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## Seoul Motor Show 2021 Participation Guide

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The Seoul Motor Show Organizing Committee invites participants to 「Seoul Motor Show 2021」held at KINTEX from July 1<sup>st</sup>, 2021 to July 11<sup>th</sup>, 2021.

Seoul Motor Show is an international motor show accredited by OICA (International Organization of Motor Vehicle Manufacturers).

It is the largest industrial exhibition in Korea and a themed exhibition that highlights the future of automobile industry.

You are cordially invited to 「Seoul Motor Show 2021」, which focuses on enhancing the brands of automobile related companies, promoting marketing, and increasing cooperation among related companies.

### 1. Outline

#### □ Theme

- Sustainable, Connected, Mobility
- Eco-friendly evolution with sustainable energy
- Intelligent vehicles with connectivity
- New vision for mobility that goes beyond conventional means of transportation

#### □ Dates

- July 1st, 2021 (Thursday) - July 11th (Sunday), 11 days
- Press Day: July 1st, 2021 (Thursday)
- Public Day: July 2nd, 2021 (Friday) - July 11th (Sunday), 10 days

#### □ Venue

- KINTEX Exhibition Center (Goyang, Gyeonggi-do)

#### □ Host

- Organizing Committee for Seoul Motor Show
- Korea Automobile Manufacturers Association (KAMA)
- Korean Automobile Importers and Distributors Association (KAIDA)
- Korea Auto Industries Coop. Association (KAICA)

#### □ Sub-events

- International conferences, Seminars related to automotive technologies, etc.
- Test driving of autonomous cars and environment-friendly cars
- Foreign buyers and investors meetings

## 2. Participation

### □ Items to be displayed

- Passenger cars, commercial cars, motorcycles and special-purpose vehicles
- Eco-Friendly Vehicles (EV, PHEV, FCEV), Renewable energy technologies
- Vehicle Technologies, autonomous driving, AI, Safety and security systems
- Automotive parts & components
- Automotive gadgets & accessories
- Measuring, testing and control devices & systems
- Related manufacturing technology, machinery, equipment and tools

### □ Participation fee

(excluding VAT)

Booth Type	Space Only	Shell Scheme Booth (1 Booth = 3m x 3m)
General Exhibitors	KRW220,000/m <sup>2</sup>	KRW2,600,000/booth
Automotive gadgets & accessories Sellers	KRW300,000/m <sup>2</sup>	KRW3,300,000/booth

- **Application period:** The first. October 19 - Dec 31, 2020  
Secondary. January 1 – March 31, 2021

### □ Application Guide

- ① The application will not be deemed valid and legally binding at least 50% of the participation fee is paid upon submission of the application [Attachment-form 1].
- ② The organizer may allow participants who register for the motor show after the application deadline, i.e. Dec 31, 2020, to participate depending on the status and availabilities within the exhibition halls.
- ③ The organizer may provide separate exhibition halls for special exhibitions and strategically invited participants. In this case, participation fees and application process may be separately determined (including the case of foreign institutions recruiting multiple number of overseas exhibitors).
- ④ Application for space only
  - Applications shall be made according to the following exhibition space standards shown below.
  - Automakers shall apply for exhibition space in increments of 100 m<sup>2</sup>.
  - Participants excluding automakers, e.g. parts makers, shall apply for at least 36 m<sup>2</sup>, and they can apply for space in increments of 9 m<sup>2</sup> in consideration of booth design.
  - An exhibitor who applies for at least 100 m<sup>2</sup> may install a multi-storied structure in the booth space with prior consent from the organizer.
  - Associations or institutions (organizations) which recruit multiple participants (companies) may set aside exhibition space for the participants in independent booths after consultation with the organizer.

◦ Benefits for Consecutive Participations

Exhibitors	Benefits
Three consecutive participations (in 2015, 2017, 2019)	5% additional (to the applied) area will be provided
Four consecutive participations (in 2013, 2015, 2017, 2019)	8% additional (to the applied) area will be provided
Five consecutive participations (in 2011, 2013, 2015, 2017, 2019)	10% additional (to the applied) area will be provided

- ※ Applicable only when applying for at least 100m<sup>2</sup> of independent booth (cannot be combined with the early full payment discount)  
-Only the number of previous participations (not the booth sizes) shall be considered.

