

LED@SHOW 2011 EXHIBITION RULES & REGULATIONS

Article 1 (Definition of terms)

1. "Exhibitor" refers to companies, institutions, organizations and individuals who submitted application for the participation.
2. "Exhibition" refers to the LED@SHOW 2011.
3. "Organizer" refers to COEX, EXPORUM

Article 2 (Allocation of exhibition space)

1. The organizer decide the location of booth through GSC based on the order of application, character of exhibiting items and other reasonable methods.
2. The organizer can change the allocated space for booth during the preparation period if there is a special occasion. The change is a right held by organizer, and exhibitors cannot ask for compensation for the outcome of change.

Article 3 (Procedure for paying application and participation fees)

The application form should be submitted to COEX located at Trade Center, Samsung-dong and upon submitting the application, payment for the contract should be completed. (Refer to guideline on participation) The booth space is going to be allocated based on the standards of space allocation for the submitted applications by Sep. 30. 2011.
The remaining balance should be paid by Sep. 30. 2011.

Article 4 (Installation and dismantlement)

Installation and dismantlement should be completed within the set period by the organizer. Any loss occurred to exhibition because of delay should be compensated to the organizer.

Article 5 (Providing information to organizer)

Exhibitors need to provide information on exhibiting items and exhibition materials so that the organizer can determine whether they comply with the regulations on the materials and activities in the booth. Not only that exhibitors needs to provide the hosts with information necessary for promotion of exhibition.

Article 6 (Insurance, security and safety)

Exhibitor must insure their exhibiting items and materials during the installation and dismantlement period. Organizer will seek protection of rights held by exhibitors and visitors but ultimate responsibilities on the items lie in exhibitors themselves. All the materials used in stands and booths are nonflammable according to rules and regulations of fire fighting and safety. The organizer can limit installation or demonstration if necessary.

Article 7 (Management of exhibition booth)

Exhibitors should showcase only listed items and agents should keep the booth all the time.
Any activities shall not be conducted beyond allocated space and the organizer may limit exhibiting items that go against the character of exhibition.

Article 8 (Prohibition of on spot sales)

Since the purpose of exhibition is to display items and services to visitors, exhibitors cannot sell products in the exhibition.
However, sales activities in the special place in the exhibition are allowed but all the subsequent tax and others are responsible for exhibitors.

Article 9 (Cancellation of contract and cancellation fee)

When exhibitors decide not to participate in the show after submitting the application, the cancellation fee must be paid within 15 days after its decision to cancellation is made. Cancellation fee will be taken out from the already paid amount for the contract but when the amount is not enough, the short shall be paid and when the amount is excessive, the remaining shall be returned.
Cancellation of the exhibition within two months from the opening date : Participation fee (including fee for standard booth)×100%

Article 10 (Cancellation and change of exhibition)

When the organizer cancel exhibition, the total amount paid must be returned to exhibitors. However, if the opening date is changed or the show is canceled because of special occasions, which are not attributable to the hosts, no money will be returned. In this case, exhibitors may not seek compensation from the organizer.

Article 11 (Additional rules and regulations)

Hosts may enact additional rules and regulations, which are not stipulated in the existing rules and regulations if necessary and exhibitors must observe them. Exhibitors must observe overall rules and regulations of COEX as well.

Article 12 (Resolution of dispute)

Any disputes over interpreting the rules and regulations between the organizer and exhibitors, and over each other's rights and duties shall be determined based on arbitrary decision by the Korea Commercial Arbitration Board. The arbitrary decision will be the final and binding decision applies to both sides. All the exhibitors must bear this in mind that the counterfeited products are banned from exhibiting in the show. When there is a dispute over patent between exhibitors, the organizer shall not intervene in the dispute and exhibitors must resolve the disputes by themselves in principal.

LED@SHOW 2011 APPLICATION & CONTRACT

1. Applicant's Information

Company Name			
President / CEO			
Postal Address	Zip code (-)		
Contact Person		Division / Position	/
Phone	() -	Fax	() -
E-mail		Website	
Exhibit Items			

* For any changes in details provided above, please inform LED@SHOW 2011 Secretariat Immediately.

* Please note that ALL contact details (telephone, fax, emails) must be direct contact line.

2. Booth Type / Scale

Classification	Shell Scheme Booth		Space Only Booth	
	Unit Price	No. of Booth	Unit Price	No. of Booth
By Period				
General Application	\$ 3,000/Booth	(Booth)	\$ 2,500/Booth	(Booth)

Payment Policy

- 50% payment of the total participation fee should be made upon the submission of application form.
- The contract will not be confirmed and the exhibit space not reserved until this payment is made.
- Please send us a copy of the bank transfer by fax at 82-2-6000-1309
 - Beneficiary : COEX
 - Account No. : 342-05-000470
 - Bank : SHINHAN BANK, World Trade Center Branch, Seoul, Korea
 - Swift Code: SHBKCRSE

We accept the LED@SHOW 2011 Exhibition RULES & REGULATIONS and hereby submit the Application Form.

Name of Applicant (Please write in printed name) _____

Date (dd/mm/yyyy) _____ / _____ / 2011

Authorized Signature _____

* Please be sure the completed application has been signed in the space provided above before submitting.