are required to submit **Other Advertising [Form10]** to the Organizer Office.

Name	KES 2014 Show Guide (both in Korean and English)
Publication Date	During the exhibition period
Copies	250,000 copies
Documents	Other Advertising [Form10] , Advertisement File
Specification	Size : To be discussed File Type : JPG (over 300dpi), Illustrator, QuarkXPress

■ Advertisement Page and Unit Cost

Advertisement Page	Unit Cost (USD)
One Page (10cmx12cm)	5,200

※ The number of pages for advertisement is limited.

5) Advertisement on Badge and Necklace

The exhibitors who want to insert their company logo on the badges and the strings of necklaces distributed to visitors to enhance advertisement effects are required to submit **Other Advertising [Form10]**.

Number	50,000 units
Documents	Other Advertising [Form10] , Logo File

■ Advertisement Page and Unit Cost

Advertisement	Unit Cost (USD)
Badge	12,000
Necklace	15,000

* If advertisements are carried on both, 30% discount will be provided.

※ Priority will be given to the sponsorship exhibitors.

※ If more badges and necklaces are necessary, please discuss with the Organizer.

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6) Advertisement on Interview Board

The exhibitors who want to carry an advertisement for pay by inserting company logos on the KES 2014 Interview Board shot by most of the domestic and foreign media are required to submit **Other Advertising [Form10]**.

Contents	Exposing a logo at the stage for on-site interviews
Location	Press Center, Entrance and Inside of Exhibition Hall, Business Center, Organizer Office, etc
Documents	<u>Other Advertising [Form10]</u> , Logo File

■ Advertisement Page and Unit Cost

Advertisement	Unit Cost (USD)
Advertisement on Interview Board	5,200

7) Advertisement in KES 2014 Promotion Video

The KES 2014 Promotion Video will be made and played repeatedly at the Exhibition Hall during the exhibition period to introduce not only the exhibition itself, but also the advertisement of exhibitors to more than 100,000 visitors.

The exhibitors who want to carry an advertisement in the Promotion Video, which will be a good chance for publicity, are required to submit **Other Advertising [Form10]** to the Organizer Office.

Running Time	Within 20 minutes
Running Order	Introduction of KES 2014 and History of Electronics Industry, Advertisement of Exhibitors, etc
Equipment	Screen
Location	Exhibition Hall
Documents	<u>Other Advertising [Form10]</u> , Advertisement Film (Beta)

