

Since 2018



AI EXPO KOREA

2024 국제인공지능대전

May 1(Wed) - 3(Fri), 2024 COEX, SEOUL

Participation Guide

AI EXPO KOREA Secretariat

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1. Participation Guide

Procedure

Step 1	Step 2	Step 3	Step 4	Step 5
Online registration or submit an application form by email	50% of the total participation fee should be paid within 7 days upon submission of the application form	Make the payment of the participation fee balance by February 29, 2024	Submit the exhibitor utility forms & all balances must be paid by April 5, 2024	The opening day of AI EXPO KOREA May 1-3, 2024

Stand option (VAT excluded)

* Due to the organizers' circumstances, the design and the fee of the booth can be changed

Type		Fee(USD)	Provision details
Space only	3m×3m=9m ²	3,200	Minimum requirement of raw space is 18m ² 
	4m×3m=12m ²	4,200	
Shell scheme	3m×3m=9m ²	3,500	1 desk+1 chair(1set) per exhibitor, spotlights, two-way socket, 1kw electric power, stand partitions, fascia board, floor covering 
	4m×3m=12m ²	4,600	
Special package	4m×3m=12m ² Type A/B	6,500	  「4×3 Type A」 「4×3 Type B」 1 desk+1 chair(1set) per booth, spotlights, two-way socket, 1kw electric power, block system, fascia board, floor covering, internal banner (Monitor not provided, additional application available)
Sponsorship programs	Vary by programs		Seminar sessions, on/off-line marketing promotions, etc. More details at aiexpo.co.kr

EXPORT VOUCHER



AI EXPO KOREA is an international certification exhibition.

Payment

Beneficiary	Bank name & Account number
SeoulMESSE Co., Ltd.	Wooribank 1081-800-310826 (Swift Code: HVBKCRSE)

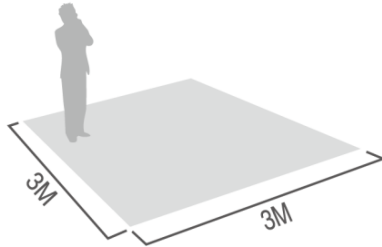
Inquiry

AI EXPO KOREA 2024 Secretariat | sales@aiexpo.co.kr

SeoulMESSE +82-2-2284-0024

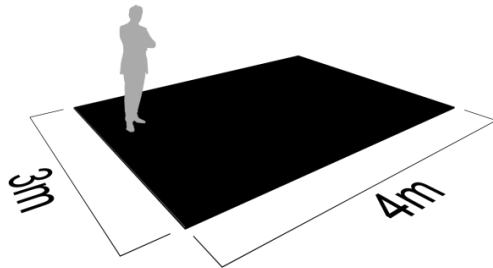
2. Raw Space

2-1. Raw space 3m X 3m (Space only)



Fee: 3,200 USD/booth

2-2. Raw space 4m X 3m (Space only)



Fee: 4,200 USD/booth

Booth construction

- Minimum requirement of raw space is 18m²
- Select a separate construction company to construct the booth (COEX partner)

Characteristic

- Participating companies can construct customized booths in the desired design format
 - Premium zone placement when applying for sponsorship and 6 or more booths (contact the secretariat)
-

3. Shell Scheme

3-1. Shell scheme 3m X 3m



Fee: 3,500 USD/booth

3-2. Shell scheme 4m X 3m



Fee: 4,600 USD/booth

Booth construction

- Booth with a reasonable price compared to the area
- Includes basic utilities(table, chair, electric power, spotlights, etc.)

