

KES 2024(Korea Electronics Show) Regulation for Exhibitors

1. Definition of Terms

- 1) Under these rules and regulations, the term "Exhibition" refers to Korea Electronics Show 2024(KES 2024).
- 2) The term "Show Management" means Korea Electronics Association (KEA) who manages the Exhibition.
- 3) The term "Exhibitor" means an organization or an individual company confirmed to participate in the Exhibition by the Show Management.

2. Application and Payment

- 1) The minimum booth size per one booth is 9 sqm, and the exhibitors can apply for more space (extra space are given by multiples of 9 sqm).
- 2) Application should be submitted to the Show Management after completing the application form online. Exhibitors should pay 50% of the total booth rental fees(deposit) with their application and pay rest of the fees no later than Sept. 6th 2024.

3. Available time for using the Exhibition Area

- 1) Exhibitors are allowed to use the Exhibition area from Oct. 19 to 26, 2024 (8 days) for Hall A and Oct 20 to 26 (7 days) for Hall B and D.
- 2) During the Exhibition, the Exhibition halls will be open from 10:00 to 17:00 every day
- 3) Before and after the Exhibition, the Exhibition halls will be open 8:00 to 20:00 (12 hours) in terms of building and dismantling the booths. If additional time is needed, Exhibitors must pay overtime charges.

4. Allocation of Booths

- 1) The locations of booths are allocated based on multiple conditions; number of booth(s), the date of application and booth rental fees' payment, ratio of payment, times of participation(from 2013) and consecutive participations.
- 2) The Show Management has the authority to make adjustments in booth spacing if it is considered to be necessary for the efficiency of the Exhibition. The Show Management is not liable for making changes, and exhibitors cannot ask for the compensation.
- 3) The Exhibitor shall not to sublet or transfer the whole or part of the assigned space to a third party.

5. Liability

- 1) The Exhibitor should display only exhibits stipulated in the application form and its staff should remain at the booth during the Exhibition.
- 2) Show management will, to the best of its ability, take all steps for the safety of the exhibits and other goods in the best interest of Exhibitors. However, Show Management does not have any responsibility for any losses, theft, fire, or events beyond its own control. It is recommended that the Exhibitor carry insurance on all exhibiting goods.
- 3) At any time before or during the Exhibition, if the products are not listed on the application or participation form or considered to be not suitable for the purpose of the Exhibition, Show Management has the authority to stop the company's exhibition products or ask the exhibitor to remove them. Exhibiting goods should not be sold during the Exhibition period without the permission of Show Management. In this case, the participation fee will not be refunded, and the exhibitors shall not claim any compensation for this.
- 4) Exhibitors should not remove their booths and exhibits before the exhibition finishes.
- 5) Show Management has the authority to limit the entrance of certain people in the Exhibition area.

6. Installation and Restoration

- 1) The Exhibitor should build and decorate its booth and install the exhibits within the permitted period.
- 2) When the Exhibition is completed, Exhibitors are responsible for removing their booths and materials, and restoring the Exhibition area to its original condition within the period stipulated by the Show Management. If the booth is not dismantled within the given time, the exhibitor is responsible for paying the dismantling charges.

7. Limitation of Exhibit Height and Fire Safety

- 1) The height of exhibits and decorations should not exceed the limit imposed by the Show Management who will consider the size and location of the booth.
- 2) All materials used in decoration must be non-flammable in accordance with pertinent fire safety statutes and regulations. The "Show Management" may request corrections if necessary
- 3) Double-deck space for consultation purposes may be allowed if held to a minimum and approved by Show Management.

Type	Height Limit
Shell Stand	Basic 3.0m
	Premium 4.0m
Raw Space	under 50 booths 4.5m
	50 booths and larger 5.0m
Swing Space (between Hall A and B)	4.0m
Lobby at COEX	3.0m

- * The height limit can be adjusted if approved by the secretariat
- *A rescue calculation statement must be submitted if there's a request from the secretariat regarding the safety of the structure
- *Lobby booth construction is only possible after 18:00

8. Limitation on Exhibit Weight

- 1) For exhibits exceeding 1.5 tons per m², the Exhibitor must get approval from the Show Management and COEX prior to the Exhibition.

Location	Limited weight
COEX Hall A,B,C,D	1.5tons/m ²

- 2) If the exhibitors intend to bring in and display exhibits that exceed the floor load specified in graph above, it must submit the structural calculation and load distribution plans for the exhibits to the Show Management for approval at least 20 days prior to the start of the use of the exhibition hall.
- 3) The heavy exhibits should be placed separately for safety while move-in, move-out and installation
- 4) The structural calculation sheet shall be submitted as follows. The sheet must indicate the exact location of installation with precise wording or diagrams.

9. Cancellation of a contract and Refund

- 1) The Contract may be invalidated if the exhibitor cancels the participation for whatever reason, refuses to use the assigned booth(s), fails to pay the total space rental charge within the required period, fails to conform to the regulations, or hinders the activities of the Show Management.
- 2) The booth rental fees that are already paid shall not be refunded in the above cases. The Show Management may make refunds for the cancellation of fully paid exhibitors according to the following table who request cancellation in official document including reason for cancellation.

Deadlines for the Cancellation	Penalty	Refund
August 23 rd , 2024	50%	50%
From August 24 th , 2024 to the day of exhibition(October 22 nd , 2024)	100%	0%

- 3) In case of cancellation or postponement of the Exhibition due to force majeure, governmental instruction or any other reason, the Exhibitors should comply with the decision of the Show Management's Board of Directors.

10. Limitations on Audio Volume

- 1) Exhibitors who display audio-visual products should not disturb nearby Exhibitors. If the noise level in the exhibition hall exceeds 65dB at night or 75dB during the day, the consent of the surrounding exhibition booths must be obtained. The audio output limitation is a maximum of 80db.
- 2) If excessive sound emissions are deemed to disrupt the consultation atmosphere in the exhibition hall, the Show Management may take appropriate action such as cutting off the electricity and shutting down or removing the booths. The exhibitors shall not claim any compensation from the Show Management for any damages resulting from these actions.
- 3) The exhibitors are not allowed to hold events in areas adjacent to the exhibition hall pathways.

11. The Exhibitor's Manual and General Regulations in the Exhibition

- 1) Show Management will provide the Exhibitor's Manual to the Exhibitors covering various information that is needed to carry out the successful Exhibition.
- 2) Show Management has the authority to add supplementary clauses to the General Rules and Regulations for more efficient management of the Exhibition. All additional and amended written regulations will be part of the General Rules and Regulations and will be binding on the Exhibitors.
- 3) The Exhibitors should follow and keep the regulations of COEX.

12. Interpretation of Regulations

- 1) In the best interest of the Exhibition, the Show Management has full power to interpret, amend and enforce the all rules and regulations.