


## Information for Participation in the Industrial Exhibition

### Participation Period

Classification	Period	Notes
Entire Period (24 Days)	May 3 to 26, 2013	Raw space, standard / unmanned booth applicable
Short Period (6 Days)	1 <sup>st</sup> Session May 3-8	Standard booth applicable only
	2 <sup>nd</sup> Session May 9-14	
	3 <sup>rd</sup> Session May 15-20	
	4 <sup>th</sup> Session May 21-26	

### Booth Fees

Classification	Amount (tax included)	Division	Area	Support
Foreign Companies	Standard Booth US\$1,500 / 1 Booth	Standard Booth Specs	 3mX3m (9m²)	Exhibition area and primary system are provided - Side and reverse aisle - Flame retardant PVDF - One socket (electricity 1 kw) - Spotlights (6) - Information Desk and Chair ※ The booth design may change.
	Raw Space Booth	US\$150 / 1m²		
Schools	Exemption of Booth fee, US\$450 for added booth/booth	Independent Booth	Area of 1 Booth: 3mX3m (9m²)	Available for application of two or more booths
Institution, Organizations, Academy,	US\$450 / 1 Booth			Exemption of 20 booths for sponsors and 5 booths for supporters Exemption of 2 booths for MOU organizations & Supervisor of Competitions

※ Early Bird Discount (15 percent off per booth between July 1 and September 30, 2012)

### Schedule

Submission of Registration Form	Down Payment	Register Business Information on Website	Payment of the Balance	Establishment of the 1st Booth and Display of Articles	Opening of Exhibition/ Closing of The Exhibition
July 1 to December 31, 2012	Within 15 Days after Submission of Registration Form	Application of Additional Facilities	Complete Payment by February 28, 2013	Between April 25 and 30, 2013 Standby for frequent establishment of 2nd to 4th Booths during the Expo	May 3 to 26, 2013

※ The amount of the down payment is 50 percent of the total cost of the booth(s), and it should be paid within 15 days after the registration form is submitted.

### Major Participating Targets

- Manufacturing and Sales Companies for Cosmetics (complete products), Raw Materials, Subsidiary Materials, Containers, etc.
- Manufacturing and Sales Companies for Beauty Treatment Products
- Universities, High Schools, Beauty Academies, Associations, Cooperative Organizations, etc.

### Registration and Payment

- Early Bird Registration: by September 30, 2012
- Regular Registration: October 1 to December 31, 2012 (Registration may close early if booths are sold out)
- Payment (Wire Transfer): Name of Bank: Nonghyup Account Number: 301-0109-2860-71  
Pay to: The Organizing Committee for the 2013 Osong Cosmetics and Beauty Expo Osong

Application Form Download at: [www.osongbeautyexpo.kr](http://www.osongbeautyexpo.kr)

### Inquiries for Participation

- Inquires: The Organizing Committee for the 2013 Osong Cosmetics and Beauty Expo Osong
- Address: (40-50 Songjeong-dong) 383 Jikdae-ro, Heungdeok-gu, Cheongju-si, Chungcheongbuk-do
- Contact Number: +82-43-249-4540 to 3 Fax: +82-43-249-4519 E-mail: [poem6450@korea.kr](mailto:poem6450@korea.kr)
- For more information, please visit <http://www.osongbeautyexpo.kr>

### Hosts



### Supervision

The Organizing Committee of the 2013 Osong Cosmetics and Beauty Expo

### Sponsors





#### Information on Admission Tickets

Classification	Regular	By Reservation	Discount	Family	Temporary Valid Ticket	Free Ticket
Regular Ticket	1,000	9,000	5,000	4,000	20,000	30,000
By Reservation	8,000	7,000	4,000	4,000	20,000	30,000
Discount Ticket	5,000	4,000	2,000	4,000	20,000	30,000
Family Ticket	25,000	20,000	20,000	20,000	20,000	20,000
Temporary Valid Ticket	30,000	20,000	20,000	20,000	20,000	20,000
Free Ticket						

Notes: \*Children under 10 years old are free. \*Children aged 10-19 are 50% off. \*Children aged 20-29 are 30% off. \*Children aged 30-39 are 20% off. \*Children aged 40-49 are 10% off. \*Children aged 50-59 are 5% off. \*Children aged 60-69 are 2% off. \*Children aged 70-79 are 1% off. \*Children aged 80-89 are 0.5% off. \*Children aged 90-99 are 0.2% off. \*Children aged 100 are 0.1% off.

Purchasing Office of Admission Tickets  
Reservations by Telephone: +82-43-249-4550~4  
2013 Osong Cosmetics and Beauty Expo, Osong  
Reservations on the Website: [www.osongbeautyexpo.kr](http://www.osongbeautyexpo.kr)

Sponsorship: Neopham and Juseong University

# COSMETICS & BEAUTY EXPO OSONG KOREA 2013

May 3 to 26, 2013  
The Vicinity of KTX Osong Station  
(Osong Advanced Medical Complex)



Beautiful Life, Healthy Bio  
[www.osongbeautyexpo.kr](http://www.osongbeautyexpo.kr)

## Cosmetics & Beauty Expo is

### An ideal platform for beauty business gathering excellent companies and buyers

- exhibitors: the world's leading companies, small or venture businesses, brand shops, educational institutions, etc.
- sharing the most up-to-date information on the cutting-edge science and technology of the cosmetics industry
- various support programs: conferences, beauty competitions, buyer meetings, launching demonstration, etc.

