



EXHIBITION, CONFERENCE, FINANCIAL DIALOGUE  
[www.ExpoSolar.org](http://www.ExpoSolar.org)

**The Global Platform for Future Solar Innovation!  
Bigger and Better Than Ever!**



# EXPO Solar 2013

**INTERNATIONAL SOLAR ENERGY EXPO & CONFERENCE**

**SEPTEMBER 4(WED.) ~ 6(FRI.), 2013**  
**KINTEX, GYEONGGI-DO(SEOUL) | KOREA**

**Hosted By**

 **KOREA TESTING LABORATORY**

 **KOREA INDUSTRY CONVERGENCE ASSOCIATION**

 **KOREA CONFORMITY LABORATORIES**

 **THE KOREAN SOLAR ENERGY SOCIETY**

 **KOREA SOLAR ELECTRIC POWER ASSOCIATION**

 **MAGAZINE**





# EXPO Solar 2013

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## Opportunity for a Sustainable Solar Future!

### Korea's ONE & ONLY Specific Photovoltaic Exhibition Which Represents Asia!

#### New Gateway for Overseas PV Manufacturers to Advance to Asian Market

Recently as the world PV markets move to Asia from Europe due to the reduction of FIT policy of Europe, global PV-related manufacturers' and buyers' attention and interest are concentrated on Asian market. EXPO Solar is rapidly rising as the gateway of advancement of the world PV major companies to the Asian PV market.

#### Obtained International Certification of Good Exhibition of Union des Foires Internationales (UFI) and the Ministry of Knowledge Economy of Korea

With obtaining international certification of good exhibition of the world international exhibition certification institution that is Union des Foires Internationales (UFI) and the Ministry of Knowledge Economy of Korea, we have secured the qualification and requirements of the international exhibition in terms of the number of overseas exhibitors and visitors.



#### Creation of Outcome of Actual Buyer Consultation Meeting and Introduction to the Trend of PV Market Change in Korea and Overseas

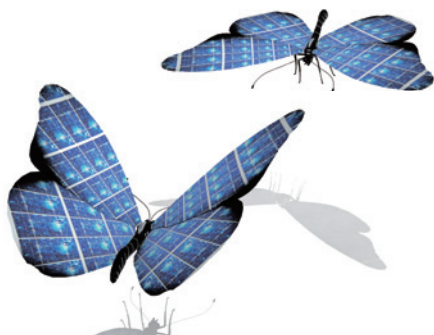
With new market creation and buyer consultation meeting and the trend of change of the world PV market, flexible marketing strategy establishment is possible and the exhibition will be changed into the PV power generation system's purchaser and user-oriented exhibition. Actually the amount of money of purchase consultation and contract of the exhibitors at EXPO Solar 2012 was US 650 million dollars and US 150 million dollars respectively.

#### Consumer-oriented Exhibition Jointly Hosted by Solar Today Magazine and PV Power Generation Purchase Organization

EXPO Solar is the best PV specialty market-oriented exhibition which aims for inviting the overseas qualified visitors with joint host of Solar Today which is the professional PV magazine published in Korea and user-related institution.

## WHY EXPO Solar?





## Where You Can Meet with Everyone Involved in the Korea Solar Industry under One Roof

### Exhibition Profile

**Event Name** INTERNATIONAL SOLAR ENERGY EXPO & CONFERENCE 2013  
(EXPO Solar / PV KOREA 2013)

**Date** September 4(Wed.) ~6(Fri.), 2013

**Venue** KINTEX, Goyang, Seoul, Korea

**Hosted by**  KOREA TESTING LABORATORY  KOREA CONFORMITY LABORATORIES  KOREA SOLAR ELECTRIC POWER ASSOCIATION  
 KOREA INDUSTRY CONVERGENCE ASSOCIATION  THE KOREAN SOLAR ENERGY SOCIETY  MAGAZINE

**Supported by** Ministry of Knowledge Economy, Seoul, Busan, Incheon, Daejeon, Gyeonggi-do, Chungcheongbuk-do, Gyeongsangnam-do, Gyeongsangbuk-do, Jeollanam-do, Gangwon-do, Jeju Special Self-Governing Province, Korea Energy Management Corporation, Korea Institute of Energy Technology Evaluation and Planning, Korea Energy Economics Institute, Korea Institute of Energy Research, Korea Electronics and Telecommunications Research Institute, Korea Electrotechnology Research Institute, Korea Research Institute of Chemical Technology, Daeyung Economic Region Leading Industry Support Corporation, Chungcheong Economic Region Leading Industry Support Corporation, Honam Economic Region Leading Industry Support Corporation, Seoul Techno Park, Songdo Techno Park, Daejeon Techno Park, Gyeonggi Techno Park, Gyeonggi Daejeon Techno Park, Gangwon Techno Park, Chungbuk Techno Park, Gyeongnam Techno Park, Gyeongbuk Techno Park, Jeonnam Techno Park, Jeonbuk Techno Park, Jeju Techno Park (based on the year 2012)

### Scale of Exhibition

**Exhibition Size** 21,384sqm

**Number of Exhibitions** + 400 Companies from 28 Countries, + 40,000 Visitors (Expected)

**Composition of Exhibition Hall** Pavilions of Germany, USA, and China  
Pavilion of Government and Local Government / Related Institutions' Special Promotion Hall  
Pavilion of KOREA SOLAR JOB FAIR  
Pavilion of Special Experience Hall of Solar Energy  
Pavilion for Buyer Export and Purchase Consultation

### Con-current Events

#### Conference

- PV WORLD FORUM 2013
- PV Industry and Enterprises Investment Inviting Presentation
- Korea RPS Policy and Development Business Presentation

#### Subsidiary Event

- EXPO Solar Opening Ceremony
- EXPO Solar VIP Welcoming Reception
- Overseas Buyer Invitation Export and Purchase Consultation





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## WHY EXPO Solar 2013?

