

14th SEOUL INT'L SEAFOOD SHOW

2018. 5. 9(WED) ~ 11(FRI) | COEX Hall D

| CONTACT US |

Seoul Int'l Seafood Show Secretariat B2EXPO Co., Ltd.
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1 GENERAL INFORMATION

- **Title** Seoul Int'l Seafood Show 2018 (3S 2018)
- **Period** May 9th(Wed.) ~ 11th(Fri.), 2018
- **Venue** Coex Hall D, Seoul, Korea
- **Host** Korea Fisheries Association
- **Organizer** B2EXPO Co., Ltd.
- **Supporters** Ministry of Oceans and Fisheries
Korea Chainstores Association
Korea Fishery Trade Association

2 EXHIBITS PROFILE

- Seafood / Health functional food
- Seasonings & Food additives
- Food processing machinery and related equipment
- Packaging and physical distribution equipment and service
- Refrigerators, Freezers, Thawing machines, Related equipment and technology
- HACCP supporting machinery, services and food sanitation
- Fishery, nursery and aquaculture technologies, Feed for aquaculture
- Technology for abstracting medical elements from seafood, technology for commercializing these elements, technology for computerizing these elements, functional products related to seafood

3 VISITOR PROFILE

- **Seafood Buyers**
Dealers and other retailers, Large & Small discount stores Wholesalers, Department stores, Mail-order & E-commerce businesses
- **Seafood Users**
Meal service businesses, Hospitals, Military services, Schools, Large companies, Delicatessens and other take-home meal businesses, Hotels & Restaurants, Sushi restaurants, Fish restaurants
- **Those in the domestic fishing businesses**
Fishery product processing businesses, Fish farming businesses, Fisheries experimental stations
- **Traders**
Trading companies
- **Government & Others**
Governments, Fishing cooperative association, Fishermen

4 PARTICIPATION GUIDE

Mar. 9th, 2018

Submission of application



Mar. 16th, 2018

Application of Technical Services



May. 8th, 2018

Booth Installation

On Site

Online www.seoulseafood.com | Email 3s@seoulseafood.com | Fax +82-2-6000-2805

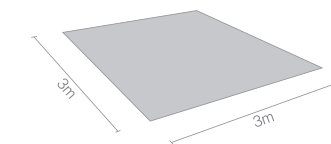
Early registration

Early registration discount : 10% of participation fee

Early registration : Before January 5th, 2018

Booth Types and Participation Fee

Deadline	Booth Type	Unit Price
Early Bird Application 2018.1.5	Space Only	US\$ 2,700
	Space + Shell Stand	US\$ 3,150
Standard Application 2018.3.9	Space Only	US\$ 3,000
	Space + Shell Stand	US\$ 3,500



Indoor Raw Space

- Minimum 36m², including floor space, 24hours service & security
- Booth installation is permitted only authorized construction company by COEX



Standard Booth Information

- Basic Unit : 1 Booth (9m² = 3m x 3m)
- Feature
 - Side & back wall
White panel of width (1m) x height (2.5m) x thickness (5mm) with Octanium frame.
 - Signboard : 750mm high on top of the booth
 - Exhibit floor : Py-tex carpet
 - Others : 1 Info desk, 1 round table, 4 chairs



Welcome to the Biggest Seafood Exhibition in Korea! Seoul Int'l Seafood Show 2018



APPLICATION & CONTRACT

Seoul Seafood Show Secretariat coex#419, 513 youngdong-daero, Gangnam-gu, Seoul, 06164 T. 02-6000-2800 F. 02-6000-2805 E. 3s@seoulseafood.com

Applicant

Company			
Address			
Legal Representative		Title	
The person in charge			
Phone		Fax	
Email		Mobile	
Website			
Exhibit			

Booth Option & Price

Deadline	Booth Type	Unit Price	Requirement	Total
Early Bird Application 2018.1.5	Space Only	US\$ 2,700	() Booth	US\$
	Space + Shell Stand	US\$ 3,150		
Standard Application 2018.3.9	Space Only	US\$ 3,000	() Booth	US\$
	Space + Shell Stand	US\$ 3,500		
Total	US\$			

Basic Unit : 1 Booth (3m x 3m = 9m²)

Bank Information

- Bank : SHINHAN BANK, World Trade Branch, Seoul, Korea
- Beneficiary : BTOEXPO
- Account No. : 180-000-247456
- Swift Code : SHBKRRSE

We accept the TERMS AND CONDITIONS FOR PARTICIPATION and hereby enclose US\$ _____,
50% of the total participation fee.

