

Booths Participation Guidelines

01

Submit application

Submit your application via email (sipremium.info@coex.co.kr)

02

Send down payment

Send 50% of the total booth cost within 1 week of application submission

03

Send final payment

Send remaining 50% of the total booth cost and additional utility fees

04

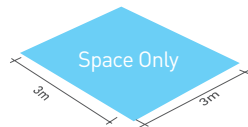
Opening of Sourcing Fair 2019 Fall
September 26 - 28, 2019

Booth Fees and Deadlines

Deadline	Booth type	Unit Price
Early Bird Registration (July 12, 2019)	Space Only	USD 2,430
	Shell Scheme	USD 2,790
General Registration (August 16, 2019)	Space Only	USD 2,700
	Shell Scheme	USD 3,060
Corner Booth (Option)	Two Sides open	USD 300

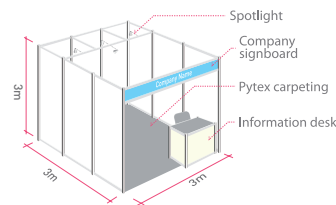
* All foreign companies are required to pay VAT according to Korean Value-Added Tax Act

Booth Specifications



Space Only

- * "Space-only" consists of only the allotted exhibition space in the exhibition hall.
- * Exhibitors selecting Space-only must use one of the Coex's recommended service contractors to construct their own custom booth.



Shell Scheme

- * Company fascia board :
Company name in English with booth number
- * Pytex flooring
- * Furniture : 1 information desk, 1 chair
- * 2 spotlights / 1KW electricity / 1 outlet
- * Wall : Black color

Sourcing Fair 2020 Show Information

Dates	April 2 - 4, 2020
Venue	Coex Hall C, Seoul, South Korea (10,348sqm)
Expected Scale	450 Exhibitors, 500 Booths
Organizer	Coex Co.,Ltd., Institution of Convention & Exhibition Management (ICEM)

SOURCING FAIR 2019 Fall

September 26 - 28, 2019 | Coex Hall D

Gift

Living

Beauty

Smart

Show Overview

Title | Sourcing Fair 2019 Fall

Venue | Coex Hall D, Seoul, South Korea

Dates | September 26 -28, 2019

Expected Scale | 300 Exhibitors, 350 Booths, 12,000 Buyers

Organizer | Coex Co.,Ltd., Institution of Convention & Exhibition Management (ICEM)

Approved by |



Exhibit Items



Gift

Corporate promotional materials
High-end gifts
Office supplies
Packaging supplies
Souvenirs
Award plaques



Living

Interior design items
Interior accessories
Living products
Lifestyle products



Beauty

Aesthetic products
Hairdressing, Beauty tools
Aesthetic devices
Fashion products



Smart

Smart living products
Peripheral mobile devices
Peripheral computer devices
Electronic devices

Marketing & Promotion

National Pavilion Package Benefits

- National flag and name of the country integrated into the fascia board
- Interpreter service
- Guarantee of 3 business meetings with domestic buyers
- Ceiling banner to promote National Pavilion Booths
- Complimentary accommodation for one delegation

Buyers Delegation Program Benefits

- Pre-arranged 1:1 Biz-Matching Program
- One-round-trip-flight for one delegation group representative
- Complimentary accommodation
- Interpreter services
- Access to Buyer Lounge
- Buyer Kit
- Welcome lunch

Sourcing Fair 2018 Results (Spring / Fall event)

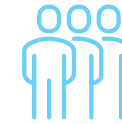


631

Exhibitors

829

Booths



20,846

Buyers

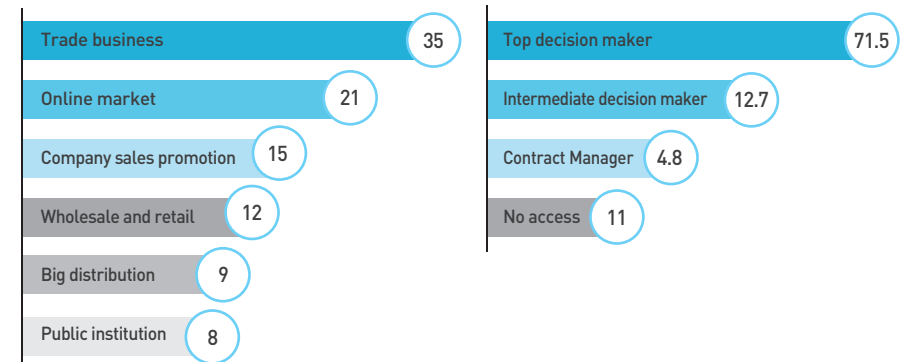


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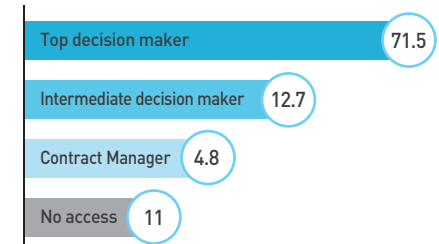
ROI
(Return on Investment)

2018 Buyer Profile

Industrial Classification



Power of Decision Making



1:1 Biz-matching Program



1,069

The Number of Contract



16,409,351 \$

Contract Performance

Participants can engage in business consultations on distribution/store opening possibilities with buyers matched in advance through the 1-on-1 Biz-matching program.



2018 Major Buyer List

- Department Store : NC, Lotte, Shinsegae, Hyundai
- Home Shopping : GS, NS, Gongyoung, Lotte, Hyundai
- Speciality Mall : AK, Hottracks, Daiso, Dreamdepot, Himart, Linko, Artbox, Alpha, Maepyo, Enter6, Danawa
- Social Commerce : Interpark, MakersKakao, Coupang, Tmon
- Purchasing Department : CJ CGV, CJ ENM, Lotteconf, Bullsone, Samsungcnt, Samsungwelstory, Amorepacific
- Others : Lotte Mart, E-mart, SM Duty free shop, Pierrot Shopping, Eland, K Shopping, Post office Shopping