

2024 KOBASHOW

32nd Korea International Broadcasting
Media, Audio & Lighting Show

21-24 May, 2024
COEX KOREA

www.kobashow.com

Organizers

Korea E & Ex Inc. / Korean Broadcasting Engineers & Technicians Association

Sponsors

Ministry of Science and ICT
Korea Communications Commission
Korea Trade-Investment Promotion Agency (KOTRA)
Korean Broadcasting System(KBS)
Munhwa Broadcasting Corporation(MBC)
Seoul Broadcasting System(SBS)
Educational Broadcasting System(EBS)
OBS
Korea Association of Sound Artists
Acoustical Society of Korea

Co-Sponsors

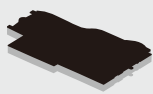
Christian Broadcasting System(CBS)
Arirang TV
Traffic Broadcasting System(tbs)



KOBA 2024

32nd Korea International Broadcasting, Media, Audio & Lighting Show

Dates	21 (Tue.) ~ 24 (Fri.) May, 2024 (4 days)
Time	10:00 a.m. - 5:00 p.m.
Venue	Hall A, C, D and Conference Center, COEX (Seoul, Korea)
Exhibition Scale	27,997 sqm
Concurrent Events	<ul style="list-style-type: none">· 2024 KOBA World Media Forum· KOBA Media Conference· Technical Demonstration and Seminar· Musical Instrument & DJ Stage Special Zone· Media Art Show· Media Contents Startup Pavilion



27,997

Exhibition Scale
(sqm)



30+

Exhibitors
by Countries



30,000+

Prime Buyers



40,000+

Attendees



600+

Exhibiting
Companies



32nd Korea International
Broadcasting, Media, Audio & Lighting Show



SINCE 1991 ~

The Korea's only 'Media Convergence' hub exhibition



KOBA : Leading an ecosystem of sustainable Broadcasting · Media

To foster a sustainable digital media ecosystem, individual media entities are converging, and through the interaction of existing media and a multitude of content, a unified media ecosystem is being reshaped.

We will introduce new media services that leverage technologies such as virtual reality (VR), augmented reality (AR), Artificial Intelligence (AI), Big Data, and Internet of Things (IoT) to enhance business value, as part of our media platform expansion into real-world activities.



KOBA World Media Forum

The future-oriented changes and added value that will arise from the evolution of broadcasting technology, its expansion into internet-based platforms, and the convergence of broadcasting and communication will be explored.

We will open a forum for discussion on changes in the media environment and industry with global media experts from around the world.



KOBA Media Conference

The media market and broadcasting environment are shifting due to UHD broadcasting and the 4th Industrial Revolution. You will be able to experience 5G services, IP broadcasting production and AI data management.

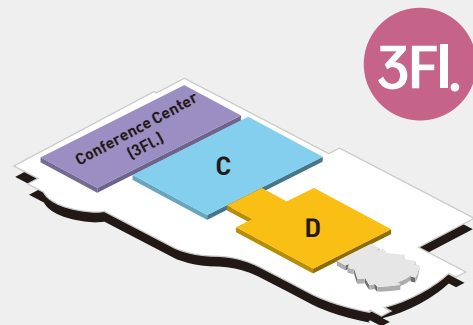
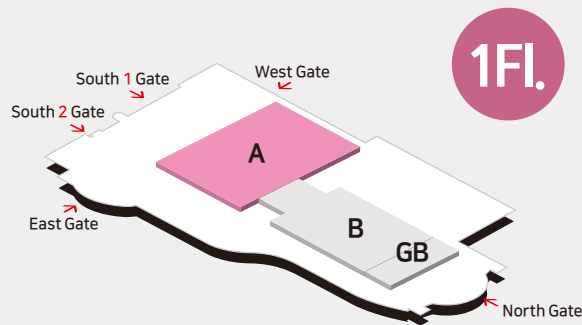


KOBA is partnered with KOBETA (Korean Broadcasting Engineers & Technicians Association)

KOBA, co-organized by Korea E&Ex and KOBETA, attracts engineers, producers and related personnel from various major broadcasting stations such as KBS, MBC, SBS, EBS, OBS, CBS, Arirang TV and tbs each year.



Product Categories



Hall A [1Fl.]

