



SEOUL VR·AR EXPO 2020

Asia's Leading
Immersive, Interactive, Intelligent
Technology Show



E X P O 2 0 2 0

August 13th(Thu) – 15th(Sat)
COEX, Seoul, Korea

SEOUL VR·AR EXPO 2020

Essential Business Platform for Entering the Global Market SEOUL VR·AR EXPO

'SEOUL VR·AR EXPO' is the leading VR·AR B2B exhibition in Korea held to share global VR·AR industry trends, and propose a vision for the future.

SEOUL VR·AR EXPO leads the development of the VR·AR industry through a diverse array of concurrent events which include the overseas buyer export consultation, professional conference, networking party, IR DAY, showcase and awards.

Participate in the SEOUL VR·AR EXPO, which has continuously grown alongside the development of VR·AR industry, as a stepping stone to enter the global market.

Title	SEOUL VR·AR EXPO 2020
Dates	August 13 th (Thu) - 15 th (Sat), 2020
Venue	COEX, Seoul
Organizer	Messe Esang



CONTENTS

Digital information provided through various wired/wireless networks; game, theme park, entertainment, animation, film
....

PLATFORM

OS based on a computer system, a specific processor modem that is the basis of computer system

NETWORKS

Transmission media including device for terminal, line, switch and so on; 5G network, traffic control system
....

DEVICE

Hardware device such as peripheral equipment, terminal; HMD, controller, simulator
....

