

P&I 2012 APR. 26-29, 2012

Coex, Seoul, Korea

www.photoshow.co.kr

The 21st Seoul International Photo & Imaging Industry Show



Apr. 26-29, 2012
Coex, Seoul, Korea



- Oct 30, 2011 Deadline for Early Application A
- Jan 15, 2012 Deadline for Early Application B
- Feb 29, 2012 Deadline for Application
- Apr 6, 2012 Deadline for Utility Service Application
- Apr 23-25, 2012 Installation of booth and exhibit products
- Apr 26, 2012 Opening of P&I 2012
- Apr 29-30, 2012 Exhibit withdrawal & booth dismantlement

P & I 2012 Secretariat

**Domestic
Participation Inquiries**
P&I Secretariat

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**Overseas
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Photo & I, P&I

In 2012, a new and different P&I will be presented. Now P&I shed light beyond cameras onto objects in the photos. Photos are tools as well as fashion that are essential in our life. P&I is reborn into a unparalleled and story-telling exhibition with the stories of various individuals using photos as a media for expressing oneself and sharing with others.



Design Designing oneself

Photos are merged into a single fashion trend to display various photo-related accessories to target women.

Photo Movie Movies put into one's photos

Various events such as short film screening and contest exhibits are held by using the camera with developing video technology.

Lifestyle Filming one's life

Exhibitions and events based on various types of living in our life are held with as theme of 'Me and My Family'.

Social Power Presenting oneself

All participating companies and visitors at P&I are individual media, and a joint promotion will be held through this event.

A combined imaging exhibition representing Asia

P&I is the first in Korea to acquire the UFI (Union des Foires Internationales) certification. It was selected as the Promising Exhibition by the Ministry of Knowledge Economy for 10 consecutive years, and is one of the top three Photo & imaging exhibition in Asia with the largest number of participating companies and visitors.

A place to connect newest information and influential buyers

Influential suppliers and buyers of photograph companies worldwide meet together at this Global Market Place.

Conferences and events are held

Various events such as photo? image-related seminars, photo exhibitions, contest exhibits are held to raise the satisfaction of participating companies and visitors.

Show Overview

P & I 2012

The 21st Seoul Int'l Photo & Imaging Industry Show
Photo & Imaging 2012

Apr. 26(Thu) - 29(Sun), 2012 Coex Convention & Exhibition Center, Hall A, B

Title	The 21st Seoul Int'l Photo & Imaging Industry Show Photo & Imaging 2012 Abbreviation: P&I 2012
Period	Apr. 26 (Thu) - 29 (Sun), 2012 : 4 Days
Expected Scale	160 companies, 750 booths, 90,000 buyers
Concurrent Events	P&I Imaging Exhibition, Online Community Photo Exhibition, Digital Imaging Seminar, Vendor Seminar, Seoul Photo 2012 etc.

Show Items

Cat.	Main Item
Image Input	Camera, Camcorder, Equipment, Digital TV Video Equipment, Movie Camera, 3D Image Equipment etc.
Image Storage	Memory Card, Card Reader, Memory Stick, Hard disc etc.
Image Processing	Extension for Imaging, Editor for Imaging, Cording Equipment etc.
Image Output	Printer, Monitor, Scanner etc.
Image Application	Studio, Accessories, Internet Image Service etc.
Special Exhibition	Travel, Car, Family(Baby), Hobby, Beauty goods etc.

Period Apr. 21 (Thu) - 24 (Sun), 2011 : 4days
Venue Coex Hall A
Scale 10,348m²

Results from P&I 2011

No. of Participating Companies & Booths

230 Brands, **117** Exhibitors, **563** Booth



No. of Visitors

70,654 people (including professional photographers, advertising business industries, amateur photographers, etc.)