Pro-Audio Speakers, Microphones, PA, SR, Console, Amplifiers

Pro-Light Studio/Stage/LED/Outdoor/Indoor Lighting,
Lighting Control System, Laser Technology, Effector

Stage Equipment Stage System, Stage Design, Truss,
Special Effects Machines

Musical Instrument & DJ Equipment

Stage Piano/Keyboard, Concert Electric Instruments, DJ Controllers



Hall C [3Fl.]

Display Broadcasting HD/UHD Monitor, Projectors/Screens,
Display Solution, LCD/LED/OLED Display, Digital Signage

Cinema Cinema Filming System, Digital Cinema, Cinema Delivery System

Contents & Libraries 3D Contents, Live-action Contents, Image Libraries

Video Conference Solutions Video Conference Camera/Microphone,
Meeting Technology Solutions

AR/XR/VR Platform AR/VR/XR Equipment, AI, Media Art, Hologram

OTT Service Live Streaming, OTT Contents



Hall D [3Fl.]

Production Cameras, Camcorder, Lenses, Recording&Player, Filter, Backdrop
Memory Device, Gimbal, Specialized Photography Equipment

Post-Production Server, GPU, NPS, Encoders/Decoder, NPS,
Editing / Making / Color Calibration Software,
HD-UHD Caption Production System

Delivery & Distribution Broadband/Connectivity, Contents Delivery
Network(CDN)/Qos, Transmission Cable

Mobile & IPTV Video Compression, Mobile Broadcasting Technology, Software

Test & Measuring Test Signal Monitor/Generators, Measuring Instruments

Personal Media Personal Media Video Equipment, Personal Studio/Direction



KOBA *Highlight* Issued Products

In an era of diversified and activated content, discover the global contents platforms heading towards a platform revolution at KOBA 2024.



AR · VR · XR

A platform that transcends from reality to virtual worlds through advanced technology, capable of bringing innovation to various sectors of society, including education, entertainment.

Realistic Media	AR, VR, XR, Hologram
Digital New Tech.	5G Services, AI
e-Sports Platform	Online · Mobile Game, Gaming Software Technology



LED Display

We are entering an era where displays are essential for businesses, and the demand and value for various display technologies and related items.

We are showcasing a variety of display technologies and related products to facilitate the exchange of large volumes of information.

Target Product(s)

LED, Digital Signage, Display Screen, Touch Screen Panel



OTT Platforms

As the landscape of content distribution undergoes a transformation and we embrace the heyday of OTT, we present business prospects of the OTT content within the deluge of digital platforms.

Target Product(s)

Live Streaming, Live Video, OTT Content, Media Commerce Platform Development, Video Streaming Solution, etc.



Stage · Instruments · Performing Arts

We offer the technologies and solutions necessary for the offline concert stage industry, extending beyond stage shooting and stage effects to the realm of devices.

Offline Stage

Offline Stage	Musical · Performance Art · Museum · Concert Stage
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KOBACO Special Zone

Musical Instrument & DJ Stage

With the growth of Hallyu and the K-pop market, there is a flourishing high-quality performance culture. At this juncture, where diverse markets are forming, from street busking to YouTube streamers, we have prepared a special exhibition area to showcase related equipment that you can experience firsthand.

Target Product(s)

Target Audience: Keyboards, Electronic Instruments, DJ Equipment, Mixing Consoles, Strings, Percussions, Brass, Woodwind, Traditional Instruments, Recording and Production Companies, and etc.
(musical instruments and DJ equipment categories)

Booth Charge

Unit	Dimensions	Booth Charge
Start-up & Record(Album)	2m X 3m (h : 3m)	USD 2,400

※ In the case of a modified booth, the exhibitor will proceed with the exhibition process after a consultation with the Secretariat.
※ The charge for a shell scheme package is included.

Media Art Show

Media Art goes beyond media technology as a means of showing communication in visible form.

You can experience **Media Art** and **Media Facade Technologies** in person at a new special zone at the KOBACO.

Target Product(s)

- Beam Projector
- High-performance Graphics Card
- Sound & Effect Equipment
- Audio/Video Input & Output Devices
- Monitoring Equipment
- Interface
- Hardware
- Related Products

Media Contents Startup Pavilion

As the content market is rapidly evolving through video channels, the attention of startup companies is shifting towards promotion in the B2B field and viral video production.

KOBACO offers a **Media Content Startup Pavilion**, hosted by video production and editing companies as a platform where supply and demand can be matched.

