

Where the  
**Creative Things** are!

Since 1969  
**KES 2016**  
10. 26 (Wed) ▶ 29 (Sat)  
[www.kes.org](http://www.kes.org)

# 2016 Korea Electronics Show!

**coex, Seoul**

**2016**  
**10.26 (Wed) ▶ 29 (Sat)**

Hosts  **MOTIE**  
Ministry of Trade, Industry & Energy

Organizers  **KEA**  
Korea Electronics Association

Inquiries +82-2-6388-6062~7

[kes@kes.org](mailto:kes@kes.org)

## | 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	8/30(Tue)
	<Required> Allocate Booths	9/7(Wed)
	<Required> Apply for the modification & installation of Space - Only Stands	9/30(Fri)
	<Required> Submit Company Logo & Modify Company name for Stand Fascia	9/30(Fri)
	<Required> Apply for Exhibitor Badges & Modification (On-line)	10/14(Fri)
	<Required> Receive Exhibitor Badges & Parking Tickets	10/24(Mon)~25(Tue)
	<Required> Installation of Booths (Space-only stands)	10/23(Sun)~25(Tue)
	<Required> Move-in of Shell Scheme Items	10/25(Tue)
	<Optional> Apply for Technical Service	9/30(Fri)
	<Optional> Pay the technical Service	10/14(Fri)
	<Optional> Apply for Furniture Rental, etc.	Individual
	<Optional> Move-in / Move-out of Dangerous Material	9/30(Fri)
	<Optional> Carrying-In(Out) of Ultra heavy Exhibition Item	9/30(Fri)
	<Optional> Apply for advertisement in Show Directory, Show Guide, etc.	by order of receipt (9/30(Fri))
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 2017 Reservation (20% discount)	10/26(Wed)~29(Sat)
	<Optional> KES 2016 Exhibition Certificate	After 10/29(Sat)

## LIST OF CONTACTS

### 》》》 Show Management Office

Market & Exhibition Team, KEA  
 11, World Cup buk-ro 54-gil, Mapo-gu, Seoul, Korea  
 Tel: 82-2-6388-6062~7 / Fax: 82-2-6388-6069 / E-mail: kes@kes.org

### 》》》 Official Contractors

Company		Contact Person	Contact	E-mail
STAND CONSTRUCTION	Nara Design (Basic)	Ms. H.I. Jung	82-2-557-0481 (2502)	jhi04@inaradesign.co.kr
	Nara Design (Premium)	Ms. M.S. Joo	82-2-557-0481 (2403)	Jms11@inaradesign.co.kr
ELECTRIC	Samjeon Electric Co.,Ltd	Mr. S. Kim	82-31-750-9222	samjeon7@hanmail.net
CRM	Sysforu Co., Ltd	Mr. B.J. Kwon	82-2-539-3816	eric@sysforu.co.kr
CARPET	Hanadeco	Mr. J.H. Park	82-2-887-1418	hanadeco1418@hanmail.net
Shuttle & Travel	Ricky Travel	Ms. J.S Choi	82-2-722-2119	sim3507@hanmail.net

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# I . General Information & Regulations



# Korea Electronics Show 2016

## 1. General Information

### 1) Name

The 47<sup>th</sup> Korea Electronics Show (KES) 2016

### 2) Theme

Where the Creative Things are!

### 3) Date & Time

Date : October 26 - 29, 2016

Hours: 10 a.m. - 5 p.m. on Oct. 26 to 28 / 10 a.m. - 4 p.m. on Oct. 29.

### 4) Show Location

Coex, 513, Yeongdong-daero, Gangnam-gu, Seoul, Korea, 06164 ([www.coex.co.kr](http://www.coex.co.kr))

### 5) Scale

Exhibition Area: 18,378 sqm (including Hall A, and B)

No. of Exhibitors: 500 firms / 1,500 booths (Including 100 foreign firms)

No. of Visitors (Estimated): 60,000 & above

### 6) Korea Electronics Grand Fair 2016

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

Entire Coex Halls (Hall A to Hall E) occupied for Korea Electronics Grand Fair 2016

### 7) Admission fee

Index			Contents
Admission Fee	Individual		₩ 10,000 KRW
	Group(20 above)	Businessman	₩ 5,000 KRW
		Student	₩ 3,000 KRW
Pre-Registration	Period		Sep. 1 to Oct. 23
	Admission Fee		Free
Show Date & Time			Oct. 26 to 28 : 10:00~17:00 Oct. 29 : 10:00~16:00
Show Date Classification			Business Day : Oct. 26 to 28 Public Day : Oct. 28 to 29

※ Both Individual and Group are eligible for Free admission on Saturday, Oct. 29



## 8) Organizations of KES

Hosted By: Ministry of Trade, Industry & Energy(MOTIE)

Organized by: 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)
- USA : CTA (Consumer Technology Association)
- 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 [Form3-1]** and get approval from organizer's office in advance)

Restricted Electric Equipment	<p>Use of electric machine tools like compressors, electric saws, electric planes, electric grinders, etc is prohibited.</p> <p>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.)</p>
Electric Heating Equipment	<p>When using electric heating equipment, safety screens must be installed if the surface temperature exceeds 70.</p> <p>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.</p> <p>The walls adjacent to electric cooking equipment, irons, etc. should be protected with fireproof materials.</p> <p>Carpet should not be laid under exhibition stands where electric heating equipment is used.</p>
Limitation on Gas Consumption	<p>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.</p> <p>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.</p> <p>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 Coex</p>

## 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 [Form3-1] 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 1.5 tons/sqm, the exhibitor should fill the Application Form for Carrying-In (Out) of Ultra heavy Exhibition Item [Form3-2] and should submit it to the KES 2016 office by Sep. 30 for an approval before bringing the item actually into the center.

### 4) Hallways (Passage)

The width between exhibition booths shall be wider than 3m. There should be no equipment or exhibitions that could be an obstacle in case of emergency evacuation on the passage.

The exhibition booth or other facilities cannot be installed at the exit, EPS access door, fire hydrant and entrance to restroom. If the above matters become problem upon assignment of booth, exhibitor may discuss with secretariat and get approval from the secretariat 20 days before (by Oct. 7) the use of exhibition hall and then install the booth.

Upon the installation of exhibition booth, the booth shall be 30cm away from existing facility walls or mobile cubicles and exhibition booth cannot be installed by fixing it with existing facilities.

### 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) Collection of Waste Materials and Waste

Participating companies and equipment providers shall divide wastes generated from booth construction and removal into recycling waste and industrial waste (lumber, plastic bag, etc.) and industrial wastes shall be collected and taken out by participating companies and equipment providers. If the rule is not followed and the wastes are handled by the third party, the relevant cost shall be paid by participating companies or equipment provider (for handling of remaining materials, 300,000 won is charged per 1(m<sup>3</sup>))

Cleaning of the inside of booth shall be done by the participating company and trash bin within exhibition hall shall be put on the passage after closing of exhibition (17:00).

## 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	Oct. 26 to 29	8 a.m. - 10 a.m.
Visitor's Exhibition-Viewing Hours	Oct. 26 to 28	10 a.m. - 5 p.m.
	Oct. 29	10 a.m. - 4 p.m.
Inspection Period after Closing	Oct. 26 to 28	5 p.m. - 5:30 p.m.
Stand Personnel's Departure	Oct. 26 to 29	5:30 p.m.

## ■ Exhibit Removal

If an exhibitor needs to remove exhibit items during the exhibition period, he should apply for **Exhibit Removal [Form4-2]** 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 [Form4-1]** at the organizer's office for approval. If the desired time is before 08:00 or after 20:00, 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 80dB 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

Sales activities cannot be conducted except for designated area in the exhibition hall and if exhibitors violate this rule, secretariat may remove the company's booth even during exhibition period and is not liable for the damage caused in this process (event discussed previously with leading organizations is allowed).

