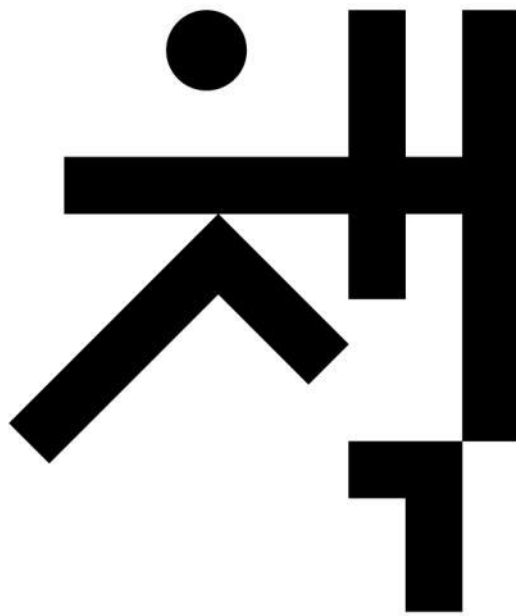


Seoul International Book Fair 2023

Exhibitor's Manual



14 - 18 June, 2023

B1, Hall A, Coex

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SECTION 1

Introduction

01. Overview

02. Exhibition Schedules

03. Exhibitor Checklist

04. Exhibitor FAQs

1. Overview

◇ Title: Seoul International Book Fair 2023

◇ Schedule

- ▷ Construction Dates: June 12th (Mon) ~ June 13th (Tues), (2 days)
- ▷ Exhibition Dates: June 14th (Wed) ~ June 18th(Sun), (5 days) ※ June 18 (Sun), Dismantle on the day
- ▷ Opening Ceremony: 11:00 AM, June 14th (Wed) – Main Stage at Hall B1, Coex

◇ Venue: Halls A and B1, Coex 1F

◇ Theme: NONHUMAN

◇ Hosted by: Korean Publishers Association (KPA)

◇ Organized by: Seoul International Book Fair (SIBF), Coex

◇ Sponsored by: Ministry of Culture, Sports and Tourism of Korea (MCST),
Publication Industry Promotion Agency of Korea (KPIPA), Korean Publishing Foundation

◇ Guest Country of Honor: Sharjah

◇ Spotlight Country: Canada

◇ Opening Hours

- ▷ June 14th (Wed) ~ 17th(Sat): 10 AM ~ 07 PM
- ▷ June 18th(Sun): 10 AM ~ 05 PM

* Final entrance is 30 minutes prior to the closing time.

◇ Entrance Fee

- ▷ Free Entrance: Handicapped (requires welfare ID card) or Preschool Children and those over 65
- ▷ Adult: ~~₩10,000~~ (~~₩~~7,000 for early bird registration)
- ▷ Underage (under 19 Years old): ~~₩5,000~~ (~~₩~~3,500 for early bird registration)

* Early bird registration is available through NAVER Registration.

* The purchased pass is valid for the registered date only.

* **Book fair tickets** are required to attend book fair lectures and seminars. Reservation (free of charge) is processed separately

* Underage children must bring proof of date of birth (student ID card, medical insurance card, passport, etc.)

2. Exhibition Schedule

Description		Schedule
Form Submission	Fill out SIBF directory form * → submit via website (sibf.or.kr)	
	<u>Application for Utility Services</u> - see Section IV. 1.	Submit by May 15th(Mon)
	Space only booth exhibitors should submit papers including the setup report and booth layout to the following: ▷ Email sibf@coex.co.kr ▷ Hall Manager's Office http://lmsweb.coex.co.kr/wbooth/list.mvc	Submit by May 15th(Mon)
Booth Setup	Space Only Booths	8 AM ~ 8 PM on June 12th ~ 13th
	Basic Shell Scheme Booths (3m x3 m) Small Booths (1.5m x 2m/2.5mx 2m) * Exhibitors can enter the Hall and prepare the exhibition <u>after 12 PM on June 13th(Tue)</u> * No vehicle is allowed in the hall	12 PM ~ 8 PM on June 13th(Tue)
Moving in Exhibits	Space Only Booths	8 AM ~ 8 PM on June 12th ~ 13th
	Basic Shell Scheme Booths Small Booths	12 AM ~ 8 PM on June 13th
Installment of Utilities	Power supply, phone-connection, LAN, water supply *Electricity will be provided after all the booth construction is over with	8 AM ~ 3 PM on June 12th ~ 13th
Moving out Exhibits	Early moving out during the event requires approval by the organizer	5 PM ~ 10 PM on June 18th(Sun)
Dismantlement	Dismantling of the booths by the booth builder ※ Beware of exhibit theft	after 6 PM on June 18th(Sun) (before 12 AM)

* SIBF directory of exhibitors

1) The information will be displayed on the SIBF 2023 website,
and leaflets will be distributed to visitors, on-site.

2) Inquiries: Korean Publishers Association +82 (0)2 733 8402 (ext. 9927)

3. Exhibitor Checklist

Items		Description
Form Submission	Submit before the Event	Form 01. Application for Utilities Form 02. Application for Fascia Board & Bulletin Form 03. Declaration of Bonded Exhibits Form 04. Application for Bringing in Hazardous Objects Form 05. Application for Bringing in Heavy Objects
	Submit on Site	Form 06. Application for Overtime Work Form 07. Application for Early Move-out of Exhibits
Payment of Participation Fees (Booth Fee + Utility Fee)		▷ for participation and use of utility Account: Woori Bank 1005 804 286598 Korean Publishers Association * Please input sender name to be identical to the exhibitor name. * Please note the above account is separate from payment for the booths.
Booth Setup	All Booths	▷ build & design exhibit and panels ▷ assign booth manager ▷ set transportation plans ▷ move in exhibits, review setup schedule, ▷ education on basic manners for exhibition
	Space Only Booths	▷ choose booth builder from Coex partner providers ▷ plan booth design
	Basic Shell Scheme Booths Small Booths	▷ check furniture/equipment
Setup Guidelines		▷ banners or boards can be glued only with 3M dual-side tapes ▷ S rings or wire rings for hanging panels on booths ▷ painting on booths not allowed (compensate for restoration in case of damage) ▷ check panel provider
Form Review		▷ apply for utilities ▷ apply for exhibitor pass ▷ apply for organization name displayed on the fascia boards
Setup Review		▷ panels, appliances and display shelves ▷ shelves for promotion materials ▷ review transportation plan ▷ equipment: computers, screen, projectors ▷ reception tables and chairs
Preparing for Display		▷ exhibits ▷ promotion boards ▷ samples or brochures ▷ furniture ▷ schedule and education for staff ▷ ID cards, visitor's boards, counselling records ▷ drinks & refreshment ▷ shopping bags, litter bins, office stationeries
Efficiency		▷ plan & conduct staff shift by planned schedule ▷ preparation of on-site staff
Others		▷ plan hotels, meals & transportation ▷ review special events by exhibitors

4. Exhibitor FAQs

Q. What are roles of the organizer for the event?

As the co-organizer of this exhibition, Coex acts as the supervising office to support convenient and quick preparation and running of the exhibition. The entire technical support including setup of booths, power supply, phone connection, water supplies or LAN connection are done through the organizer upon request.

