



World Health Fair 2017

Date: May 12th(Fri.) ~ May 14th(Sun.), 2017

Venue: Exhibition Hall 1, 1FL, aTCenter, Seoul, Korea



WORLD HEALTH FAIR 2017

WORLD HEALTH FAIR 2017

Everything about health, all in one place!
An abundance of trusted products and latest trends.



- ❖ Promotional booths correlating to this year's theme and health trend zones
- ❖ Stronger B2B programs with increased foreign buyers
- ❖ Seminars by renown doctors and other health professionals



General Public /
Domestic-International Buyers /
Industry Related Individuals

Host: TV Chosun,
KOTFA

Domestic-International health
related organizations / Distributors,
Trade Companies, Government
Organizations, and other related
organizations



Overview / Background / Purpose

Overview

- Title: World Health Fair 2017
- Date: May 12th(Fri.) ~ May 14th(Sun.), 2017 / 3 days
- Venue: Exhibition Hall 1, 1FL, aT Center, Seoul, Korea
- Host: KOTFA, TV Chosun
- Sponsors: Ministry of Health and Welfare, Korea Health Supplements Association, Chosun Daily, Health Chosun

Participating Organizations

Domestic & International Health Supplements related organizations, Domestic & International Health Product related organizations, distributors, trade companies, travel agencies, government and other related organizations

Exhibiting Products

Health Supplements, Health Products (Organic, natural, herb, fermentation, etc.), pharmaceuticals, nutrients, medical, health equipment, recreational facilities, hot springs, beauty products, furniture, health reads, financial plans, etc.

Background

- The importance of life quality and health care in a 100-year lifespan society

- Demand of accurate information amidst overflow of information and health products
- The importance of internationally expanding excellent Korean companies

Main Purpose

- Improvement of the Health Industry
 - Promotion of latest trends and products as well as market trends
 - Creating a comprehensive health market ranging from health foods to health books
 - Increase awareness of health related companies and promote exchange between domestic and international corporations
- Improvement of National Health
 - Free lectures and health information
 - Raising health awareness through the main theme and overall campaign
- Fostering SMEs
 - Expansion of the domestic market through support of exhibitors
 - Presenting future trends of the health industry through outstanding SME products
- International Buyers
 - Arrangement of meetings between domestic and international companies
 - Pioneering the international market

Schedule

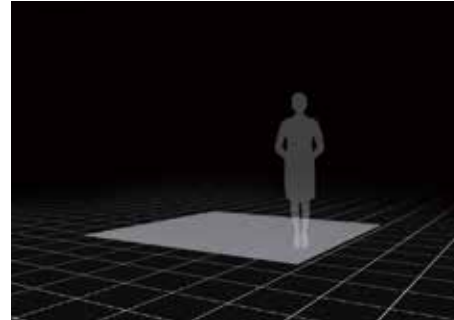
Date	Time	Details	Attendees
May 10 th (Wed.) ~ May 11 th (Thur.)	08:00~20:00	Booth Constructions	Exhibitors
	10:00~18:00	Registration	
May 12 th (Fri.)	10:00~18:00	Registration	Exhibitors & Visitors
	10:00~18:00	Exhibition Stage Performance Promotional Media Seminars/Product Information Session Lucky Draw	
	11:00~11:30	Opening Ceremony	Invited Guests
	12:30~13:30	Welcome Luncheon	Invited Guests
	13:00~18:00	International Buyers B2B Meetings	Buyers: From China Sellers: Korean Health Food Related
May 13 th (Sat.)	09:00~17:00	Medical Tourism Health Tour	Buyers from China
	10:00~18:00	Exhibition Stage Performance Promotional Media Seminars/Product Information Session Lucky Draw	Exhibitors & Visitors
May 14 th (Sun.)	10:00~17:00	Exhibition Stage Performance Promotional Media Seminars/Product Information Session Lucky Draw	Exhibitors & Visitors
	17:00~18:00	Closing Ceremony	Exhibitors & Press
	18:00~24:00	Deconstruction of Booths	Exhibitors

