

**KOTFA**  
**2012** *Since 1986*

**the 25th**  
**KOREA WORLD TRAVEL FAIR**

# Exhibitor Service Manual

-  **Host** : KOTFA 2012 Organizing Committee
-  **Management** : KOTFA Co., Ltd.
-  **Supported by** : Ministry of Culture Sports and Tourism, UN-WTO  
Korea Tourism Organization,  
Visit Korea Committee (2010~2012), Korean Air  
Korea-Arab Society

**KOTFA 2012 Secretariat**  
**T. 82-2-757-6161, F. 82-2-757-6089**  
**E-Mail: kotfa1986@naver.com**

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# I. Outline



## I . Outline

- **Event Name:** The 25th Korea World Travel Fair (KOTFA 2012)
- **Period :** June 7(Thu.), 2012 ~ June 10 (Sun.), 2012 [4 Days]
- **Venue :** C Hall, 3<sup>rd</sup> Fl., COEX
- **Host :** KOTFA 2012 Organizing Committee
- **Management :** KOTFA Co., Ltd.
- **Sponsored by:** Ministry of Culture Sports and Tourism, UN-WTO  
Korea Tourism Organization, Visit Korea Committee, Korean Air  
Korea-Arab Society, etc.
- **Size :** 480 Organizations from Approx. 60 Countries  
110,000 Expected Visitors

### □ **Event Program**

#### **Opening Ceremony**

- June 07, 2012 10:30~12:00 Entrance C Hall, 3<sup>rd</sup> Fl.
- 10:30~11:00 Opening Performance,
- 11:00~12:00 VIP Introduction,  
Tape Cutting, Exhibition Hall Tour
- 12:00~13:00 VIP Luncheon (Invitees Only)

#### **Exhibition**

International Hall, Domestic Hall, Overseas Tour Products Zone,  
Travel Gift Corner, Educational Institute Corner

### □ **Special Program**

#### **Tourism Presentation**

- June 07, 2012 14:00 ~ 18:00, COEX Meeting Room #318

#### **KITM 2012**

- June 08, 2012 10:00 ~ 12:00, COEX Meeting Room #401
- June 08, 2012 14:00 ~ 18:00, COEX Meeting Room  
#402,403,317,318

**※ Above schedule can be subject to change without notice.**

## II . Schedule



## II. Schedule

### 1. Preparation

Column		Date & Time	Description	Remarks
Package Booth	Set Up	June 5 ~ June 6 08:00 ~ 20:00	Hard Wall Set Up	KOTFA
	Decoration	June 6 08:00~20:00	Interior Decoration	Exhibitor
Space Only Booth		June 5 ~ June 6 08:00 ~ 20:00	Booth Set Up & Decoration	Exhibitor
Electricity	Main Cable	June 6 08:00 ~ 20:00	Main Cable & Extension to Booth	KOTFA
	Power On	June 6 16:00 ~	Service Start	KOTFA
Phone	Line Extension & Phone Setting	June 5 ~ June 6 16:00	Phone Cabling & Equipment Setting	KOTFA
	Service	June 6 18:00 ~	Service Start	KOTFA
Water	Piping	June 6 08:00~20:00	Piping and Setting	KOTFA
Move In	Vehicle	June 5, 08:00 ~ June 6, 16:00	June 6 12:00 ~ No Vehicle Afterward Allowed in the Venue	Exhibitor
	Hand Carry	June 5 ~ June 6 (08:00 ~ 20:00)		
Delegation Badge		June 6 10:00 ~ 20:00	Issue & Pick-up	<b>Exhibitor Registration Desk Entrance C Hall</b>
Final Check		June 6 12:00 ~ 20:00	Check & Cleaning	KOTFA Exhibitor

※Above schedule can be subject to change without notice.

Exhibitors are responsible for any additional costs generated by the delay of setup in accordance with the COEX regulations.

## 2. Exhibition

Column		Period	Description	Remarks
Opening (6. 7)	Hall Open	08:00		KOTFA
	Exhibition Preparation	08:00 ~ 10:30	Cleaning / Items Check Rehearsal of Opening Ceremony	Exhibitor
	Opening Ceremony	10:30 ~ 12:00	Opening Performance, VIPs Introduction, Tape Cutting, Photo Time  *12:00~13:30 VIP Luncheon (Invitees Only)**	KOTFA
	Tourism Presentation	14:00~18:00	COEX Meeting Room #318	KOTFA, Exhibitors
	Exhibition	11:00 ~ 18:00		
Exhibition (6. 7~6. 10)	Hall Open	09:00	Cleaning	Exhibitor
	KITM 2012	* 6. 8 09:00 ~ 18:00	COEX Meeting Room # 401, 402, 403, 317, 318	
	Exhibition	10:00~18:00	Open to the Public	Exhibitor
	Lottery Draw	17:00~17:30		KOTFA
Closing(6.10)	Questionnaire	16:00	Evaluation	KOTFA
	Closing	17:00	Closing Ceremony	KOTFA, Exhibitors
	Taking Out Approval	18:00~20:00	Promotional Materials, Exhibition Equipment	Exhibitor
	Wrapping/ Taking Out		Removal/Taking Out	Exhibitor

## 3. Removal

Column	Time	Contents	Remarks
Wrapping & Light Material	6. 10(Sun) 18:00~20:00	Taking Out Request →Approval → Taking Out	Exhibitor/ KOTFA
Heavier Material Booth Removal	6. 11(Mon) 8:00~18:00	Ditto	Exhibitor

※ Exhibitors are responsible for any additional costs generated by the delay of taking out the promotional material and booth removal in accordance with the COEX regulations.