### An observatory of the global cosmetics industry trends

- An opportunity to introduce Korea, which is the gateway to the enormous Asian markets, in response to the changes in the world beauty market from Europe to Asia
- Showing the Korean beauty: Korean make-up techniques, Korean cosmetics, K-pop, Korean-Wave culture experience, Korean-Wave event, etc.

### A comprehensive beauty Expo, together with culture and industry of beauty

- Themed exhibitions for 24 days running : World Beauty pavilion, Beauty Innovation pavilion, Beauty Secret Garden
- Demonstrations of high quality beauty services (hair service, make-up know-how, skin care, nail care, eyelashes-curling tip, etc.)
- A super-site beauty performance, beauty experiences, etc.

### Integrated event "COSMO BEAUTY SEOUL"

- Annual trade fair at COEX Seoul since 1987
- Co-organized by KIECO (Korea International Exhibition Co., Ltd), KCA (Korean Cosmetic Association) and KOBIS (Korea Beauty Industry Society)

Exhibition	Business	Conference & Competition	Show & Event
Exhibitions of historic and cultural values of beauty and the innovation of cosmetics and beauty industries	Practical Business Creation between B2B and B2C	Reinforcement of industry competitiveness by information exchange and professional competitions	Experience of Cosmetics and Beauty as Play and Culture
  	   	  	   
World Beauty Pavilion Beauty Innovation Pavilion Beauty Secret Garden (Cosmetics Materials Pavilion)	Cosmetic Industry Pavilion Beauty Service Industry Pavilion Beauty Academy Pavilion Beauty Market & Experience Lounge	International Conference (KCF (Korea Cosmetics Conference), etc.) Domestic Conference, supervised by Academies, Associations International and Domestic Beauty Treatment Contest	Beauty Experience Pavilion Korean Wave Culture Pavilion Cosmetics Playground Frequent Events, etc.

## Cosmetics & Beauty Expo

Osong Korea 2013

Period : May 3 to 26, 2013 (24 Days)

Location : Osong, Korea

Theme : Beautiful Life, Healthy Bio

Area : 300,000㎡(600 booths)

Hosts : Chungcheongbuk-do, Cheongju-si, and Cheongwon-gun

Supervision : The Organizing Committee for the 2013 Osong cosmetics and Beauty Expo Osong

Sponsors : Ministry of Health & Welfare, Ministry of Public Administration and Security, Ministry of Education, Science, and Technology, Ministry of Knowledge Economy, Korea Tourism Organization, Korea Trade-Investment Promotion Agency, Korea Trade Association, Korea Cosmetic Association

### Major Projects

- Themed Exhibitions (World Beauty Pavilion, Beauty Innovation Pavilion, and Beauty Secret Garden)
- Industrial Exhibitions (Cosmetic Industry Pavilion, Beauty Service Industry Pavilion, and Beauty Academy Pavilion)
- Experience and Sales Exhibitions (Beauty Market and Beauty Lounge)

### Introduction of Expo venue, Osong

- It is located in the center of South Korea within 1 hour away from Seoul, 20 minutes away from Cheongju International Airport, and 5 minutes away from KTX Osong Station and Highway.

It to become a World-renowned bio cluster, various government support policies are supported for biotech companies, research institutes and start-up organizations.



Wake up Bio OSONG,  
Make up Beautiful Life

### EXPO

Beauty Expo for the first time in the nation

### FESTIVAL

Festivals, spreading all beauty from all over the world in one place

### BLUE OCEAN

Blue Ocean, creating a high added value with professionalism and popularity

### NETWORKING

Network establishment between participating companies and buyers



- |   |                                     |  |
|---|-------------------------------------|--|
| 1 Main Gate/Symbolic Gate                   | 10 Beauty Market & Lounge           | 19 Korean Wave Cultural Pavilion           |
| 2 Ticket Office                             | 11 Cosmetic Industry Pavilion       | 20 Beauty Cluster Square                   |
| 3 Ticket Management Office/Information Desk | 12 Beauty Service Industry Pavilion | 21 Operation Center                        |
| 4 Symbolic Artifact                         | 13 Beauty Academy Pavilion          | 22 Integrated Service Center + Flower Room |
| 5 Waterside Space                           | 14 Competition Hall                 | 23 Operating Facility                      |
| 6 Beauty Innovation Pavilion                | 15 Main Performance Hall            | 24 Main Restaurant                         |
| 7 B-Secret Garden                           | 16 Waiting Room                     | 25 Subsidiary Restaurant                   |
| 8 World Beauty Pavilion                     | 17 Beauty Theme Square              | 26 Fast Food/Cafeteria                     |
| 9 Target Beauty Pavilion                    | 18 Cosmetics Playground             |  |