MOVE NOW FOR VR·AR

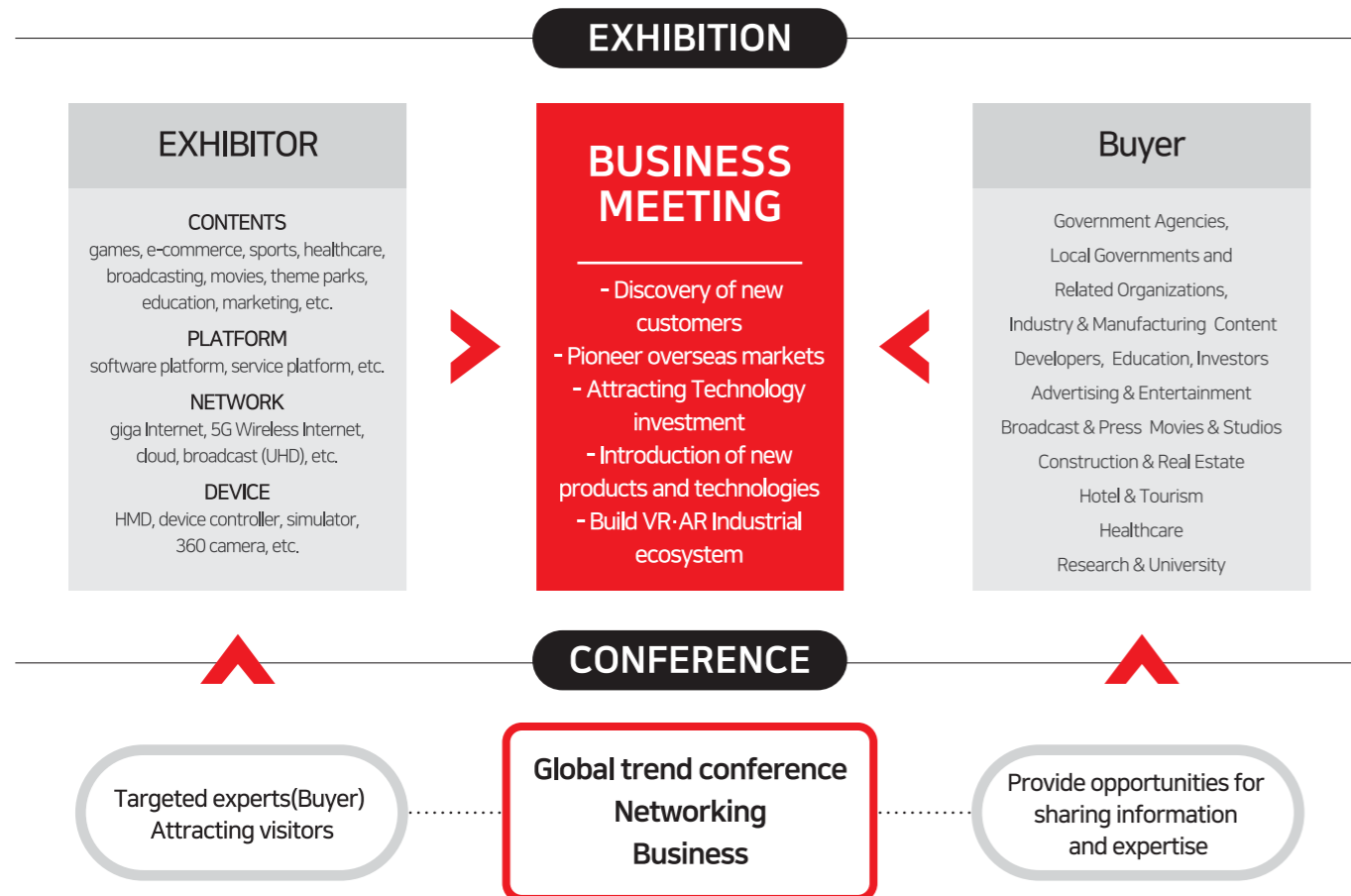
Industry trends of VR·AR

- Longer-term growth outlook of global VR·AR
Annual average growth rate of 52.6% between 2017~2023
- VR·AR industry market led by Asia
Asia takes up 51% of the entire market
- Government announces '5G+ Strategy to achieve Innovation Growth'
Invested 1.3 trillion KRW into the realistic experience content industry

If you are looking for a new business model for the VR·AR industry which will lead the world's innovation growth, the solution is at **SEOUL VR·AR EXPO 2020**

Specialized VR·AR B2B Exhibition presenting new business

SEOUL VR·AR EXPO is a platform for Korean/overseas VR·AR industry workers and experts, public institutions, governments and end-users interested in new technology trends. People related to the industry look for directions for the VR·AR industry to take and can share professional knowledge through the global conference made up of around 40 sessions and the various concurrent events.



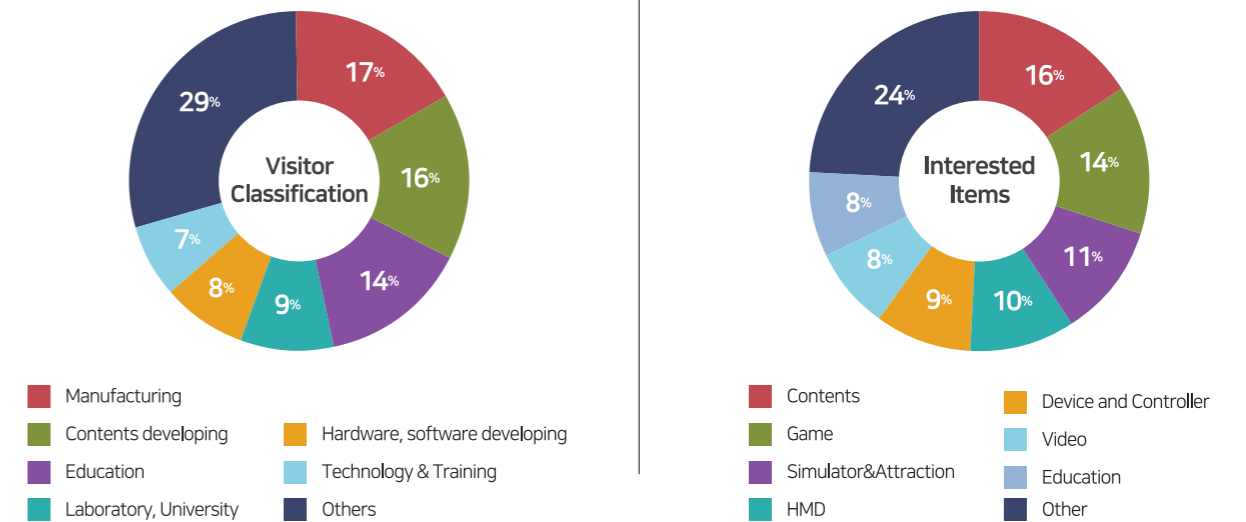
WHO ATTENDED

Main Buyer

Based on 2019



Domestic Buyer profile



Main Exhibitor

Based on 2019



WHY SEOUL VR·AR EXPO?

