

Since 1969

KES 2017

Oct. 17 (Tue) ▶ 20 (Fri)

www.kes.org

KOREA ELECTRONICS SHOW

October 17 (Tue) ▶ 20 (Fri) **coex**



Host



Ministry of Trade,
Industry and Energy

Organizer

KEA

Korea
Electronic
Association

T. 82-2-6388-6062~7

E. 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 | 8/25(Fri) |
| | <Required> Allocate Booths | 8/23(Wed) |
| | <Required> Apply for the modification & installation of Space - Only Stands | 9/13(Wed) |
| | <Required> Submit Company Logo & Modify Company name for Stand Fascia | 9/20(Wed) |
| | <Required> Apply for Exhibitor Badges & Modification (On-line) | 9/29(Fri) |
| | <Required> Receive Exhibitor Badges & Parking Tickets | 10/15(Sun)~16(Mon) |
| | <Required> Installation of Booths (Space-only stands) | 10/14(Sat)~16(Mon) |
| | <Required> Move-in of Shell Scheme Items | 10/16(Mon) |
| | <Optional> Apply for Technical Service | 9/27(Wed) |
| | <Optional> Pay the technical Service | 9/29(Fri) |
| | <Optional> Apply for Furniture Rental, etc. | Individual |
| | <Optional> Apply for Move-in / Move-out of Dangerous Material | 9/15(Fri) |
| | <Optional> Apply for Carrying-In(Out) of Ultra heavy Exhibition Item | 9/15(Fri) |
| | <Optional> Apply for advertisement in Badges, Guide Map etc. | by order of receipt (9/15(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 2018 Reservation (20% discount) | 10/17(Tue)~20(Fri) |
| | <Optional> KES 2017 Exhibition Certificate | After 10/20(Fri) |

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) | Mr. J.K. Kwak | 82-2-557-0481 (2303) | kjk03@inaradesign.co.kr |
| | Nara Design (Premium) | Ms. Y.J. Son | 82-2-557-0481 (2102) | syj8@inaradesign.co.kr |
| ELECTRIC | SamJeon Electric Co.,Ltd | Mr. D.K. Lee | 82-10-4003-8183 | 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 |

》 》 》 Other Contractors

| Company | | Contact Person | Contact | E-mail |
|-----------------|------------------|----------------|----------------|--|
| Rental Services | Exrental 119 | Ms. Y. H. Kim | 82-31-572-8119 | Exrental119@hanmail.net |
| Shipping | K-UNG Corp. | Mr. Frank Kim | 82-2-6385-5300 | frank@k-ung.com |
| Hotel | GladLive GangNam | Mr. K.H. Lee | 82-2-6177-5104 | jay.lee@glad-hotels.com |

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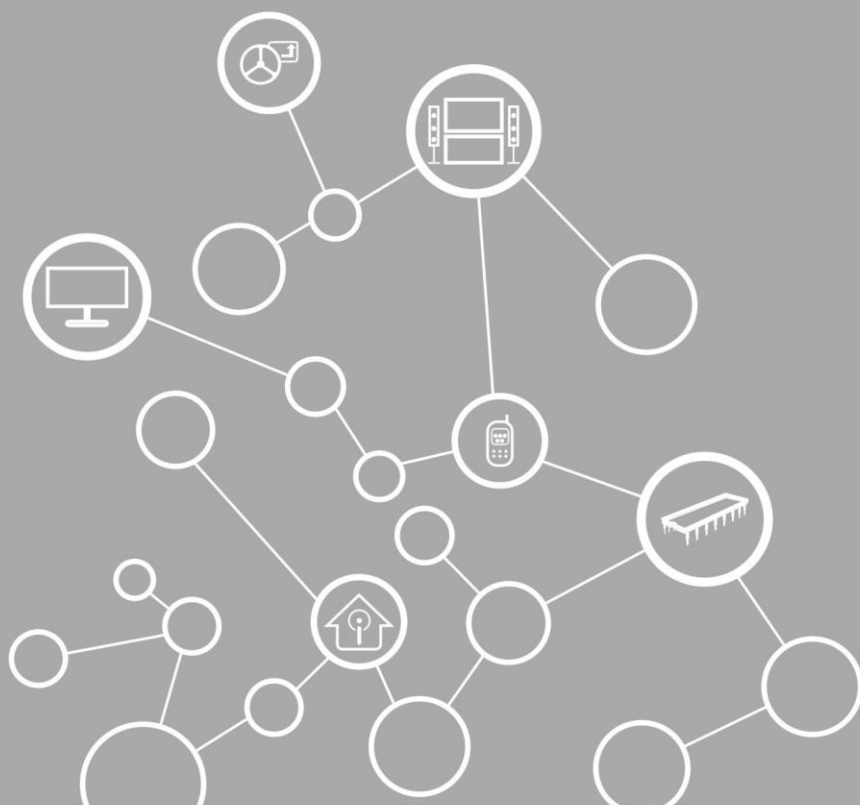
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I . General Information & Regulations



Korea Electronics Show 2017

1. General Information

1) Name

The 48th Korea Electronics Show (KES) 2017

2) Theme

Where the Creative Things are!

3) Date & Time

Date : October 17 - 20, 2017

Hours: 10 a.m. - 5 p.m. on Oct. 17 to 19 / 10 a.m. - 4 p.m. on Oct. 20.

4) Show Location

Coex, 513, Yeongdong-daero, Gangnam-gu, Seoul, Korea, 06164 (www.coex.co.kr)

5) Scale

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

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

No. of Visitors (Estimated): 70,000 & above

6) Korea Electronics Grand Fair 2017

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

Entire Coex Halls (Hall A to Hall D) occupied for Korea Electronics Grand Fair 2017

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. 15 |
| | Admission Fee | | Free |
| Show Date & Time | | | Oct. 17 to 19 : 10:00~17:00 Oct. 20 : 10:00~16:00 |
| Show Date Classification | | | Business Day : Oct. 17 to 19 Public Day : Oct. 19 to 20 |

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) CCPTI (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
- 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 2017 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(m³))

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. 17 to 20 | 8 a.m. - 10 a.m. |
| Visitor's Exhibition-Viewing Hours | Oct. 17 to 19 | 10 a.m. - 5 p.m. |
| | Oct. 20 | 10 a.m. - 4 p.m. |
| Inspection Period after Closing | Oct. 17 to 19 | 5 p.m. - 5:30 p.m. |
| Stand Personnel's Departure | Oct. 17 to 20 | 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 2017 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 2017 or they should be reused after a separate self-deposit.

