



# Trade & Exhibition Package

International Trade & Exhibition on  
Forest Science & Technology



**XXIII IUFRO**  
**WORLD CONGRESS**

[www.iufro2010.com](http://www.iufro2010.com)  
August 23-28, 2010, COEX, Seoul, Korea

# Overview

## Invitation

The Korea Forest Research Institute (KFRI) is pleased to host the XXIII International Union of Forest Research Organizations (IUFRO) World Congress in Seoul, Korea, in 2010. IUFRO is an international organization for forest science cooperation with a 120-year history. We believe that the XXIII IUFRO World Congress will offer an opportunity to enhance the people's understanding of forests and forest science.

## Congress Title

Forests for the Future: Sustaining Society and the Environment

## Date

August 23 (Monday) - 28 (Saturday), 2010

## Venue

COEX is a prominent landmark in Seoul (<http://www.coex.co.kr>). Located in the central business area, COEX is a destination combining business, shopping and entertainment. Featuring a world-class convention and exhibition center, Asia's largest underground shopping mall, restaurants and entertainment facilities, COEX is a must-visit destination in Seoul.



## Destination

Seoul, Korea: Seoul is a flourishing metropolis of over 11 million people. The city has been the capital of Korea for over 600 years since the beginning of the Joseon Dynasty, serving as the center of the country's politics, economy, culture and education. Now the city is also the financial hub of the country and the gateway to the Northeast Asian region.

## Korean Host

Korea Forest Research Institute (KFRI)

## Official Language

English

## Congress Themes

- Forests and Climate Change
- Biodiversity Conservation and Sustainable Use of Forest Resource
- Forest Environmental Services
- Asia's Forests for the Future
- Forest Products and Production Processes for a Greener Future
- Emerging Technologies in the Forest Sector
- Frontiers in Forest and Tree Health
- Forests, Communities and Cultures
- Forests, Human Health and Environmental Security



# IUFRO 2010 Trade & Exhibition

## About IUFRO 2010 Trade & Exhibition

A trade exhibition will take place in conjunction with the Congress. The trade exhibition aims to promote economic, environmental and social benefits of forests and provide participants with a chance to see the latest technologies and products in the relevant industry. It offers a tremendous opportunity to showcase your products, services and achievements in front of key decision-makers. Increase your visibility and profile by becoming an exhibitor at this exciting event.

## Venue

**COEX, Hall C3-4 (5,148m<sup>2</sup>)**  
 COEX, World Trade Center Samseong-dong,  
 Gangnam-gu, Seoul 135-731, Korea

## Schedule

- **Exhibitor Move In**  
August 21-22, 2010, 08:00-20:00
  - **Exhibitor Registration**  
August 23, 2010, 09:00-12:00
  - **Exhibition Opening Ceremoy**  
August 23, 2010, 12:00-13:00
  - **Exhibition Opening Hours**  
August 23, 2010, 13:00-18:30  
August 24-27, 2010, 10:30-18:30  
August 28, 2010, 10:30-15:30
  - **Exhibitor Move Out**  
August 28, 2010, 15:30-20:00  
August 29, 2010, 08:00-20:00
- \* Please note this schedule is subject to change.

## Important Dates

- **Application Deadline:** *June 30, 2010*
- **Final Payment Deadline:** *June 30, 2010*
- **Exhibition Manual Issued:** *August 15, 2010*

## Booth Fee

- **Standard Booth**  
Dimensions: 3m (W) x 3m (D) x 2.5m (H)  
Price: USD 2,300.00 (VAT included)  
Description: Shell scheme
- **Raw Space**  
Dimensions: 3m (W) x 3m (D)  
Price: USD 2,000.00 (VAT included)  
Description: Space only

## Payment

A 50% deposit of the fee shall be paid at the time of reservation, and the balance shall be paid by June 30, 2010. Please note that the 50% deposit of the reservation fee is non-refundable after July 1, 2010. Booth applications are on a first-come, first-served basis. If you want to participate in the exhibition, you are kindly advised to apply for a booth as soon as possible.

## Account Information (Booth Fee)

Account No.	010901-04-198150
Name of Bank	Kookmin Bank
Account Holder	KFRI(IUFROE)
SWIFT Code	CZNBKRSEXXX

\* All exhibitors are requested to complete the enclosed Trade & Exhibition Application Form and send it to the Trade & Exhibition Office.

## Optional Facilities

Extra payment is requested for the use of the Internet, phone, lighting, additional electrical outlet and tailored floor finishing other than the standard booth specifications.

Please contact us at [iufro2010@intercom.co.kr](mailto:iufro2010@intercom.co.kr) for the optional facilities.



