

SIPREMIUM Feb.23-26, 2012

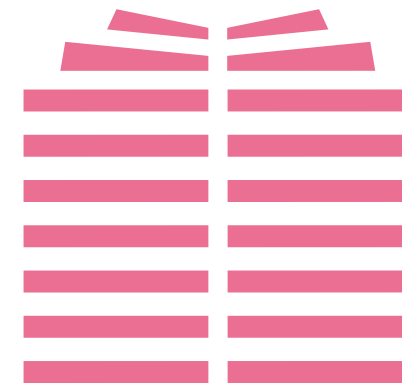
Coex, Seoul, Korea

www.sipremium.com

The 22nd Seoul International Sourcing Fair_Premium, Gift & Homeware



Feb. 23-26, 2012
Coex, Seoul, Korea



THE SPECIAL PRESENT
FOR YOUR PREMIUM BUSINESS

- Jan. 13, 2012 **Deadline for application**
- Jan. 31, 2012 **Deadline for online application** (www.sipremium.com)
Deadline to submit signage text, entry pass information and directory information.
- Feb. 21-22, 2012 **Installation of booth and exhibit products**
- Feb. 23-26, 2012 **Opening of SIPREMIUM 2012**
- Feb. 26, 2012 **Exhibit withdrawal & booth dismantlement**

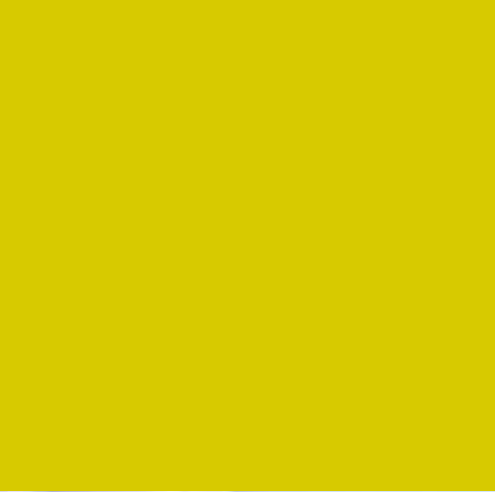
**SIPREMIUM
2012**
Secretariat

Participation Inquiries
Mr. Don Han

T 82-2-6000-1112, 1056
F 82-2-6000-1309
E sipremium@coex.co.kr

**Overseas
Participation Inquiries**
Mr. Kirk Park

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**SIPREMIUM
2012**



THE SPECIAL PRESENT
FOR YOUR
PREMIUM BUSINESS
SIPREMIUM



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We consider SIPREMIUM as the top domestic gift fair. Our company was able to meet numerous foreign buyers from Malaysia, Russia, and many other nations. The fair also allowed us to have meetings with marketing managers of renowned domestic companies.

CEO Yoon-Sang Kwon
/ PansyDaisy Corporation

Subsequent to last year, our participation in SIPREMIUM 2011 was an excellent choice.

We believe this exhibition has allowed Family Co., Ltd. to gain a firm position as a company with the strongest brand power in the domestic umbrella/parasol market.

Thanks to the great interest in the manufacture of promotional OEM umbrellas, we successfully concluded commodity supply contracts with numerous companies in Korea, Japan and China.

Manager Ji-Won Hwang
/ Family Co., Ltd.

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TESTIMONIALS

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To be honest, we had not held high expectations because it was our first participation in the exhibition. We merely set the goal of 'gaining experience and growing the recognition of A.L.S.' However, the unexpected amount of attention and inquiries from buyers enabled us to achieve 200% of what we expected.

Thanks to this exhibition, numerous contracts are currently under progress, and we are still receiving inquiries from many buyers.

Person in Charge (PIC) Yong-Hyeon Lim
/ A.L.S

Every year, this fair is highly appreciated by exhibitors thanks to its various services/facilities, stylish design, vigorous promotion activities, and scrupulous management. Moreover, exhibitors are looking forward to gaining great business results with the highest number of buyers and visitors of the year.

It provides great outcomes through meetings with new buyers and promotion of new products. It also brings great satisfaction to exhibitors with direct business results after the exhibition.

Team Leader (Chief) Ji-Yoon Lee
/ Amazing Grace Co., Ltd. (Ecoco)

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Show Overview

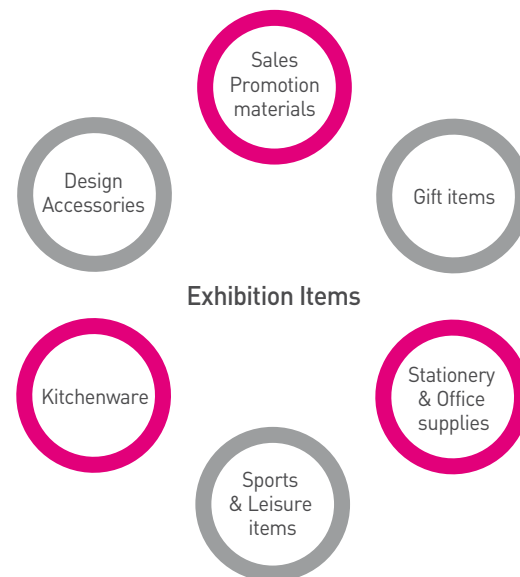
SIPREMIUM 2012

The 22nd Seoul International Sourcing Fair : Premium, Gift & Homeware

Feb.23-26, 2012

Coex, Seoul, Korea

Title	The 22nd Seoul International Sourcing Fair : Premium, Gift & Homeware Abbreviation: SIPREMIUM 2012
Venue	Coex, Hall C
Period	Feb. 23(Thu) - 26(Sun), 2012
Expected Scale	400 companies, 600 booths, 20,000 buyers
Supported by	Ministry of Knowledge Economy, Small and Medium Business Administration, Korean Institute of Startup & Entrepreneurship Development Small and Medium Business Corporation
Special Venue	VIP Lounge, Traditional market Promotion Hall
Concurrent Events	The Premium Homeware + Design
Secretariat Office	T. 82.2.6000.1112/1056 F. 82.2.6000.1309 E. sipremium@coex.co.kr



