

Dear Educator / Director

May. 2013

RE : **KOREA STUDY ABROAD FAIR 2013 / Fall**

It is our great pleasure to inform you that Korea Study Abroad Fair 2013 / Fall will be held on October 3, 2013 at BEXCO in Busan and October 5 - 6, 2013 at COEX in Seoul.

Organized by Korea Trade Fairs Ltd., Korea Study Abroad Fair 2013 / Fall will make its triumphant return with more than 450 exhibitors and over 40,000 visitors meeting on an exhibition ground of over 10,000sq.m. Therefore, it will give you a wonderful experience in recruiting Korean students who desire to study abroad and learn another culture.

Please join us to be a part of this rewarding event, the Korea Study Abroad Fair which is the largest and most successful event among several education fairs in Korea. The fair will be your effective platform to develop your business in Korea.

All space is on a "first come, first served" basis, and the space is limited, so early application is recommended to take better location.

If you have any question, please feel free to contact us at Tel 82-2-783-8261, Fax 82-2-784-6810, e-mail ktfairs@ktfairs.com.

Sincerely yours,



M.H.Kim
Director



KOREA STUDY ABROAD FAIR 2013

+ Presentation



BUSAN EVENT

October 3(Thu)
Hall 2(1F), *BEXCO*

SEOUL EVENT

October 5(Sat)~6(Sun)
Hall C(3F), *coex*

Sponsors / Supporting Organizations

Australian Embassy
Campus France
DAAD(German Academic Exchange Service)
Education Ireland
Embassy of Canada
Embassy of Switzerland
Embassy of Spain
Embassy of the People's Republic of China
Fulbright Commission (www.fulbright.or.kr)

Italian Cultural Institute
Korea Overseas Career Development Association
Korean Overseas Study Association
New Zealand Embassy
Nuffic NESO Korea
Philippine Department of Tourism-Korea
South African Embassy
The British Council



KOREA STUDY ABROAD FAIR 2013/Fall

• Introduction

We are pleased to announce that Korea Study Abroad Fair 2013/Fall is held on October 3 at BEXCO, Busan and October 5-6 at COEX, Seoul.

Korea is a rapid-growing education-market with students who are eager to improve their global competitiveness and parents who are keen interested in their children, especially in the part of education. Every year about 300,000 people are going to study abroad or get language courses. As a matter of course, purposes and interests for studying abroad are being various nowadays.

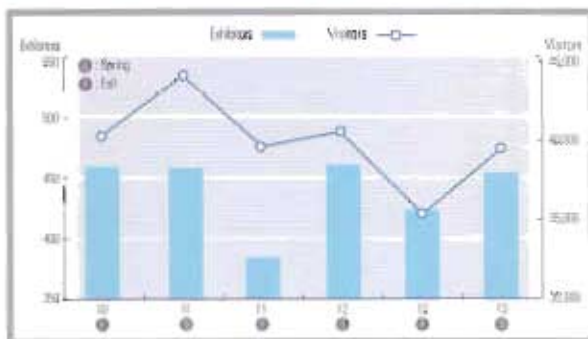
Korea Study Abroad Fair 2013/Fall, organized by Korea Trade Fairs Ltd. will satisfy people's desire for reliable and up-to-date information, professional and career-related advice and friendly consultation with experienced educators. The last fair held in March, 2013 with 39,430 visitors and 451 exhibitors from 26 countries, was held in reputation itself as the most significant event for students and educators all over the world.

As the biggest study abroad fair in Korea, it will be the best place for you to build connections with agents in Korea that attend in the fair as well as promote your school and programs to Korean students and parents directly. Do not miss this great opportunity to generate more recruitment of Korean students. We look forward to your participation for a successful Korea Study Abroad Fair!

