

## Proposal for National Pavilion at Seoul International Sourcing Fair (2019 Spring)

Seoul International Sourcing Fair (2019 Spring) is one of the top trade show on life style products, houseware and sales promotion items in Seoul, South Korea. Coex would like to propose **National Pavilion Package** for trade agencies and organizations to boost bilateral trade through trade show participation.

### Show Overview

<b>Dates</b>	March 21 - 23, 2019	<b>Venue</b>	Coex Halls A & B, Seoul, Korea (18,378sqm)
<b>Scale</b>	600 exhibitors with 650 booths	<b>Organizer</b>	Coex, ICEM
<b>B2B Program</b>	Specialized 1:1 Business matching program is available to maximize ROI and provide greater opportunities to enter the Korean market		
<b>Registration Due</b>	(Early Bird) November 2, 2018	(General) January 18, 2019	

In order to cater to the needs of each organization, the Coex has arranged a wide range of booth discounts and benefits depending on the booth scale. Please refer to the following information below :

### Booth Price Table

Price Unit : USD

Number of Booths	Original Price		Early Bird (~November 2, 2018)			General (November 3~January 18, 2019)		
	Space Only	Shell Scheme	Discount rate	Space Only (2,700/booth)	Shell Scheme (3,100/booth)	Discount rate	Space Only (3,000/booth)	Shell Scheme (3,400/booth)
4 Booths	12,000	13,600	6%	10,152	11,656	6%	11,280	12,784
6 Booths	18,000	20,400	8%	14,904	17,112	8%	16,560	18,768
8 Booths	24,000	27,200	13%	18,792	21,576	13%	20,880	23,664
10 Booths	30,000	34,000	20%	21,600	24,800	20%	24,000	27,200

※ One Booth = 3m x 3m = 9sqm

※ All foreign companies are required to pay VAT according to Korean Value-Added Tax Act

### National Pavilion Benefits

Number of Booth	Benefits	
<b>Basic Specification</b>	Space Only	Only exhibit space is provided
	Shell Scheme	- Fascia Board (Company name in English with booth number) - Pytex Flooring - One information desk, one chair, two Spotlights
<b>4 Booths</b>	1. A web banner uploaded on the official website 2. Promotional section included in the e-newsletter	
<b>6 Booths</b>	All of the above benefits included 1. National flag and name of the country integrated into the booth fascia board 2. Interpreter service (1 for 6 booths) ※ Only English, Japanese, Chinese interpreter is available. 3. One Digital LED banner to promote National Pavilion at front of the entrance Hall (D: 600*1800) 4. Guarantee of 3 business meetings with domestic buyers 5. Additional furniture (one round table + two chairs / booth)	
<b>8 Booths</b>	All of the above benefits included 1. Upgraded booth design and structure 2. Additional 1 booth (9 sqm) for business meeting (or resting area) with 1 round table + 2 chairs ※ This space can only be used as a purpose of business meeting or resting lounge. 3. Inclusion of national flag on the Exhibition's information board	
<b>10 Booths (or more)</b>	All of the above benefits included 1. Additional 1 booth (9 sqm) for the association 2. Free hotel accommodation up to 4 nights for the head representative 3. Interpreter Service (2 for 10 booths) ※ Only English, Japanese, Chinese interpreter is available.	