

### May 25(Fri)~27(Sun), 2018 **EXCO**

**Host** Daegu Metropolitan City  
**Organizers** EXCO | Korean Medicine Industry Support Center | KOTRA  
**Unit Event Organizers** Daegu Branch of Korean Cosmetologists' Association | Daegu Branch of Korea Estheticians' Association | Korean Nail Technicians Association | Korea Beauty Industry Association | Daegu Branch of Korea Makeup Association | KI Sports Festival Organizing Committee  
**Chinese Business Partner** CBC(All-China Federation Of Industry & Commerce Beauty Culture & Cosmetics Chamber)

**DAEGU BEAUTY EXPO 2018 Secretariat**  
 41515, 10, Exco-ro, Buk-gu, Daegu, Korea  
**T** +82-53-601-5061 / 5454 **F** +82-53-601-5069  
**E** beauty@exco.co.kr  
**Homepage** www.beautyexpo.kr

## Application form

<b>Name of Company</b>		<b>Name of Representative</b>	
<b>Address</b>			
<b>Web-Site</b>			
<b>Person in charge</b>	<b>Name</b>	<b>Department</b>	
	<b>TEL</b>	<b>PHONE</b>	
	<b>FAX</b>	<b>E-MAIL</b>	
<b>Category of Participation in the Exhibition</b>	<input type="checkbox"/> Cosmetics <input type="checkbox"/> Esthetic <input type="checkbox"/> Hair <input type="checkbox"/> Nail <input type="checkbox"/> Medical beauty <input type="checkbox"/> Body beauty <input type="checkbox"/> Others		
<b>Item Details</b>			

## Details of the Application and the Amount

Classification		Quantity		Unit Price (USD)	Amount (USD)
<b>Booth Type</b>	Raw Space(9m <sup>2</sup> )	(      ) Booth		\$2,000	\$
	Shell-stand(9m <sup>2</sup> )	(      ) Booth		\$2,200	\$
	Premium Booth (18m <sup>2</sup> )	(      ) Booths		\$4,800	\$
<b>Discount</b>	Early Application	By February 28, 2018		-\$200 per booth	-\$
<b>Electricity</b>	Single Phase 220V(60Hz)	(      ) KW	(      ) KW / 24hours	\$50/KW \$70/KW (24hours)	\$
	Three Phase 220V(60Hz)	(      ) KW	(      ) KW / 24hours		\$
	Three Phase 380V(60Hz)	(      ) KW	(      ) KW / 24hours		\$
<b>Telephone</b>			EA	\$200	\$
<b>Water supply / drainage</b>			EA	\$200	\$
<b>Compressed air</b>			EA	\$200	\$
<b>LAN</b>			PORT	\$150	\$
<b>Barcode scanner</b>			EA	\$200	\$
<b>Total</b>					\$

※ At least 18m<sup>2</sup> is required for raw space and premium booth.

※ The deadline for utility application is April 30, 2018.

※ Within 7 days receiving an invoice, a down payment (50% of the entire fee) must be made.

※ The rest of fee (50% of the entire fee) must be paid by April 30, 2018.

※ I have read, understand and agree to comply with the rules and regulations governing DAEGU BEAUTY EXPO 2018 as they are printed on the front and back of this form.

### Online payment

**Bank Code** : HVBKRRSEXXX  
**Bank** : WOORI BANK YUTONGDAJI BRANCH  
**Account number** : 2632-935-4318-191  
**Address** : 10, EXCO-RO, BUK-GU, DAEGU, KOREA

Date \_\_\_\_\_  
 Name \_\_\_\_\_  
 Signature \_\_\_\_\_

# Application Guidance for Exhibition

## 1. Application Deadline : April 30, 2018

(Application may be rejected if all space has been reserved)

## 2. Booth Options

Type of Booth	Early bird Discount	General
	By February 28, 2018	By April 30, 2018
Raw Space(9m <sup>2</sup> )	\$1,800 / Booth	\$2,000 / Booth
Shell-stand (9m <sup>2</sup> )	\$2,000 / Booth	\$2,200 / Booth
Premium Booth (18m <sup>2</sup> )	\$4,400 / Booths	\$4,800 / Booths

## 3. Application Process

Send a completed application form via E-mail[beauty@exco.co.kr] or fax(+82-53-601-5069).

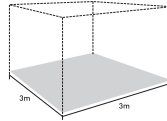
Receive an invoice from the organizer.

Make a down payment(50% of the entire fee) or a lump-sum payment.

Apply for utilities and pay the remaining balance by April 30, 2018.

※Please note that your registration is not valid until payment has been received.

## 4. Details



### Raw space booth

The organizer provides booth space only. Exhibitors must use one of the recommended service contractors to build their own custom booth.

\* At least 18m<sup>2</sup> is required.



### Shell-stand booth

For the exhibitors' convenience, the host will build the booth facilities in prefabricated type in a lump.

(3m×3m×2.5m~3m)



### Premium booth

With an intermediate form between the fabrication-type and independent type, this is a package booth that can display the effect of the independent booth at a lower cost.

\* At least 18m<sup>2</sup> is required.

# Terms and Regulations

## Article 1. Terms of Reference

1. 'Exhibitor' means the company, partnership, entity and individual who submits the application form for participating in the exhibition.
2. 'Host' means 'Daegu Metropolitan City'
3. 'Organizer' means 'EXCO'
4. 'Exhibition' means 'DAEGU BEAUTY EXPO 2018'

## Article 2. Application of Participation

1. A person who intends to apply in participating in the exhibition shall fill in the application form and submit it to the organizer.
2. The contract shall be established when the exhibitor submits the duly-accomplished and signs the application form and pays the organizer 50% of the entire fee. The remaining balance(50% of the entire fee) must be paid by April 30, 2018. However, if the surface area of the exhibition center is exhausted or it is deemed that the item on the exhibit is not appropriate for the exhibition, the organizer may reject the receipt of the application for participation. Even after the receipt of application for participation, the organizer may return the application and deposit for participation within 15 days, according to the situation of the exhibition.
3. In the event of a change in the content of all submitted documents, such as an application form of participation, application form for technical support, the exhibitor shall immediately notify the organizer of such changes, and the exhibitor shall be responsible for the disadvantage due to its non-notification.

