

Participation Guide

**SEOUL MOBILITY SHOW 2023**

**2023.3.30 » 4.9 · KINTEX**



# 1995

**Seoul Motor Show** that marked new milestone in Korea's automobile industry

# 2023

**Seoul Mobility Show is coming to our lives**



Seoul Motor Show which has been held for the quarter of a century has grown with the development of the Korea's automobile industry





**In 2021, It was born again as the 'Seoul Mobility Show'**

With various mobility and advanced new technology beyond constraints of space, it will present a future blueprint based on mobility to enrich our lives

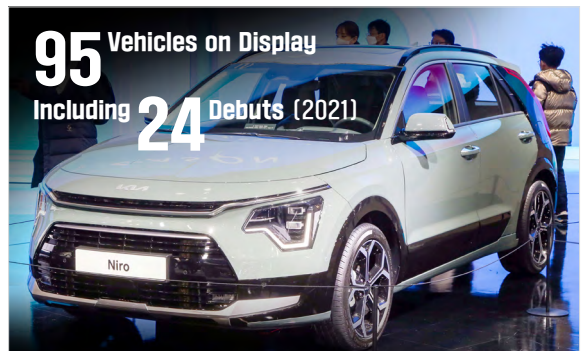
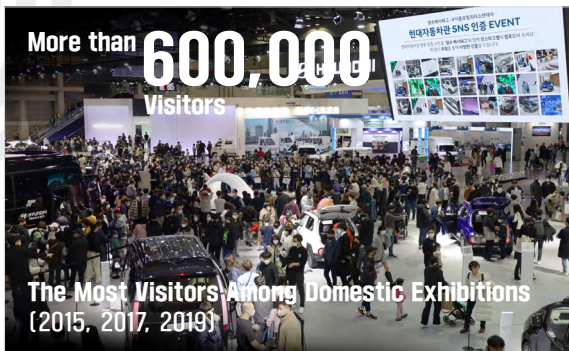
We hope exhibitors to carry out the best marketing promotion activities at 'Seoul Mobility Show 2023', which will be the basis for creating the mobility-ecosystem of technological innovation.

# OVERVIEW

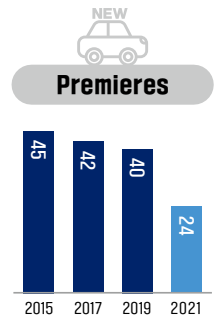
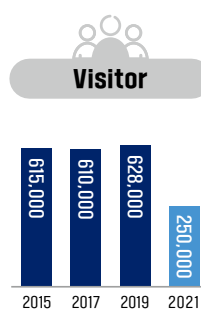
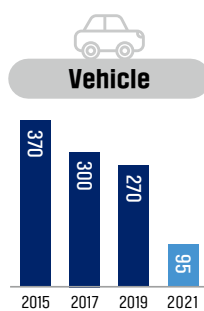
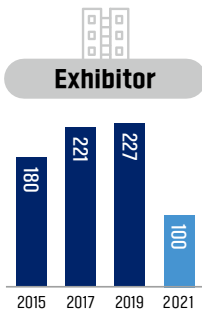


Theme	<b>Sustainable · Connected · Mobility</b>	
Date	<b>March 30<sup>th</sup> (Thu) ~ April 9<sup>th</sup> (Sun), 2023</b> (for 11 days) ◎ Press Day : March 30 <sup>th</sup> (Thu) → Press and Invitees ◎ Public Day : March 31 <sup>st</sup> (Fri) ~ April 9 <sup>th</sup> (Sun) → General Visitors	
Venue	<b>KINTEX Exhibition Center</b> (Goyang, Gyeonggi-do)	
Host	<b>Organizing Committee for Seoul Mobility Show</b> Korea Automobile Manufacturers Association (KAMA) Korea Automobile Importers and Distributors Association (KAIDA) Korea Auto Industries Coop. Association (KAICA)	
Sponsors (expected)	   	
International Partner	<b>Messe München GmbH</b>	
Subsidiary Events (expected)	◎ International Conferences ◎ Seoul Mobility Award ◎ Autonomous and Eco-friendly Vehicles Test Driving	◎ Automobile and IT Convergence Seminar ◎ Business Consultation Meeting ◎ Industry-Academia Linkage Program

## about SEOUL MOBILITY SHOW



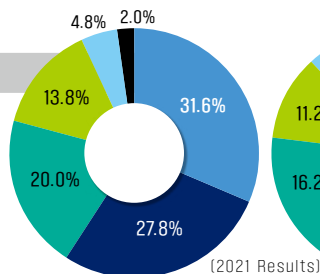
## Recent Fact Sheet (2015-2021)



※ In 2021, it was reduced due to COVID-19 and two changes in the schedule of show.

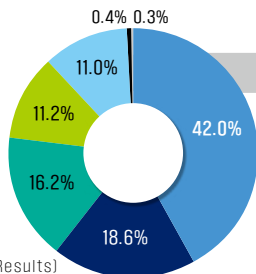
### Age of Visitors

- » 30-39 years - 31.6%
- » 40-49 years - 27.8%
- » 20-29 years - 20.0%
- » 50-59 years - 13.8%
- » 0-19 years - 4.8%
- » 60+ years - 2.0%



### Purpose of Visit

- 42.0% - Recent Automotive Market Research <<
- 18.6% - Information for Next Vehicle Purchase <<
- 16.2% - Family Visit or Dating <<
- 11.2% - Personal Entertainment <<
- 11.0% - Business <<
- 0.4% - Education <<
- 0.3% - Etc <<