## III. Booth Set up

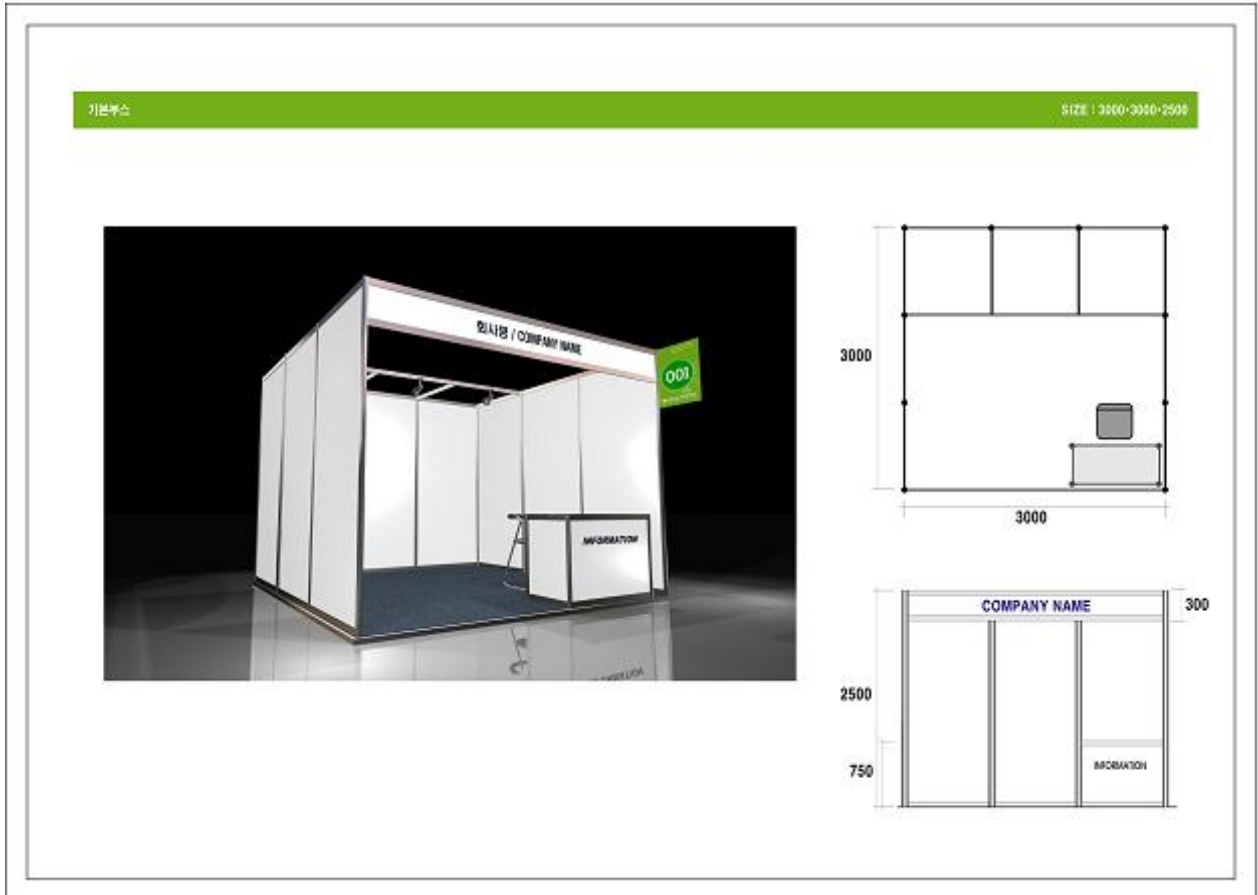




### III. Booth Set Up

#### 1. Booth Set Up

##### □ Package Booth



※ Space : 9m<sup>2</sup>(3m X3m)

※ Partition: 3 Walls(Back, Left, Right) or Two Walls(Corner Location)

Company ID - 1EA(English & Korean)

**1 Information Desk & 1 Chair per exhibitor (not per booth)**

Spotlight(100W) - 3 EA                      Fluorescent Lamp(40W) - 2 EA

Electricity - 220V Two Socket Outlet 1 EA

Flooring - Anti-Fire Fiver-Tex

\* Items other than specified above should be ordered at cost.

\* **Just one set of desk and chair is provided per exhibitor regardless of the number of booths occupied.**

□ **Space Only**



\*Those participants who reserve space only should submit the decoration plan to the KOTFA Secretariat for approval by **May 11, 2012**. Otherwise, Secretariat may cancel the registration at its own discretion.

\*Those booths without the prior approval of Secretariat may be subject to removal at the own discretion of Secretariat.

**\*Maximum height should be 5 meters or less.**

\*Booth set up working hours

**June 5 (Tue) ~ June 6(Wed) 08:00 ~ 20:00**

\*Booth removal working hours

**June 10(Sun), 18:00~20:00, June 11(Mon) 08:00~18:00**

\*Additional works other than the working schedule above should be subject to prior approval of Secretariat and the cost will be on the exhibitor.

## 2. Power and Equipment Setting

- Electricity, Phones, Internet Lines and Piping Work will be done by the Secretariat based upon the prior requests of exhibitors.
- Those who need these services should apply in advance by filing the forms provided by the Secretariat.

### □ Electricity

- The basic electricity work for the package booth includes line extension and set up of no-fuse-breaker at the booth and is done by the Secretariat.
- The basic electricity work for the space only means power line extension in the space.
- Power specifications are as follows.

If the exhibitor needs different specifications, he should be responsible for the equipments required.

Column	Hz	Specification
Lighting	60Hz	Two Line Alternative (220V)
Power for Exhibition	60Hz	Two Line Alternative (220V)
		Three Line Alternative (220V)
		Three Line Alternative (380V)

- Hours of power supply is between 09:00~18:00 and those exhibitors who need 24 hour electricity should submit the application in advance to the secretariat.

### ● Electricity Work

- Power work should be done by one of the official contractors approved and listed by the COEX.
- Circuit breaker or switchboard should be at least 30cm high from the floor and should have separate outlets for exhibition power supply and lighting. The power motor box should be properly connected to the ground.
- All the cables and parts for the power work should be brand new and comply with commonly approved standards.
- In order to avoid power shortage, please figure out your power requirement precisely and apply for proper quantity in advance.