### Best Place for Meeting with Global PV Buyers

#### The Largest Ever Scale Exhibition in Terms of Overseas Exhibitors and Visitors

More than 400 exhibitors from 28 countries, visit of more than 40,000 Korean and overseas buyers (+180 overseas exhibitors and +3,000 overseas buyers) is expected and it is hosted as largest ever 100% PV specific exhibition.

#### Hosted in September Which is the Largest Ordering Time of 2014 Global PV Project

The ordering time of large scale project related to PV power generation of each country is concentrated in the latter half of the year. Therefore, because Korean and overseas buyers are searching for the purchase of products in September it is the optimum time for promotion and sale.

#### Special Service Before and After the Exhibition Focusing on the Marketing and Maximization of Business The Participating for Exhibitors

Using the DB of more than 200,000 Korean and overseas buyers which Solar Today Magazine retains, over the period before and after EXPO Solar, limited to exhibitors we offer various on-off line services in which they can promote their products for 365 days in a year.

#### +32 Sessions in 6 Tracks' PV Technology and Market Information Sharing

It induces Korean PV industry development through the introduction of detailed technology innovation and manufacturing techniques possible to apply to the site by the global PV industry-related experts of more than 30 speakers from 15 countries in the world.

#### Operation of Special Delegation Programs Inviting the Overseas PV Expert Buyers

Operation and support of the program inviting the buyers from main countries such as Germany, Italy, U.S., Japan and China which are major buyer countries of PV enables Target Match Making Business.

#### Suggestion of Business Model Suitable for Expansion of Global PV Market and Customer's Demand

Because the PV industry is in the period when government-leading industry is transited to consumer-leading industry, it is the platform to present new business model suitable for the demand of customers.



#### EPC Generation Business and Venture Capital Customers and Consumer-oriented PV Exhibition

The exhibition is hosted as not supplier-oriented but consumer-oriented exhibition by inducing large-scale visit of the EPC power generation business operators and ordering organization that are the largest customers of PV power generation and the persons in charge of local government renewable energy.

#### Superb PV Exhibition Which Korean Major Local Governments Sponsor and Support the Participation in the Exhibition

For PV power generation project, not to mention Korean central government, in the level of each local government they are operating various programs which they independently supply and foster and they even support the participation of promising small and medium size enterprises in the exhibition.





## Specialized Learning Experience, Providing Invaluable Information for All Sectors of the PV Industry

### Exhibiting Items

#### PV Cell & Module

Single-crystal Silicon Cell · Module /  
Polycrystal Silicon Cell · Module / Thin-  
film Silicon Cell · Module / Single-crystal  
Multi-cell/Module / Polycrystal Multi  
Cell · Module / Dye-sensitized Cell ·  
Module / Organic-film Cell · Module /  
Spherical-silicon Cell · Module / Cell ·  
Module Application / Building Integrated  
Photovoltaic Module (BIPV)

#### PV Materials and Parts

Polysilicon / Ingot / Spherical-silicon /  
Cell · Glass · Flexible PCB / EVA Sheet /  
TFE Reaction Gas / Metal Electrode  
Materials / Transparent Electrode  
Materials / Multi-semiconductor Materials /  
Organic-film Materials / Oxidation-  
Semiconductor Materials / Organic  
Pigment Materials / Nanoparticle /  
Module Materials

#### PV Power and Power Generation Facilities

Inverter / Power Conditioner / Controller /  
Storage Battery / Rechargeable Battery /  
Overvoltage Protector / Thunderbolt  
Preventer / Power Supply / Converter /  
Junction Box / Cabinet Panel /  
Distributing Board / Remote Power  
Surveillance Solutions / PV Cable /  
Connector / Pyrheliometer / Power  
Control Parts

#### Visitors

## WHO will Attend at EXPO Solar 2013?

- Person in Charge of Enterprise Related to the PV Production and Manufacture
- Persons in Charge of PV Power Generation Design, Manufacture and Construction
- Persons in Charge of Integration of PV System
- Persons in Charge of Architecture, Construction, Design Related to Plant Facilities, Operation and Maintenance
- Persons in Charge of the Enterprises Related to Electricity and Power System
- Persons who do Policymaking and Execute Energy Policy of the Korean Government, Public Institutions and Local Governments
- Persons in Charge of Energy Operation and Maintenance and Repair in Public Institutions
- Persons in Charge of Financing, Venture Capital and Investment
- Persons in Charge of Project Development
- Persons in Charge of Research and Development Related to PV Industry
- Enterprises which Supply the Parts Related to PV and The System and Persons in Charge of Distribution

#### PV Production Equipment

Silicon Production · Test Equipment /  
Ingot Production · Test Equipment /  
Wafer Cutting Equipment / Wafer  
Production · Test Equipment / Circulation  
Equipment / Immersion Equipment /  
Lamination Equipment / Vision  
Inspection Equipment / Print Equipment /  
Electrode Formation Equipment /  
Anodizing Equipment / Material Handling /  
Clean Room Equipment / CVD  
Equipment / Sputtering Equipment /  
Etching Equipment / Plasma Equipment /  
Scribe Equipment / Laser Cutting  
Equipment / Cell Production Vacuum  
Equipment / Cell Plating Equipment /  
Cell Specific Valuation Equipment /  
Energy Measuring Equipment / PV  
Performance Diagnosis Equipment / PV  
Development Measuring Equipment /  
Manufacturing Process Monitoring  
Equipment / Environment Monitoring  
Equipment / Diagnosis Equipment /  
Simulation Cell Test Equipment /  
PCV Test Equipment / Module Test  
Equipment

#### PV Industry Support and Policy Promotion

PV Industry Enterprise Support Program /  
PV Industry Support and Fostering Policy



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## What will be Changed at EXPO Solar 2013?