⑤ Shell scheme includes:

- 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

⑥ The participation fee includes total rent cost for the hall, common services including security and cleaning, and exhibition promotion.

\*Each exhibitor agrees that expenses arising from its use of utilities, including electricity, telephone, compressed air and water supply, and extra time use of the hall (regular hours 08:00~20:00) shall be charged separately by KINTEX and be borne by the exhibitor.

⑦ Exhibitors (not mentioned below) who wish to participate can apply via Seoul Motor Show website ([www.motorshow.or.kr](http://www.motorshow.or.kr)).

◦ Members of the Korea Automobile Manufacturers Association (KAMA), Korea Automobile Importers & Distributors Association (KAIDA), and Korea Auto Industries Cooperative Association (KAICA) can submit the application form through their associations.

◦ Members of the associations or institutions (organizations) which entered into an official agreement with KAMA for attracting multiple companies to participate in the Motor show, must submit their application forms through their associations or institutions (organizations).

□ **Payment of participation fees**

① Participation fees must be paid directly to the designated bank account as follows  
Shinhan Bank, Acct No. 140-005-228472(SHBKKRSE)  
(account holder: Korea Automobile Manufacturers Association)

\*The participation fee shall be paid in Korean won, and all bank charges shall be borne by the exhibitor.

\*The date when the participation fee is deposited to the designated account shall be deemed to be the registration date.

- ② Any foreign entity that does not have a registered representative (office or branch) in Korea shall transfer the participation fee excluding the VAT to the bank account referenced above according to Article 24.1 of the Value Added Tax Act and Article 33.2 (Exemption of VAT) of the Decree of the Act.
- ③ If participants pay 100% of the participation fee within the application deadline (i.e. December 31, 2020), 10% shall be discounted from the participation fee.  
-However, this cannot be combined with any other offer or discount.
- ④ Any participants who register after December 31, 2020, participants must pay 100% of the participation fee upon the submission of the application form.
- ⑤ If a participant pays at least 50% of the fee by or before December 31, 2020 but fails to pay the full participation fee within one month from the payment deadline, i.e. March 31, 2020, the Organizer may invalidate the Exhibitor's application for participation and the Exhibitor will be liable for the balance of the fee receivable.