□ **Phone**

- Phone extension will be installed at the booth on application and the local and international lines will be separated.
- Those applied for phone service should be responsible for return of the phone and any loss or damage are on the exhibitor.

□ **LAN**

- Internet LAN will be installed at the booth on request and one IP number will be provided per port.
- Sharing port will not be permitted.

□ **Water Supply**

- Upon application, water piping will be done to the booth from the flow box.
  - **Water Pressure: 5Kg/cm<sup>2</sup>**
  - **Supply Pipe Size: 15mm**
  - **Drainage Pipe Size: 50mm**
- In order to prevent equipments from damage by water cut or less than standard water pressure, the exhibitor should take necessary measures at his own discretion and cost.

## **IV. Move In and Removal of Exhibition Material**



## **IV. Move In and Removal of Exhibition Material**

### **1. Move In**

#### **□ Vehicles**

- No vehicles are allowed into the exhibition area after **12:00 on June 6** and during the exhibition period. (**June 7 ~ June 10**)
- During the set up and removal period, vehicles are allowed into the exhibition hall.

#### **□ Carrying In**

- Carrying in and out of the exhibition material should be done during the hours officially announced and the wrapping paper and boxing material should be removed at the sole responsibility of exhibitor.
- Exhibition equipment and material can't be replaced or removed during the exhibition hours. Subject to prior approval of Secretariat.
- Exhibitor should be responsible for any loss or damage of their exhibition items and equipments caused in the course of carrying in or out.

#### **□ High Load Material**

- Load Limit: **1.5ton/m<sup>2</sup>m<sup>2</sup>**

### **2. Removal & Carry Out**

#### **□ Booth Removal**

##### **- Package Booth**

- All the exhibition related material and decorative equipments and items should be completely removed during the removal hours. Any leftover items will be cleared by the Secretariat and the expense will be charged.

##### **- Space Only**

- All the equipment, decorations and material of the booth should be completely

removed during the official removal hours. Otherwise, any leftover items will be cleared by the Secretariat and the expense will be charged to the exhibitor.

#### □ **Move Out Procedure**

- All the exhibitors should submit the carrying out approval confirmed by the Secretariat to the guard at the entrance.  
Carrying Out Request Form (Secretariat) → Approval of Carrying Out → Submission of Carrying Out Form to Guard → Carrying Out

### **3. Duty Free Items**

- The exhibition hall is nominated as 'Tax Free Zone' for the foreign exhibitors tentatively during the exhibition.
- Those who want to display duty free items should report the details to the Secretariat in advance. Otherwise, tax free items are not to be exhibited.
- All the items brought into the duty free zone cannot be moved without prior approval of customs officer or Secretariat.
- The transportation of duty free items should be contracted with the official freight forwarder only. (→ p. 21)

The 25<sup>th</sup> Korea World Travel Fair

## V. Exhibition





## **V. Exhibition**

### **1. Event in the Booth**

- All the contents of events in the booths should accord with the exhibition contents. Noise, lighting, smoking, etc. may be regulated by the Secretariat.

### **2. Booth Operations**

- Please prepare enough promotional material.
- At least one officer stands by at the booth during exhibition hours.
- Please consider the visitors on waiting, if possible.
- Soft drinks or souvenirs may be offered.

### **3. Cleaning & Garbage Removal**

- Secretariat will clean up the halls and paths. Cleaning the booth area is on the exhibitor.
- Food garbage in the exhibition area should be minimized. Please use regular garbage wrap if inevitable.

### **4. Safety Measures**

- Exhibitors are entirely responsible for the safety measures during the exhibition. No claims can be made to the exhibition organizer for any items stolen or damaged and personal injury.
- Any explosive or combustible material is banned into the exhibition hall. Exhibitor is required to keep anti-fire safety measures.

### **5. Maintenance of Exhibition Hall**

- The exhibition hall is open at 09:00 and close at 18:00 pm unless otherwise announced.
- All the exhibitors are required to fully cooperate to keep the exhibition hall and equipments safe and clean and should be responsible for any damage or loss caused

by the exhibitor or exhibition related material and equipment.

- The Secretariat reserves the right to stop and remove any event or exhibition which may cause damage or injury at its own discretion.
- Exhibitors can pick up their name tags at the registration desk in front of the entrance of the exhibition hall. If you are not registered yet, please file the application form to the registration desk.
  - Time : June 6, 10:00 ~ 20:00 / June 7, 09:00 ~ 12:00
- The secretariat will operate “storage” for exhibitors. The location of the storage will be announced to exhibitors when the booth layout of KOTFA 2012 is finalized.
  - Operating Time : June 5, 09:00 ~ June 10, 18:00

## **VI. Booth Registration, Payment and Additional Requirements**



## **VI. Booth Registration, Payment and Additional Requirements**

### **1. Booth Location**

- The booth location is assigned by the Secretariat at its own discretion.

### **2. Related Documentation**

- All the exhibitors should submit the necessary application forms and other documentation to the Secretariat by the deadline specified.  
(kotfa1986@naver.com)

### **3. Booth Fee Payment**

- **Bank : Kookmin Bank Sinpyunghwa Branch**  
**Account Number : 796668-06-100209**  
**Account Name : KOTFA Co., Ltd. Swift Code: CZNBKRSE**  
**-Remittance fee is on the exhibitor.**

### **4. Leaflet or Invitation**

- Leaflet or invitation regarding the exhibition should be reported and approved by the Secretariat in advance.

### **5. Official Directory**

- Official Directory will be distributed to the exhibitors, invitees, buyers and audience.
- Directory Application Form should be submitted to the KOTFA Secretariat by May 11, 2012. Otherwise, exhibitors may not be listed in the Official Directory.

