

K-HOSPITAL FAIR 2021

KOREA Hospital Innovation & Medical Equipment Exhibition & Conference

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K-HOSPITAL FAIR 2021

Sep. 30th (Thu) ▶ Oct. 2nd (Sat) Coex, Seoul, KOREA

Smart Healthcare,
Leading the Digital New Deal

Smart Healthcare,

Leading the Digital New Deal

KOREA Hospital Innovation & Medical Equipment Exhibition & Conference

K-HOSPITAL FAIR

The future of healthcare is at the center of change. In the post-covid era, the convergence of Information and Communication Technology (ICT) and the healthcare industry has already become a global trend.

In order to foster the healthcare industry as a future growth engine industry, the government also included the "Building smart medical and care infrastructure" in the 10 main projects of the Korean New Deal.

Hospitals and healthcare organizations drive digital-based transformation, and medical technology and service providers respond quickly to digital transformation.

Hosted by the Korean Hospital Association, the largest buyer in Korea, K-HOSPITAL FAIR is the optimal business platform for medical institutions, industry workers and distributors.

K-HOSPITAL FAIR 2021 explores the vision of the healthcare industry and focus on the healthcare industry trends of the future under the Korean New Deal.

Find opportunities for the preoccupation of the smart healthcare new market now.

Title	KOREA Hospital Innovation & Medical Equipment Exhibition & Conference K-HOSPITAL FAIR 2021
Date	Sep 30 th (Wed) – Oct 2 nd (Sat), 2021
Venue	COEX, Seoul
Host	Korean Hospital Association
Organizer	MESSE ESANG, Future Medical Industry Council, National IT Industry Promotion Agency

CATEGORY



Medical Imaging & Diagnostics Equipment



Clinical and Laboratory Equipment



IT Medical Information System, Integrated Medical Technology Equipment



Hospital Architecture and Interior



Operation related Devices and Equipment



Therapy & Physical Medicine Equipment



Biomedical, Pharmaceutical Equipment & Products



Hospital Food & Nutrition Services, Facilities



Infection Prevention and Management related Equipment



Rehabilitation, Physiotherapy Equipment



Medical Supplies, Emergency Equipment, Consumables



Hospitals, Institutions, Associations and Organizations



Hospital Facility & Central Supply Equipment



Skin Care Equipment



Medical Equipment Component, Materials and Services



Education, Legal Consulting Services

K-HOSPITAL FAIR 2021

Smart Healthcare Special Exhibition

K-HOSPITAL FAIR 2021 introduces the smart healthcare special exhibition which presents the paradigm of the healthcare industry.

Special Exhibition in **K-HOSPITAL FAIR 2021** focuses on advanced medical devices and technologies used to build 'Smart medical and care infrastructure', a key task for the **Korean New Deal.**

Smart Healthcare Special Exhibition

CONTENTS



• Smart Medical Seminar

A seminar will be held to introduce the latest trends and strategies for fostering smart healthcare and hospital implementation.



• Smart Hospital Zone

The hospital will introduce leading cases of smart hospitals using high-tech ICT technologies such as 5G, AI, and IoT.



• Digital Healthcare Special Exhibition

Competitive companies with superior medical technologies, solutions and platforms that can be integrated into smart hospital will participate.

Top 10 the Korean New Deal main projects 'Smart medical and care infrastructure'.

500 billion won will be invested by 2025 to build smart medical and care infrastructure among projects of fostering the 'Untact' Industry

In July 2020, the government of the republic of Korea announced a plan for the establishment of smart medical infrastructure based on digital technology to protect patients and healthcare professionals from infectious diseases, while enhancing the convenience of treatment for patients.



Build 18 smart hospitals utilizing digital technology



Establish 1,000 specialized clinics for patients with respiratory symptoms and fever



Develop AI-based software on the precise diagnosis of 12 diseases



Expand pilot projects extending health insurance coverage on remote medical treatment by utilizing ICT.

WHY K-HOSPITAL FAIR?

By hosting the annual exhibition, K-HOSPITAL FAIR contributes to enhancing the competitiveness of the K-medical industry and helping boost the healthcare industry.

