



The 12<sup>nd</sup> International

# LED & OLED

## EXPO 2014

2014. 6. 24 - 27

KINTEX, Korea

Concurrent Exhibition : Optronics EXPO 2014



# Show Outline

- | **Title** 12nd International LED & OLED EXPO 2014
- | **Period** June 24th(TUE) ~ 27th(FRI), 2014
- | **Venue** KINTEX, Hall 4, 5
- | **Organizer** LEDEXPO(EXPOnU), KAPID(Korea Association for Photonics Industry Development), KLFLC(Korea Lighting Fixtures LED Industry Cooperative), KLEDA(Korea LED Association), KIIC(Korea Illumination Industry Cooperative), KOTRA(Korea Trade-Investment Promotion Agency), KINTEX
- | **Supported by** Ministry of Trade, Industry & Energy, Gyeonggi-Do, Goyang City, KOPTI(Korea Photonics Technology Institute), KILT (Korea Institute of Lighting Technology), CPRI(Cheorwon Plasma Research Institute), KIEE(The Korea Institute of Illuminating and Electrical Installation Engineers), KSOE(Korea Society of Optoelectronics), JLEDs(Japan LED Association), CALI(China Association of Lighting Industry), PIDA(Photonics Industry & Technology Development Association)

## | ITEM

### LED

LEDs, LED Components / Raw Materials, Solid State Lightings, LED Applications & Lightings, LED System Lightings, LED Lighting Products, LED Signage & Displays, LED Drivers & Power Supply, Accessories, LED Manufacturing Equipments / Process Technology & Allied Products etc.

### OLED

OLEDs, OLED Panels, OLED Modules, OLED Lighting Products, Touch Panels, OLED related Facilities and Equipment etc.

- | **Concurrent Event** Optronics Expo 2014

## | Event



Int'l LED and Green Lighting Conference



LED/OLED Business Meeting



The 7th government awards for excellent companies in LED industry and technology development



Promotion center of government awards for excellent companies in LED industry and technology development



LED Design Photo Center



## WHY should Exhibit?

### *A Major, Must-Attend International event for Business Development and Networking*

- LED EXPO draws top-tier companies from around the world
- Meet industry leaders from Korea, Japan, China, Southeast Asia, Europe and North America
- One-on-One business matchmaking service based on request submitted by exhibitors in advance

### *Certified Exhibition*

- World' s first B to B trade show for the LED industry (in 2003)
- Certified by UFI (Union des Foires Internationales)
- Certified by Ministry of Trade, Industry & Energy

### *Supported by Korean Government*

- Designated as a "Promising Trade Show" by the Ministry of Knowledge Economy for 8 continuous years. (2006~2013)
- Designated as a "promising Trade Show" by the GyeongGi-Do for 8 continuous years.(2006~2013)

### *Provide the newest Technology and Trends*

- Top business, academic and government speakers address future market and technology issues
- Provide insight and information to help you guide your business successfully into the future

## PR Support for Exhibitors

- Promoting the exhibitors' product and information to oversea buyers with on/off-line media report and providing the business match making program.
- Inviting many of the efficient buyers who have a purchasing power through business agreement with global association, media partner, agent related of LED industry
- Promoting the exhibitors with the LED & OLED EXPO official website and SNS.





# Show Report



## The 11th International LED & OLED EXPO 2013

- **Period** June 25 ~ 28, 2013
- **Venue** KINTEX Hall 3,4
- **Scale** 600 Booths, 249 Companies from 13 Countries (19,404m<sup>2</sup>)
- **Number of visitors** Approximately 17,000

The 11th 'International LED EXPO & OLED EXPO 2013' is the exhibition on an international scale where approximately 250 exhibitors from a total of 13 countries participated on a scale of about 600 booths to display their products, and where 18,000 attendees take part in.

The major participating companies this year were Osram, Kumho Electric, Inc., Feelux, Iljin-LED, Lumens, Ledlitek, Teklux, Techsign Light Panel Co., Ltd, SunLED, Jaejin Power LED, Amoluxe, Dong-Kwang Lighting, GOQ LED, DreamNetworks, Gigalane, Hankook Antena Co., Ltd, Orient Electronics, Itswell Co., Ltd, Hanyang Semiconductor Co., Ltd, Icapepe, Woorim Chem Tech, Evernet Electronics Co., Ltd, Cheorwon Plasma Research Institute, NCS LAB. Thus, not only the LED lightings, equipments, components, and material related companies but also many research institutes joined to introduce new products.

