

Application Form

◆ Exhibitor Information

Company Name		Country	
Brand Name	*Shell scheme booth fascia name		
Address			
Title/ Legal Representative			
E-mail		Tel.	
Website		Social Media (FB, Instagram)	

◆ Contact Information

Contact Person	Name	Job Title
	Telephone	Fax
	Mobile	Email

◆ Product Category

- Design(Graphic / Product/ Furniture/ Fashion) Craft/Handmade Art
 Health & Beauty product Material & Tools Pet
 Media/Publication etc.

◆ Exhibition Stand

Category	Booth Type	Price(USD)	No.	Total Price(USD)
Design Brand	Space only(3x3m) *minimum 4 booths	2,400/ booth		
	Shell Scheme(3x3x2.44(h)m) *1-4 booths applicable	2,800/ booth		
Global Talent	Shell Scheme(3x3x2.44(h)m) *Young designer promotion	1,500/ booth		*selected participants through online application only
Illustrators	Shell Scheme(2x3x2.44(h)m) *Illustration *Art book/graphic noble etc.	1,500/ booth		*selected participants through online application only

* Shell Scheme booth includes the followings: Wooden panel walls(2.44m height), Lighting(4ea, 1 for 1.5m), Pytex flooring, Signage

* The early bird discount promotion will be applied if you apply before 31st of August 2021.

◆ Additional Facility

Utility	Price(USD)	No.	Total	Total Price
Electricity	Single-Phase 220V 2-Wire(for lighting)	50/Kw		kw
	Single-Phase 220V 2-Wire(for power)	50/Kw		kw
	Three-Phase 380V 3-Wire	50/Kw		kw
	[24 Hours] Single-Phase 220V Three-Phase 220V Three-Phase 380V	100/Kw		kw
Telephone (local use only)	70 /Line			
LAN	150 /Port			

* Additional supplies can be requested on the site with extra charge.

◆ Total Amount

Booth	+	Additional Facility	=	Total (excl. VAT)
USD		USD		USD

* 1 copy of business registration document must be submitted via e-mail (sdf@design.co.kr)

* Upon approval of participation from Design House, invoice will be issued.

◆ Payment Details

Bank Name	Account No.	Swift Code	Account Name
SHINHAN BANK	180-007-185498	SHBKKRSE	Design House Inc.

Date _____	Signature (Two signatures required)	
	Contact Person _____	Legal Representative _____

*By signing and submitting this form, we confirm that you've read the terms and conditions enclosed in this document carefully and agree with it.

* The stand and contract will not be guaranteed and confirmed if the payment is not made by the deadline.

* Please submit this **Application Form** along with directory book materials via e-mail(e-mail: sdf@design.co.kr / inquiry: +82-2-2262-7200)

■ Directory book information

Due Date: 31st of October 2021

* Please, be aware that any modification cannot be made after the due date.

* Please make sure to double check spellings, upper/lower cases and spaces.

(1) Text

Brand Name	*Shell scheme booth fascia name		
Address	(zip code)		
Title/ Legal Representative		Website URL	
Telephone		E-mail	
SNS			

Description	Please tell us about your brand, product, exhibition concept, etc. (minimum 200 words)
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(2) Visual Materials

- Brand logo file
File size: Max. 2MB / File format: AI, PNG
- Product Images / 4 high-res pictures.
File size: Min. 2MB –Max. 10MB / File format: JPG, TIFF

※ [2021 SDF Schedule Summary](#)※

Application & Payment

Early bird registration: Full payment should be made by 31st of August 2021.
(conditional offer: 10% discounts on standard booth fee only)
Registration: Full payment should be made by 17th of October 2021.

Directory Book Material Submission

Final deadline: 31st of October 2021

Exhibition Regulations

1. Definitions

'Exhibitor' refers to company, organization, or person who submitted application form and paid the exhibition fee to participate in the exhibition. 'Exhibition' refers to SEOUL DESIGN FESTIVAL 2021. 'Organizer' refers to Design House Inc..

2. Allocation of Stand Area

The organizer allocates the stand area and the stand location based on the categories. If necessary, the organizer can change the allocation before set-up period with prior notice. Such changes belong to the organizer's rights. The exhibitor cannot require reimbursement for the result of the changes.

3. Application and Terms of Payment

The application form should be submitted to SEOUL DESIGN FESTIVAL Office in Design House Inc. Upon approval of participation by Design House, invoice will be issued. Participation fee should be paid by 31st of August 2021.

4. Payment Details

The booth fee includes exhibition space rental, 24-hour outside security service, passage cleaning, and various promoting expenses.

5. Setting-up and Dismantling

Setting-up and dismantling should be completed within the period regulated by the organizer. Each exhibitor is responsible for the disposal of the waste he/she creates both during the setting-up and dismantling periods as well as during SEOUL DESIGN FESTIVAL itself. The exhibitor is responsible for any loss and damage caused by the delay of dismantling.

6. Information for the Organizer

The Exhibitor should provide the information of exhibition and construction details to the organizer, as well as the information for advertising and promoting, so that the organizer knows whether the booth condition consistent with the regulations.

7. Insurance, Security, and Safety

The exhibitor can insure all substrates and exhibits during setting-up and dismantling periods. The organizer would surveil objects in the exhibition to prevent loss or damage, but is not responsible for the reimbursement. Lightings and all the materials for exhibition should be fireproofed. For safety reasons, the organizer can limit the installation.

8. Exhibition Management

Activities of the exhibitor cannot leave his/her assigned area. The exhibitor should exhibit the objects and place the resident agent in the booth during the open hours.

9. Exhibit Sales

The purpose of the exhibition is to demonstrate the exhibitor's product or service, and to promote them. The exhibitor is allowed with the sales activities in the exhibition area, however, sale by subscription is preferred. In addition, taxes and any other details belong to the responsibility of the exhibitor.

10. Risk

The exhibitor is responsible for exhibit's loss and damage, or any kind of injury, and cannot require reimbursement to the organizer.

11. Cancellation and Penalty

If the exhibitor cancels his/her application, he/she should pay the penalty as follows within 15 days after cancellation. After the deadline, the application fee is deducted by the penalty. If the paid penalty exceeds the amount, it would be returned. If the payment is not enough, it should be additionally paid.

< Cancellation before 31st Aug. 2021: 50% of the application fee >

< Cancellation after 31st Aug. 2021: 80% of the application fee >

< Cancellation after 30th Sep. 2021: 100% of the application fee >

12. Cancellation by Organizer

If the exhibitor rejects to utilize part (or all) of assigned area, or if the exhibition fee is not paid within the deadline, the organizer can cancel the participation of the exhibitor.

13. Alternation of Exhibition

If inevitable, the organizer can change the date or venue of the exhibition. The exhibitor cannot require reimbursement for such changes.

14. Supplementary Regulations

If necessary, the organizer can override the supplements that are not specified in the participation rules, and the exhibitor should comply with them. Also, the exhibitor should comply with the regulations of Design House Inc..

15. Resolution of Conflict

Any conflict between the organizer and the exhibitor follows the judgment by the Korean Commercial Arbitration Board, and he/she cannot sue against the judgment.