



Smart Factory + Automation World 2018

2018.3.28(Wed) — 30(Fri)

Coex, Seoul, Korea

www.automationworld.co.kr

Why Automation World

DIGITALIZE YOUR FACTORY

Check the data analysis of **Success Factors** at Automation World!

96.3% of visitors are powerful buyers

Our data prove that Automation World attracts the best business opportunities. More than 90% of the visitors are active domestic or international buyers.

24/7 Promotio

Online and offline promotions, invitation letters, and more are available. The latest marketing tools, including app promotion and keyword search, are used to promote the exhibiting companies at the show.

76.1% increase in Scale compared to 2016.

Following the Smart Factory Trend, the scale has increased up to 42% than in 2016 and 24% than in 2017

Co-located Events :
Over **10** conferences & Seminars

Every year, we organize relevant conferences and seminars to boost the exhibition experience, including programs that cover smart factory sensors, automatic identification technology and more.

1. Korea's Leading Industrial Automation Trade Fair

From Automations to Smart! Smart Factory Expo, in the theme of the 4th Industrial Revolution, the biggest Smart Factory Conference will be held, where you can find smart factory technical development, industrialization and global expansion through factories adopting smart factory.

2. Smart Sensor Expo for active Domestic Sensor Industry

Sensors needed for autonomous cars and smart Factory! Sophistication of Sensor industry is vital in the 4th industrial revolution. Find out the trends and exchange technology, networking with domestic and overseas sensor professionals and engineers.

Show Overview

Automation

Title	Smart Factory + Automation World
Period	March 28(Wed) - 30(Fri), 2018
Venue	Coex, Hall A,B,C,D
Organized	Smart Factory Bureau, Korea Smart Manufacturing Industry Association, Korea Machine vision Industry Association, Coex,Chomdan Inc, Iomedia
Expected Scale	450 companies 40,000 visitor

Automation

aimex

FA parts, sensor/ control system, drive/motion control/ industrial robot. Industrial IT, industrial communications network, inspection machine/ measuring device system

Korea Vision Show

industrial camera, lense/ lighting, image processing software

Smart Factory Expo

IoT, CPS, industrial software[PLM, CAE, CAD], smart factory solution

Smart Sensor Expo

sensor for vehicles, medical sensor, testing equipment, 3D coordinate measuring machine

Booth Fees

Booth Type	On Site Application	General Application
Space Only	USD 2,400	USD 3,200
Shell Scheme	USD 2,800	USD 3,600
Premium	USD 3,100	USD 3,900



Automation World 2018

Coex Co.,Ltd

T 82-2-6000-1087,1058

F 82-2-6944-8308

E automationworld@coex.co.kr

W www.automationworld.co.kr

Participation Application & Contract

Company Name			
President/CEO			
Postal Address	Zip code (-)		
Contact Person		Department/Position	
Telephone	()	Fax	
E-mail		Website	
Key Exhibition Items			

* If any of the above details change after the submission of this application form, please immediately inform the Automation World Secretariat.

* Please note that ALL contact details (telephone, fax, email) should be a direct contact line to the person in charge of the application.

2 Exhibition Section (Please '√' the box below)

 aimex

 Korea Vision Show

 Smart Factory Expo

 Smart Sensor Expo

3 Booth Type / Scale

* 1 Booth: 3m×3m=9m²/ Minimum units for an a space only booth: 2 or more booths. Maximum booth height: 5m.

Booth Type (a)		General Price	On-site Discounted Price	Total Fee (a x b)
Space Only	() Booth(s)	USD 3,200/Booth	USD \$ 2,400/Booth	USD
ShellScheme	() Booth(s)	USD 3,600/Booth	USD \$ 2,800/Booth	USD
Premium	() Booth(s)	USD 3,900/Booth	USD \$ 3,100/Booth	USD

PAYMENT POLICY

- 50% payment of the total booth fee should be submitted as a deposit within seven days of initial application.
- The contract will not be confirmed and the exhibit space not be reserved until the deposit is paid.
- Please send a copy of the bank transfer receipt by fax to Coex at +82-2-6944-8308
- It is the sender's responsibility to pay any additional charges that may occur during the wire transfer process.
- Please transfer all payments to

Beneficiary Coex

Account No. 140-008-033399

Bank SHINHAN BANK, World Trade Center Branch, Seoul, Korea

Swift code SHBKCRSE

* The Show organizer reserves the right to refuse exhibits inappropriate theme of show.

(MM/DD/YYYY)

Name of Applicant(Please print) _____

Authorized Signature

(Signature)

Participation Regulations & Contract Condition

Article 1 Definitions of Terms

"Exhibitor (Participating Company)" refers to the company, association, and entity submitting the application for participation in the exhibition. "Exhibition" refers to Automation World 2018. "Automation World 2018" refers to the organizers of the exhibition: Coex, Chomdan Inc, lomedea.