# IUFRO 2010 Trade & Exhibition

## Cancellation Policy

Any cancellation must be notified in writing to the Trade & Exhibition Office by e-mail ([iufro2010@intercom.co.kr](mailto:iufro2010@intercom.co.kr)) or fax (+82-2-3452-7292). All refunds will be made after the Congress for administrative reasons, and all bank remittance charges and all administration fees will be deducted from all Congress registration refunds.

- **50% refund:** Cancellation before June 30, 2010
- **No refund:** Cancellation after July 1, 2010

## Exhibitor Registrations

The Organizing Committee provides four (4) badges only for each exhibitor.

The mandatory staff registration for your exhibitor's booth will be charged USD 300.00 each. A Registration Package will be provided and access to the Welcome Reception and the Farewell Gala Dinner will be granted.

For registration, or for more information regarding registration, please contact the Trade & Exhibition Office.

## Advertisement in the Congress Program

The advertisement will be included in the Program for the XXIII IUFRO World Congress.

- **Full Page (color):** USD 1,200.00
- **Half Page (color):** USD 600.00

## Application for the Advertisement

- **Deadline:** *June 30, 2010*
- **Application:** To apply for advertisement, please complete the enclosed form and send it to the Trade & Exhibition Office.
- **Format:** A4, Color
- **Submission:** Please send the advertisement file (PDF file) to the Trade & Exhibition Office via e-mail ([iufro2010@intercom.co.kr](mailto:iufro2010@intercom.co.kr)).

## Sponsorship

The XXIII IUFRO World Congress offers a variety of sponsorship opportunities through which the sponsor can promote a particular Exhibitor.

For further information, please contact the Trade & Exhibition Office.

## Quarantine and Customs Information

Please note that Korea has very strict regulations in relation to quarantine and customs including the importation of timber, seeds, food, animal products, skins, medicines and other materials. Please visit <http://english.customs.go.kr> for details or contact the **Official Customs Clearance Agency (Agility – Fairs & Events)** at [YJerry@agilitylogistics.com](mailto:YJerry@agilitylogistics.com).

## Contact

Please contact the Office about reservation, shipments, collection of the materials and booth designer information in Seoul.

### **XXIII IUFRO Trade & Exhibition Office**

INTERCOM Convention Services, Inc.  
8th FL. Samick Lavied'or Bldg., 720-2 Yeoksam  
2-dong, Gangnam-gu, Seoul, 135-920,  
Republic of Korea

Tel: +82-2-566-3877, 567-3810

Fax: +82-2-3452-7292

E-mail: [iufro2010@intercom.co.kr](mailto:iufro2010@intercom.co.kr)