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II. 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. 14(Sat) - 16(Mon) (8 a.m. - 8 p.m.) | Carpet, Booth installation |
| | Move-in & Display | | Oct. 16(Mon) (8 a.m. - 8 p.m.) | Interior equipment |
| Electricity | Mainline Construction | | Oct. 14(Sat) - 16(Mon) (8 a.m. - 8 p.m.) | Mainline to the booth |
| | Interior Construction | Standard | | Electric wiring And Lighting |
| | | Space-only | | |
| | Power Supply | | Oct. 16(Mon) (After 2 p.m.) | 10. 16(Mon) 2 p.m. (expected) The time is subject to change. |
| Internet | Wiring | | Oct. 15(Sun) - 16(Mon) (8 a.m. - 8 p.m.) | Line construction |
| | Opening for service | | Oct. 16(Mon) (After 4 p.m.) | Fixed IP |
| Water, Compressed Air | Line & booth interior | | Oct. 15(Sun) - 16(Mon) (8 a.m. - 8 p.m.) | |
| Move In | | | Oct. 15(Sun) - 16(Mon) (8 a.m. - 8 p.m.) | No vehicles Allowed into the hall after 10. 16(Mon), 3 p.m. |
| Distribution of admission & free parking tickets | | | Oct. 15(Sun) - 16(Mon) (9 a.m. - 6 p.m.) | Admission tickets (In front of Hall A, 1 st Fl of Coex) |
| Final Check | | | Oct. 16(Mon) (2 p.m. - 8 p.m.) | Functioning Check & Cleaning Inside |
| | | | | Cleaning of pass way |

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2. Show Dates: From October 17 (Tue) to October 20(Fri)

| Section | | Time | Details | Remark |
|----------------------------|--|-------------------------|---|-----------------------------|
| Opening Day (Oct. 17) | 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) |
| | Show Operation | 10 a.m. - 5 p.m. | | |
| Show Dates (Oct. 18~19) | Opening Hours | 8 a.m. | Cleaning inside the booth, Preparation for the Show | Exhibitors |
| | Show Operation | 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. 20) | 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. 20(Fri) 4 p.m. - 8 p.m. | "Exhibit Removal Form" Not Needed | Exhibitors |
| Move-Out & Dismantling | Oct. 21(Sat) 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"> - Vehicles involved in the event and work, 50% discount - Vehicles for event preparation/removal - Free for 3 hours (1 day/1 time/1 unit) ※ During preparation and removal work (issued by secretariat) | 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://www.kes.org/eng/member/application.asp>

| 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. 15(Sun) - 16(Mon)

■ 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.

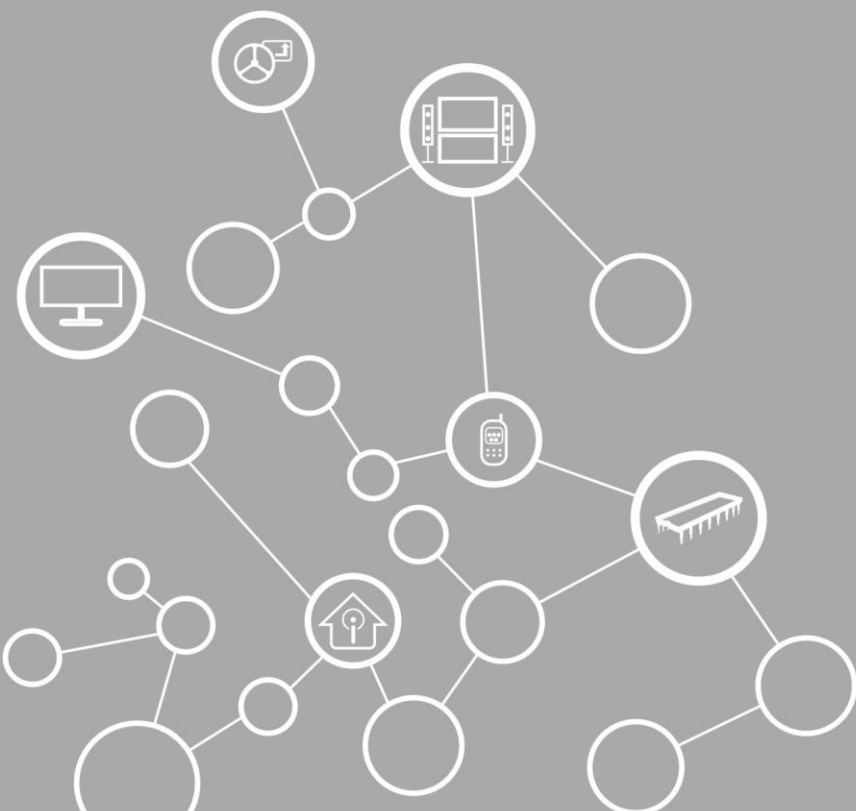
■ Place: Entrance to Exhibition Hall, Coex (Hall A)

* 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. 13(Wed) | Two (2) copies each of floor plan and front-view plan to be submitted with Stand Contractor Registration |
| Booth Set-up | Oct. 14(Sat) - 16(Mon) | 8 a.m. - 8 p.m. |
| Move-In and Display of Exhibit Items | Oct. 16(Mon) | 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 2017 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 2017."

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. 20, 4 p.m.) without prior approval of the organizer's office. Any exhibitors violate this regulation shall be fined 500 dollars

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. 13(Wed).

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 Center by Sep. 13(Wed) via e-mail at kmlee@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 |

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. 14(Sat) to 16(Mon), 3days |
| Interior, Move-In / Display of Exhibit Products | Oct. 16(Mon) (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) | 4 | 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 Sep. 20(Wed).