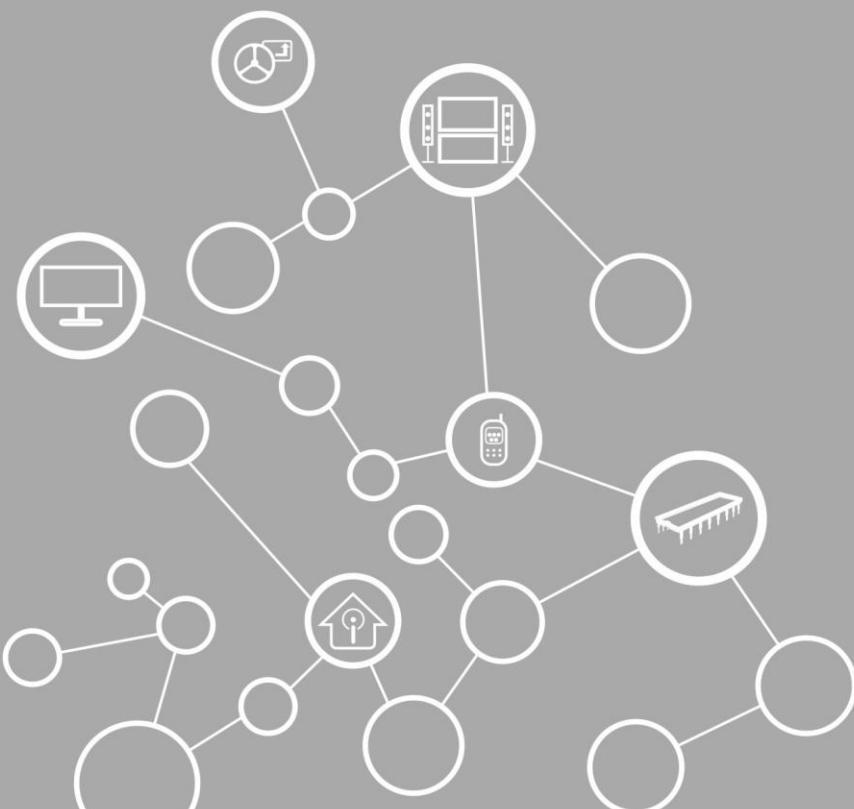
■ Advertisement Page and Unit Cost

Advertisement	Unit Cost (USD)
Promotion Video Advertisement	5,200

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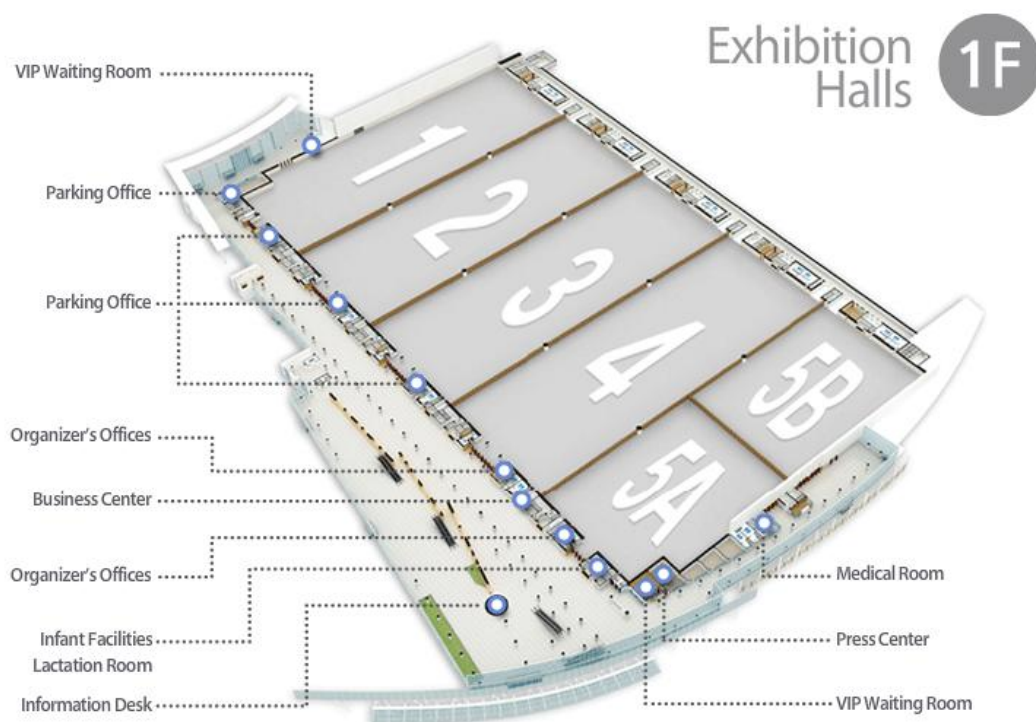
V . Others



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1. Exhibition Facilities & Services

1) Venue: KINTEX 3, 4, 5 Hall (Visit KINTEX online at www.kintex.com)



KINTEX	Scale		Size(m/LxWxH)	Floor Load(ton/m ²)
Hall. 3	10,885m ²	3,259 Pyong	171 x 63 x 15	5
Hall. 4	10,885m ²	3,259 Pyong	171 x 63 x 15	5
Hall. 5	10,660m ²	3,210 Pyong	171 x 63 x 15	5

2) Food and beverage

Name	Photo	Location	Menu	Phone
Myungdong Noodles		1F Hall 1	Korean	82-31-995-8388
Addal Toppoki		1F Hall 2	Korean	82-31-995-8390
Doughnut Plant New York City		1F Hall 3	Bakery	82-31-995-8787
Twosome Place		1F Hall 3	cafe	82-31-995-8385
MANGO SIX		1F Hall 3	cafe	82-31-995-8717
TOUS les JOURS		1F Hall 5	bakery	82-31-995-8366

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Star Fish		2F	seafood buffet	82-31-995-8340
Food Court		2F	food court	82-31-995-8344
YUM CHINA		3F	Chinese	82-31-995-8373

3) Transportation

- Location: KINTEX, 408 Hallyuworld-ro, Ilsanseo-gu, Goyang-si, Gyeonggi-do, Korea (TEL. 82-31-810-8114)