Q. What is the difference between basic/small(assembly) booths and space only(independent) booths?

Basic/small booths are built and removed uniformly by the organizer. Space only booths are built by exhibitors through the direct assignment to booth builders chosen from Coex partner providers. See **Section IV. 2.**

Q. Can I add or remove a wall panel from basic booths?

Addition or removal of a wall panel has to be consulted with the setup provider for availability. Please notify of the organizer of such request by May 15th, which might incur additional cost depending on each case.

Q. What should be prepared by the exhibitor other than the booth setup?

Education of the on-site staff of the exhibitor is crucial. The staff in charge of exhibition has to have good knowledge with the displayed products. Outfits, manners, counselling contents have to be properly educated depending on the character of the audience and exhibits.

Prepare display shelves, interiors, brochures, business cards besides the main exhibition. If you wish to place counselling tables or additional display racks you can use our furniture lease provider. See **Section IV. 2.**

Q. What needs to be done to prevent loss or theft of exhibition?

The venue security personnel will be placed at venue during preparation and removal of during exhibition. Please take extra caution for small exhibits or electronics such as cameras or laptops. **The organizer is not responsible for any theft, damage or loss of exhibits and other goods in the venue.**

Q. When will the power supply be available?

The power supply shall be available after 3 PM on June 13th(exact date TBD) which is the last day of booth setup. For safety reasons such as prevention of electric shock or short circuit, power supply will begin only after the electric connection work for every single booth is fully completed. We ask 'space only booth exhibitors' to cooperate for prompt completion of the electricity related works.

Q. When can we start using internet?

The internet will be available only to the exhibitors that apply for the wired LAN. On June 12th, the first day of the setup, the LAN provider will provide IP address right after rigging up the network. The organizer does not provide WiFi which can be purchased through SK Broadband. Use of routers in the venue is not allowed.

* SK Broadband: +82 2 6000 1588

Q. How can I purchase the parking pass?

Sign up for **Kakao T Parking for Manager**. Input the name of the event and your organization. Scan a QR code printed at X banner in front of the entrance of the venue.

▷ QR Code → Input Car Number → Register for Day Pass (Discount) → Pay before Exit

▷ Charge for Passenger Cars: ₩6,000 for an hour, after which ₩1,500 every 15 minutes
60,000 per day,.

* Inquiries: Parking Customer Service Center +82 2-6002-7130 coexparking@naver.com

SECTION 2

Event Guidelines

01. Floor plan

02. Booth & Utilities

**03. Exhibition Guidelines
+ Safety Guidelines**

1. Floor Plan

The finalized layout shall be announced in near future.

2. Booth and Utilities

2-1. Booth Info

	Space Only Booths	Basic Shell Scheme Booths	Small Booths	Small Booths
Size	3 x 3 m	3 x 3 x 3.25 m	2.5 x 2 x 3 m	1.5 x 2 x 3 m
Note	includes space only	basic assembly Booth (booth)	Register for 2 small booths	Register for 1 small booth

2-2. Basic Shell Scheme & Small Booths

Basic & small booths are installed by the organizer. Space and booth structure are included.

A. Basic Shell Scheme Booths

□ Items provided by the organizer

1) Space: 9 m² (3m x 3m) per booth

2) Includes: 2 side walls, 1 rear walls, fascia signboard(Korean/English), pytex floor material,

1 info desk, 1 folding chair, 5 lightings(100W), basic power supply (one socket for the lighting, 1KW)

* Info desks and chairs will be one set per exhibitor regardless of the number of the booths

* Fascia board shall be in uniform text font Gothic. Logos for individual exhibitors cannot be inserted.

□ Guides & Cautions

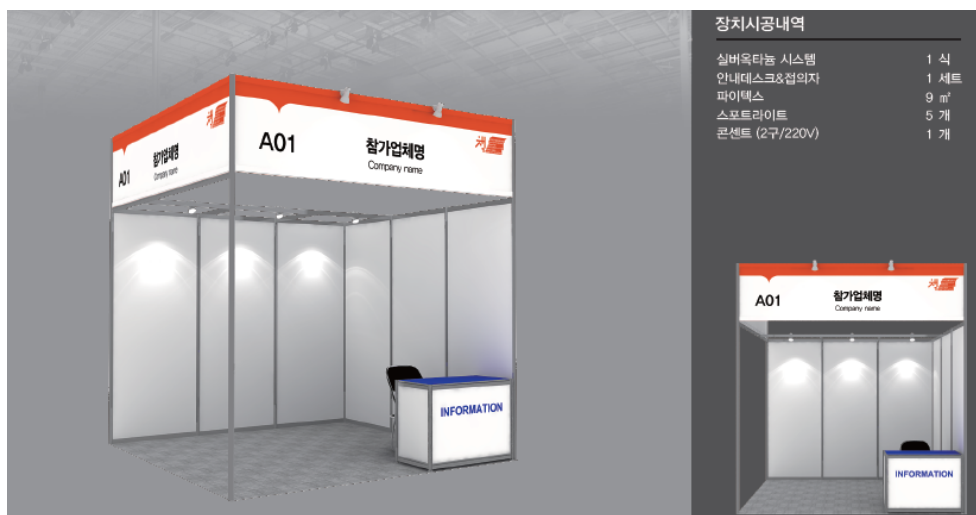
1) Exhibitors should prepare exhibits, display case, interior decoration for the booths

2) Additional tables and chairs can be leased from furniture rental services. See **Section IV. 2.**

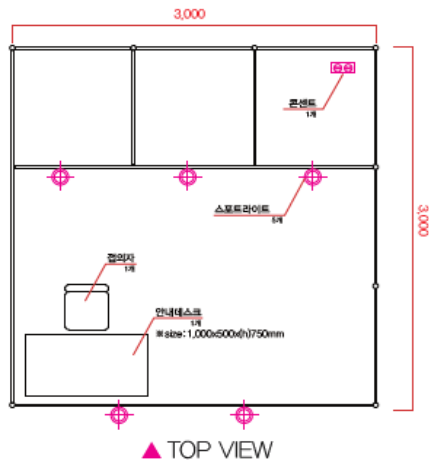
3) Any damage of walls resulting from nails and adhesives will incur additional charge for repair.