Target Product(s)

- Video Media Content Marketing Agency (Production, Editing, Program, Solutions, etc.)
- Video Media Content related Training / Lectures / Distributors

Booth Charge

Unit	Dimensions	Booth Charge
Booth #1	2m X 2m = 4sqm	USD 1,600
Booth #2	3m X 2m = 6sqm	USD 2,400

※ In the case of a modified booth, the exhibitor will proceed with the exhibition process after a consultation with the Secretariat.
※ The charge for a shell scheme package is included.

Application

How to Apply



Deadline for Application : 16th February, 2024

(If the exhibition space is fully booked prior to the deadline, applications may no longer be accepted.)

Contact Information to Apply for Space (KOBA Organizer : Korea E & Ex Inc.)

Rosie Yu, Manager (rose@eandex.co.kr)

Tel. +82-2-551-0102 Fax. +82-2-551-0103 E-mail. koba@kobashow.com

Booth Space and Charge

(USD | \$)

	Space per booth	Charge per booth
Space Only	3m X 3m = 9 sqm	USD 3,500
Shell Scheme	3m X 3m = 9 sqm	USD 4,300



Space Only

For an exhibitor who builds and designs their own booth through a booth contractor



Shell Scheme

Furnished with a meeting table with 4 chairs, a reception table with a chair and fascia, waste basket

Special Benefits

Benefit
#1

KOBA 2023 Exhibitors
USD 100 Discount per 9 sqm

Benefit
#2

Early Bird Benefit
USD 100 Discount per 9 sqm
(Only applicable if 100% payment is received by 19th January, 2024)

More than one discount may be applied

Application Form

KOBA 2024 Secretariat - Korea E & Ex, Inc.
Rm. 2001, WTC, 511, Yeongdong-daero, Gangnam-gu, Seoul 06164, Korea
Tel. +82-2-551-0102 / Fax. +82-2-551-0103 / E-mail. koba@kobashow.com / Website. www.kobashow.com

1. Applicant

Manufacturer ☐ Importer ☐

Company Name			
Company Details	Address		
	Country	Tel	
	URL	Fax	
Contact Person	Name	E-mail	
	Dept.	Position	
Main Exhibits			
<input type="checkbox"/> Please contact our Korean agent / representative for further communication.			
Agent Name		Tel	
Contact Person		E-mail	

2. Type of Booth Space

(1 booth: 3m x 3m = 9 sqm)

<input type="checkbox"/> Space Only	USD 3,500 X _____	Booth(s) = USD _____
<input type="checkbox"/> Shell Scheme	USD 4,300 X _____	Booth(s) = USD _____

* **Special Benefit** : Exhibitors of KOBA 2023 will be given a USD 100 discount per 9sqm of space only charge.

Early Bird Discount : A USD 100 discount per 9 sqm is applied to exhibitors who pay the full amount of booth charge by 19th January, 2024. (More than one discount may be applied.)

* **Shell Scheme package includes** : Fascia board with company name & logo, partition wall paneling, lighting, pytex, an information desk with a chair, one round table with 4 chairs, and a wastebasket.

3. Booth Configuration

- ☐ Single-row Booths ☐ Double-row Booths (for more than four)
☐ Other Booths Type (Please contact Organizer office)

4. Payment Options

- ☐ Cheques / Bank drafts should be made to : Korea E & Ex Inc.
☐ Telegraphic transfer can be made to : Bank : Woori Bank
Branch : Korea World Trade Center
Account No. : 1081-500-336520
SWIFT Code : HVBKRRSE
Account Holder : Korea E & Ex Inc.
Bank Address : 511, Yeongdong-daero, Seoul, Korea

We hereby apply for exhibit space at the KOBA 2024. We agree to abide by the Rules and Regulations of Participation stated on the reserve side of this application form.

Authorized Person _____ Title _____

Signature _____ Date _____



KOBA 2024

Rules & Regulations for Exhibit Space Application

1. Definition of Terms

- ① "Exhibition" refers to KOBA 2024.
- ② "Exhibitor" refers to representatives of firms, government institutions, public organizations, related industries, organizations and various other companies that broadcasting, audio and lighting-related products.
- ③ "Secretariat" refers to Korea E & Ex Inc.
- ④ "Exhibits" refers to product matching product category listed in separate paragraph (note product category respective to product code), "Exhibits" are limited to products that are currently in production sales and have been confirmed and listed on the KOBA 2024 website by exhibitor(s). (However, in the event of a change, exhibitor(s) must consult with the Secretariat and re-register.)

