

KOREA MICE EXPO Overseas Buyer Information

KOREA MICE EXPO 2009

KOREA MICE EXPO 2009 provides you with all the information and services that you need to host your meeting in Korea, and it has grown to become one of the most prominent gatherings in the country. This year will be bigger and better than ever with more than 250 MICE-related organizations, travel agents, and hotel operators from throughout Korea, as well as 2,500 visitors and 50 overseas buyers, expected to attend.

In addition to the business meetings at the fair, overseas buyers will have the opportunity to participate in a complimentary pre- and a post-event tour and plenty of networking events.



Venue & Date

▣ Venue and Location : Songdo Convensia

KOREA MICE EXPO 2009 will be held at the brand new convention center, Songdo Convensia. It has been designed and built as Korea's first green convention center, fully equipped with a state-of-the-art ubiquitous system. In addition, it is located just 20 minutes from Incheon International Airport.

For more information about the venue, please visit the website www.songdoconvensia.com

▣ Dates for KOREA MICE EXPO 2009

7:30 am – 8:30 pm Tuesday 10 November 2009

7:30 am – 1:00 pm Wednesday 11 November 2009



KOREA MICE EXPO 2009 Exhibitors

Suppliers from every essential MICE market from Korea and overseas will exhibit at KOREA MICE EXPO 2009 to meet the industry's top-level buyers with serious spending power and business to place and are from the following industry sectors:

- Conference Venues
- Convention and Visitor Bureau
- Attractions & Entertainment / Casino
- Hotels / Spas / Resorts
- DMC's
- Tourism Organization
- Technology Providers
- Media
- Conference Planners / Event Management
- PCOs/ PEOs
- Other Event Services

The exhibitor list will be available on the website(www.koreamice.kr) from 19th October 2009.

■ Songdo ConvensiA Floor Plan

(The Floor Plan can be changed at the discretion of the organizers.)



KOREA MICE EXPO 2009 Event Schedule

DATE	TIME	TITLE	VENUE
11.10 (Tuesday)	07:30~08:40	Breakfast Presentation for Overseas Buyers	Sheraton Incheon Hotel (Lotus 3)
	09:00~14:00	Overseas Buyers Pre-event Tour	Around Incheon Area
	14:00~18:00	Exhibition & Business Meeting	Songdo ConvensiA (Exhibition Hall)
	18:30~20:30	Welcome Dinner	Songdo ConvensiA (Premier Ballroom)
11.11 (Wednesday)	07:30~8:50	Breakfast sponsored by STO	Sheraton Incheon Hotel (Ballroom)
	09:00~12:00	Exhibition & Business Meeting	Songdo ConvensiA (Exhibition Hall)
	12:00~13:00	Lunch for Overseas Buyers	Songdo Park Hotel (La Stella, 19F)
	14:00~	Overseas Buyers Post-event Tour	

Hosted Buyer Program (Overseas Buyers)

■ Complimentary Offers to Hosted Buyers

As part of your acceptance onto the Hosted Buyer Program you will receive complimentary

- Round-trip Air Tickets ※economy class only
- Accommodation & Meals during KOREA MICE EXPO 2009 Period
- Admission to KOREA MICE EXPO 2009
- Admission to Official KOREA MICE EXPO 2009 Networking Events
- Pre-Scheduled Appointments with Exhibitors
- Tourist Insurance
- Arranged Tours –Incheon (pre- tour) , Seoul (post- tour), Jeju (post-tour), Daegu (post-tour)

■ Excluded Costs

All other costs and incidental expenses are the responsibility of each attendee. Examples include:

- Private Transfers
- Personal Expenses (food, beverage, room service, etc.)
- Flight Upgrades
- Hotel Upgrades
- Additional Nights' Accommodation
- Personal Extras
- Airport Tax

■ Attendance

Hosted buyers should complete their appointment selection by the agreed date and partake in at least 15 Pre-Scheduled Appointments (PSAs). Subsequently, they are required to submit a meeting log to the information desk at the hosted buyer lounge.

Please note that attendance at appointments will be monitored and hosted buyers, by applying for hosted buyer status, are consenting to their contact details being made available to all exhibitors at KME 2009 for the purposes of fixing appointments.

■ PSA (Pre Scheduled Appointment) System

PSA(Pre Scheduled Appointment) system is scheduled to be open on 19th October 2009. [Click here to check more details.](#)

LINK URL : http://www.koreamice.kr/upfile/overseas_PSA_guide.pdf

■ 10.19 (Mon) – 10.25 (Sun) : **PSA opens exclusively for buyers**

PSA system is open to buyers only. Buyers can choose exhibitors and arrange business meetings with them on the PSA website

■ 10.26 (Mon) – 11.1 (Sun) : **PSA opens exclusively for exhibitors**

PSA system is open to exhibitors only. Exhibitors can choose buyers and arrange business meetings with them on the PSA website

■ 11.2 (Mon) – 11.5 (Thur) : **PSA opens for both buyers and exhibitors**

PSA system is open to buyers and exhibitors. Buyers and exhibitors can arrange business meetings on the PSA website

■ Pre and Post - Event Tours

■ Pre – Event Tour

Incheon is a major port city in Korea and home to the Incheon International Airport. It lies on the west coast of the peninsula, and is a hub for the automobile and machinery industries, which have helped to position it as a business center in northeast Asia. The biggest strength of Incheon as a MICE venue is that it has been designated as the Incheon Free Economic Zone (IFEZ). It saw the completion of its brand new convention center, the Songdo ConvensiA, in the autumn of 2008.