## 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 2016 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 2016 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		Oct. 23(Sun) - 25(Tue) (8 a.m. - 8 p.m.)	Carpet, Booth installation
	Move-in & Display		Oct. 25(Tue) (8 a.m. - 8 p.m.)	Interior equipment
Electricity	Mainline Construction		Oct. 23(Sun) - 25(Tue) (8 a.m. - 8 p.m.)	Mainline to the booth
	Interior Construction	Standard		Electric wiring And Lighting
		Space-only		
	Power Supply		Oct.25(Tue) (After 2 p.m.)	10.25(Tue) 2 p.m. (expected) The time is subject to change.
Internet	Wiring		Oct. 24(Mon) - 25(Tue) (8 a.m. - 8 p.m.)	Line construction
	Opening for service		Oct. 25(Tue) (After 4 p.m.)	Fixed IP
Water, Compressed Air	Line & booth interior		Oct. 24(Mon) - 25(Tue) (8 a.m. - 8 p.m.)	
Move In			Oct. 24(Mon) - 25(Tue) (8 a.m. - 8 p.m.)	No vehicles Allowed into the hall after 10.25(Tue), 3 p.m.
Distribution of admission & free parking tickets			Oct. 24(Mon) - 25(Tue) (9 a.m. - 6 p.m.)	Admission tickets (In front of Hall A, 1 <sup>st</sup> Fl of Coex)
Final Check			Oct. 25(Tue) (2 p.m. - 8 p.m.)	Functioning Check & Cleaning Inside
				Cleaning of pass way

# Korea Electronics Show 2016

## 2. Show Dates: From October 26 (Wed) to October 29(Sat)

Section		Time	Details	Remark
Opening Day (Oct.26)	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 (Oct.26~28)	Opening Hours	8 a.m.	Cleaning inside the booth, Preparation for the Show	Exhibitors
	Attending the Show	10 a.m. - 5 p.m.		
	Distribution & Responding to Biz-matching Q.N.	11 a.m. - 4 p.m.	Biz-matching Amount & Result	
Closing Day (Oct.29)	Distribution & Responding to questionnaires	11 a.m. - 4 p.m.	General Evaluation for the Show	Organizer(KEA) & Exhibitors
	Closing Hours	4p.m.	Early dismantlement is Not Allowed	Exhibitors
	Packing & Move-Out	4 p.m. - 8 p.m.	Move-Out	Exhibitors

## 3. Dismantling Schedule

Section	Dates & Time	Details	Remark
Packing & Move-Out of Lightweight Product	Oct.29(Sat) 4 p.m. - 8 p.m.	"Exhibit Removal Form" Not Needed	Exhibitors
Move-Out & Dismantling	Oct.30(Sun) 8 a.m. - 8 p.m.	"Exhibit Removal Form" Not Needed	Exhibitors

## 4. Overtime Work

Exhibitors should observe the time (8 a.m. - 8 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 [Form4-1]** at the organizer's office and pay additional fees.

## 5. Parking Information for Trucks

### ① Issuance of parking ticket for vehicles

Vehicle Type	Benefits	Issued by
Freight vehicles (general truck) Van (with more than 9 seats)	<ul style="list-style-type: none"> <li>- Vehicles involved in the event and work, 50% discount</li> <li>- Vehicles for event preparation/removal</li> <li>- Free for 3 hours (1 day/1 time/1 unit)</li> <li>※ During preparation and removal work (issued by secretariat)</li> </ul>	Parking Management Office Global PMCO Co., Ltd. +82-2-6002-7130

### ② Gateway for Trucks



## 6. Distribution of Exhibitor Badges

### 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 Oct. 14 (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: Oct. 24(Mon) - 25(Tue), 2016

■ Place: Entrance to Exhibition Hall, Coex (Hall A)

### ② Stand contractor Passes

The Show Organizer issues contractor passes separately.

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

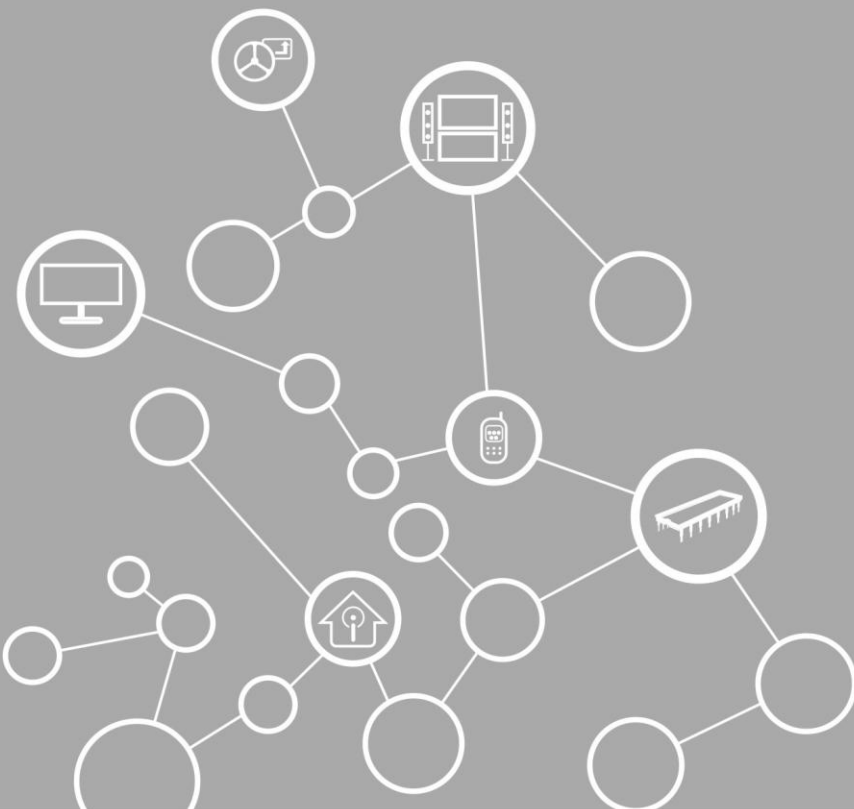
■ Place: Entrance to Exhibition Hall, Coex (Hall A)

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

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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 Sep. 30	Two (2) copies each of floor plan and front-view plan to be submitted with Stand Contractor Registration
Booth Set-up	Oct. 23 - 25	8 a.m. - 8 p.m.
Move-In and Display of Exhibit Items	Oct. 25	8 a.m. - 8 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 2016 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 2016."

#### 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. 29, 4 p.m.) without prior approval of the organizer's office.

### 2) Guidelines for choosing stand contractors

It is strongly suggested that you select Coex 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 [Form2]** along with booth plan and elevation plan must be submitted with a reasonable statement by Sep. 30.

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 [Form2]** to the KEA Marketing & Exhibition Team by Sep. 30(Fri.) via e-mail at [julie@gokea.org](mailto:julie@gokea.org) 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.

Index	Height Limit
Standard Booth (Basic)	3m
Standard Booth (Premium)	4m
Space-only Booth (Under 50 booth)	4m
Space-only Booth (50 booth above)	5m
Grand Ball Room(Inside)	4m
Grand Ball Room(Lobby)	3m

Note 1. The height may be adjusted after getting approval from secretariat.

Note 2. The structure calculation result shall be submitted in terms of structure safety at the request of secretariat.

Note 3. Booth construction in Grand Ball Room Lobby is possible during night (after 18:00).

## 2. Shell Scheme Stands

### 1) Stand Set-up

Schedule	
Work Detail	Period
Booth Installation	Oct. 23 to 25, 3days
Interior, Move-In / Display of Exhibit Products	Oct. 25 (8 a.m. - 8 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
3	Block LED Pillar	1	Ea
4	Spotlight (100W)	7	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 [Form7]** to the official stand contractor for each exhibition hall by September 30(Fri).