2. Application to Exhibit

- ① Complete the Exhibit Contract (Submission Form) and submit with down payment (1/2 of the total Exhibit Fee) to the Secretariat. The remaining balance and additional expenses must be paid by 15th March, 2024. If not paid by the deadline, the Secretariat may cancel the contract.
- ② The exhibitors acquire the right to use booth(s) at the point of submitting the Exhibit Contract and down payment.

3. Assignment of Booth Location

- ① The Secretariat selects booth location based on order of application, booth size, participation history and overall composition of the exhibition hall.
- ② The Secretariat may change the location of a pre-assigned booth for the purpose of an efficient composition of the exhibition hall.
- ③ In the case of the Secretariat assigns booth spaces or alters pre-assigned booths according to paragraph 1 and 2, exhibitors may not raise objections through cancellation of participation, demand of compensation, and others. However, if a booth arrangement becomes a limiting factor in an exhibitor's display of a product, said exhibitor may raise an objection due to special circumstances and negotiate with the Secretariat for a change of booth location.
- ④ Without prior consent of the Secretariat, an exhibitor may not assign, sublease, or exchange a pre-assigned booth with a 3rd party.

4. Consent to Use of Publicity Right

- ① It is deemed that exhibitors consent to the use of photographs and videos (containing images of them) taken during the exhibition period for promotional purposes. The use of publicity right is limited to materials promoting exhibitions organized by Korea E & Ex Inc. including printed advertisements, video advertisements, websites, newsletters, and online social network platforms, lasting up to 2 years after the end of an exhibition.

5. Consent to Use of Personal Information

- ① The Secretariat collects personal information(name, telephone number, address, mobile phone number, e-mail address, company name, department, job title, etc., and other items) that is provided in the exhibit contract.
- ② The Secretariat may use collected personal information only for the purpose of: promoting the next exhibition, confirming future participation, and delivering notices.

6. Fire Hazard Prevention Rules

- ① Exhibit items and all materials within the exhibition hall must undergo nonflammable treatment in accordance with Fire Prevention Laws.
- ② Exhibitors are responsible for any short circuits and fires occurring within assigned spaces during the setup period, exhibition period, and demolition period.
- ③ The Secretariat may, if necessary, request exhibitors to make alterations for fire prevention purposes to which exhibitors must comply.

7. Weight Restrictions

- ① The weight of exhibit items is subject to a limit based on the ground structure of the exhibition hall. If the weight of a single exhibit item exceeds 1 ton per 1 sqm or its total weight exceeds 5 tons, the exhibitor must consult with the Secretariat and the COEX Technology Department beforehand in order to proceed with the exhibition.

8. Prohibition of Events and Sales

- ① No events for customers are allowed in the exhibition hall.
- ② With the exception of books, no products are allowed to be used for sales activities.
- ③ If it is deemed that a pre-registered exhibitor is engaging in an event or on-site sales activity, the Secretariat may unilaterally terminate the exhibit contract with said exhibitor.
- ④ If an event is inevitably needed within a booth, the exhibitor must submit a proposal beforehand and obtain the approval of the Secretariat.

- ⑤ If the rules related to the event mentioned above are violated, the Secretariat may unilaterally suspend the event for the purpose of maintaining a pleasant exhibition environment. In this case, the responsible exhibitor may be subject to a disadvantage when participating in the next exhibition or being assigned a booth.

9. Termination of Contract

- ① In the following cases, the Secretariat may terminate the exhibit contract before or even during the exhibition.
 - 1) The exhibitors may cancel the partial use of a contracted exhibition space or participation of the exhibition altogether.
 - 2) If the exhibitors refuse to use all or part of the assigned booth.
 - 3) In the event that the exhibitor, without prior consent of the Secretariat, assign, sublease, or exchange a part or all of the assigned booth with a 3rd party.
 - 4) If booth charge is not paid in full within the given deadline, the Secretariat deducts the booth charge submitted by the exhibitor as a penalty as shown below; additional payment is required if there is a negative balance and any remaining balance shall be reimbursed.

Formation of contract	D-60	D-30	Show opening
	50% of total booth charge	80%	100%

- ② No interest is paid on the refund amount, and the non-refunded booth charge shall not be carried over to the account of the next exhibition.
- ③ If it is deemed that the exhibitor's exhibit items are non-congruent with the exhibition's target items, the Secretariat may unilaterally oust the exhibitor, in which the booth charge shall not be reimbursed.
- ④ If the exhibition is canceled or a change in schedule occurs due to reasons attributable to the Secretariat, the exhibitor may terminate the contract and charge for expenses including the booth charge.

