



سارت جمهوری اسلامی ایران  
سول

شماره: ۲۳۰/۱۱۹۱-۲۲۰- تاریخ: ۱۳۹۶/۲/۱۲ پیوست: دارد

بسمه تعالی

جناب آقای فرازنده

مدیر کل محترم شرق آسیا و اقیانوسیه

موضوع: نمایشگاه بین المللی صنعت ICT کره جنوبی ۲۰۱۷

با سلام،

احتراما به آگاهی می رساند بنابر اعلام آژانس توسعه تجارت و سرمایه گذاری کره جنوبی (KOTRA) در نظر است نمایشگاه بین المللی صنعت ارتباطات و فناوری اطلاعات با حمایت وزارتخانه های تجارت و ICT این کشور در تاریخ ۲۲-۲۴ شهریور ماه ۱۳۹۶ در محل نمایشگاهی کینتکس در فاصله ۲۰ کیلومتری شهر سئول برگزار گردد.

ضمن ارسال تصویر نامه دریافتی از آژانس کوترا به همراه اطلاعات تکمیلی، بنابر اعلام طرف کره ای شرکتهای ثبت نام کننده تا تاریخ ۱۰ خرداد ۱۳۹۶ از تخفیف ۲۰ درصدی در اختصاص غرفه بهره مند خواهند شد. خواهشمند است دستور فرمایند به منظور هرگونه بهره برداری و اطلاع رسانی به شرکتهای ذیربط ایرانی، موضوع به اداره کل امور بین الملل و مطالعات راهبردی وزارت ارتباطات و فناوری اطلاعات انعکاس داده شود.

حسن طاهریان

سفیر جمهوری اسلامی ایران

رونوشت:

- دفتر هماهنگی و راهبرد امور اقتصادی جهت اطلاع.

**EXHIBITION BOOTH APPLICATION FORM**

**1. Company Details**

Company	Country	
	Website	http://
Address	(Postcode : )	
Name	Job Title	
Phone	E-mail	
Areas of display	<input type="checkbox"/> AI <input type="checkbox"/> Robot <input type="checkbox"/> IoT <input type="checkbox"/> VR/AR <input type="checkbox"/> Security <input type="checkbox"/> 5G <input type="checkbox"/> Network <input type="checkbox"/> Cloud <input type="checkbox"/> Big Data <input type="checkbox"/> Block Chain <input type="checkbox"/> GPS <input type="checkbox"/> Sensor Technology <input type="checkbox"/> Embedded System <input type="checkbox"/> Others( )	
	Products in details (*required)	

**2. Billing Details**

Billing Address	(Postcode : )
Billing Contact	Phone
E-mail	

**3. Rates (pt 1 booth : 9m<sup>2</sup>, (3m x 3m))**

Type of Booth	Price per booth	Unit(s) Price	Sub-total	Provision
Space only (minimum 18m <sup>2</sup> )	USD 3,050/9m <sup>2</sup>	Booth(s)	USD ( )	Exhibitors are responsible for their own stand design and construction. space(9m <sup>2</sup> ), walls, carpet, spotlight, fluorescent light, power supply(2kw), info desk, chair, round table with 3 chairs, and fascia
Shell scheme package (minimum 9m <sup>2</sup> )	USD 3,700/9m <sup>2</sup>	Booth(s)	USD ( )	
Early bird discount : 20% (until 31/5/2017)			USD ( )	
<b>TOTAL AMOUNT</b>			USD ( )	

**■ Bank details**

•Bank : NH BANK (NONGHYUP), Kintex Branch •Beneficiary : KINTEX •Account number : 1218-01-001158  
•Swift code : NACFKRSEXXX •Bank address : 217-60, kintex-ro, Ilsansed-gu, Goyang-si, Gyeonggi-do, Korea  
•Phone : +82-31-995-8800 / Fax : +82-31-995-8804

■Contact : KOTRA ICT Business Department •E-mail [gmw@kotra.or.kr](mailto:gmw@kotra.or.kr) •Tel. +82-2-3460-3245, 7472 •Fax, +82-2-3460-7921

I understand and agree to the terms and regulations of GMV 2017 and I submit this application form to participate in the exhibition.