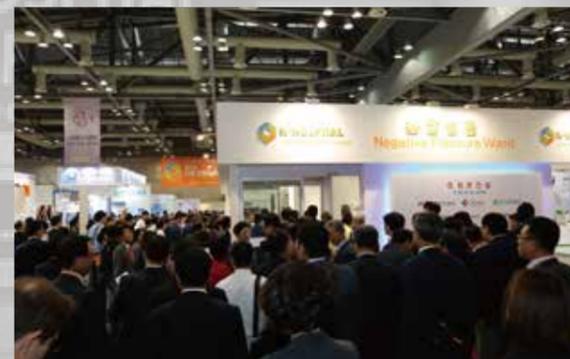
The fastest way to confirm **changes in the medical device industry and the future of hospitals.**



Contents Competitiveness

WHY K-HOSPITAL FAIR. 1

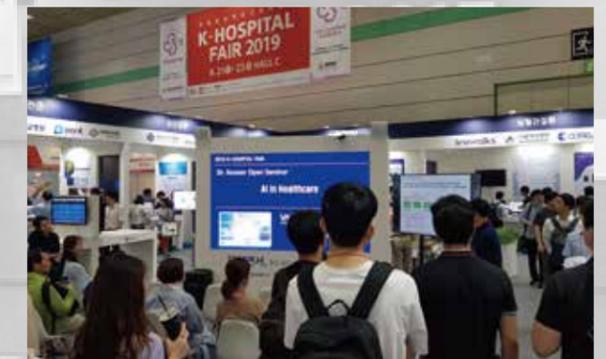
**K-HOSPITAL FAIR
SPECIAL ZONE**



Negative Pressure Isolation ward Model House
Introducing products for negative pressure quarantine facilities and practical guidelines such as ward layout



Rehabilitation Robot Special Zone
Introducing the latest rehabilitation robots, such as walking training rehabilitation robots, senior rehabilitation training robots



Digital Healthcare Special Zone
Introducing personalized illness prediction · diagnosis · treatment software expanded to 8 illnesses, and cloud-based, next-generation hospital information system

2014

2015

2016

2017

2018

2019

2020



Medical Robot Special Zone
Introducing wearable walking rehabilitation robot that helps the handicapped walk



ICT Special Theme Hall
Introducing surgery, robot surgery, and telemedicine using ICT based digital medical technology



Medical AI Special Exhibition
Introducing medical big data platform applicable to 3 illnesses (cardio-cerebrovascular disease, dementia, prostate cancer)