① CAR

City	Location		Route
SEOUL	Gangnam	Samsung station	South of Youngdong Bridge > Olympic highway > south of Gayang Bridge
		Kangnam station	South of Hannam Bridge > Olympic Highway > South of Gayang Bridge > north of Gayang Bridge > North Riverside Highway > Jayuro > Kintex IC > KINTEX
	Gangbuk	Suyu	Suyu crossroad > Mia crossroad > Inner Beltway > Mapo Gu Office > entrance of Sangam Bridge > North Riverside Highway > Jayuro > Kintex IC > KINTEX
		Gwanghwamoon	Gwanghwamun > Chungjeongro > Ahyun samgeori > Gongdeok rotary > Mapo station > north of Mapo Bridge > North Riverside Highway > Jayuro > Kintex IC > KINTEX
		Shinchon	Sinchon rotary > Entrance of Gwangsung middle & high school > gwangheungchang station > Sangsu Dong Office > North Riverside Highway > Jayuro > Kintex IC > KINTEX
	Gangseo	Mokdong	Mokdong SBS > Mokdong Station > Ewha Univ.Mokdong Hospital > Yanghwa Bridge > south of Sungsan Bridge > north of Sungsan Bridge > North Riverside Highway > Jayuro > Kintex IC > KINTEX
		Kimpo Airport	Gonghangro > Entrance of Gwangsung middle & high school > Gaewha IC > south of Haengju Bridge > Haengju IC > Jayuro > Kintex IC > KINTEX
GYEONGGI	Uijeongbu		Uijeongbu > 39 national road > Goyang Wondang > Ilsan > Daewha Dong > KINTEX
	Suwon		Suwon IC > Kyungbu Highway > Shingal JC > Youngdong Highway > Ansan JC > Seohaean Highway > Chonam JC > Seoul Outer Circular Highway > Jayuro > Kintex IC > KINTEX
INCHEON AREA	Incheon Airport		New Airport TG > Nooji JC > Seoul Ring Expressway > Jayuro > Kintex IC > KINTEX
DAEJEON AREA			Kyungbu Highway > Hannam IC > Olympic Highway > south of Gayang Bridge > north of Gayang Bridge > North Riverside Highway > Jayuro > Kintex IC > KINTEX
BUSAN AREA			Kyungbu Highway > Hannam IC > Olympic Highway > south of Gayang Bridge > north of Gayang Bridge > North Riverside Highway > Jayuro > Kintex IC > KINTEX

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② KES Free Shuttle Service

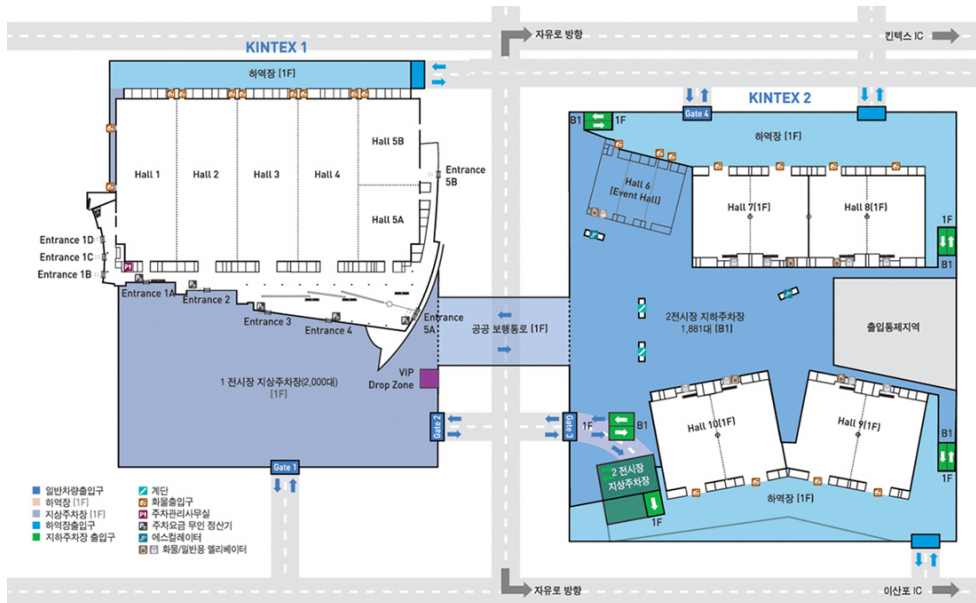
- More detailed information regarding KES Free Shuttle Service Between KINTEX and downtown area in Seoul will be updated at www.kes.org