### EXPO Solar 2013 Which Newly Reaps

#### ■ Hosted as 100% PV Specific Exhibition in Terms of Exhibiting Items and the Exhibitors

In the world the exhibitions related to PV industry are hosted as 2 types such as 100% PV specific exhibition and renewable energy exhibition. EXPO Solar is hosted as 100% pure PV specific exhibition solely in Korea.

#### ■ The Exhibiting Period was Changed from February to September Every Year According to the Request of Overseas Exhibitors and Buyers

The purchase and demand pattern of the world PV power generation systems are by and large concentrated in the latter half of a year. Accordingly, with change of the day of hosting corresponding to the purchase time of global PV market it is expected that the purchase and consultation of buyers in the site of exhibition will increase. For instance, the 50% of entire PV industry in Asia-Pacific region that is 5.3 GW is supposed to be installed in the fourth quarter of this year 2012.

EXPO Solar 2009 ~ 2012  
**FEBRUARY**

From EXPO Solar 2013  
**SEPTEMBER**

#### ■ With Composition of Germany, U.S. and China Country Hall Hosted as Korea's Representative PV Exhibition

EXPO Solar settles down as international exhibition as the rate of participation of overseas exhibitors is rapidly increasing by annual average 15%. In the former half of every year the interest of the companies related to PV is concentrated in Europe moves to Asian market in the latter half of every year so it is expected that the participation of the exhibitors related to PV in Europe and Americas in the exhibition will rapidly increase in the exhibition in 2013.

#### ■ Because the PV Market Moves from Europe to Asia, the Interest in Asia PV Exhibition will Rapidly Increase

Last year in the world PV power generation system as China and Japan entered the top 6 of the world market in terms of scale of installation for the first time, the global PV market really moves from Europe to the US and Asia. Accordingly in 2013 overseas buyers and purchasers are expected to have greater interest in Trade Show hosted in Asia than any other years.

#### ■ Consultation Meeting for Active Export and Buyers through Special Invitation of Overseas PV Expert Buyers will be Hosted

As EXPO Solar plans and operates special programs inviting overseas PV buyers for the first time in the history of exhibition, it is expected that the visit of more qualified visitors will be a rush. Especially due to the open of five-star hotels around KINTEX, by operating local visitor delegation program of main countries related to PV such as Germany, Italy, U.S., Japan and China we are sure that the amount of money of purchase and consultation of buyers on the site will attain the largest ever record.





## A Vital Resource for All Interested and Involved in Microgeneration

### The Reason Why You Should Participate in EXPO Solar 2013



#### In 2013, Korea's PV Power Generation System Installation Capacity is Expected to Reach 400MW Which is the Largest Scale in the History

Since 2012 when the RPS policy is enforced for the first time the obligation supply quantity of RPS PV in Korea in 2013 will be not only raised to 330MW from existing 230MW but it will record maximum quantity of installation if various propagation businesses are included. Accordingly, PV-related business in Korea has the increasing necessity of development of business model responding to preoccupation of market of related industry and new market requirement due to heated competition.

#### The Latter Half of 2013 is the Time to Solve the Excessive Supply of Global PV Industry so It Enters to New Growth Conditions

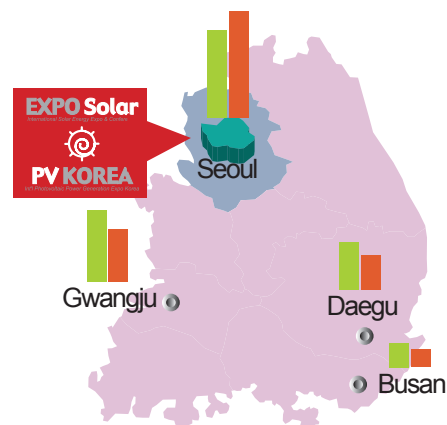
This year because the global PV system's installation capacity is steadily increasing and due to the trend of the stability of price and the slowdown of a drop in prices of PV batteries and modules, the movement of expansion of investment in facilities of global enterprises is visualized. Accordingly, when considering potential demand of global market, from the second quarter of 2013 the global PV market will be the starting point which forms new investment cycle in PV industry.

#### Operation of the Program for Invitation of Large-Scale Overseas Exhibitors and Buyers Attraction to Leap to 3 Great Asia PV Exhibitions

Due to the financial crisis of Europe and reduction of FiT policy of German government, presently as the world PV market, Asia is rapidly rising. Therefore, EXPO Solar 2013 will not to mention make the country hall for Germany, the US and China and in order to induce the more extensive visit of overseas buyers than any other years it will expand and operate the program which invites and support qualified buyers free of charge.

#### More Than 60% of Companies in Korea Related to PV are Located into Seoul, and More Than 70% of End Users of PV Power Generation are Concentrated in Capital Area

Not to mention PV related manufacturing Companies in Korea, the end users (EPC, power generation subsidiary company, construction companies and installation companies) are densely populated in capital areas such as Seoul and Gyeonggi-do. Therefore the EXPO Solar has the merit that it is hosted in capital areas which project decision makers and buyers can easily access.

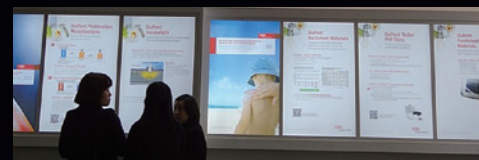


\*The Distribution portion of Korean PV related manufacturers(■) and end-users(■)



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## Get Unique Insight from International Leading PV Companies and the Latest PV Technologies