• Show Outline

- Date : Busan - October 3(Thu), 2013 // Seoul - October 5(Sat)-6(Sun), 2013
- Venue : Busan - BEXCO // Seoul - COEX
- Frequency : Biannual
- Open To : Public - Students, Parents, Teachers and Other Education - related
- Registration Deadline : July 31, 2013

• Number of Exhibitors & Visitors in recent events



Year	Exhibitors	Visitors
2013/Spring	451	39,430
2012/Fall	423	35,113
2012/Spring	464	40,837
2011/Fall	372	39,579
2011/Spring	457	43,976
2010/Fall	461	40,352

• National Pavilions

We are expecting your large scale attending from your field in your country.

For further details of organizing a special pavilion of your country, please contact us.

Pavilions attended till 36th : USA, China, Canada, Europe(with Germany, Netherlands,

France and Italy), New Zealand, Philippines, Singapore, Malaysia, etc.





• Promotion Activities

- Press Releases
- DM, EDM & Text Messages
- Advertisement in Magazines
- "U.E.Bocker", Promotion supporting team which consists of university students
- Radio Advertisements
- Internet Advertisements
- Mobile Application Advertisements
- Billboards on main streets and overbridges
- Placards in major universities

• Presentation

Korea Study Abroad Fair offers you chances to give presentations to Korean students and parents about your education programs and services. A fully equipped seminar room with 150 seats is located in the exhibition center. You could take a 50-minute time slot for US \$500.



• Event Summary

▶ Seoul Event (3m*3m)



Participation Fee

- Space Only : US\$2,200/9sq.m (Min 18sq.m)
- Space & Shell Scheme : US \$ 2,500/9sq.m (Min 9sq.m)

▶ Busan Event (3m*2m)



Participation Fee

- Space & Shell Scheme : US \$ 1,100/6sq.m (Min 6sq.m)

(Standard Shell Scheme Package)

Fascia name board / Wall partitions / Carpeting / 2 Fluorescent Lights / 1 13-amp Electrical Outlet (up to 1kw)/
1 Information Desk with 1 Chair / 1 Round Table with 2 Chairs (Seoul) / 1 Square Table with 2 chairs (Busan) /
Free listing in Official Directory / Free listing on the website

• The Organizer of American Pavilion



Homepage : www.aief-usa.org
E-mail : info@aief-usa.org
Tel : 714-985-1996 Fax : 714-985-1996
Address : 3350 E Birch Street Suite 210
Brea, CA 92821, USA

Fall

KOREA STUDY ABROAD FAIR 2013

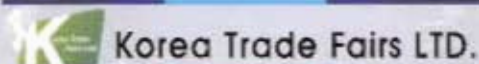
Exhibition Profile

- Study-abroad for degrees and language courses
 - Language schools, Colleges, Universities, Graduate Schools and Consulting Agencies
- Local education for English and foreign languages
 - Public/Private institutes, Related websites and Teaching materials
- Overseas education for 6~18 year olds
 - Pre-University courses, Exchange students programs and Camp programs
- Embassies, Cultural Institutes and Tourism Boards
- Special section 1
 - : Overseas employment and internship pavilion
 - Organizations or institutes for overseas employment or internship, and working-holiday programs
- Special section 2
 - : Overseas Backpacking pavilion
- Test/Certificate
 - TOEFL, SAT, IELTS, TESOL and etc.
- Related services
 - Banks, Insurance, Transportation, Housing(hostel, homestay), etc.

How to apply for space

Booking is accepted on a first-come-first-served basis and the deadline is July 31, 2013.
To participate, simply complete and return the enclosed Application Form to the Organizer.
50% of the participation fee must be paid when you submit your application
and the balance should be paid by July 31, 2013.

- Bank Name : Korea Exchange Bank
- Bank Swift Code : KOEXKRSE
- Bank Account No. : 181-JSD-100373-6
- Bank Address : CCMM Bldg. 12 Youido-Dong, Youngdeungpo-Gu, Seoul, Korea.
- Remittee : Korea Trade Fairs Ltd.