Characteristic

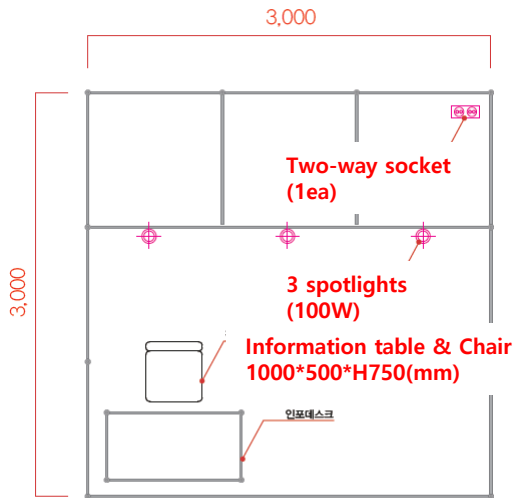
- Utilize the booth wall by attaching banners, calligraphy banners, etc.
 - Companies that need additional installations and furniture should refer to the catalog and application form on AI EXPO website
-

3. Shell Scheme

3-3. Shell scheme 3m X 3m booths include the following items

- Back & Sidewalls
- Floor Covering (Fire-protection carpet)
- Fascia board with company name & booth number
- 3 spotlights(100W)
- Two-way socket (1ea)
- Information table (1ea) & Chair (1ea)
- Power supply to 1 kW

* Companies that require furniture and equipment other than those provided as standard must apply for additional facilities during the auxiliary facility period.



▲ TOP VIEW



▲ 인포데스크
* size: 1,000x500x(h)750mm

▲ FORNT VIEW

Fascia board with company name & booth number
2930*750(mm)



▲ SIDE VIEW

* This draft is based on two-side opening. When assigned as front page open, it may differ from the image.

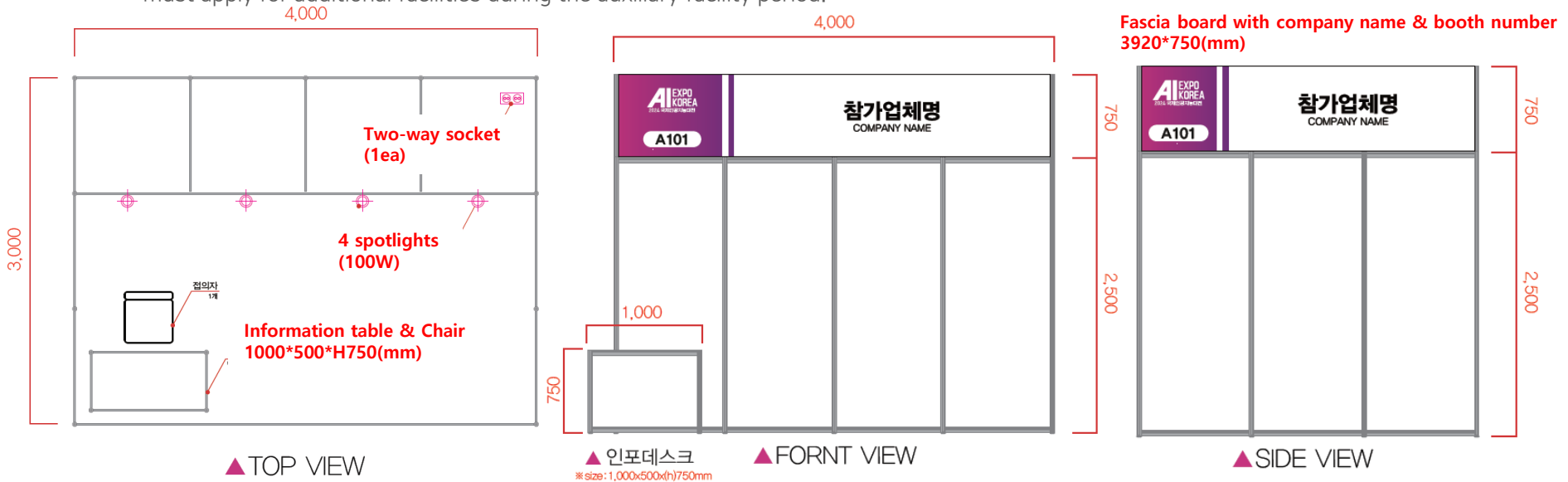
* The signage design may change in the future, and the basic provisions may also change depending on the organizer's circumstances.