### The Post Event Report of EXPO Solar 2012

#### ■ The Profile of EXPO Solar 2012

##### Number of Exhibitors

<b>300</b>	Local	180
	Overseas	120

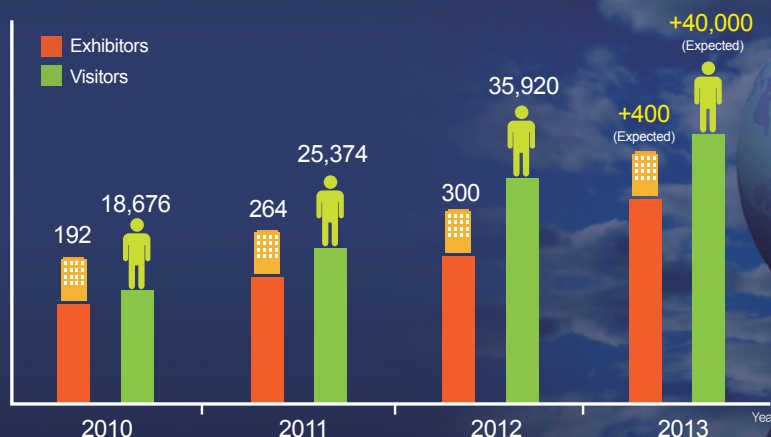
##### Number of Visitors

<b>35,920</b>	Local	34,026
	Overseas	1,894

##### The Amount of Purchase Consultation

<b>US\$ 800 million</b>	Contract Amount	US\$ 150 million
	Consultation Amount	US\$ 650 million

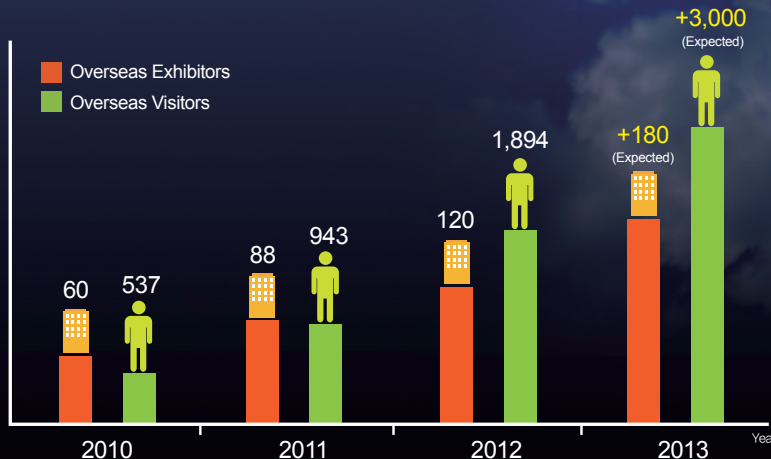
#### ■ Numbers of Total Exhibitors and Buyers in Recent 3 Years



• The 95% of overseas visitors answered that they will visit EXPO Solar 2013 again.

• The total number of Exhibitors increased by annual average 28% and the growth of more than 30% is expected in 2013.

#### ■ Number of Overseas Exhibitors and Buyers in Recent 3 Years



• The 72% of visitors created business networking opportunity in EXPO Solar 2012 exhibition

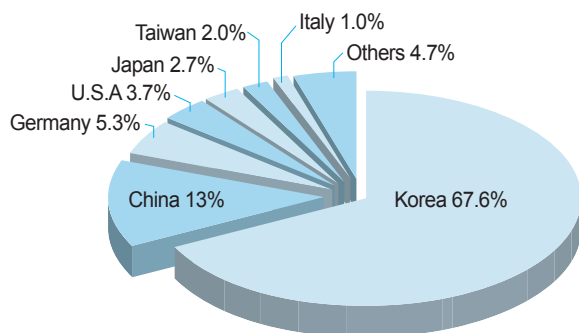
• The number of overseas exhibitors was 120 in 2012, and more than 180 overseas companies are expected to participate in 2013





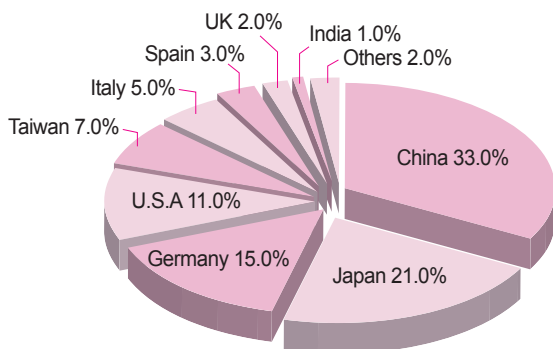
## Provide You with Valuable New Contracts so that You can Build Lasting Relationships

### Exhibitors by Country



Country	Exhibitors	Rate (%)
Korea	203	67.6%
China	39	13.0%
Germany	16	5.3%
U.S.A	11	3.7%
Japan	8	2.7%
Taiwan	6	2.0%
Italy	3	1.0%
Others	14	4.7%
<b>Total</b>	<b>300</b>	<b>100.0%</b>

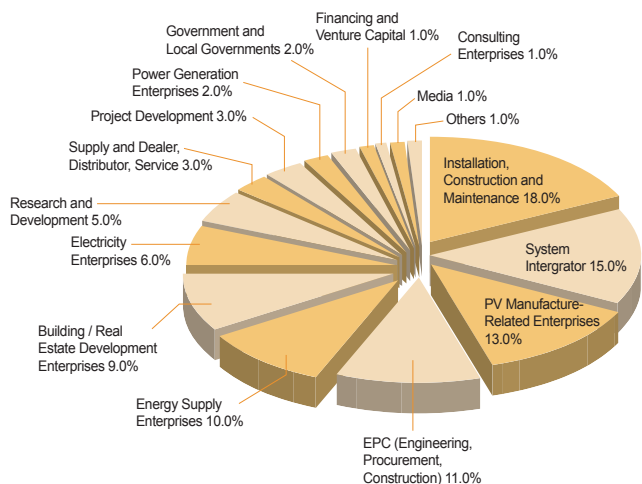
### Overseas Visitors by Country



Country	Rate (%)
China	33.0%
Japan	21.0%
Germany	15.0%
U.S.A	11.0%
Taiwan	7.0%

Country	Rate (%)
Italy	5.0%
Spain	3.0%
UK	2.0%
India	1.0%
Others	2.0%
<b>Total</b>	<b>100.0%</b>

