

FACT SHEET

OF KOREA STUDY ABROAD FAIR 2013/Fall

KOREA STUDY ABROAD FAIR 2013/Fall

Date & Venue

Busan Event_	October 3(Thu), 2013 Hall 2A (1F), BEXCO
Seoul Event_	October 5(Sat)~6(Sun), 2013 Hall C (3F), COEX

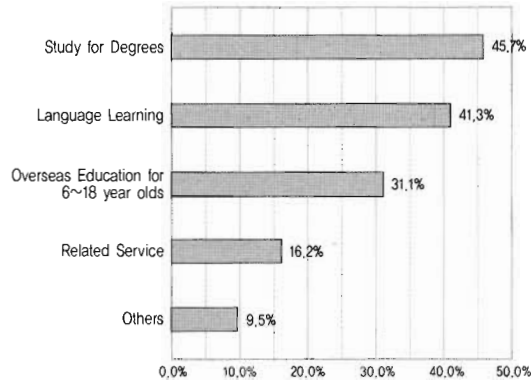
Exhibitors

2013/Fall	340 Schools and Companies from 23 Countries Australia(48)/ Belgium(1)/ Canada(48)/ China(7)/ France(2)/ Germany(3)/ Hong Kong(4)/ India(2)/ Ireland(2)/ Italy(1)/ Japan(5)/ Korea(39)/ Malaysia(24)/ Netherlands(3)/ New Zealand(9)/ Philippines(15)/ Russia(1)/ Singapore(7)/ Spain(1)/ Switzerland(4)/ Turkey(1)/ UK(26)/ USA(76)/ International(11)
2013/Spring	451 Exhibitors from 26 countries
2012/Fall	423 Exhibitors from 23 countries
2012/Spring	464 Exhibitors from 28 countries
2011/Fall	372 Exhibitors from 26 countries

Promotion Activities

	Media	Period	Reference
Internet	Viral Marketing	8/12 ~ 10/4	Viral Marketing on Major Communities (Naver, the portal site, and various communities)
	Key-words Searching	8/12 ~ 10/5	Keyword-adverts on Naver, Daum, Google Display Network, Real/NEO Clicks, the major portals
	Banner Ads	9/1 ~ 9/30	Hanging Banners on Major Part-time Job Searching Community (www.alba.co.kr)
	Mass Media	8/22 ~ 9/26	Press releases (20 articles with viral marketing on major portal main pages)
	Mobile Apps Ads	9/2 ~ 10/5	a, Mobile Application Ads and Mobile Web Banners through Daum - Adam(Platform by one of major portal sites) b, Add2paper, which is free-printing application for university/ college students
Off-line	Radio	9/1 ~ 10/5	Seoul: MBC AM/FM, CBS FM
		9/1 ~ 10/2	Busan: MBC AM/FM, KNN, CBS AM/FM
	Out door Ads	9/23 ~ 10/3	Posting banners and posters in universities (71 in Seoul and 9 in Busan)
		9/17 ~ 9/30	Placards on Overpasses(8 Main streets in Seoul and 5 in Busan)
		8/20 ~ 10/3	Virtual advertisement during a broadcasting of a baseball game
	Free Entrance Tickets	8/23 ~	Distributing free-entrance tickets to ex-visitors, schools and customers of cooperating companies
	PR in cooperation	8/19 ~ 10/5	YES24, COEX Members, Eyereum Eye Clinic
9/9 ~ 9/30		Distributing free-entrance tickets/ Posting stickers and posters in universities(Seoul and Busan)	
UE Barker	Supporters Campaign	7/19 ~ 10/19	"UE Barker", Promotion supporting group which consists of university students
Others		8/5 ~ 10/6	Official website, communities and SNS(Facebook, Twitter, Blogs)
		9/16, 9/23, 10/2	Mailing News-letters to ex-visitors, pre-visitors and exhibitors
		10/2	Text messages to pre-visitors

No.	Interest	Ratio(%)
1	Study for Degrees	45.7%
2	Language Learning	41.3%
3	Overseas Education for 6~18 year olds	31.1%
4	Related Services	16.2%
5	Others	9.5%