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

#### ■ KES 2016 official stand contractors.

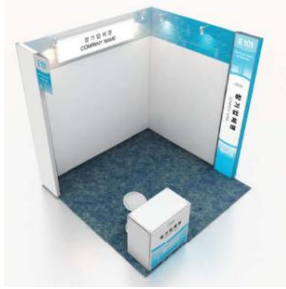
	Company	Contact	E-mail	Contact Person
STAND CONSTRUCTION	Nara Design (Basic)	T. 82-2-557-0481 (#2502)	Jhi04@inaradesign.co.kr	Ms. H.I. Jung
	Nara Design (Premium)	T. 82-2-557-0481 (#2403)	Jms11@inaradesign.co.kr	Ms. M. S. Joo



## 4) Diagram of Shell Scheme

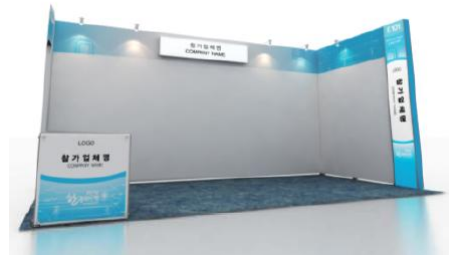
### Diagram of Shell Scheme by Size (Basic)

#### ■ 1 BOOTH TYPE (3Mx3M)



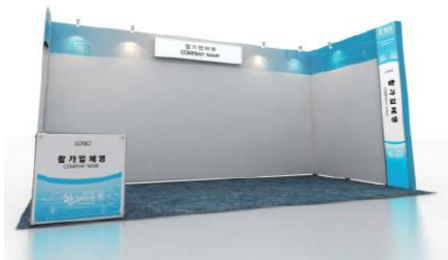
Item	No.	Unit
Company Name	1	ea
Block Table + Chair	1	ea
Block LED Pillar	1	ea
Spot Light(100W)	4	ea
Pytex Carpet	9	m <sup>2</sup>
Power Outlet	1	ea
Electricity	1	kw

#### ■ 2 BOOTH TYPE (3Mx6M)



Item	No.	Unit
Company Name	1	ea
Block Table + Chair	1	ea
Block LED Pillar	1	ea
Spot Light(100W)	6	ea
Pytex Carpet	18	m <sup>2</sup>
Power Outlet	1	ea
Electricity	1	kw

#### ■ 3 BOOTH TYPE (3Mx9M)



Item	No.	Unit
Company Name	1	ea
Block Table + Chair	1	ea
Block LED Pillar	1	ea
Spot Light(100W)	5	ea
Pytex Carpet	27	m <sup>2</sup>
Power Outlet	1	ea
Electricity	1	kw

#### ■ 4 BOOTH TYPE (6Mx6M)



Item	No.	Unit
Company Name	1	ea
Block Table + Chair	2	ea
LED Signage	1	ea
Spot Light(4)+Ceiling Light(2)	1	ea
Pytex Carpet	36	m <sup>2</sup>
Power Outlet	1	ea
Electricity	1	kw

# Korea Electronics Show 2016

## Diagram of Shell Scheme by Size (Premium)

### ■ 2 BOOTH Red-TYPE (3Mx6M)



Booth Particulars			
1. Booth structure	Wood Wall(system) + Wood	1set	
2. Fascia Board Lighting Box	2550x710	1ea	
3.Booth number / Company name / URL	Sheet cutting	1/1/1 sheet	
4.Information +Stool	wood:1,600x500x900(H) + Bar Stool	1set	
5.Table set	Glass table(1) + Peanut chair(4)	1set	
6. Display table	wood:2,500x500x800(H)	1set	
7.Light	Down light	5ea	
8.Power socket	220V, 2holes	1ea	
9. Flooring(Gray pylex)	3,000x6,000	18m <sup>2</sup>	
10. Folding catalog holder		1ea	

### ■ 4 BOOTH Blue-TYPE (3Mx6M)



Booth Particulars			
1. Booth structure	Wood Wall + Wood	1set	
2.Fascia Board Lighting Box	2550x710	1ea	
3.Booth number / Company name / URL	Sheet cutting	1/2/1 sheet	
4.Information + Stool	wood:1,600x1,535x900(H) + Bar Stool	1set	
5.Table set	Glass table(1) + Peanut chair(4)	1set	
6. Display table	wood:2,500x500x800(H)	1set	
7.Light	Down light / Fluorescent lamp	5ea / 2ea	
8.Power socket	220V, 2holes	1ea	
9. Flooring(gray pylex)	6,000x6,000	36m <sup>2</sup>	
10.Folding catalog holder		1ea	

♣ You can choose Red or Blue for your booth color.



## 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 2016" and install them after competition of Standard Shell Scheme Booths.

### ■ Official Contractors of Furniture Rental

Company		Contact	E-mail
			URL
FURNITURE RENTAL	Modulinspace Co., Ltd.	82-2-6000-7560	modul82@naver.com
			www.modul.co.kr
	ERAERental Co., Ltd.	82-2-551-6893	<a href="mailto:eraerent@daum.net">eraerent@daum.net</a>
			www.eraerent.co.kr

■ Modulinspace Co., Ltd (Tel: 82-2-6000-7560, E-mail: modul82@naver.com)





















<b>FC-01</b> Cushion Easy Chair  W530xD470xH450mm US\$25	<b>FC-02</b> Square Chair  W425xD410xH455mm US\$25	<b>FC-03</b> Folding Chair  W450xD480xH430mm US\$12	<b>FC-04</b> Wood Steel Chair  W450xD480xH430mm US\$25
<b>FT-01</b> Round Table  A : Ø750xH750mm US\$40 B : Ø900xH750mm US\$50	<b>FT-02</b> Glass Table  Ø700xH750mm US\$45	<b>FT-03</b> Steel Table  Ø700xH750mm US\$45	<b>FT-04</b> Steel Table  W700xD700xH750mm US\$45
<b>DS-01</b> Display Base  Color : Blue, Red A : W1000xD500xH750mm US\$40 B : W1500xD500xH750mm US\$60	<b>DS-02</b> Display Base  Color : Blue, Red W2000xD500xH750mm US\$80	<b>DS-03</b> Display Base  Color : Blue, Red A : W1000xD500xH750mm US\$50 B : W1500xD500xH750mm US\$70	<b>DS-04</b> Display Base  Color : Blue, Red 1단 : W2000xD500xH750mm 2단 : W2000xD300xH250mm US\$100
<b>ST-03</b> FC-10+Steel Table  US \$100	<b>ST-08</b> FC-12+Round Table  Chair Color : Black, White US \$90	<b>ST-11</b> FC-12+Round Table  Chair Color : Black, White US \$90	<b>ST-12</b> FC-09+Glass Table  Chair Color : Black, White US \$120

The image of the product may vary from actual products.

Please visit the website for more Items at [www.modul.co.kr](http://www.modul.co.kr)

# Korea Electronics Show 2016

■ ERAERental Co., Ltd (Tel: 82-2-551-6893, E-mail: [eraerent@daum.net](mailto:eraerent@daum.net))

<p>Square set A</p>  <p>Table + 4 Chairs \$90.00</p>	<p>Square set B</p>  <p>Table + 4 Chairs \$90.00</p>	<p>Glass Table set</p>  <p>Table + 4 Chairs \$90.00</p>	<p>Round Table set A</p>  <p>Table + 2 Chairs \$50.00</p>	<p>Round Table set B</p>  <p>Table + 4 Chairs \$60.00</p>
<p>Round chair</p>  <p>W430*D430*H700 \$14.00</p>	<p>Easy chair</p>  <p>W440*D430*H830 \$17.00</p>	<p>Meeting chair(black)</p>  <p>W410*D510*H810 \$17.00</p>	<p>Arm easy chair (white)</p>  <p>W580*D550*H810 \$28.00</p>	<p>Arm easy chair (black)</p>  <p>W580*D550*H810 \$22.00</p>
<p>Round table</p>  <p>Ø700*H730 \$40.00</p>	<p>Square table</p>  <p>W700*D700*H730 \$40.00</p>	<p>Glass Table</p>  <p>Ø700*H730 \$40.00</p>	<p>Event table</p>  <p>E:W1800*D600*H750 F:W1800*D450*H750 \$35.00</p>	<p>Event table</p>  <p>I:W1200*D750*H750 J:W1200*D600*H750 \$28.00</p>
<p>Display base 1M/1M-2</p>  <p>W1000*D600*H750 \$35.00 / \$45.00</p>	<p>Display base 2M/2M-2</p>  <p>W2000*D600*H750 \$ 70.00/ \$90.00</p>	<p>Display base 1M-3</p>  <p>W1000*D900*H1000 \$80.00</p>	<p>Diplay cupboard</p>  <p>W950*D450*H745 \$45.00</p>	<p>Mini Display base</p>  <p>W600*D600*H750/1000 \$45.00</p>

Please visit the website for more Items at [www.eraerent.co.kr](http://www.eraerent.co.kr)

## 3. Shipping & Forwarding of Exhibits

### 1) Bonded Area

Exhibits brought into the Coex exhibition site are to be regarded as bonded products from Oct. 23 to 30 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 21, 2016 (4 days before the show begins)

Sea freight arrival at Busan seaport: October 15, 2016 (10 days before the show begins)

### 3) Documents

Following document are needed for customs clearance in Korea.