4) Setup and removal of additional wall requires consultation with the provider and may incur extra charge.

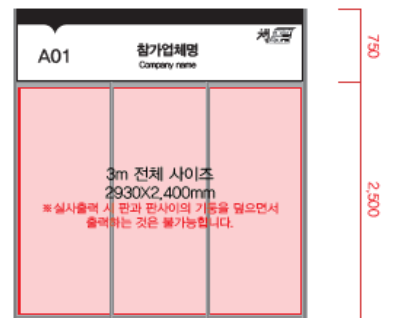
□ Shell-Scheme booth design



* The above design is a plan for corner booth which is two-sided open. If you are assigned as one-side open booth, the side walls are going to be installed as well.



▲ FRONT VIEW

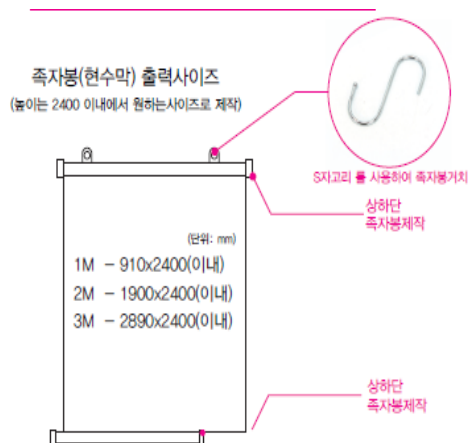


▲ SIDE VIEW

□ Wall display- Example

- print & paste PVC image
- must remove after event

- rollable banner
- hold on the wall top with S ring (purchase individually from local stores)



* Walls for basic & small booths are custom-built fire proof plywood reusable for other events. Please take caution with the interior works. Damages may incur cost for restoration. (KRW 50,000 per panel)

* Basic & small booth plywood is 2T type and cannot have pins or tackers used. Please use double side tape by 3M for pasting to ensure easy removal. Please remove residues after the event.

* Only PVC printings are allowed to be placed on the walls. Other materials cannot be properly removed after being pasted.

* Use S rings, Wire rings or fishing hooks for placing frames or panels.

B. Small Booths

1) Size

- Small booth 1 : 3m²(1.5m x 2m x 3m(H)) per booth

- Small booth 2 : 5m²(2.5m x 2m x 3m(H)) per booth

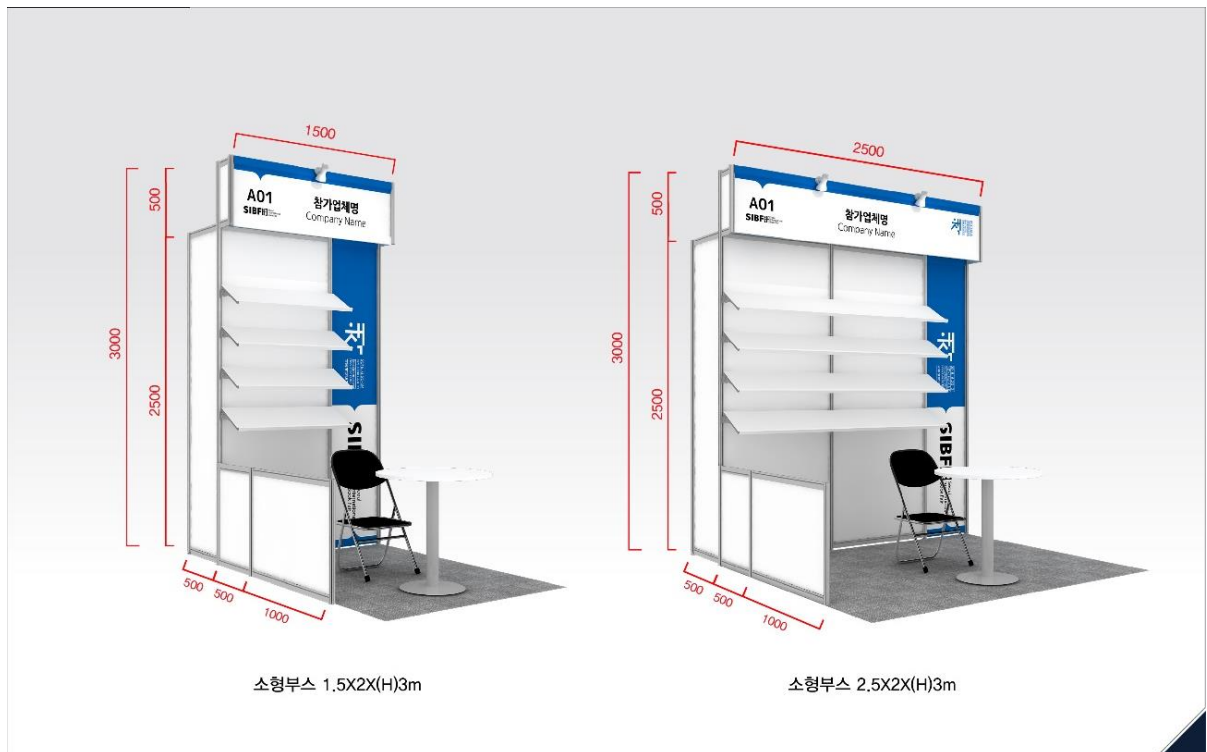
2) Includes: 1 rear wall, shelves (type & quantity to be requested separately by exhibitor, no extra charge)
fascia signboard(Korean/English), pytex flooring,
1 folding chair, 1 round table, basic power supply and lighting

* Info desks and chairs will be one set per exhibitor regardless of booth space

* Fascia board shall be in uniform text font Gothic. Logos for individual exhibitors cannot be inserted.

* Apply for utilities - see **Section IV. 1.**

Items: shelves, cabinets, electrical wiring, telephone, water supply/drainage, compressed air or LAN
submit application: 3 PM **May 15th(Mon)**



* The above plan is for reference and is subject to change

2-3. Space Only Booths

For space only booths, only the space of 9 m² per booth is provided.