③ Bus

Region		Bus No.	Intervals	Travel Times	Transportation Cost	Embarkation Points
The Incheon International Airport		3300	15-20 min.	60-70 min.	8000 won	Incheon Int'l Airport (8A Bus Stop (1F))
		Airport Limousine (7400)	25-30 min.	40-50 min.	8000 won	Incheon Int'l Airport (8B Bus Stop (1F))
The Gimpo International Airport		150	10-15 min.	70-80 min.	1000 won	[Now], Domestic Terminal ([Before], International Terminal 1)
		Airport Limousine (7300)	30-40 min.	30 min.	3000 won	Gimpo Int'l Airport, Domestic Terminal 9
Seoul	Gangnam	9700	10-20 min.	80-100 min.	2000 won	Exit#6 of Yangjae Station (LG23), Exit#7 of Gangnam Station, Exit #2 of Nonhyeon Station (Korea First Bank), Exit#3 of Sinsa Station
	Seoul Train Station (Gwanghwamun)	1000	4-6 min.	50-65 min.	2000 won	YTN Building
		2000	4-6 min.	50-65 min.	2000 won	YTN Building
		8880	50-60 min.	75-80 min.	2000 won	YTN Building
		M7106	3-15 min.	50-60 min.	2000 won	YTN Building
	Sinchon	72	9-10 min.	50-60 min.	2000 won	Hyundai Department Store (Across the road),
		770	6-7 min.	60-65 min.	1800 won	Sinchon Train Station, Yonsei University
	Incheon Terminal	3000	15-20 min.	85-100 min.	The charge depends on the distance.	Incheon Terminal

2. Parking

1) Public Parking



	Section	Parking Rate
General Rate	Passenger Cars and Vans Lorries (under 2.5 ton)	Standard (30 min): KRW 1,000 Every additional 30 minutes: KRW 500
	Lorries (2.5 ton or over), Bus (25 seater or larger)	Standard (30 min): KRW 2,000 Every additional 30 minutes: KRW 1,000
	(Daily Rate) 00:00 ~ 24:00	Passenger Cars, Vans, Lorries (2.5 ton) : KRW 7,000 Lorries (2.5 ton or over), Bus (25 seater or larger) : KRW 14,000
General Rate (Unloading dock)	Passenger Cars, Vans Lorries (All)	Standard (30 min): KRW 1,000 Every additional 30 min :KRW 500
	Bus (25 seater or larger)	Standard (30 min): KRW 2,000 Every additional 30 minutes: KRW 1,000
	(Daily Rate) 00:00 ~ 24:00	Passenger Cars, Vans, Lorries (All) : KRW 7,000 Bus (25 seater or larger): KRW 14,000
Discount or No Charge	Vehicles of Disabled Persons, Vehicles of Persons of Merit	50% off
	Compact Cars	
	Vehicles of Exhibitors Vehicles of Related Businesses (When parking for 3 days or more)	Passenger Cars, Vans, Small-size Lorries : KRW 6,000/day Large-size Lorries, Bus : KRW 12,000 /day
	Vehicles Accessing Unloading Dock (Exhibition and Event Vehicles)	Free for two hours a day ※for unloading dock use only

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* No duplicate discounts are allowed.

* A 20-min parking grace time applies when using the free collection machine in the lobby.

* Parking fees will not be charged for the first 15 minutes of the parking. After 15 minutes has expired, a 30 minute standard fee will be charged.

2) Exhibitors Parking

Free Parking Ticket

Type of Car	Duration	Time & Place for Distribution
Privately Owned Vehicles (POVs)	Oct. 14 - 17	Oct. 12 -13, Entrance of Hall 3

3. KES Official Hotels

The hotels below are the official KES 2014 hotels.

Please mention KES 2014 in order to enjoy the special room rate. For more information, select the website.

■ Benefits

- Discounts on hotel charges: About 15~30% (Different by hotels))
- Convenient reservation
- Operation of free shuttle buses between KINTEX and designated hotels
- Discounts for using additional facilities