### **6. Advertising**

- Those who want advertising in the Official Directory should apply by May 11, 2012 to the Secretariat along with the film or computer file.  
-Size: Refer to Form #2 attached herewith.  
-Specifications: Refer to Form #2 attached herewith.

## **VII. Official Organizations and Contractors**



## VII. Official Organizations and Contractors

### □ Management

#### ◆ KOTFA Co., Ltd. / KOTFA 2012 Secretariat

Tel : 82-2-757-6161 / Fax : 82-2-757-6089

E-mail : [kotfa1986@naver.com](mailto:kotfa1986@naver.com) – Registration all of the forms

41-1, Hoehyeon-dong 2-ga, Jung-gu, Seoul 100-876, Korea

Website: <http://www.kotfa.co.kr>

### □ KOTFA 2012 Official Contractors

#### ◆ Dongin & Com (Booth Decoration/Electricity)

Mr. Sung-Jin, Kim, Team Manager

Tel: 82-2-556-5479, 82-17-288-6179/ Fax: 82-2-556-9579

E-mail: [kimexpo@paran.com](mailto:kimexpo@paran.com) Website: [www.donginexpo.com](http://www.donginexpo.com)

Rm.606, KCC Welltzvalley, 470-8, Gasan-dong, Geumcheon-gu, Seoul, Korea

#### ◆ Seum Expo Logistics(Fright Forwarder, Transportation)

Ms. Victoria Song

Tel : 82-2-538-6888/ Fax : 82-2-538-6877

e-mail : [victoria@seumexpo.co.kr](mailto:victoria@seumexpo.co.kr) website : [www.seumexpo.co.kr](http://www.seumexpo.co.kr)

Rm. 201, Hyoryeong Bldg., 956-11, Daechi-dong, Gangnam-gu, Seoul

### ◆ Exhibit Stand

Vendor	Phone No.	E-Mail	Homepage
Kingsmen Co.,Ltd	82-2-2040-1114	<a href="mailto:seoul.kim@kingsmen.co.kr">seoul.kim@kingsmen.co.kr</a>	<a href="http://www.kingsmen.co.kr">http://www.kingsmen.co.kr</a>
GAYADNS CO.,LTD	82-2-477-0264	<a href="mailto:gayadns@hanmail.net">gayadns@hanmail.net</a>	<a href="http://www.gayadns.co.kr">http://www.gayadns.co.kr</a>
Autumn Space CO.,LTD	82-2-6052-0800	<a href="mailto:ryu@autumni.com">ryu@autumni.com</a>	<a href="http://www.autumni.com">http://www.autumni.com</a>
nowindecO co.,ltd	82-2-458-8407	<a href="mailto:artroad1@nate.com">artroad1@nate.com</a>	<a href="http://www.nowindecO.co.kr">http://www.nowindecO.co.kr</a>
NEX DESIGN PLANNING	82-2-542-2001	<a href="mailto:hongsw@nexdp.com">hongsw@nexdp.com</a>	<a href="http://www.nexdp.com">http://www.nexdp.com</a>
DESIGN Q-BEST	82-2-6085-1883	<a href="mailto:jhpark0127@naver.com">jhpark0127@naver.com</a>	<a href="http://www.q-best.co.kr">http://www.q-best.co.kr</a>
MIRDNC CO.,LTD	82-2-534-7997	<a href="mailto:hks@mirdnc.co.kr">hks@mirdnc.co.kr</a>	<a href="http://www.mirdnc.co.kr">http://www.mirdnc.co.kr</a>
SUNWOODECO	82-2-743-6409	<a href="mailto:sunwoodeco@hanmail.net">sunwoodeco@hanmail.net</a>	<a href="http://www.sunwoodeco.com">http://www.sunwoodeco.com</a>
Shinkwang Construction & Telecom Co.,Ltd	82-2-501-7573	<a href="mailto:skad@skad.co.kr">skad@skad.co.kr</a>	<a href="http://www.shinkwang.com">http://www.shinkwang.com</a>

Vendor	Phone No.	E-Mail	Homepage
Shinwoo design CO.,LTD	82-2-563-3052	sw3086@naver.com	http://
SUN SYSTEM	82-2-557-7323	yjpa@hanmail.net	http://www.sunss.co.kr
IZEN EXHIBITION CO.,LTD	82-2-417-3330	hjehan@hanmail.net	http://www.Àü½Ã°ø»ç.kr
SYP ASSOCIATES CO.,LTD	82-2-6000-4961	sypa@sypa.co.kr	http://www.sypa.co.kr
APex design Co.,Ltd.	82-2-556-3361	apexkl1@kornet.net	http://
WOORI communication co.,ltd	82-53-384-6611	wooricom2@hanmail.net	http://www.wooriad.co.kr
WILLBEE COMMUNICATIONS CO.,LTD	82-2-511-2385	hurs@willbee.co.kr	http://www.willbee.co.kr
UNIX KOREA LTD	82-2-551-5518	nam257@naver.com	http://www.unixkorea.co.kr
INCOM P&D Co.,Ltd	82-2-567-9952	coexnews@naver.com	http://www.coexnews.co.kr
ZERO D&C CO.,LTD	82-2-553-3311	jwsong@zerodnc.com	http://www.zerodnc.com
J.E.NET.COM	82-2-577-6286	j-jangga@hanmail.net	http://www.
GEO CHANG CO.,LTD	82-42-525-1624	joojn3@gmail.com	http://www.joojn.kr
Kyoung Dong Design CO., Ltd	82-2-907-8896	kyung-dong@hanmail.net	http://www.kddesign.co.kr
Group Mco Co.,Ltd	82-2-2117-0973	groupmco@chol.com	http://www.groupmco.com
GREEN DESIGN,INC.	82-62-682-6722	junda0@hanmail.net	http://
Global Mice CO.,LTD	82-2-566-3984	edoo@chol.com	http://www.geskorea.com
NANAM COMMUNICATIONS CO.,LTD	82-53-742-7371	nanamcom@naver.com	http://www.nanam21.co.kr
NARADESIGN Co.,Ltd	82-2-557-0481	kdk7727@inaradesign.co.kr	http://www.inaradesign.co.kr
NOW ENVIRONMENT DESIGN	82-2-575-1702	nowend@bill36524.com	http://www.e-nowdesign.com
Neosys Technology CO.,LTD	82-2-558-4415	newneo@neosystec.com	http://www.neosystec.com www.neosystec.com
NEESSPACEDESIGN CO.,LTD.	82-2-575-4337	camproll@neesspace.com	http://www.neesspace.com
DAWON SPACE, INC	82-2-577-9660	dawons@dawons.com	http://www.dawons.com
DAUNB CO.,LTD	82-2-761-0870	daun-b@hanmail.net	http://www.daunb.co.kr
W.J.AD CO.,LTD	82-53-421-6531	kuktae@naver.com	http://www.wjad.co.kr
decoree co., ltd	82-2-515-0001	sohs@decoree.co.kr	http://www.decoree.co.kr
DONGYANG COMBILOCK CO.,LTD	82-2-596-2641	combilock@naver.com	http://www.combilock.com
DONGIN & COM CO.,LTD	82-2-6111-8800	dongin77@donginexpo.com	http://www.dongin-n.com
DONGIN EXPO CO.,LTD	82-53-380-5000	dongin02@donginexpo.com	http://www.donginexpo.com