- 1) Application for Utilities → By **3 PM May 15th(Mon)**
 - ▷ Services: power supply, phone, water and drainage, compressed air or LAN
 - * **power supply is required for basic use of electricity.**
- 2) Height Limit for Booth: **Hall A: up to 4m**
- 3) Building of the booth can be only conducted by Coex registered providers.
- 4) Booth builder cannot make any hole with nails or pins on the ceiling, wall or column at the venue to place signboard or decoration.
- 5) Move-out and Removal: Any residue or waste (plastic, wood, glass, etc.) left at or near the venue may incur additional cost for the cleaning up.
- 6) Paperwork for Space Only Booth Setup
 - Setup report, booth layout, blueprint
 - By 3 PM **May 15th(Mon)** to Coex hall manager's office (+82 02 6000 1086, 1081)
 - Submit via online through <http://lmsweb.coex.co.kr/wbooth/list.mvc>

2-4. Utilities Info

Utilities	Unit Price (USD)	Description
Power Supply	70/kW	▷ Space only booth exhibitors should calculate the required power amount and apply to the organizer as there will be no power provided by the organizer. ▷ 1 kW provided free of charge for Schell scheme and small booths exhibitors. apply for additional power supply if needed
Power Supply (24/7)	80/kW	
Phone	85/spot	▷ apply when using phone or wired card terminal ▷ This fee includes installment and usage
Water Supply	200/spot	▷ apply when needed to run exhibition equipment
Compressed Air		
LAN for Internet	190/port	▷ router at the venue not allowed for use ▷ This fee includes installment and usage
Shelves	40 /unit	▷ 100cm(W) x 30cm(D) (2 types flat/inclined) * optional for basic booths * included for small booths without extra charge → type & quantity requested separately by exhibitor * contact the setup providers for space only booths if needed
Cabinets	80/ unit	▷ 100cm(W) x 50cm(D) x 75cm(H) * optional for basic/small booths * contact the setup providers for space only booths if needed

2-5. Applying for Utilities

A. Power Supply

- 1) Basic/small booths have 1kW power supply included, suitable for charging phones or connecting a laptop. If you need to use additional electronic equipment you can apply for extra power supply.
- 2) As space only booths do not include power supply, you have to calculate your electricity needed and apply for the power supply.

B. Other Equipment

You can lease additional furniture/equipment through Coex partner providers.
The organizer[SIBF secretariat] do not provide additional furniture/equipment.

C. Payment

- 1) After the due date for the utilities application (May 15th), the Host (Korean Publishers Association) will send the invoice to individual exhibitors.
- 2) Bank Account: Woori Bank 1005-804-286598 // Korean Publishers Association

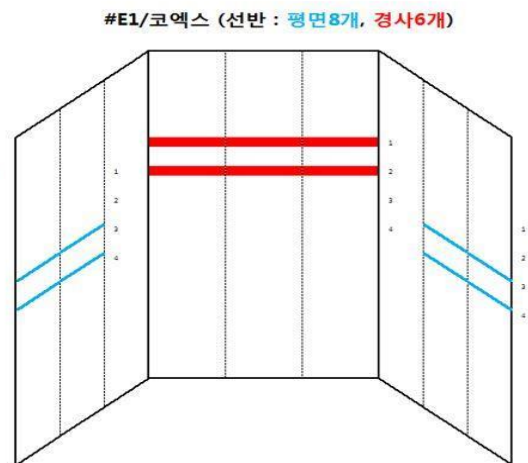
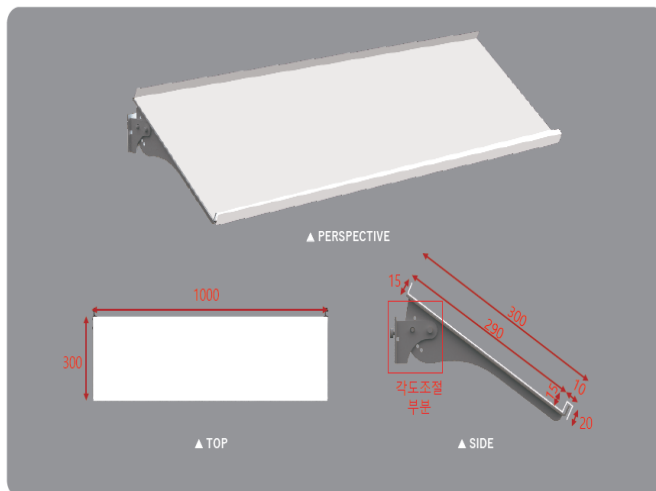
D. Shelves

- 1) Space only booths do not have shelves or other equipment included in the package, which can be installed by the setup provider.
- 2) Basic booths exhibitors can apply for shelves or cabinets if needed.
- 3) Small booths have shelves included in the package. Exhibitors must submit type and quantity of the shelves they wish to place at their booths, otherwise they will not be installed during the booth setup.

▷ Applying for Shelves

- a. Input & submit quantity of flat/inclined shelves in Form 01. Application for Utilities.
- b. Fill out & submit shelf setup order. (provided as an Excel sheet separate from this manual)
 - Check your booth placement in the venue and input booth size in bottom of the excel sheet
 - Select shelf type and input its color in the section. (copy and paste in the wanted spot)
 - Walls without the shelves can stay uncolored.

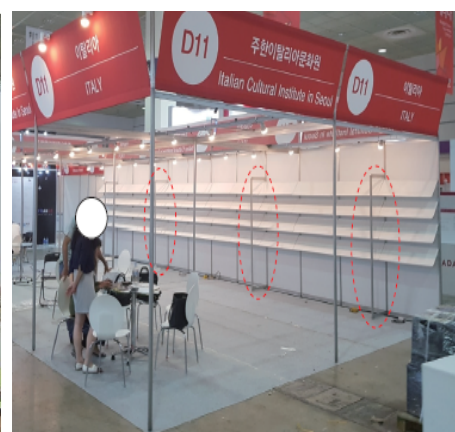
- * Shelf Elevation from Floor: No.1: 190cm // No.2: 160cm // No.3: 130cm // No.4: 100cm (see below)
- * Shelf setup is conducted according to the layout and cannot be modified on site.
- * Stacking up too many books can cause breakdown of the shelf. Do not pile up 3 or more books.
- * 2+ shelves on 1m width or 5+ shelves on 3m width needs supporting structure. (see below)



▲ 선반 경사 설치



▲ 선반 일자 및 경사 혼합 설치



- * Since the corner where the front and side meet overlaps, it is not possible to install a shelf.
- * Inclined shelves cannot be installed directly below flat shelves, flat shelves can be installed directly below inclined shelves