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

■ KES 2017 official stand contractors.

| | Company | Contact | E-mail | Contact Person |
|-----------------------|--------------------------|-----------------------------|------------------------|----------------|
| STAND CONSTRUCTION | Nara Design (Basic) | T. 82-2-557-0481 (#2303) | Kjk3@inaradesign.co.kr | Mr. J.K Kwak |
| | Nara Design (Premium) | T. 82-2-557-0481 (#2102) | Yj08@inaradesign.co.kr | Ms. Y.J Son |

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 Post | 1 | ea |
| Spot Light(100W) | 6 | ea |
| Pytex Carpet | 9 | m ² |
| Power Outlet (220V/2holes) | 1 | ea |
| Electricity | 1 | kw |

■ 2 BOOTH TYPE (3Mx6M)



| Item | No. | Unit |
|----------------------------|-----|----------------|
| Company Name | 1 | ea |
| Block Table + Chair | 1 | ea |
| Block LED Post | 1 | ea |
| Spot Light(100W) | 8 | ea |
| Pytex Carpet | 18 | m ² |
| Power Outlet (220V/2holes) | 2 | ea |
| Electricity | 2 | kw |

■ 4 BOOTH TYPE (6Mx6M)



| Item | No. | Unit |
|----------------------------|-----|----------------|
| Company Name | 2 | ea |
| Block Table + Chair | 1 | ea |
| Block LED Post | 2 | ea |
| Spot Light(100W) | 4 | ea |
| Ceiling Light(150W) | 2 | Set |
| Pytex Carpet | 36 | m ² |
| Power Outlet (220V/2holes) | 4 | ea |
| Electricity | 4 | kw |

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Diagram of Shell Scheme by Size (Premium)

■ 2 BOOTH Red-TYPE (3Mx6M)



| Booth Particulars | | |
|-------------------------------------|---------------------------------|---------------------|
| 1. Booth structure | Wood Wall(system) + Wood | 1form |
| 2. Fascia Board Lighting Box | 2550x560(Lighting Box) | 1pc |
| 3.Booth number / Company name / URL | PVC Sheet cutting | 1form/ 1form/ 1form |
| 4.Information +Stool | Wood:900x500x950(H) + Bar Stool | 1form |
| 5.Table set | Glass table(1) + chair(4) | 1set |
| 6. Display table | Block System:1,800x500x900(H) | 1form |
| 7.Light | Down light / Arm Spot | 4pcs/9pcs |
| 8.Power socket | 220V, 2holes | 1pc |
| 9. Flooring(Gray pytex) | 3,000x6,000 | 18m ² |
| 10. Folding catalog holder | | 1pc |

■ 4 BOOTH Blue-TYPE (6Mx6M)



| Booth Particulars | | |
|-------------------------------------|---------------------------------|---------------------|
| 1. Booth structure | Wood Wall(system) + Wood | 1form |
| 2. Fascia Board Lighting Box | 2550x560(Lighting Box) | 1pc |
| 3.Booth number / Company name / URL | PVC Sheet cutting | 1form/ 1form/ 1form |
| 4.Information +Stool | Wood:900x500x950(H) + Bar Stool | 1form |
| 5.Table set | Glass table(1) + chair(4) | 2set |
| 6. Display table | Block System:2,700x500x900(H) | 1form |
| 7.Light | Down light / HQI | 7pcs/3pc |
| 8.Power socket | 220V, 2holes | 1pc |
| 9. Flooring(Gray pytex) | 3,000x6,000 | 36m ² |
| 10. Folding catalog holder | | 1pc |

♣ 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 2017" and install them after competition of Standard Shell Scheme Booths.

■ Official Contractors of Furniture Rental

| Company | | Contact | E-mail |
|------------------|--------------------|--------------|--|
| | | | URL |
| FURNITURE RENTAL | Exrental119 | Ms. Y.H.Kim | Exrental119@hanmail.net |
| | | | www.exrental119.co.kr |
| | Fine RentalService | Ms. H.J. Han | fr2660@naver.com |
| | | | 82-2-000-2660 |

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



EC-01
Round Chair (Gray)
\$15



EC-02
Folding Chair (blue)
\$15



EC-06
PB Chair (Ivory, Black)
\$15



EC-07
Peanut Chair (White, Black)
\$25



EC-08
Aluminum Chair
\$20



EC-11 \$25
Power Chair (Ivory, Black)



EC-11-1
Power Chair
\$30



EC-18 \$25
Air Bar Stool (White, Black)



ET-01
Round Table (Gray)
Φ750*H730 \$35



ET-06
Aluminum
Φ700*H730 \$50



ET-07
Glass Table
Φ600,700*H730 \$50



ET-08-1
Glass Square Table
700*700*H750 \$50



ET-14
Dyula Table (White)
1830*760*H730 \$40



ED-01 Display Base
1030*600*H750 \$40
1200*600*H750 \$50
1500*600*H750 \$60
1950*600*H750 \$70



ED-02 Display Base
1030*600*H1000 \$50
1200*600*H1000 \$60
1500*600*H1000 \$80
1950*600*H1000 \$90



ED-03 Display Base
1030*900*H1000 \$80
1200*900*H1000 \$90
1500*900*H1000 \$110
1950*900*H1000 \$145

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www.exrental119.co.kr



ED-07
Showcase
900*500*H900 \$60



ED-08
Showcase
900*500*H900 \$70



ED-09
Tall Showcase
500*500*H2000 \$90



ED-10
Tall Showcase
900*450*H2000 \$135



EB-01
Catalogue Holder
260*1300*220
\$25



EB-02
Catalogue Holder
255*310*1470
\$50



EB-14 Wastebasket
30ℓ(Plastic) \$6
50ℓ(Plastic) \$15



EE-01
Water Purifier(water 1bottle)
\$60



렛사 공간에 생수추가 가능합니다.
사전에 주문해주세요.