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

### 4) How to make an Entry of Documents

#### CONSIGNEE

Exhibition Name / Korean Agency: KES 2016 / The name of Korean Agency

Name of Exhibitor:

Booth No.:

#### NOTIFY PARTY

EXPOLOGIS Inc

KES 2016 Freight Forwarders (*If you request EXPOLOGIS Inc to do so*)

#### [EXPO LOGIS Inc] for more questions.

Rm.1602, Seoulforest IT valley, 77, Seongsuil-ro, Seongdong-gu, Seoul, Korea, 04790

Tel : (82)2-6965-7717 email: [Jacob\\_oh@expologis.com](mailto:Jacob_oh@expologis.com)

Attn. : MR. Jacob Oh

### 5) Reference

- ▶ Indicate the name of Exhibition in documents: KES 2016 at Coex
- ▶ 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

# Korea Electronics Show 2016

## 6) Insurance

Exhibitors are highly recommended to carry an ALL-RISK insurance (inc. Exhibition Clause) 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 (IPPC no. required on the Wooden Packing Material for customs clearance in Korean port or airport) in consideration of damage through shipping and forwarding. (Carbon Packing is also allowed according to types & condition of shipment) Official Freight Forwarder and Insurance Company 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.

Expenses have to be paid before the exhibit get into the stand.

## 9) Shipment label marking

KES 2016

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	
EXPOLOGIS Inc	T. 82-2-6965-7717	<a href="mailto:jacob_oh@expologis.com">jacob_oh@expologis.com</a> <a href="http://www.expologis.com">www.expologis.com</a>	Mr. Jacob Oh

## 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.

- Space-only 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 77
	220V (Three Phase)	
	380V (Three Phase)	

Application Method	
Deadline	Sep. 30, 2016
Required Documents	<b><u>Technical Service Application (Electricity, Water, Compressed Air) [Form1-1]</u></b> Copy of Bank Transfer Slip (Printout of related web page when utilizing Internet banking)
Reference & Reception Office	Exhibition & Marketing Team, KEA Tel: 82-2 - 6388 - 6067 Fax: 82-2 - 6388 - 6069 E-mail: kes@gokea.org
Official Contractor	Sanjeon Electric Co., Ltd / Mr. S. Kim TEL: 82-31-750-9222 , FAX: 82-31-750-9224 E-mail: samjeon7@hanmail.net

If the additional electricity is required temporarily during the build-up period (Oct. 23-25) and / or breakdown period (Oct. 29-30), 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. 25	After 2 p.m.
		Supply time may differ According to exhibition preparation status by hall.
	Oct. 26 - 28	9 a.m. - 5 p.m.
	Oct. 29	9 a.m. - 4 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.	

# Korea Electronics Show 2016

## 1-2) Compressed Air / Water

Category		Unit Price
Compressed Air		USD 220
Water		USD 220

Application Method		
Deadline	Sep. 30, 2016	
Required Documents	<b><u>Technical Service Application (Electricity, Water, Compressed Air) [Form1-1]</u></b> Copy of Bank Transfer Slip (Printout of related web page when utilizing Internet banking)	
Reference & Reception Office	Exhibition & Marketing Team, KEA Tel: 82-2 - 6388 - 6067 Fax: 82-2 - 6388 - 6069 E-mail: kes@gokea.org	
Official Contractor	Samjeon Electric Co., Ltd / Mr. S. Kim TEL: 82-31-750-9222 , FAX: 82-31-750-9224 E-mail: samjeon7@hanmail.net	
Supply Schedule of Compressed Air/Water into Booth	Oct. 25	After 1 p.m. Supply time may differ according to exhibition preparation status by hall.
	Oct. 26- 28	9 a.m. - 5 p.m.
	Oct. 29	9 a.m. - 4 p.m.
Specifications	Compressed Air	Pressure: 6kg/Cm (end point: 7 kg/cm <sup>2</sup> ) Diameter of Air Pipe: 8mm
	Water Supply, Water Drainage	Pressure: 3kg/cm <sup>2</sup> (Hall A), 4kg/cm <sup>2</sup> (Hall B), Diameter of Air Pipe: 13mm Diameter of Air Pipe: 20mm



## 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	Sep. 30, 2016	
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	Exhibition & Marketing Team, KEA Tel: 82-2 - 6388 - 6067 Fax: 82-2 - 6388 - 6069 E-mail: kes@gokea.org	
Official Contractor	Samjeon Electric Co., Ltd / Mr. S. Kim TEL: 82-31-750-9222 , FAX: 82-31-750-9224 E-mail: samjeon7@hanmail.net	

- Sky radio wave broadcasting is provided for free (however, the connection from trench to booth within exhibition hall shall be done by exhibitor).

- If other broadcasting is required, please ask COEX first.

(COEX Hall Manager: General Manager Han Jong-wan +82-2-6388-1143)

# Korea Electronics Show 2016

## 2) Internet Access Service

Category	Unit Price
Internet Line	USD 110
Application Method	
Deadline	Sep. 30, 2016
Required Documents	<b><u>Technical Service Application (Internet/Visitor System) [Form1-2]</u></b> Copy of bank Transfer Slip (Print of related web page when utilizing Internet banking)
Reference & Reception Office	Exhibition & Marketing Team, KEA Tel: 82-2 - 6388 - 6067 Fax: 82-2 - 6388 - 6069 E-mail: kes@gokea.org
Official Contractor	KTNET TEL: 82-2-6000-2356~7 , FAX: 82-2-6000-2358 E-mail: <a href="mailto:mice@ktnet.co.kr">mice@ktnet.co.kr</a>

- Wireless cannot be connected by contractors. If there is a need to use wireless access, application for wired internet service should be made first and wireless router shall be installed and used by participating company.
- In principle, wired router cannot be used
- COEX Free WiFi is provided (however, if there are many users, access would be disrupted).

## 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	Sep. 30, 2016	
Required Documents	<b><u>Technical Service Application (Internet/Visitor System) [Form1-2]</u></b> Copy of Bank Transfer Slip (Printout of related web page when utilizing Internet banking)	
Reference & Reception Office	Exhibition & Marketing Team, KEA Tel: 82-2 - 6388 - 6067 Fax: 82-2 - 6388 - 6069 E-mail: kes@gokea.org	

Korea Electronics Show 2016

[www.kes.org](http://www.kes.org)

## IV. Promotion & Marketing



## 1. KES 2016 Marketing Service for Exhibitors

The Korea Electronics Show (KES) 2016 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, 100 cards are offered basically and for each one more booth (9m<sup>2</sup>), 50 cards will be issued additionally.

- Pre-registration can be done on 2016 Korea Electronics Show website ([www.kes.org](http://www.kes.org)) **from Sept.1, to Oct. 23, 2016**. If you do pre-registration, you can look around exhibitions for free. Please make the most use of pre-registration for look-around as the number of invitations cards is limited.

### 2) VIP Client & Buyer of exhibitors Invitation Program

- Upon online application, we support the sending of "Special Invitation Package" to domestic and overseas VIP clients designated by exhibitors and observation of exhibition.

## 2. Paid Advertisement for Exhibitors of KES 2016

### 1) Advertisement in Show Directory

It is planned to make an English version of KES 2016 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 [Form5-1]** to the Organizer Office.

Name	KES 2016 Show Directory (English version)
Publication Date	October 26, 2016
Distribution Date	October 26, 2016 (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)
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	5,500
2 Tables and a Full Page	3,300
3 Tables and a Full Page	2,750
Inside page	2,200

※ The number of pages for advertisement is limited.