Date : _____

Name : _____ (Please print) Title : _____

Signature : _____



TERMS AND CONDITIONS FOR EXHIBITING

TERMS OF REFERENCE

In these terms and conditions for exhibiting, the term Exhibitor shall include all employees, partnership, firm or individual to whom space has been allocated for the purpose of exhibiting. The term "Secretariat" shall mean "Seoul Seafood Show Secretariat" The term "Exhibition" shall mean "Seoul Seafood Show 2018".

ALLOCATION OF EXHIBIT SPACE

The Secretariat shall allocate the space in accordance with the nature of the exhibits or in the manner the Organizer deems fit. The Secretariat shall reserve the right to change the space allocated to the Exhibitor at any time prior to the commencement of the build up of the exhibition should the circumstances require changes. Such changes shall be at the discretion of the Secretariat. The Exhibitor shall not claim for compensation as a result of the changes.

APPLICATION AND PAYMENT PROCEDURES

Applications should be sent to the Secretariat along with a transfer slip (check or copy of a bank) paying for the initial 50% of the participation fee. The contract shall be established and be put into effect upon the Exhibitor's payment of 50% of the participation fee and/or shell cost. The balance should be paid by no later than March 23, 2018. Early bird applicants should pay the balance by no later than January 5, 2018.

CANCELLATION

Cancellation will only be accepted under unavoidable circumstances. In the case of changing exhibits or canceling the exhibition, exhibitors should inform the Secretariat in writing.

[Penalties]

- Befor March 23, 2018 : 50% of total participation fee
- After March 24, 2018 : No refunds will be issued

INSTALLATION AND DISMANTLEMENT

The installation and removal of the exhibits and booths must be completed by the date and time stipulated by the Secretariat. Exhibitors shall indemnify the Secretariat against any loss, which may be caused by delay or damage to the Exhibition Hall.

COORDINATION OF EXHIBIT WITH ORGANIZER

Exhibitors shall provide descriptions of their exhibits before the construction of the exhibits and ensure compliance with regulations and restrictions on booth design and activity. Exhibitors shall also agree to provide the Secretariat with the necessary information, facilitating the overall promotion of the exhibition.

INSURANCE, SECURITY AND SAFETY

Exhibitors are required to subscribe to all risks insurance policy on all equipment and products during the Exhibition as well as during setting up and dismantling. The Secretariat shall not be held responsible for any loss, theft, or damage to any articles belonging to the Exhibitor. Materials used in stand and display construction must be properly fire proof in accordance

with the local fire and safety regulations. The Secretariat shall reserve the right to limit any constructions or demonstrations that pose as potential safety hazards.

USE OF EXHIBIT SPACE

Exhibitors are bound to exhibit the announced products and to man the stands with competent personnel during the open hours of the Exhibition. Activities of the Exhibitors shall be confined within limits of the Exhibitors booth. The exhibits will be consistent with the theme of the Exhibition and the Secretariat reserves the right to restrict exhibits which may detract from the general character of the Exhibition.

RESTRICTION ON SELLING

It is agreed that the single purpose of contracting a exhibit space is to display and/or to demonstrate equipment, supplies and/or services. Cash sales within the confines of the exhibit space are prohibited.

LIABILITY

It is mutually agreed that the Secretariat shall not be liable to the Exhibitors for any damages to and/or losses of the Exhibitors properties, or for injuries to people resulting from any cause. The Exhibitors expressly waive all claims such as losses, damages, or injuries.

BREACH OF CONTRACT AND WITH DRAWAL BY EXHIBITOR

In the event that the Exhibitor refuses to use all or part of the space allocated or the Exhibitor defaults on the payment, the Secretariat shall have the right to terminate the contract forthwith. In addition, the stand charges shall not be refundable. If the Exhibitor withdraws from participation without the Secretariats approval, the already paid money by the Exhibitor shall not be refundable.

CHANGES

The Secretariat reserves the right to change the venue and duration of the Exhibition if exceptional circumstances demand such changes. In the event of a change of venue and/or date, or cancellation of the Exhibition, the Exhibitor shall not be entitled to any claim for compensation in connection with the booking for participation.

SUPPLEMENTARY

When necessary, the Secretariat shall have the right to issue supplementary regulations in addition to those in the TERMS AND CONDITIONS FOR EXHIBITING. Those regulations and instructions shall be binding on the Exhibitors. The Exhibitors shall observe the Exhibition Rules and Regulations.

ARBITRATION OF DISPUTES

Any dispute, difference or question arising hereafter between the Secretariat and the Exhibitor concerning the true construction of these TERMS AND CONDITIONS FOR EXHIBITING or the rights and liabilities of the parties thereto shall be settled in accordance with the Commercial Arbitration Rules of the Korean Commercial Arbitration Board. The verdict of the above arbitration shall be final and binding upon both.