### Visitors by Business Status



Business Status	Rate (%)
Installation, Construction and Maintenance	18.0%
System Integrator	15.0%
PV Manufacturing Enterprises	13.0%
EPC(Engineering, Procurement, Construction)	11.0%
Energy Supply Enterprises	10.0%
Building / Real Estate Development Enterprises	9.0%
Electricity Enterprises	6.0%
Research and Development	5.0%
Supply and Dealer, Distributor, Service	3.0%

Business Status	Rate (%)
Project Development	30.0%
Power Generation Enterprises	2.0%
Government and Local Governments	2.0%
Financing and Venture Capital	1.0%
Consulting Enterprises	1.0%
Industry Associations	1.0%
Media	1.0%
Others	1.0%
<b>Total</b>	<b>100.0%</b>



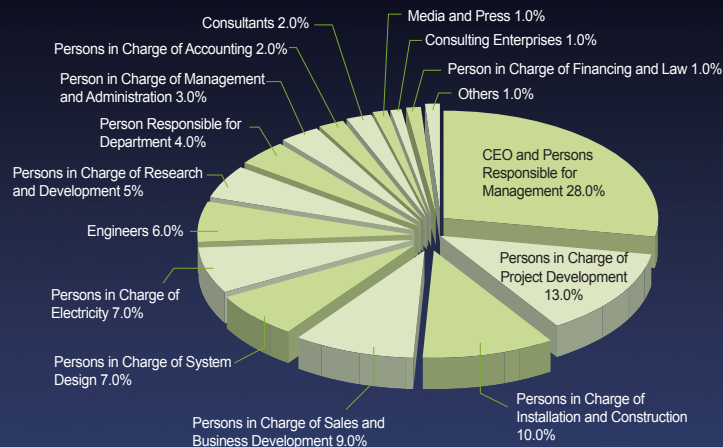
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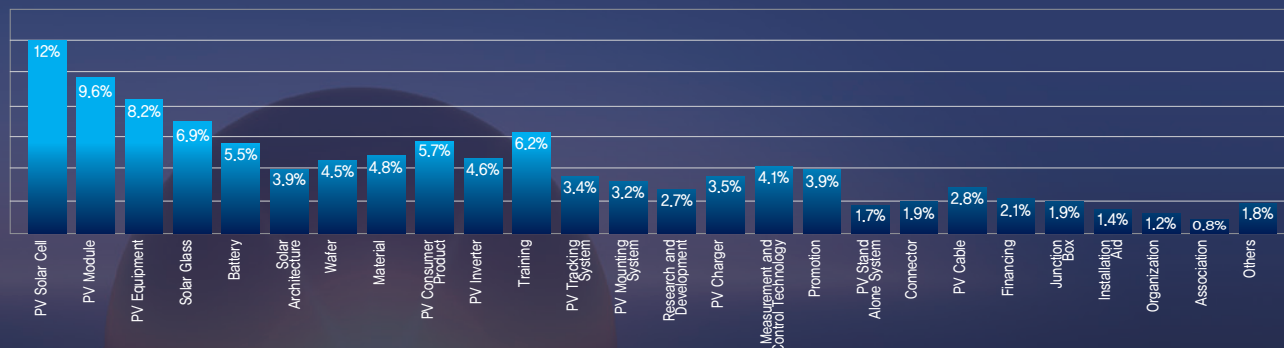
## Visitors by Business Position



Business Position	Rate(%)
CEO and Persons Responsible for Management	28.0%
Persons in Charge of Project Development	13.0%
Persons in Charge of Installation and Construction	10.0%
Persons in Charge of Sales and Business Development	9.0%
Persons in Charge of System Design	7.0%
Persons in Charge of Electricity	7.0%
Engineers	6.0%

Business Position	Rate(%)
Person Responsible for Department	4.0%
Person in Charge of Management and Administration	3.0%
Persons in Charge of Accounting	2.0%
Consultants	2.0%
Media and Press	1.0%
Consulting Enterprises	1.0%
Person in Charge of Financing and Law	1.0%
Others	1.0%
<b>Total</b>	<b>100.0%</b>

## Interesting Items by Visitors



## The Lists of Main Exhibitors







## Unique and Valuable Opportunity to Build Relationships

### Benefit for Exhibitors at EXPO Solar 2013

#### ■ Business Matchmaking Benefit

- Expansion of invitation support to invite overseas qualified buyers of exhibitors
- Arrangement of potential meeting between solar energy project developers and investors
- Arrangement of prior to the consultation meeting with overseas and local qualified buyers
- Offer online promotion services for 365 days in a year by online matchmaking tool designed on EXPO Solar's homepage([www.ExpoSolar.org](http://www.ExpoSolar.org))

#### ■ Benefit on Exhibition Site

- Provide entry badges for exhibitors by free of charge
- Available to attend 2013 PV WORLD FORUM(PV Conference) by free of charge
- List exhibiting companies' name on event planner of EXPO Solar 2013 by free of charge
- Offer the opportunity to take a lecture at PV WORLD FORUM
- Invitation to VIP welcoming reception for EXPO Solar 2013 by free of charge

#### ■ Online & Offline PR Benefit

- Offer the opportunity to post exhibitors' press release before and after of EXPO Solar 2013 by free of charge
- Before EXPO Solar 2013 : SOLAR TODAY magazine's website ([www.SolarTodayMag.com](http://www.SolarTodayMag.com)), famous PV industry portal and affiliated media, blog and cafe introduce the main products' information for exhibitors
- After EXPO Solar 2013 : Support the continuous exhibitors' product promotion by using the DB of 200,000 of buyers managed by SOLAR TODAY magazine