* Schedule is subject to change without notice

Booth Information



Package Booth



Space Only

	Space Only	Package Booth	Details
Size	3m×3m=9m ²	3m×3m×2.5m(H)	
Information	<ul style="list-style-type: none"> • Construction of the booth is the exhibitors' responsibility • Electricity registration is mandatory • Must register for a minimum of two booths 	<ul style="list-style-type: none"> • Back and side panels • Company name plate • Information desk and chair • 1 Fluorescent light • 3 Spot lights • 1kw Power outlet (220V) 	<ul style="list-style-type: none"> • Booth: A standard, rectangular booth constructed by the organizers' construction company. • Space Only Booth: Organizer will only provide space.
Price	\$ 1,700	\$ 2,100	

Application Deadline March 31st(Fri.)

Construction dates May 10th(Wed.), 2017 08:00~20:00 / May 11th(Thur.), 2017 08:00~20:00

Deconstruction dates May 14th(Sun.), 2017 18:00~24:00 (Day of)

Booth Layout



World Health Fair 2017 Application Form

Company Name

Company Name			
	Business Registration Number	Representative	
	Address		
	Representative		
Telephone Number		Fax	
Website		E-mail	
Contact Personnel			Title

* Please fill out all information above

Booth Application & Additional Requirements

Booth Type		Quantity	Unit Price	Amount
Package Booth	9m ² (3mx3mx2.5m)	Total () Booth(s)	\$ 2,100 / Booth	\$
Space Only	9m ² (3mx3m)	Total () Booth(s)	\$ 1,700 / Booth	\$
Additional Requirements		Quantity	Unit Price	Amount
Electricity 220V		Kw	\$ 60 / Kw	
Electricity 220V (24hrs)		Kw	\$ 70 / Kw	
Telephone		Ea	\$ 70 / Ea	
Internet LAN		Port	\$ 150 / Port	
Service Water & Sewage		Ea	\$ 250 / Ea	
Sub-Total				
VAT				
Grand Total				
Bank Information		Shinhan Bank 100-028-351608 / Account holder : (주)조선방송		

I, the undersigned, hereby register for the World Health Fair 2017 as specified above with this registration form payment receipt, and business registration duly confirm the acceptance of the terms and conditions here within attached.

2017. (month) (date)

Representative (인)

Terms and Conditions

Article 1. Definition of Terms

1.1 "Exhibitor", from here-on forward, shall refer to the company, association, and organization registering to WHF2017.

1.2 "Fair", from here-on forward, shall refer to "World Health Fair 2017".

1.3 "Organizer", from here-on forward, shall refer to the World Health Fair 2017 organizing committee, TVChosun, and KOTFA Co., Ltd.

Article 2. Exhibition Schedule

2.1 Duration of WHF2017: 2017.05.12(Thur.)~2017.05.14(Sun.)

2.2 Daily Hours: 10:00~18:00

2.3 Deadline for Applications: 2017.03.03(Fri.)

2.4 Commencement of Construction: 2017.05.10(Wed.)

2.5 Commencement of Deconstruction: 2017.05.14(Sun.) 18:00~24:00

Article 3. Basic Registration Fee (VAT not included)

Basic entry fee per booth is 2,100USD (assembly style), 1,700USD (independent style). The minimum stand size is 9sqm (3m X 3m). Entry fee will include exhibition and exterior expenses, cleaning of hallways, promotional materials, and directory/leaflet fees. This, however, does not include the VAT.

Shinhan Bank 100-028-351608 (주)조선방송

Article 4. Contact, Application, and Registration fee Payment Procedure

The application must be submitted to the organizer and the registration fee must be completed within a week of registration. For registration completion, you must attach a copy of a relevant business license and a payment receipt of registration fees. Additional facilities application forms must be submitted separately.