3. Shell Scheme

3-3. Shell scheme 4m X 3m booths include the following items

- Back & Sidewalls
- Floor Covering (Fire-protection carpet)
- Fascia board with company name & booth number
- 4 spotlights(100W)
- Two-way socket (1ea)
- Information table (1ea) & Chair (1ea)
- Power supply to 1 kW

* Companies that require furniture and equipment other than those provided as standard must apply for additional facilities during the auxiliary facility period.



* This draft is based on two-side opening. When assigned as front page open, it may differ from the image.

* The signage design may change in the future, and the basic provisions may also change depending on the organizer's circumstances.

4. Special Package

Special Package booth
Spacious and differentiated custom booth !

Special package booth design and details are subject to change depending on the organizer's circumstances.
Please note that the amount may also change accordingly.

4m X 3m Type A



4m X 3m Type B



* This draft is based on a 3-side open format. It may differ from the image depending on booth allocation.

4. Special Package

4-1. Special package 4m X 3m booth



Fee: 6,500 USD/booth



Fee: 6,500 USD/booth

Booth construction

- Includes basic utilities(table, chair, electric power, spotlights, etc.)
- Monitor is not provided in the special package booth

Characteristic

- Spacious and differentiated custom booth at reasonable price
 - Large lighting Graphic (Backwall image)
-

* The booth design and details provided above may change depending on the organizer's circumstances, and the amount may also change accordingly.

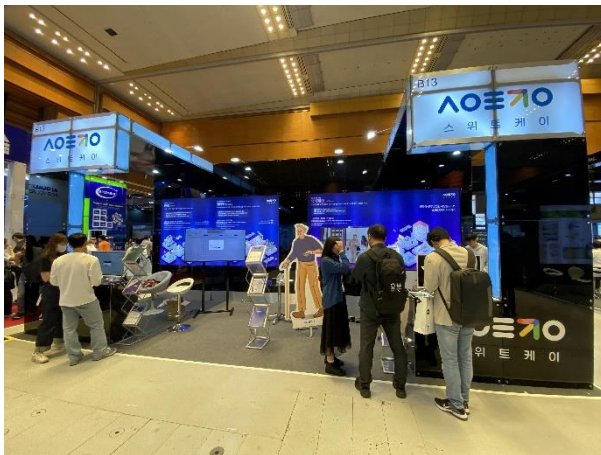
4. Special Package

4-1. Special package 4m X 3m booth

■ Type A 1 booth



■ Type A 2 booths



* Apply more than 2 booths, please contact the secretariat
* It may be placed in a different configuration than the image above