*Multiple replies

Chart of Visitors' Interest

No.	Country	Ratio(%)
1	Canada	45.7%
2	USA	43.5%
3	Australia	41.2%
4	UK	35.9%
5	New Zealand	26.7%
6	Malaysia	21.3%
7	France	15.7%
8	Germany	14.2%
9	Philippines	13.5%
10	Switzerland	9.7%
11	Ireland	9.2%
12	Spain	7.4%
13	China	5.5%
14	Japan	4.6%
15	South Africa	4.3%
16	South America	4.1%
17	India	3.9%
18	Taiwan	3.4%
19	Thailand	2.1%
19	Others	7.8%

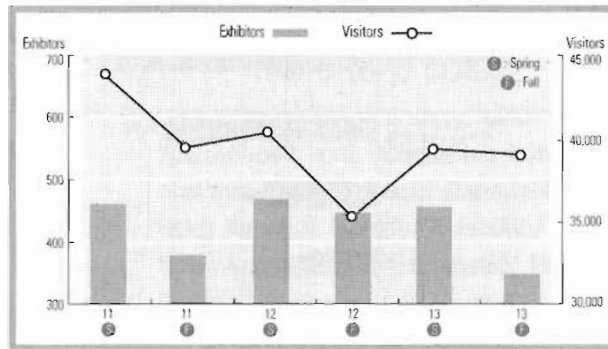


*Multiple replies

Chart of Visitors' interest - Countries

KOREA STUDY ABROAD FAIR 2013/Fall

Number of Participants



Year	Exhibitors	Visitors
2013/Fall	340	37,458
2013/Spring	451	39,430
2012/Fall	423	35,113
2012/Spring	464	40,837
2011/Fall	372	39,579
2011/Spring	457	43,976

Supporting Organization & Sponsors

Australian Embassy	Fulbright Commission(www.fulbright.or.kr)
Campus France	Italian Cultural Institute
DAAD(German Academic Exchange Service)	Korean Overseas Study Association
Education Ireland	New Zealand Embassy
Embassy of Canada	Nuffic NESO Korea
Embassy of Switzerland	Philippine Department of Tourism-Korea
Embassy of Spain	South African Embassy
Embassy of the People's Republic of China	The British Council

Enquire to

KOREA TRADE FAIRS LTD.

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E-mail : ktfairs@ktfairs.com Website : www.yuhak2min.com

Contact : M.H.Kim / Director

Claire Jeon / Assistant Manager

Next Events

<Korea Study Abroad Fair 2014/Spring>

- Busan event : March 27(Thu), 2014, BEXCO
- Seoul event : March 29(Sat)-30(Sun), 2014, COEX

<Korea Study Abroad Fair 2014/Fall>

- Busan event : September 11(Thu), 2014
- Seoul event : September 13(Sat)-14(Sun), 2014

■ Enquire to

Tel. 82-2-783-8261 Email. ktfairs@ktfairs.com www.yuhak2min.com



KOREA STUDY ABROAD FAIR 2014



BUSAN EVENT

March 27(Thu)

Hall 2A(1F), *BEXCO*

SEOUL EVENT

March 29(Sat)~30(Sun)

Hall C(3F), *coex*

Sponsors / Supporting Organizations

Australian Embassy
DAAD(German Academic Exchange Service)
Education Ireland
Embassy of Canada
Fulbright Commission(www.fulbright.or.kr)

Korean Overseas Study Association
New Zealand Embassy
Nuffic NESO Korea
Philippine Department of Tourism-Korea
The British Council



KOREA STUDY ABROAD FAIR 2014/Spring



• Introduction

We are pleased to announce that Korea Study Abroad Fair 2014/Spring is held on March 27 at BEXCO, Busan and March 29-30 at COEX, Seoul.

Korea is a huge education-market with students who are eager to improve their global competitiveness and parents who are keen interested in their children, especially in the part of education. Every year about 300,000 people are going to study abroad or get language courses. As a matter of course, purposes and interests for studying abroad are being various nowadays.

Korea Study Abroad Fair 2014/Spring, organized by Korea Trade Fairs Ltd. will satisfy people's desire for reliable and up-to-date information, professional and career-related advice and friendly consultation with experienced educators. The last fair held in October, 2013 with 37,458 visitors and 340 exhibitors from 23 countries, was held in reputation itself as the most significant event for students and educators all over the world.

