

Appendix

Introduction of Korea Electronics Show

☐ **Date** : 2016. 10. 26(Wed) ~ 10. 29(Sat), 4days

☐ **Venue** : COEX A/B/E Hall

☐ **Organizations**

- Hosted by Ministry of Trade, Industry and Energy(MOTIE)
- Organized by Korea Electronics Association(KES)

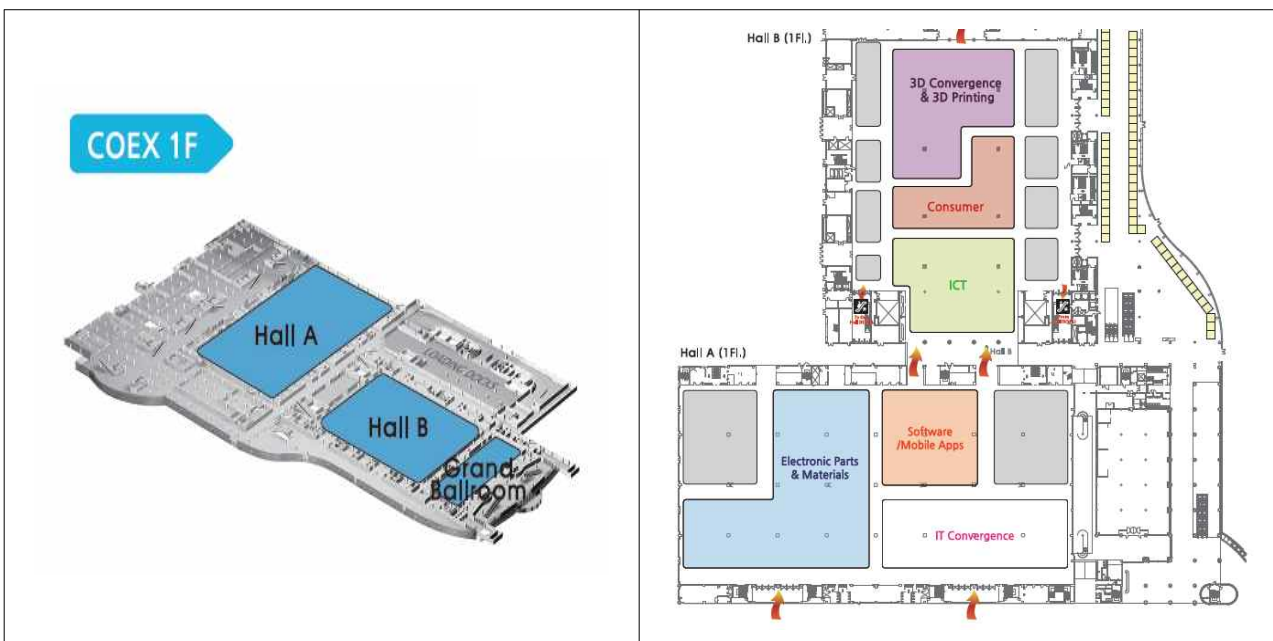
☐ **Scales**

- Exhibitors : 1,500 booths & 500 Companies (Including 100 overseas)
- Visitors : 60,000 people (Including 3,000 overseas)

☐ **Exhibit Items**

- Electronic Parts & Materials
- Consumer (IoT, Multimedia, Smart Home, Home Appliances, Hairdressing Devices)
- ICT (Telecommunications Equipment, Mobile Devices, Big Data, Security Appliances)
- Software & Mobile Apps (Solutions, Platforms, Games, Applications)
- 3D Convergence & Printing (VR·AR, Holography, Content)
- IT Convergence (Car, Medical, Sports, Smart Edu, Health and Beauty)

☐ **Floor Plan**



□ Concurrent Events

- Buyer/Seller Biz Matching
 - Exhibitors are matched with buyers from large Korean distributors and foreign buyers from 20 countries, including the U.S., China, EU, and the Middle East
- The 11th Electronics and IT Day Top Contributor Awards
 - Industrial Service Merit Awards, Presidential Citations, Prime Minister's Citations, etc.
- The 5th KES Innovation Awards
 - The winners of the 5th KES Innovation Awards are chosen from the KES 2016 exhibits in three categories: new, design, and content
- Conference/Seminar/Academic Events
 - Expert seminars on global trends, strategic presentations on product development, IEEE-IEIE Symposium, etc.
- Others
 - Networking Gala Show between exhibitors and buyers, etc.

□ Result of Korea Electronics Show 2015

Index		2015
Date		10.14-17
Venues		3 to 5 Hall, KINTEX
Scales(m ²)		32,430
Exhibitors	Domestic	358
	Overseas	102
	Total	460
Visitors	Domestic	57,336
	Overseas	3,436
	Total	60,772

□ Registration Guidelines

- Application Deadline : July 29, 2016
- How to : log on to www.kes.org and click 'on-line registration'
- Inquires : KES Management Office
(82-2-6388-6062~7, kes@kes.org)
- Participation Fee

Category		Unit Price / Booth(9m ²)	Note
Space Only (Block booth)		US\$ 3,100	-Standard booth(basic): space and basic materials are provided
Standard Booth	Basic	US\$ 3,800	-Standard booth(premium): space and woodworking tools are provided
	Premium	US\$ 4,200	

※ The minimum number of premium booths is two or more.

- Discount Program

Index	Benefit
① Paid KEA Members	KRW 200,000 off per booth
② Early Birds	10% discount by April 29, 2016 5% discount by June 30, 2016
③ VIPs	10% discount for participating in 2014, 2015 and 2016 5% discount for participating in 2015 and 2016

※ Discounts are applicable when paying the contract deposit by the due date.
Multiple discount offers are applied in order.