UIA 2017 Seoul

SOUL OF CITY

UIA 2017 Seoul World Architects Congress

September 3–10, 2017
COEX & DDP, Seoul, Korea
The UIA (International Union of Architects) world congresses are a premier forum for professionals and future leaders in the field of architecture to exchange the best and latest practices, visions and first-hand experience. The UIA 2017 Seoul, in particular, will promote various innovative architectural techniques and technologies among member sections and global citizens. In doing so, academic programs, exhibitions, competitions, student activities, and public outreach programs will simultaneously take place.

Every 3 years

8 days

30,000 attendees

124 countries

100 sessions

400 Booths
UIA 2017 Seoul Exhibition is open to any organization, which may seek an opportunity to promote one’s experience, programs, products and services through operating commercial and/or non-commercial booths at the Congress. The Exhibition will take place in Hall C, Coex Convention Center (COEX) and welcomes you to visit!

Open to the general public, as well as delegates, an Architecture Fair in the COEX, promises to offer the latest product developments, technological innovations, and service offerings in the world of architecture and design.

Student & Young Architects Platform is to be a festivity for everyone: students, professionals, young architects, and the public, in celebrating and embracing architecture. Engaging the sub-theme, Architecture Conflux, students and young architects will come together to collaborate on designing 6 pavilions, which will be displayed throughout the congress for different venues. So come join and celebrate!
EXHIBITION

EXHIBITION SCHEDULE

- Move-in: 09:00-18:00, September 2 (Sat) – September 3 (Sun) 2017
- Exhibition: 10:00-18:00, September 4 (Mon) – September 7 (Thu) 2017
- Move-out: 17:00~, September 7 (Thu)- September 8(Fri) 2017

PLACE: Exhibition Hall C, 3Fl., Coex Convention and Exhibition Center

EXPECTED No. OF BOOTHS: 550 booths

EXHIBITION LAYOUT
EXHIBITION BOOTH

<table>
<thead>
<tr>
<th>Category</th>
<th>Booth Size</th>
<th>Rate</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>STANDARD BOOTH</td>
<td>3m(w) x 3m(d) x 2.5(h)</td>
<td>USD 3,000/booth</td>
<td>Shell Scheme Booth provided</td>
</tr>
<tr>
<td></td>
<td></td>
<td>USD 2,400/Booth</td>
<td>(Early Birds ~3, 31, 17)</td>
</tr>
<tr>
<td>RAW SPACE*</td>
<td>3m(w) x 3m(d) x 5(h)</td>
<td>USD 2,700/booth</td>
<td>Space only provided</td>
</tr>
<tr>
<td></td>
<td></td>
<td>USD 2,160/Booth</td>
<td>(Early Birds ~3, 31, 17)</td>
</tr>
</tbody>
</table>

As part of the Space and Standard Booth rate, each exhibitor receives:

- Booth size : 3m (w) x 3m(d) x 2.5m(h)
- 3 sides system panel
  (2 sides system panel for corner booth)
- 1 Fascia Name Board with booth number & Organization/Company name (logo excluded)
- 1 information desk
- 2 folding chair
- 3 spotlight
- 2 units 220v electricity socket
- Flooring (carpet)

*Raw Space: Raw space is available for installation of custom built stands. Raw space does not come equipped with walls, floor coverings or electricity. All stand requirements including power connection must be organized by the exhibitor. Please note: All custom stand design must be submitted to the secretariat by 31 May 2017.

CANCELLATION

As a general rule, cancellation cannot be accepted once their applications are approved. However, if unavoidable circumstances require cancellation, exhibitors will be requested to submit the reason for cancellation in writing to the UIA 2017 organizing committee for approval. In case of cancellation, you are required to pay the cancellation fee as specified below;

<table>
<thead>
<tr>
<th></th>
<th>50% of Exhibition Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before 31 May 2017</td>
<td></td>
</tr>
<tr>
<td>After 31 May 2017</td>
<td>100% of Exhibition Rate</td>
</tr>
</tbody>
</table>

UIA 2017 Seoul Exhibition Agency
(06725) 2F, 56, Nambusunhwan-ro 333gil, Seocho-gu, Seoul, Korea | Studio Bloom co., Ltd
Email: uia2017ex@gmail.com / Phone: +82-70-7772-7052
EXHIBITION BOOKING TERMS & CONDITIONS

1. TERMS OF REFERENCE
A. In the rules and regulations for participation in UIA 2017 Seoul, the term “exhibitor” shall include all employees, servants and agents of any individual company, partnership firm or organization who have applied for space for the purpose of exhibiting.
B. The term “exhibition” shall mean the UIA 2017 Seoul.
C. The term “organizer” shall mean UIA, FIKA, and Seoul Metropolitan Government which is authorized to organize the exhibition.