As the biggest study abroad fair in Korea, it will be the best place for you to build connections with agents in Korea that attend in the fair as well as promote your school and programs to Korean students and parents directly. Do not miss this great opportunity to generate more recruitment of Korean students. We look forward to your participation for a successful Korea Study Abroad Fair!

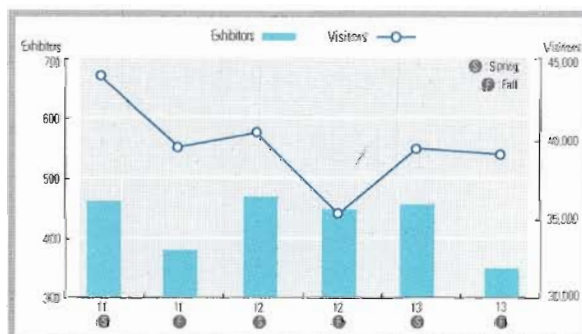


• Show Outline

- Date : Busan - March 27(Thu), 2014 // Seoul - March 29(Sat)-30(Sun), 2014
- Venue : Busan - BEXCO // Seoul - COEX
- Frequency : Biannual
- Open To : Public - Students, Parents, Teachers and Other Education - related
- Registration Deadline : January 31, 2014



• Number of Exhibitors & Visitors in recent events



Year	Exhibitors	Visitors
2013/Fall	340	37,458
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2012/Fall	423	35,113
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Korea Study Abroad Fair 2014/Spring

• Promotion Activities

- Press Releases
- DM, EDM & Text Messages
- Advertisement in Magazines
- "UE Barker", Promotion supporting group which consists of university students
- Radio Advertisements
- Internet Advertisements
- Mobile Application Advertisements
- Billboards on main streets and overbridges
- Placards in major universities

• Presentation

Korea Study Abroad Fair offers you chances to give presentations to Korean students and parents about your education programs and services. A fully equipped seminar room with 150 seats is located in the exhibition center. You could take a 50-minute time slot for US \$ 500.



• Event Summary

▶ Seoul Event (3m*3m)



Participation Fee

- Space Only : US\$2,420/9sq.m (Min 18sq.m)
- Space & Shell Scheme : US \$ 2,750/9sq.m (Min 9sq.m)

(Standard Shell Scheme Package)

Fascia name board / Wall partitions / Carpeting / 2 Fluorescent Lights / 1 13-amp Electrical Outlet (up to 1kw) / 1 Information Desk with 1 Chair / 1 Round Table with 2 Chairs (Seoul) / 1 Square Table with 2 chairs (Busan) / Free listing in Official Directory / Free listing on the website

▶ Busan Event (3m*2m)



Participation Fee

- Space & Shell Scheme : US \$ 1,100/6sq.m (Min 6sq.m)

• National Pavilions

We are expecting your large scale attending from your field in your country. For further details of organizing a special pavilion of your country, please contact us. Pavilions attended till 37th : USA, China, Canada, Europe (with Germany, Netherlands, France, Ireland and Italy), New Zealand, Philippines, Singapore, Malaysia, etc.

• The Organizer of USA Pavilion



Homepage : www.aief-usa.org
 E-mail : info@aief-usa.org
 Tel : 714-985-1995
 Fax : 714-985-1996
 Address : 3350 E. Birch Street Suite 210 Brea, CA 92821, USA

*If you're interested in USA Pavilion, please contact AIEF directly.

Spring

KOREA STUDY ABROAD FAIR 2014

Exhibition Profile

- **Study-abroad for degrees and language courses**
 - Language schools, Colleges, Universities, Graduate Schools and Consulting Agencies
- **Local education for English and foreign languages**
 - Public/Private institutes, Related websites and Teaching materials
- **Overseas education for 6~18 year olds**
 - Pre-University courses, Exchange students programs and Camp programs
- **Embassies, Cultural Institutes and Tourism Boards**
- **Overseas employment and internship programs**
 - Organizations or institutes for overseas employment or internship, and working-holiday
- **Test/Certificate**
 - TOEFL, SAT, IELTS, TESOL and etc.
- **Related services**
 - Banks, Insurance, Transportation, Housing(hostel, homestay), Medical Service, etc.