Platform Competitiveness

SEOUL VR·AR EXPO is a B2B exhibition that companies look forward to. SVAE, which serves as the hub of the global VR·AR industry market is the most effective marketing platform that encourages companies to expand the overseas markets and promote trade.



Contents Competitiveness

SEOUL VR·AR EXPO leads the industry trend every year and hosts various event. Also, SVAE contributes to the development of the industry by promoting integration between different sectors of the VR·AR industry and setting the business sharing ecosystem.



Seoul VR·AR Conference, sharing cutting edge technologies and stream of the industries with global experts.



1:1 overseas buyer export consultation that invites influential buyers from VR·AR industry to help participating companies expand abroad.



SAVE IR DAY, networking forum connecting startups and investors by inviting Korean/overseas VC.



Showcase, participating companies can present the latest information on their products.



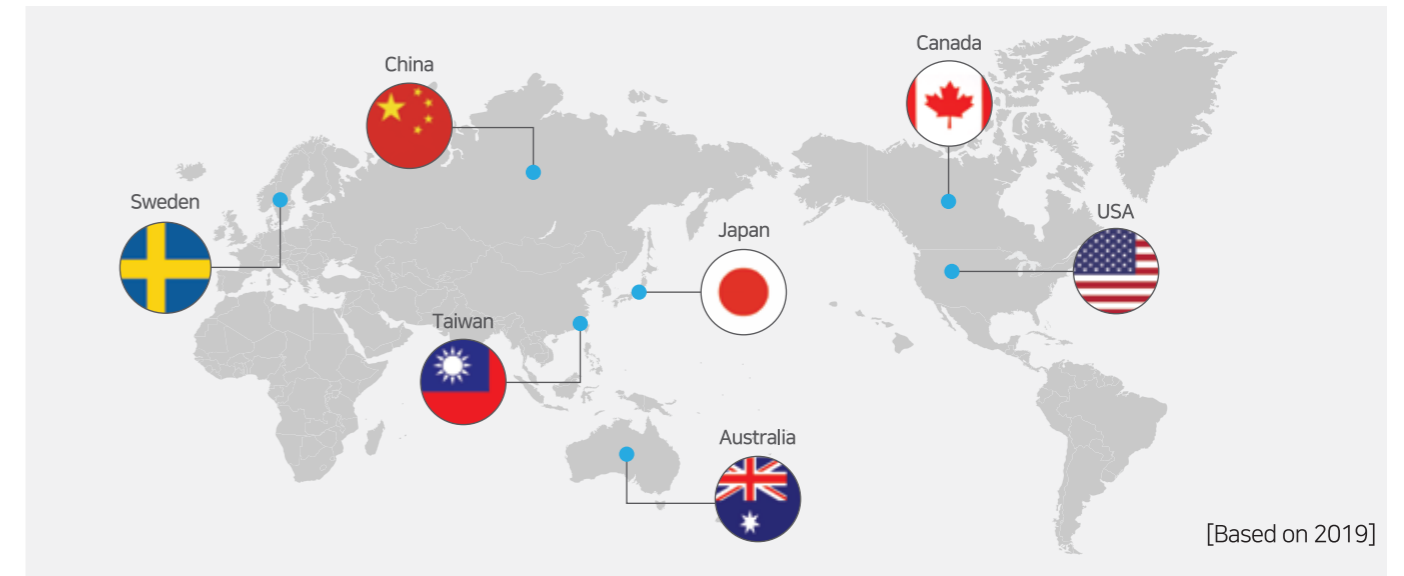
AWARDS, selecting superb participating companies in each field of VR·AR industry.



Networking Party, all VR·AR leaders can discuss the industry's present and future.