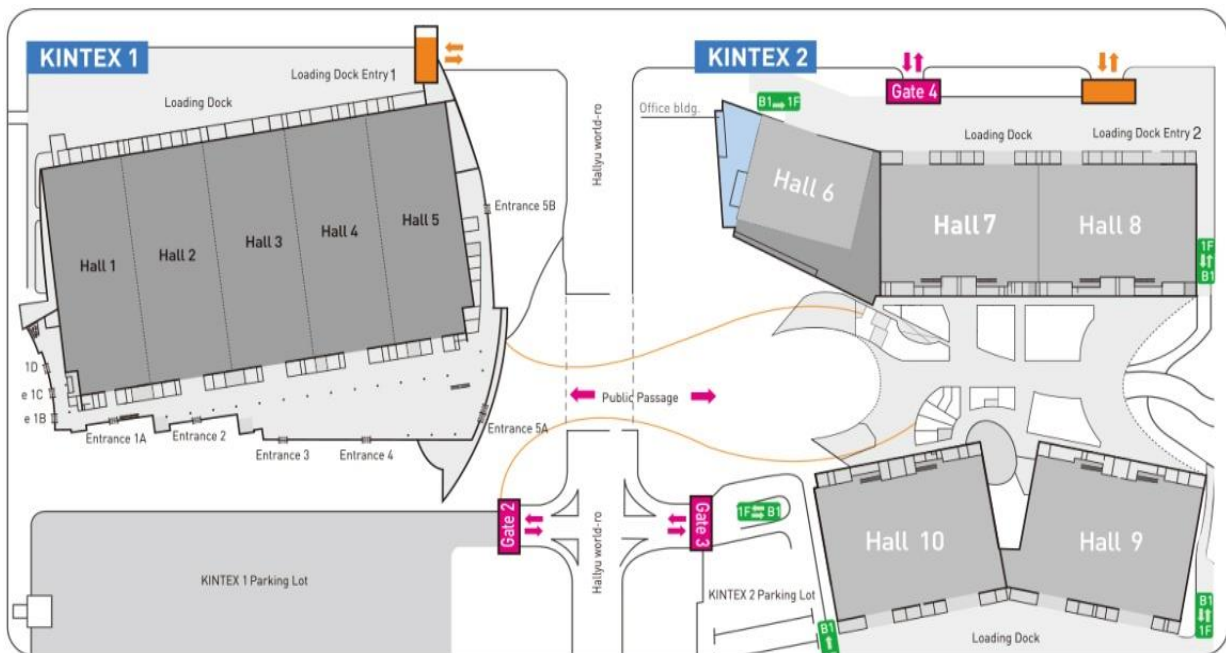
□ **Allocation of booths**

- ① In principle, the organizer shall allocate booth locations and sizes in order of the booth sizes, and registration dates in case the sizes are the same (at least 50% of the participation fee must be paid).  
- If it is difficult to allocate booths according to the above principle, the organizer shall allocate booths in order of the booth sizes from the previous Seoul Motor Show, and the number of times the exhibitor participated in the last 3 events of Seoul Motor Show, etc.  
- For imported brands (at least 50% of the participation fee must be paid) however, the booth locations and areas shall be allocated according to the special method separately determined by the Korea Automobile Importers & Distributors Association (KAIDA).
- ② The organizer shall have full discretion to give priority in allocation of booths to exhibitors invited by the organizer for strategic purposes for the motor show.
- ③ Organizer may allocate the booth area for the exhibitors who wishes to sell items on-display (e.g. decorations, accessories, gadgets, etc.) according to the characteristics of the exhibits and efficient use of the surrounding areas.
- ④ If the total area applied for by the exhibitor exceeds the total area available, the organizer shall seek ways to adjust the applied-for booth sizes of all applicants. (The degree of adjustment may vary by individual applicant depending on how many times the exhibitor participated in previous 3 events of Seoul Motor Shows.)
- ⑤ In no case shall an exhibitor sublet the whole or part of the allotted space to a third party or exchange space with another exhibitor.

- **Participants shall comply with ‘Regulations of Seoul Motor Show 2021’ as stipulated in [Attachment 3]**

※The “operating manual for KINTEX exhibition halls, the guidelines on the management of the Motor show” and the “guidelines on exhibiting at the Motor show” stipulated in the Article 10. 1 are posted on the Seoul Motor Show official website ([www.motorshow.or.kr](http://www.motorshow.or.kr)). More detailed information and forms related to the regulations will be announced later.

- **Venue Layout**



### 3. Submission of Application Documents

- **Required documents**

- ① Application form (Attachment Form 1)

- Participants using the official website of Seoul Motor Show to apply shall follow the procedures and use the form provided on the motor show website.

- ② Power of attorney (Attachment Form 2)

\*This document is required when a foreign entity (corporation) without a legal representative (agent, dealer, branch, etc.) in Korea wishes to participate in the motor show through a third party (corporation) who has a legally binding agreement with an overseas automaker on the import of its products. (A participant who does not have a legal agreement with an overseas automaker for the import of its products shall not be allowed to participate in the motor show)

- ③ 1 copy of Certificate of Business Registration

- ④ Product catalogues (only applicable to automotive gadgets & accessories sellers)

□ **Submission of application documents**

Application documents may be submitted by mail, fax, or emails blow or through the official website of Seoul Motor Show ([www.motorshow.or.kr](http://www.motorshow.or.kr)).

□ **Contacts**

① Korea Automobile Manufacturers Association(Organizing Secretariat)

- Address: Banpo-daero 25, Seocho-gu, Seoul
- Tel: 82-2-3660-1896 / Fax: 82-2-3660-1901
- Email: [motorshow@kama.or.kr](mailto:motorshow@kama.or.kr)

② Korea Automobile Importers & Distributors Association

- Address: 171, Dosan-daero, Gangnam-gu, Seoul (6F, PSG Building)
- Tel: 82-2-518-9924 / Fax : 82-2-518-9926
- Email: [kaida@kaida.co.kr](mailto:kaida@kaida.co.kr)

③ Korea Auto Industries Cooperative Association

- Address: 9-22, Seocho-daero 62-gil, Seocho-gu, Seoul (Automotive Industry Center)
- Tel: 82-2-587-0016 / Fax: 82-2-583-7340
- Email: [zaphy@naver.com](mailto:zaphy@naver.com)

## Application Form for Seoul Motor Show 2021

■ **Applicant**

Company name	English		Representative	
	Korean			
Address				
Person in Charge	Name		Title	
	Dept		Phone	
	Mobile		Fax	
	E-mail		Website	
Exhibits				