Date

Company's legal representative  
(Company stamp & Signature)

**SPONSORSHIP & ADVERTISING APPLICATION FORM**

**1. Company Details**

Company	Country
Website	http://
Address	(Postcode : )
Name	Job Title
Phone	E-mail

**2. Billing Details**

Billing Address	(Postcode : )
Billing Contact	Phone
E-mail	

**3. Rates**

	Type	Rates	Remark
<input type="checkbox"/> Sponsorship	<input type="checkbox"/> Partner country/region	<input type="checkbox"/> Type A : USD 60,000 <input type="checkbox"/> Type B	Size : ( ) m'
	<input type="checkbox"/> Plastic bags for visitors	USD 15,000	
	<input type="checkbox"/> Lanyards for exhibitor and visitor badges	USD 15,000	
<input type="checkbox"/> Advertising	<input type="checkbox"/> Hanging banner (*size : 2m x 2m)	USD ( )	USD 1,000 per unit
	<input type="checkbox"/> Outdoor billboard	USD 1,000	
	<input type="checkbox"/> Banner advertisement at GMV website	USD 1,000 for 2 months	

**■ Bank Details**

•Bank : Korea Exchange Bank, YangjaeNam Branch •Beneficiary : Korea Trade-Investment Promotion Agency  
•Account number : 436-JSD-100024-3 •Swift code : KOEXKRSE  
•Bank address : 231, Yangjae-dong, Seocho-gu, Seoul, 137-130, Korea  
•Phone : +82-2-3464-4420 •Fax : +82-2-3464-4406

■Contact : KOTRA ICT Business Department •E-mail [gmvs@kotra.or.kr](mailto:gmvs@kotra.or.kr) •Tel. +82-2-3460-3245, 7472 •Fax. +82-2-3460-7921

Date

Company's legal representative  
(Company stamp & Signature)



Sponsorship & Advertising Opportunities

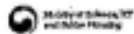


*Sponsorship & Advertising Opportunities*



September 13 ~ 15, 2017  
KINTEX, Korea

KOP



Operator



KINTEX



## Sponsorship & Advertising Opportunities



**GMV (Global Mobile Vision)** is one of the largest international trade fairs in ICT (Information and Communication Technology) industry in Asia organized by KOTRA, Korea Trade & Investment Promotion Agency. In fact, GMV's exhibition is the largest and most effective in Korea in the aspect of ICT B2B meetings. Also, it is fully supported by the Korean government, including the Ministry of Trade, Industry & Energy and the Ministry of Science, ICT & Future planning.

Year after year, GMV brings together tens of thousands of industry professionals from all different sectors where things converge upon ICT and mobile element becomes crucial in the convergence. GMV's conference has also grown to be instrumental in highlighting pertinent issues and trends revolving around the ICT challenges and opportunities, sharing best and leading practices, evolving technological and managerial solutions and providing insights for private industry as well as state and local/city governments. In the year of 2016, GMV featured 223 global buyers and 50 venture capitalists representing 46 countries. Over 13,121 visitors attended the event.

Sponsorship and advertising opportunities allow you to make your company known, both during exhibition and long before it begins, and are tailored to enhance the marketing effect of your participation and offer more opportunities to promote your company in the Korean ICT market as well as in Asia.

**Sponsorship and advertising at GMV provide an unequivocal success to drive sales activity, increase your company's credibility, build your brand positioning, and raise your brand awareness.**

*The content of sponsorship packages can be adjusted at your request in accordance with the requirements of your company.*



## Sponsorship at GMV

### Ⓞ Partner Country / Partner Region

Becoming the Partner Country or Partner Region of GMV makes you enjoy full benefits of an exclusive marketing campaign.

#### ■ Type A: US\$60,000.00

This package includes exclusive marketing promotion in all advertising and information material for the exhibition as well as conference at GMV.

#### ■ Type B

In the Type B package, the Partner Country or Partner Region is expected to open the Partner Country or Partner Region's pavilion of the size of at least 100 square meters, deliver a keynote speech in opening conference, compose sub-sessions of the conference, and deploy ICT delegation of entrepreneurs, policy makers & senior officers of the government.







## Sponsorship & Advertising Opportunities



### ⓐ Plastic bags for visitors

#### ■ US\$15,000.00

You can place your advertisement on visitor bags to maximize the effect of your marketing reach on your target audience.



### ⓑ Lanyards for exhibitor and visitor badges

#### ■ US\$15,000.00

Placing your company logo on the lanyards for the trade fair badges is a sure thing to raise your brand awareness. Lanyards should be provided by the Sponsor and the design of the lanyard must be confirmed with the Organizer in advance.





## Sponsorship & Advertising Opportunities



### Advertising at GMV

Your advertisement at GMV will surely allow your company to increase its presence at the exhibition, attract visitors to your stand and highlight your booth from the rest.