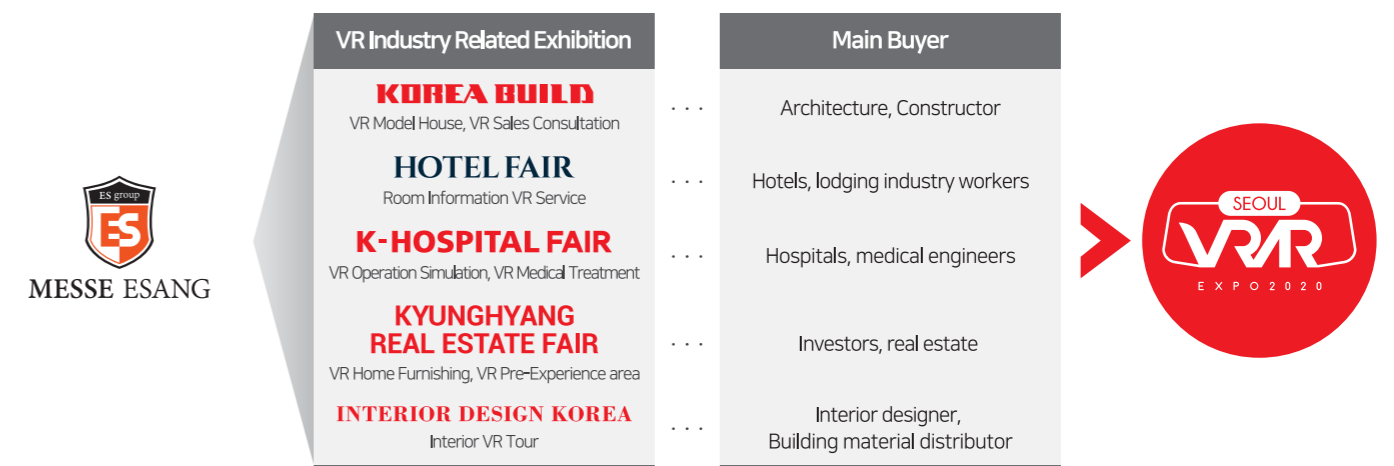
Global Competitiveness

SEOUL VR·AR EXPO 2019 had participation from 31 overseas companies from 8 countries included China, USA, Australia, and Canada which lead the VR·AR market. This will help to entrench SVAE as Asia's leading VR·AR exhibition capable of creating global business opportunities.



Organizer Competitiveness

MESSE ESANG is Korea's biggest exhibition company which holds 43 exhibitions in 18 industries communicates with 6,700 companies and attracts 1.1 million visitors annually. Especially we use big data target marketing, which integrates on/offline data of client interests and internal/external data of companies, to create new clients.



Based on current 5G technology, the VR·AR industry creates new markets by integrating with other industries such as medical, manufacturing and so on. All visitors of the other industrial exhibitions organized by MESSE ESANG are potential buyers of SVAE.

POST SHOW REPORT

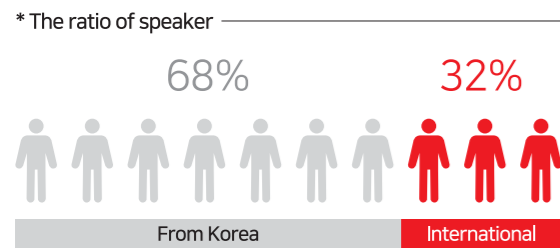
SEOUL VR·AR EXPO 2019

Title	SEOUL VR·AR EXPO 2019	Organizer	MESSE ESANG, COEX, KOTRA
Dates	May 30 th – June 1 st , 2019	Organizer(Game)	GPM
Venue	Hall B, COEX(8,010m)		
Sponsor Organization	Ministry of Culture, Sports and Tourism, Ministry of Science and ICT, Korea Creative Content Agency, SBA, Gwangju Information and Culture Industry Promotion Agency(GITCT), Gangwon Information & Multimedia Corporation, Daejeon Information & Culture Industry Promotion Agency(DICA), Jeonju IT&CT Industry Promotion Agency, Gyeonggi Center for Creative Economy & Innovation, Korea Game Developer Association, Korea VR AR Industry Association, Korea Mobile Game Association, Next Generation Convergence Contents Industry Association, EduTech		
Concurrent Events	KSM 2019 Asia-EU Cartoon Connection 2019 PHOTO & IMAGING 2019		