### ■ Sample Images ("15)



## 2) Advertisement on Badge and Badge String

The exhibitors who want to insert their company logo on the badges and the strings of Badges distributed to visitors to enhance advertisement effects are required to submit **Other Advertising [Form5-2]**.

Minimum Number	20,000 units & above
Documents	<b>Other Advertising [Form5-2]</b> , Logo File

### ■ Advertisement Page and Unit Cost

Advertisement	Unit Cost (USD)
Badge	11,000
Badge String	22,000

\* If advertisements are carried on both, 20% discount will be provided.

※ Based on one color printing. Price would increase for printing with more than 2 colors.

※ Please discuss with secretariat if you want to additional copy and printing with more than 2 colors.

### ■ Sample Images ("15)



# Korea Electronics Show 2016

## 3) Advertisement on Newsletter (Webzine)

Relevant news is delivered to domestic and overseas 100,000 KES related DB by preparing newsletter of 2016 Korea Electronics Show.

Contents	Advertisement of Korea Electronic Show, newsletter, product image and company logo exposure
Recipients	100,000 domestic and overseas DB including KES visitors and participants
Documents To be submitter	<u>Other Advertising [Form5-2]</u> , advertisement banner (170x80), information to be included in articles

### 》》 Advertisement and Unit Cost

Media	Unit Cost (USD)
Webzine_ banner advertisement (3 times)	550
Webzine advertisement with article (1 time)	1100

### ■ Sample Images (‘15)

www.kes.org  
창조적 사물이 탄생하는 곳  
Where the Creative Things are!

안마의자 시장점유율·브랜드 인지도 1위,  
독일 iF어워드·레드닷 어워드를 수상한  
**(주)바디프렌드,**  
**한국전자전 최초 참가기념!**

**현장 경품 이벤트를 통해  
참관객분들께 최신형 안마의자를 드립니다!**

한국전자전  
10. 14 ~ 17 KINTEX

세상을 더 넓게, 미래를 더 크게 열어줄 IT 축제  
Korea Electronics Show 2015 10. 14 - 17 KINTEX

www.kes.org  
창조적 사물이 탄생하는 곳  
Where the Creative Things are!

**한국전자전 최초참가 기념 프로모션**

WINIX 한국전자전 (KES 2015) 참가업체 임직원 한정!  
**위닉스 배송 특가판매!**

대상 최근 3년간 (2012~2014년) 한국전자전 참가업체 임직원

279,000원 <b>175,000원</b>	379,000원 <b>229,000원</b>	399,000원 <b>249,000원</b>	419,000원 <b>259,000원</b>

구매 방법 : 한국 전자전 참가업체 임직원 전용관에서 개별 구매  
1. WINIX 홈페이지(www.winix.com)에 참가업체 임직원 인증  
2. 한국전자전 (KES 2015) 현장 방문하여 참가업체 임직원 인증서 제출  
3. 인증서 제출 후 WINIX 홈페이지에 참가업체 임직원 인증서 등록  
4. 인증서 등록 후 WINIX 홈페이지에 참가업체 임직원 인증서 등록  
5. WINIX 홈페이지에 참가업체 임직원 인증서 등록 후 WINIX 홈페이지에 참가업체 임직원 인증서 등록  
6. WINIX 홈페이지에 참가업체 임직원 인증서 등록 후 WINIX 홈페이지에 참가업체 임직원 인증서 등록  
7. WINIX 홈페이지에 참가업체 임직원 인증서 등록 후 WINIX 홈페이지에 참가업체 임직원 인증서 등록  
8. WINIX 홈페이지에 참가업체 임직원 인증서 등록 후 WINIX 홈페이지에 참가업체 임직원 인증서 등록  
9. WINIX 홈페이지에 참가업체 임직원 인증서 등록 후 WINIX 홈페이지에 참가업체 임직원 인증서 등록  
10. WINIX 홈페이지에 참가업체 임직원 인증서 등록 후 WINIX 홈페이지에 참가업체 임직원 인증서 등록

문의 : 전자전홍보팀 이영우 과장 ( 02-6388-0064 / keson@kes.org )

한국전자전  
10. 14 ~ 17 KINTEX

세상을 더 넓게, 미래를 더 크게 열어줄 IT 축제  
Korea Electronics Show 2015 10. 14 - 17 KINTEX

## 4) 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 [Form5-2]** to the Organizer Office.

Name	KES 2016 Show Guide (both in Korean and English)
Publication Date	During the exhibition period
Copies	50,000 copies
Documents	<b><u>Other Advertising [Form5-2]</u></b> , Advertisement File
Specification	Size : To be discussed File Type : JPG (over 300dpi), Illustrator, QuarkXPress

## ■ Advertisement Page and Unit Cost

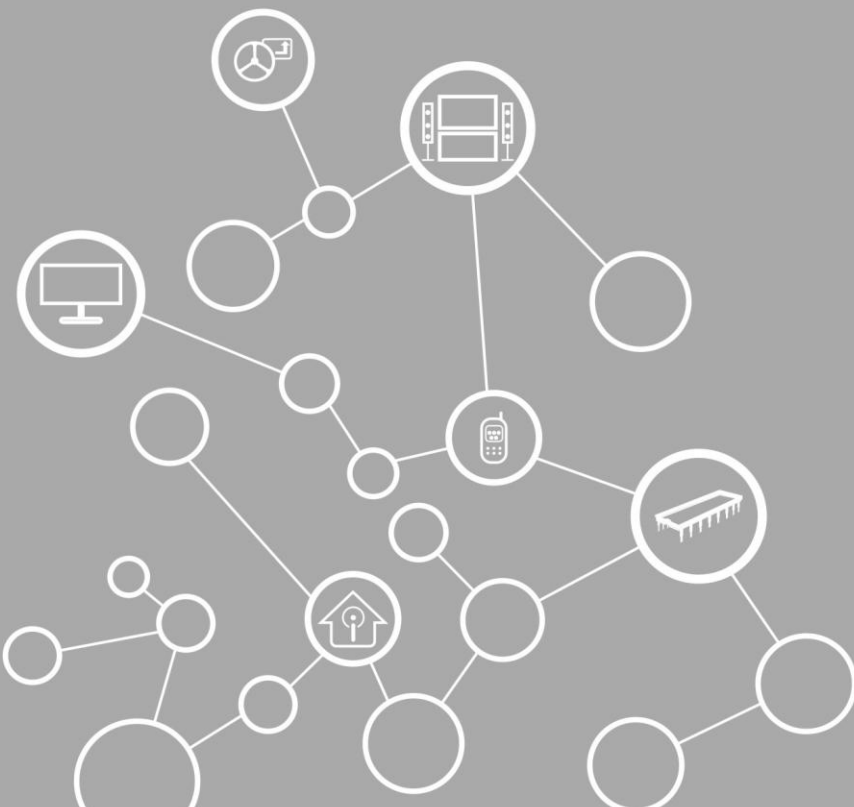
Advertisement Page	Unit Cost (USD)
One Page (10cmx12cm)	5,500

※ The number of pages for advertisement is limited.