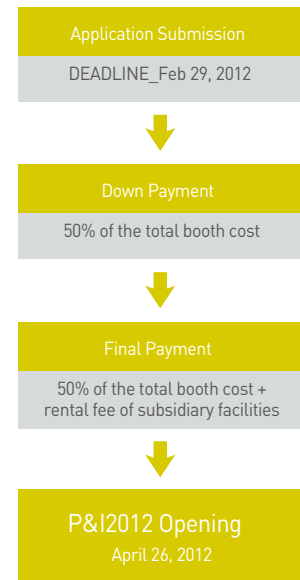
No. of Overseas Buyers

20 countries (National buyers have participated from Japan, China, U.S., England, Africa, etc.)



Participation Guidelines

Procedure to Participate



Submit Application

Send a copy of your business registration certificate and related documents to P&I 2012 Office via fax.

Incidental Services

Application for the use of incidental services (utilities, etc.) can be sent to the Coex MICE Strategy & Management Team, which is the GSC for P&I 2012.

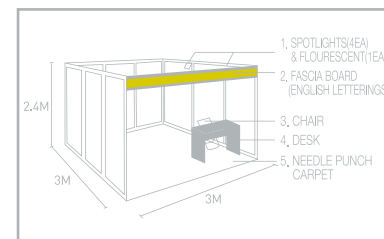
What is a GSC?

Our General Services Contractor(GSC) will coordinate the scheduling and supplier relations for all construction, utilities, and other incidental services, in cooperation with the exhibition organizer. The GSC for Coex Shows is the Coex MICE Strategy & Management Team.

Application & Contract Guidelines

Booth Fees

Booth Type	Unit Price		
	Early applicant A (Deadline: Oct30,2011)	Early applicant B (Deadline: Jan15,2012)	General applicant (From Jan.16,2012)
Space Only	US \$ 2,200	US \$ 2,400	US \$ 2,600
Shell Scheme	US \$ 2,600	US \$ 2,800	US \$ 3,000



- 1 Booth : 3m x 3m=9m²
- Minimum units for an independent booth : Two or more booths (when applying for one booth, only assembled booths are possible). The maximum booth height is 5m.
- Shell-scheme booth specification:
Booth sides (1m width x 2.4m height), company title (Korean/English title & booth no. attached), flooring (pytex), information desk, one chair, 4 lightings (100W), 1 fluorescent lamp (40W) (But separate applications are necessary if using other illuminations)

Information on Incidental Service

Utilities	Cost	Notes
Single-phase 220V	Daytime : US \$ 50/kw 24Hours : US \$ 70/kw	Frequency 60Hz
Triple-phase 220V		
Triple-phase 380V		
Telephone	Domestic Line : US \$ 50/EA International Line : US \$ 200/EA	No phone bill calculation Domestic & International calls
Plumbing & Compressed Air	US \$ 150/EA	
LAN	US \$ 150/EA	
Participant Registration System	US \$ 200/EA	Visitor information is only provided to companies that install this system

Marketing & Promotion



Coex Global Business Unit: Trade Show Marketing Services

Coex Global Business Unit provides comprehensive international marketing for all Coex Shows. The GBU works exclusively on globalizing Coex Shows and promoting them abroad.

International Marketing Services:



Overseas Exhibitor Marketing
Customized exhibitor databases; exhibitor sales campaigns; overseas sales agents; national pavilion packages; trade show delegation programs; foreign embassy relations

Overseas Buyer Marketing
Customized buyer databases; in-house foreign language support for Chinese, Japanese & English; press and digital promotional campaigns; trade show delegation and buyer tour programs

Global Exhibition Partnerships
Network of overseas exhibition organizers; co-promotion of related exhibitions; international database exchange; international association networking

Overseas Media Promotion
Advertising in international media; promotion to overseas press groups; international online media and ad campaigns



CyberCoex Online Exhibitions

CyberCoex is Coex's new cyber exhibition website. Registered exhibitors upload their product and company information, and CyberCoex gets to work, marketing your products to buyers all over the world.

- CyberCoex services include :
- 24/7 Product Displays
 - Guest commenting
 - Featured Exhibitor Section
 - "Hot Event" sales promotions
 - Social media linking
 - Coex Product Reviews
 - Exhibition Focus Newsletter
 - First year of membership free

All exhibitors at Coex Shows can enjoy CyberCoex services.