Article 5. Allocation of Stands

5.1 The organizer holds total authority of the placement of all exhibitors at the fair. Placement may reflect upon the order of payment, participation size, and loyalty.

5.2 The organizer holds power to alter all and any booth size prior to the fair's preparation period. Such change is the organizer's discretion and exhibitors cannot file complaints of this matter.

Article 6. Regulations of Governing Halls and Indoor Places

6.1 Performance, at all venues (stage, booths, etc.), volume must be moderate.

6.2 Booth events must be preregistered using the appropriate form.

6.3 Advertising is only permitted within the exhibitors' official booth space.

6.4 Handouts of political nature in any shape or form may not be distributed at the exhibition.

Similarly, booth designs and decorations must be free of any kind of political statement.

6.5 Exhibitors and all other accompanying personnel must leave the halls no later than one hour after the fair's official closing time. Everyone leaving exhibition premises with a parcel are required to declare the parcels' origin to the exit guards.

6.6 Animals are not allowed into exhibition grounds.

Article 7. Photography, Film, Video, and Sound Recording

WHF Secretariat is entitled to take photographs, make sketches, develop film and/or video recordings of events taking place at the fair, booths, overall exhibition. By participating at the fair, exhibitors waive rights that all materials will be used for, but not limited to, advertising purposes.

Article 8. Construction and Deconstruction

All construction and deconstruction must be completed within the designated times set by the organizer. Exhibitors are subject to compensate the organizer for all losses and damages caused by construction and/or deconstruction delay.

Article 9. Exhibitors' Passes

Exhibitors will receive a limited number of special passes valid for admission during the fair.

Article 10. Exhibition and Promotion

The exhibitor will only display items specified in the facility application submitted prior to the fair. All additional items without the organizer's permission are strictly prohibited and all exhibitors must consult the organizer in advance.

Article 11. Withdrawal by Secretariat

WHF2017 Secretariat is entitled to withdraw the exhibitors' registration for any of the following reasons:

11.1 Existence of outstanding invoices at the fair.

11.2 Unoccupied booth 24hrs before the beginning of the fair.

11.3 The exhibitor infringes domiciliary rights and does not refrain from such actions even after being advised to do so.

Article 12. Insurance, Security, and Safety

The exhibitor must apply for insurance of theft, damage, and loss of facilities during the exhibition period (including constructing and deconstructing periods). The organizer will provide appropriate security measures but the ultimate responsibility of any loss and/or damage is of the exhibitors'.

Article 13. Cancellation and Change of Exhibition

If the exhibition is cancelled or subject to change due to irresistible reasons such as a national crisis or a natural disaster, the exhibitor does not hold rights to claim for compensation.

Article 14. Information provided to the Organizer

The exhibitor will provide the organizer with necessary information required for the promotion of the fair.

Article 15. Supplementary Provision

The organizer, if necessary, may establish supplementary provision not stated in the participation provision and the exhibitor must comply with such establishment.

Article 16. Arbitration

Dispute that may arise on the provision of participation between the organizer and the exhibitor, and a dispute on rights and accountability of two, shall be mediated by arbitration in accordance with the laws and legislation of the Republic of Korea. Decision given based on the laws and legislation of the Republic of Korea is the final judgment that carries legal binding forces for the two parties.

Participation Information

Application Deadline Until March 31st, 2017 [Post/Fax/Email] – Must attach application form and business license

Payment Deadline One week upon registering for WHF2017 (Please send transfer receipt to WHF2017 Secretariat)

Account Shinhan Bank 100-028-351608 Account holder : (주)조선방송

Application Procedure



Exhibitor Opportunities Participation in official events, free listing in the official directory/leaflet

Placement of booth The organizer holds total authority of the placement of all exhibitors at the fair. Placement may reflect upon the order of payment, participation size, and loyalty.