3. Exhibition Guidelines

3-1. Setup & Operation Guidelines

A. Handling Hazardous Objects

Exhibitors bringing in hazardous materials (explosive gas, flammable, high-pressure, or radioactive) must register in advance to the Exhibitor Service Center. Unregistered hazardous materials are not allowed into the venue per the Coex regulations. After the move in safety measures can be demanded by the organizer. See **Section IV. 1. Form 04. Application for Bringing in Hazardous Objects**

B. Limit of Heavy Objects

Coex venue floor has load limit of 1.5 tons per square meter. Vehicles weighing 2.5 tons or heavier cannot enter the venue. See **Section IV. 1. Form 05. Application for Bringing in Heavy Objects**

C. Rigging

	Rigging Quantity	Load Limit / per unit
Hall A	12EA(4 point per unit)	500kg (125kg per point)

- 1) Working on point hoisting(rigging) must not exceed the load limit per point, and the calculation & review of structure must be submitted to Coex in advance.
- 2) Truss hanging on point hoisting(rigging) has to be built with aluminum type material.
- 3) Accessories such as lights and/or moving lights need double safety measures by installing another safety ring in addition to the fixing bolt.
- 4) Working on point hoisting(rigging) must not have other work going on under its radius, and there must be safety agent (on-site manager) placed all time.
- 5) Power supply work required for moving of structure such as truss must be done by Coex registered electricity work provider.

※ see Coex website venue layout for point hoist(rigging) installation status

D. Power Connection

Wiring for the booths and the exhibits must comply with the fire safety code.

E. Booth Setup & Display

Maximum height of the booths is 4m by the layout. Space only booth exhibitors shall submit their booth layout stating the height and material, to the hall manager's office (+82 02 6000 1145/1148), by **May 15th.**

All exhibits must be arranged within the exhibitor's designated booth space, and must not block passage of visitors to the neighboring booths and exhibits. Any structure obstructing the aisle is not allowed. All exhibits and other installations must be of **fireproof materials**.

Exhibitors should maintain the aisle area in front of their Booths clean and tidy. All exhibiting products must remain at the designated spot at least **30cm** inside the booth, and no item can be placed in the aisles. If wasn't regulated, the organizer can ask you to move the exhibits for fair exhibition for all.

Decorations, lightings or acoustic equipment shall be installed directly by exhibitor. Such decoration, lightings or acoustics must not cause disturbance to neighboring booths or exhibitors.

Exhibitors may use audio equipment for promotion, provided that the volume of the sound is kept low enough to not disturb other Booths. If the sound level exceeds **70dB** (loudest by for phone rings), the organizer reserves the right to ask the exhibitor to stop the use of the audio equipment.

Use of handheld flash light and revolving lights is not allowed, and the lightings installed in booths should not disturb the neighboring booths or hall.

F. Use of Venue

Exhibits shall be managed by their respective individual exhibitors. Placing nails or screws on floor or walls of the venue is not allowed. Use of lacquer or paint which can stain columns, floor or the booths is not allowed. Failure to comply to such restrictions could lead to liability of restoration of the damage or stain.

G. Cleaning

Cleaning of the aisles, shared areas and garbage bins will be done by the organizer. Whereas disposal of wastes from the setup and running of individual booths will be done by their exhibitors.

H. Restriction of Disorder, Promotion or Sales

Exhibitors cannot participate in any exhibition, conference, marketing or promotional activity outside of the designated exhibition zone without prior approval by the organizer. Exhibitors cannot participate in any activity that could cause disorder at the venue, and must not disturb the neighboring booths.

All demonstrations and promotions are allowed only in the designated area at the venue. Exhibitors are responsible for keeping the near aisles clean and tidy without obstacles to maintain order during those activities. Exhibitors may hand out samples and gifts only inside of their booths. Exhibitors granted with exclusive right by the organizer to distribute the above items may do so in the areas designated by the office.

Exhibitors cannot have items, signboards, brochures or such for recruitment purposes at the venue.

Exhibitors may take sales orders during the exhibition of which shipment will be after the event. Exhibitors may do sales activity in their booths by acquiring approval by the organizer in advance. Any selling or advertisement not approved by the organizer other than the above is not allowed.

Sales activity violating the fixed price for book sales is not allowed. Exhibitors that import and/or sell publications that are exempt from the fixed price rules may be restricted from participating in the event.

I. Emergencies

Infirmary (+82 02 6000 1119) is placed near West Entrance of 1st floor of Coex. Open during 10 AM ~ 6:30 PM during weekdays and weekends. In case of emergency please contact security personnel at the entrance of the venue and the cargo area.

J. Schedules.

The organizer holds the exclusive authority to set schedule for the exhibition, installation and dismantling of the booths. Exhibitors are not allowed to hold separate exhibitions before or after the official show hours without the permission from the organizer. Exhibitors are not allowed to dismantle their booths until the exhibition officially ends.

K. Payment of Fees

Exhibitors are obliged to pay the full rental fee according to the contract regardless of actual use of the leased space and booth.

The organizer holds the right to claim ownership of the booth of which exhibitor fails to complete setup within the set schedule. Exhibitors failing to notify of the organizer of the cancellation may lose their priority right of use of the booth.

3-3. Safety Rules

A. Use of Hazardous Materials

The cases addressed in following must be approved by the safety inspectors of Coex. For further details please contact the Exhibitor Service Center.

1) Use of Naked Flame

Definition of naked flame: heaters, ovens, boilers, microwave ovens, dryers, cooking griddles, etc., that function of flammable materials (excluding equipment used in sealed spaces)

2) Use, Transportation and Maintenance of hazardous materials

Definition of hazardous materials: materials that cannot be used without the approval of safety inspectors according to Fire Prevention Code.

- a) Oil (Level 1): gasoline, lacquer, thinner, alcohol
- b) Oil (Level 2): kerosene, diesel, etc.
- c) Oil (Level 3): heavy oil, machine oil, diesel, etc.
- d) Oil (Level 4): lubricating oil, animal fat, vegetable oil, etc.
- e) High-pressure gas fuel: oxygen, hydrogen, nitrogen, coal gas, etc. that are high-pressure condensed gas.
 - * propane gas is not allowed to be brought into the exhibition hall. In order to use propane gas, exhibitors must submit the application for hazardous materials.

3) Others

- a) There is a daily limit on amount of gas or hazardous material that can be brought in and kept inside.
- b) There is a restriction on fuels with high energy consumption.
- c) Fuel pipes must be non-flammable and the storage tanks and pipes must be tightly secured.
- d) Anti-fire screens must be installed between products using fire and hazardous materials.