#### ■ Other Benefits

- Provide the e-mail sending function for the specific exhibitor by free of charge
- Provide the free invitation ticket for the specific exhibitor's customers
- Free invitation to the VIP customer on EXPO Solar VIP welcoming reception by specific exhibitor
- Provide free shuttle bus service from exhibition venue to main hotels

### Special Services for Exhibitors Before and After EXPO Solar 2013

#### ● Promotion Service on SOLAR TODAY Magazine and InterPV Portal Site



- Continuous promotion services of exhibitors over the period of before and after of EXPO Solar 2013
- Periodically provide PV business information for Korean and overseas PV industries
- Direct connecting service to buyers and manufacturers

#### ● Provide PV Market and Technology Information

- Suggest PV market pioneering and business model of global PV industry
- Provide market information related to Korean and overseas PV industry and information on technology trend
- Matchmaking opportunity to introduce buyers and distributors with manufacturers

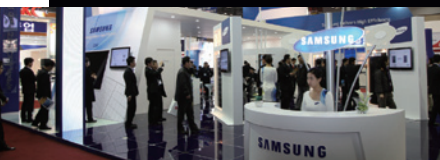
#### ● Cooperation and Networking Opportunities for PV Business

- Provide the human networking for PV industry by value chain
- Promote the attraction of investment through financing and venture capital support program
- Introduce potential buyers to exhibitors after EXPO Solar 2013

#### ● Support Exhibitors' Marketing and Sales Activities

- Contribute to sales increase through online and offline promotion support when new products and new technology are developed
- Induce niche market development related to Korean PV market
- Proposal of supporting policy for Korean PV industry development





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## Engineer Your Way to a Fully Optimized and Profitable PV Industry

### Promotion and Marketing Plan

#### ■ Online Promotion and Marketing

- Publish the EXPO Solar newsletter in 4 languages (English, Japanese, Chinese and Germany)
- Send e-mail newsletter through the Korea's sole PV portal Site - [www.SolarTodayMag.com](http://www.SolarTodayMag.com) (Korean) - and InterPV - [www.InterPV.net](http://www.InterPV.net) (English) for PV industry portal site
- Promotion through the website of PV industry-related institution and organizations, and various online communities

#### ■ Promotion through Media and Printed Materials

- Send the letter of invitation to EXPO Solar, poster and official letters and SMS
- Advertisement and cover story articles on SOLAR TODAY magazine which is only PV magazine in Korea
- Advertisement in major daily newspapers, television broadcasting / radio, cable TV, PV professional magazines and distribution of press release

#### ■ Overseas Promotion

- Participate at overseas PV exhibition (10 times annually) and business and promotion
- Inviting overseas buyers through the conclusion of strategic partnership with major overseas PV industry association
- Send overseas promotion e-newsletters with 8 languages (English, Japanese, Chinese, Spanish, French, German, Portuguese and Arabic) to 84 countries
- Advertisement and promotion on the overseas PV-related magazines and portal site
- Operate programs inviting the reporters of overseas PV magazines and daily newspapers
- Request for participation of each country embassy in Korea and cooperation with visit, and using local agents in major countries (U.S.A, Germany, Japan, China, Singapore and North Europe) invite the exhibitors and promotion of buyer visitor delegation



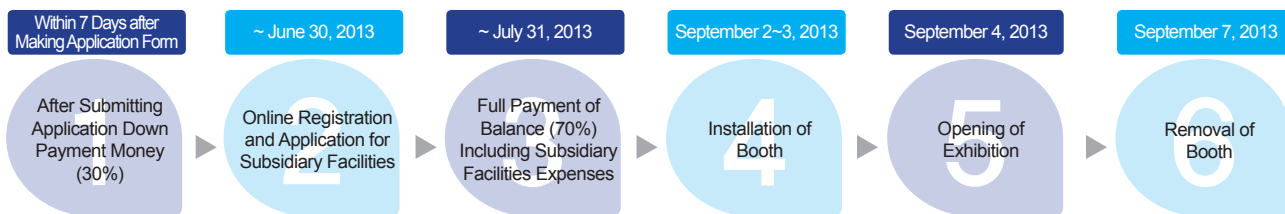




## Don't Miss out on the Event That's Got the Whole PV Industry Talking!

### Exhibitors Information

#### 1. Participation Procedures



#### 2. Participation Fee

\*1 booth: 9m<sup>2</sup> = (3m × 3m)

Booth Type	Early Bird Application- <b>20% OFF</b> (~ November 31, 2012)	Early Bird Application- <b>10% OFF</b> (~ December 31, 2012)	Normal Application (January 1, 2013~)
Shell Scheme Booth	US\$1,920.00 / 1 booth	US\$2,160.00 / 1 booth	US\$ 2,400.00 / 1 booth
Raw Space Booth	US\$1,600.00 / 1 booth	US\$1,800.00 / 1 booth	US\$2,000.00 / 1 booth

#### 3. Booth Information

##### Raw Space Booth

- Provide Only Exhibition Area
- Participating Company Progress Booth Construction Separately
- Booth Construction can be done only by KINTEX-designated Business and You should Apply for 2 Booths or more.

##### Shell Scheme Booth

- Provide Exhibition Area + Basic Apparatuses
- Offer Detail: Basic Booth (Booth Wall, Height of 2.5m), Company Name Sign (English), Fluorescent Light (40W) 2 Units of Spotlight (100W) Floor Pytex, Dustbin, Information Desk and Camp Chair (1 Set for 1 Enterprise) 1 Unit of 220V 2-hole Socket

#### 4. Submitting Application Form

- The Documents for Submission : 1 copy of Application Form
- Office Receiving Application Form :  
Tel : +82-2-718-6931 Fax : +82-2-715-8245 E-mail : interexpo@infothe.com

#### 5. Bank Information for Payment

- **Bank Name** : Korea Exchange Bank
- **SWIFT Address** : KOEXKRSE
- **Account Number** : 124-JSD-100429-1
- **Address** : Sungji Bldg., 538 Dowha-2 Dong, Mapo-Gu, Seoul 121-743, South Korea
- **Branch** : Mapo Branch
- **Tel** : +82-2-717-3536
- **Bank Reference #** : 124-057620-8