EE-01-1
Water 18.9ℓ \$10



EE-02 Refrigerator
80ℓ \$55
120ℓ \$60



EE-03 Refrigerator
150ℓ \$70
220ℓ \$100
420ℓ \$170



EE-15 LCD, LED
LED 40" \$275
LED 50" \$400
LED 55" \$495

Please visit the website for more Items at www.exrental119.co.kr

■ Fine Rental Service (Tel: 82-2-6000-2660, E-mail: fr2660@naver.com)

| | | | |
|---|--|---|---|
| JC-01 Folding Chair  460x420x770mmH USD \$6 | JC-02 Design Chair  Black/White 440x430x830mmH USD \$9 | JC-03 Arm office Chair  White/Black 480x420x830mmH USD \$13 | JC-04 Office Chair  440x550x800mmH USD \$16 |
| JC-05 PB Chair  390x390x800mmH USD \$7 | JC-06 Pressure Stool  White/Black Φ 450x665~880mmH USD \$16 | JT-01 Round Table  A: Φ600x730mmH USD \$23 B: Φ750x730mmH USD \$20 C: Φ600x730mmH USD \$20 | JT-02 Folding Table  A: 1800x750x740 mmH USD \$27 B: 1200x600x730 mmH USD \$27 |
| JT-03 Rectangular Table  A: 1750x800x730mmH USD \$27 B: 1750x600x730mmH USD \$25 C: 1450x800x730mmH USD \$23 D: 1200x800x730mmH USD \$20 E: 1200x600x730mmH USD \$20 | JT-04 Glass Bar Table  Φ 600x1000mmH USD \$37 | JT-05 Wood Bar Table  Φ600x1000mmH USD \$37 | JT-06 Glass Coffee Table  Φ700x730mmH USD \$37 |
| JD-01 Display Cube  A: 500x500x750mmH USD \$27 B: 500x500x500mmH USD \$24 C: 500x500x250mmH USD \$20 | JD-02 Information Desk  1000x500x750mmH USD \$20 | JD-03 Display Base  A: 1900x900x974mmH USD \$70 B: 1500x900x974mmH USD \$60 C: 1050x900x974mmH USD \$50 | JD-04 Display Base  A: 1900x600x974mmH USD \$60 B: 1500x600x974mmH USD \$50 C: 1050x600x974mmH USD \$40 |
| JD-05 Display Base  A: 1900x600x762mmH USD \$40 B: 1500x600x762mmH USD \$30 C: 1050x600x762mmH USD \$20 | JD-06 Display Showcase  900x500x1000mmH USD \$40 | JD-07 Display Showcase  900x450x900mmH USD \$45 | JD-08 Display Showcase  A: 900x500x2000mmH USD \$120 B: 500x500x2000mmH USD \$80 |

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| | | | |
|---|---|---|---|
| JE-01 LCD Monitor  27" USD \$100 24" USD \$ 80 | JE-02 Laptop  15" USD \$100 | JE-03 Amp Set  300W USD \$250 | JE-04 LED TV  60" USD \$400 50" USD \$300 40" USD \$200 |
| JE-05 Water Dispenser  350X350X990mmH USD \$40(Water tea) | JE-06 Refrigerator  A: 230ℓ / 580X600X1580 USD \$120 B: 145 ℓ / 590X590X1900 USD \$ 70 | JE-07 Refrigerator  A: 120ℓ / 500X500X820 USD \$50 B: 80ℓ / 450X450X790 USD \$40 | JE-08 Water  18.9L USD \$9 |
| JP-01 Catalogue Holder  255x910x1470mmH USD \$27 | JP-02 Guard-rail  1EA (총2M) 300x900mmH USD \$12 | JP-03 Wastebasket  15L USD \$2 | JP-04 Wastebasket  50L USD \$5 |

Note.

- Please write the code number, name and color.
- Amount is the amount during the exhibition period.
- Please let me know the name of the company, the name of the person, and the contact number.
Then, I will give you an invoice.
- You have to deposit it before starting the exhibition.
- You must compensate for damages.
- Please deposit the deposit in the company name.
- Please let me know the name of the deposit.

Fine Rental Service

Reception office : Hyo Jeong Han
 Tel: 02-6000-2660 / E-mail: fr2660@naver.com
 159 COEX 423, Samseong-dong, Gangnam-gu, Seoul, Korea



Full name of the bank= Shin Han Bank, Seoul, Korea
 Full address of the bank=159-9, Samseong-Dong, Gangnam-Gu, Seoul 135-C90 Korea
 Account number = 180-006-913363
 SWIFT code = SH BK KRSE

3. Shipping & Forwarding of Exhibits

1) Bonded Area

Exhibits brought into the Coex exhibition site are to be regarded as bonded products from Oct. 14(Sat) to 20(Sat) 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)

A. **SEA Freight** : Vessel must arrive at Busan or Incheon port by following dates.

– LCL shipment : 09. Oct. 2017

– FCL shipment : 10. Oct. 2017

B. **AIR Freight** : To arrive at Incheon airport by 12 Oct 2017

3) Documents

- Invoice & packing list should be as precise as possible regarding item, quantity, unit price, total price, weight and volume
- The exhibitor is cautioned to note that priced indicated on the shipping documents must be reasonable
- Problems in customs clearance may occur if customs officer judges the declared price to be unreasonably low, also, customs will not accept “no commercial value” or “free of charge” invoice. Price must be mentioned for all items including consumable items

4) How to make an Entry of Documents

CONSIGNEE

K-UNG Corporation.

7Floor, Chungwoonjae Bldg, #15, Yunmoojang 11Rd, Sungdong-Ku, Seoul 04783 Korea

TEL : +82-2-6352-5300 / FAX : +82-2-6352-5304

ATTN : Mr. Richard Park, Ms. Bella Won

NOTIFY PARTY

K-UNG Corporation.

7Floor, Chungwoonjae Bldg, #15, Yunmoojang 11Rd, Sungdong-Ku, Seoul 04783 Korea

TEL : +82-2-6352-5300 / FAX : +82-2-6352-5304

ATTN : Mr. Richard Park, Ms. Bella Won

For more questions, Please contact [K-UNG Corporation].