Suite 710 Kumsan Building. 17-1 Youido-Dong, Youngdeungpo-Gu, Seoul, Korea
Tel : +82-2-783-8261 Fax : +82-2-784-6810 E-mail : ktfairs@ktfairs.com

About the Organizer

Korea Trade Fairs Ltd. has managed expert trade fairs periodically since 1988. At present, we are the host of trade fairs like Korea Metal Week(Fastener & Wire Korea, Die casting & Foundry Korea, Automobile & Machine parts Korea, Press & Forging Korea, Tube & Pipe Korea, Metal Surface Treatment Korea), Korea Composite Show. Also organize public shows like Korea Study Abroad & Language Fair, Korea Emigration & Investment Fair and Early Study Abroad & English Learning Fair. In Dalian and Guangzhou, China, we have managed Korean pavilion for SHIPTEC China and Asiametal/Asiamold. For CM and CIOTC in Beijing in China and NEVA in St. Petersburg in Russia, also organize Korean pavilion.

FACT SHEET

OF KOREA STUDY ABROAD FAIR 2013/Spring

KOREA STUDY ABROAD FAIR 2013/Spring

Date & Venue

Busan Event_	March 28(Thu), 2013 Hall 3 (1F), BEXCO
Seoul Event_	March 30(Sat)~31(Sun), 2013 Hall C (3F), COEX

Exhibitors

2013/Spring	451 Schools and Companies from 26 Countries Australia(55)/ Bulgaria(1)/ Canada(57)/ China(36)/ Europe(1)/ France(1)/ Germany(1)/ India(2)/ Ireland(2)/ Italy(3)/ Japan(5)/ Kazakhstan(1)/ Korea(56)/ Malaysia(23)/ Netherlands(1)/ New Zealand(15)/ Philippines(33)/ Poland(4)/ Republic Of Belarus(1)/ Russia(4)/ Singapore(6)/ South Africa(5)/ Spain(5)/ Switzerland(2)/ Turkey(7)/ UK(21)/ USA(78)/ International(25)
2012/Fall	423 Exhibitors from 23 countries
2012/Spring	464 Exhibitors from 28 countries
2011/Fall	372 Exhibitors from 26 countries
2011/Spring	457 Exhibitors from 28 countries

Promotion Activities

	Media	Period	Reference
Internet	Viral Marketing	2/25 ~ 3/31	Viral Marketing on Major Internet Communities
	Keywords Adverts	2/25 ~ 3/31	Keyword-adverts on Naver, Daum, Google Display Network, Real/NEO Clicks, and other portal sites
	On-line Banners	3/4 ~ 3/31	Hanging Banners on Major Part-time Job Searching Community (www.alba.co.kr)
	Press Release	1/10 ~ 3/31	25 articles with viral marketing on portal sites
	Mobile Apps Ads	3/4 ~ 3/31	Mobile Application Ads and Mobile Web Banners
Off-line	Radio	2/25 ~ 3/31	Seoul: MBC AM/FM, SBS FM, CBS FM
		2/25 ~ 3/31	Busan: MBC AM/FM, KNN, CBS AM/FM
	Outdoor Ads	3/19 ~ 3/31	Posting banners and posters in universities (41 in Seoul and 9 in Busan)
		3/19 ~ 3/31	Placards on Overpasses(8 Main streets in Seoul and 5 in Busan)
	Free Entrance Tickets	3/13 ~	Distributing free-entrance tickets to ex-visitors, schools and customers of cooperating companies
PR in cooperation	2/25 ~ 3/31	YES24, COEX Members, Eyereum Eye Clinic	
	2/25 ~ 3/31	University Clubs specialized in PR Study : Distributing free-entrance tickets/Posting stickers and posters in universities(Seoul and Busan)	
U.E.Bocker	2/25 ~ 3/31	Promotion supporting team which consists of University Students : Web posting, promotion in downtown and events for visitors	
Others	1/10 ~ 3/31	Events on the official website, communities and SNS (Facebook, Twitter, Blogs)	
	3/7, 14, 21, 28	Mailing News-letters to ex-visitors	
	3/21, 28	Text messages to ex-visitors	

