

Asia's Premier International Real Estate Exhibition

CITYSCAPE KOREA

Aug, 17-19, 2017 COEX Hall D, Seoul

CITYSCAPE KOREA

Held at COEX, Seoul

2017

Held Simultaneously with
Real Estate Investment
Exhibition Conference

8.17-19

COEX Hall D

World-class global investors
Landmark development projects
in Korea and overseas

Exhibiting the latest real estate



Encompassing all of real estate including
apartments, hotels, and resorts

A great opportunity to win an investment contract
for public agencies' development projects across Korea
One-stop shopping for international real estate

CITYSCAPE 
KOREA

Organized by
한국경제신문

 **한경부동산연구소**
KED Real Estate Research Institute

informa
exhibitions

Managed by
PLATFORM HOLDINGS
INVESTMENT & HOLDING COMPANY

EAST ASIA
REAL ESTATE SUMMIT

CITYSCAPE KOREA 2017

CITYSCAPE, Asia's Premier International Real Estate Exhibition

hosted by The Korea Economic Daily and Britain's Informa Group, is an international real estate exhibition brand now held in 9 different countries.

- ◆ **Korea's One and Only International Real Estate Exhibition**
- ◆ **'The integrated real estate trends of the latest state-of-the-art technologies'** including VR(Virtual Reality) model houses, smart homes, and IoT(Internet of Things) at one glance.
- ◆ **'Encompassing the latest real estate products'** including apartments, hotels, and resorts in Korea and overseas.
- ◆ **'A real estate sales festival'** where nearly 25,000 visitors and investors gather.
- ◆ Hundreds of **large development projects** from developers, public agencies and construction firms around the world.
- ◆ **'A real estate investment festival'** where investment firms, funds, pensions, and REITs gather.

Event Program

Exhibition

An international real estate exhibition displaying nearly 400 projects by 300 companies of 20 different countries

Summit

An international real estate conference among world-class real estate experts, professors, and developers.

Cocktail Party

A cultural event where real estate industries and pertinent individuals of Korea and abroad meet at one place

Business Meetings

An investment matching round where the finance industry, investors, and public agencies meet



Event Overview

- Dates** August 17(Thur) - August 19(Sat), 2017 / 3 days
- Location** COEX Hall D, Seoul, Korea
- Participants** Construction firms, developers, investment developers, local governments, public agencies, retailers, distribution agencies, hotels, designers, hospitals, architects, leisure firms, facilities management firms, engineers, and more
- Organized by** The Korea Economy Daily and Infoma Group
- Managed by** Platform Holdings

Dates	Exhibition	Summit	Business Meeting	Official Events
8/17 Day1			<ul style="list-style-type: none">  1:1 meeting  Investors' Roundtable 	<ul style="list-style-type: none">  Opening Ceremony Cocktail Reception
8/18 Day2	<ul style="list-style-type: none">  CITYSCAPE Korea Exhibition 	<ul style="list-style-type: none">  East Asia Real Estate Summit (Conference) 	<ul style="list-style-type: none">  Project Presentations 	
8/19 Day3			<ul style="list-style-type: none">  Networking Party 	





Expected Outcome

- ◆ **State-of-the-art real estate festival for investors and visitors from 20 countries**
 CITYSCAPE Korea 2017 expects about 25,000 attendees from 20 countries.
 Providing various marketing opportunities targeting visitors and investors from Korea and overseas.
- ◆ **Excellent global advertisement and PR effect**
 Expose your company to global mass media. A perfect PR opportunity for the entire world.
 Customized PR system established between participating organizations and investors through publishing Cityscape News and magazine.
- ◆ **Opportunities to get business meetings with world-class investors**
 The most optimal platform to meet world-class global investors.
 Capitalize your opportunity to promote your project to global investors of various industries.
- ◆ **Sizzling sales marketing and investment attraction activities**
 Exchange information with a professional edge by running conferences and investment networking programs. Providing active investment opportunities through intimate meetings between the real estate industry and investors.
- ◆ **Vitalizing investments for large development projects**
 Global PR effect for public development projects of local governments and public agencies.
 Vitalizing local economy through attracting investments for global development funds.