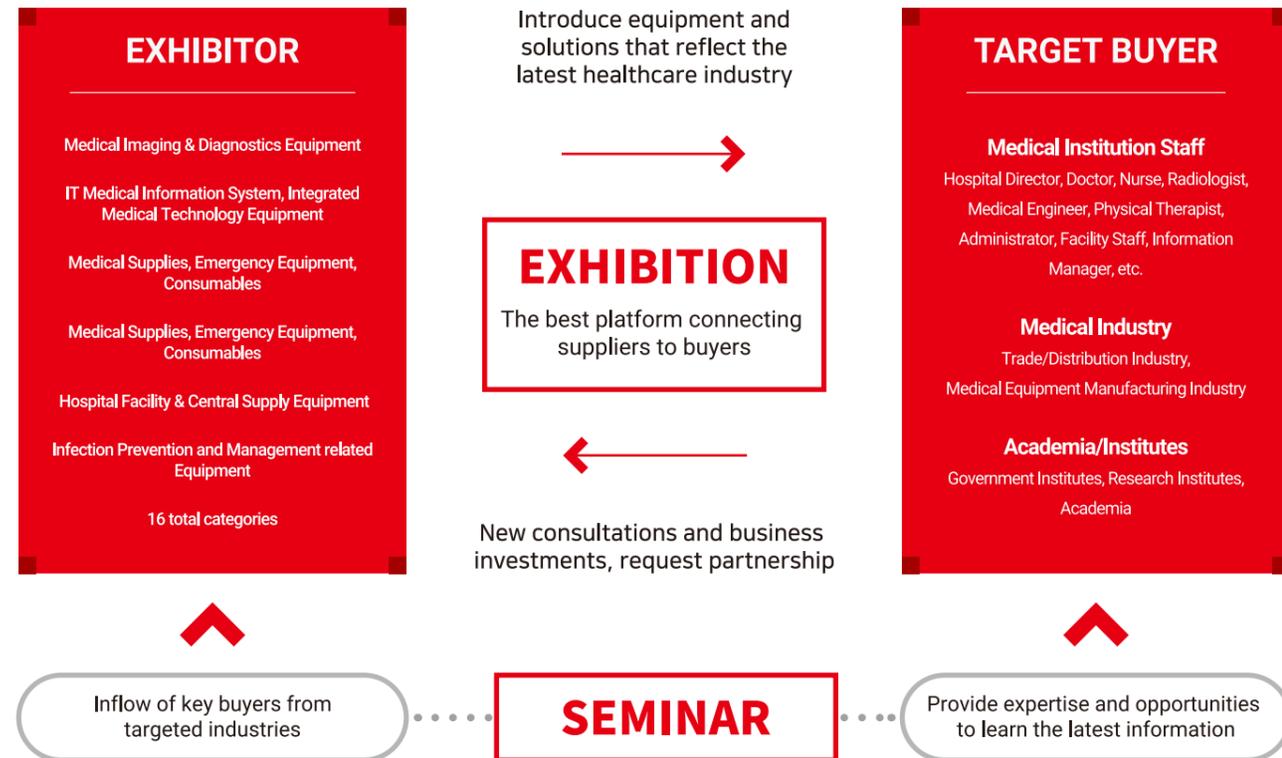


K-quarantine Special Exhibition
Introducing on-site hospital medical know-how and medical industry quarantine solutions to prepare for pandemics.

Platform Competitiveness

WHY K-HOSPITAL FAIR. 2

Business Flow



BUY MEDICAL

To strengthen the purchasing competitiveness of hospitals across the country and revitalize the business of companies, K-HOSPITAL FAIR 2021 prepared "BUY MEDICAL program". BUY MEDICAL uses on-offline platform through Business Matching System.

Presentation on purchasing hospital facility and medical devices

Hospital officials will present new construction and remodeling plans, including construction schedules, purchase plans, and bid schedules. Companies with competitive products and services will be able to check the demand of hospitals in one place through the presentation.

BUY MEDICAL 1:1 Consultation

Hospital purchasing officer and businesses can exchange product and service information and receive comparative quotes through a 1:1 business meetings. Consultation areas include hospital facilities, medical device and services, etc.

Main Participating Hospital



Organizer Competitiveness

WHY K-HOSPITAL FAIR. 3

kh Korean Hospital Association

Hosted by Korea's biggest buyer, Korean Hospital Association

*Source: 2020 National Hospital List

- 3,440 No. of National Hospitals
- 622,839 No. of National Hospitals beds

The Korean Hospital Association is a legal group under medical law representing 3,440 hospitals around the nation, with a scale total of 622,839 sickbeds. It is at the heart of all medical organization networks, and engages in various hospital related activities. In order to provide the best medical services, they conduct various trainings and evaluations, such as appointment and management of majors, education for guidance specialists and hospital evaluations. The Korean Hospital Association promotes co-existence and strengthening competitiveness among hospital officials and the medical industry through K-HOSPITAL FAIR.

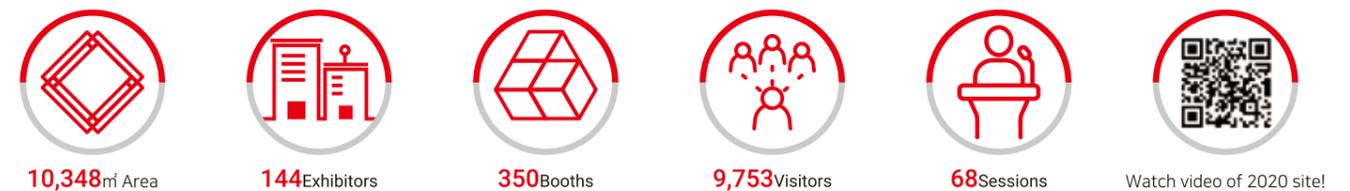
ES MESSE ESANG

Hosted by Korea's NO.1 exhibition company, Messe Esang

- 19,000+ Booth
- 7,800+ Exhibitor
- 432,749m² Area
- 1,350,000+ Buyer

MESSE ESANG is Korea's the largest exhibition company, holding 43 exhibitions in 18 industry sectors, communicating with 7,800 companies, and attracting 1,350,000 visitors annually. Successfully launching exhibitions that represent the nation such as 'KOREA BUILD', the first and biggest architecture exhibition, 'K-PET FAIR', Korea's biggest scale pet fair, 'COBE', Korea's number 1 baby fair, and 'Seoul VR-AR EXPO', Korea's first B2B virtual / augmented reality exhibition, we provide services that satisfy booth customers and client company, by creating scientific services based on a big data.