No.	Age	Ratio(%)
1	University	43.4%
2	Primary-school	10.2%
3	High-school	9.7%
4	Middle-school	7.5%
5	Others(Kids, Adults and etc.)	29.2%

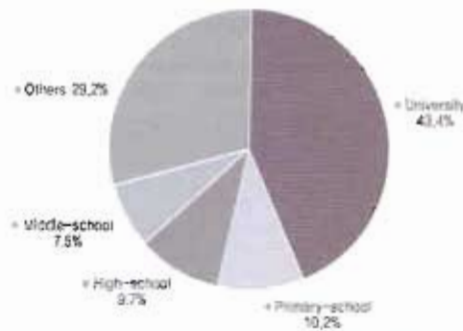


Chart of Visitors' Ages

No.	Interest	Ratio(%)
1	Language Learning	45.1%
2	Study for Degrees (Graduated, Post-Graduated, MBA, Ph.D., etc.)	40.3%
3	Overseas employment & Career Programs(Working Holidays, Internships, etc.)	35.5%
4	Overseas education for 6~18 year olds	28.7%
5	Related Services (Foreign Exchange, Insurance, Publishing, etc.)	15.8%
6	Others (Teaching Materials, Qualifying Examination, On-line Contents, etc.)	9.6%

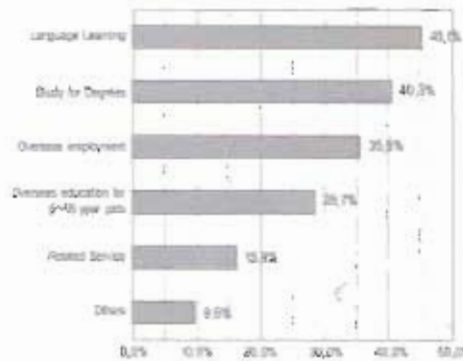


Chart of Visitors' Interest

*Multiple replies

No.	Country	Ratio(%)
1	USA	46.3%
2	Australia	43.2%
3	Canada	40.7%
4	UK	31.9%
5	New Zealand	28.8%
6	China	20.5%
7	Malaysia	17.0%
8	Germany	16.3%
9	France	14.3%
10	Philippines	13.2%
11	Japan	8.7%
12	Switzerland	8.6%
13	Ireland	8.0%
14	Spain	6.9%
15	Italy	3.7%
16	Singapore	3.4%
17	South Africa	3.2%
18	India	2.8%
19	Others	8.7%

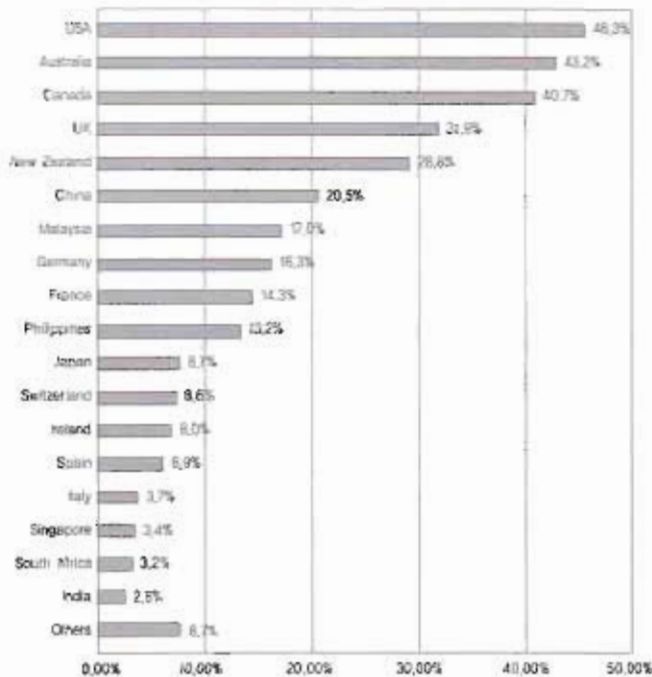
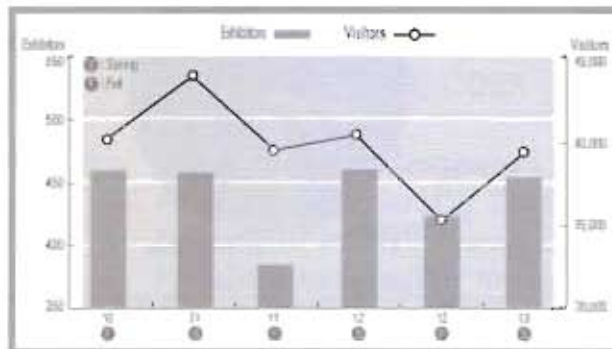