Period Mar.9 (Wed.) - Mar.12 (Sat.), 2011(4days)
Venue Coex, Hall C
Scale 10,348 m²

Results from SIPREMIUM 2011

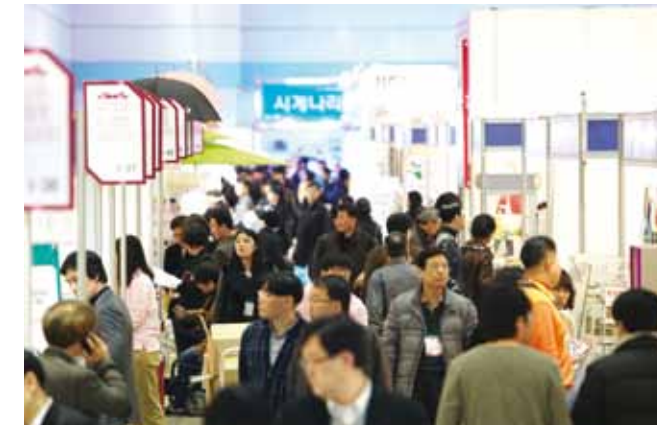
No. of Participating Companies & Booths

332 Companies, **528** Booths



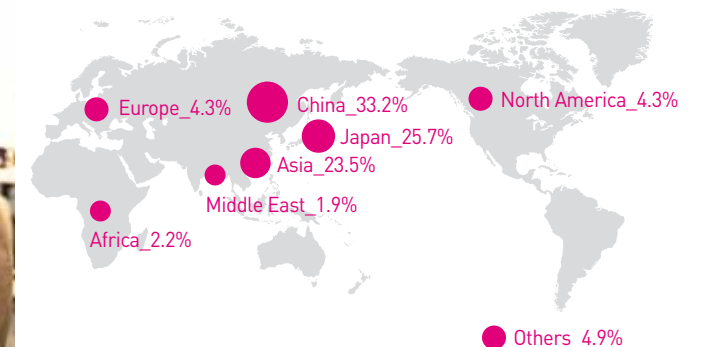
No. of Visitors

16,526 people
Domestic 15,931
Overseas 982



No. of Overseas Buyers

57 Nations, **982** Buyers



Participation Guidelines

Procedure to Participate



Submit Application

Send a copy of your business registration certificate and related documents to SIPREMIUM 2012 Office via fax or registered mail.

Incidental Services

Application for the use of incidental services (utilities, etc.) can be sent to the Coex MICE Strategy & Management Team, which is the GSC for SIPREMIUM 2012.

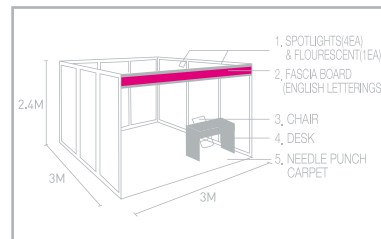
What is a GSC?

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 Strategy & Management Team.

Application & Contract Guidelines

Booth Info

Booth Type	Unit Price
Space only booth	USD \$ 2,500 / Booth
Shell scheme booth	USD \$ 2,800 / Booth



- 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 \$50/Kw 24 Hours: US \$70/Kw	Frequency 60hz
Triple-Phase 220V		
Triple-Phase 380V		
Domestic Line	US \$50/EA	Includes domestic long-distance calls Flat rate phonebill
International Line	US \$200/EA	No phone bill calculation, domestic & international calls
Wired LAN	US \$200/EA	LAN only (wireless LAN unavailable)
Plumbing	US \$150/EA	
Compressed Air	US \$150/EA	
Participant Registration System	US \$200/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 Name			
President/CEO			
Postal Address			
Contact Person		Department & Position	
Telephone	Office :	Cell Phone :	Fax
E-mail			Official Website
Exhibition Items			

* Please report immediately to the SIPREMIUM 2012 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 \$ 2,500 / Booth	
	Shell Scheme	() Booths	USD \$ 2,800 / Booth	

Notes:

- Application is due Jan. 13, 2012.
- 1 booth : 3m×3m=9m² / Minimum units for an independent booth: 2 or more booths. Maximum booth height: 5m.

PAYMENT POLICY

- 100% 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. 286-05-036271
Bank SHINHAN BANK, World Trade Center Branch, Seoul, Korea
SWIFT Code SHBKRRSE

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 payment of US\$ _____ (total fee) and a copy of my business registration certificate. Based on the specifications above, I apply for SIPREMIUM 2012 to SIPREMIUM 2012 Office

_____ (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 SIPREMIUM 2012.

"Host" refers to "Coex," and the SIPREMIUM 2012 Office.

"GSC (General Service Contract)" refers to "Coex MICE Strategy & Management 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 SIPREMIUM 2012 Office. Payment for the contract should be completed. (Refer to guideline on participation) 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 SIPREMIUM 2012.

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.

Cancellation of the exhibition within two months from the opening date
; Participation fee (including fee for standard booth) 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.

Cancellation of the exhibition within two months from the opening date
; Participation fee (including fee for standard booth) x 100%

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.