#### ① Hanging banners: US\$1,000.00 (2 x 2 m)

Hanging banners in the trade fair of GMV promote your company among the exhibitors and visitors.



#### ② Outdoor billboards: US\$1,000.00

These outdoor billboards are mobile structures and located in front gates of the trade fair of GMV. It is to direct visitors to your booth and remind them of your brand.



*Available sizes are to be checked.*

#### ③ Advertising on [www.gmv.or.kr](http://www.gmv.or.kr):

##### ■ US\$1,000.00 for 2 months

Advertising banners shall be published on both the Korean and English version of the GMV site for 2 months.







K O T R A



수신자 수신처참조  
(경유)

제목 GMV 2017(Global Mobile Vision) 국가관 전시참가 및 스폰서십/광고 유치 협조 요청

1. 귀 대사관 및 무역투자진흥대표부의 평소 업무 협조에 감사드립니다.  
Thank you for your continued support and cooperation.

2. 우리 공사는 국내 ICT기업의 해외진출 및 해외 기업과의 거래 확대 지원을 위하여 아시아 대표 행복향 마케팅 사업으로 성장하고 있는 GMV 2017(Global Mobile Vision)을 2017년 9월 13일(목)부터 15일(토)까지 KINTEX에서 개최합니다.

We are going to hold a B2B ICT event called GMV(Global Mobile Vision) from 13/9/2017 to 15/9/2017, which is one of the largest international fairs in ICT industry in Asia. In fact, GMV's exhibition is the largest and most effective in South Korea in terms of ICT B2B meetings.

3. GMV 행사는 올해로 10주년을 맞아 ICT 산업 및 전문전시회와의 동 기간 개최를 통하여 외연 확대를 추구하고 해외국가 및 기업의 참여를 통하여 수출과 수입 등 다양한 국제거래가 활발히 일어나는 글로벌 B2B 비즈니스 플랫폼으로서의 역할을 충실히 수행하고자 합니다.

Celebrating its 10th anniversary this year, GMV aims to widen its business horizon in order to play a key role as an international marketplace in ICT field by collaborating with the concurrent exhibitions called Robotworld, IMAC (International Material & Components Industry Show) and foreign countries/regions/companies.

4. 이에, 아래와 같이 GMV 2017 국가관 전시참가 요청 및 스폰서십/광고 유치협조를 요청드리오니 귀 국가 및 현지기업의 많은 참여와 성원을 부탁드립니다.

Participation in the exhibition or Sponsorship & Advertising programme will make your country/region/company renowned and provide the participant companies with unequivocal success to raise their brand awareness and boost the sales activity. Please refer to the below for details.

= 아 래 =

가. GMV 2017 개요 | Event Profile

- 사업명 | Title : GMV 2017 (Global Mobile Vision)
- 주 관 | Organiser : KOTRA, KINTEX
- 기 간 | Dates : 2017.9.13(수, Wed)~15(금, Fri) 10:00~17:00
- 장 소 | Venue : Hall 4, KINTEX, Gyeonggi-do (KINTEX 4홀, 10,773㎡)
- 규 모 : 전시기업 250개사, 바이어 250개사(무자가 포함)  
| Scale : 250 Exhibitors, 250 Foreign buyers/VCs
- 분 야 | Coverage  
(ICT Tech.) AI, Robot, IoT, VR/AR, Security, 5G, Network, Cloud Computing,  
Big Data, Block Chain, GPS, Sensor Tech., Embedded System  
(Biz Market) Smart Factory, Fintech, Smart E-government, Smart Car,  
Content&Service, Smart Learning, Smart Healthcare,  
ICT Consumables

#### 나. 해외기업/국가 전시참가 안내 | How to exhibit [Booth application]

##### ○ 전시 부스타입 및 참가비 | Booth type and information

부스타입   Type	참가비   Fee	비고   Remark
목업부스   Space only	USD 3,050 / 9 ㎡	최소 18㎡ 이상 신청 필수   minimum 18㎡ Space provided only
조립부스   Shell scheme package	USD 3,700 / 9 ㎡	제공사항 : 부스, 카펫, 국영문 상호간판, 조 영, 전력(1kw), 안내데스크 1세트(의자1), 원 형테이블 1세트(의자3)   The package consists of space(9㎡), walls, carpet, spotlight, fluorescent light, power supply, info desk&chair, round table with 3 chairs, and fascia

##### ○ 조기할인 | Early bird discount

- 5.31일까지(부스 유형에 관계 없이 20% 할인) | 20% discount (by 31/5/2017)