■ How to Use

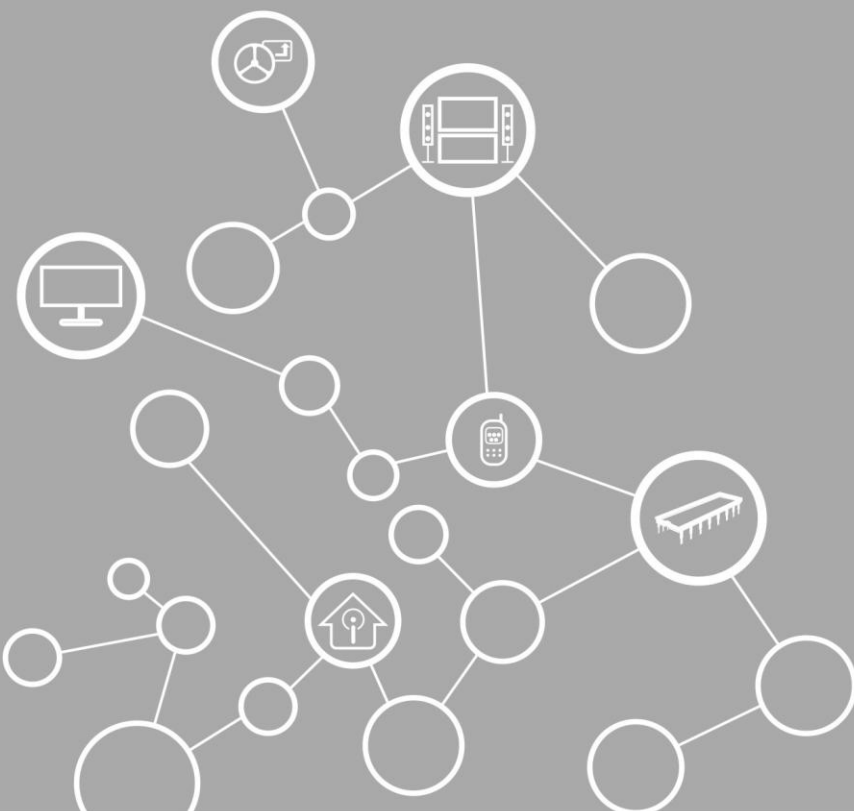
1. Proceed with Online pre-registration or apply for KES 2014
2. Select from the hotels listed below and contact them directly
3. Check the available rooms and rates for sure
4. Make a reservation

Hotel	To KINTEX	Website	Contact
	45	www.lottacityhotelmapo.com	Ms. Jung jmlung@hotellotte.co.kr, 82-10-3172-0331
	20	www.lottacityhotelgimpoairport.com	Mr. Song petersong@lotte.net, 82-2-6116-1071
	20	www.stanfordseoul.com	Mr. Kwon shk3504@stanfordseoul.com, 82-2-6016-0007
	25	www.goldenseoul.com	Mr. jung sales@goldenseoul.com, 82-2-3397-2041
	50	www.gurohotel.co.kr	Mr. Oh John.oh@gurohotel.co.kr 82-2-6905-9530

Korea Electronics Show 2014

www.kes.org

VI. Application Forms



»» Application Forms

Section	Number	Type of Forms	Deadline
For Management	1-1	Technical Service Application Form (Electricity, Water, Compressed Air)	9/19(Fri)
	1-2	Technical Service Application Form (Telephone, Internet)	
	1-3	Technical Service Application Form (Visitor System)	
	2	Company Name for Stand Fascia Application Form (Shell Scheme only)	
	3-1	Stand Contractor Registration Application Form (Raw Space Only)	
	3-2	Exhibitor Badge Application Form	
	4	Move-In / Move-Out of Dangerous Material Application Form	
	5	Carrying-In(Out) of Ultra heavy Exhibition Item Application Form	
	6	Overtime Work Application Form	The day, by 4 p.m
	7	Exhibit Removal Application Form	
For Promotion & Marketing	8	Business Matching Event Application Form	by order of receipt 9/19 (Fri)
	9	Show Directory Advertising Application Form	by order of receipt
	10	Other Advertising Application Form	
Etc.	11	KES 2015 Reservation Application Form	10/14(Tue)~17(Fri)
	12	KES 2014 Exhibition Certificate Form	After 10/17(Fri)

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Form 1-1 Technical Service Application Form (Electricity, Water, Compressed Air)

Deadline Sep.19

Company Name			Booth No.	
			URL	http://
Person in Charge	Name		Division	
	Tel	(Office)	Fax	
		(Mobile)	Email	

Arrangement		Unit Price	Requirement	Amount	Remarks
Electricity	220V (Single Phase)	US\$ 55	KW	US\$	- Free supply of 1kw for each booth - Application for Additional Electricity required. -24Hr : USD65
	220V (Three Phase)	US\$ 55	KW	US\$	
	380V (Three Phase)	US\$ 55	KW	US\$	
Water		US\$ 165	set(s)	US\$	- Installation charge included
Compressed Air		US\$ 165	set(s)	US\$	
Satellite	BS		line(s)	Installation charge and approved contractors shall be advised after reviewing the requirement	
Dish	Asiasat		line(s)		
Antenna	Other		line(s)		
Digital TV Antenna			line(s)		