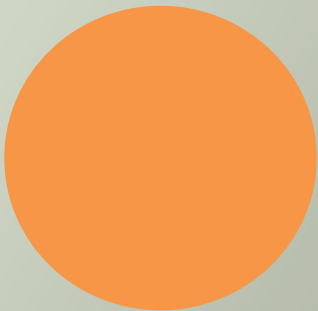
Vendor	Phone No.	E-Mail	Homepage
D'nos Design Group	82-2-548-2197	dnosand@naver.com	<a href="http://www.dnosdesign.co.kr">http://www.dnosdesign.co.kr</a>
DSN DESIGN CO.,LTD.	82-2-752-2744	dsdesign@korea.com	<a href="http://www.dsdesign1.co.kr">http://www.dsdesign1.co.kr</a>
DOASSOCIATES CO., LTD	82-62-514-9652	doaso55@naver.com	<a href="http://www.doasso.com">http://www.doasso.com</a>
DESIGN BANK CO.,LTD	82-2-782-0365	db0365@chol.com	<a href="http://">http://</a>
Design steelers korea Co.Ltd	82-2-577-5936	sims1973@nate.com	<a href="http://www.designsk.kr">http://www.designsk.kr</a>
DESIGN INEX. CO.,LTD	82-2-456-9542	dinex@dinex.co.kr	<a href="http://www.dinex.co.kr">http://www.dinex.co.kr</a>
DESIGNAWORKS CO.,LTD	82-2-517-7200	aworks@designaworks.co.kr	<a href="http://">http://</a>
Design-inter Co.Ltd	82-2-568-1130	inter1130@naver.com	<a href="http://www.design-inter.co.kr">http://www.design-inter.co.kr</a>
DESIGNNYL ASSOCIATES CO.,LTD	82-2-565-4007	shkim@designyl.co.kr	<a href="http://www.designyl.co.kr">http://www.designyl.co.kr</a>
DESIGN KOREA CO.,LTD	82-2-511-4921	designkr1@hanmail.net	<a href="http://www.designkr.co.kr">http://www.designkr.co.kr</a>
Design Prox	82-2-6710-7700	mskim@prox.co.kr	<a href="http://www.designprox.co.kr">http://www.designprox.co.kr</a>
Mountain Display Tech INC.	82-2-422-1888	choneosys@nate.com	<a href="http://www.m-d-t.co.kr">http://www.m-d-t.co.kr</a>
MAC DESIGN CO.,LTD	82-2-501-9944	youngil@macdesign.co.kr	<a href="http://www.macdesign.co.kr">http://www.macdesign.co.kr</a>
MIRAE YIO CO.,LTD	82-2-462-4778	mirae@yio.co.kr	<a href="http://www.yio.co.kr">http://www.yio.co.kr</a>
MIT DESIGN CO.,LTD	82-2-548-9878	md0212@unitel.co.kr	<a href="http://www.mitdesign.co.kr">http://www.mitdesign.co.kr</a>
BOIN C&I Co.,Ltd.	82-2-556-9395	boin@boin-ubi.com	<a href="http://www.boin-ubi.com">http://www.boin-ubi.com</a>
BizMarComm Ltd.	82-2-539-9782	info@bizmarcomm.com	<a href="http://www.bizmarcomm.com">http://www.bizmarcomm.com</a>
BigPineTree Co.,Ltd.	82-2-598-1346~8	bpt1988@bigpinetree.com	<a href="http://www.bigpinetree.com">http://www.bigpinetree.com</a>
SAMHO CORP CO.,LTD	82-31-916-3588	info-samho@hanmail.net	<a href="http://www.exsamho.com">http://www.exsamho.com</a>
SOLIDWORKS ASSOCIATES CO.,LTD	82-2-516-1694	skkim@solidworks-hq.com	<a href="http://www.solidworks-hq.com">http://www.solidworks-hq.com</a>
CI ARTPOINT CO.,LTD	82-2-792-7193	kje5734@yahoo.co.kr	<a href="http://www.artpoint.co.kr">http://www.artpoint.co.kr</a>
SEED INTERNATIONAL CO.,LTD	82-2-563-7262	junepark@se-ed.co.kr	<a href="http://www.se-ed.co.kr">http://www.se-ed.co.kr</a>
IDEUM.CO.,LTD	82-2-514-2404	inart74@nate.com	<a href="http://www.ideum.co.kr">http://www.ideum.co.kr</a>
IM EXHIBITION CULTURE Co.,Ltd	82-53-383-1130	imsky2007@naver.com	<a href="http://www.imexpo.co.kr">http://www.imexpo.co.kr</a>
ANTS DESIGN COMMUNICATION CO.,LTD	82-2-469-2009	kjh7420@antcom.co.kr	<a href="http://www.antscom.co.kr">http://www.antscom.co.kr</a>
ACE MARKETTING INC.	82-2-541-2984	ryoo@acemarketing.co.kr	<a href="http://www.acemarketing.co.kr">http://www.acemarketing.co.kr</a>
A&Design Co.,Ltd.	82-2-518-5212	anzion@dreamwiz.com	<a href="http://">http://</a>
FM COMMUNICATIONS CO.,LTD	82-2-3498-0846	sjgfm@promotion.co.kr	<a href="http://www.promotion.co.kr">http://www.promotion.co.kr</a>
EXCOM INTERNATIONAL CO.,LTD	82-2-551-4900	excom@excom.co.kr	<a href="http://www.excom.co.kr">http://www.excom.co.kr</a>