[Click here to check more details about the pre event tour to Incheon.](#)

LINK URL : http://www.koreamice.kr/upfile/pre_tour.pdf

■ Post – Event Tour

1. Seoul

Seoul, a convention city complete with world-class lodging, restaurants and service, remains the top convention destination in Korea. With a choice of convention centers and halls to choose from, Seoul is proud of what it has to offer and works hard to satisfy all the needs and requirements for events and conventions held here.

2. Jeju

With its romantic semi-tropical image and outstanding attractions, Jeju is a world-class resort island situated off the southern tip of the Korean Peninsula. This beautiful island, widely known as Asia's Hawaii, is a popular destination for Koreans as well as visitors from all over the world. In June 2007, UNESCO designated Jeju as a World Natural Heritage site in recognition of its outstanding aesthetic beauty. Not only that, Jeju has become one of the most ideal convention destinations in Asia with world-class convention infrastructure, services, expertise as well as strong supporting systems.

[Click here to check more details about post-event tour to Jeju.](#)

LINK URL : http://www.koreamice.kr/upfile/jeju_post_tour.pdf

3. Daegu

Daegu is the center of tourism and culture in the southeastern region of Korea. Here, tradition and technology thrive together in harmony. Besides its history, Daegu is well-known for its textile, machinery, metal and automotive industries. The greatest strength of Daegu as a MICE destination is that it has hosted many events related to cutting-edge technologies, including IT, as well as energy-related conferences and other incentives.

■ Hosted Buyer FAQs

1. What is included in the hosted buyer program?

- Round-trip Air Tickets ※economy class only
- Accommodation & Meals during KOREA MICE EXPO 2009 Period
- Admission to KOREA MICE EXPO 2009
- Admission to Official KOREA MICE EXPO 2009 Networking Events
- Pre-Scheduled Appointments with Exhibitors
- Tourist Insurance
- Arranged Tours –Incheon (pre- tour) , Seoul (post- tour), Jeju (post-tour), Daegu (post-tour)

2. What is not included in the hosted buyer program?

- Private Transfers
- Personal Expenses (food, beverage, room service, etc.)
- Flight Upgrades
- Hotel Upgrades
- Additional Nights' Accommodation
- Personal Extras
- Airport Tax

3. What am I committed to as a hosted buyer?

Qualified hosted buyers are committed to attend the following :

- A minimum of 15 Pre-Scheduled Appointments (PSAs) with exhibitors of choice during KOREA MICE EXPO 2009
- Official functions as listed in your personal itinerary

4. What is a Pre-Scheduled Appointment (PSA) and how are my appointments made?

A Pre-Scheduled Appointment is a one to one appointment between a buyer and an exhibitor, arranged prior to your actual visit to the show. Each PSA lasts for 15 minutes. The KOREA MICE EXPO Pre-Scheduled Appointment system will enable buyers to set up appointments with exhibitors of their choice prior to the event.

5. How do I select my Pre-Scheduled Appointments?

Qualified hosted buyers will be given a unique access ID to use to login onto the KME website. Once logged into the Business Meeting Reservation section, click on the Search Exhibitors and Appointment link to start booking your appointments. Once in the exhibitor search and list page, simply select the exhibitor you wish to have an appointment with and choose the available timeslot according to your attendance schedule.

You can search alphabetically by exhibitor name or category.

6. My access ID for the business meeting reservation is not working, what should I do?

Copy and paste the access ID from your qualification email, directly into the login box. If you are still unable to access the site, please contact us by email . (koreamice@ioconvex.com)

7. What is my schedule at KOREA MICE EXPO 2009?

Log in to the business meeting reservation on www.koreamice.kr with your unique access ID to view your personal appointment diary.

8. When will I receive my badge?

Your badge can be collected from the Incheon Sheraton Hotel lobby on your arrival.

9. What if I miss an appointment?

Please visit that exhibitor at the earliest opportunity to arrange another time for the appointment.

10. How do I get to KOREA MICE EXPO from the airport?

If you arrive at Incheon Int'l Airport during show time, you will either be transferred directly to the exhibition venue or to your hotel. Please note that there are shuttle buses operating between the airport and KOREA MICE EXPO for all hosted buyers. Please make sure you look for the 'KOREA MICE EXPO Hosted Buyer' signage and our staff.

11. How do I contact the hosted buyer team once they are on-site?

The hosted buyer team can be reached by email and by telephone. During show times please visit the hosted buyer lounge.

12. What are the hosted buyer team contact details?

General Affairs Hey Mi Park / Email : hampk@knto.or.kr / Tel: +82-2-729-9553

PSA (Pre-Scheduled Appointment) System In Hee Park / Email : koreamice@ioconvex.com / Tel: +82-2-2152-5029