Article 2 Allotment of Exhibition Space

Based on the order of down payment, scale of participation, whether a returning participant, composition of the exhibition, and nature of exhibited products, the Automation World 2018 Secretariat allocates space to the participating companies within the exhibition hall through Automation World 2018 Secretariat. On special occasions, Automation World 2018 Secretariat may change the space allocated to the exhibitors as long as it is before the preparation period. Such changes are under the discretion of the Automation World 2018 Secretariat, and exhibitors cannot request compensation thereof.

Article 3 Contract, Application, Participation Fee Payment Procedure

Participation application and contract must be submitted through Automation World 2018 Secretariat. Payment for the contract should be completed according to the guidelines on the application form. The participation fee covers the costs for the venue, 24 hour security, hallway cleaning, provision of PR data, exhibition directory, and provision of other information until the opening of the exhibition.

Article 4 Installation & Withdrawal

Installation and withdrawal of all exhibits must be completed within the period stipulated by the Automation World 2018 Secretariat. Exhibitors are liable for any loss or damage to the Automation World 2018 Secretariat due to any delay.

Article 5 Insurance, Security and Safety

Exhibitors must have insurance for all equipment and exhibits during the installation, withdrawal, and exhibition period. The Automation World 2018 Secretariat will take appropriate measures to protect the rights of exhibitors and visitors. However, the ultimate liabilities of all items of the exhibitors reside with the exhibitors. All materials such as stands and equipment must be incombustible according to fire safety acts. The Automation World 2018 Secretariat may limit construction work and performance if needed.

Article 6 Provision of Information on the Automation World 2017 Secretariat

Exhibitors must provide data on exhibits and construction so that the Automation World 2018 Secretariat may determine whether the equipment and activities undertaken within the booth comply with the exhibition regulations. Exhibitors must also provide necessary information for related marketing and PR of Automation World 2018.

Article 7 Exhibit Limits & Hall Management

Exhibitors must display exhibits stated in their original application unless otherwise approved by the Automation World 2018 Secretariat, and must locate permanent staff in the booths. Activities of exhibitors are limited to within the allocated space. Also, the responsibility of loss, damage, robbery, and all other related matters regarding the exhibits resides with the exhibitors (participating companies). The Automation World 2018 Secretariat reserve the right to limit activities deemed potentially harmful to other exhibitors, including excessive noise, the joint use of one booth between multiple companies, and exhibits disagreeing with the nature of the exhibition.

Article 8 Prohibition of Exhibition Booth Assignment

Exhibitors may not assign all or part of the already allocated exhibition area to a third party without the approval of the Automation World 2018 Secretariat

Article 9 Prohibition of on-site sales

The purpose of a trade show is to showcase products and services, and therefore on-site sales activities are strictly prohibited. Sales activities are permitted only at the specially allocated spaces that Automation World 2018 Secretariat has set aside for that purpose. Taxes and other technicalities entailed by such activities are sole responsibility of exhibitors.

Article 10 Cancellation of Application

In the event that the exhibitor declines to use the space allocated, fails to pay the deposit or fails to comply with the regulations set by the organizers, the organizers reserve the right to void the application and the participation fees will not be refunded.

Article 11 Breach of Contract

In the event that the exhibitor decides to cancel or reduce exhibition floor space already reserved, the following penalty must be paid to the organizer within 15 days of the change. If the exhibitor has already paid the registration fee in full, the penalty will be deducted from the total amount. - Cancellation or floor space reduction 60 days or more before the opening date : 50% of total exhibition fee - Cancellation or floor space reduction between 60 and 30 days before the opening date : 80% of total exhibition fee - Cancellation or floor space reduction 30 days or less before the opening date : No refund issued

Article 12 Act of God

Automation World 2018 Secretariat is not liable in the event that a change in the date of location of the event is inevitable due to a national emergency, a natural disaster or other act of God.

Article 13 Application & Interpretation of Related Regulation

1) When necessary, the Automation World 2018 Secretariat may enact a supplementary regulation not mentioned in this participation regulation. Exhibitors must comply with the supplementary regulation and that of Coex. 2) Matters not mentioned in this contract follow the related regulations and laws designated by the Automation World 2018 Secretariat. 3) In case of different interpretations between the Automation World 2018 Secretariat and exhibitors of the contract and other documents, those of the Automation World 2017 Secretariat must be followed.

Article 14 Resolution of Disputes

Disputes between exhibitors and Automation World 2018 Secretariat will be arbitrated by the Korea Commercial Arbitration Board, and their resolution will be binding to both parties.

Article 15 Clean Fulfillment of Contract

Regarding this contract, the Automation World 2018 Secretariat and exhibitors must not directly / indirectly request or provide any sort of inappropriate granting such as bribable services and money. Both parties must mutually strive to maintain a clean and transparent trading environment and fair trade orders.

Authorized Signature _____ (Signature)