

Proposal for National Pavilion at Seoul International Sourcing Fair 2018

March 7 (Thu.) – March 10 (Sun.), 2018

The 28th Seoul Int'l Sourcing Fair is one of the biggest sourcing fair on sales promotion items, gift and houseware in South Korea. It was approved by the UFI international trade show in 2009, and the 2017 show was attended by 432 exhibitors from 10 countries and the numbers are steadily growing.

As the organizer of Seoul Int'l Sourcing Fair, 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 **only** when more than 54sqm (6 booths) is taken. Opportunities presented through this package are as follows.

1. Special Booth Package

Booth Type	Scale	Discount Rate	Original Price	Discounted Price
Schell Scheme USD \$3,400 / Booth	6 Booths	10%	US\$ 20,400	US\$ 18,360
	10 Booths	15%	US\$ 34,000	US\$ 28,900
	20 Booths	20%	US\$ 68,000	US\$ 54,400
Space Only USD \$3,000 / Booth	6 Booths	10%	US\$ 18,000	US\$ 16,200
	10 Booths	15%	US\$ 30,000	US\$ 25,500
	20 Booths	20%	US\$ 60,000	US\$ 48,000

*1 Booth = 3m x 3m = 9sqm

*Booth Specifications & Additional Privileges

	Shell Scheme	Space Only
Basic Specification	- Company fascia board with booth number - Pytex flooring - One info desk and a chair - 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 (1) - One-stop Service : interpreter, accommodation and city tour arrangements	
Privileges for 10 or more booths	- All of the above benefits included - 5 night's hotel accommodation provided for the representative	

2. National Pavilion Benefits

- 1:1 Business Match Meeting Program for domestic buyers and exhibitors
- Free web banner uploaded on the SIPREMIUM official website
- One full page (color) advertorial in official show directory
- One full page press release distributed online
- Promotional article on official e-newsletter distributed to 100,000 buyers