



# Coffee Expo Seoul 2020

## Exhibitor Application Form and Contract

### 1. Applicant Information

Company Name			
President / CEO			
Postal Address			Zip code (       -       )
Contact Person		Department / Position	/
Telephone	(       ) -	Fax	(       ) -
E-mail		Official Website	
<b>Key Exhibition Items</b> <i>(please specify)</i>			

\* If any of the above details change after submission of this application form, please immediately inform the Coffee Expo Seoul Secretariat  
 \* Please note that ALL contact details (telephone, fax, email address) should be a direct contact line to the person in charge of the application

### 2. Booth Type / Scale

Application Category	Booth Selection (a)	Booth Cost (b)	Participation Fee (a x b)
Early Bird Application (~December 6 <sup>th</sup> , 2019)	Space Only [       ] booths	USD \$2,100 / booth	
	Shell Scheme [       ] booths	USD \$2,500 / booth	
	Premium Booth (White wood paneling) [       ] booths	USD \$2,900 / booth	
General Application (~February 14 <sup>th</sup> , 2020)	Space Only [       ] booths	USD \$2,300 / booth	
	Shell Scheme [       ] booths	USD \$2,700 / booth	
	Premium Booth (White wood paneling) [       ] booths	USD \$3,100 / booth	
Corner Booth (c)	Optional	USD \$300 / booth	
<b>Total Fee ((a X b)+ c)</b>			

#### Payment Policy

- **50%** of the total exhibitor participation fee should be **submitted** as a **deposit within seven days of initial application**
- The contract will **not be confirmed** and the exhibit booth space will **not reserved** until the **deposit is paid**
- Please **send a copy of the bank transfer receipt** by fax to Coex at +82-2-6944-8302

**Please transfer all payments to**

Beneficiary: COEX  
 Account No. : 342-05-000470  
 Bank: SHINHAN BANK, World Trade Center Branch, Seoul, Korea  
 Swift Code: SHBKCRSE

※The show organizer **reserves the right to refuse exhibit items that are inappropriate** to the theme of the show.

※Exhibitor cancellation fees depend on the period in which the cancellation is made. Please refer to participation regulations for details.

**I accept and agree to the Coffee Expo Seoul 2020 Participation Regulations and Contract Conditions (below), and hereby submit an application to exhibit at the show.**

**Name of Applicant** *(please print)* \_\_\_\_\_  
**Date** *(DD/MM/YYYY)* \_\_\_\_\_  
**Authorized Signature** \_\_\_\_\_

Application for participation is to be made on this form and by signing this form, the Exhibitor agrees to all Terms & Conditions of Coffee Expo Seoul and any other supplementary Terms issued later. The signee, who seals this contract, is granted the liability and rights to fulfill the below contract conditions as representative of the exhibitor.

Tel +82-2-6000-8160    Fax +82-2-6944-8303    Email [coffee.info@coex.co.kr](mailto:coffee.info@coex.co.kr)

# Exhibitor Rules and Regulations

## ARTICLE 1 DEFINITION OF TERMS

'Exhibitor' refers to companies, associations, organizations and individuals submitting an application to exhibit at Coffee Expo Seoul 2020.

'Exhibition' refers to Coffee Expo Seoul 2020

'Organizer' refers to Coex and the Coffee Expo Seoul 2020 office.

'GSC (General Service Contractor)' refers to the Coex MICE Strategy and Management Team who provide services integral to the management of the exhibition.

## ARTICLE 2 ALLOCATION OF EXHIBITION SPACE

Booth locations are to be decided by the Organizer and are based on the order in which applications are received, booth content and exhibited items, as well as other applicable influences. In the case of unavoidable or unalterable circumstances, the Organizer has the right to change the allocated space for booths as long as it is before the exhibition preparation period. The Organizer shall not be liable for compensation to Exhibitors owing to booth space allocation changes.

## ARTICLE 3 PAYMENTS AND PARTICIPATION FEE

Application forms must be submitted to Coex, Seoul, and 50% of the total booth fee paid **within seven days of application submission**. Booth spaces are allocated on a first come first serve basis and cannot be reserved until down payment is received. All remaining participation fees should be completed according to the guidelines on the application form. The participation fees include booth hire, venue costs, 24 hour security, hallway cleaning, provision of PR data, exhibition directory and provision of all other information necessary for participation in the exhibition. Failure to make booth fee payments by the required dates may result in the loss of booth reservation.

## ARTICLE 4 BOOTH INSTALLATION AND DISMANTLING

Installation and dismantlement of booths must be completed within the period of time stipulated by the Organizer (to be communicated in Exhibitor's Service Manual). Booths may not **under any circumstances** be dismantled before the time and date specified in the Exhibitor's Service Manual and any losses to the Exhibition incurred due to Exhibitor set-up or take-down delays must be compensated to the Organizer by the Exhibitor.