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[www.kes.org](http://www.kes.org)

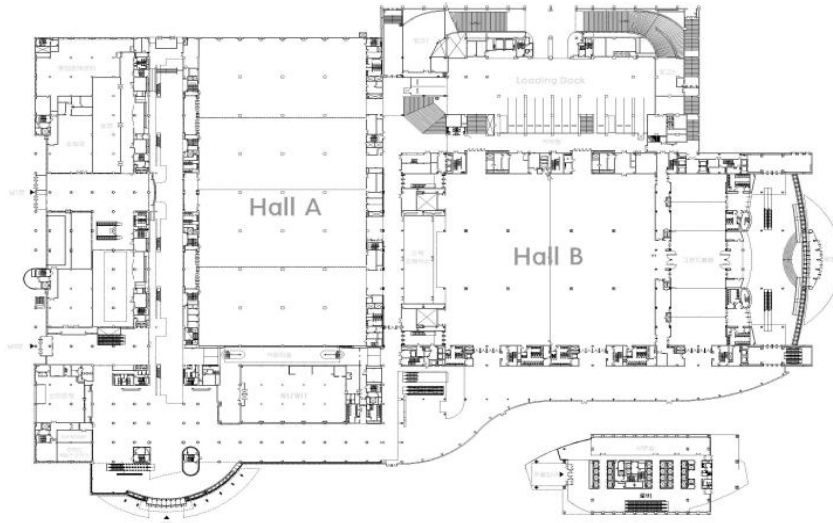
V. Others



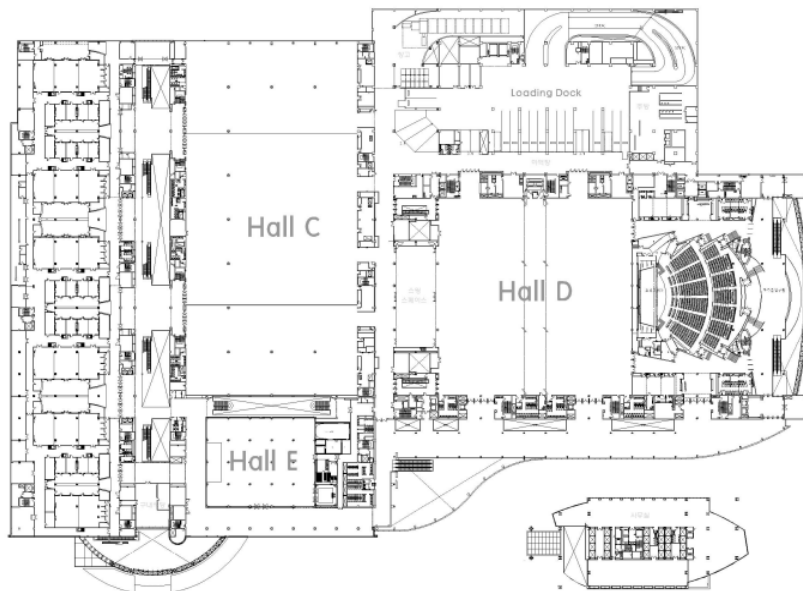
## 1. Exhibition Facilities & Services

1) Venue: Coex Exhibition Hall (Visit Coex online at [www.coex.co.kr](http://www.coex.co.kr))

### Hall A & B, 1<sup>st</sup> Fl of Coex















### Hall C & D & E, 3<sup>rd</sup> of Coex



# Korea Electronics Show 2016

## 2) Restaurants

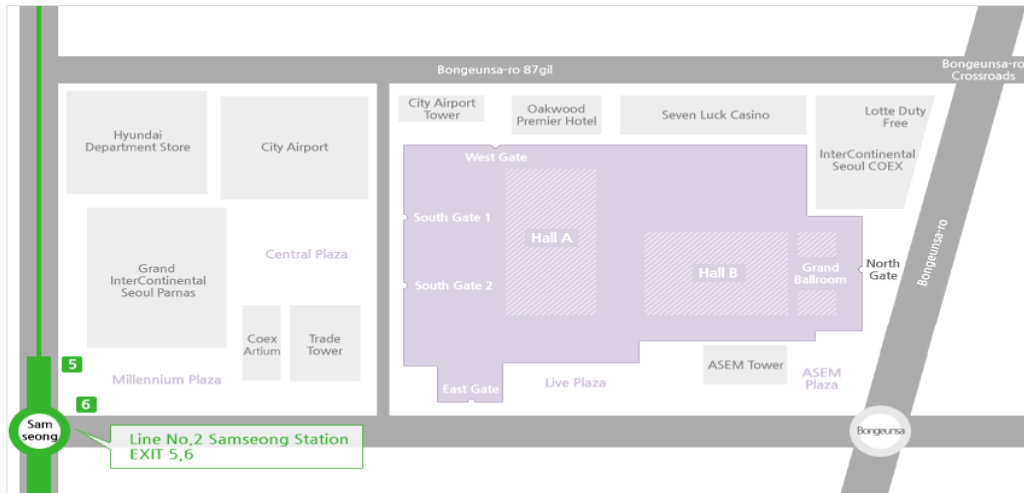
 <p><b>Autumn in New York</b></p> <p>☎ 02-567-1888 🏠</p>	 <p><b>Suhadong</b></p> <p>☎ 02-565-6464 🏠</p>	 <p><b>Meal Top</b></p> <p>☎ 02-3467-8811 🏠</p>	 <p><b>Hibiki</b></p> <p>☎ 02-3467-8692 🏠</p>
 <p><b>Homyundang</b></p> <p>☎ 02-3467-8970 🏠</p>	 <p><b>Rose Hill</b></p> <p>☎ 02-539-2090 🏠</p>	 <p><b>Crystal Jade</b></p> <p>☎ 02-3453-8811 🏠</p>	 <p><b>Song</b></p> <p>☎ 02-566-0606 🏠</p>
 <p><b>Dowon</b></p> <p>☎ 02-3467-8390 🏠</p>	 <p><b>Somli</b></p> <p>☎ 02-554-6090 🏠</p>	 <p><b>Il Cipriani</b></p> <p>☎ 02-3467-8891 🏠</p>	 <p><b>Lobby Lounge &amp; Bar</b></p> <p>☎ 02-559-7603 🏠</p>

♣ For more information, Please visit [www.coex.co.kr/eng/coex-near-restaurant](http://www.coex.co.kr/eng/coex-near-restaurant)