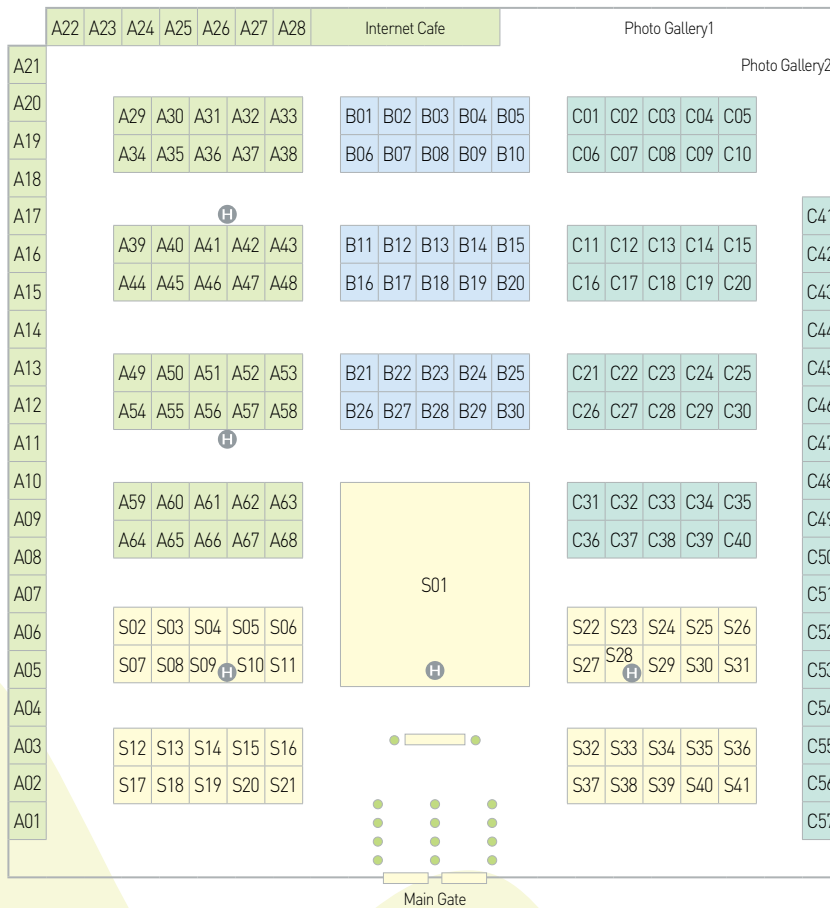
# IUFRO 2010 Trade & Exhibition

## Standard Booth Specifications

- **Sides (left & right) and Rear Wall:** A 3 mm thick white wallpaper or painted panels (3 m in width x 3 m in depth x 2.5 m in height) fixed on an aluminum framework
- **Fascia:** The fascia will carry the exhibitor's name and booth number in a uniform style.
- **Information Desk and Chair:** One (1) information desk and one (1) folding chair will be provided for the exhibitor.
- **Lighting:** One (1) fluorescent light and three (3) spot lights will be provided.
- **Basic Electrical Outlet:** Single phase 220V, 1KW
- **Floor Finishing:** Pytex (Carpet)



## Layout for the IUFRO 2010 Trade & Exhibition



- Notes:
- The booths within the S zone have been pre-allocated to Congress Sponsors.
  - The sign H indicates pillars of the convention center building.



## 1. TERMS AND REGULATIONS

In these Terms and Regulations for Participation,

- 1) The term “Exhibitor” shall include all employees, personnel and agents of any organization, company, partnership, firm or individual to whom space has been allocated for the purpose of exhibiting.
- 2) The term “Exhibition” shall mean the Trade & Exhibition of the XXIII IUFRO World Congress.
- 3) The term “Organizer” shall mean the Organizing Committee of the XXIII IUFRO World Congress.

## 2. APPLICATION FOR PARTICIPATION

- 1) All applications for participation shall be made on the enclosed reservation form, which shall be submitted to the Organizer or its representatives.
- 2) The contact shall be established when the Exhibitor submits the reservation form and pays to the organizer 50% of the participation fee. However, the Organizer has the right to reject the Exhibitor’s application if all of the allocated booth spaces are full and/or if the exhibits do not accord with the theme of the Exhibition.

## 3. ALLOCATION OF EXHIBIT SPACE

- 1) The Organizer shall allocate space in accordance with the nature of the exhibits, in the order of receipt of application, number of booth applied, or in the manner the Organizer deems fit.
- 2) The Organizer shall reserve the right to change the space allocation for the Exhibitor at any time prior to the build-up of the Exhibition. If any exceptional circumstances demand, such changes shall be at the discretion of the Organizer and the Exhibitor shall have no claim for compensation as a result of the changes.

## 4. USE OF EXHIBIT SPACE

- 1) Exhibitors are bound to exhibit the announced products and to manage the exhibits with competent personnel during the opening hours of the Exhibition.
- 2) Exhibitors may not sub-let the space allocated to them to third parties either wholly or in part without the written consent of the Organizer.
- 3) Modifications including decoration such as painting, cutting, piercing the floor, ceiling and pillars will not be permitted, and the Exhibitor shall compensate for any consequent damage to the Exhibition.
- 4) Exhibitors and their suppliers are not allowed to paint, attach notes or banners outside their booth limits, on corridors, columns, and around the exhibition area. The stand can contain only material from the Exhibitor, with exception of the exhibition space set up in predetermined places.

## 5. TERMS OF PAYMENT

- 1) Exhibitors must pay a 50% deposit of the participation fee and/or relevant booth charges at the time of the reservation. The balance shall be paid no later than **June 30, 2010**.
- 2) The participation fee shall be paid by the due date. Otherwise the Organizer has the right to cancel the contract, and in this case, the Exhibition deposit will not be refunded.

## 6. BREACH OF CONTRACT AND WITHDRAWAL BY EXHIBITOR

In the event of abandonment or rejection of all the allocated space, the Organizer has the right to cancel the Exhibitor’s application. In this case, the Exhibition deposit will not be refunded.

## 7. CHANGES

The Organizer reserves the right to change the venue and duration of the Exhibition if exceptional circumstances demand. In the event of a change of venue and/or cancellation of date of the exhibition, half of the Exhibition deposit will be refunded to the Exhibitors. If the events are caused by force majeure, the deposit will not be refunded.

## 8. CONSTRUCTION AND DECORATION OF STAND

All Exhibitors must complete their construction and/or decoration by the date and time stipulated by the Organizer.