How to apply for space

Booking is accepted on a first-come-first-served basis and the deadline is January 31, 2014. To participate, simply complete and return the enclosed Application Form to the Organizer. 50% of the participation fee must be paid when you submit your application and the balance should be paid by January 31, 2014.

- Bank Name : **Korea Exchange Bank**
- Bank Swift Code : **KOEXKRSE**
- Bank Account No. : **181-JSD-100373-6**
- Bank Address : **CCMM Bldg. 12 Youido-Dong, Youngdeungpo-Gu, Seoul, Korea.**
- Remittee : **Korea Trade Fairs Ltd.**



Korea Trade Fairs LTD.

Suite 710 Kumsan Building. 17-1 Youido-Dong, Youngdeungpo-Gu, Seoul, Korea
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About the Organizer

Korea Trade Fairs Ltd. has managed expert trade fairs periodically since 1988. At present, we are the host of trade fairs like Korea Metal Week(Fastener & Wire Korea, Die casting & Foundry Korea, Automobile & Machine parts Korea, Press & Forging Korea, Tube & Pipe Korea, Metal Surface Treatment & Painting Korea, 3D Printing Technology Korea), and Korea Composite Show. Also organize public shows like Korea Study Abroad & Language Fair and Korea Emigration & Investment Fair. In Dalian and Guangzhou, China, we have managed Korean pavilion for SHIPTEC China and Asia-metal/Asiamold. For CM Beijing in China and NEVA in St. Petersburg in Russia, also organize Korean pavilion.

Dear Educator / Director

November, 2013

RE : KOREA STUDY ABROAD FAIR 2014 / Spring

It is our great pleasure to inform you that Korea Study Abroad Fair 2014 / Spring will be held on March 27, 2014 at BEXCO in Busan and March 29-30, 2014 at COEX in Seoul.

Organized by Korea Trade Fairs Ltd., Korea Study Abroad Fair 2014 / Spring will make its triumphant return with more than 450 exhibitors and over 40,000 visitors meeting on an exhibition ground of over 12,000sq.m. Therefore, it will give you a wonderful experience in recruiting Korean students who desire to study abroad and learn another culture.

Please join us to be a part of this rewarding event, the Korea Study Abroad Fair which is the largest and most successful event among several education fairs in Korea. The fair will be your effective platform to develop your business in Korea.

All space is on a "first come, first served" basis, and the space is limited, so early application is recommended to take better location.

If you have any question, please feel free to contact us at Tel 82-2-783-8261, Fax 82-2-784-6810, e-mail ktfairs@ktfairs.com.

Sincerely yours,



M.H.Kim
Director

TERMS OF CONTRACT

Article 1. Terminology

- a. "The Exhibitor" hereafter refers to company, association, organization or individual that has submitted an application(contract) and paid the contract deposit to participate in this exhibition.
- b. "The Exhibition" hereafter refers to the Exhibition on the application and contract form.
- c. "The Organizer" hereafter refers to Korea Trade Fairs Ltd..
- d. "The Contract" hereafter refers to the application and contract for the exhibition space at the Exhibition between Organizer and Exhibitor which incorporates the rules and regulations.

Article 2. Contractual, Application and Payment Procedure

- a. The Contract should be submitted to the Organizer and the contract deposit[50% of the participation fee(booth cost, VAT included)] should be paid in 7 days after submission. The balance[50% of the participation fee(booth cost, VAT included) + application cost for additional utilities] should be paid not later than 90 days prior to the opening date of Exhibition.
- b. If the Exhibitor withdraws the participation after submitting the Contract within 30 days prior to the opening date of Exhibition, the payment paid already will not be refunded.
- c. If the Exhibitor fails to pay the balance within the specified period of time on the Contract, the Organizer may terminate the Contract and in this case, the payment paid already cannot be refunded.
- d. If the Exhibitor does not make the full payment of participation fee(booth cost) or application cost for additional utilities within 30 days prior to the opening date of Exhibition, the Organizer can selectively attract the Exhibitor's display till the full payment is made.