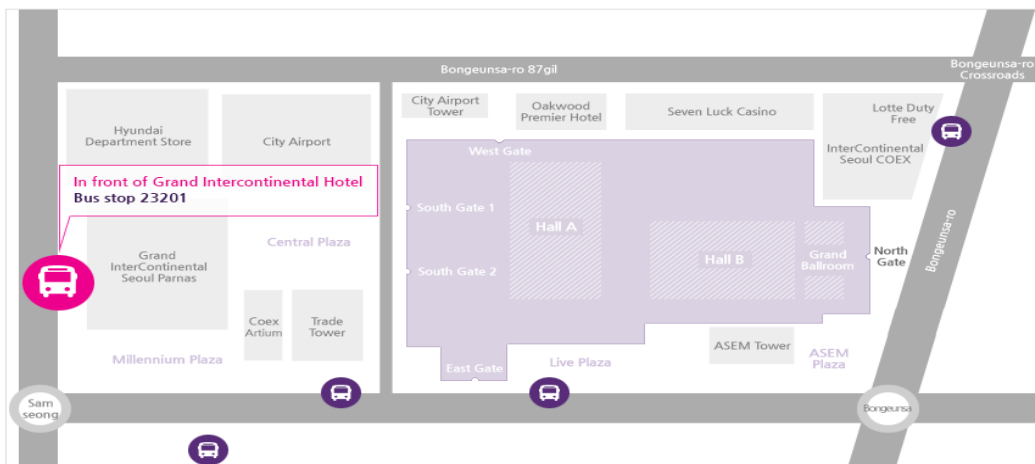
## 3) Transportation

■ Location: Coex, 513, Yeongdong-daero, Gangnam-gu, Seoul, 06164, Rep. of Korea

### ① By Subway



### ② By Bus

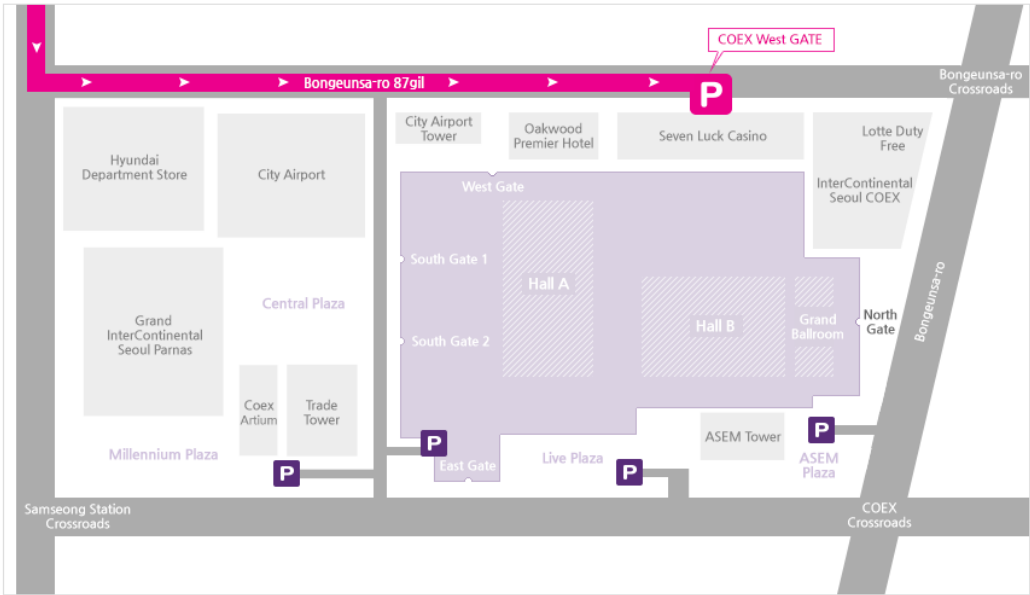


In front of Grand InterContinental Hotel(Samseong Station Exit 5) | 23201 Station

- |   |                                     |
|---|-------------------------------------|
| Blue Bus - 146, 341, 360, 333, 740, N13(Late-night), N61 (Late-night) | Green Bus - 6411                    |
| Airport Bus - 6000  | Yellow Bus - 41                     |
| Express Bus - 1100, 1700, 2000, 2000-1, 7007, 8001, 9414              | District Bus - Gangnam07, Gangnam05 |

# Korea Electronics Show 2016

## ③ By Car



From Gangnam Station

1. Take Teheran Road to Samseong dong
2. Turn left in front of Hyundai Department Store at Samseong Station intersection
3. Access the parking lot 500m ahead in the basement or rooftop through **GATE3 on the right side**

## ④ From Airport



### Incheon International Airport

#### Limousine(Standard) (#6006)

- Duration – approximately 60 min
- Fare – KRW 10,000(Adult, one-way) / KRW 8,000(Children, one-way)
- Bus stop – Samseong Station exit 7

#### Limousine (Deluxe) (#6103)

- Duration – approximately 65 min
- Fare – KRW 16,000(Adult, one-way) (※ KRW 4,000 discount for round-trip tickets)
- Bus stop – City Airport

#### Limousine(Deluxe) (#6704)

- Duration – approximately 80 min
- Fare – KRW 16,000(Adult, one-way)
- Bus stop – Coex Intercontinental Hotel

♣ For more information, Please visit [www.coex.co.kr/eng/visitors/directions-map-1](http://www.coex.co.kr/eng/visitors/directions-map-1)

## 2. Parking

### 1) Parking fees

- Cars: 1,200 KRW per 15 minutes (stays of under 5 minutes free) / maximum 48,000 KRW for full day
- Trucks (2.5 tons or more): 2,400 per 15 minutes
- Buses: Prohibited from parking in Coex car park. Please use Tanchon parking lot.
- Grace period: No parking fee for stays of less than 15 minutes. Normal parking fee applies to vehicles parked for more than 15 minutes.
- Handicapped persons and registered VIPs: 50% discount

### 2) COEX Mall Parking Rates (COEX Mall Receipt)

Please tell us the plate number of your vehicle at checkout to receive parking discount.

When shopping, please ensure the eligibility of your check for parking discount.

The discount rate is calculated based on the total amount spent at COEX Mall stores.

- For visitors who spent 50,000 KRW or more, one hour of free parking is provided.
- For visitors who spent 100,000 KRW or more, two hours of free parking is provided
- For visitors who spent 150,000 KRW or more, three hours of free parking are provided

Individual discount standards will be applied to services and other convenience facilities.

- The discount will be applied to the vehicle used upon arrival and will be calculated upon departure
- The parking discount can be used concurrently with other discounts, including individual store parking discount and discount parking coupon.
- The discount does not apply to certain services and stores, which operate their own parking discount system.
- The discount does not apply to other buildings (Oakwood Hotel & Casino, Intercontinental Hotel) and Parnas Mall

### 3) Discount parking for visitors to select stores in Coex Mall

- Megabox movie theater: 4,800 flat fee for first 4 hours. Receive discount ticket at by providing vehicle license plate number at Guest Services booth on B2.
- Coex Aquarium: 50% discount off first 3 hours of parking. Receive discount ticket by providing vehicle registration plate number at Guest Services booth on B1

## 3. KES Official Hotels

The hotels below are the official KES 2016 hotels.

Please mention KES 2016 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 COEX and designated hotels
- Discounts for using additional facilities

### ■ How to Use

1. Proceed with Online pre-registration or apply for KES 2016
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	Tel./Fax	Website	Distance (Hotel-Coex)	Price (KRW)		Hotel Manager (Contact Info)
				Double	Twin	
Grand Intercontinental Seoul Parnas	82-2-555-5656/ 82-2-559-7990	<a href="http://www.grandiparnas.com">www.grandiparnas.com</a>	800m	302,500	338,800	Mr. H.H. Lee 82-2-559-1165 hohyang.lee@ihg.com
Intercontinental Seoul COEX	82-2-3452-2500/ 82-2-3430-8000	<a href="http://www.iccoex.com">www.iccoex.com</a>	154m	266,200	302,500	Mr. H.H. Lee 82-2-559-1165 hohyang.lee@ihg.com
Ritz Carlton Seoul Hotel	82-2-3451-8000/ 82-2-3451-8188	<a href="http://www.ritzcarltonseoul.com">www.ritzcarltonseoul.com</a>	3.2km	290,400	290,400	Mr. H.W. Song 82-2-3451-8201 hw.song@ritzcarlton.com
Belle-Essence Seoul Hotel	82-2-553-0501/ 82-2-553-8118	<a href="http://www.belle-essencehotel.com">www.belle-essencehotel.com</a>	1km	229,900	229,900	Mr. B.S. Kim 82-2-222-8603 daniel.kim@belle-essencehotel.com
THE PALACE HOTEL SEOUL	82-2-532-5000/ 82-2-533-0365	<a href="http://www.thepalaceseoul.co.kr">www.thepalaceseoul.co.kr</a>	2.9km	266,200	266,200	Mr. S.H. Joo 82-2-2186-6791 shjoo@thepalaceseoul.co.kr

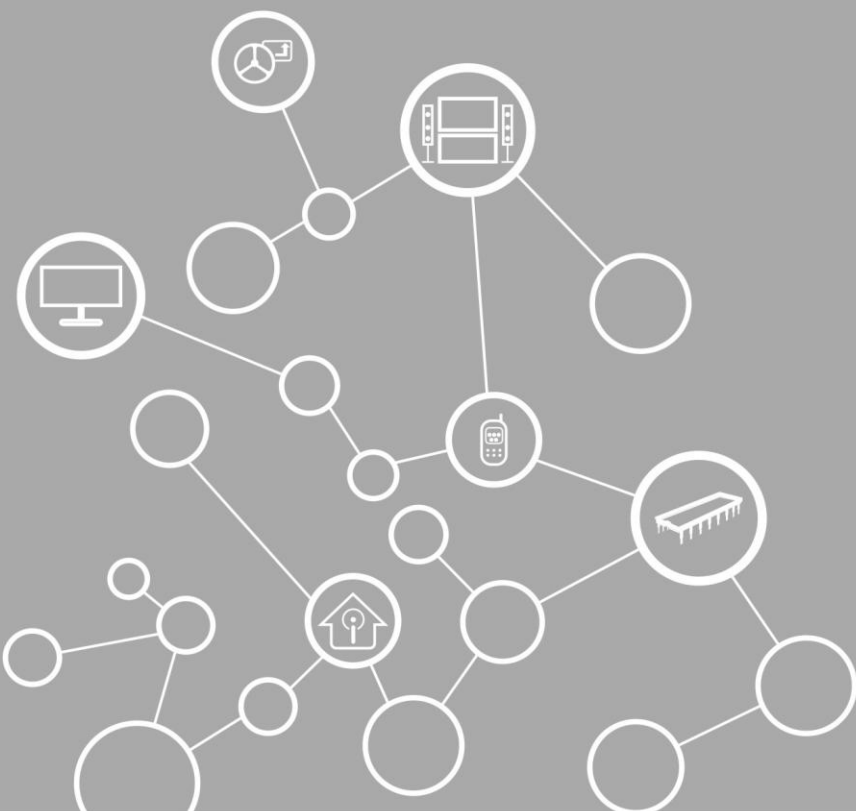
♣ For more information, Please visit [www.coex.co.kr/eng/coex-near-hotel](http://www.coex.co.kr/eng/coex-near-hotel)