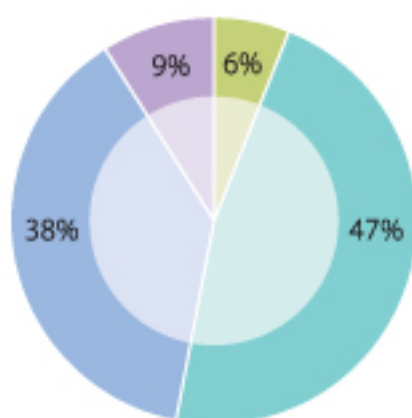
Billed this year as LED EXPO and OLED EXPO, the exhibition drew a rising number of players positioning themselves for growth in the next generation LED & OLED lighting market.

## LED EXPO & OLED EXPO 2013 Exhibitor Questionnaire Result



Did you reach the participation purpose of exhibition this year?

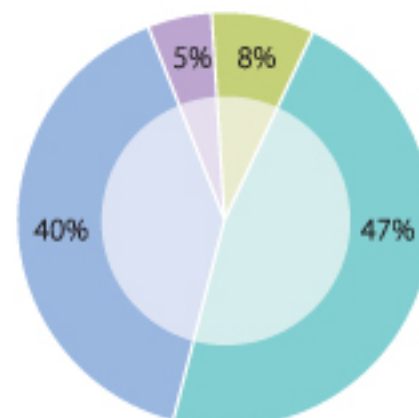
1. Improved company image



Very good

Good

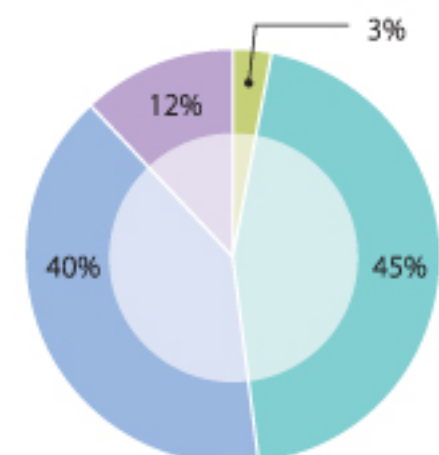
2. Helped Introduction of product & sales.



General

Not good

3. Found new buyers



Not very good





# Participation Guideline

## Participation Guideline

Download the Application Form from [www.ledexpo.com](http://www.ledexpo.com) / [www.oledexpo.com](http://www.oledexpo.com) (On-line Application is available)

Submit the Application Form by on-line or Fax

※ Where to submit : [led@exponu.com](mailto:led@exponu.com) / [oled@exponu.com](mailto:oled@exponu.com) Fax : 82-2-783-7292

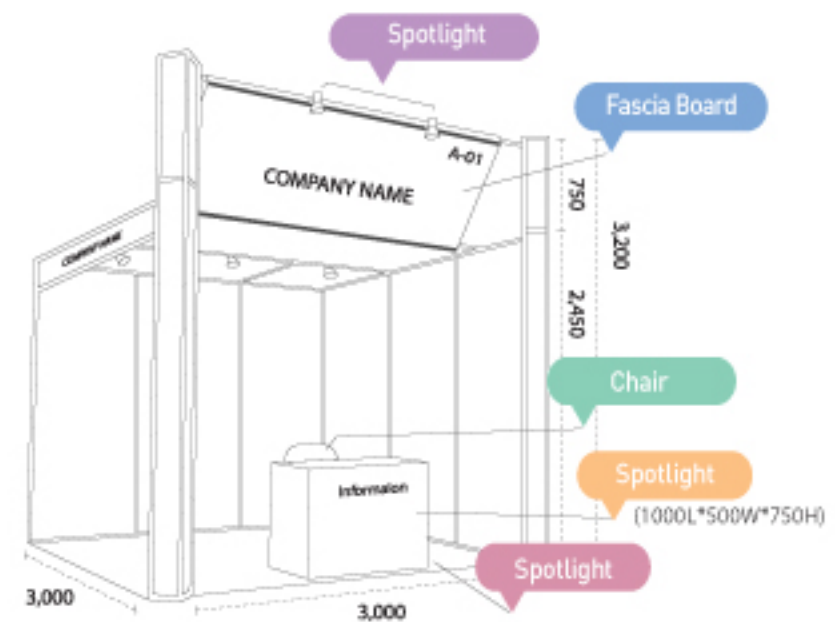
Deposit(50% of total Booth Fee) must be paid within 1 week of submitting Application Form.