Vendor	Phone No.	E-Mail	Homepage
EXCOMPR CO.,LTD	82-2-3452-7471	njseo@excompr.co.kr	http://www.excompr.co.kr
EXCOPIA Co.,Ltd.	82-53-381-2831	syk3355@hanmail.net	http://www.excopia.co.kr
EXHIBIT KOREA	82-2-858-9330	xibit@naver.com	http://www.ek-design.co.kr
N3 D&T .CO.,LTD	82-2-575-9332	aroa1201@hotmail.com	http://www.nthree.com
O2 PLANNING&DESIGN CO.,LTD	82-2-562-3236	suksang7@naver.com	http://www.o2pnd.com
OKTOKKI IMAGINEERING CO.,LTD	82-2-2675-0792	seoul675@chol.com	http://www.oktokki.co.kr
WIDEPLANNING.CO.,LTD	82-2-3453-7563	sds@wideplanning.com	http://www.wideplanning.com
WORKS IN SPIRIT CO.,LTD	82-2-538-1740	win@worksin.com	http://www.worksin.com
1S3D CO.,LTD.	82-2-882-9114	8829114@naver.com	http://www.1s3d.com
ONE IL DESIGN CO.,LTD	82-2-547-6415	one1design@paran.com	http://www.1design.net
WIZEEN CO.,LTD	82-2-561-3767	stanley@wizeen.com	http://www.wizeen.com
UNIMOTTO CO.,LTD.	82-2-557-7702	his@unimotto.co.kr	http://www.unimotto.co.kr
UNION COMMUNICATION CO.,LTD	82-1566-0497	ysbrosa@gmail.com	http://www.unionevent.com
UBM CO., LTD	82-31-206-2238	ubm@ubmworld.co.kr	http://www.ubmworld.co.kr
EXPLAN CO., LTD.	82-2-538-8001	explan1@korea.com	http://-
EasyTech International	82-2-2082-1700	coolwoong@iztec.co.kr	http://www.iztec.co.kr
ENEM DESIGN CO.,LTD	82-2-512-1214	enem304@naver.com	http://-
INTERBLUE Communication Co.,Ltd	82-2-501-0836	nikki58@naver.com	http://
Into on. Inc	82-31-996-8530	euntae.hwang@into-on.com	http://www.into-on.com
Jeonsigonggan Co.,Ltd	82-2-2648-9330	duck900@paran.com	http://www.jeonsi.com
Jeidycomdesign Co.,Ltd	82-2-474-3855	dklee7958@naver.com	http://-
JoongAng Exhibition Co.,Ltd	82-2-3445-7775	joong001@korea.com	http://www.jafair.co.kr
Gid communications Co.,Ltd	82-2-3453-7141	gidco@korea.com	http://www.gid-co.com
G.I Planning Co.,Ltd	82-2-538-6065~6	sang102@chol.com	http://www.giplanning.com
CALLING C&D	82-51-851-3273	callings@lycos.co.kr	http://www.callingsystem.co.kr
Toin Design & Commuications Co.Ltd	82-2-542-4900	5424900@naver.com	http://www.toinad.com
TJ Communication Co., Ltd	82-2-501-1133	tjcom1111@hanmail.net	http://www.tj-com.co.kr
PAN-ASIAN INDUSTRIAL ART INC.	82-2-706-0055	nicky1012@naver.com	http://www.panaart.co.kr
4M DESIGN CO.,LTD	82-2-6241-7500	winslet11@hanmail.net	http://
FLANELENT CO.,LTD	82-2-718-9934	eventbooth@nate.com	http://www.flanel.co.kr

<b>Vendor</b>	<b>Phone No.</b>	<b>E-Mail</b>	<b>Homepage</b>
PLUS INFINI DESIGN, INC.	82-2-3444-3660	park@p-infini.com	<a href="http://www.p-infini.com">http://www.p-infini.com</a>
PISCO INTERNATIONAL CO.,LTD	82-2-553-9822	pis@piscoi.com	<a href="http://www.piscoi.com">http://www.piscoi.com</a>
FIART KOREA	82-2-564-6364	james@fiart.co.kr	<a href="http://www.fiart.co.kr">http://www.fiart.co.kr</a>
Philgreen Architecture Co.,Ltd	82-2-569-3392	philgreen@empal.com	<a href="http://www.philgreen21.com">http://www.philgreen21.com</a>
KOREA E&I	82-2-563-8669	messeworld@hanmail.net	<a href="http://www.messeworld.co.kr">http://www.messeworld.co.kr</a>
Hector Communications Inc.	82-2-2264-8411	ydk@hector.co.kr	<a href="http://www.ex-on.co.kr">http://www.ex-on.co.kr</a>
HOAM-AIDESIGN CO.,LTD.	82-2-555-3704	hoamlee-1@daum.net	<a href="http://www.hoamaid.co.kr">http://www.hoamaid.co.kr</a>
Heemang Co., LTD	82-2-575-0433	heemangho@naver.com	<a href="http://www.heemangho.com">http://www.heemangho.com</a>
Pico North Asia Ltd	82-2-558-3240	info@kr.pico.com	<a href="http://www.picoworld.com">http://www.picoworld.com</a>
HANIL DESIGN COMPANY	82-2-414-1509	hometown@korea.com	<a href="http://www.hanildesign.co.kr">http://www.hanildesign.co.kr</a>
HUNGSEO IND. CO. LTD	82-2-508-1666	sun770202@nate.com	<a href="http://www.hsind.com">http://www.hsind.com</a>