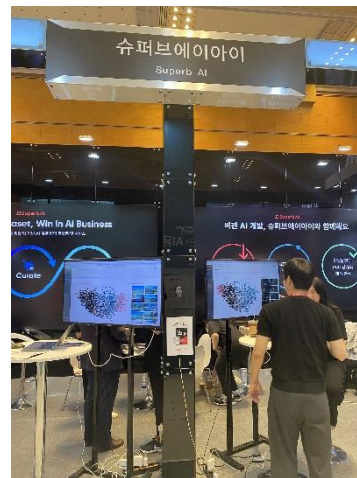
4. Special Package

4-1. Special package 4m X 3m booth

■ Type B 1 booth



■ Type B 2 booths



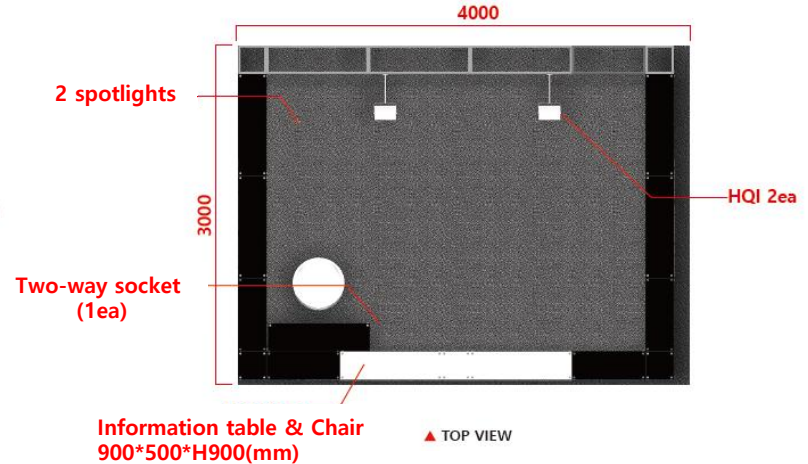
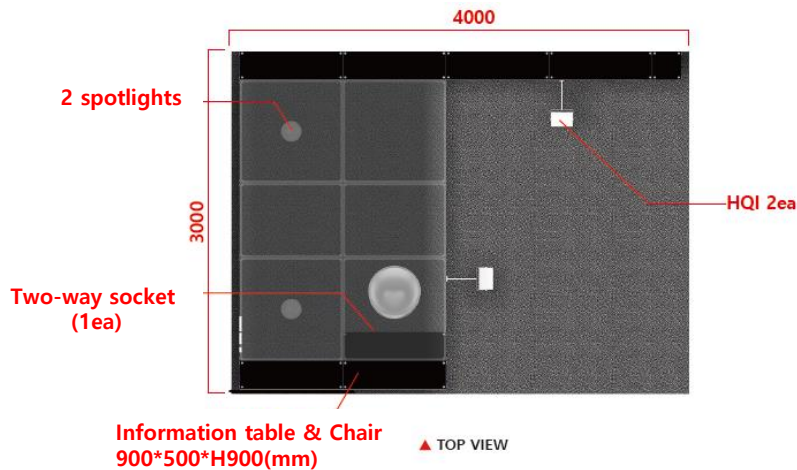
* Apply more than 2 booths, please contact the secretariat
* It may be placed in a different configuration than the image above

4. Special Package

4-2. Special package 4m X 3m (A/B Type) booths include the following items

- | | |
|--|--|
| <ul style="list-style-type: none">- Monitor is not provided in the special package booth- Back & Sidewalls- Floor Covering (Fire-protection carpet)- The lighting sign with company name & booth number | <ul style="list-style-type: none">- Lighting graphic + glass finish- Two-way socket (1ea)- Information table (1ea) & Chair (1ea)- Power supply to 1 kW. |
|--|--|

* Companies that require furniture and equipment other than those provided as standard must apply for additional facilities during the auxiliary facility period.



* Type A(Left), Type B(Right) example

* It may be placed in a different configuration than the image above

5. Sponsorship Program

Sponsorship Program

Gain high-value exposure and prominent recognition in Korea

Sponsorship programs are classified into Level 1 and Level 2.
If you wish to participate in Level 2 (Sponsor), please contact the secretariat.

Sponsorship details and detailed provisions for each program may change depending on the circumstances of the organizer.
Please note that the amount may also change accordingly.

Sponsorship program details and details provided may change depending on the circumstances of the organizer, and the participation fee may also change accordingly.