Chart of Visitors' interest - Countries

*Multiple replies

KOREA STUDY ABROAD FAIR 2013/Spring

Number of Participants



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2013/Spring	451	39,430
2012/Fall	423	36,113
2012/Spring	464	48,837
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2010/Fall	461	40,352

Supporting Organization & Sponsors

Australian Embassy	Italian Cultural Institute
Campus France	Korea Overseas Career Development Association
DAAD(German Academic Exchange Service)	Korean Overseas Study Association
Education Ireland	New Zealand Embassy
Embassy of Canada	Nuffic NESO Korea
Embassy of Switzerland	Philippine Department of Tourism-Korea
Embassy of Spain	South African Embassy
Embassy of the People's Republic of China	The British Council
Fulbright Commission(www.fulbright.or.kr)	

Enquire to

KOREA TRADE FAIRS LTD.

Suite 710, Kumsan Bldg., 17-1 Youido-Dong

Youngdeung-Gu, Seoul, Korea

Tel : +82-2-783-8261 Fax : +82-2-784-6810

E-mail : ktfairs@ktfairs.com Website : www.yuhak2min.com

Contact : M.H.Kim / Director

Claire Jeon / Assistant Manager

Next Events

<Korea Study Abroad Fair 2013/Fall>

- Busan event : October 3(Thu), 2013, BEXCO

- Seoul event : October 5(Sat)-6(Sun), 2013, COEX

<Korea Study Abroad Fair 2014/Spring>

- Scheduled for March, 2014

■ Enquire to

Tel, 82-2-783-8261 Email, ktfairs@ktfairs.com www.yuhak2min.com

Please complete and return an original copy to:

KOREA TRADE FAIRS LTD.

Suite 710 Kumsan Building, 17-1 Youido-Dong, Youngdeungpo-Gu, Seoul, Korea
Tel. +82-2-783-8261 Fax. +82-2-784-6810
E-mail : ktfairst@ktfairst.com www.yahak2min.com

Application and Contract Form

Company Name : _____
Address : _____
Contact Person : _____ Designation : _____
Telephone : _____ Fax : _____
E-mail : _____ Website : _____

For further communication with our company, please contact our Representative / Agent or Principal / Advertising Agent / PR Agent

Agent Name : _____ Contact Person : _____
Address : _____
Telephone : _____ Fax : _____ E-mail : _____

▶ **SEOUL EVENT**

- Space only : _____ sq.m (Min. 2 booths : 18 sq.m) Total : US\$: _____
US\$ 2,200 per 1 booth
- Space and shell : _____ sq.m (Min. 9 sq.m) Total : US\$: _____
US\$ 2,500 per 1 booth
- Space and shell (Corner) : 9 sq.m Only Total : US\$: 2,750

▶ **BUSAN EVENT**

- Space and shell : _____ sq.m Total : US\$: _____
US\$ 1,100 per 1 booth (Min. 6 sq.m)

▶ **GRAND TOTAL** Total : US\$: _____


We accept the TERMS OF CONTRACT as printed overleaf and we undertake to pay the unit accordance with the said terms of contract, namely 50% upon signing of the contract. Total participation fee must be submitted to the Korea Trade Fairs Ltd. in full by July 31, 2013. Payment must be in U.S. dollars(or in Korean Won). Checks are to be made payable to Korea Trade Fairs Ltd.