#### 다. 스폰서십, 광고 프로그램 안내 | Sponsorship & Advertising programme

##### ○ 목적 | Aims and objectives

- 해외 정부기관/기업 등의 GMV 향가를 통한 해당 국가/기업과의 관계 증진 및 브랜  
드 가치 상승, 홍보 기회 제공

| To promote relationship between KOTRA and a participant country/region/  
company, and provide participant companies with a variety of opportunities to raise

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조립부스   Shell scheme package	USD 3,700 / 9 ㎡	제공사항 : 부스, 카펫, 국영문 상호간판, 조 영, 전력(1kw), 안내데스크 1세트(의자1), 원 형테이블 1세트(의자3)   The package consists of space(9㎡), walls, carpet, spotlight, fluorescent light, power supply, info desk&chair, round table with 3 chairs, and fascia

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#### 다. 스폰서십, 광고 프로그램 안내 | Sponsorship & Advertising programme

##### ○ 목적 | Aims and objectives

- 해외 정부기관/기업 등의 GMV 향가를 통한 해당 국가/기업과의 관계 증진 및 브랜  
드 가치 상승, 홍보 기회 제공

| To promote relationship between KOTRA and a participant country/region/  
company, and provide participant companies with a variety of opportunities to raise

their brand awareness and advertise their business in the Korean ICT market -

○ 스폰서십 | Sponsorship

(1) 파트너 컨트리 | Partner country/region

- A 타입 | Type A : USD 60,000.00

최고 수준의 후원사로서 GMV 전시회 및 컨퍼런스 관련 총 프로모션 지원

| A full package of sponsor benefits; which include an advertisement on plastic bags, badge lanyards, hanging banners, outdoor billboards, online banners at GMV website, etc.

- B 타입 | Type B : Meeting the requirements below is a must

(다음의 모든 조건 충족 필요)

- 최소 100㎡ 이상의 국가관(Pavilion) 구성 및 운영(전시면적은 무료 제공)
- 민관 ICT 사절단 파견 및 (정부관계자, 수입 희망기업, 바이어 등으로 구성)
- 컨퍼런스 기조연설 참가(1명) 혹은 컨퍼런스 오후세션 독립적 구성 및 운영

| The partner country/region is expected 1) to open and operate its own pavilion of the size of at least 100 square meters, 2) deliver a keynote speech in opening conference or compose a sub-session of the conference in the afternoon, and 3) deploy ICT delegation of entrepreneurs, policy makers and senior officers of the government.

(2) 전시회 가방 | Advertisement on plastic bags for visitors : USD 15,000.00

- GMV 전시기업, 참관객들에게 제공되는 가방(plastic bags)에 기업 광고 지원

| Sponsors can place their advertisement on the GMV plastic bags to maximise the effect of their marketing reach on their target group.

(3) 전시회 배지 목줄 | Lanyard for exhibitors/visitors badges : USD 15,000.00

- GMV 참가 전시기업, 참관객에게 제공할 배지 목줄에 회사 로고 허용

+ 배지 목줄 디자인은 KOTRA의 사전 확인(confirmation)을 받아야 함

| Placing a company logo of sponsors on the lanyards for the trade fair badges is a sure thing to raise their brand awareness. Lanyards should be provided by the sponsor and the design must be confirmed with the organiser in advance.

○ 광고 | Advertising

(1) 행사장 내 천장 현수막 | Hanging banners : USD 1,000.00 (2m x 2m per unit)

- 행사장 내 기업 로고를 넣은 천장 현수막 설치

| Hanging banners bearing a logo of sponsors at the exhibition will allow them to increase their presence at the exhibition.

(2) 옥외 광고판 | Outdoor portable billboards : USD 1,000.00

- GMV 전시장 외부(KINTEX 4층 앞)에 기업 로고 새긴 옥외 광고판 설치

| A portable billboard bearing a logo of a sponsor will be installed in front of the gate of the GMV exhibition hall. It is to direct visitors to its booth and remind them of its brand.

(3) GMV 국문/영문 홈페이지 내 2개월 간 배너광고

| Advertising on [www.gmv.or.kr](http://www.gmv.or.kr) : USD 1,000.00 for 2 months

Advertising banners shall be published on both the Korean and English version of the GMV website for 2 months.

\* 부영 | Appendix : 1. A letter of GMV Sponsorship & Advertising opportunities

2. GMV 2017 Brochure

3. GMV 2017 Booth Application form

4. GMV Sponsorship & Advertising application form

5. GMV participants list form. 끝.

K O T R A 사장