SPONSORSHIP PROGRAM

Gain high-value exposure and prominent recognition in Korea

Level 1
All Exhibitors
can apply

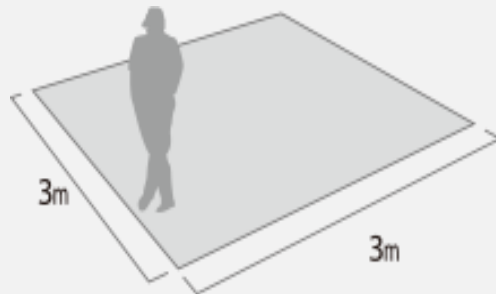
Level 2
Only Sponsors
can apply

Program type	Platinum	Gold	Silver	Bronze
3*3 Booth space	10 booths	6 booths	4 booths	4 booths
Seminar session 50min	●	●	-	-
Logo exposure on Website	●	●	●	●
Advertisement on Newsletter	4 times	2 times	1 time	-
Logo exposure on mobile invitation tickets	●	●	●	●
Advertisement on online directory	●	●	●	-
Hanging banner	●	●	●	●
Logo exposure on digital media and entrance board	●	●	●	●
Logo exposure on booth layout	●	●	●	●
Booth visitor DB-scanner	4 Scanners	2 Scanners	1 Scanner	-
PVC floor banner	●	●	●	-
Placement of promotional material at the Lobby	●	●	●	-
Logo exposure on registration booth	●	●	●	-
Logo exposure on visitor badges	●	●	-	-
Event booth(at Lobby)	●	-	-	-
Advertisement on the back of visitor badges	●	-	-	-
Dedicated registration booth	●	-	-	-
Logo exposure on visitor badge lanyards	●	-	-	-
Total Fee (USD)	60,000	30,000	20,000	15,000

Sponsorship Program (Level 1)

1. 3*3 Booth space

- 3mX3m Raw space 4~10 booths (space only)
- Booth construction is not included
- **Fee: 3,200 USD per booth**



2. Seminar session 50min

- Company and product PR seminar
- Venue: COEX Seminar Room (outside the exhibition hall, to be notified later)
- Participants: buyers, industry officials, etc
- Provided details: 50-minute seminar session provided during the exhibition period (Session schedule will be assigned later)
- **Fee: 3,000 USD**

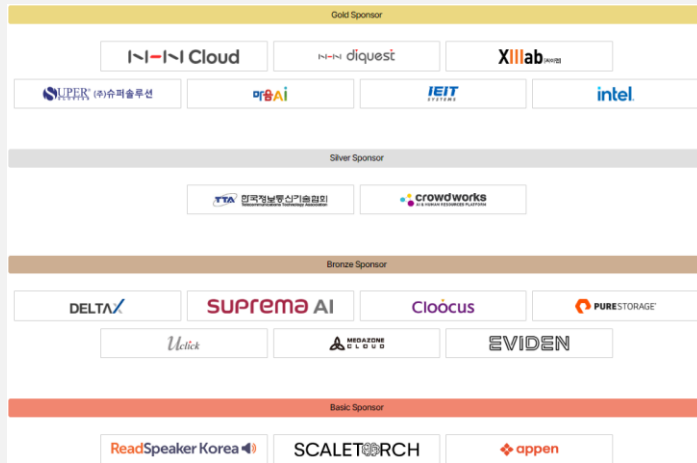


Sponsorship Program (Level 1)

3. Logo exposure on Website

- Logo exposure on website
(www.aiexpo.co.kr)

- Fee: 1,000 USD

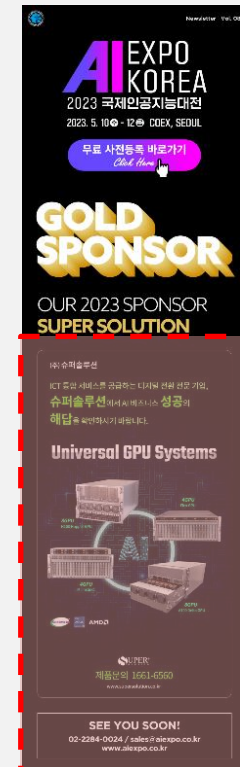


4. Advertisement on Newsletter

- Mailing to about 100,000 related DBs

- Top: AI EXPO KOREA Banner (Organizer Design)
Bottom: Exhibitor content (Exhibitor-provided design)

- Fee : 1,700 USD per time



Sponsorship Program (Level 1)

5. Logo exposure on mobile invitation tickets

- Mobile invitations for clients/attendees
(Logo exposure)