SEOUL VR·AR CONFERENCE 2019

Title	SEOUL VR·AR CONFERENCE 2019	Venue	COEX Conference room 201~202
Subject	May 30 th (Thu) – 5G: The Next Level to VR·AR May 31 st (Fri) – VR·AR Convergence JUNE 1 st (Sat) – Ready XR developer one		
Program	38 Session		
Speaker	26 Domestic speaker, 12 overseas speaker		



Call for Speakers & Sponsors

Seoul VR·AR Conference looks for any enterprise/brand that wants to participate in the conference for active business network and brand promotion. Please feel free to contact the Secretariat. If you want to participate in SVAC as a speaker or sponsor.

Speaker/Affiliation Inquiry Tel 82-2-6121-6361 E-mail vr@esgroup.net

2019 KEY HIGHLIGHTS

POINT 1 Globalization



With KOTRA, We have invited 365 influential potential buyers from 46 countries all around the world to have 1:1 business matching with participating companies.

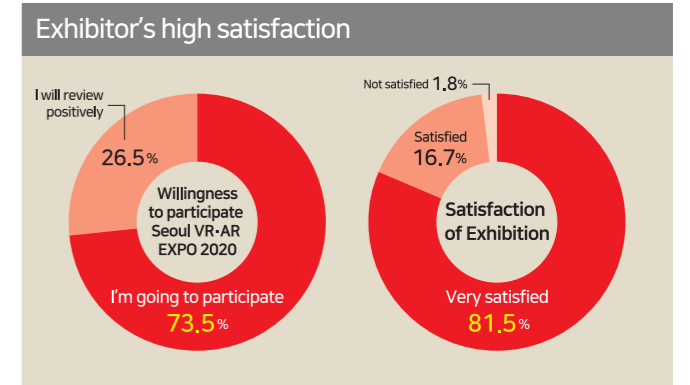


Australia and Canada have participated SVAE to lead the way in overseas technology exchanges.

POINT 2 Specialized B2B Exhibition



Holding an IR DAY, we provided opportunities for domestic/foreign investors to learn of startups and worked to promote business networks.



SVAE conducted 'ES Biz Matching Service' to maximize exhibition outcome of the exhibitor.

POINT 3 Trend Leading



SVAC has become a platform where global leaders set a new direction for future VR·AR industry within the global issue of 5G commercialization.



With the release of 5G, exhibitors introduced the latest equipment and technology through SVAE Showcase. This will help to entrench SVAE as an exhibition that leads the market agenda with the VR·AR industry.

SUPPORT PROGRAM



Sponsor Program

	Registration	Onsite advertising	Conferences & Events	Online	Prints
DIAMOND USD 89,000 (Includes 30 booths)	<ul style="list-style-type: none"> Registration desk logo Conference Package Kit Visitor Badge Logo 	<ul style="list-style-type: none"> Ceiling Banner (small) Floor Ad Equipment Publicity Material Showing Publicity Video 	<ul style="list-style-type: none"> Paid Conference Session Announcement(30 minutes) Operate Seminar Room Session for 3 hours Open Seminar Presentation (15 minutes) Break Time Video (2 minutes) Networking Party 	<ul style="list-style-type: none"> Pre-registration Page Banner Newsletter Banner Exclusive Newsletter 	<ul style="list-style-type: none"> Guide Map Banner Invitation Banner
GOLD USD 44,500 (Includes 14 booths)	<ul style="list-style-type: none"> Visitor Badge Logo 	<ul style="list-style-type: none"> Ceiling Banner (small) Equipment Publicity Material Showing Publicity Video 	<ul style="list-style-type: none"> Paid Conference Session Announcement(30 minutes) Operate Seminar Room Session for 3 hours Open Seminar Presentation (15 minutes) Break Time Video (2 minutes) Networking Party 	<ul style="list-style-type: none"> Pre-registration Page Banner Newsletter Banner 	<ul style="list-style-type: none"> Guide Map Banner
SILVER USD 27,000 (Includes 8 booths)		<ul style="list-style-type: none"> Ceiling Banner (small) Equipment Publicity Material Showing Publicity Video Lounge Banner 	<ul style="list-style-type: none"> Paid Conference Session Announcement(30 minutes) Operate Seminar Room Session for 3 hours Open Seminar Presentation (15 minutes) Break Time Video (2 minutes) 	<ul style="list-style-type: none"> Pre-registration Page Banner 	<ul style="list-style-type: none"> Guide Map Banner