Article 3. Allotment of Exhibition Booth Area

- a. The Organizer shall decide a booth position based on the nature of exhibits, capacity and history of participation in the Exhibition of the Exhibitor and who paid contract deposit first.
- b. It is allowed that the Organizer changes the booth area anytime prior to the commencement of the Exhibition for an effective organizing. The Exhibitor shall have NO right to make a claim against the said change.

Article 4. Installation and Removal

- a. The installation and removal should be completed within the period set by the Organizer. The Exhibitor shall be responsible for the damage on the Exhibition caused by the delay of installation or removal.
- b. Height of all booth construction and decoration should not exceed the range specified by the Organizer considering the size and location of the Exhibition.
- c. All materials of booth construction(decoration) and exhibition hall must be properly fire proofed in accordance with local regulations. The Organizer may require correction regarding fire prevention as occasion demands.

Article 5. Insurance, Security and Safety

The Exhibitor shall buy an insurance policy to be prepared against theft, damage or loss of exhibition items and facilities during installation and removal period as well as exhibition period. The Organizer shall take a proper action to keep the Exhibitor and visitors safe and protect their properties. In principal, however, the Exhibitor shall be responsible for all exhibition items. Therefore, the Exhibitor shall NOT blame the Promote for the theft, damage of loss of the exhibition items and facilities.

Article 6. Exhibition Items Limited and Hall Management

- a. The Exhibitor shall exhibit exhibition items that have been stipulated on the application(contract). The Organizer shall be able to restrict certain items that do NOT match the Exhibition's theme.
- b. The booth shall be managed by resident staffs of the Exhibitor.
- c. The Exhibitor's promotion activities shall be within the assigned area.
4. The Exhibitor shall be responsible for loss or damage of exhibits, theft, etc.
5. The Organizer may order the removal or export immediately when the Organizer or other exhibitors get damage by the act of the Exhibitor. In this case, the participation fee cannot be refunded and the Exhibitor shall NOT make a claim against the Organizer.

Article 7. Heavy restrictions

1. Depending on the structure of exhibition ground, the weight of exhibit items is limited.
2. Consultation between the Exhibitor, the Organizer and the exhibition hall needs to be made before the Exhibition opens if 1 exhibit item weighs more than 1 ton/m2 and total weight is more than 5 ton. If necessary, additional safety measures shall be taken.

Article 8. Prohibition of transfer of booth

The Exhibitor cannot transfer all or part of the allocated exhibition area to others without the written consent of the Organizer.

Article 9. Penalty on Withdrawal and Size Reduction

- a. If the Exhibitor wants to withdraw the participation after submitting the Contract or reduce the exhibition size, the Exhibitor shall give a written notice to the Organizer immediately.
- b. It shall pay the penalty as shown below within 15 days from the date of withdrawal/reduction is decided. The penalty can be offset with the already paid participation fee. If the paid participation fee is insufficient, additional payment is required while the surplus shall be refunded.

* Penalty

- 61 days ~ 90 days prior to the opening date of the Exhibition: 50%(No VAT) of the participation fee(booth cost) or the reduction
- 31 days ~ 60 days prior to the opening date of the Exhibition: 70%(No VAT) of the participation fee(booth cost) in case of the withdrawal, 60% of the reduction in case of the reduction
- Within 30 days prior to the opening date of the Exhibition: 100%(No VAT) of the participation fee(booth cost) or the reduction
- c. Amount of refund shall not be paid for the interest.
- d. Penalty shall not be issued for the tax bill.

Article 10. Cancellation or Reduction of the Exhibition due to Force Majeure

If the Organizer changes the Exhibition date or venue or cancels the Exhibition due to national crisis or natural disaster, it shall NOT be responsible for the damage caused by the change or cancellation.

Article 11. Supplementary Provisions

If necessary, the Organizer shall be able to set supplementary provisions and the Exhibitor shall comply with them. Details not specified in this Agreement set forth the relevant provisions of the Organizer and applicable laws and regulations.

Article 12. Arbitration

If a dispute arises between the Organizer and the Exhibitor with regard to their rights and duties, it shall be settled by arbitration under arbitration rules of the Korean Commercial Arbitration Board and Korean laws. The decision by the Korean Commercial Arbitration Board shall be final and binding upon both parties.