To : KES 2014 Management Office

[Date]. [Month]. 2014

Company Name:

Representative: [Signature]

Apply to	KEA Market & Exhibition Team Tel: 82-2- 6388- 6067, Fax: 82-2- 6388 - 6069, E-mail: kes@gokea.org
Remit to	Beneficiary: Korea Electronics Association (KEA) / Bank Name: Kookmin Bank Account No.: 598668-08-100416 / Swift Code: CZNBKREXXX

Korea Electronics Show 2014

Form 1-2	Technical Service Application Form (Telephone, Internet)	Deadline Sep.19
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Company Name			Booth No.	
			URL	http://
Person in Charge	Name		Division	
	Tel	(Office)	Fax	
		(Mobile)	Email	

Arrangement		Unit Price	Requirement	Amount	Remarks
Telephone	Domestic	US\$ 55	line(s)	US\$	- Excess use fee will be collected after the show.
	International	US\$ 165	line(s)	US\$	
Internet Line		US\$ 110	port(s)	US\$	- Installation charge included

To : KES 2014 Management Office

[Date] . [Month] . 2014

Company Name:

Representative: [Signature]

Apply to	KEA Market & Exhibition Team Tel: 82-2- 6388- 6067, Fax: 82-2- 6388 - 6069, E-mail: kes@gokea.org
Remit to	Beneficiary: Korea Electronics Association (KEA) / Bank Name: Kookmin Bank Account No.: 598668-08-100416 / Swift Code: CZNBRKREXXX

Korea Electronics Show 2014

Form 1-3 Technical Service Application Form (Visitor Data Management System) Deadline Sep.19

Company Name			Booth No.	
			URL	http://
Person in Charge	Name		Division	
	Tel	(Office)	Fax	
		(Mobile)	Email	

Information on the company, name, division, position, address, tel, fax, email, area of business, occupational category, areas of interest, purpose of viewing, etc is provided in a computerized form

Arrangement	Unit Price	Requirement	Amount	Remarks
Visitor Data Management System	US\$ 220	line(s)	US\$	- after the exhibition, visitor's data will be provided

To : KES 2014 Management Office

[Date]. [Month]. 2014

Company Name:

Representative: [Signature]

Apply to	KEA Market & Exhibition Team Tel: 82-2- 6388- 6067, Fax: 82-2- 6388 - 6069, E-mail: kes@gokea.org
Remit to	Beneficiary: Korea Electronics Association (KEA) / Bank Name: Kookmin Bank Account No.: 598668-08-100416 / Swift Code: CZNBRSEXXX

Form 2

Company Name for Stand Fascia Application Form(Shell Scheme only)

Deadline Sep.19

Company Name			Booth No.	
			URL	http://
Person in Charge	Name		Division	
	Tel	(Office)	Fax	
		(Mobile)	Email	

- The company fascia will be made in accordance with the company name (Korean/English) stated in the "Exhibitor details." If an exhibitor has a unique company name, exhibitor should prepare and submit an application directly to the relevant shell scheme booth installer until Sep.19.
- When preparing fascia, please make sure spellings are correct to include spaces as well as Distinguishing capital or small letters

■ Standard Shell Scheme Booth Fascia

To : KES 2014 Management Office

[Date]. [Month]. 2014

Company Name:

Representative:

[Signature]

Apply to

Nara Design Co., Ltd. Mr. Kim Deok-ki
Tel: 82-2-557-0481, Fax: 82-2-557-0136, E-mail: kdk7727@inaradesign.co.kr

Korea Electronics Show 2014

Form 3-1

Stand Contractor Registration Application Form (Raw Space Only)

Deadline Sep.19

Company Name			Booth No.	
			URL	http://
Person in Charge	Name		Division	
	Tel	(Office)	Fax	
		(Mobile)	Email	

- Exhibitors should submit two copies each of the floor plan and front-view plan, along with this application and obtain approval for booth installation.
- When submitting booth design drawings, exhibitors must indicate the location of the event stage. If the event stage is adjacent to passageways and judged to hinder the exhibition management of neighboring booths, booth installation may not be permitted.