Other 50% and Utility Fee must be paid by 30th. April, 2014

## Booth Types and Fee

Unit : 1 Booth (3m x 3m = 9m<sup>2</sup>)

Early Application (by Dec. 30, 2013, 10% Off)	
Space-only Booth	US\$ 2,250 / Booth
Shell Stand Booth	US\$ 2,700 / Booth
General Application (by Apr. 30, 2014)	
Space-only Booth	US\$ 2,500 / Booth
Shell Stand Booth	US\$ 3,000 / Booth



※ Shell Stand Booth: Partition, company name sign (English), fiber-textile floor cover, one information desk with one chair(1 ea per company), five spot-lights(100w), one electric socket (220V)

※ If you make a early application, you can choose your booth location.

※ 50% of the total booth rental fee should be paid upon submission of application.

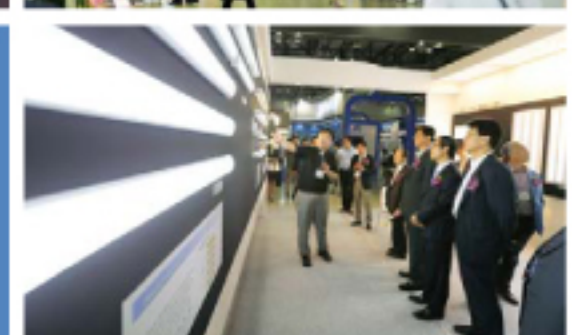
## Payment Information

LED & OLED EXPO 2014

Beneficiary : EXPOnU

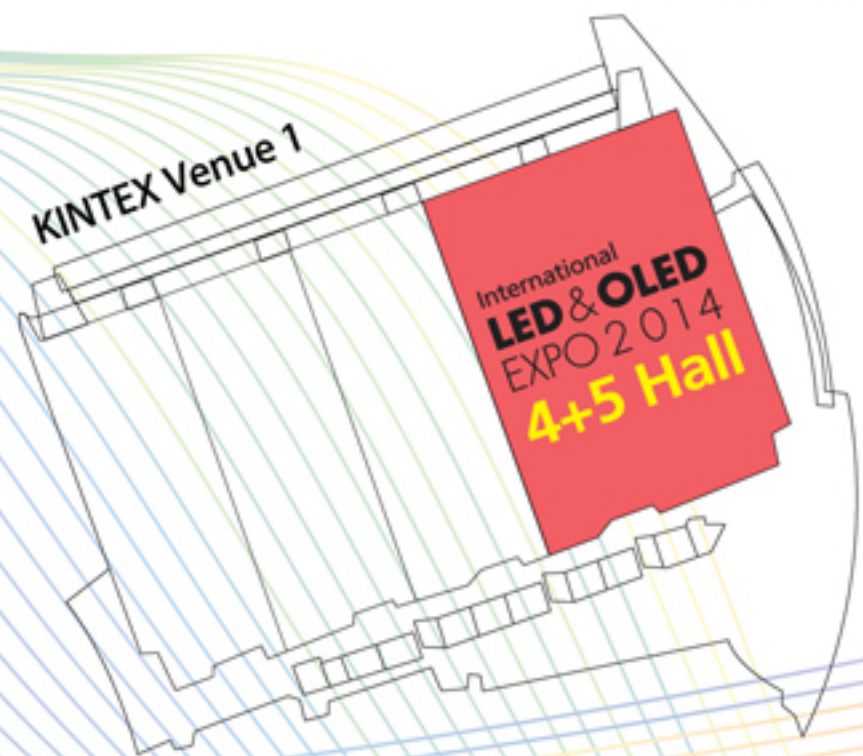
Bank : WOORI BANK, Yeouido Branch, Seoul, Korea

Account No. 1081-400-293476 (Swift Code : HVB KKRSE)