I will send 50% of participation fee as a deposit in five working days from the application date and the full payment by July 31, 2013 to the Korea Trade Fairs Ltd. at the below account.
Bank Name : Korea Exchange Bank, Youido Kwangjang Branch
Bank Address : CCMM Bldg, 12 Youido-Dong, Youngdeungpo-Gu, Seoul, Korea
Account No : 181-JSD-100373-0
SWIFT CODE : KOEXKRSE
Account Name : Korea Trade Fairs Ltd.

Date : _____ Signature & Company Chop / Stamp _____

Confirmation of Contract(KTFairs Use Only)

Stand (s) Allocated Number : _____ Area : _____ Type : _____
Deposit received US\$: _____
Date : _____

서울특별시영등포구 여의도동17-1
한국전람
대표이사 이 용 
KOREA TRADE FAIRS LTD.

TERMS OF CONTRACT

1. Terms of Reference

Under these rules and regulations the term 'Exhibitor' shall include all employees, servants and agents of any company partnership, firm of individual to whom space has been allocated for the purposes of exhibiting.

The term 'Exhibition' shall mean the exhibition referred to on the application and contract form.

The term 'Organizers' shall mean KOREA TRADE FAIRS LTD.

The term 'Contract' means the contract for exhibition space at the Exhibition entered into between the Organizers and the Exhibitor which incorporates the rules and regulations.

2. Application for Participation

All applications for participation shall be made on the prescribed application form. The application form shall be submitted to the Organizers or their authorized representatives. The submission of the form shall deem to be confirmation of participation and acceptance by the Exhibitor of the Terms of Contract. The Organizers shall reserve the right to accept or refuse any application without disclosing to the Exhibitor any reasons thereof.

3. Allocation of Exhibition Space

The Organizers shall allocate the space in accordance with the nature of exhibits or in any manner they may deem fit. The Organizers shall reserve the right to change the space allocated to the Exhibitor at any time prior to the commencement of the erection of the booth of the Exhibitor should exceptional circumstances demand and, to alter the space to transfer or close entrances and exits to the Exhibition facilities and to undertake other structural alterations as they may deem fit. Such changes shall be at the discretion of the Organizers and the Exhibitor shall have no claim for compensation as a result of such changes.

4. Use of Exhibition Space

Exhibitors are entitled to exhibit only the announced products and to man the exhibits only with competent personnel during the opening hours of the Exhibition. The Organizers reserve the rights to refuse admittance to any visitor to the Exhibition or to have access to any stand. Exhibitors are not allowed to sub-let or assign the stands allotted to them to other parties either wholly or in part without the written consent of the Organizers. Exhibitors will be liable for any damage to the walls or to any part of the Exhibition hall in which their exhibits are placed and shall not paint or otherwise alter the floors, ceilings, pillars or walls without the prior consent of the Organizers.

5. Terms of payment

- 50% of the charges payable by the Exhibitor under the Contract Form (unit Costs) to be paid upon signing of the contract form.
- The balance shall be paid not later than 90 days prior to the opening date of the exhibition.
- In case of default of payment of the Exhibitor is entitled to claim interest at a rate of annually 20% for the full balance.

6. Breach of Contract and Withdrawal by Exhibitor

Without prejudice to the right and remedies of the Organizers in respect of any breach of the Contract on the part of the Exhibitor, the Organizers may at their discretion allow the Exhibitor to withdraw from the Exhibition subject to the following conditions:

- the Exhibitor must give written notice to the Organizers that he desires to withdraw and if the Organizers allow such withdrawal they will notify the Exhibitor of their decision in writing.
- Any payment to the Organizers will not be refunded.
- Should the Exhibitor fail to observe or comply with any of the terms and conditions contained herein or if the Exhibitor shall fail to pay any of the unit costs at the time and in the manner aforesaid, then Organizers may thereupon by written notice given to the Exhibitor rescind the contract.
- Upon the Organizers' exercising their right to rescind the contract under subclause (c) of this clause, they may but are not obliged to relet or otherwise deal with the Exhibition space contracted by the Exhibitor in default on such conditions as the Organizers shall deem fit. In the event the Organizers having elected to but not able to relet the said Exhibition space, the Exhibitor in default shall be liable to pay the entire unit costs to the Organizers as liquidated damages for the loss of rental.