■ **Participation fee**

○ **General Exhibitors**

(1 booth = 3m×3m, VAT excluded)

Booth Type	Price	Size	Total participation fee
Space only	₩220,000/m <sup>2</sup>	m <sup>2</sup>	₩
Shell scheme	₩2,600,000/booth	booths	₩

○ **Automotive gadgets & gadgets & accessories sellers**

(1 booth = 3m×3m, VAT excluded)

Booth Type	Price	Size	Total participation fee
Space only	₩300,000/m <sup>2</sup>	m <sup>2</sup>	₩
Shell scheme	₩3,300,000/booth	booths	₩

■ **Remarks**

- Submit the application form through the official website of Seoul Motor Show ([www.motorshow.or.kr](http://www.motorshow.or.kr)) or e-mail ([motorshow@kama.or.kr](mailto:motorshow@kama.or.kr)).
- Participation fee transferred to: Shinhan Bank 140-005-228472 (SHBKKRSE) (Account holder: Korea Automobile Manufacturers Association)
- Any foreign entity without a registered representative in Korea shall transfer the participation fee excluding the VAT to the bank account above.

**The undersigned, hereby submits this contract with the pledge to fully comply with what is written in the Seoul Motor Show 2021 Participation Guide (Announcement No. 2020-1 by the Organizing Committee for Seoul Motor Show) and the Regulations of Seoul Motor Show 2021 (Regulations No. 2020-1 by the Organizing Committee for Seoul Motor Show) and agrees to fulfill the responsibilities and obligations as stipulated in the regulations.**

Dated \_\_\_\_\_, \_\_\_\_\_, 2020

Company name		Representative	Signature
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## Power of Attorney

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■ **Foreign exhibitor (Principal)**

Company name				
Address				
Person in Charge	Name		Title	
	Dept		Email	
	Mobile		Phone	

We hereby confirm that the entity listed below has been appointed as our agent in Korea with respect to the participation in Seoul Motor Show 2021. We pledge that we will fully comply with what is set out in the Seoul Motor Show 2021 Participation Guide (Announcement No. 2020-1 by the Organizing Committee for Seoul Motor Show) and the Regulations of Seoul Motor Show 2021(Regulations No. 2020-1 by the Organizing Committee for Seoul Motor Show).

Dated \_\_\_\_\_, \_\_\_\_\_, 2020

**Title/Position:**

**Name:** \_\_\_\_\_ (signature)

■ **Korean agent (Representative)**

Company name		Representative		
Address				
Person in Charge	Name		Title	
	Dept		Email	
	Mobile		Phone	



**[Attachment 3]**

**[Regulations No. 2020-1 by the Organizing Committee for Seoul Motor Show]**

## **Regulations of Seoul Motor Show 2021**

### **Article 1 (Definitions)**

- ① "Motor Show" refers to Seoul Motor Show 2021.
- ② "Exhibitor" refers to an entity (organization or body) that has submitted the application form and paid the participation fee for the Motor Show and exhibits products as stipulated in these regulations during the Motor Show.
- ③ "Organizer" refers to the Organizing Committee for Seoul Motor Show, located at Banpo-daero 25, Seocho-gu, Seoul, Korea.

### **Article 2 (Exhibition items)**

- Passenger cars, commercial vehicles, exotic cars, tuned cars, camping cars, motorcycles, and tires
- Auto parts, components, materials, related items (e.g. decorations, accessories, gadgets, etc.)
- Auto-related IT and design products
- Auto Lifestyle products and services
- Other auto-related products, technologies and services

### **Article 3 (Application for participation)**

- ① Application documents may be submitted by mail, fax, or email (motorshow@kama.or.kr), or through the official website of Seoul Motor Show (www.motorshow.or.kr).
- ② Members of the Korea Automobile Manufacturers Association (KAMA), Korea Automobile Importers & Distributors Association (KAIDA), and Korea Auto Industries Cooperative Association (KAICA) can submit the application form through their associations.
- ③ Members of the associations or institutions (organizations) which entered into an official agreement with KAMA for attracting multiple companies to participate in the Motor show, must submit their application forms through their associations or institutions (organizations).
- ④ The application will not be deemed valid and legally binding unless the amount under Article 4 is paid upon submission of the application.
- ⑤ Any other Exhibitors (not mentioned in Article 3.2 or 3.3) who wish to participate can apply via Seoul Motor Show website ([www.motorshow.or.kr](http://www.motorshow.or.kr)).
- ⑥ The Organizer may allow participants who register for the Motor show after the application deadline, i.e. Dec 31, 2020, to participate depending on the status and availabilities within the exhibition halls.
- ⑦ The Organizer may provide separate exhibition halls for special exhibitions. In this case, participation fees and application process may be separately determined (including the case of foreign institution recruiting multiple number of overseas Exhibitors).