## Article 3. Allocation of Booth

1. The organizer allots the location of booth for each exhibitor, according to the sequence state of application of participation, area of application, character of exhibit item and other reasonable method. The exhibitor shall not object to such allotment.
2. If there is any special reason, the organizer may change the location and area of booth allotted to the exhibitor through the discussion with such exhibitor before the installation period of the exhibition, and the exhibitor shall cooperate upon the requirement of the organizer except in the case of force majeure.

## Article 4. Management of Exhibition Center

1. The exhibitor shall display its exhibit items, which have been stated in the application form of participation, and make an effort to manage its booth by placing its resident staff at the booth.
2. In the event that the exhibitor displays the goods, which is different from such an item stated in the application form of the participation, or the goods that is not appropriate for the character of the exhibition, or directly sells the goods, the organizer may give an order to suspend the exhibit, remove, or bring out such goods immediately. In this case, the participation fee shall not be returned and the exhibitor shall not claim the compensation for such action.
3. The organizer may restrict a certain person from entering the exhibition center, if necessary.
4. The exhibitor shall not assign, resell, exchange all, or a part of the allotted surface area of exhibition to or with another person without written consent of the organizer.
5. The exhibitor shall not change the original state of the floor, ceiling, pillar, wall of the exhibition center by painting or other means, and shall compensate for the damage of the exhibition center appropriately upon request of the organizer for restoration.
6. The organizer may selectively exclude or restrict the exhibition item, exhibit activity for the maintenance of order and safety control and prevention of action, which might evoke social criticism.

## Article 5. Payment Terms of Participation Fee

1. The contract shall be established when the exhibitor submits the duly-accomplished and signs application form and pays the organizer 50% of the entire fee. The remaining balance(50% of the entire fee) must be paid by April 30, 2018.
2. If the exhibitor fails to pay the balance within the designated due date, the organizer may terminate the agreement of participation, and in this case the exhibitor shall not claim the refund of the participation fee that has already been paid.
3. If the exhibitor fails to pay the participation fee, technical support fee and other expenses, the organizer may selectively retain the exhibit goods of the exhibitor until full payment of such fees and expenses.

## Article 6. Cancellation or Change of Participation by the Exhibitor

1. If the exhibitor cancels the use of all or a part of the surface area of the exhibition agreed upon, the exhibitor shall immediately notify the organizer of such cancellation in writing. A cancellation fee will be charged as detailed below. The fee must be paid within 15 days of cancellation.
  - Cancellation before March 23, 2018 : 50% of the total payment(for reduced amount)
  - Cancellation between March 24 and April 30, 2018 : 80% of the total payment(for reduced amount)
  - Cancellation after May 1, 2018 : 100% of the total payment(for reduced amount)
2. If the organizer receives the notice in the paragraph 1 of this Article within 2 months prior to the date of opening the exhibition, the organizer shall return the participation fee, which has been paid by the exhibitor excluding the deposit of participation, based on the cancelled surface area. However, if such notice is received by the organizer after 2 months prior to the date of opening the exhibition, the participation fee shall not be returned.
3. Interest will not accrue on the refund amount.

## Article 7. Cancellation of Change of Exhibition

If the organizer cancels on the opening of the exhibition, the organizer shall refund all participation fees, which has already been paid to the exhibitor. However, if the exhibition is cancelled or downsized or the date of opening is changed due to the force majeure, other special reason which is not attributable to the organizer, the participation fee shall not be returned. In this case, the exhibitor shall not claim the compensation from the organizer.

## Article 8. Installation & Exhibit Item Display

The exhibitor shall complete the installation and carry-in, display of exhibit goods in the allotted surface area for the exhibit within the designated period.

## Article 9. Carry-out of Exhibit Item & Installed Article

The exhibitor shall bring out all exhibit items and installed articles within the designated period, and in the event of delay in carrying out, the exhibitor shall immediately pay all expenses to be borne by the organizer.

## Article 10. Exhibition Center Guard, Risk Taking and Insurance

1. The organizer shall take an appropriate action of the guard for the exhibitors and the visitors.
2. The exhibitor shall undertake all responsibilities for the damage and robbery of installed articles and exhibit items within the allotted surface area during the period of exhibition and period of installation, removal.
3. If any damage is incurred by the organizer, supervisor or other person due to fire, robbery, damage and other accidents caused by the exhibitor intentionally or by negligence, the exhibitor shall undertake all responsibilities for the compensation of damage, and undertake the responsibility for the insurance and safety of the exhibited items.

## Article 11. Fire Prevention Rule

1. Installation articles and all materials inside and outside of the exhibition center shall be fireproof according to the Fire Services Act.
2. The organizer may demand the correction regarding the prevention of fire to the exhibitor if necessary.

## Article 12. Supplementary Provision

1. The organizer may stipulate the supplementary provision which is not stated in this terms of participation if necessary.
2. The supplementary provision shall constitute a part of this terms of participation, and the exhibitor shall comply with such provision.
3. The exhibitor shall comply with all the regulations of the organizer.

## Article 13. Settlement of Dispute

Any dispute arising out of the interpretation of this terms of participation with respect to the rights and obligations of both parties between the organizer, supervisor and the exhibitor shall be subject to the judgment of a court at the domicile of the organizer.