

KOSIGN NOV. 17-20, 2011

Coex, Seoul, Korea

www.kosignshow.com

The 19th Korea International Sign & Design Show



ALL OF VISUAL KOSIGN 2011

Nov. 17-20 2011
Coex, Seoul, Korea

- July 29, 2011 Deadline for early application
- Oct. 7, 2011 Deadline for regular application
- Oct. 14, 2011 Reporting of bonded exhibit products
- Oct. 21, 2011 Deadline for online application
(www.kosignshow.com)
Deadline to submit signage text, entry pass information and directory information.
(submit to POPSign Co., Ltd.)
- Nov. 15-16, 2011 Installation of booth and exhibit products
- Nov. 17-20, 2011 Opening of KOSIGN 2011
- Nov. 20-21, 2011 Exhibit withdrawal & booth dismantlement

KOSIGN 2011 Secretariat

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**Great,
KOSIGN 2011**



Global Show
Ready Show
Emerging Market Targeted Show
A⁺ (plus) Show
Trendy & Traditional



“

KOSIGN is Korea's largest show based on signs that provides an opportunity to grasp the current trends of the Korean sign industry. The phrase 'Korea's largest sign exhibition' perfectly describes the value and dignity of KOSIGN.

Director Huh Jae
/ Marcus System Co., Ltd.

This is my second visit to KOSIGN. I have always experienced great results at the show. I think KOSIGN has succeeded in harmoniously putting together various parts of the sign industry such as LED, digital printing, textile printing, and signage among others. In other words, the greatest strength of KOSIGN is it being a show where I can find everything related to the sign industry. The application of various technologies was also very impressive.

”

Greg Mora
/ DGI US Governor Head

“

Trend Asia first participated in KOSIGN 2010 expecting to introduce our company's products to our target audience as precisely and quickly as possible. Many people visited our booth as anticipated. We received many calls inquiring about our products after the exhibition which led to sales, allowing us to meet our expected goals.

We firmly believe that KOSIGN has developed into one of the leading sign exhibitions rivalling those of Europe and the U.S. in terms of its management system and services.

CEO Kim, In-taek / Trend Asia Ltd.

TESTIMONIALS

I was so pleased to have attended KOSIGN 2010, which provided me with a perfect platform to promote our company and exhibit our products. I met many exhibitors, visitors and organizers of sign shows from other countries. I will definitely participate in KOSIGN 2011.

”

Leaf Li / Director of China Sign Expo

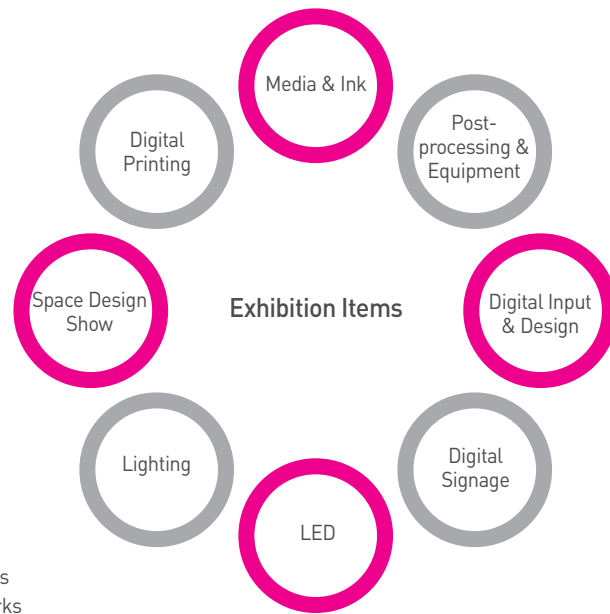
Show Overview

KOSIGN 2011

The 19th Korea International Sign & Design Show

NOV. 17-20, 2011
Coex, Seoul, Korea

| | |
|-------------------|--|
| Title | The 19th Korea International Sign & Design Show Abbreviation : KOSIGN 2011 |
| Venue | Coex, Halls A & B |
| Period | Nov. 17 (Thurs.) - 20 (Sun.), 2011 |
| Expected Scale | 150 companies, 700 booths, 20,000 buyers |
| Host | Coex Korea Outdoor Advertising Association (KOAA), Korea Digital Printing Equipment And Materials Industry Association (KODIPA) |
| Sponsorship |  |
| Concurrent Events | <ul style="list-style-type: none"> Exhibition of Korea Outdoor Advertising Prizewinning Works Exhibition of Global Excellent Advertising Prizewinning Works Buyer Reception |