## KEYWORDS

### New Mobility

#### Comprehensive Exhibition focusing on Future Mobility and New Technology

- › Various Exhibits on Eco-friendly Mobility, Personal Mobility, Air/Railroad Mobility, etc.
- › Future new Technologies Including Autonomous Driving, Smart City, Intelligent Transportation System

#### Seoul Mobility Award

- › Presentation and Awards Ceremony for Comprehensive Mobility of Participating Companies
- › Technology-focused Awards Including Presentation, Exhibition, Networking
- › Awards for each Category of Eco-friendly Mobility, Smart Mobility, Platform & Service



### Marketplace

#### Sales Marketing Program for Promotional Activities

- › Promoting 'Mobility Sale Festa', Special Sales limited to the Mobility Show period
- › Support for on/offline Events such as Brand Night or Community Meeting
- › Providing Exhibitor with Heritage Space and Support for Promoting Exhibit Contents

#### B2B Event for Business Communication

- › Holding of 'Business Consultation Meeting' by Inviting Buyers related to Mobility Industry
- › Managing 'Technical Meeting' to Automakers-Suppliers and 'Networking Day' for Start-up Support
- › Support for Industry-Academia Linkage Program at the Mobility Show



### Experience

#### Various Hands-on Mobility Programs

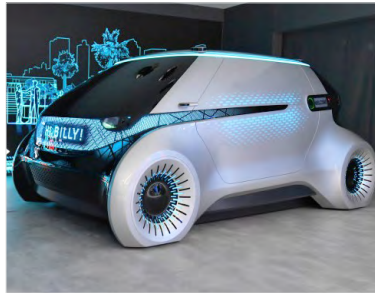
- › Autonomous and Eco-friendly Car Test Driving
- › Special Purpose Vehicles Including for Defense, Firefighting and Disaster Relief
- › Future Mobility Demonstration Including UAM, RAM, Drone, Aerospace

#### Theme Park type Mobility Show focused on Visitor's Participation

- › Entertainment Programs such as K-Pop, Games and Food Courts, etc.
- › Operation of Educational Programs for Family and Student.
- › Introducing Premium Tickets to Support for Customized Visit



## PARTICIPATION GUIDE



Sector of Exhibits

Company or Organization displaying the following products, technology and service

### ① **Mobility Hardware** (related to completed vehicles, parts and mobility)

- ◎ Passenger car, Commercial vehicle, Supercar, Tuning car and Camping car, Two-wheeled vehicle, etc.
- ◎ Electric vehicle, Hydrogen vehicle, Autonomous vehicle, etc.
- ◎ The overall automotive parts industry : Mobility parts, Tuning parts, Tires, etc.
- ◎ Future mobility parts
  - : Electric driving system, Battery, Electric motor, Charging technology, Infrastructure, etc.
- ◎ Mobility-related products : Ornaments, Accessories, Auxiliary equipment, etc.
- ◎ Personal mobility : Electric bicycle, Electric wheel, Kick scooter, etc.
- ◎ Air mobility : Urban air mobility (UAM), Regional air mobility (RAM), Drone, Aerospace, etc.
- ◎ Railroad mobility and Hyperloop, Ship mobility, Robot mobility, etc.
- ◎ Other fields related to mobility industry or mobility culture

### ② **Mobility Software** (service and technology)

- ◎ **Mobility Services**
  - Vehicle Sharing : Car sharing, Car hailing, Ride sharing, Shuttle bus, Car rental
  - O2O : Chauffeur service, Used car, Maintenance, Car wash, Parking
  - Last-mile service : Delivery, Shared bicycle, Shared kick scooter
  - Integrated Transportation Service : Map, Autonomous driving, Big data, ITS, Payment, Security, etc.
- ◎ **Mobility Technology Startup and Incubation Fields**
  - Autonomous Driving : Radar, Lidar, Lens, Software, etc.
  - Mobility Convergence Technology : IT, IoT, electric/electronic devices, control, design, etc.

Application Period **October 31<sup>st</sup> (Mon), 2022**

Participation Fee

**● General Exhibitor**

◎ Space Only :

Booths for Exhibitors to Install and Construct Their Own Exhibition Designs in the Allocated Exhibition Area

◎ Shell Scheme Booth : Designed and Installed by the Organizer (1Booth=3m×3m)

- 3 walls (or 1-3 walls depending on the location of the booth)
- A signboard with the company's name in Korean and English and booth number
- Electricity (single phase 220V 1kW wiring, outlets and spot lights)
- Carpet on the floor within the booth, one front desk and one stool



**● Automotive Gadgets & Accessories Seller**

◎ Booths are for the Purpose of Exhibiting and Selling Automobile-Related Goods Only

**● Participation Fee**

(Excluding VAT)

<b>General Exhibitors</b>	Space Only	Shell Scheme Booth
	KRW 220,000m <sup>2</sup>	KRW 2,600,000 / Booth
<b>Automotive Gadgets &amp; Accessories Seller</b>	Space Only	Shell Scheme Booth
	KRW 300,000m <sup>2</sup>	KRW 3,300,000 / Booth

Application for Participation

**Online Registration through the Official Website of Seoul Mobility Show (www.mobilityshow.or.kr)**

Payment of Participation Fee

**Wire Transfer (T/T) Participation Fee to Shinhan Bank 140-005-228472(SHBKCRSE) (Account holder : Korea Automobile Manufacturers Association)**

※ The time when the payment of participation fee is completed in designated account is the standard for application for participation.

◎ Any Foreign Entity Without a Registered Representative in Korea Must Transfer (T/T) the Participation Fee excluding the VAT to the Bank Account above



SEOUL MOBILITY SHOW 2023

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## Contact us



[www.mobilityshow.or.kr](http://www.mobilityshow.or.kr)

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