#### **Article 4 (Terms of payment)**

- ① Participation fees must be paid directly to the bank account designated by the Organizer.
- ② Participants must pay the application fee (at least 50% of the participation fee) by the application deadline, i.e. December 31, 2020, and the balance must be paid by March 31, 2021.
- ③ If 100% of the participation fee is paid by December 31, 2020, the application deadline, 10% shall be discounted from the participation fee.
- ④ Any participants who register after the application deadline, i.e. December 31, 2020, participants must pay 100% of the participation fee upon the submission of the application form.
- ⑤ If a participant pays at least 50% of the fee by or before December 31, 2020 but fails to pay the full participation fee within one month from the aforementioned payment deadline, i.e. March 31, 2020, the Organizer may invalidate the Exhibitor's application for participation and the Exhibitor will be liable for the balance of the fee receivable.

#### **Article 5 (Allocation of booths)**

- ① In principle, the Organizer shall allocate booth locations and sizes in order of the booth sizes, and registration dates in case the sizes are the same (at least 50% of the participation fee must be paid). If it is difficult to allocate booths according to the above principle, the Organizer shall allocate booths in order of the booth sizes from the previous Seoul Motor Show, and the number of times the Exhibitor participated in the last 3 events of Seoul Motor Show. The same principle shall be applied when the Organizer adjusts the booth locations and sizes allocated to participants if necessary, e.g. change in application status.
- ② For imported brands (at least 50% of the participation fee must be paid) however, the booth locations and areas shall be allocated according to the separate method determined by the Korea Automobile Importers & Distributors Association (KAIDA).
- ③ Specific associations or institutions (organizations) mentioned in Article 3.3 can allocate display locations and areas for a few participant companies in separate independent booths after consultation with the Organizer.
- ④ The Organizer shall have full discretion to give priority in the allocation of space to the Exhibitors invited by the Organizer for strategic purposes to the Motor show.
- ⑤ Organizer may allocate the booth area for the Exhibitors who wishes to sell items on-display (e.g. decorations, accessories, gadgets, etc.) according to the characteristics of the exhibits and efficient use of the surrounding areas.
- ⑥ If the total exhibition area applied for exceeds the total area available, the Organizer shall seek ways to adjust the booth sizes of all applicants. (The degree of adjustment may vary by individual applicant depending on how many times the Exhibitor participated in previous 3 events of Seoul Motor Shows.)
- ⑦ In no case shall an Exhibitor sublet the whole or part of the allotted booth space to a third party or exchange space with another Exhibitor.

#### **Article 6 (Cancellation or changes in the Motor Show)**

- ① The Organizer shall not be liable for any loss incurred to any Exhibitor, including participation fee and installation and operating expenses, resulting from the cancellation, change, or suspension of the Motor show arising from a force

majeure, including any act of God, emergency, or anything not attributable to the Organizer.

- ② The Organizer shall have the right to change the duration or opening hours of the Motor Show if the Organizer determines that doing so is necessary for the smooth operation of the exhibition hall. In this case, the Organizer shall not be held liable for any loss arising, as set out in Article 6.1.
- ③ In the event that the Motor show is cancelled by the Organizer due to anything attributable to the Organizer, the Organizer shall give each Exhibitor a full refund of the participation fee already paid. The refund will constitute full compensation for the loss incurred due to the cancellation.

**Article 7 (Withdrawal or cancellation and penalties)**

- ① In the event the Exhibitor fails to comply with what is set out in the Guide to the Exhibit at the Motor Show (Announcement No. 2020-1 by the Organizing Committee for Seoul Motor Show) or the Regulations (Regulations No. 2020-1 by the Organizing Committee for Seoul Motor Show), the Organizer may invalidate the Exhibitor’s application. In this case, the participation fee already paid by the Exhibitor less the penalty as shown in the table below shall be refunded to the Exhibitor, for which no interest shall be applied.

