

# Proposal for National Pavilion at Coffee Expo Seoul 2020

April 9 (Thu) – April 12 (Sun), 2020


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 90sqm (10 booths) is taken by overseas companies.

## 1. Special Booth Package

Category	Booth Type	Scale	Discount Rate	Original Price	Discounted Price
Early Bird Registration (~Dec. 1, 2019)	Schell Scheme \$2,500 / Booth	10 Booths	10%	USD 25,000	USD 22,500
		20 Booths	15%	USD 50,000	USD 42,500
	Space Only \$2,100 / Booth	10 Booths	10%	USD 21,000	USD 18,900
		20 Booths	15%	USD 42,000	USD 35,700
General Registration (~Feb. 16, 2020)	Schell Scheme \$2,700 / Booth	10 Booths	10%	USD 27,000	USD 24,300
		20 Booths	15%	USD 54,000	USD 45,900
	Space Only \$2,300 / Booth	10 Booths	10%	USD 23,000	USD 20,700
		20 Booths	15%	USD 46,000	USD 39,100

➤ One Booth = 2m x 2m = 4 sqm

## Booth Specifications & Additional Privileges

	Shell Scheme	Space Only
Basic Specification	<ul style="list-style-type: none"> <li>- Fascia Board (Company name in English with booth number)</li> <li>- Carpeted Floor</li> <li>- One information desk and one chair</li> <li>- 4 Spotlights</li> </ul>	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"> <li>- National flag and name of the country integrated into the booth design</li> <li>- One-Stop Service Assistance : discounts on interpretation service &amp; special hotel accommodation rates</li> </ul>	
Privileges for 20 or more booths	<ul style="list-style-type: none"> <li>- All of the above benefits included</li> <li>- One additional complimentary booth provided</li> </ul>	

## 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 (English and Korean)
- Online promotion through Coffee Expo Seoul social media channel (Homepage, blogs, Facebook)

Coffee Expo Seoul Secretariat

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