



WIS

WORLD IT SHOW

2023

4. 19 (WED.) - 21 (FRI.), COEX



Innovation for Tomorrow

EXHIBITS



ICT Convergence (5G & AI & IoT)

- AI/IoT Technology and Platform
- Cloud computing and Big Data
- 5G wired/wireless Communication and Network
- ICT Convergence Services and Solutions



Smart Living & Health Care

- Home appliances
- Smart Home/Office
- Home Entertainment
- Smart Devices



Robotics

- Industrial/collaborative Robots and solutions
- IRobots for personal service
- IEducational Robots
- Logistics Robots



Digital Twin & Metaverse

- Digital Twin Platform and Technology
- Metaverse Platform and Technology
- XR / VR / AR



Block Chain & Security

- NFT/ Block Chain Platform, SW and Content.
- Security Solution and Control Service
- Fintech



Intelligent Mobility

- Self-driving car
- Sustainable Mobility (Electricity and Hydrogen, etc.)
- Drones, UAM
- Smart Sensors

POST SHOW REPORT

No. of Visitors



55,450 visitors

No. of Exhibitors



358 Exhibitors from **7** Countries

No. of Booths



1,200 booths

Scale



21,436 s.qm

Business Meetings with foreign buyers



From **10** countries / **48** companies / **151** meetings

Major Press Report



Over **80** major media and **1,257** press reports



Innovation for Tomorrow

Celebrating the 15th anniversary, Korea's representative ICT exhibition, 'World IT Show 2023' invites the leading exhibitors of the digital era.

“The Largest ICT Exhibition in Korea! The most visitors!”

The only comprehensive ICT business exhibition in Korea where all of Korea's leading electronics and telecommunication companies, including **Samsung Electronics, LG Electronics, SK Telecom, KT, participate!**

The 2023 World IT Show presents the future of ICT

01. Professional business exhibition for digital transformation.
02. A networking opportunity for IT workers and other industries
03. Providing one-stop marketing before/on-site/after the show.

WIS 2023 Overview

- > **Show Title** World IT Show 2023(WIS 2023)
- > **Dates** April 19(Wed) – 21(Fri), 2023
- > **Venue** COEX, SEOUL, KOREA
- > **Scale** 1,400 booths from 350 companies (estimated)
- > **Hosted by** Ministry of science and ICT
- > **Organized by** Korea International Trade Association, The Korea Economic Daily, The Electronic Times, COEX, K.Fairs, Korea Association for ICT Promotion



World IT Show will deliver the quality attendees you are looking for
We offer a variety of opportunities to maximize your B2B connections.

MAJOR BUYERS IN 2022

| | |
|--|--|
| Institutions and organizations | |
| Logistics & Distribution | |
| Education | |
| Finance | |
| Manufacturing & Communication | |
| Medical & Health | |
| Food & Pharmaceutical | |
| Security | |

Global ICT Insight Conference, a place to exchange major ICT technology trends and information

: Enhance your presence with speaking Opportunities to more 500 IT industry workers and end users.

VC-invited investment attraction consultation services to support exhibitors to expand their channels

: Opportunity to enhance corporate value, consultation support for attracting venture capital investments

Business Meeting with Korean ICT Partners

: Grab an opportunity to enter Korean ICT market through 1:1 meeting with Korean ICT companies.

'WIS AWARDS' held to generate new growth engines in the ICT sector and expand the base of relevant industries

: WIS Innovation Award and Korea ImpaCT-ech Grand Prize to award the Presidential Award and the Science and ICT Minister Award to outstanding companies, and provide PR support such as news releases

WIS New Product and Technology Presentation to introduce new products and technologies to potential customers

: The unique advantage of this seminar will greatly increase your exposure and create an informed potential client base for your company to target.

Providing "before/on-site/after" online/offline one-stop marketing service

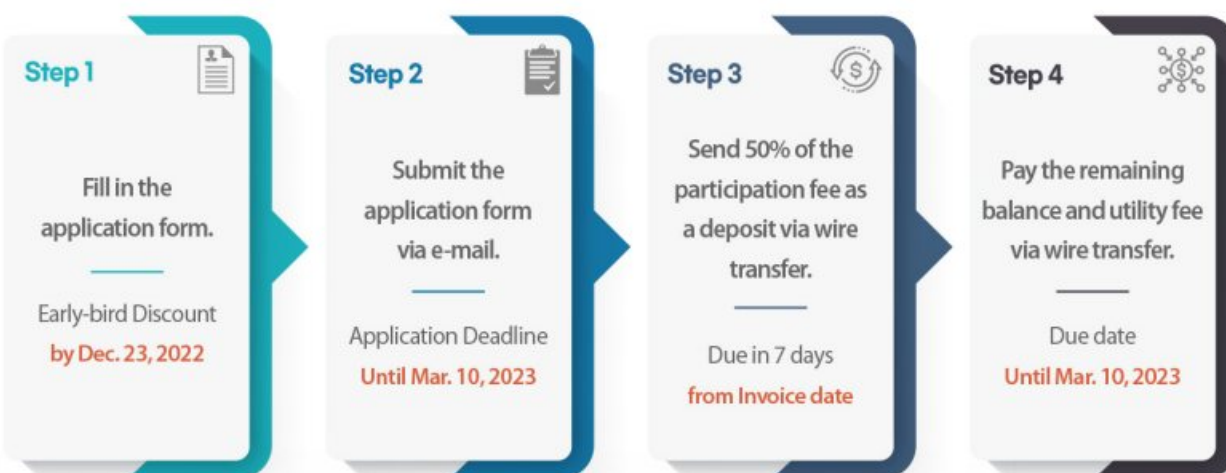
Feature articles in major daily newspapers + Pre-promotion in e-newsletter (300,000 DB)

On-site marketing promotion with WIS media partners: Live interview and live broadcast on YOUTUBE, etc.

Providing filmed content that can be used for non-face-to-face marketing + Constant PR support through online directories

※ The above event contents are subject to change depending on the circumstances of the organizer.

HOW TO APPLY



BOOTH PRICE

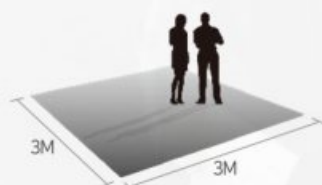
※ 1 booth (9 sqm) = 3m x 3m

| Booth Type | Early Bird [Until Dec. 23, 2022] | Regular [Until Mar. 10, 2023] | Remarks |
|---------------------------|---------------------------------------|------------------------------------|--|
| Raw Space (Space Only) | USD 3,330 | USD 3,700 | 18sqm minimum |
| Shell Scheme Booth | USD 3,830 | USD 4,200 | Exhibit space + Basic booth design (9sqm minimum) |
| Premium Booth | USD 4,430 | USD 4,800 | Including upgraded booth design (18sqm minimum) |

※ Additional USD 300 discount will be provided to returning exhibitors.

BOOTH INFORMATION

Raw Space



- Only raw space will be provided.
- Exhibitors will construct their own booth through a stand contractor registered at COEX.

Shell Scheme Booth



- Includes Exhibit space, Walls, Carpet, Fascia boards, Spotlights, 1 Information desk, 1 Folding chair, 1 Socket

Premium Booth



- Includes upgraded booth construction (with a designated contractor)

※ Booth designs are subject to change.



Sales Teams

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Buyers and Business Meetings

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