2. APPLICATION FOR PARTICIPATION
A. All applicants for participation shall be made on the prescribed application form, which shall be submitted, to the organizers or their representatives.
B. The contract shall be established when the exhibitor submits the application form duly signed and pays the organizers 50% of the space and/or shell stand costs. The organizer, however, may defer or refuse the acceptance of an application in the event that sufficient space is not available or the announced exhibit is considered by organizers not germane to the exhibition.

3. ALLOCATION OF EXHIBIT SPACE
A. The organizers shall allocate the space in accordance with the order of application, size of the space applied for, the nature of the exhibits or in the manner the organizers deem fit.
B. The organizers shall reserve the right to change the location and/or the size of the space allocated to the exhibitor at any time prior to the commencement of the build-up of the exhibition, should exceptional circumstances demand and the exhibitor shall have no claim for compensation as a result of changes.

4. USE OF EXHIBIT SPACE
A. Exhibitors are bound to exhibit the announced products and to staff the stand with competent personnel during the whole period of the exhibition.
B. All exhibits must accord with the description on the application form, and be related to the theme of the exhibition. Public auctions without permission of the organizers are strictly prohibited. If the exhibitor violates the above mentioned rules, the organizers can stop the exhibitor’s activity, remove his/her exhibits or order the dismantling of his/her booth. In this case, the participation fee shall not be refunded and the exhibitor shall have no claim for compensation.
C. Exhibits may not be removed from the stand until after the close of the exhibition.
D. Exhibitors are not allowed to sublet space allotted to them to other parties, either wholly or in part, without the written consent of the organizers. Products or companies other than those specified on the application form and accepted by the organizers cannot be exhibited or advertised on the stand. The organizers have the right to remove all unapproved exhibits at the cost of the exhibitor.
E. Promotional activities including the distribution of leaflets, materials and giveaways shall be confined to the exhibitor’s own stand.
F. The exhibitor shall operate and demonstrate its exhibit so as not to annoy, endanger or interfere with the rights of other exhibitors and visitors. Any practice resulting in complaints may be prohibited by the organizers.
G. The organizers shall reserve the right to remove exhibits if a complaint of infringement of intellectual Property Right is filed.
5. SALES REGULATIONS
A. Retail Sales of exhibits shall not be allowed at the stand.
B. All exhibitors who wish to sell their products at the stand must get the prior written approval from the organizers.

6. TERMS OF PAYMENT
A. The 50% deposit of the participation fee and/or relevant stand charges must be paid at the time of the application by the exhibitor and the balance shall be paid not later than May 31, 2017.
B. Charges for other services or supplies ordered separately are payable within the time period specified at the invoice.
C. The participation fee shall be paid by the due date. Otherwise the organizers have the right to cancel the contract and dispose the space at their discretion. And in case he does, the participation fee already paid shall not be refunded.
D. For all outstanding liabilities, the organizers may retain the exhibits as security.

7. BREACH OF CONTRACT AND WITHDRAWAL BY EXHIBITOR
A. In the event of abandonment or rejection of all allocated space, the organizers have the right to cancel the exhibitor’s application. In this case, the participation fee already paid will not be refunded, unless abandonment or rejection of allocated space as a result of force majeure.
B. In the event of partial abandonment or rejection of the allocated space, the exhibitor shall forfeit the application fee already paid for the abandoned or rejected space, unless the act of withdrawal was a result of force majeure. And if the participation fee has not been paid fully, the exhibitor shall pay the remaining amount of the participation fee by the due date for all the space initially applied for.

8. CANCELLATION AND CHANGE OF THE EXHIBITION
In the event of the cancellation of the exhibition by the organizers, the participation fee paid will be refunded. But if the cancellation was caused by force majeure, the fee will not be refunded. The organizers reserve the right to change the venue and duration of the exhibition if exceptional circumstances demand, in this case, the fee paid will not be refunded and the exhibitor shall have no claim for the compensation as a result of the changes.

9. CONSTRUCTION AND DECORATION OF STAND AND DISPLAY
A. In the construction and decoration of the stand, all exhibitors and their stand contractors must comply with the technical regulations set forth by COEX.
B. Modifications including decorations such as painting the floor, ceiling and pillars will not be permitted.
C. The exhibitor shall be responsible for compensating any damages to the exhibition hall.
D. All exhibitors must complete their construction and/or decoration, and move-in and display of exhibits by the date and time stipulated by the organizers.

10. MOVEMENT OF EXHIBITS AND STAND FITTINGS
Exhibitors shall remove all exhibits and stand fittings from the exhibition hall within the period stipulated by the organizers and indemnify the organizers against any cost incurred by reason of delay or damage to the exhibition hall.

11. SECURITY, RISK AND INSURANCE
A. The organizers shall reserve right to limit any constructions or demonstrations that pose potential safety hazards.

