

## Proposal for National Pavilion at **KOSIGN 2018** November 15<sup>th</sup> (Thu) – November 18<sup>th</sup> (Sun), 2018

Coex is the leading exhibition organizer in Korea, providing more than 20 years of experience while organizing more than 20 exhibitions annually. KOSIGN (The 26<sup>th</sup> 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 116 exhibitors, 499 booths and 11,773 trade buyers and the numbers are steadily growing. KOSIGN 2018 will be held from November 15<sup>th</sup> to 18<sup>th</sup> at Coex, Seoul, Korea.

As the organizer of KOSIGN 2018, 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

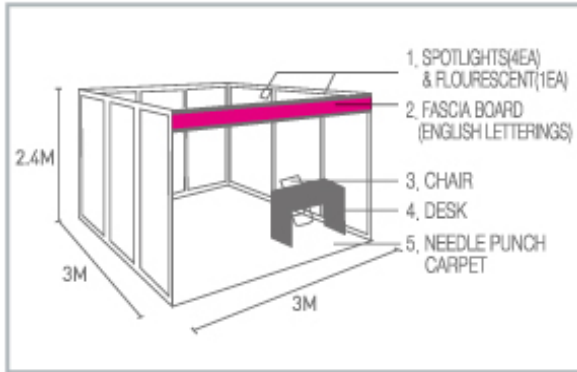
Booth Type	Scale	Discount Rate	Original Price	Discounted Price
<b>Schell Scheme</b> US \$3,600 / Booth	<b>6 Booths</b>	10%	US\$ 21,600	<b>US\$ 19,440</b>
	<b>10 Booths</b>	15%	US\$ 36,000	<b>US\$ 30,600</b>
<b>Space Only</b> US \$3,200 / Booth	<b>6 Booths</b>	10%	US\$ 19,200	<b>US\$ 17,280</b>
	<b>10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

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	- <b>National flag and name of the country</b> integrated into the booth design - 24 hour wired <b>Internet</b> provided - <b>Additional furniture</b> provided : 3 chairs and 1 round table - <b>One-Stop Service Assistance</b> : translation service, accommodation and city tour arrangements	
Privileges for 10 or more booths	- All of the above benefits included - <b>Airfare and 3 night's hotel accommodation</b> provided for the representative - <b>One promotional booth</b> provided	

**Basic Shell Scheme Booth Layout**



**Upgraded Booth Sample**



**2. National Pavilion Benefits**

- 1:1 Business Match Meeting Program for domestic buyers and exhibitors
- 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
- Online promotion through Kosign’s Facebook social media sites