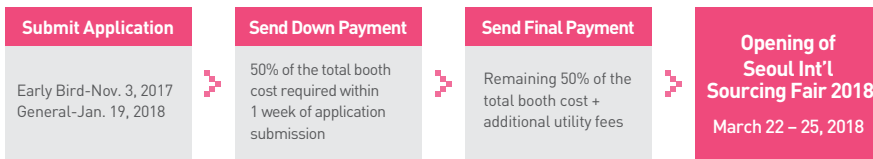


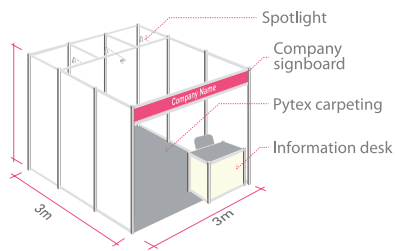
## Participation Guidelines



### Booth Fees and Deadlines

Category	Booth Type	Unit Price
Early Bird Registration (Due Nov. 3, 2017)	Space Only	USD 2,700
	Shell Scheme	USD 3,100
General Registration (Due Jan. 19, 2018)	Space Only	USD 3,000
	Shell Scheme	USD 3,400

※ Minimum units for a Space Only Booth : Two or more booths  
 ※ Corner booth (two sides open): USD 300 additional charge



**Shell Scheme Booth (3m x 3m = 9m²)**  
 - Booth sides: 1width x 2.4m height  
 - Company Signboard: Company Name (English) & Booth Number  
 - Flooring: Needle punch carpet  
 - Lighting: 3 spotlights(100w)+1 fluorescent lamp (40w)  
 +1 wall socket

Note : Any additional power supplies or utilities are separate.

Submit application to Seoul Int'l Sourcing Fair 2018 Secretariat via fax or email.

**Fax.** +82-2-6944-8302 **Email.** sipremium.info@coex.co.kr

## Marketing & Promotion

### National Pavilion Package Benefits

Coex offers the 'National Pavilion Package' - a tailor-made program for all trade agencies and organizations. The benefits include booth fee discounts, upgraded booths, 1:1 Business Matching Program, free promotional opportunities and more.

### Buyer Delegation Program Benefits

In order to provide convenient visitation for groups of buyers from international trade associations or organizations, Coex offers tailored services to delegation groups of 10 or more participants. The official delegation group may receive complimentary accommodation, 1:1 Business Matching Program, one round trip flight for the one delegation head, and more.

### Seoul International Sourcing Fair 2018 Secretariat

T. 82-2-6000-8126 F. 82-2-6944-8302 E. sipremium.info@coex.co.kr W. www.sipremiumseoul.com



## The 28th Seoul International Sourcing Fair

March 22-25, 2018 | Coex Halls A&B1, Seoul, Korea

## Show Overview

**Title** | The 28<sup>th</sup> Seoul International Sourcing Fair (Abbreviation: SIPREMIUM 2018)

**Venue** | Coex Halls A&B1(14,013m<sup>2</sup>), Seoul, South Korea

**Dates** | March 22<sup>nd</sup> (Thu) – March 25<sup>th</sup> (Sun), 2018

**Expected Scale** | 550 Companies, 700 Booths, 20,000 Buyers

**Organizer** | Coex Co., Ltd.

**Sponsored by** | Ministry of Trade, Industry and Energy, Korea International Trade Association (KITA), Small & Medium Business Corporation, Incheon Metropolitan City, Gangnam-gu District Office, Korea Exhibition Company (KOECO)

**Approved by** | UFI, MOTIE (Ministry of Trade, Industry and Energy)

**Concurrent Events** | 1:1 Biz-Matching Programs for overseas and domestic exhibitors

## Exhibit Items



### Sales Promotion & Gift Items

**Business Gift** (card wallet, money clip, fountain pen, notebook, laser pointers), **Promotion Gift** (key chain, bags, magnets, water tissue), **Plaque** (trophies, insignia, medal)



### Stationery & Office Supplies

**High-end and general stationery** (diaries, notebooks, luxury writing instruments, sticky notes, writing pads), **Office Supplies** (binders, business card holder/cases, desk organizers), **Designed Stationery** (stamps, stickers, cards, character goods)



### Smart IT

**Smartphone Accessories** (protective films, cases, pedestal kit, waterproof packs), **Computer Accessories** (USB, input devices, UV Printer, 3D Printer, portable audio speakers)



### Kitchenware & Home Appliance

Food storage Items, insulating containers, cooking utensil, tableware, small appliance, kitchen appliance, bathroom supplies