B. Use of Neon Lights

Coex rules prohibit use of particular neon lights. Any exhibitor who cannot do without them should send detailed information on the lights to the organizer.

C. Ceiling Works

Works involving the ceiling are not permitted in keeping with fire prevention policies. However, if there is an absolute need, it must be approved by the safety inspectors in advance. As it takes about three weeks to obtain the approval, please send detailed information regarding the work to the organizer.

D. Smoking

Smoking is prohibited inside the exhibition hall. Smoking is allowed only in designated smoking areas.

E. Others

The COEX safety inspectors reserve the right to order the evacuation of exhibited items, substances that do not adhere to safety and fire regulations. Inspection will be conducted during the fair (including on the day of move-ins). For safe event please observe the regulations stated above. Please direct any question regarding installation of the booths or decoration of the exhibits to the organizer.

SECTION 3

Event Support

01. Venue Information

02. Free Ticket & Exhibitor Pass

03. Customs Clearance

04. Parking

1. Venue Information

1-1. Overview

- ◇ Address: Hall A, 513 Yeongdong-daero, Gangnam-gu, Seoul, Korea
- ◇ Floor Load: 1.5 Ton/sqm
- ◇ Cargo Entrance: 6x5m (height x width) No vehicles over 2.5 tons are permitted to enter.
- ◇ Limitation of Ceiling Height: Below 4m (Hall A)
- ◇ Power Supply:
 - 220V, 60Hz at single phase
 - 220V, 60Hz at triple phase
 - 380V, 60Hz at triple phase

1-2. Transportation

Please refer to the link: <https://www.coexcenter.com/directions-map-subway/>

2. Free ticket & Exhibitor Pass

2-1. Free ticket

Free tickets will be notified to the exhibitors in mid-May. They will be sent to the email address provided in the exhibitor information, so please contact the person in charge if you wish to change the information.

- ▷ Space Only Booths: 15 tickets per booth
- ▷ Basic Booths: 10 tickets per booth
- ▷ Small Booths: 5 tickets per booth

* Inquiries: Korean Publishers Association
Tel: +82 02 733 8402(ext. 9927) Email: sibf@kpa21.or.kr

2-2. Exhibitor Pass

- ▷ Space Only / Basic Booths: 4 exhibitor passes per booth
- ▷ Small Booths: 2 exhibitor passes per booth

* Collect the passes at the registration desk in front of Hall A starting from 12 PM on June 13th (Tue).

3. Customs Clearance

3-1. Customs Clearance for Exhibits

A. Bonded Customs Clearance

Bonded customs clearance is a temporary type of customs clearance that does not require official import clearance. After the exhibition, the items may be sent back to the origin country or imported through regular import customs clearance procedures after being transferred to a bonded warehouse. Coex is in charge of setup and management of the bonded area on the exhibitors' behalf during the exhibition. Exhibitors with bonded exhibits must notify the details to the Coex Convention Team (Exhibitor Service Center) by April 17th (Mon). See Section IV. 1. Form 03. Declaration of Bonded Exhibits

B. Non-commercial Value Customs Clearance

Eligible for expendable exhibit items with the unit cost of 5 USD or lower. The total price and quantity should be deemed to be within reasonable scope by the Customs Office.

C. Re-export Customs Clearance

Importers apply for a re-export within a given period to the Customs Office. This customs clearance requires a collateral setting of certain amount.

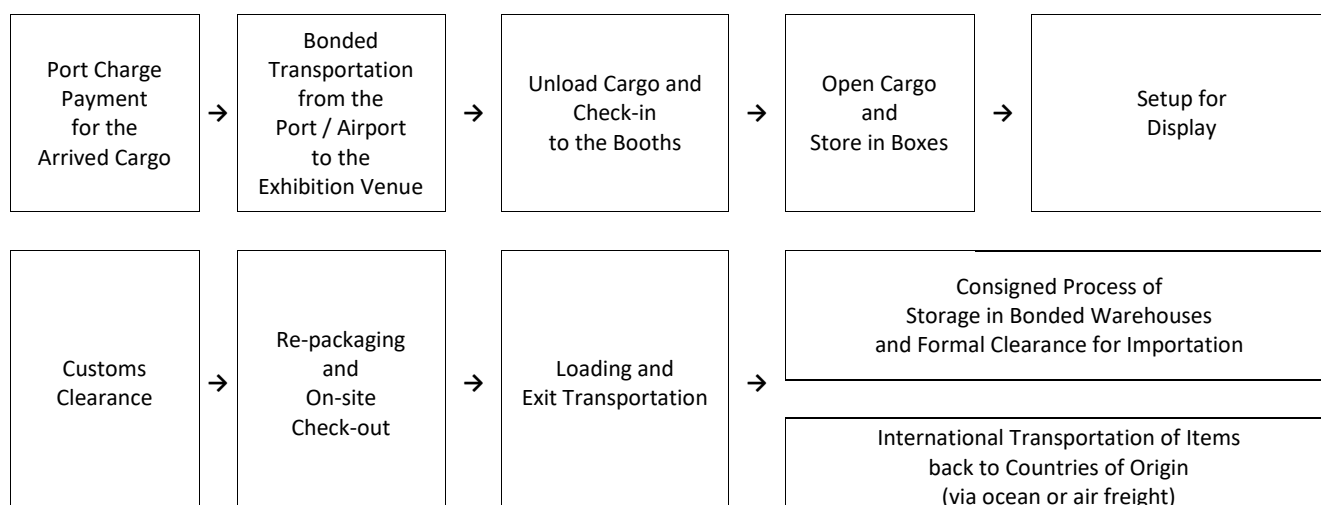
a. Characteristics (requires collateral setting)

- Allowed for non-bonded areas (Hotels, regular events, etc.)
- For cases of domestic demonstrations or if the buyer requires for a certain period after the end of the exhibition
- Customs inspection is done for the relevant customs office's bonded warehouse (different from bonded customs clearance) and does not incur any customs taxes.

b. Types of collaterals

- Cash collateral: levied depending on the tax amount
 - Bank guarantee: when a bank guarantees the payment
 - Guarantee insurance of tax payment: guarantee insurance policy for tax payment is issued
- * The promise of re-export within a given period must be fulfilled. Failure to meet this promise will result in a fine.

