

## Proposal for National Pavilion at Food Week Korea 2018 November 28 (Wed.) – December 1 (Sat.), 2018

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Food Week Korea, the largest exhibition that Coex organizes, is an international food exhibition featuring products and services from every sector of the global food industry.

As the organizer of Food Week Korea, Coex would like to propose the special tailor-made program called, National Pavilion Package to boost bilateral trade through trade show participation.

This special offer will be applicable when only more than 54sqm (6 booths) is taken. Opportunities presented through this package are as follows.

### 1. Booth Package

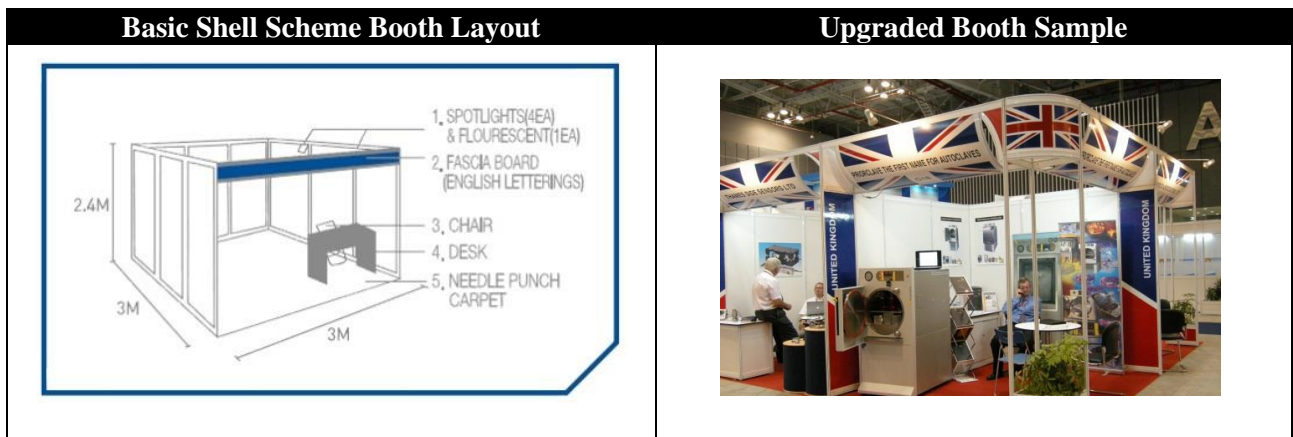
#### - Special Price Offer

Booth Type	Scale	Discount Rate	Original Price	Discounted Price
<b>Schell Scheme</b> US \$3,300 / Booth	<b>6 Booths</b>	10%	USD 19,800	<b>USD 17,820</b>
	<b>10 Booths</b>	15%	USD 33,000	<b>USD 29,700</b>
<b>Space Only</b> US \$3,000 / Booth	<b>6 Booths</b>	10%	USD 18,000	<b>USD 16,200</b>
	<b>10 Booths</b>	15%	USD 30,000	<b>USD 27,000</b>

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 - 1 fluorescent light & 4 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 - 24 hour wired Internet provided - Additional furniture provided : 3 chairs and 1 round table - One-Stop Service Assistance : translation service, accommodation and city tour arrangements	
Privileges for 10 or more booths	All of the above benefits included - 3 night's hotel accommodation provided for the representative - One complimentary booth provided	



## 2. National Pavilion Benefits

- 1:1 Business Match Meeting Program for domestic buyers and exhibitors
- Major Buyers at Food Week includes:

<b>Super Markets</b>	Lotte Mart, E-mart, Homeplus, Megamart, etc.
<b>Convenience Stores</b>	Bokwang Family Mart, GS25, 7-Eleven, Ministop, etc.
<b>Department Stores</b>	Lotte Department Store, Shinsegae Department Store, Hyundai Department Store, etc.
<b>Food Service</b>	Everland, Amoje, CJ Foodville, Sunatfood, Ourhome, etc.
<b>Online/Offline Distributors</b>	G Market, Auction, etc.

- One conference room provided for 1 day during the show period
- Free web banner at Food Week Korea official website
- One full page advertorial in Food Week Korea official show directory
- One full page press release distributed online
- Promotional article on official e-newsletter distributed to 100,000 buyers