Participation Guide

• Inquiries for Exhibitors
+82-2-360-4313~4

• Inquiries for Visitors
+82-2-360-4262~3

Step1

Email 1 copy of a signed contract and business license

Early Bird Registration until 3/31/2017
(10% discount if deposit paid by deadline)
Regular Registration until 7/14/2017

Step2

Submit the deposit
(50% of participation fee)
within a week
after submitting application

Step3

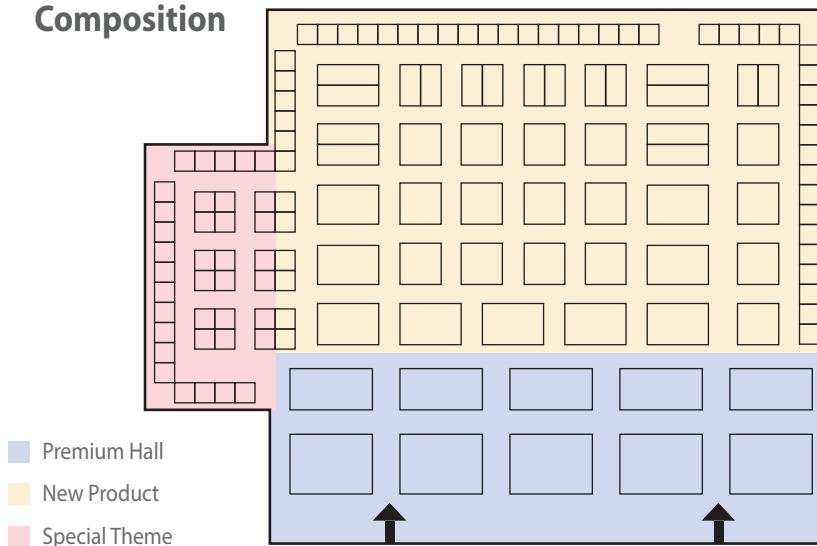
Pay the remainder by **7/14/2017**

◆ Exhibition Participation Fee

Booth Type	Section	Size	Participation Fee (Unit Price)
Space Only Stand	Premium Hall	18m ² and above	500 USD/m ² (Additional booth const. fee)
	New Product/Special Theme	18m ² and above	400 USD/m ² (Additional booth const. fee)
Shell Scheme Stand	New Product/Special Theme	9m ² , 18m ² , 27m ² , and 36m ²	400 USD/m ² (Booth const. fee included)

- **Space Only Stand** Provide only the exhibition area / No basic equipment provided / May contact a partner of COEX for exhibition equipment construction
- **Shell Scheme Stand** Provide area and basic booth w. basic equipment / Sign with company name in Korean and English / Lights (fluorescent and billboard), pytex flooring, and help desk (1 set per company)

◆ Exhibition Area Composition



- Premium Hall
- New Product
- Special Theme

◆ Participation Fee (Detailed Instr.)

Space Only Stand

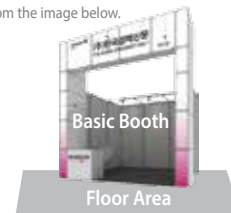
Floor Area

Participation Fee = Floor Area Fee

*Additional booth construction fee will be required

Shell Scheme Stand

The actual figure may be different from the image below.



Participation Fee = Floor Area Fee(Basic booth offered)

*No additional booth construction fee will be required

◆ Sponsorship Package

An official sponsor of **CITYSCAPE Korea 2017** will be provided with various benefits not only during the exhibition but also before the event. A chance for PR via newspapers, online outlets, and SNS will be also granted.

Type	Price
Diamond	50,000 USD
Platinum	35,000 USD
Gold	20,000 USD
Silver	10,000 USD

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