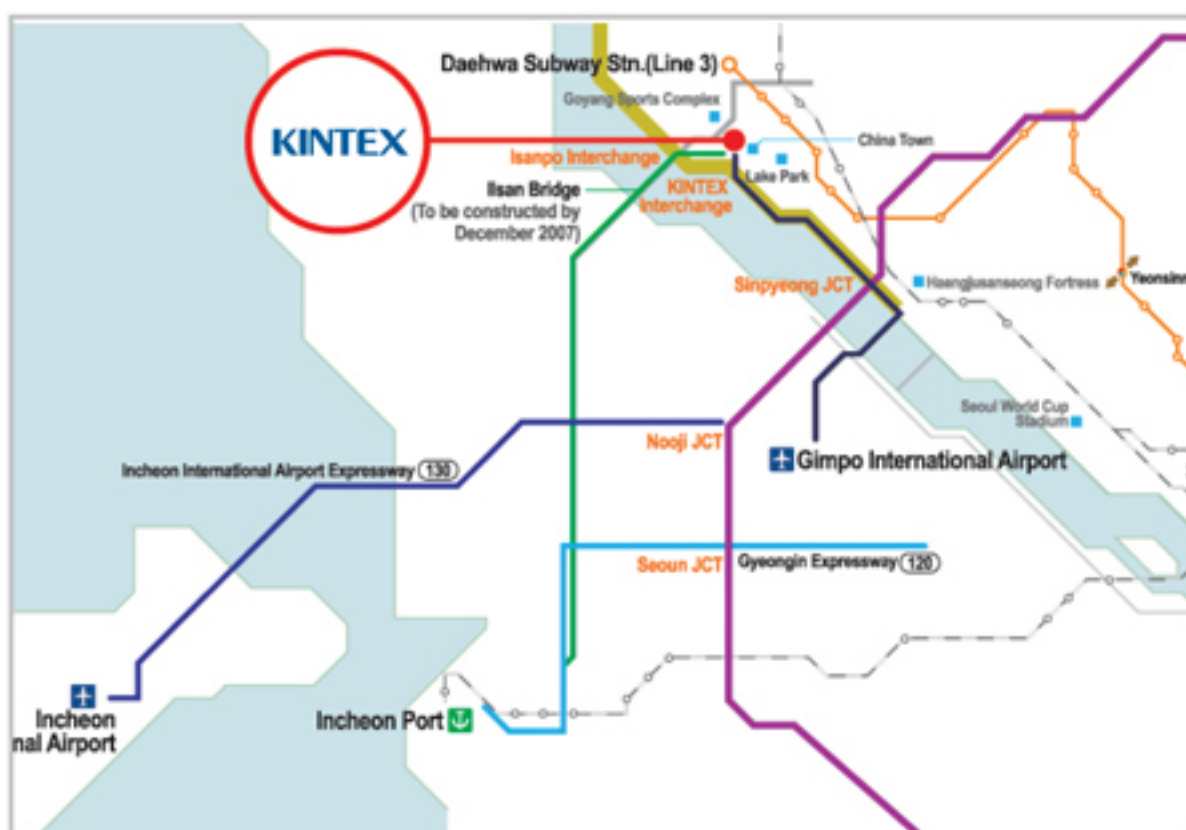




## Floor Plan



## Access



### By Bus

Incheon Int'l Airport : #3300, Airport Limousine  
 Gimpo Int'l Airport : #150, Airport Limousine  
 Gangnam : #9700  
 Seoul Station/Gwanghwamun : #1000, 2000, 9701, 9708  
 Sinchon : #76-1, 77, 77-2, 9708, 1000, 2000  
 Yeongdeungpo : #87, 87-3, 9707  
 Incheon Terminal : #3000

### By Subway

Daehwa Station (Line #3)

### By Car

**Incheon Int'l Airport**  
 : New Airport TG > Nooji JC > Seoul Ring Expressway > Jayuro JC > Jayuro > KINTEX IC > KINTEX

**Gimpo Int'l Airport**  
 : Gonghangno > Gonghang High School > Gaehwa IC > South End of Haengjudaegyo(Bridge) > Haengju IC > Jayuro > KINTEX IC > KINTEX

**Seoul**  
 : Gangbyeon Expressway → Jayuro → KINTEX IC → KINTEX

### Pre-registration Information

Online pre-registration and **Free entry NOW!**  
 Click the "pre-registration" banner [www.ledexpo.com/eng](http://www.ledexpo.com/eng)



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