Booth Installation Information		
Company Name		
Address		
Tel		
Fax		
Person in charge	Name	
	Mobile	
Reason for Design Change (if necessary)		

※ Attachment : Floor plan and Front-View plan(2 Copies each)

To : KES 2014 Management Office

[Date] . [Month] . 2014

Company Name:

Representative:

[Signature]

Apply to	KEA Market & Exhibition Team, Ms. Julie Byun, Senior Manager Tel: 822 - 6388 - 6062, Fax: 822 - 6388 - 6069, E-mail: julie@gokea.org
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Korea Electronics Show 2014

Form 3-2

Exhibitor Badge Application Form

Deadline Sep.19

Company Name			Booth No.	
			URL	http://
Person in Charge	Name		Division	
	Tel	(Office)	Fax	
		(Mobile)	Email	

No.	Name	Division	Status	Remark
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

To : KES 2014 Management Office

[Date]. [Month]. 2014

Company Name:

Representative:

[Signature]

Apply to	Sysforu / Mr. Kwon TEL: 82-2-539-3313, FAX: 82-2-539-0899, E-mail: eric@sysforyou.co.kr
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Korea Electronics Show 2014

Form 4

Move-In/Move-Out of Dangerous Material Application Form

Deadline Sep.19

Company Name			Booth No.	
			URL	http://
Person in Charge	Name		Division	
	Tel	(Office)	Fax	
		(Mobile)	Email	

- Purpose of Entry : _____
- Date of Entry : 2014. month. date. time :
- Date of Exit : 2014. month. date. time :
- Item list

No.	Item	Unit	Dangerous Factors	Container/Packing Details	Storage Method after Move-in
1					
2					
3					
4					
5					
6					
7					
8					

※ If additional space is needed, please attach a separate paper

We apply for approval of the Move-In and Move-Out of the dangerous materials specified above, while assuring you that we will duly observe KES 2014 operation regulations.

To : KES 2014 Management Office

[Date] . [Month] . 2014

Company Name:

Representative: [Signature]

Apply to	KEA Market & Exhibition Team Tel: 82-2- 6388- 6067, Fax: 82-2- 6388 - 6069, E-mail: kes@gokea.org
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Korea Electronics Show 2014

Form 5 Carrying-In(Out) of Ultra heavy Exhibition Item Application Form Deadline Sep.19

Company Name			Booth No.	
			URL	http://
Person in Charge	Name		Division	
	Tel	(Office)	Fax	
		(Mobile)	Email	

■ Item list

No.	Item	Qty	Weight(Tons)	Dimention (m m m)		
1						
2						
3						
4						
5						

※ If additional space is needed, please attach a separate paper

We apply for approval of bringing in ultra heavy exhibition items specified above.

To : KES 2014 Management Office

[Date]. [Month]. 2014

Company Name:

Representative:

[Signature]

Apply to	KEA Market & Exhibition Team Tel: 82-2-6388-6067, Fax: 82-2-6388-6069, E-mail: kes@gokea.org
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Korea Electronics Show 2014

Form 6

Overtime Work Application Form

Submit to Organizer's Office

Company Name			Booth No.	
			URL	http://
Person in Charge	Name		Division	
	Tel	(Office)	Fax	
		(Mobile)	Email	

■ Exhibition Hall to be used

<input type="checkbox"/> Hall 3	<input type="checkbox"/> Hall 4	<input type="checkbox"/> Hall 5
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■ Utilization Time

Date	Starting	Ending	Hours	Remarks
Oct. .	:	:	: ~ :	

Company:

[signature]

KES 2014 Management Office:

[signature]

To : KES 2014 Management Office

[Date].

[Month]. 2014

Company Name:

Representative:

[Signature]

Form 7

Exhibit Removal Application Form

Submit to Organizer's Office

Company Name			Booth No.	
			URL	http://
Person in Charge	Name		Division	
	Tel	(Office)	Fax	
		(Mobile)	Email	

- Products, other than the quantities of approved exhibit products, may not be removed from the exhibition hall. After approval, security personnel will check and confirm the exhibit products for removal at the gate. Therefore, exhibitors should be careful with packaging.

■ Reason of Removal:

■ Date: 2014. Oct. . :

■ Item List

No.	Item	Qty	Remarks
1			
2			
3			
4			
5			

※ If additional space is needed, please attach a separate paper

KES 2014 Management Office :

[signature]

To : KES 2014 Management Office

[Date].