7Floor, Chungwoonjae Bldg, #15, Yunmoojang 11Rd, Sungdong-Ku, Seoul 04783, Korea

Tel : +82-2-6352-5300 / Fax : +82-2-6352-5304 / E-mail : k-ung@k-ung.com

PIC : Mr. Frank Kim(frank@k-ung.com), Mr. Richard Park(richard@k-ung.com), Ms. Bella Won(bella@k-ung.com)

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5) Reference

- ▶ Indicate the name of Exhibition in documents: KES 2017 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

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 2017

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 | |
| K-UNG Corporation | 82-2-6352-5300 | Richard@k-ung.com | Mr. Richard Park |
| | | 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.

- 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. 27(Wed), 2017 |
| 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 Center, KEA Tel: 82-2 - 6388 - 6067 Fax: 82-2 - 6388 - 6069 E-mail: kes@gokea.org |
| Official Contractor | Samjeon Electric Co., Ltd / Mr. D.K. Lee TEL: 82-10-4003-8183 , FAX: 82-31-750-9224 E-mail: samjeon7@hanmail.net |

If the additional electricity is required temporarily during the build-up period (Oct. 14-16) and / or breakdown period (Oct. 20-21), 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. 16 | After 2 p.m. |
| | | Supply time may differ According to exhibition preparation status by hall. |
| | Oct. 17 - 19 | 9 a.m. - 5 p.m. |
| | Oct. 20 | 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. | |

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1-2) Compressed Air / Water

| Category | | Unit Price |
|----------------|--|------------|
| Compressed Air | | USD 220 |
| Water | | USD 220 |

| Application Method | | |
|--|--|---|
| Deadline | Sep. 27(Wed), 2017 | |
| 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 Center, KEA Tel: 82-2 - 6388 - 6067 Fax: 82-2 - 6388 - 6069 E-mail: kes@gokea.org | |
| Official Contractor | Samjeon Electric Co., Ltd / Mr. D.K. Lee TEL: 82-10-4003-8183 , FAX: 82-31-750-9224 E-mail: samjeon7@hanmail.net | |
| Supply Schedule of Compressed Air/Water into Booth | Oct. 16 | After 1 p.m. Supply time may differ according to exhibition preparation status by hall. |
| | Oct. 17 - 19 | 9 a.m. - 5 p.m. |
| | Oct. 20 | 9 a.m. - 4 p.m. |
| Specifications | Compressed Air | Pressure: 6kg/Cm (end point: 7 kg/cm ²) Diameter of Air Pipe: 8mm |
| | Water Supply, Water Drainage | Pressure: 3kg/cm ² (Hall A), 4kg/cm ² (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. 27(Wed), 2017 | |
| 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 Center, KEA Tel: 82-2 - 6388 - 6067 Fax: 82-2 - 6388 - 6069 E-mail: kes@gokea.org | |
| Official Contractor | Samjeon Electric Co., Ltd / Mr. D.K. Lee TEL: 82-10-4003-8183 , 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.

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2) Internet Access Service

| Category | Unit Price |
|---------------|------------|
| Internet Line | USD 110 |

| Application Method | |
|------------------------------|--|
| Deadline | Sep. 27(Wed), 2017 |
| Required Documents | <u>Technical Service Application (Internet/Visitor System) [Form1-2]</u> Copy of bank Transfer Slip (Print of related web page when utilizing Internet banking) |
| Reference & Reception Office | Exhibition & Marketing Center, 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: mice@ktnet.co.kr |

- 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. 27(Wed), 2017 |
| Required Documents | <u>Technical Service Application (Internet/Visitor System) [Form1-2]</u> Copy of Bank Transfer Slip (Printout of related web page when utilizing Internet banking) |
| Reference & Reception Office | Exhibition & Marketing Center, KEA Tel: 82-2 - 6388 - 6067 Fax: 82-2 - 6388 - 6069 E-mail: kes@gokea.org |

Korea Electronics Show 2017

www.kes.org

IV. Promotion & Marketing



1. KES 2017 Marketing Service for Exhibitors

The Korea Electronics Show (KES) 2017 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 (9m²), 50 cards will be issued additionally.

- Pre-registration can be done on 2017 Korea Electronics Show website (www.kes.org) **from Sept.1, to Oct. 15, 2017**. 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 2017

1) 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 | Advertising [Form5] , 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)



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2) Advertisement on Newsletter (Webzine)

Relevant news is delivered to domestic and overseas 100,000 KES related DB by preparing newsletter of 2017 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>Advertising [Form5]</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
 WOW
 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 보송 특가판매!

대상 최근 3년간 (2012~2014년) 한국전자전 참가업체 임직원

| | | | |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| | | | |
| 279,000원 175,000원 | 379,000원 229,000원 | 399,000원 249,000원 | 499,000원 259,000원 |

구매 방법 : 한국 전자전 참가업체 임직원 전용몰에서 개별 구매
 1. 위닉스 홈페이지(winx.com)에서 회원가입을 합니다.
 2. 회원가입을 한 뒤, 위닉스 홈페이지 상단 우측 상단에 로그인 버튼을 클릭합니다. (로그인 후, 위닉스 홈페이지 상단 우측 상단에 로그인 버튼을 클릭합니다.)
 3. 위닉스 홈페이지 상단 우측 상단에 로그인 버튼을 클릭합니다. (로그인 후, 위닉스 홈페이지 상단 우측 상단에 로그인 버튼을 클릭합니다.)
 4. 위닉스 홈페이지 상단 우측 상단에 로그인 버튼을 클릭합니다. (로그인 후, 위닉스 홈페이지 상단 우측 상단에 로그인 버튼을 클릭합니다.)