## VIII. Directions & Hotels



## VIII. Official Airline & Directions & Hotels

- KOTFA 2012 Official Airline – Korean Air

**\*We, KOTFA 2012 Secretariat, will inform you about the discount rate for airfare via separate newsletter soon.**

- How to get to COEX



Coex is located in the World Trade Center Complex in Gangnam District south of the Han River in Seoul. You can find us at Samseong Station on subway line number two or at Cheongdam Station on subway line number seven.

### ◆ From Incheon International Airport

#### Seoulbus Limousine Bus (No. 6006)

Time to destination	Approximately 65~80 minutes (approximately 70 Km)
Single fare	9,000 won (adults)/ 7,000 won (Children, 6~12years)
Bus Stops	Incheon International Airport(1F) 5A, 11B
Where to buy tickets	Seoulbus Limousine Bus Stops
Telephone	+82-2-577-1343~5

**CALT Limousine Bus (City Airport, Logis & Travel, Korea)**

Time to destination	Approximately 65~80 minutes (approximately 70 Km)
Single fare	15,000 won (adults)/ 7,500 won (Child)
Bus Stops	Incheon International Airport (1F) platform east 4A , west 10B
Where to buy tickets	CALT Limousine Bus stops
Telephone	+82-2-551-0790,2

**KAL Limousine Bus**

Time to destination	Approximately 65~80 minutes (approximately 70 Km)
Single fare	15,000 won (adults)/ 10,000 won (children, 6~12years)
Bus Stops	Incheon International Airport (1F) N o. 4B, 11A
Where to buy tickets	Incheon International Airport KAL Limousine Counter(NO.22), KAL Limousine Bus stops
Telephone	+82-2-2667-0386

**Via TAXI**

Time to destination	Approximately 60 minutes
Single fare	50,000won (normal taxi), 90,000 won (luxury taxi)

**◆ From Gimpo Airport****CALT Limousine Bus (City Airport, Logis & Travel, Korea)**

Time to destination	Approximately 45 ~ 55 minutes (approximately 35Km)
Single fare	7,000 won (adults)/ 4,000 won (Child)
Bus Stops	<b>Gimpo Airport (1F)</b> * Domestic Arrivals: Platform 3 * International Arrivals: Platform 6
Where to buy tickets	CALT Limousine Bus stops
Telephone	+82-2-551-0790,2

**Via TAXI**

Time to destination	Approximately 50 minutes
Single fare	40,000won (normal taxi), 80,000 won (luxury taxi)

□ **KOTFA2012 Hotel**

**1. Official Hotel**

**◆ Lotte Hotel World Jamsil**

<b>Class</b>	<b>★★★★★</b>		
<b>Address</b>	<b>240, Olympic-ro, Songpa-Gu, Seoul Korea</b>		
<b>Homepage</b>	<b><a href="http://www.lottehotelworld.com/en/index.asp?lang=English">http://www.lottehotelworld.com/en/index.asp?lang=English</a></b>		
<b>Tel</b>	<b>82-2-411-7531</b>	<b>Fax</b>	<b>82-2-414-6698</b>
<b>Sales Mgr.</b>	<b>Jason Ha</b>	<b>E-mail</b>	<b><a href="mailto:jasonha@hotellotte.co.kr">jasonha@hotellotte.co.kr</a></b>
<b>Room Rate</b>	<b>Double US\$ 210</b> <b>TWIN US\$ 235</b>		
<b>Breakfast</b>	<b>Included</b>		
<b>Remarks</b>	<b>Morning Shuttle Service</b> <b>A sauna, indoor swimming pool, fitness free entrance</b>		

**\*Rates include one breakfast only, service charge and tax.**

2. The others for your convenience.

◆ **Ellui Hotel**

<b>Class</b>	<b>★★★★</b>		
<b>Address</b>	<b>129, Chung Dam-dong, Kangnam-Ku, Seoul, Korea</b>		
<b>Homepage</b>	<b><a href="http://www.ellui.com/english/main/main.asp">http://www.ellui.com/english/main/main.asp</a></b>		
<b>Tel</b>	<b>82-2-514-3535</b>	<b>Fax</b>	<b>82-2-516-6145</b>
<b>Sales Mgr.</b>	<b>Sung- kuk, Cho</b>	<b>E-mail</b>	<b>Sg5951@hanmai.net anneres@ellui.com</b>
<b>Room Rate</b>	<b>Deluxe Double Room: US\$ 110 Deluxe Twin Room: US\$ 120</b>		
<b>Breakfast</b>	<b>Included</b>		
<b>Remarks</b>	<b>* FREE SHUTTLE BUS(Hotel Ellui ⇒ COEX) *Location &amp;Map : <a href="http://www.ellui.com/english">www.ellui.com/english</a></b>		

**\*Rates include service charge and tax.**

## ◆ Hotel Prima

<b>Class</b>	<b>★★★★</b>		
<b>Address</b>	<b>52-3 Cheongdam-Dong Gangnam-Gu, Seoul, Korea</b>		
<b>Homepage</b>	<b><a href="http://www.prima.co.kr/#">http://www.prima.co.kr/#</a></b>		
<b>Tel</b>	<b>82-2-6006-3907</b>	<b>Fax</b>	<b>82-2-544-8523</b>
<b>Sales Mgr.</b>	<b>Dong-Ri, Lim</b>	<b>E-mail</b>	<b><a href="mailto:drlim@prima.co.kr">drlim@prima.co.kr</a></b>
<b>Room Rate</b>	<b>Double Room : US\$ 130</b> <b>Deluxe Twin : US\$ 160</b>		
<b>Breakfast</b>	<b>Included</b>		
<b>Remarks</b>	<b>Internet Free</b>		

\*Rates include service charge and tax.