3-2. Process Flow of Transportation and Customs Clearance



4. Parking

4-1. Parking Inquiries

Inquiries: Coex customer service center for parking (+82 02-6002-7130)

(Located between the A1 Hall entrance towards the East Gate of the 1st Floor and 'No Brand Burger')

Website: Coex website > Parking information

(<http://www.coex.co.kr/services/traffic/parking-1?type=organizer>)

4-2. Three Hour Free Parking for Freighters During Setup & Removal

Parking Area	West Gate Freight Parking Lot
Eligible Vehicles	9-seater or larger vehicles entering Coex for preparation and dismantlement of the exhibition (i.e., large passenger vans, freight vehicles such as trucks)
Ineligible Vehicles	Vehicles smaller than 9-seaters (i.e., regular passenger cars, SUVs with fewer than 9 seats) * Ineligible vehicles should park at the B2 parking lot or the rooftop parking lot
Free Parking	Available only during the preparation and removal * Preparation: June 12th(Mon) ~ 13th(Tue) 08:00-20:00 * Removal: June 18th(Sun) 18:00-24:00
Entrance	Enter through the West Gate parking lot and park at the 1 st Floor freight parking lot to the directions provided by the staff
3-hour Parking Validation	Upon entrance scan the QR code on the wall in the aisle between the freight parking lot and the exhibition hall to register your vehicle for 3-hour free parking validation. * After 3 hours, you will be charged 6,000 KRW per hour for parking.
How to Register	Before exiting, scan the QR code with your phone > click on the link > enter and register your vehicle number > verify your vehicle number > registration is complete once you see your vehicle photo on the screen

West Gate Freight Parking Lot



4-3. Paid Parking at Coex Parking Lot

1) Enter the parking lot > exit

Regular passenger vehicles will be charged 1,500 KRW per 15 minutes. (6,000 KRW per hour)

2) Reservation of parking pass via Kakao T application or website > enter the parking lot > exit

- You may purchase hourly or event parking passes.

- This option is only available when you make the reservation before entering the parking lot.

3) Enter the parking lot > purchase a day pass > exit

- You can either scan the QR code of the [day parking pass Kakao T banner] at the exhibition venue entrance or visit the Coex customer center for parking to purchase a day pass.

- Please reach out to the customer center (02-6002-7130) for more detailed information.

SECTION 4

Appendix

01. Forms

Form 01. Application for Utility Services

Form 02. Application for Fascia Board & Bulletin

Form 03. Declaration of Bonded Exhibits

Form 04. Application for Bringing in Hazardous Objects

Form 05. Application for Bringing in Heavy Objects

Form 06. Application for Overtime Work

Form 07. Application for Early Move-out of Exhibits

02. Coex Partner Providers

03. Contacts

FORM 01	Seoul International Book fair 2023	Submit via: sibf@coex.co.kr	Submit by: May 15th
	Application for Utilities		

1. Exhibitor Info

Exhibitor			
Person in Charge		Department & Title	
Phone No.		Email	

2. Utilities

Classification		Unit Price (USD)	Quantity	Total Amount(USD)
Power Supply (Daytime)	Single Phase 220V	\$ 70 / kW	kW	
	Three Phase 220V	\$ 70 / kW	kW	
	Three Phase 380V	\$ 70 / kW	kW	
Power Supply (24 hours)	Single Phase 220V	\$ 80 / kW	kW	
	Three Phase 220V	\$ 80 / kW	kW	
	Three Phase 380V	\$ 80 / kW	kW	
Telephone	Local Only	\$ 85 / Ea.	Connection(s)	
	Overseas and Local	\$ 210 / Ea.	Connection(s)	
LAN (Wired Internet)		\$ 190 / port	Port(s)	
Compressed Air		\$ 200 / Ea.	Connection(s)	
Water & Drainage		\$ 200 / Ea.	Connection(s)	
Shelves *		\$ 40 / Ea.	Ea.	
Cabinets *		\$ 80 / Ea.	Ea.	
Total Amount Due				

* Basic/small booth exhibitors can apply for shelves/cabinets. (the small booth package includes shelves)
Please provide location of the shelves/cabinets with the application.

◆ Payment: Woori Bank 1005 804 286598 // Korean Publishers Association

* Please input sender name to be identical to the exhibitor name.

* Please note the above account is separate from payment for the booths.

SIBF 2023 Exhibitor Service Center	2023. . . Person in Charge: (signature) Representative: (signature)
Coex Convention Team . . Tel: +82 02 6000 1086 , 1081 . Email: sibf@coex.co.kr . Address: 513 Yeongdong-daero, Gangnam-gu, Seoul 06164	

FORM 03	Seoul International Book fair 2023	Submit via: sibf@coex.co.kr	Submit by: May 15th
	Declaration of Bonded Exhibits		

Bonded exhibits are exhibits brought into the exhibition venue via simplified clearance instead of formal import clearance, which shall be transferred out of the country after the exhibition, or can be imported through formal import clearance afterwards in case there is demand for those goods.

As organizer of Seoul International Book Fair 2023, Coex will act as the agency establishing and managing the bonded area at the exhibition venue for the exhibitors carrying bonded exhibits until the end of the exhibition, and such exhibitors must declare detailed list of their bonded exhibits to the office.

1. Exhibitor and Person in Charge of Bonded Exhibits

Exhibitor Name		Booth No.	
Manager		Title	
Phone No.		Fax	

2. Transporter

Transporter Name (as per business certificate)			
Person in Charge		Title	
Phone No.		Fax	

3. Items

No.	Name	Full Model Name (if applicable)	Quantity	Country of Origin
1				
2				
3				
4				

※ Please attach list of bonded exhibits if there is any.

SIBF 2023 Exhibitor Service Center	2023. . . Person in Charge: (signature) Representative: (signature)
Coex Convention Team . . Tel: +82 02 6000 1086 , 1081 . Email: sibf@coex.co.kr . Address: 513 Yeongdong-daero, Gangnam-gu, Seoul 06164	

FORM 04	Seoul International Book fair 2023	Submit via: sibf@coex.co.kr	Submit by: May 15th
	Application for Bringing in Hazardous Objects		

In case of bringing in hazardous equipment or material such as oil, gas or heating device, this form must be filled out to be submitted to the Exhibitor Service Center for Seoul International Book Fair 2023. Please note that such object may not be approved for bringing in depending on each case, and added safety measures such as placing safety personnel may be required following the approval on such objects.