문의 : 전자전홍보팀 이현우 과장 (02-6388-0064 / hwon@kes.org)

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

3) Advertisement in Guide Map

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 2017 Show Guide (both in Korean and English) |
| Publication Date | During the exhibition period |
| Copies | 50,000 copies |
| Documents | <u>Advertising [Form5]</u> , Advertisement File |
| Specification | Size : To be discussed File Type : JPG (over 300dpi), Illustrator, QuarkXPress |

■ Advertisement Page and Unit Cost

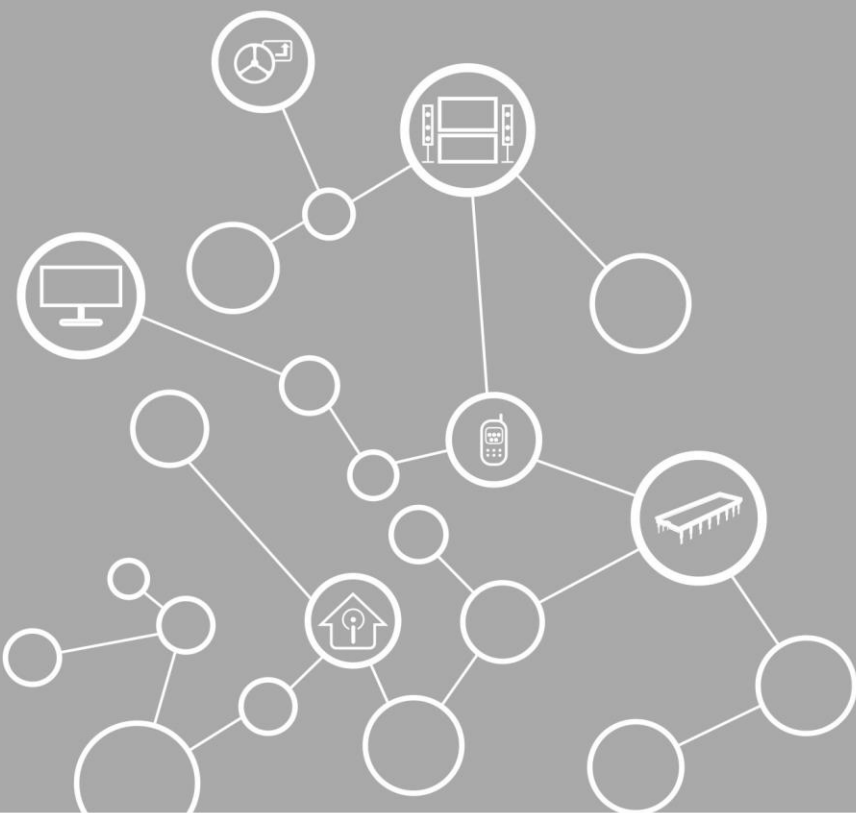
| Advertisement Page | Unit Cost (USD) |
|----------------------|-----------------|
| One Page (10cmx12cm) | 5,500 |

※ The number of pages for advertisement is limited.