B. The exhibitors shall be held responsible for any loss or theft of, or damage to exhibits, stand fittings or any article belonging to the exhibitor during the construction, exhibition and dismantling periods.

12. FIRE REGULATIONS

A. Materials used in stand and display construction must be properly fire-proofed in accordance with the regulations of Korea.

B. The organizers have the right, should circumstances necessitate, to make changes in the exhibitor’s stand for fire control.

13. SUPPLEMENTARY CLAUSES

A. Whenever necessary, the organizers shall have the right to issue supplementary regulations in addition to those in the rules and regulations for the participation in International Beauty Expo Korea to ensure the smooth management of the exhibition.

B. Any additional written regulation instructions shall form part of the rules and regulations for the participation in Int’l Beauty Expo Korea and they shall be binding on the exhibitors.

C. The exhibitor shall also observe the regulations for the management of the exhibition halls of the COEX.

14. ARBITRATION OF DISPUTES

Any dispute, difference, or question which may arise at any time hereafter between the organizers and the exhibitor touching on the true construction of these terms and conditions for participation or the rights and liabilities of the parties hereto shall be finally settled by arbitration in accordance with the Commercial Arbitration Rules of the Korean Commercial Arbitration Board in Seoul, Korea. The award of the above arbitration shall be final and binding upon both parties.
BOOTH APPLICATION FORM
(EXHIBIT CONTRACT)

September 4-7, 2017 | DEADLINE: July 31, 2017

Please type or print.

Date: ________, ________, 201_

1. We hereby apply for _______booth(s) at the UIA 2017 Seoul with agreement to abide by exhibition rules and regulations printed on the back page of this application form.

2. Booth Type:

☐ Raw Space Booth – USD 2,700/Booth – The minimum requirement is over 4 booths (36 m²)
☐ Shell Scheme Booth – USD 3,000/Booth
☐ Shell Scheme Booth – USD 2,400/Booth - Early Bird (~Mar, 31, 2017)

3. Company Information:

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>City/State</th>
<th>Zip/Postal Code</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO</td>
<td>Mr.</td>
<td>First Name:</td>
<td>Last Name:</td>
<td></td>
</tr>
<tr>
<td>Contact Person</td>
<td>Mr.</td>
<td>First Name:</td>
<td>Last Name:</td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td>Department</td>
<td>Telephone</td>
<td>Fax</td>
<td></td>
</tr>
<tr>
<td>E-mail</td>
<td>Website</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. Exhibition Information:

<table>
<thead>
<tr>
<th>Products to be Exhibited</th>
<th>Name of Brands</th>
</tr>
</thead>
</table>

5. Additional Facilities

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Value (USD)</th>
<th>Balance (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electricity (220V)</td>
<td>[        ]kW</td>
<td>USD 150/1kW</td>
<td></td>
</tr>
<tr>
<td>COMPRESSED AIR</td>
<td>[        ]units(s)</td>
<td>USD 250/unit</td>
<td></td>
</tr>
<tr>
<td>WATER SUPPLY/DRAINAGE</td>
<td>[        ]units(s)</td>
<td>USD 250/unit</td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td>Cable</td>
<td>[        ]lines(s)</td>
<td>USD 200/ lines</td>
</tr>
<tr>
<td></td>
<td>Wireless</td>
<td>[        ]lines(s)</td>
<td>USD 100/ lines</td>
</tr>
</tbody>
</table>

Total Amount: USD ____________
5. If your office or agent is located in Korea:

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telephone</td>
<td>Fax</td>
</tr>
<tr>
<td>E-mail</td>
<td>Website</td>
</tr>
<tr>
<td>Contact Person</td>
<td>Mr. □ Ms. □</td>
</tr>
<tr>
<td>Title</td>
<td>Department</td>
</tr>
</tbody>
</table>

- Please note that the secretariat will send an invoice for total exhibition amount after receiving the Application. Then, the secretariat should receive the payment in US DOLLARS in FULL AMOUNT by bank transfer.
- Please indicate the exhibiting company/organization name and the payment is for UIA2017Seoul Exhibition in your banking form.
- After payment of participation fee by the banking information below, the payment receipt must be submitted with this form.
- All remittance handling fees must be paid by the remitter.
- Application must be accompanied with company profile, experience at other exhibitions, and catalogue/ literature of the exhibits.
- Booth is secured by the organizer in order of receipt of booth application with the full booth fee paid.
- The information on this application form will be used for all exhibition materials including free entry to the official directory. Please type or print clearly.

**Banking Information:**

Name of Bank – Woori Bank  
Account Name – UIA2017 SEOUL  
Bank Address – 157-3, Samseong-dong, Gangnam-gu, Seoul, Korea  
Account No. – 1081-100-703476  
Swift Code – HVBKKRSEXXX

We hereby accept the rules and regulations as set forth on page 3 on this application form.