- Fee: 1,000 USD

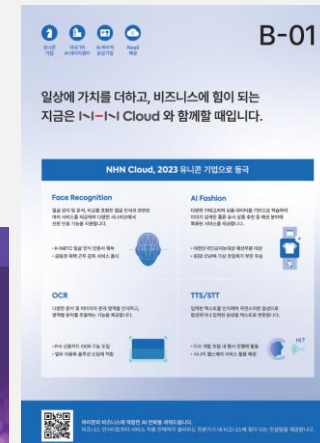


6. Advertisement on online directory

- Online Show Guide for show attendees
Exhibitor ad exposure

- Size to be announced(Exhibitor provide designs)

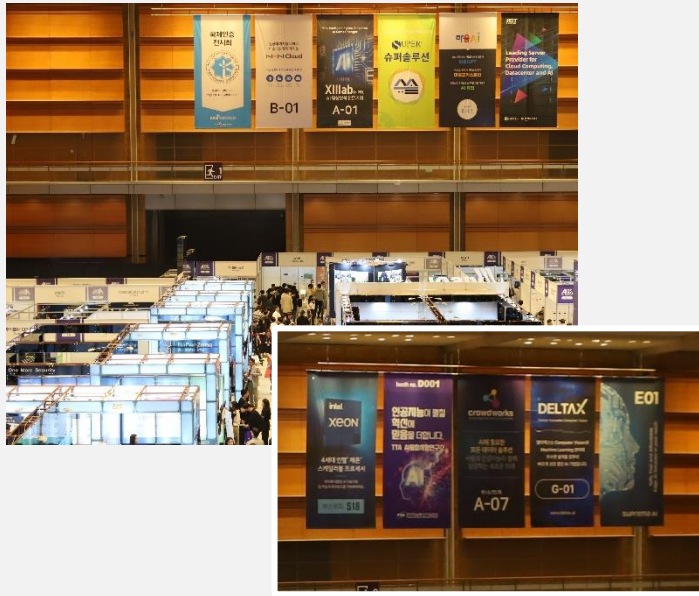
- Fee: 1,500 USD



Sponsorship Program (Level 1)

7. Hanging banner

- Hanging banners in the Exhibit Hall
- Location/Size to be announced (Exhibitor provide designs)
- Fee: 1,000 USD



8. Logo exposure on digital media & entrance board

- Logo exposure on digital media & entrance board
- Fee: 1,000 USD



Sponsorship Program (Level 1)

9. Logo exposure on booth layout

- Logo exposure on booth layout entrance boards, Show Guide and website

- Fee: 1,000 USD



10. Booth visitor DB-scanner

- Mobile scanners (1~4 provided depending on sponsorship type)
- Booth visitor DB available 4 business days after the show ends


- Fee: 300 USD



Sponsorship Program (Level 2)


11. PVC floor banner

- PVC floor banner
- Size and Design to be announced
- Fee: 500 USD




12. Placement of promotional material at the Lobby

- Placement of promotional material at the Lobby
- Fee: 1,000 USD



13. Logo exposure on registration booth

- Registration Booths at the Exhibit Hall Entrance
- Fee: 2,000 USD

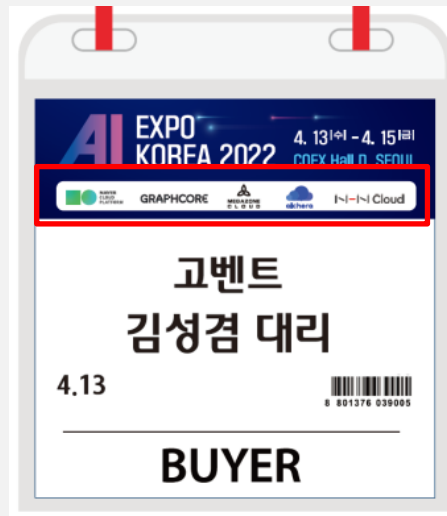


Sponsorship Program (Level 2)