10. Force Majeure

- ① The Secretariat may, for reasons including force majeure or special circumstances not attributable to the Secretariat (natural disasters, disasters, epidemics, national policy changes, riots, terrorism etc.), downsize the exhibition or alter the exhibition period; in this case, exhibitors may not request compensations to the Secretariat.
- ② In the case of the exhibition is cancelled due to reasons of a 'force majeure' nature, the Secretariat shall carry over each exhibitor's booth charge in its full amount to the following year's exhibition balance.
- ③ If a government/public institution proves the validity of a force majeure, and the force majeure remains valid up until 30 days before the exhibition, the Secretariat shall immediately announce an official cancellation. However, if an exhibitor cancels before announcing an official cancellation, the booth charge shall not be reimbursed in accordance with Article 9 ① 1).

11. Responsibility for Compensation

- ① The Secretariat shall make the utmost effort to manage the safety of the exhibition space.
- ② The final responsibility for all exhibit items lies with the exhibitors, in which the Secretariat shall not be liable for any compensation due to loss, damage, fire, etc.
- ③ The perpetrator shall be held responsible for any compensation owe to other companies for accidents including damage, fire, etc, due to an exhibitor's intention or negligence.
- ④ Exhibitors are responsible for insurance coverage on exhibit items.

12. Restriction on Installations

- ① No equipment or exhibition items may be left on the aisles that might obstruct an emergency evacuation.
- ② No exhibition booth(s) or incidental facilities may be installed at an emergency exit or in front of a machinery-housing room, warehouse, fireplug loading dock or restroom.
- ③ Exhibition booth(s) shall stand 1m from the wall of the existing facilities and partition and shall not be fixed on the existing facilities.
- ④ No drilling or nailing shall be performed on the floor of the facilities in any case.
- ⑤ The Exhibitor shall be responsible for following all rules concerning handling of dangerous goods, Fire Prevention Laws and Decrees, the High Pressure Gas Safety Control Laws, and other laws related to handling of dangerous goods.

13. Other Regulations

The fact that the exhibitor understands and agrees to the "Rules & Regulations of Exhibit Space Application" and Conditions mentioned in the "Service Manual" is an integral and binding part of this contract.

14. Disputes and Arbitration

Any dispute arising out of or in connection with this contract shall be finally settled by arbitration in Seoul in accordance with the Arbitration Rules of The Korean Commercial Arbitration Board.

Special Benefits for KOBΛ 2024 Exhibitors



Seoul City Tour Program

KOBA offers paid one day Seoul City Tour program for international companies and buyers to create memorable experiences during the exhibition period. We offer special reduced rates of the program and will provide you with further details.



Free Shuttle Service between Major Broadcasting Stations

A free shuttle service between major broadcasting stations such as KBS, MBC, SBS, and EBS and exhibition halls is provided to increase accessibility for personnel at broadcasting stations and those working for the broadcasting industry.



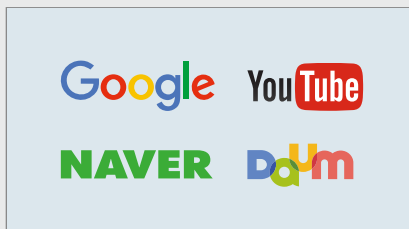
Promoting via KOBA Official Social Media and Monthly Newsletters

Exhibitors will have the opportunity to promote their brand and exhibition product via KOBA official social media such as Facebook and Instagram. Also, their products are able to be promoted using big data of the KOBA with a monthly newsletter.



KOBA YOUTUBE LIVE Interview

KOBA exhibitors will have an interview with their exhibition products and companies via Koba Live Streaming on YouTube in Korean and English.



Free Advertising Opportunity on Online Portal Sites

For the participating companies selected by Aving News, a partner of KOBA, will provide a chance to advertise on Korea's major portal sites such as Naver, Daum and International platforms such as Google and Youtube.



Exhibitors and Products Search through an Online Product Gallery

The KOBA website provides an 'Online Product Gallery' which, exhibitors can promote their products even after the exhibition period.

KOBA 2024

Korea E & EX Inc. | KOBA Organizer

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