

Proposal for National Pavilion at Coffee Expo Seoul 2018

April 5th (Thu) - April 8th (Sun), 2018

Coffee Expo Seoul is an international coffee exhibition featuring products and services from the coffee industry. As the organizer, Coex would like to propose **National Pavilion Package** for trade agencies and organizations to boost bilateral trade through trade show participation. This special package is only applicable when only more than 54sqm (6 booths) is taken by overseas companies.

1. Special Booth Package

Booth Type	Scale	Discount Rate	Original Price	Discounted Price
Schell Scheme US \$2,700 / Booth	10 Booths	10%	USD 27,000	USD 24,430
	20 Booths	15%	USD 54,000	USD 45,900
Space Only US \$2,300 / Booth	10 Booths	10%	USD 23,000	USD 20,700
	20 Booths	15%	USD 46,000	USD 39,100

➤ One Booth = 3m x 3m = 9sqm

Booth Specifications & Additional Privileges

	Shell Scheme	Space Only
Basic Specification	<ul style="list-style-type: none"> - Fascia Board (Company name in English with booth number) - Carpeted Floor - One information desk and one chair - 4 Spotlights 	Only exhibit space is provided. Each exhibitor should select the designated service provider and install exhibition equipment, including furniture.
Privileges for 10 or more booths	<ul style="list-style-type: none"> - National flag and name of the country integrated into the booth design - 24 hour wired internet provided - 3 chairs and 1 round table provided - One-Stop Service Assistance : interpretation service, accommodation and city tour arrangements 	
Privileges for 20 or more booths	<ul style="list-style-type: none"> - All of the above benefits included - 3 night's hotel accommodation provided for the representative - One additional complimentary booth provided 	

2. National Pavilion Benefits

- Web banner uploaded on the Coffee Expo Seoul official website
- One full page (color) advertisement in Coffee Expo Seoul official show directory
- One full page press release distributed online
- Promotional section included on official Coffee Expo Seoul e-newsletter
- Online promotion through Coffee Expo Seoul social media channel (Website, Facebook, Twitter and Instagram)