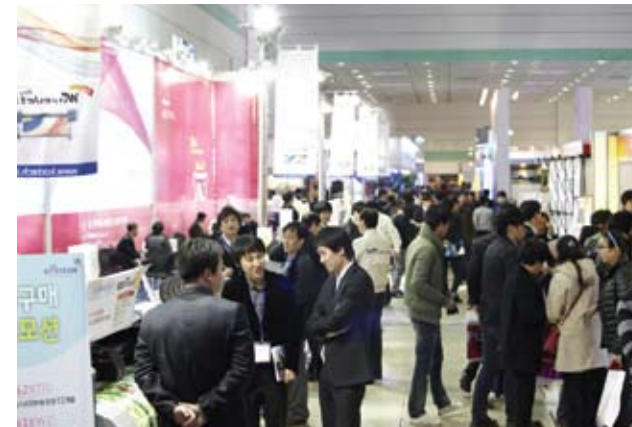


Period Nov. 25 (Thurs.) - 28 (Sun.), 2010 (4 days)
Venue Coex, Hall C
Scale 10,348 m²

Results from KOSIGN2010

No. of Participating Companies & Booths

130 Companies, **520** Booths



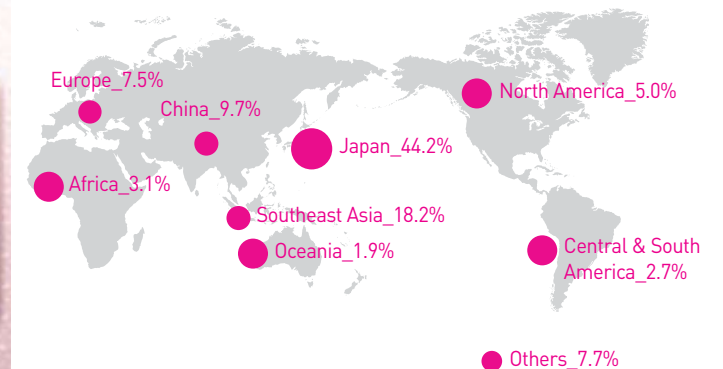
No. of Visitors

16,410 people
Domestic 15,425
Overseas 985



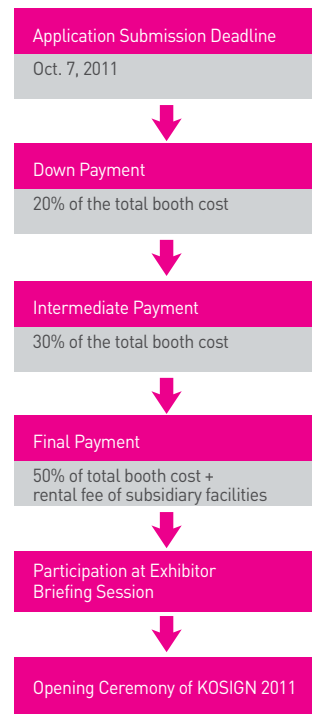
No. of Overseas Buyers

51 Nations, **985** Buyers



Participation Guidelines

Procedure to Participate



Submit Application

Send a copy of your business registration certificate and related documents to KOSIGN 2011 Office via fax or registered mail.

Incidental Services

Application for the use of incidental services (utilities, etc.) can be sent to the Coex MICE Planning Team, which is the GSC for KOSIGN 2011.

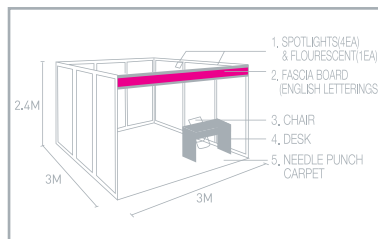
What is a GSC?

Our General Services Contractor (GSC) will coordinate the scheduling and supplier relations for all construction, utilities, and other incidental services, in cooperation with the exhibition organizer. The GSC for Coex Shows is the Coex MICE Planning Team.

Application & Contract Guidelines

Booth Fee

| Booth Type | Unit Price | Early Bird Price |
|--------------------|----------------------|----------------------|
| Space only booth | USD \$ 3,000 / Booth | USD \$ 2,800 / Booth |
| Shell scheme booth | USD \$ 3,400 / Booth | USD \$ 3,200 / Booth |



- The above discounts provided are for erecting independent booths only. Deadline for early application is July 29, 2011
- 1 Booth : 3m x 3m=9m²
- Minimum units for an independent booth : Two or more booths (when applying for one booth, only assembled booths are possible). The maximum booth height is 5m.
- Assembled booth specification

Booth sides (1m width x 2.4m height), company title (Korean/English title & booth no. attached), flooring (pytex), information desk, one chair, 4 lightings (100W), 1 fluorescent lamp (40W) (But separate applications are necessary if using other illuminations)

Information on Incidental Services

| Utility | Cost | Notes |
|---------------------------------|---|--|
| Single-Phase 220V | Daytime: US \$140/Kw 24 Hours: US \$150/Kw | Frequency 60hz |
| Triple-Phase 220V | | |
| Triple-Phase 380V | | |
| Domestic Line | US \$130/EA | Includes domestic long-distance calls Flat rate phonebill |
| International Line | US \$240/EA | No phone bill calculation, domestic & international calls |
| Wired LAN | US \$300/EA | LAN only (wireless LAN unavailable) |
| Plumbing | US \$250/EA | |
| Compressed Air | US \$250/EA | |
| Participant Registration System | US \$250/EA | Visitor information is only provided to companies that install this system |

Marketing & Promotion



Coex Global Business Unit: Trade Show Marketing Services

Coex Global Business Unit provides comprehensive international marketing for all Coex Shows. The GBU works exclusively on globalizing Coex Shows and promoting them abroad.