Korea Electronics Show 2016

[www.kes.org](http://www.kes.org)

## VI. Application Forms



# Korea Electronics Show 2016

## »» Application Forms

Section	Number	Type of Forms	Deadline
For Management	1-1	Technical Service Application Form (Electricity, Water, Compressed Air)	9/30(Fri)
	1-2	Technical Service Application Form (Internet, Visitor Data Management System)	
	2	Stand Contractor Registration Application Form (Raw Space Only)	
	3-1	Move-In / Move-Out of Dangerous Material Application Form	
	3-2	Carrying-In(Out) of Ultra heavy Exhibition Item Application Form	
	4-1	Overtime Work Application Form	The day, by 4 p.m
	4-2	Exhibit Removal Application Form	
For Promotion & Marketing	5-1	Show Directory Advertising Application Form	by order of receipt
	5-2	Other Advertising Application Form	
Etc.	6-1	KES 2017 Reservation Application Form	10/26(Wed)~29(Sat)
	6-2	KES 2016 Exhibition Certificate Form	After 10/29(Sat)
For Management	7	Company Name for Stand Fascia Application Form(Shell Scheme only)	9/30(Fri)

# Korea Electronics Show 2016

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

Deadline Sep.30

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

Arrangement	Unit Price	Requirement	Amount	Remarks
Electricity (08:00~18:00)	220V (Single Phase)	US\$ 55	KW	US\$
	220V (Three Phase)	US\$ 55	KW	US\$
	380V (Three Phase)	US\$ 55	KW	US\$
Electricity (18:00~07:00)	220V/380V	US\$ 55	KW	US\$
Electricity (24hours)	220V (Single Phase)	US\$ 77	KW	US\$
	220V (Three Phase)	US\$ 77	KW	US\$
	380V (Three Phase)	US\$ 77	KW	US\$
Water		US\$ 220	set(s)	US\$
Compressed Air		US\$ 220	set(s)	US\$
Satellite Dish Antenna	BS		line(s)	Installation charge and approved contractors shall be advised after reviewing the requirement
	Asiasat		line(s)	
	Other		line(s)	

To : KES 2016 Management Office

[Date]. [Month]. 2016

Company Name:

Representative: [Signature]

Apply to	Exhibition & Marketing Team, KEA 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: CZNBKRSEXXX

# Korea Electronics Show 2016

Form 1-2 Technical Service Application Form (Internet/Visitor System)

Deadline Sep.30

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

Arrangement	Unit Price	Requirement	Amount	Remarks
Internet Line	US\$ 110	port(s)	US\$	- Installation charge included
Visitor Data Management System	US\$ 220	line(s)	US\$	- after the exhibition, visitor's data will be provided

To : KES 2016 Management Office

[Date]. [Month]. 2016

Company Name:

Representative: [Signature]

Apply to	Exhibition & Marketing Team, KEA 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: CZNBKRSEXXX

Form 2

Stand Contractor Registration Application Form (Raw Space Only)

Deadline Sep. 30

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 2016 Management Office

[Date] . [Month] . 2016

Company Name:

Representative:

[Signature]

Apply to	Exhibition & Marketing Team, KEA Tel: 82-2- 6388- 6062, Fax: 82-2- 6388 – 6069, E-mail: julie@gokea.org
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# Korea Electronics Show 2016

Form 3-1	Move-In/Move-Out of Dangerous Material Application Form	Deadline Sep.30
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Company Name			Booth No.	
			URL	http://
Person in Charge	Name		Division	
	Tel	(Office)	Fax	
		(Mobile)	Email	

- Purpose of Entry :  
 ■ Date of Entry : 2016. month. date. time :  
 ■ Date of Exit : 2016. 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 2016 operation regulations.

To : KES 2016 Management Office

[Date]. [Month]. 2016

Company Name:

Representative:

[Signature]

Apply to	Exhibition & Marketing Team, KEA Tel: 82-2- 6388- 6067, Fax: 82-2- 6388 - 6069, E-mail: kes@gokea.org
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# Korea Electronics Show 2016

Form 3-2	Carrying-In(Out) of Ultra heavy Exhibition Item Application Form	Deadline Sep.30
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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 2016 Management Office

[Date]. [Month]. 2016

Company Name:

Representative:

[Signature]

Apply to	Exhibition & Marketing Team, KEA Tel: 82-2- 6388- 6067, Fax: 82-2- 6388 - 6069, E-mail: kes@gokea.org
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Form 4-1

## 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 A	<input type="checkbox"/> Hall B
---------------------------------	---------------------------------

### ■ Utilization Time

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

Person in charge:

[signature]

KES 2016 Management Office:

[Confirm Signature]

To : KES 2016 Management Office

[Date].

[Month]. 2016

Company Name:

Representative:

[Signature]



Form 4-2

## 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: 2016. Oct. . :

■ Item List

No.	Item	Qty	Remarks
1			
2			
3			
4			
5			

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

KES 2016 Management Office :

[signature]

To : KES 2016 Management Office

[Date].

[Month]. 2016

Company Name:

Representative:

[Signature]

# Korea Electronics Show 2016

Form 5-1

## 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	Unit Cost	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	Multi	<input type="checkbox"/>

To : KES 2016 Management Office

[Date]. [Month]. 2016

Company Name:

Representative:

[Signature]

Apply to	Mr. S.W. Park, Exhibition & Marketing Team, KEA Tel. 82-2-6388-6063 Fax. 82-2-6388-6069 Email. swpark@gokea.org
Remit to	Beneficiary: Korea Electronics Association (KEA) / Bank Name: Kookmin Bank Account No.: 598668-08-100416 / Swift Code: CZNBKRSEXXX

Form 5-2 Other 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 : Please read a manual regarding this order

- You are asked to discuss with management office about this order after submitting.

Advertising	Price	Check( )
Badge & Badge String	Please read a manual(p.40~p.42)	<input type="checkbox"/>
NewsLetter(Webzine)		<input type="checkbox"/>
Show Guide		<input type="checkbox"/>

To : KES 2016 Management Office

[Date]. [Month]. 2016

Company Name:

Representative:

[Signature]

Apply to	Mr. H.W. Lee, Exhibition & Marketing Team, KEA 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: CZNBKRSEXXX

# Korea Electronics Show 2016

Form 6-1

## KES 2017 Reservation Application Form

Deadline Oct. 29

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 <sup>2</sup> /1booths)
Raw Space	Booths	m <sup>2</sup>
Standard Booth (Basic)	Booths	m <sup>2</sup>
Standard Booth (Premium)	Booths	m <sup>2</sup>

To : KES 2016 Management Office

[Date]. [Month]. 2016

Company Name:

Representative:

[Signature]

# Korea Electronics Show 2016

Form 6-2	KES 2016 Exhibition Certificate Form	After Oct. 29
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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				

To : KES 2016 Management Office

[Date]. [Month]. 2016

Company Name:

Representative:

[Signature]

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2016 KES Organizer hereby proves that  
Above company had participated in 2016 KES from October 26 to October 29.

2016. . .

KES 2016 Management Office

# Korea Electronics Show 2016

Form 7

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

Deadline Sep.30

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.30.
- 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 2016 Management Office

[Date] . [Month] . 2016

Company Name:

Representative:

[Signature]

Apply to

Ms. H.I. Jung, Nara Design.

Tel: 82-2- 557-0481 (#2502), Fax: 82-2- 557-0136, E-mail: jhi04@inaradesign.co.kr