1. Person in Charge of Hazardous Objects

Company Name (as per business certificate)		Booth No.	
Person in Charge		Title & Department	
Phone No. Fax		Email	

2. Hazardous Objects

No.	Hazardous Material	Quantity	Purpose
1			
2			
3			
4			
5			

SIBF 2023 Exhibitor Service Center	2023. . . Person in Charge: (signature) Representative: (signature)
Coex Convention Team . . Tel: +82 02 6000 1086 , 1081 . Email: sibf@coex.co.kr . Address: 513 Yeongdong-daero, Gangnam-gu, Seoul 06164	

FORM 06	Seoul International Book fair 2023	submit on site when needed
	Application for Overtime Work	

Booth setup for Seoul International Book Fair 2023 will on June 12th(Mon) and 13th(Tue) for two days, and the work hours will be from 8 AM to 8 PM. Exhibitors or the booth builders working after 8 PM should fill out this form to be submitted to the organizer Please note that overtime works can incur extra costs.

1. Person in Charge

Company Name (as per business certificate)		Booth No.	
Person in Charge		Title & Department	
Phone No. Fax		Email	

2. Work Plans

Duration	2023 . . . : ~ : (hours)
Venue	Hall A : <input type="checkbox"/> Room 1 <input type="checkbox"/> Room 2 <input type="checkbox"/> Room 3 <input type="checkbox"/> Room 4 Hall B : <input type="checkbox"/> Room 1
Work Description	
Extra Charge	\ () / hours × hours = won(VAT not included)

* Extra Charge for Overtime Work: (\ × Hours) / Number of Providers Working for Each Hour (VAT not included)

* Please inform the Exhibitor Service Center of the overtime work application by 17:00.

* Overtime work application cannot be canceled and the extra charge already paid will not be refunded.

SIBF 2023 Exhibitor Service Center	2023. . . Person in Charge: (signature) Representative: (signature)
Coex Convention Team · · Tel: +82 02 6000 1086 , 1081 · Email: sibf@coex.co.kr · Address: 513 Yeongdong-daero, Gangnam-gu, Seoul 06164	

2. Coex Partner Providers

* For full list of the providers see <http://www.coex.co.kr/facility-lease/exhibition/cooperative-firm-1>

1. Stand Setup (for Basic/Small Stands)

JoongAng Exhibition

+82-2-3445-7775 jafair01@daum.net

2. Power Supply

New World electric

+82-31-969-5966 hsan1935@naver.com

3. Floor Works (carpet/pytex)

JUNG WOO PYTEX

+82-2-6000-3355 cry1111@nate.com

4. Promotion Signage

LIVE PR

+82-31-979-6291 livepr@naver.com

5. Furniture/Equipment Rental

MODUL

+82-2 -6000 -7560 modul82@naver.com

ERAERENT

+82-2-551-6890 eraerent@daum.net

6. Transportation (for Customs Clearance)

Company	CEO	Address	Person in Charge	Contact
Rosette Expo	Wu Sang-won	217-59, Kintex-ro, Ilсанseo-gu, Goyang-si, Gyeonggi Province	Lim Eun-wha	+82 02-542-8588
Mirim ENF	Nam Seon-wu	561 Cheonhoda-ro, Gwangjin-Gu, Seoul	Ahn Yong-seok	+82 02-569-7711
Seum Logistics & Fairs	Song Chae-won	755 Taejang-ro, Gimpo-si, Gyeonggi Province	Im Se-jun	+82 02-538-6888
Schenker Korea	Dirk Lukat	97-49, 296 Gonghangdong-ro, Jung-gu, Incheon-si	Wu Yeong-seon	+82 032-744-0437
STOS	Kim Hyeon-su	30 Yonsei-ro 2-ma Gil, Seodaemun-Gu, Seoul	Son Sang-jun	+82 02-321-9131
GX Logis	Lee Seong-min	Yeoksam-ro 37-Gil 9, Gangnam-gu, Seoul	Kim Wu-jeong	+82 02-501-3660
Cargo Rush	Choi Dong-hun	168 Gasan Digital 1-ro, Geumcheon-Gu, Seoul	Kwon Yeong-mi	+82 02-889-0501
Kaemili	Lee Hyeong-jin	Seongsu-e ro 22-37, Seongdong-gu, Seoul	Kang Hee-woong	+82 02-565-3543
K-UNG	Kim Hyeok-myeong	Yeongmujaung 11-Gil 15, Seongdong-gu, Seoul	Kim Yu-gyeong	+82 02-6352-5300
Korea Interlink	Ahn Byeong-hyeon	Yeongsin-ro 220, Yeongdeungpo-Gu, Seoul	Kim Yeong-ae	+82 02-786-5251
Top Pick Expo	Bae Jae-seong Kim Jeong-min	Gangnamdae-ro 126-63, Gangnam-Gu, Seoul	Ho Seon-a	+82 02-540-2230
Panaroad	Oh Eun-a	Seochodaero-29 Gil 22, Seocho-Gu, Seoul	Cho Won-sang	+82 02-319-6161
Sunjin Logistics	Jeong Yu-jin	Yangjaedae-ro 1553, Gangdong-gu, Seoul (Sunjin Bldg)	Cheon In-su	+82 02-2225-9519
CJ Logistics	Park Geun-hee	Sejongdae-ro 73, Jung-gu, Seoul (Taepyeongro Bldg)	Jang Jae-seong	+82 02-700-1945
Agility	Kim Yi-hun	Samildae-ro 363, Jung-gu, Seoul	Lim Bong-gwan	+82 02-2192-7427
NY International Logistics	Kim Jae-seok Jo Seon-hee	Yangpyeongro-22Gil 21, Yeongdeungpo-Gu, Seoul (Kolon Digital Tower)	Kim Gwang-seok	+82 070-5208-2575
E Plus Expo	Lee Jong-seok	Bongeunsaro 82-Gil 30, Gangnam-gu, Seoul	Hwang Seong-guk	+82 02-566-0089
GE Logistics	Yu Yeong-seon	Gasan Digital 1-ro 149, Geumcheon-Gu, Seoul (Shinhan Innoplex)	Yu Yeong-seon	+82 02-2611-1311
Korea GLS	Park Seung-woon	Seongsu-e ro 10-Gil 14, Seongdong-gu, Seoul (Ace High End Seongsu Tower)	Jeong Ji-hun	+82 02-575-1533

Contacts

Organization	Role & Responsibility	Phone	Email
Korean Publishers Association	Inquiries for Seoul International Book Fair 2023	+82 02 733 8402 (ext. 9927)	sibf @kpa21.or.kr
Coex	General Supervision	+82 02 6000 1086, 1081	sibf@coex. co.kr