

**2017.7.21**

Early Bird Registration  
Deadline

**2017.9.29**

General Registration  
Deadline

**2017.10.20**

Deadline for Submitting  
Company Signboard Name,  
Exhibitor Badge and  
Directory Information

**2017.11.14-15**

Construction & Installation  
of Booths

**2017.11.16**

Opening of KOSIGN 2017

**2017.11.19**

Dismantling of Booths &  
Removal of Exhibits



The 25th Korea International  
Sign & Design show

**KOSIGN 2017**  
Secretariat

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The 25th Korea International  
Sign & Design show

coex  
[www.kosignkorea.com](http://www.kosignkorea.com)

# KOSIGN LED/digiSIGN 2017

November 16-19, 2017  
Coex Hall A, Seoul, Korea



we bring people together

# KOSIGN 2017

Digital Input & Design, Digital Signage

Post-processing & Equipment

Media & Ink

Textile

Digital Printing

Interior

3D Printing

LED / Lighting



LED/  
digiSIGN

# TESTIMONIALS from previous editions of KOSIGN

+ **The first exhibition in Korea in its industry to receive Official Approval from UFI.**

+ **High retention rate of top Korean companies in the industry.**

+ **The largest trading platform for overseas companies in the visual outdoor promotion business.**

+ **Biz-Matching Program, relevant seminars & exclusive PR opportunities.**

## BUYERS

“It’s our first time in KOSIGN exhibition. Compared to other exhibitions, it has enough professional contexts here. Biz-Matching service was really professional and I think this program could work as a bridge from a buyer to a manufacturer in Korea. Also we would like to visit KOSIGN again.”

+ Mindaugas Jasiulevicius (BaltLED / Lithuania)

“This is the first time we came, and we came here trying to find a business partner. During the time we had even possible to meet partners coming from outside of Seoul. I should definitely come back.”

+ Luca Bottigelli (Sales Manager / SOLTER SRL / Italy)

## EXHIBITORS

“It’s wonderful and I felt very comfortable. Organizers were very kind and nice and the program was very well organized. Especially this matching program was very helpful. Through 1:1 biz-matching program we could have closer relationship with buyers and manufacturers. I really want to say thank you and I absolutely will visit KOSIGN again and will recommend this show to others.”

+ Sukbat Doyod (Andrew) (Airion LLC / Mongol)

# WHY KOSIGN

# Show Overview

**KOSIGN**  
LED/digiSIGN  
2017

## KOSIGN 2017

November 16<sub>(Thu)</sub> - 19<sub>(Sun)</sub>, 2017 | Coex Hall A

| Title   | Venue                               | Expected Scale                               |
|---|-------------------------------------|--|
| The 25th<br>Korea International<br>Sign & Design Show | Coex Hall A (10,368m <sup>2</sup> ) | 200 Companies, 700 Booths<br>20,000 Visitors |

| Organized by  | Sponsored by  | Media Partner  |
|---|---|--|
| <br><br> |  |  |

### Concurrent Events

1:1 Biz-matching Program  
Korea Sign Design Award 2017  
Digital Signage Conference

### Show Items

- **Digital Printing**  
Mid-large/Hyper-large Digital Printer, Flatbed Printer, Digital Textile Printer, Digital Fiber Printer, Desktop Printer, Photo Printer, Laser Printer, S/W, Monitor, etc.
- **Media & Ink**  
Eco-friendly (Vegetable-base) Ink, Flex Fabric, Color Sheet, Banner, Backlit Film, Transparent Film, Actual Banner Fabric and Other Channel Materials
- **Post-Processing & Equipment**  
CNC Finishing/Carving Machine, Laser Cutting/Carving Machine, Rule Bending Machine, Rack Cutting Machine, Laminating, Liquid Coating Machine, Coating Liquid, Coating Film, Double-sided Tape, Ladder, Signage Removal, Winch, Drill and Other Tools/Materials.
- **3D Printing**  
3D Printer, 3D Printer Material and Parts, 3D Scanner, Software, Research/Education Prototype, etc.
- **LED/Lighting**  
LED/OLED Lighting Products & Systems, LED/OLED Lighting Application
- **Digital Input & Design, Digital Signage**  
DID (Digital Information Display), LCD/PDP/Light Panel, Interactive Media, Display S/W, Internet Printing Technology, etc.
- **Package/Module**  
Digital Display, Dot Matrix, Lamp, SMD, Power, Cluster
- **Materials/Components**  
Substrate, Ingot, Phosphor, Epoxy, Lead Frame, Chip, Epi Wafer
- **Application**  
Sign/Display, Traffic Signal, Mobile Appliance, Illumination, LCD BLU, Automotive Lamp, Light for Decorating, Landscape, Architecture, Garden, Indoor & Outdoor
- **Manufacturing/Testing Equipment**  
MOCVD, Dispenser, Die Bonder, Wire Bonder, Chip Mounter, Spectrum Detector, Taping & Coloring Machine, Trimming & Packaging Machine, Sorter, Tester, Test Handler

# Results from KOSIGN 2016

## KOSIGN 2016

November 17<sub>(Thu)</sub> - 20<sub>(Sun)</sub>, 2016 | Coex Hall A

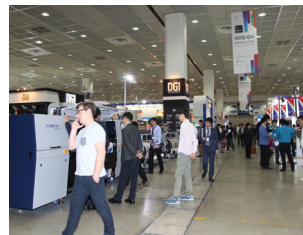
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### No. of Participating Companies & Booths