* Some programs may change or be cancelled based on the operating policies of the exhibition. The following prices are the amount per exhibition.
 * Sponsorship applications will operate on a first-come-first-served basis.
 * Please contact the Secretariat for details. Tel. +82-2-6121-6361 E-mail. vr@esgroup.net

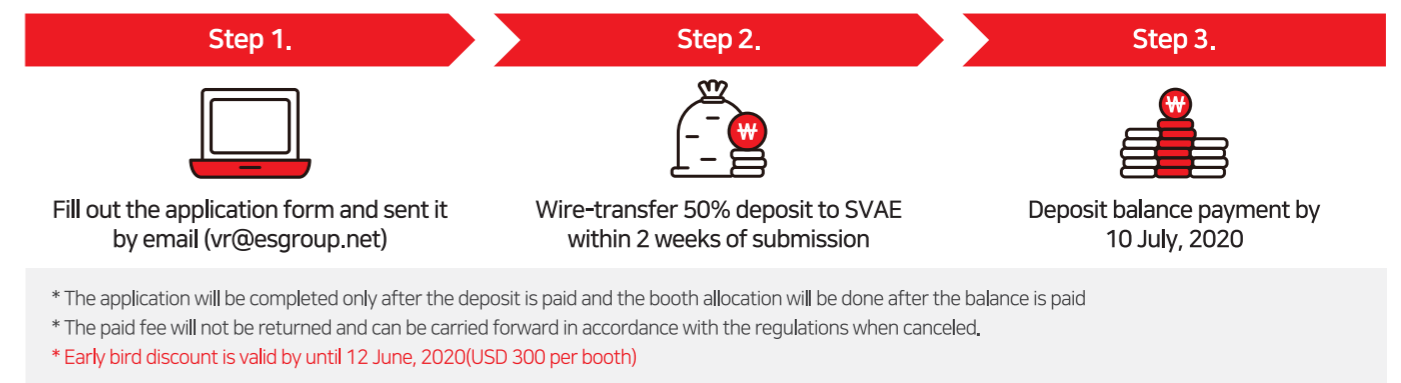
Marketing Support Program

SEOUL VR·AR EXPO supports various programs to provide effective promotion & marketing benefits to participating companies.

Showcase	SVAE Newsletter	Press	Online Promotion
 <p>Participating companies can show their competitiveness to workers in the industry through SVAE Showcase.</p>	 <p>The information of participation companies will continually be exposed to all visitors and the many DBs possessed by MESSE ESANG.</p>	 <p>we encourage related industry workers to visit sites by delivering the issue of exhibitors through the media partners.</p>	 <p>Exhibitor and their products will be promoted through the official Facebook, Instagram and various online channels.</p>

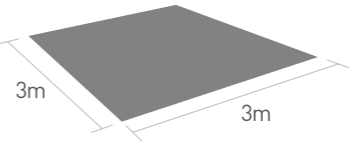

HOW TO EXHIBIT

Procedure



Booth Type

* Please contact the Secretariat for the premium booth. Tel. 82-2-6121-6361 E-mail. vr@esgroup.net

Division	Raw Space	Standard Booth
Booth Type		
Provides	Space only	Including basic installation and facility cost
Price	USD 2,800	USD 3,300

Facility

* Please contact the Secretariat for details. Tel. +82-2-6121-6361

Electricity	2-phase current connections, 220V	\$50USD/KW
	24hour supply	\$100USD/KW
Internet		\$200USD/port
Water & Drain		\$200USD/outlet
Compressed air		\$200USD/outlet