[Month]. 2014

Company Name:

Representative:

[Signature]

Korea Electronics Show 2014

Form 8

Business Matching Event Application Form

Deadline Sep. 19

Company Name			Booth No.	
			URL	http://
Person in Charge	Name		Division	
	Tel	(Office)	Fax	
		(Mobile)	Email	

■ Company Information

Company	In Korean				
	In English				
History	In Korean				
	In English				
Capital	US\$	Sales (2013)	US\$	Export (2013)	US\$
Business	Main Item				
	Introduction				
	Target Market				
Item Introduction	Item Index				
	Image				
	Award record				

To : KES 2014 Management Office

[Date]. [Month]. 2014

Company Name:

Representative:

[Signature]

Apply to	KEA Market & Exhibition Team, Mr. H. W. Lee, Manager Tel. 82-2-6388-6064 Fax. 82-2-6388-6069 Email. liwoo@gokea.org
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Form 9

Show Directory Advertising Application Form

by order of receipt

Company Name			Booth No.	
			URL	http://
Person in Charge	Name		Division	
	Tel	(Office)	Fax	
		(Mobile)	Email	

■ Required Data : Form 9 Application Form, Ad File

■ Specifications of File

· SIZE: 185mm(W) X 270mm(H)

· Trimming Size: 175mm(W) X 260mm(H)

· Program: Photoshop(over 300dpi) or Illustrator, QuarkXPress

Page	Fee	Qty	Check()
Back Cover	US\$ 5,200	1	<input type="checkbox"/>
Inside Front Cover, Opposite Inside Front Cover	US\$ 3,200	2	<input type="checkbox"/>
Inside Back Cover Opposite Inside Back Cover	US\$ 2,700	2	<input type="checkbox"/>
Inside Page	US\$ 2,200	many	<input type="checkbox"/>

To : KES 2014 Management Office

[Date]. [Month]. 2014

Company Name:

Representative:

[Signature]

Apply to	KEA Market & Exhibition Team, Ms. Gyu Min. Lee Tel. 82-2-6388-6065 Fax. 82-2-6388-6069 Email. kmlee@gokea.org
Remit to	Beneficiary: Korea Electronics Association (KEA) / Bank Name: Kookmin Bank Account No.: 598668-08-100416 / Swift Code: CZNBRSEXXX

Korea Electronics Show 2014

Form 10	Other Advertising Application Form	by order of receipt
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Company Name			Booth No.	
			URL	http://
Person in Charge	Name		Division	
	Tel	(Office)	Fax	
		(Mobile)	Email	

- Required Data : Please read a manual regarding this order
 - You are asked to discuss with management office about this order after submitting.

Advertising	Fee	Check()
Show Map	Please read a manual(p.38~p.40)	<input type="checkbox"/>
Badge Logo		<input type="checkbox"/>
Badge String		<input type="checkbox"/>
Interview Board		<input type="checkbox"/>
Screen-Briefing Advertising		<input type="checkbox"/>

To : KES 2014 Management Office

[Date]. [Month]. 2014

Company Name:

Representative:

[Signature]

Apply to	KEA Market & Exhibition Team, Mr. H. W. Lee, Manager Tel. 82-2-6388-6064 Fax. 82-2-6388-6069 Email. liwoo@gokea.org
Remit to	Beneficiary: Korea Electronics Association (KEA) / Bank Name: Kookmin Bank Account No.: 598668-08-100416 / Swift Code: CZNBRKREXXX

Form 11	KES 2015 Reservation Application Form	Deadline Oct. 17
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Company Name			CEO	
			URL	http://
Address				
Tel			Fax	
Person in Charge I	Name		Division	
	Tel	(Office)	Fax	
		(Mobile)	Email	
Person in Charge II	Name		Division	
	Tel	(Office)	Fax	
		(Mobile)	Email	

※ please enclose the business card

■ Space Requirement

Booth Type	Unit	Size (9m ² /1booths)
Raw Space	Booths	m ²
Shell Scheme	Booths	m ²

To : KES 2014 Management Office

[Date]. [Month]. 2014

Company Name:

Representative:

[Signature]

Korea Electronics Show 2014

Form 12

KES 2014 Exhibition Certificate Form

After Oct. 17

Company Name			Booth No.	
			URL	http://
Person in Charge	Name		Division	
	Tel	(Office)	Fax	
		(Mobile)	Email	

■ Required Data : 2 copies of photos

No.	Item	Model	Features	remarks
1				
2				
3				
4				
5				
6				
7				
8				

To : KES 2014 Management Office

[Date]. [Month]. 2014

Company Name:

Representative:

[Signature]

2014 KES Organizer hereby proves that
Above company had participated in 2014 KES from 14 October 2014 to 17 October 2014.

2014. . .

KES 2014 Management Office