### Living & Home Interior

**Living and Bathroom products** (storage appliances, clocks, lightings, cleaning supplies, toiletries, towels, oral care, soap, cleaning products, non-slip items), **Interior Decoration Accessories** (wall paper, cushions, pillows, bedding, mats, carpets, mirrors, frames, ceramic art, fragrance products)



### Beauty & Cosmetics

**Cosmetics and Beauty supplies** (functional cosmetics, organic cosmetics, perfumes, facial masks, beauty hair styling equipment, nail care, mirrors), **Hair Products** (hair accessories and appliances, scalp care products, hair regrowth treatment, wigs), **Aromatherapy Products** (candle, bath foam soap, fragrances, functional aroma products)



### Fashion & Accessories

Umbrella, scarf, customized apparel, wallets, jewelry, leather goods, DIY products, wood craft, metal craft, pottery



### Health & Leisure

**Sports Goods** (sportswear, fitness goods, hats, sunglasses, tumblers), **Home Medical Devices** (far-infrared rays treatment device, anion equipment), **Food and Health Supplements** (nutrition supplements, herbal products, diet food, snacks)

## Results from Seoul Int'l Sourcing Fair 2017

**Title** | The 27<sup>th</sup> Seoul International Sourcing Fair (SIPREMIUM 2017)

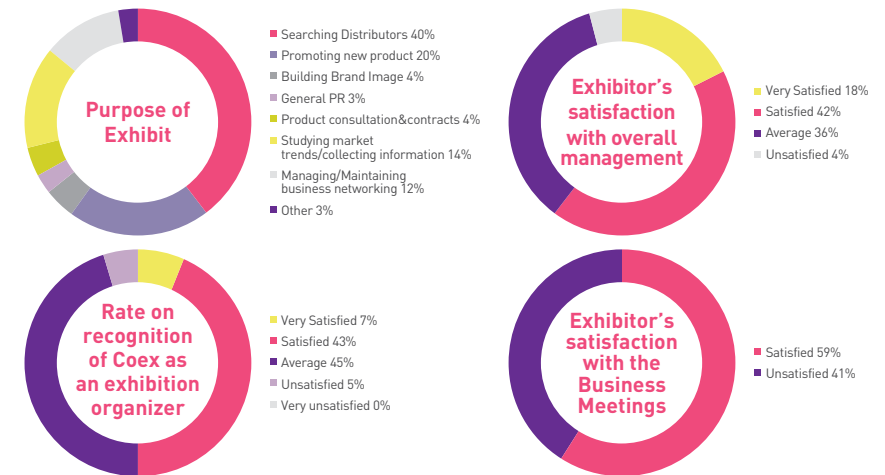
**Venue** | Coex Hall A (10,368m<sup>2</sup>) Seoul, South Korea

**Dates** | March 23<sup>rd</sup> (Thu) – March 26<sup>th</sup> (Sun), 2017

**Scale** | 400 Companies (81 overseas), 500 Booths (86 overseas), 10 countries  
17,550 Visitors (1,340 international), 17 Countries

## Exhibitors Analysis

Overseas Exhibitors: 81 Companies, 86 Booths, 9 countries

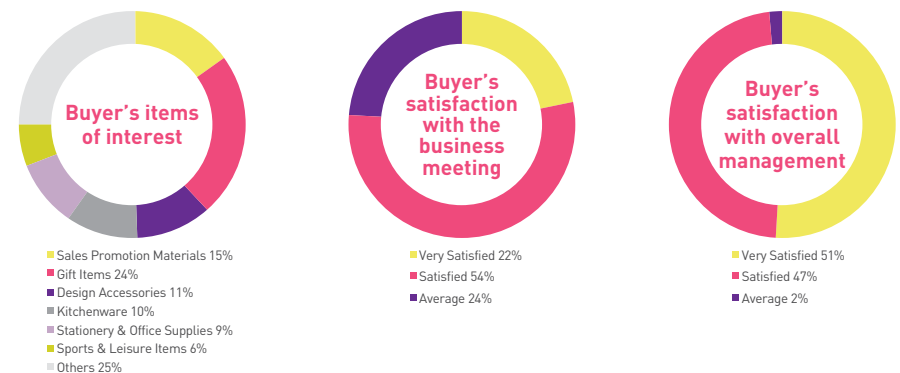


## Visitors Analysis

Total Visitors 17,550 Domestic 16,210 Overseas 1,340

## 1:1 Biz-Matching Program Results : Overseas Buyers with Korean Suppliers

17 Countries 58 Companies 85 Hosted Buyers 871 Meetings



## Korean MD Meetings with both Korean and Overseas Suppliers

60 Korean MDs 30 companies 600 meetings