## ◆ Artnouveau City

<b>Class</b>	<b>Serviced Residence</b>		
<b>Address</b>	<b>1680-1 Seocho-dong, Seocho-gu, Seoul, Korea</b>		
<b>Homepage</b>	<b><a href="http://www.artnewcity.com">www.artnewcity.com</a></b>		
<b>Tel</b>	<b>02-560-7100 / 7200</b>	<b>Fax</b>	<b>02-560-7114 / 7110</b>
<b>Sales Mgr.</b>	<b>Youngjik Lee</b>	<b>E-mail</b>	<b><a href="mailto:yongjikleee@aol.com">yongjikleee@aol.com</a></b>
<b>Room Rate</b>	<b>Double Room : 121,000 Won</b> <b>Deluxe Twin : 121,000 Won</b>		
<b>Breakfast</b>	<b>Included</b>		

▶ **Above rates may be subject to change without prior notice.**



## □ Hotels near COEX

### ◆ 5 Star



Hotel	Website
Grand Intercontinental Hotel	<a href="https://www.grandicparnas.com:444/eng/index.do">https://www.grandicparnas.com:444/eng/index.do</a>
Renaissance Hotel Seoul	<a href="http://www.renaissanceseoul.com/">http://www.renaissanceseoul.com/</a>
The Imperial Palace Hotel	<a href="http://www.imperialpalace.co.kr/">http://www.imperialpalace.co.kr/</a>
Coex Intercontinental Seoul	<a href="http://www.seoul.intercontinental.com/">http://www.seoul.intercontinental.com/</a>
The Ritz-Carlton Seoul	<a href="http://www.ritzcarltonseoul.com/">http://www.ritzcarltonseoul.com/</a>
Hotel Lotte World	<a href="http://www.lottehotelworld.com/kr/">http://www.lottehotelworld.com/kr/</a>
Park Hyatt Hotel	<a href="http://www.parkhyattseoul.co.kr/">http://www.parkhyattseoul.co.kr/</a>

### ◆ 4 Star



Hotel	Website
Novotel Ambassador Hotel	<a href="https://novotel.ambatel.com/gangnam">https://novotel.ambatel.com/gangnam</a>
Hotel Ellelui	<a href="http://www.ellui.com/english">http://www.ellui.com/english</a>
Ramada Seoul Hotel	<a href="http://www.ramadaseoul.co.kr">http://www.ramadaseoul.co.kr</a>
Hotel Riviera	<a href="http://www.hotelriviera.co.kr/eng/index.asp">http://www.hotelriviera.co.kr/eng/index.asp</a>
Bestwestern Premier Gangnam Hotel	<a href="http://www.bestwesterngangnam.com/">http://www.bestwesterngangnam.com/</a>

◆ 3 Star



Hotel	Website
Hotel Samjung	<a href="http://www.samjunghotel.co.kr/eng/">http://www.samjunghotel.co.kr/eng/</a>
Sunshine Hotel	<a href="http://www.hotelsunshine.co.kr/">http://www.hotelsunshine.co.kr/</a>
Yong Dong Hotel	<a href="http://www.youngdonghotel.co.kr">http://www.youngdonghotel.co.kr</a>
Prima Hotel	<a href="http://www.prima.co.kr">http://www.prima.co.kr</a>
Hotel Ibis Seoul	<a href="http://www.ambatel.com">http://www.ambatel.com</a>

◆ Others



Hotel	Website
New Hilltop Hotel	<a href="http://www.newhilltop.co.kr/">http://www.newhilltop.co.kr/</a>
Hotel Dynasty	<a href="http://hoteldynasty.com/">http://hoteldynasty.com/</a>
Olympic Parktel	<a href="http://www.parktel.co.kr/">http://www.parktel.co.kr/</a>
Hotel Samhwa	
Hotel Giants	
Hotel Tiffany	<a href="http://www.tiffanyhotel.com/">http://www.tiffanyhotel.com/</a>
Hotel Windsor	
Hawaii Hotel	<a href="http://hotelhawaii.co.kr/">http://hotelhawaii.co.kr/</a>

## IX. Documentation



**VIII. Documentation** (All the forms are attached separately.)

No.	Contents	Necessary	Closing	Remark
1	<b>Directory Registration Form</b>	<b>All Exhibitors</b>	~ 5. 11	Form 1
2	<b>Directory AD Application</b>		~ 5. 11	Form 2
3	<b>Company ID Request Form</b>	<b>Package Booth Exhibitors</b>	~ 5. 11	Form 3
4	<b>Delegate Name Badge</b>	<b>All Exhibitors</b>	~ 5. 11	Form 4
5	<b>Tourism Presentation</b>		~ 5. 11	Form 5
6	<b>Booth Work Request</b>		~ 5. 11	Form 6
7	<b>Additional Requirement</b>		~ 5. 11	Form 7
8	<b>Promotional Event and Performance</b>		~ 5. 11	Form 8
9	<b>Multi-Vision Play and Lottery Donation</b>	<b>Space Only Exhibitors</b>	On Exhibition	Form 9
10	<b>Carry Out Request</b>		~ 5. 11	Form 10
11	<b>Over Time Use Request</b>		On Exhibition	Form 11
12	<b>Rental Request Form</b>		~ 5. 11	Form 12