## 9. DISTRIBUTION OF SOUVENIRS AND SAMPLES

The distribution of leaflets, souvenirs, free samples or any other kind of advertisements must be conducted within the Exhibitor’s designated booth space.

## 10. ACCESS OF PERSONS

The Organizer reserves the right to refuse entry to the Exhibition for the following reasons.

- 1) Only persons wearing an official badge will be allowed in the Exhibition venue. Badges will be issued by the Trade & Exhibition Office.
- 2) The Exhibitor understands that all the attendees and set-up personnel must register officially by June 30, 2010.
- 3) Persons deemed unfit due to the influence of drugs or alcohol will not be allowed in the Exhibition venue.

## 11. REMOVAL OF EXHIBITS

Exhibitors shall remove all exhibits from the Exhibition hall within the period stipulated by the Organizer and shall indemnify the Organizer against any loss by reason of delay or damage to the Exhibition hall.

## 12. SECURITY AND INSURANCE

- 1) The Organizer shall take all reasonable security precautions in the interests of Exhibitors and visitors.
- 2) The Organizer shall not be held responsible for any loss or theft of or damage to exhibits at the Exhibition hall during the build-up, exhibition and dismantling periods.
- 3) The Organizer shall not be held responsible for any loss of or damage to exhibits or articles belonging to the Exhibitor. Exhibitors are responsible for acquiring all the necessary insurance policies.

## 13. FIRE REGULATIONS

- 1) Materials used in booth and display construction must be properly fireproofed in accordance with regulations of the Organizing Committee.
- 2) The organizer has the right, should circumstances so require, of making changes in the Exhibitor’s booth in the interest of the control of exhibits.

## 14. SUPPLEMENTARY CLAUSES

- 1) Whenever necessary, the Organizer shall have the right to issue supplementary regulations in addition to those in the Terms and Regulations for Participation to ensure the smooth management of the Exhibition.
- 2) Any additional written regulatory instruction shall form part of the Terms and Regulations for Participation and they shall be binding on the Exhibitors.

## 15. ARBITRATION OF DISPUTES

Any dispute, difference or question which may arise at any time hereafter between the Organizer and the Exhibitor touching on the true construction of these Terms and Regulations for Participation or the rights and liabilities of the parties hereto shall be finally settled by arbitration in accordance with the Commercial Arbitration Rules of the Korean Commercial Arbitration Board in Seoul. The award of the above arbitration shall be final and binding upon both parties.

# Trade & Exhibition Reservation Form

## Main Contact Details

First Name			
Last Name			
Organization			
Mailing Address			
City		State	
Country		Postal Code	
Telephone		Fax	
E-mail		Website	

## Exhibitor Requirements

Application Category		Application	Unit Price	Amount	Deposit
Booth	Standard Booth	( ) Booth(s)	USD 2,300.00		
	Raw Space	( ) Booth(s)	USD 2,000.00		
Advertisement	Full Page	( ) Page(s)	USD 1,200.00		
	Half Page	( ) Page(s)	USD 600.00		
Exhibitor Registration	Registration	( ) Person(s)	USD 300.00		
Total Amount					

**Assignment Priority:** Please indicate below your 1<sup>st</sup> and 2<sup>nd</sup> choice for booth locations (see the Exhibition Layout).

1<sup>st</sup> Choice Booth # \_\_\_\_\_ 2<sup>nd</sup> Choice Booth # \_\_\_\_\_

**Competitor Proximity:** Complete the following:

We wish to be near \_\_\_\_\_

We do not wish to be near \_\_\_\_\_

## Payment Method

\* Please complete this form and return with your 50% deposit to the Trade & Exhibition Office.

### Bank Transfer

Account Holder: KFRI(IUFROE) / Name of Bank: Kookmin Bank / SWIFT Code: CZNBRKRSXXX / Account Number: 010901-04-198150

**Trade & Exhibition Office (INTERCOM Convention Services, Inc.)**

Address: 8th Fl., Samick Lavied'or Bldg., 720-2 Yeoksam 2-dong, Gangnam-gu, Seoul 135-920, Korea

Tel: +82-2-566-3877, 567-3810 / Fax: +82-2-3452-7292 / E-mail: iufro2010@intercom.co.kr

\* **Agreement:** A legal agreement to participate in the Trade & Exhibition shall become effective between the Organizer and the Exhibitor as of the issuing of an invoice by the Organizer to the Exhibitor for participation fees pursuant to these Terms and Regulations.

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Application Deadline: June 30, 2010**

International Host



Korean Host



Principal Sponsor



Other Sponsors



*iufro*  
2010 SEOUL

XXIII IUFRO World Congress Organizing Committee  
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