## ARTICLE 5 INSURANCE, SAFETY AND SECURITY

The Exhibitor must have insurance for all equipment and exhibits for the installation and dismantlement periods, and for the duration of the show. The Organizer will take appropriate measures to protect the rights of exhibitors and visitors, however ultimate liability of all exhibited items in terms of loss, theft, damage or related acts resides with the exhibitors. All materials used within stands and booths must be incombustible according to fire safety acts.

## ARTICLE 6 PROVIDING INFORMATION TO THE ORGANIZER

Accurate data and information on exhibiting items and booth contents must be provided by the Exhibitor to the Organizer in order to confirm that all materials comply with the rules and regulations of the Exhibition. The Exhibitor is also obliged to provide the Organizer with company information necessary for the promotion of Coffee Expo Seoul 2020.

## ARTICLE 7 EXHIBITION BOOTH MANAGEMENT

Exhibitors should showcase only items relevant to those listed in the application. Major changes to exhibit content must be notified to the Organizer and the Organizer reserves the right to deny changes detrimental or inappropriate to the show. Exhibitor's agents should staff the booth at all times and no activities shall be conducted beyond each Exhibitor's allocated space.

## ARTICLE 8 SUB-LEASING OF BOOTHS

Under no circumstances may exhibitors assign all or part of the already allocated booth location to a third party without the approval of the Organizer.

## ARTICLE 9 RESTRICTION ON SALES

The purpose of the Exhibition is to showcase items and products to visitors and buyers, and thus Exhibitors are prohibited from selling products over-the-counter within the Exhibition. Sales activities are permitted only at the specifically allocated areas set aside by the Organizer or GSC and taxes and other technicalities entailed by such activities are the sole responsibility of the Exhibitors. Promotional giveaways that do not involve the exchange of currency for goods are permitted provided they do not cause disruption to other exhibitor booths or visitors.

## ARTICLE 10 BREACHES OF CONTRACT

In the case that the Exhibitor declines to use space allocated, fails to submit payments by the deadlines set, or fails to comply with regulations set out by the Organizers, the Organizers reserve the right to void the application and participation fees will not be refunded.

## ARTICLE 11 CHANGES OR AMENDMENTS TO CONTRACT

In the case that the Exhibitor decides to downgrade floor space applied for, the following penalties will be applied and must be paid within 15 days of the application for amendment. If the exhibitor has already paid the participation fees in full, the penalty will be deducted and the remainder refunded if necessary.

- Cancellation 60 days or more before the opening date : 50% of total exhibition fee
- Cancellation between 60 and 30 days before the opening date : 80% of total exhibition fee
- Cancellation 30 days or less before the opening date : **No refund**

## ARTICLE 12 CANCELLATION OF CONTRACT

In the event that the Exhibitor decides to cancel their participation, the following penalties will be applied and must be paid to the Organizers within 15 days of cancellation. If the exhibitor has already paid the participation fees in full, the penalty will be deducted and the remainder refunded if necessary.

- Cancellation 60 days or more before the opening date : 50% of total exhibition fee
- Cancellation between 60 and 30 days before the opening date : 80% of total exhibition fee
- Cancellation 30 days or less before the opening date : No refund

There is no fund under any circumstances after the above guideline, including the event that the Exhibitor's visa gets rejected by the Embassy. In that case, the Organizer will transfer the participation fee to be used the following year. This will be done only once and is not refundable.

## ARTICLE 13 FORCE MAJURE

Neither party is responsible for any delay or failure in performance of any part of this Agreement to the extent caused by an act of God, war, government regulation, terrorism, civil disorder, curtailment of transportation facilities, or any other emergency of a comparable nature beyond the affected party's control (each a "Force Majeure Event"), making it impossible, illegal, or otherwise materially affecting a party's ability to perform its obligations under this Agreement.

## ARTICLE 14 ADDITIONAL RULES AND REGULATIONS

The Organizer reserves the right to supplement or amend existing Rules and Regulations stipulated in this contract. These regulations must be observed by Exhibitors alongside the overall rules and regulations of Coex center. Matters not mentioned in this contract follow the related regulations and laws designated by the Organizer.

## ARTICLE 15 RESOLUTION OF DISPUTES

Disputes between Exhibitors and the Organizer will be arbitrated by the Korea Commercial Arbitration Board and their resolution will be binding to both parties.

## ARTICLE 16 CLEAN FULFILLMENT OF CONTRACT

The Organizer and Exhibitor must not directly or indirectly request or provide any sort of inappropriate granting such as bribable services or money. Both parties must mutually strive to maintain a clean and transparent trading environment and fair trade orders.

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**Name of Applicant** (Please print) \_\_\_\_\_

**Authorized Signature**

**(Signature)**