14. Logo exposure on visitor badges

- Logo exposure on visitor badges

- Fee: 3,000 USD



15. Event booth(at Lobby)

- At Lobby(Location to be determined)

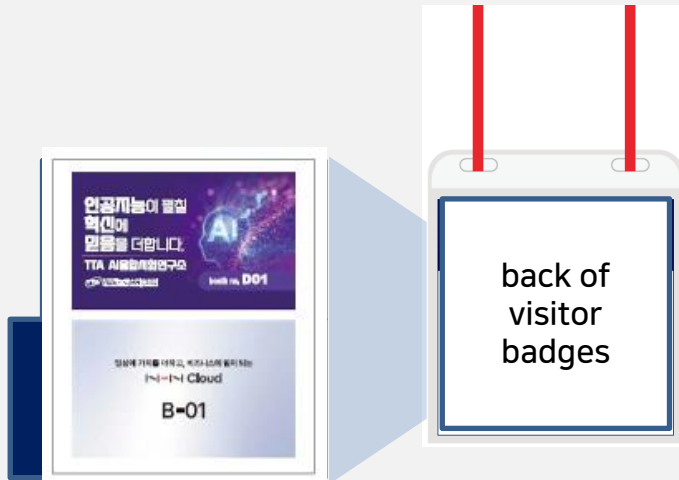
- Fee: 4,000 USD



Sponsorship Program (Level 2)

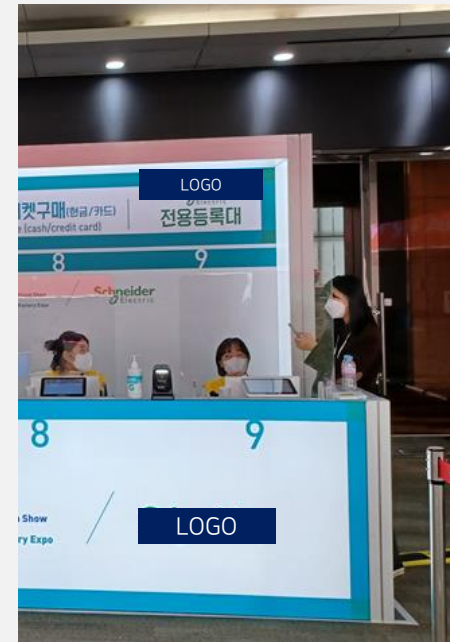
16. Advertisement on the back of visitor badges

- Up to 2 companies can apply
- Advertisement on the back of visitor badges
- Size to be announced (Exhibitor provide designs)
- Fee: 10,000 USD



17. Dedicated registration booth

- Registration booth for Platinum Sponsor employees and clients only
- Fee: 10,000 USD



Sponsorship Program (Level 2)

18. Logo exposure on visitor badge lanyards

- Logo exposure on visitor badge lanyards
- Production Quantity: 10,000 EA (2 color printing)
- Size / Color : to be announced
- Fee : **Varies by number of applicants**
 (Additional applications can be made to sponsor companies / Application fee not included)

Type	Fee
For 1 company: 100% of the cost	20,000 USD
For 2 company: 50% of the cost	10,000 USD
3 companies apply: each pays 1/3 of the cost	6,670 USD

- Organizers pay 1/n for adding AI EXPO KOREA logo



Premium Zone

FLOOR PLAN

PREMIUM ZONE

Only for Sponsors booths

- ① More than 10 booths
- ② Sponsors booths (6 or more booths)

12sqm Zone

Only for 4m×3m booths

- ① 4×3 raw space / shell scheme booths
- ② Special package booths Type A/B



* The above sponsorship program details/booth layout may change depending on the organizer's circumstances.

↑
Entrance

↓
Exit



AI EXPO KOREA

2024 국제인공지능대전

JOIN US @ AI EXPO KOREA 2024

❖Inquiry❖

We'll get back to you ASAP

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