#### 6. Deadline for Application Form

- Can end Early When the Booth Area is Exhausted



# Application Form

**EXPO Solar 2013 Exhibition Bureau** : 13F, Shinhan DM Building, 33-1 Mapo-Dong, Mapo-Gu, Seoul 121-708, Korea  
Tel : +82-2-718-6931 Fax : +82-2-715-8245 E-mail : interexpo@infothe.com www.ExpoSolar.org

## 1. Company Information

Company Name			
Address			
Country		Postal / Zip Code	
Tel		Fax	
Website		E-mail	
Contact Person	<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.		
Job Title		Department	
Exhibiting Items			

## 2. Application Type

Booth Type (Please Mark <input checked="" type="checkbox"/> )		Booth Size	Unit Price	Total Amount
<input type="checkbox"/> Early Bird Application-20% OFF	Shell Scheme Booth	( ) Booth	US\$1,920.00 / 1 booth	US\$
	Raw Space Booth	( ) Booth	US\$1,600.00 / 1 booth	US\$
<input type="checkbox"/> Early Bird Application-10% OFF	Shell Scheme Booth	( ) Booth	US\$2,160.00 / 1 booth	US\$
	Raw Space Booth	( ) Booth	US\$1,800.00 / 1 booth	US\$
<input type="checkbox"/> Normal Application	Shell Scheme Booth	( ) Booth	US\$2,400.00 / 1 booth	US\$
	Raw Space Booth	( ) Booth	US\$2,000.00 / 1 booth	US\$

## 3. Wanted Booth Location (Booth #)

Ranking	1st Priority	2nd Priority	3rd Priority
Booth Number	(# )	(# )	(# )

\*The Principle of Booth Allocation : In Consideration of the Desired Location written on the Participating Company and Hosting Company it will be allocated.

## 4. Bank Information for Payment

- **Bank Name** : Korea Exchange Bank
- **Account Number** : 124-JSD-100429-1
- **Tel** : +82-2-717-3536
- **SWIFT Address** : KOEXKRSE
- **Branch** : Mapo Branch
- **Bank Reference #** : 124-057620-8
- **Address** : Sungji Bldg., 538 Dowha-2 Dong, Mapo-Gu, Seoul 121-743, South Korea

## 5. Check in the Product Category

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Solar Cell Measuring & Controlling Equipment  | <input type="checkbox"/> Solar System Installation and Construction Support | <input type="checkbox"/> PV R&D                                       |
| <input type="checkbox"/> Solar Architecture                            | <input type="checkbox"/> PV Remote Monitoring Equipments                    | <input type="checkbox"/> Solar Collector                              |
| <input type="checkbox"/> Bumper, Coating Equipment                     | <input type="checkbox"/> Solar Battery Test Equipments                      | <input type="checkbox"/> PV Fitting & Expansion Equipments            |
| <input type="checkbox"/> Solar Cell Test & Authentication Institutions | <input type="checkbox"/> BIPV   | <input type="checkbox"/> PV Home Appliances                           |
| <input type="checkbox"/> Solar Association & Agency                    | <input type="checkbox"/> PV Module  | <input type="checkbox"/> Materials for Solar Cell                     |
| <input type="checkbox"/> PV Mounting Equipments                        | <input type="checkbox"/> PV Inverter  | <input type="checkbox"/> Wafer For Solar Cell                         |
| <input type="checkbox"/> PV Stand-alone System                         | <input type="checkbox"/> PV Cable, Connector, Junction Box                  | <input type="checkbox"/> Solar Cell Manufacturing Equipment           |
| <input type="checkbox"/> PV Charger & Battery                          | <input type="checkbox"/> PV Finance & Venture Capital                       | <input type="checkbox"/> Inspection and Test Equipment for Solar Cell |
| <input type="checkbox"/> PV Education & Consulting                     | <input type="checkbox"/> Solar Glass  | <input type="checkbox"/> PV Tracking System                           |
|  |   | <input type="checkbox"/> Other  |

The Applicant agrees to observe the Exhibition Terms and Conditions, the General Terms and Conditions of Participation as well as the valid technical guidelines of the KINTEX.

Date \_\_\_\_\_



## EXPO Solar 2013 Exhibition Bureau

Add. : 13th Fl., Shinhan DM Bldg. 33-1 Mapo-Dong, Mapo-Gu, Seoul, 121-708, Korea  
Tel. : +82-2-718-6931 Fax. : +82-2-715-8245  
E-mail : interexpo@infothe.com www.ExpoSolar.org

Name and Signature \_\_\_\_\_



# Exhibition Terms and Conditions of Participation

## Article 1. Definition of the Term

- ① 'Exhibitor' means the company, union, organization and individuals that submitted participation application in order to participate in this exhibition.
- ② 'Exhibition' means 'the World PV Energy EXPO (EXPO Solar/PV KOREA)'.
- ③ 'Superintendent' means Infothe Co., Ltd located in the 13th floor, Shinhan DM building, 33-1 Mapo-dong, Mapo-gu, Seoul.

## Article 2. Application for Participation

- ① The person who is to apply for participation in exhibition should make designated application and submit it to the superintendent.
- ② Exhibitor should pay participation application fee (booth participation fee) when submitting participation application and by paying the application fee, this regulation is regarded as valid. Only, in case the area of exhibition hall is exhausted or in case the item supposed to enter is judged to be not suitable for exhibition, the superintendent can refuse the reception of participation application and in addition, even after receiving participation application, the superintendent can reject already paid fees like participation fee within 15 days according to the circumstances of exhibition.
- ③ In case there is change of matters in the contents of all submitted documents such as already submitted participation application, the exhibitor should notify the superintendent of the fact immediately and the exhibitor is responsible for disadvantage due to not notifying the fact.