Korea Electronics Show 2017

www.kes.org

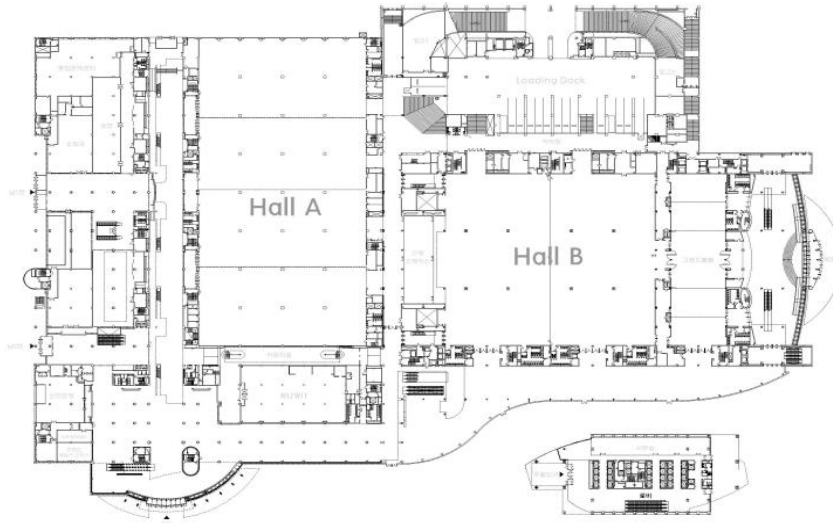
V. Others



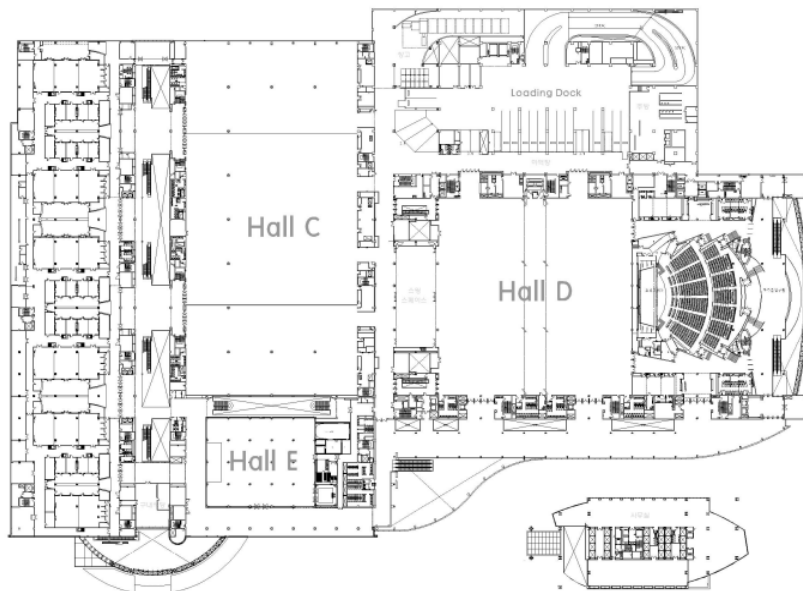
1. Exhibition Facilities & Services

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

Hall A & B, 1st Fl of Coex















Hall C & D & E, 3rd of Coex



Korea Electronics Show 2017

2) Restaurants

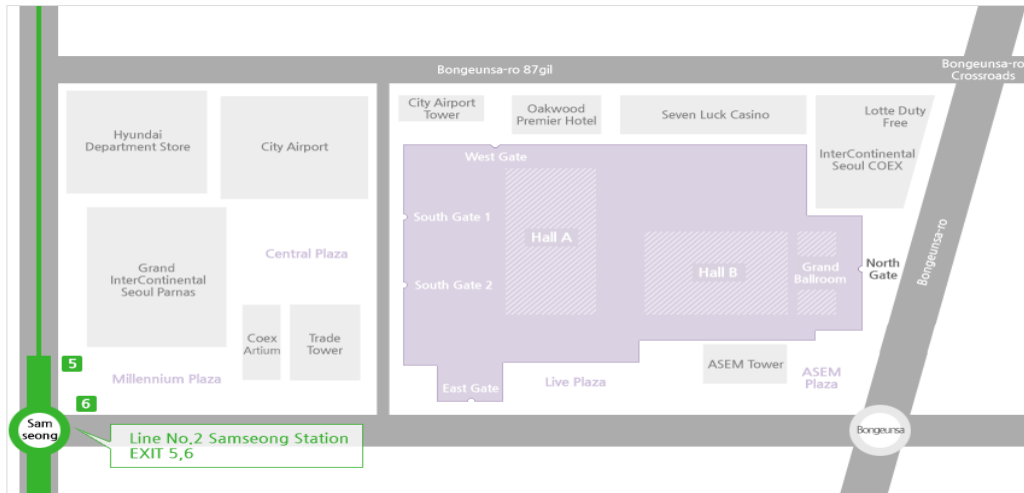
| | | | |
|---|---|--|---|
|  <p>Autumn in New York</p> <p>☎ 02-567-1888 🏠</p> |  <p>Suhadong</p> <p>☎ 02-565-6464 🏠</p> |  <p>Meal Top</p> <p>☎ 02-3467-8811 🏠</p> |  <p>Hibiki</p> <p>☎ 02-3467-8692 🏠</p> |
|  <p>Homyundang</p> <p>☎ 02-3467-8970 🏠</p> |  <p>Rose Hill</p> <p>☎ 02-539-2090 🏠</p> |  <p>Crystal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

♣ For more information, Please visit www.coex.co.kr/eng/coex-near-restaurant

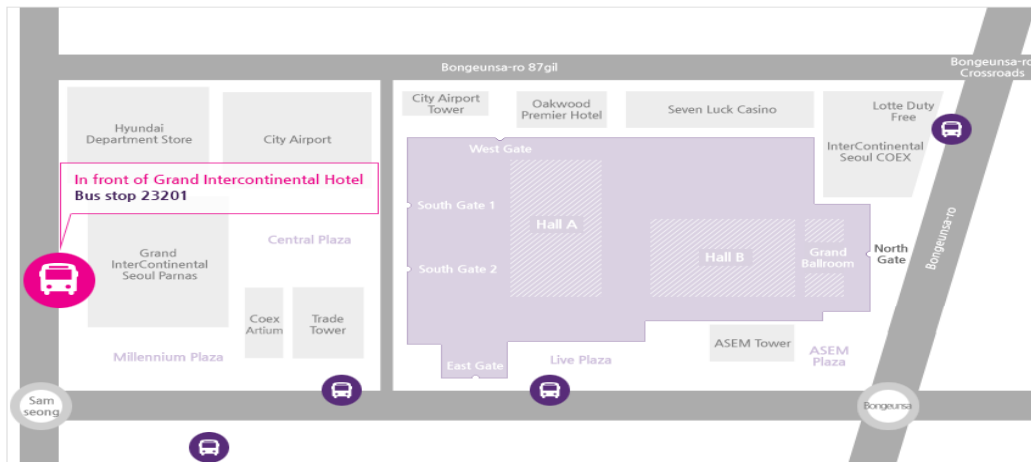
3) Transportation

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

① By Subway



② By Bus

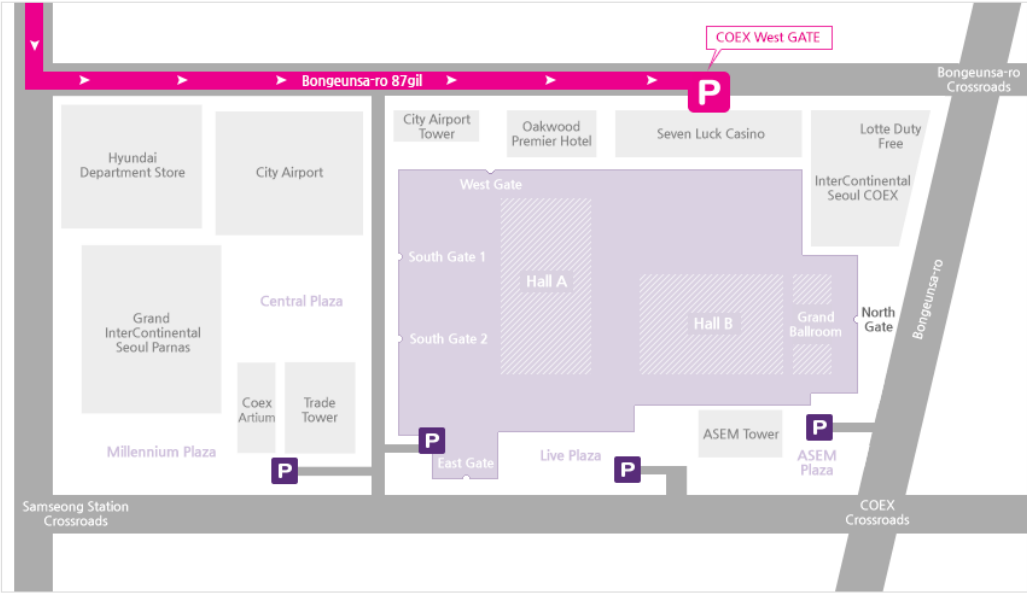


In front of Grand InterContinental Hotel(Samseong Station Exit 5) | 23201 Station

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

Korea Electronics Show 2017

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

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 2017 hotels.

