

.Proposal for National Pavilion at KOSIGN 2017

November 16th (Wed) – November 19th (Sat), 2016

Coex is the leading exhibition organizer in Korea, providing more than 20 years of experience while organizing more than 20 exhibitions annually. KOSIGN (The 25th Korea International Sign & Design Show) is the most representative and the biggest exhibition on printing, advertising industry in Korea. It has approved by UFI international trade show, and the previous show was attended by over 117 exhibitors, 568 booths and 13,585 trade buyers and the numbers are steadily growing. KOSIGN 2017 will be held from November 16th to 19th at Coex, Seoul, Korea.

As the organizer of KOSIGN 2017, Coex would like to propose the special tailor-made program called, National Pavilion Package for trade agencies and organizations to boost bilateral trade through trade show participation. This special offer will be applicable when only more than 54sqm (6 booths) is taken. Opportunities presented through this package are as follows.

1. Booth Package

- Special Price Offer

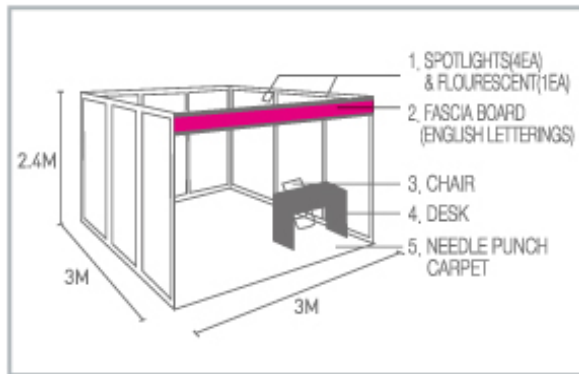
Booth Type	Scale	Discount Rate	Original Price	Discounted Price
Schell Scheme US \$3,600 / Booth	6 Booths	10%	US\$ 21,600	US\$ 19,440
	10 Booths	15%	US\$ 36,000	US\$ 30,600
Space Only US \$3,200 / Booth	6 Booths	10%	US\$ 19,200	US\$ 17,280
	10 Booths	15%	US\$ 32,000	US\$ 27,200

1 Booth = 3m x 3m = 9sqm

- Booth Specifications & Additional Privileges

	Shell Scheme	Space Only
Basic Specification	- Company name panel in Korean and English with booth number - Pytex flooring - One set of a desk and a chair - 1 fluorescent light & 4 spotlights	Only exhibit space is provided. Each exhibitor should select the designated service provider and install exhibition equipment
Privileges for 6 – 9 booths	- National flag and name of the country integrated into the booth design - 24 hour wired Internet provided - Additional furniture provided : 3 chairs and 1 round table - One-Stop Service Assistance : translation service, accommodation and city tour arrangements	
Privileges for 10 or more booths	- All of the above benefits included - Airfare and 3 night's hotel accommodation provided for the representative - One promotional booth provided	

Basic Shell Scheme Booth Layout



Upgraded Booth Sample



2. National Pavilion Benefits

- 1:1 Business Match Meeting Program for domestic buyers and exhibitors
- One conference room provided for 1 day during the show period
- Free web banner at official website
- One full page advertorial in official show directory
- One full page press release distributed online
- Promotional article on official e-newsletter distributed to 100,000 buyers