## Article 3. Allocation of Exhibition Area

- ① The superintendent allocates the position of exhibition booth of exhibitor based on the internal standard of the host considering the order of application and paying participation fee, scale of participation, character of exhibits.
- ② The superintendent can change the position of exhibition booth allocated to exhibitors under discussion with exhibitor in case he admits that it is necessary for operation of entire exhibition hall considering the harmony of space of exhibition hall and viewing efficiency and demonstration effect. The change like this is the discretionary authority of the superintendent and the exhibitor cannot claim compensation for the result of change.

## Article 4. Management of Exhibition Hall

- ① Exhibitor should display exhibits written on participation application and by deploying residing personnel, should make assurance for the management of his own company's booth.
- ② In case the exhibitor displays the product different from the exhibits specified on the participation application or in case he display the products not

corresponding to the character of the exhibition or in case he does the action of direct sale without prior consent, the superintendent can immediately stop, tear down or take it out. In this case the participation fee is not returned and the exhibitor cannot demand compensation following this.

- ③ The superintendent can limit the entry of particular persons to the exhibition in case necessary.
- ④ The exhibitor can neither transfer the whole or part of display area allocated to him nor resell it nor mutually exchange it without written consent of the superintendent.
- ⑤ The exhibitor cannot change original condition of exhibition hall with painting and using adhesive on the floor, ceiling, pillar and wall of exhibition hall and for the damage of exhibition hall the exhibitor should do appropriate compensation for damages in accordance with the request of superintendent for restoring to its original state.
- ⑥ The superintendent can selectively exclude or limit the display product and exhibition action for maintenance of order and safety management and prevention of the action which can cause public criticism.

## Article 5. The Condition of Payment of Participation Fee

- ① The exhibitor should pay the 30% of participation fee when submitting participation application as application fee and should pay the balance 70% by July 31st, 2013.
- ② In case the exhibitor does not pay the balance within the period, the host can cancel the participation contract and in that case the exhibitor cannot demand the returning of already paid participation fee and the superintendent can defer the participation until the full payment or selectively hold the display product of the exhibitor.

## Article 6. The Exhibitor Participation Cancellation or Alteration

- ① In case the exhibitor refuses to use display booth allocated to him or does not pay the participation fee within the period, the superintendent can unilaterally cancel participation contract and in that case already paid participation application fee shall not be returned.
- ② The cancellation charge due to the cancellation of participation by exhibitor is regulated to be the 30% of entire participation fee (booth fee) or reduction portion from October 1st, 2012 to January 31, 2013 and the 50% of entire participation fee (booth fee) or reduction portion from February 1, 2013 to June 30, 2013 and the 100% of the entire participation fee (booth fee) or reduction portion after July 10, 2013.

## Article 7. Cancellation or Alteration of the Exhibition

- ① In case the superintendent cancels the hosting of exhibition, he returns the whole amount of money

of already paid participation fee. Only, in case the exhibition is cancelled or the date of hosting is changed or the exhibition is reduced due to the reason beyond control or special circumstances which are not the reason imputable to the superintendent, the participation fee is not refunded. In that case the exhibitor cannot demand compensation to the superintendent.

## Article 8. Display of Equipment and Exhibits

Exhibitor should complete the bringing in and display of apparatus and exhibits within allocated display area within designated period.

## Article 9. Taking out the Exhibits and Installed Articles

The exhibitor should take out all exhibits and apparatuses within the designated period and in case he delays the taking out, he should immediately pay the superintendent all expenses which the superintendent is to pay.

## Article 10. The Security of the Exhibition Hall, Risk Bearing and the Insurance

- ① The superintendent takes appropriate security measures for exhibitor and visitors
- ② The exhibitor should take entire responsibility for damage or theft of apparatuses and exhibits within allocated area occurred during the period of exhibition, installation and tearing down.
- ③ When the exhibitor causes fire, theft, damage and other accidents intentionally or by negligence and inflicts loss on the superintendent or others, the exhibitor should take responsibility for entire compensation, and taking out insurance for exhibits is the responsibility of the exhibitors.

## Article 11. Fire Prevention Regulation

- ① Apparatuses and all materials in exhibition hall should have prior appropriate nonflammable treatment in accordance with fire prevention law.
- ② The superintendent can demand the exhibitor the rectification related to fire prevention according to the needs.

## Article 12. Supplementary Regulation

- ① The superintendent can enact the supplementary regulation not specified in participation regulation in case necessary.
- ② The supplementary regulations become the part of participation regulation and the exhibitor should observe them.
- ③ The exhibitor should abide by the regulation of the superintendent.

## Article 13. Settlement of Conflict

The conflict about the right and obligation of both the parties occurred between the superintendent and exhibitor for the interpretation of this participation regulation should follow the judgment of the Korean Commercial Arbitration Board and any of the both parties cannot file a lawsuit in court.

[www.ExpoSolar.org](http://www.ExpoSolar.org)

**The Best Place to Raise the Value of PV Industry Aiming at the Global Market.**  
**“The Answer is EXPO Solar”**



Venue **KINTEX**

KINTEX, Daewa-Dong, Ilsanseo-Gu, Goyang-City, Gyeonggi-Do, 411-766, Korea  
Tel. +82-31-810-8114 Fax. +82-31-810-8033 [www.kintex.com](http://www.kintex.com)

Major Route ▶ KINTEX ↔ Incheon Airport (Takes about an hour)  
▶ KINTEX ↔ Kang-Nam (Takes about 50 minutes)  
▶ KINTEX ↔ Kimpo Airport (Takes about 25 minutes)  
▶ KINTEX ↔ Kwang- Hwa-Mun (Takes about 45 minutes)

## ONE & ONLY Solar Energy Exhibition in Korea



### EXPO Solar 2013 Exhibition Bureau

#### ■ Headquarter

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