International Marketing Services:

No. 1

Overseas Exhibitor Marketing

Customized exhibitor databases; exhibitor sales campaigns; overseas sales agents; national pavilion packages; trade show delegation programs; foreign embassy relations

No. 2

Overseas Buyer Marketing

Customized buyer databases; in-house foreign language support for Chinese, Japanese & English; press and digital promotional campaigns; trade show delegation and buyer tour programs

No. 3

Global Exhibition Partnerships

Network of overseas exhibition organizers; co-promotion of related exhibitions; international database exchange; international association networking

No. 4

Overseas Media Promotion

Advertising in international media; promotion to overseas press groups; international online media and ad campaigns



CyberCoex Online Exhibitions

CyberCoex is Coex's new cyber exhibition website. Registered exhibitors upload their product and company information, and CyberCoex gets to work, marketing your products to buyers all over the world.

- CyberCoex services include :
- 24/7 Product Displays
 - Guest commenting
 - Featured Exhibitor Section
 - "Hot Event" sales promotions
 - Social media linking
 - Coex Product Reviews
 - Exhibition Focus Newsletter
 - First year of membership free

All exhibitors at Coex Shows can enjoy CyberCoex services.

Participation Contract

1 Applicant Information

| | | | |
|------------------|----------------|-----------------------|------------------------|
| Company Title | | | |
| Representative | | | |
| Postal Address | | | |
| Person in Charge | | Department & Position | |
| Telephone | Office : _____ | Cell Phone : _____ | Fax _____ |
| E-mail | | | Official Website _____ |
| Key Exhibits | | | |

* Please report immediately to the KOSIGN 2011 Office in case of changes to the above information.

2 Exhibiting Information (Unit : USD)

| Cat. | Booth (a) | | Booth Cost (b) | Total Price (a x b) |
|--------------------------------|--------------|---------------|----------------------|---------------------|
| General Participation | Space Only | () Booths | USD \$ 3,000 / Booth | |
| | Shell Scheme | () Booths | USD \$ 3,400 / Booth | |
| Early or Returning Participant | Space Only | () Booths | USD \$ 2,800 / Booth | |
| | Shell Scheme | () Booths | USD \$ 3,200 / Booth | |

Notes:

- Early application is due July 29, 2011
- 1 booth : 3m×3m=9m² / Minimum units for an independent booth: 2 or more booths. Maximum booth height: 5m.
- Returning participants refers to participants in KOSIGN 2010

PAYMENT POLICY

- 20% payment of the total booth fee should be made upon the submission of application form.
- The contract will not be confirmed and the exhibit space will not be reserved until the total booth fee has been paid.
- Please send us a copy of the bank transfer receipt by fax at 82-2-6000-1309

Account Name COEX
Account No. 342-05-000470
Bank SHINHAN BANK, World Trade Center Branch, Seoul, Korea

It is your responsibility to pay all the additional charges that may occur when wire transfer the payment.

I fully comprehend the participation regulation and contract conditions, and have enclosed the down payment of US\$ _____ (20% of participation fee) and a copy of my business registration certificate. Based on the specifications above, I apply for KOSIGN 2011 to KOSIGN 2011 Office or POPSign Co., Ltd.

_____ (MM/DD/YYYY)

Applicant (Signature)

Representative (Signature)

Participation Regulations & Contract Conditions

Article 1 Definitions of Terms

"Exhibitor (Participating Company)" refers to the company, association, and entity submitting the application for participation in the exhibition.
"Exhibition" refers to KOSIGN 2011.
"Host" refers to "Coex," "KOAA," and the KOSIGN 2011 Office.
"GSC (General Service Contract)" refers to "Coex MICE Planning Team" of the exhibition providing integrated services for the entire management of the exhibition by collaborating with the hosts.

Article 2 Allotment of Exhibition Space

Based on the order of down payment, scale of participation, whether a returning participant, composition of the exhibition, and nature of exhibited products, the host allocates space to the participating companies within the exhibition hall through GSC. On special occasions, the host (or GSC) may change the space allocated to the exhibitors as long as it is before the preparation period. Such changes are under the discretion of the host, and exhibitors cannot request compensation thereof.