Please mention KES 2017 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 2017
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 | Website | Distance (Hotel-Coex) | Price (KRW) | | Hotel Manager (Contact Info) |
|----------------------------------|--|--------------------------|-------------|---------|---|
| | | | Double | Twin | |
| GladLive GangNam | www.gladlive-hotels.com | 4km | 115,000 | 130,000 | Mr. K.H. Lee 82-2-6177-5104 Jay.lee@glad-hotels.com |
| Intercontinental Seoul COEX | www.iccoex.com | 154m | 266,200 | 302,500 | Mr. H.H. Lee 82-2-559-1165 hohyang.lee@ihg.com |
| Sheraton Seoul Palace Gangnam | www.sheratonseoulpalace.com | 8km | 217,800 | 242,000 | Mr. J.M. Kang 82-2-2186-6791 Leo.kang@sheratonseoulpalace.com |

♣ For more information, Please visit www.coex.co.kr/eng/coex-near-hotel

Korea Electronics Show 2017

www.kes.org

VI. Application Forms



Korea Electronics Show 2017

»» Application Forms

| Section | Number | Type of Forms | Deadline |
|---------------------------|--------|--|---------------------|
| For Management | 1-1 | Technical Service Application Form (Electricity, Water, Compressed Air) | 9/27(Wed) |
| | 1-2 | Technical Service Application Form (Internet, Visitor Data Management System) | |
| | 2 | Stand Contractor Registration Application Form (Raw Space Only) | 9/13(Wed) |
| | 3-1 | Move-In / Move-Out of Dangerous Material Application Form | 9/15(Fri) |
| | 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 | Advertising Application Form | by order of receipt |
| Etc. | 6-1 | KES 2018 Reservation Application Form | 10/17(Tue)~20(Fri) |
| | 6-2 | KES 2017 Exhibition Certificate Form | After 10/20(Fri) |
| For Management | 7 | Company Name for Stand Fascia Application Form(Shell Scheme only) | 9/20(Wed) |

Korea Electronics Show 2017

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

Deadline Sep. 27

| | | | | |
|------------------|------|----------|-----------|---------|
| 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 2017 Management Office

[Date]. [Month]. 2017

Company Name:

Representative: [Signature]

| | |
|----------|---|
| Apply to | Exhibition & Marketing Center, 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 2017

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

Deadline Sep. 27

| | | | | |
|------------------|------|----------|-----------|---------|
| 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 2017 Management Office

[Date]. [Month]. 2017

Company Name:

Representative: [Signature]

| | |
|----------|---|
| Apply to | Exhibition & Marketing Center, 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 2017

Form 2

Stand Contractor Registration Application Form (Raw Space Only)

Deadline Sep. 13

| | | | | |
|------------------|------|----------|-----------|---------|
| 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 2017 Management Office

[Date]. [Month]. 2017

Company Name:

Representative:

[Signature]

| | |
|----------|--|
| Apply to | Exhibition & Marketing Center, KEA Tel: 82-2- 6388- 6065, Fax: 82-2- 6388 – 6069, E-mail: kmlee@gokea.org |
|----------|--|

Korea Electronics Show 2017

Form 3-1 Move-In/Move-Out of Dangerous Material Application Form Deadline Sep. 15

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

- Purpose of Entry :
 ■ Date of Entry : 2017. month. date. time :
 ■ Date of Exit : 2017. 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 2017 operation regulations.

To : KES 2017 Management Office

[Date]. [Month]. 2017

Company Name:

Representative: [Signature]

| | |
|----------|--|
| Apply to | Exhibition & Marketing Center, KEA Tel: 82-2- 6388- 6067, Fax: 82-2- 6388 – 6069, E-mail: kes@gokea.org |
|----------|--|

Korea Electronics Show 2017

| | | |
|----------|--|------------------|
| Form 3-2 | Carrying-In(Out) of Ultra heavy Exhibition Item Application Form | Deadline Sep. 15 |
|----------|--|------------------|

| | | | | |
|------------------|------|----------|-----------|---------|
| 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 2017 Management Office

[Date]. [Month]. 2017

Company Name:

Representative:

[Signature]

| | |
|----------|--|
| Apply to | Exhibition & Marketing Center, KEA Tel: 82-2- 6388- 6067, Fax: 82-2- 6388 – 6069, E-mail: kes@gokea.org |
|----------|--|

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 2017 Management Office:

[Confirm Signature]

To : KES 2017 Management Office

[Date]. [Month]. 2017

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: 2017. Oct. . :

■ Item List

| No. | Item | Qty | Remarks |
|-----|------|-----|---------|
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |

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

KES 2017 Management Office :

[signature]

To : KES 2017 Management Office

[Date]. [Month]. 2017

Company Name:

Representative:

[Signature]

Korea Electronics Show 2017

Form 5

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.37~p.39) | <input type="checkbox"/> |
| NewsLetter(Webzine) | | <input type="checkbox"/> |
| Guide Map | | <input type="checkbox"/> |

To : KES 2017 Management Office

[Date]. [Month]. 2017

Company Name:

Representative:

[Signature]

| | |
|----------|---|
| Apply to | Mr. H.W. Lee, Exhibition & Marketing Center, 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: CZNBRKREXXX |

Form 6-1

KES 2018 Reservation Application Form

Deadline Oct. 20

| | | | | |
|---------------------|------|----------|----------|---------|
| 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 |
| Standard Booth (Basic) | Booths | m ² |
| Standard Booth (Premium) | Booths | m ² |

To : KES 2017 Management Office

[Date]. [Month]. 2017

Company Name:

Representative:

[Signature]

Korea Electronics Show 2017

| | | |
|----------|--------------------------------------|---------------|
| Form 6-2 | KES 2017 Exhibition Certificate Form | After Oct. 20 |
|----------|--------------------------------------|---------------|

| | | | | |
|------------------|------|----------|-----------|---------|
| 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 2017 Management Office

[Date]. [Month]. 2017

Company Name:

Representative:

[Signature]

2017 KES Organizer hereby proves that
Above company had participated in 2017 KES from October 26 to October 29.

2017. . .

KES 2017 Management Office

Form 7

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

Deadline Sep. 20

| | | | | |
|------------------|------|----------|-----------|---------|
| 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 2017 Management Office

[Date]. [Month]. 2017

Company Name:

Representative:

[Signature]

| | |
|---------|--|
| Basic | Mr. J.K. Kwak, Nara Design. Tel: 82-2- 557-0481 (#2303), Fax: 82-2- 557-0136, E-mail: kjk03@inaradesign.co.kr |
| Premium | Ms. Y.J. Son, Nara Design. Tel: 82-2- 557-0481 (#2102), Fax: 82-2- 557-0136, E-mail: syj08@inaradesign.co.kr |