7. Changes

The Organizers reserve the right to change the venue and duration of the Exhibition if exceptional circumstances so demand. In the event of change of

venue and/or duration, the agreement to participate shall remain in force so long as the Exhibitor is informed at least a month before such changes will take place. In the event of a change of venue and/or duration or cancellation of the Exhibition, the Exhibitors shall not be entitled to any claim for compensation in connection with their reservation for participation.

8. Construction and Decoration of Stand

Exhibitors will be allowed to decorate their unit as per schedule in Exhibitor's Manual. Any damages caused by the Exhibitors or his/his contractors to other Exhibitors or common property shall be the responsibility of the Exhibitor. All Exhibitors must complete their construction and decoration by the date and time stipulated by the Organizers.

9. Movement of Exhibits

- Exhibitors shall bear the responsibility and expenses for the transport of exhibits to the Exhibition Venue.
- Exhibitors shall make their own arrangement for storage and warehousing of their exhibits.
- Exhibitors shall remove all exhibits from the Exhibition hall within the period stipulated by the Organizers and shall indemnify the Organizers against any loss by reason of the delay of damage to the Exhibition hall.

10. Failure of Services

The organizers shall not be liable for any loss sustained by the Exhibitor directly or indirectly attributable to the cancellation, suspension or reduction of duration of the scheduled Exhibition from the period advertised or specified due to:

- Force majeure
- Acts of war, military activity, municipal statutory or civil authority requisition.
- Fire, flood, typhoon, excessively inclement of weather, earthquake or a combination of the same.
- Damage caused by an aerial object or aircraft.
- Strikes or lockouts by workmen.

If the Exhibition is cancelled, reduced, or postponed, then the unit costs or any part thereof paid to the Organizers may be refunded at the sole discretion of the Organizers, but without prejudice to the Organizers' right to appropriate the entire sum or any part thereof for expenses they have already incurred for the Exhibition.

11. Security

The Organizers shall take all security precautions in the interest of the Exhibitors and visitors. However, the Organizers shall not be held responsible for any loss or theft of exhibits at the Exhibition hall during the build-up, exhibition and dismantling period. The Organizers shall also not be held responsible for any loss or damage to exhibits or any articles belonging to the Exhibitors.

12. Fire Regulations

All Materials used in stands and exhibition constructions must be properly fire proofed in accordance with local regulations. Fire marshals will patrol the Exhibition facilities and will be authorized to stop any demonstrations that are potential fire hazards.

13. Insurance, Liability and Risks

All Exhibitors shall insure, indemnify and hold the Organizers and the venue owners harmless in respect of all costs, claims, demands and expenses to which they may be subject as a result of loss of or injury arising to any person howsoever caused while the said persons are upon or examining or passing the Exhibition stands, during the tenure of the Exhibition. The liability of risks of the employees, agents or exhibits shall be the responsibilities of the Exhibitors.

14. Supplementary Clauses

Whenever necessary, the Organizers shall have the right to issue supplementary regulations in addition to those in the Terms of Contract to ensure the smooth management of the Exhibition. Any additional written regulations and/or instructions shall form part of these Terms of Contract and they shall be binding on the Exhibitors.

15. The failure to object to any breach of any clause herein by the Organizers shall not constitute agreement to modification of this agreement or a waiver of any subsequent breach of such clause.

16. The construction of the Terms of Contract herein will be governed by the laws of Korea.