Article 3 Contract, Application, Participation Fee Payment Procedure

Application (contract) must be submitted through KOSIGN 2011 Office or POPSign Co., Ltd. Twenty percent of the participation fee must be paid immediately upon application. Intermediate payment (30 percent of participation fee), and final payment (including the rental fee of subsidiary facilities) must be made by Oct. 21, 2011. The participation fee must be payed through KOSIGN 2011. The participation fee covers the costs for the venue, 24 hour security, hallway cleaning, provision of PR data, exhibition directory, and provision of other information until the opening of the exhibition.

Article 4 Installation & Withdrawal

Installation and withdrawal must be completed within the period stipulated by the host (or GSC). Exhibitors must compensate host (or GSC) for any loss or damage done due to any delay.

Article 5 Insurance, Security and Safety

Exhibitors must have insurance for all equipment and exhibits during the installation, withdrawal, and exhibition period. The host (or GSC) will take appropriate measures to protect the rights of exhibitors and visitors. However, the ultimate liabilities of all items of the exhibitors reside with the exhibitors. All materials such as stands and equipment must be incombustible according to fire safety acts. The host (or GSC) may limit construction work and performance if needed.

Article 6 Provision of Information on Host

Exhibitors must provide data on exhibits and construction so that the host (or GSC) may determine whether the equipment and activities undertaken within the booth comply with the regulations. Exhibitors must also provide necessary information for public relations of KOSIGN 2011.

Article 7 Exhibit Limits & Hall Management

Exhibitors must display stated exhibits, and locate permanent staff in the booths. Activities of exhibitors are limited within the allocated space. Also, the responsibility of loss, damage, robbery, and all other related matters regarding the exhibits resides with the exhibitors (participating companies). The host (or GSC) may limit harmful actions to other exhibitors, excessive noise, divided use of the same booth with other companies, and exhibits disagreeing with the nature of the exhibition.

Article 8 Prohibition of Exhibition Booth Assignment

Exhibitors may not assign all or part of the already allocated exhibition area to a third party without the approval of the host.

Article 9 Prohibition of on-the-spot sale

The purpose of a trade show is to showcase products and services, and therefore on-the-spot sales activities are strictly prohibited. Sales activities are permitted only at the specifically allocated spaces that organizers (or GSC) have set aside for that purpose. Taxes and other technicalities entailed by such activities are sole responsibility of the exhibitors.

Article 10 Cancellation of Application

In events that the exhibitors decline to use the space allocated, fail to pay the deposit or fail to comply with the regulations set by the organizers, the organizers can void the application and the participation fee will not be refunded.

Article 11 Changes and Breach of Contract

In events that an exhibitor decides to downgrade the floor space applied for, the following penalty needs to be paid to the organizer within 15 days from the change. If the exhibitor has already paid the registration fee in full, the penalty will be deducted from it.

- (A) On or before Sep. 16, 2011
Cancelled Space/Applied Space X Registration Fee(Booth Fee) X 50%
(B) Sep. 19 - Oct. 14, 2011
Cancelled Space/Applied Space X Registration Fee(Booth Fee) X 80%
(C) On or after Oct. 17, 2011
Cancelled Space/Applied Space X Registration Fee(Booth Fee) X 100%

Article 12 Cancellation

In events that exhibitor decides to cancel their participation, the following penalty needs to be paid to the organizers within 15 days of cancellation. If the exhibitor has already paid the registration fee in full, the penalty will be deducted from it.

- (A) On or before Sep. 16, 2011
50% of the Registration(Booth Fee)
(B) Sep. 19 - Oct. 14, 2011
80% of the Registration Fee(Booth Fee)
(C) On or after Oct. 17, 2011
100% of the Registration Fee(Booth Fee)

Article 13 Act of God

Organizers(or GSC) are not liable in the event that a change in the date or location of the event is inevitable due to a national emergency, a natural disaster or other act of God.

Article 14 Application & Interpretation of Related Regulation

- 1) When necessary, the host may enact a supplementary regulation not mentioned in this participation regulation. Exhibitors must comply with the supplementary regulation and that of Coex.
- 2) Matters not mentioned in this contract follow the related regulations and laws designated by the host.
- 3) In case of different interpretations between the host and exhibitors of the contract and other documents, those of the host must be followed.

Article 15 Resolution of Disputes

Disputes between exhibitors and organizers(or GSC) will be arbitrated by the Korea Commercial Arbitration Board, and their resolution will be binding to both parties.

Article 16 Clean Fulfillment of Contract

Regarding this contract, the host and exhibitors must not directly/ indirectly request or provide any sort of inappropriate granting such as bribable services and money. Both parties must mutually strive to maintain a clean and transparent trading environment and fair trade orders.