

Proposal for National Pavilion at Automation World 2020

March 4th (Wednesday) – 6th (Friday), 2020

Coex is the leading exhibition organizer in Korea, providing more than 20 years of experience while organizing more than 20 exhibitions annually. Automation World was launched as the factory automation industry's first exhibition in 1990, joined the **world F.I.M** in 2001, and acquired **UFI authorization** as the first of its kind in Korea in 2002. As the top industry automation exhibition in Korea, Automation world takes a show-in-show format, composed of Aimex, Korea Vision show, and Smart Factory Expo.

As the organizer of Automation World, Coex would like to propose the special tailor-made program called, National Pavilion Package for overseas trade agencies and organizations to boost bilateral trade through trade show participation. This special offer will be applicable when only more than 54sqm (6 booths) are taken. Opportunities presented through this package are as follows.

1. Booth Package

- Special Price Offer

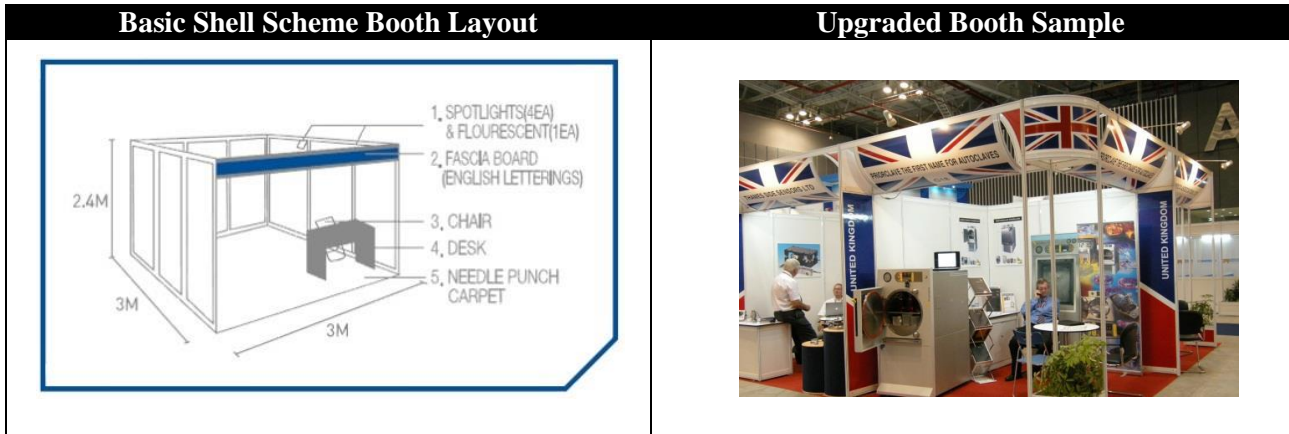
Booth Type	Scale	Discount Rate	Original Price	Discounted Price
Schell Scheme US \$ 3,650 / Booth	6 Booths	10%	US\$ 21,900	US\$ 19,710
	10 Booths	15%	US\$ 36,500	US\$ 31,025
	20 Booths	20%	US\$ 73,000	US\$ 58,400
Space Only US \$ 3,250 / Booth	6 Booths	10%	US\$ 19,500	US\$ 17,550
	10 Booths	15%	US\$ 32,500	US\$ 27,625
	20 Booths	20%	US\$ 65,000	US\$ 52,000

1 Booth = 3m x 3m = 9sqm

- Booth Specifications & Additional Privileges

	Shell Scheme	Space Only
Basic Specification	- Company name panel in Korean and English with booth number - Pytex flooring - One set of a desk and a chair - 2 fluorescent light & 3 spotlights	Only exhibit space is provided. Each exhibitor should select the designated service provider and install exhibition equipment
Privileges for 6 – 9 booths	- National flag and name of the country integrated into the booth design - Additional furniture provided : 3 chairs and 1 round table - One-Stop Service Assistance : translation service, accommodation and city tour arrangements	

<p>Privileges for 10 or more booths</p>	<ul style="list-style-type: none"> - All of the above benefits included - Airfare and 3 night's hotel accommodation provided for the group representative - One promotional booth provided
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2. National Pavilion Benefits

- Free web banner at official website
- One full page press release distributed online
- One full page advertorial in Automation World official show directory
- Online promotion through social media sites
- Promotional article on official e-newsletter distributed to buyers