**108**      **543**

Companies

Booths



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### No. of Buyers

**13,511**

Total / Buyers

**12,730**

Domestic

**781**

Overseas



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### Survey Results

- **99%** of **buyers** expressed that they were satisfied with their **participation** at KOSIGN2016 Biz-matching Program
- **96%** of **buyers** expressed that they were **satisfied** with overall performance at KOSIGN2016
- **86%** of **exhibitors** expressed they would like to **participate again** in KOSIGN2017
- **93%** of **exhibitors** expressed that they were satisfied with **overall** performance at KOSIGN2016

# Participation Guideline



## Procedure to Participate

### Application Deadline

Early Bird Registration:  
July 21 (Fri.), 2017  
General Registration:  
September 29 (Fri.), 2017

### Down Payment

50% of the total  
booth fee

### Final Payment

Remaining 50% of the total  
booth fee cost  
+ additional utility fee

### Opening of

**KOSIGN**  
**2017**

November 16-19, 2017

### Application Submission

Submit application to the KOSIGN 2017 Secretariat via fax or email.

**Contact** T.+82.2.6000.8155 F.+82.2.6944.8302 E.kosign.info@coex.co.kr



## Booth Information

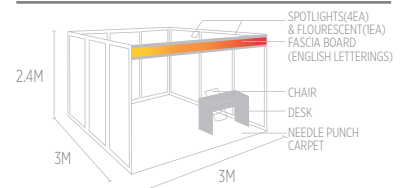
| Category  | Booth Type   | Booth Fee       |
|---|--------------|-----------------|
| Early Bird Registration<br>July 21 (Fri.), 2017   | Space Only   | USD 3,000/Booth |
| General Registration<br>September 29 (Fri.), 2017 | Shell Scheme | USD 3,400/Booth |
|   | Space Only   | USD 3,200/Booth |
|   | Shell Scheme | USD 3,600/Booth |



## Information on Utility Services

| Type        | Utility                             | Cost                                     | Notes  |
|-------------|-------------------------------------|--|--|
| Electricity | Single-Phase 220V                   | Daytime: USD 50/KW<br>24Hours: USD 70/KW | Frequency 60hz   |
|             | Triple-Phase 220V                   |  |  |
|             | Triple-Phase 380V                   |  |  |
| Telephone   | Domestic Line                       | USD50/EA                                 |  |
|             | International Line                  | USD200/EA                                |  |
|             | Wired Line                          | USD200/EA                                | LAN only (wireless LAN unavailable)  |
|             | Plumbing                            | USD200/EA                                |  |
|             | Compressed Air                      | USD200/EA                                |  |
|             | Participants<br>Registration System | USD200/EA                                | Visitor information is only<br>provided to companies that<br>install this system |

## Shell Scheme Booth Specifications



**1 Booth : 3m×3m = 9m<sup>2</sup>**  
(The maximum booth height is 4.5m)

## Minimum units for a space - only booth

Two or more (when applying for one booth,  
only shell-scheme booth is possible)

## Shell scheme booth specifications

- Booth size : 1m Width x 2.4m Height
- Fascia board : Company name + Booth number
- Flooring : Pytex
- Furniture : One Information desk, One chair
- Lighting : Three 100W lights,  
One 140W fluorescent lamp,  
One wall socket

**\*Note :** All extra power supplies require a  
separate application. Please see the Utility  
Service chart for the rates.

# Marketing & Promotion



## Special Offers for Exhibitors and Buyers

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### National Pavilion Package Benefits

Countries aiming to boost their exports can create an enhanced National Pavilion at the KOSIGN 2017.

All national trade promotion agencies and foreign embassies in Korea are eligible for National Pavilion Package benefits.

- **Booth fee discount** depending on the number of exhibitors at the pavilion (up to 20% discount)
- **Upgraded booth** - National flag and name of the Country will be integrated into the booth design
- **1:1 Biz-matching program** meeting arrangement for domestic and international buyers
- **One-stop service assistance** - Interpreter service, hotel and airfare arrangements
- **Free advertising** on official show website and in show directory
- **Free promotional opportunities** on e-newsletter distributed to 20,000 buyers

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### Buyer Delegation Program

Buyer groups of at least 10 members from international trade associations or government organizations can attend the KOSIGN show as part of an official delegation group and are eligible for benefits.

- **2 nights of accommodations** for delegation members at designated hotel
- Round trip **flight ticket** for one delegation representative (economy class)
- Personalized **letter of invitation** to accompany visa application
- **Interpreter Services** (English, Japanese, Chinese)
- **Buyer's Kit** (Show directory, Lunch coupon, Entrance badge)
- Pre-arranged **1:1 Biz-matching Program**

Specialized **1:1 Biz-matching Program** will optimize buyers' business opportunities through exclusive, pre-arranged meetings with exhibitors at the show. Buyers can be sure to gain the maximum benefits of attending KOSIGN through this tailor-made platform for commerce and trade.



## Buyer Marketing

### Marketing Process

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#### Overseas Marketing & Promotion