<b>Timing of withdrawal</b>	<b>Penalty</b>
Jan 1 – Jan 31, 2021	30% of the total participation fee
Feb 1 – Feb 28, 2021	50% of the total participation fee
Mar 1 – Apr 16, 2021	80% of the total participation fee
Apr 17 – June 30, 2021	100% of the total participation fee

- ② In the event that the Exhibitor withdraws its application or decides not to use part of the space as allocated, the Exhibitor shall notify the Organizer of the alterations along with the specific reason(s) for the withdrawal/change. Upon receipt of such notification, the Organizer shall return the participation fee paid by the Exhibitor minus the penalty shown in the table below without interest.

<b>Timing of cancellation</b>	<b>Penalty</b>
Jan 1 – Jan 31, 2021	30% of the reference amount*
Feb 1 – Feb 28, 2021	50% of the reference amount
Mar 1 – Apr 16, 2021	80% of the reference amount
Apr 17 – June 30, 2021	100% of the reference amount

\* Reference amount = (space abandoned/space allocated) x total participation fee

\*The space allocated shall be deemed as space applied for by the Exhibitor before the spaces for the entire Exhibitors are finalized.

- ③ The point of withdrawal under Article 7.2 shall be the date when the official notification for withdrawal by the Exhibitor is received by the Organizer.
- ④ Participation fee mentioned in Article 7.1 and 7.2 refers to the total participation fee incurred by the exhibition. When a participant receives a 10% discount on paying 100% in advance, the amount refers to the exact amount paid by the participant.

## **Article 8 (Installation of booths and Exhibition Hall management)**

- ① Each Exhibitor shall install, manage, and operate its booth in accordance with the Operating Manual for the KINTEX exhibit hall and the Guidelines on the Management of the Motor Show and the Guidelines on Exhibiting at the Motor Show issued by the Organizer and shall fully cooperate with efforts to keep the Motor show running smoothly.
- ② Each Exhibitor shall make reasonable efforts to prevent any fires, damage, destruction, accidents during the setup, operation, and removal of the booths.
- ③ Each Exhibitor shall be solely responsible for any damage, theft, fire, accident, or any other incidents that might occur within its own booth.
- ④ Each Exhibitor is obliged to protect any installations set up by the exhibition hall or the Organizer and agrees to repair any damage or breakage to original state prior to the installations when it removes its booth. If the Exhibitor fails to do so, the Organizer may opt to perform repair work on behalf of the Exhibitor, and relevant costs shall be borne by the Exhibitor.
- ⑤ The Exhibitor shall be liable for any violations of any articles and the guidelines according to Article 8.1, and the Organizer reserves the right to charge relevant penalties or claim reimbursement according to the manual and guidelines.
- ⑥ The Organizer may restrict access to certain individuals to the exhibition hall for the efficient and safe operations therein.
- ⑦ The Organizer shall have the discretion to ban certain types of products and activities within the exhibition hall (must have prior consent from the Organizer as indicated in Article 2) if it deems necessary to ensure order and safety. The Organizer may issue a formal warning 2 times and can remove the Exhibitor at the site if no other adjustment is made.

## **Article 9 (Insurance)**

- ① The Organizer shall purchase comprehensive insurance policy (commercial general liability) covering personal injury that might occur within the exhibition hall during the Motor show.
- ② Each Exhibitor purchases insurance in principle against responsibility for any accidents that might occur within its booth during the Motor show, including the period for booth set up and removal.

## **Article 10 (Reference regulations)**

- ① The “operating manual for KINTEX exhibition halls, the “guidelines on the management of the Motor show” and the “guidelines on exhibiting at the Motor show” shall supplement the participation management rules, and participants must faithfully comply with them.
- ② If there are changes or additions to the supplementary provisions in Paragraph 1 in the future according to changes in the exhibition Organizer or internal/external exhibition-related policies and environment, they shall have the same effect as these provisions.

## **Article 11 (Dispute settlement)**

Any disputes arising between the Organizer and an Exhibitor regarding the interpretation of these regulations on participation shall be governed by Korean law. The parties will attempt in in good faith and trust to resolve the matter amicably. If it is not resolved, the parties will address the dispute in the court of competent jurisdiction, Seoul Central District Court.