

# Seoul Living Design Fair 2021

## Application Form and Regulations

1. Company Information			
Company Name		Country	
Brand Name	*Shell scheme booth fascia name		
Address	(zip code )		
Title / Legal Representative		Website URL	
Telephone		E-mail	
Business License Number		Social Media (FB, Instagram etc.)	

2. Contact Information		
Contact Person	Name	Job Title
	Telephone	Fax
	Mobile	E-mail

3. Product Category			*Please click the square box below		
<input type="checkbox"/>	<u>Total Interior &amp; Furniture</u>	<input type="checkbox"/>	<u>Home Textile</u>	<input type="checkbox"/>	<u>Media / Publication</u>
<input type="checkbox"/>	<u>Home Appliance</u>	<input type="checkbox"/>	<u>Lighting</u>	<input type="checkbox"/>	<u>Graphic Design</u>
<input type="checkbox"/>	<u>Kitchen / Tableware</u>	<input type="checkbox"/>	<u>Living Deco / Accessory</u>	<input type="checkbox"/>	<u>Fashion Design</u>
<input type="checkbox"/>	<u>Bath</u>	<input type="checkbox"/>	<u>Gardening / Outdoor</u>	<input type="checkbox"/>	<u>Select Shop</u>
<input type="checkbox"/>	<u>Exterior</u>	<input type="checkbox"/>	<u>Design Studio</u>	<input type="checkbox"/>	<u>etc.( )</u>

4. Booth Space					
Booth Type	Price (USD)	Minimum Unit	Note	Booth Registration	
				Quantity	Booth Price
Shell Scheme	3,400/ booth	2 booths	3m(W)*3m(D)*2.44m(H) - Wooden panel wall (white finish) - 6 basic spot lights per 2 booths - Pytex flooring, signage	Booths	USD
Space Only	3,000/ booth	4 booths	Only raw space will be provided. *maximum wall height: 4.5m	Booths	USD
Discount Policy			*Discount policy is only applicable for the booth fee.		
<input type="checkbox"/>	Participation Record	Brands who have participated in SLDF 2019, 2020		5% Discount	
<input type="checkbox"/>	Early-bird Registration	Application deadline: September 11, 2020 Payment deadline: October 9, 2020		10% Discount	
<b>Total Price</b>			USD		

\* VAT excluded.

5. Additional Facility				
Utility		Price (USD)	Quantity	Price
Electricity	220V Single-phase <u>2-wire</u> (for Lighting)	USD 50/kw	kw	USD
	220V Single-phase <u>2-wire</u> (for Power)		kw	USD
	380V Three-phase <u>3-wire</u>		kw	USD
	for 24 hours	USD 100 /kw	kw	USD
Telephone (Local use only)		USD 70/ea	ea	USD
Internet/LAN		USD 150/port	port	USD
Water supply		USD 200/point	point	USD
Compressed air		USD 200/point	point	USD

\* VAT excluded.

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

\* 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 on the next page 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 [free-form exhibition plan](#), [directory book materials\(attached next page\)](#), [1 copy of business registration document](#) via e-mail (e-mail: [sldf@design.co.kr](mailto:sldf@design.co.kr) / inquiry: +82-2-2262-7194).

### ■ Directory book information

Submission Due : **April 23, 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 Required

<b>Brand Name</b>	*Shell scheme booth fascia name		
<b>Address</b>	(zip code            )		
<b>Title/ Legal Representative</b>		<b>Website URL</b>	
<b>Telephone</b>		<b>E-mail</b>	
<b>Social Media</b>			

<b>Description</b>	Please tell us about your brand, product, exhibition concept, etc. (Around 80 words)
--------------------	--

### 2.Visual Materials Required

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

# 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 LIVING DESIGN FAIR 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 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 Living Design Fair Office in Design House Inc. Upon approval of participation by Design House, invoice will be issued. Participation fee should be paid by March 26, 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 Living Design Fair 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 is 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 after February 15, 2021 before March 27, 2021:

20% of the application fee>

< Cancellation after March 27, 2021 before April 26, 2021:

50% of the application fee>

< Cancellation after April 26, 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.