

Proposal for Buyer Delegation Program at KOSIGN 2018

KOSIGN (The 26th 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 12,000 trade buyers from 11 countries and the numbers are steadily growing. KOSIGN 2018 will be held from November 15 to 18 at Coex, Seoul, Korea.

Coex would like to request your cooperation in attracting buyer participation to KOSIGN. This specialized 1:1 Biz-matching Program will optimize buyers' business opportunities through exclusive, pre-arranged meetings with domestic exhibitors at the show. Buyers can be sure to gain the maximum benefits of attending KOSIGN 2018 through this tailor-made platform for commerce and trade.

Buyer groups of at **least 10 members** from international trade associations or government organizations can attend KOSIGN as part of an official delegation group and are eligible for benefit as presented below:



Delegation Program Benefits	<ul style="list-style-type: none"> ◆ 2 nights of accommodations for delegation members at designated hotel ◆ Round trip flight ticket for the one delegation representative (1 economy class ticket for one person) ◆ Pre-arranged 1:1 biz-matching program with Korean suppliers ◆ Translation Services (English, Chinese, Japanese ⇄ Korean) ◆ Buyer Kit (show directory, lunch coupon, entrance badge) ◆ Access to VIP Lounge (Internet access, free refreshments) ◆ Arrangement and recommendation for the group to go on the Seoul City Tour (Expenses to be borne by individuals separately)
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*Any further changes will be announced by the Secretariat

KOSIGN 2017 Secretariat

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Korea International Sign & Design Show 2018

Dates	November 15 (Thursday) – 18 (Sunday), 2018
Venue	Coex Hall A (10,368m ²), Seoul, South Korea
History	KOSIGN is ranked as the foremost visual-focused show in Korea, featuring 700 booths set up by 200 companies and attracting more than 20,000 buyers from both Korea and overseas. Notably, the Good Sign Festival will coincide with the show, presenting the joint efforts between public and private sector to build beautiful and pleasant towns based on eco-friendly and green growth strategies
Organizers	Coex Co., Ltd Korea Outdoor Advertising Association Korea Digital Printing Equipment and Materials Industry Association
Sponsor	 Digital Graphics Inc.
Media Partner	 Pop Sign
Concurrent Shows	1) 1:1 Biz-Matching Program 2) Korea Sign Design Award 3) Digital Signage Conference
Website	www.kosignkorea.com

KOSIGN Exhibit Items

- ✧ Digital Printing
- ✧ Media & Ink
- ✧ Post-processing & Equipment
- ✧ Digital Input & Design, Digital Signage
- ✧ 3D Printing
- ✧ LED/Lightings
 - : LED/OLED Lighting Products & Systems, LED/OLED Lighting Application
- ✧ 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 Moulder, Spectrum Detector, Taping & Coloring Machine, Trimming & Packaging Machine, Sorter, Tester, Test Handler

Expected Statistics: 2018

20,000 Visitors

150 Exhibitors

550+ Total Booths

Past Statistics: 2017

11,733 Visitors

116 Exhibitors

499 Total Booths

Booth Fee

Type of Booth	Price	Notes
Space-Only	USD 3,000/Booth	Booth not included
Shell-Scheme	USD 3,400/Booth	Standard booth included

Target Audience

- ✧ Over 60% of visitors are from top management, including presidents, CEOs and middle-level managers
- ✧ About 6% of the visitors were Overseas Buyers and the majority of them were from countries such as Japan and China
- ✧ Asia, Europe and the Middle East were ranked as the top 3 regions that participated in KOSIGN

Overseas Exhibitor Campaign

✧ Overseas Trade Publications

- : Signs of the Times (USA)
- : ISM: International Sign Magazine (Europe)
- : POP Eye (Japan), Sign of Russia (Russia)
- : UAE Publications

✧ Digital Media

- : Official website at www.kosign.info in Korean, English, Chinese and Japanese
- : Registration of website at all major portals
- : Production and distribution of Online Exhibitor Catalog and Advertisement
- : Newsletter distribution

✧ SNS Update

- : Twitter: https://twitter.com/kosign_coex
- : LinkedIn: <https://www.linkedin.com/groups/7055525>
- : Facebook: <https://www.facebook.com/pages/Kosign-Korea/486769468072049?fref=ts>

❖ **Organizers Participate in All Significant Industry Shows**

- : D·PES Digital Printer & Engravers & Signage Expo (February/China)
- : Beijing Sign Show (April/China)
- : Sign China (March/China)
- : China Sign Expo (May/China)
- : Shanghai International AD & Sign Technology & Equipment Exhibition (July/China)
- : Taiwan International Sign & LED Expo (April/Taiwan)
- : Vietnam International Advertising Equipment & Technology Exhibition (August/Vietnam)
- : Sign & Graphic Imaging Middle East (January/Dubai, U.A.E)
- : Japan Shop (March/Japan)
- : IPMEX Malaysia (October/Malaysia)
- : Reklama Polygraf (May/Czech)
- : The Media Expo New Delhi (July/India)
- : The LED Expo Thailand (May/Thailand)
- : Serigrafia SIGN Future TEXTIL (July/Argentina)
- : SGIA (October/Las Vegas, USA)
- : International Sign Expo (April/Orlando, USA)
- : VISCOM (September, October, November/Germany, France, Italy)
- : FESPA Digital Printing (June/Munich, Germany)

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