K-Festival
2017
6.15 Thu - 17 Sat
COEX Hall C
www.kfef.co.kr
# The 5th Korea Festival Fair (K-Festival 2017)

## Exhibition Outline

<table>
<thead>
<tr>
<th>Title</th>
<th>The 5th Korea Festival Fair (K-Festival 2017)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Period</td>
<td>15th (Thur) ~ 17th (Sat) June 2017, For 3 Days / 10:00 ~ 17:00</td>
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<tr>
<td>Venue</td>
<td>Hall C, COEX</td>
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<tr>
<td>Hosted by</td>
<td>The Dong-A Ilbo, Channel A, Dongin&amp;com</td>
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<tr>
<td>Organized by</td>
<td>Dongin Expo, Korea Festival Forum</td>
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<tr>
<td>Estimate</td>
<td>33,000 Visitors</td>
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</tbody>
</table>

## What Do We Have

### Festival Promotion Pavilion
- International Mega Festival and Event Promotion Pavilion
  - Cultural tourism festival, local government festival, inhabitants Initiative village festival, art culture festival, ecological nature festival, traditional ethnology/history festival, speciality festival, concert/industry/sports festival etc.
  - Culture event, industry event, sports event, mega event etc.

### Event Industry Pavilion
- Event Planning, equipments, event supplies maker and renter pavilion
  - Festival/event planning production company, temporary agency etc.
  - Stage/acoustics, relay video/lighting/FX making/direction rent and generator truck system company
  - Printing, promotional material, uniform, sculpture planning and producing company
  - Comprehensive renter company of translation device, event operation product portable toilet etc.
  - Tent, ceremonial cars, outdoor event supplies, equipment producing and renter company
  - Participatory playground equipment, air bounce, ceremonial furniture, video vehicle making and renter company
  - Others related festival/event producing and renter company

### Performance Contents Pavilion
- Performance planning, management, artist (singer, actor etc.) liaison agency promotion pavilion
  - Director of festival and event planning and directing
  - Musical concert group, dance performance group, traditional art performance group, MC, performance (horn, magic, parade, Laser performer, bubble etc.) group
  - Performance planning, management, artist liaison agent etc.

### Festival Information Pavilion
- International festival information, travel agency, resorts, car rent, related media information pavilion
  - Festival related newspaper and books publication
  - Festival region car rent company
  - Festival merchandise selling company, accommodation / leisure facility and town

### Festival Merchandise Pavilion
- Festival related travel goods, experience coupon onsite or pre-selling pavilion
  - Festival related tourism goods selling travel agency
  - Festival pre-selling ticket market
  - Festival specialty

### Special Stage
- Variety events and concert showcase of festival performer, live event and lecture etc.

*The final result will be based on the actual situation*

## Unit Event

### Official Event
- Opening Ceremony
- Network Dinner
- Awards Ceremony

### Special Event
- The 5th Asia Festival Forum
- New Technical Presentation of Festival Industry
- Festival Concert

*The final result will be based on the actual situation*
All about Festival!

Improve the quality of local festival industry and giving a direction of new culture industry through communicating with event industry.

**Performance Content Pavilion**
Creative development of culture and art and vitalization of performance distribution.

**Festival Promotion Pavilion**
Review of domestic and foreign festival value through festival promotion and festival industry networking.

**Event Industry Pavilion**
Strengthen specialty event market and create business through mutual communication.

**Participant Benefit**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Publish Special Press Report</td>
</tr>
<tr>
<td>02</td>
<td>SNS Promotion</td>
</tr>
<tr>
<td>03</td>
<td>Newsletter Promotion</td>
</tr>
<tr>
<td>04</td>
<td>Supporters Promotion</td>
</tr>
<tr>
<td>05</td>
<td>Support for Communication of Festival Industry</td>
</tr>
<tr>
<td>06</td>
<td>Support for Onsite Event</td>
</tr>
</tbody>
</table>

* Please refer to the final negotiation result
**K-Festival 2016**

**Result of Presentation**

**Category of Exhibitor**
- Performance content: 45.6%
- Event industry: 36.1%
- Others: 18.3%

**Intention of Participation**
- Promote the festival: 44.7%
- Promote the specialty: 4.4%
- Expand new network: 15.6%
- Creation new business: 20.2%
- Others: 4.4%

**Intention of Visitor**
- Collect the related festival information: 28.8%
- Experience the festival: 26.8%
- Market research: 10.7%
- Business-match meeting: 2.8%
- Attend the seminar and conference: 2.1%
- Exhibit in next show: 1.8%

**Year Visitors/Day**
- 2013: 5,021
- 2014: 7,918
- 2015: 8,181
- 2016: 10,666
- 2017: 70%

**Leading Exhibitors**

- 2017 Estimated Numbers
  - 280 Booths
  - 33,000 Visitors

**K-Festival 2016**

**Exhibition Performance**

**K-Festival 2016**

**Result of Presentation**
**Booth Application Guide**

**Application Deadline**

- *Registration closed if the booth sold out*
  - 1st Early-bird: Until 2017.2.28 Tuesday
  - 2nd Early-bird: Until 2017.4.30 Sunday
  - General Apply: Until 2017.6.7 Wednesday

**Application Process**

- Please email or FAX the booth application/business license to the organizer
- Receive the invoice from the organizer
- Payment terms will be 7 days from receipt of valid invoice (50% of entrance fee)
- Apply the booth facility and pay off the rent until 2017.6.8 Wednesday

**Application Fee**

<table>
<thead>
<tr>
<th>Booth Category</th>
<th>Fee</th>
<th>* Exclude the VAT, 1 booth (3m X 3m) standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Booth</td>
<td>$2,500.00/9m²</td>
<td></td>
</tr>
<tr>
<td>Premium Booth (More than 2 booths)</td>
<td>$2,800.00/9m²</td>
<td></td>
</tr>
<tr>
<td>Space Only (More than 4 booths)</td>
<td>$2,000.00/9m²</td>
<td></td>
</tr>
<tr>
<td><strong>Performance Content Pavilion, Standard Booth</strong></td>
<td>$500.00/per day</td>
<td></td>
</tr>
</tbody>
</table>

**Discount Policy**

- *Only discount for once, suitable in space only booth*
  - Early Bird Discount
    - 1st until 28th February 2017: 20%
    - 2nd until 30th April 2017: 15%
  - All Year Discount
    - The 4th Korea Festival Fair exhibits: 10%
  - Space Discount
    - Apply more than 4 booths: 10%

**Bank Account**

INDUSTRIAL BANK OF KOREA 412-017602-01-011

Account holder: Dongin Expo

For any exhibit inquiries, please contact us

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“Korea Festival Fair”

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