2020 Key Highlights



2020 K-HOSPITAL FAIR

Holding a Joint Session

A joint meeting was held with the participation of the Korean Hospital Association, executive advisors, executive directors, and directors of the city and provincial hospitals during the same period of the exhibition.

K-quarantine Special Exhibition and Seminar

A special K-quarantine exhibition and various seminars were held focusing on the key issue 'Post covid' in 2020.

Walk-thru Exhibition

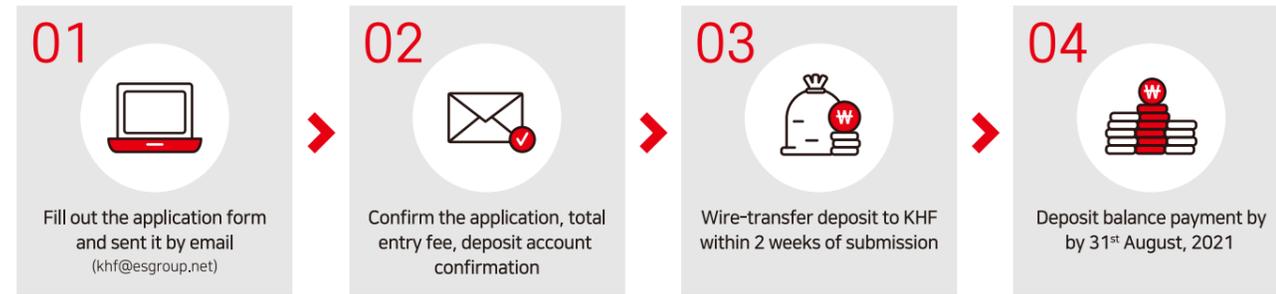
About 20 countries and 50 foreign press attention! H+ Yangji Hospital has introduced the world's first "walk-thru" developed by H+ Yangji Hospital.

Promoting Dr. Answer and P-HIS

Medical AI and Precision medical hospital information system special exhibition reflecting 'Digital Healthcare' were introduced.

Participation Guide

Procedure * The application will be completed only after the deposit is paid and the booth allocation will be done after the balance is paid
 * The paid fee will not be returned and can be carried forward in accordance with the regulations when canceled.



Booth Type

Division	Raw Space	Shell scheme
Booth Type		
Provides	This option offers only exhibition space, you can build your own stand.	Company name banner, Carpet, Spotlight 5ea, 1kw electricity and 1 socket, Information desk and 1 chair. (Limited to one desk and chair set and power outlet per company)
Unit Price (tax included)	USD 3,300	USD 3,600

Premium Booth

Please contact the Secretariat for the premium booth

Type A (2booth)	Type B (2booth)	Type A (4booth)	Type B (4booth)

* First early bird discounts is valid until 2nd April, 2021 (USD 300)
 * Second early bird discounts is valid until 25th June, 2021 (USD 200)

Facility

Electricity	2-phase current connections, 220V	\$50USD/KW
	24hour supply	\$100USD/KW
Internet		\$200USD/port
Water & Drain		\$200USD/outlet
Compressed air		\$200USD/outlet

Promotion Program Guide

Sponsor Program * Depending on the exhibition's operating policy, some programs may be changed or canceled.
 * Sponsor applications are based on first-come-first-served basis, and the above amount is per exhibition.

Sponsorship		DIAMOND	GOLD	SILVER	Individual Application
Exhibition Hall	Exhibition Hall(Raw space booth)	14booth	10booth	4booth	-
	Booth Placement	1st priority	2nd priority	3rd priority	-
Registration	Visitor Badge Lanyard	●	-	-	-
	Registration Desk Banner	●	●	-	-
	Kiosk Promotion Video	●	●	●	●
Online	Banner on the visitor registration confirmation page	●	●	●	●
	Banner in E-Newsletter	●	●	●	●
Printed Material	Advertisement in Guide map	●	●	●	●
	Paper Invitation Banner	●	-	-	-

Marketing Support Program The K-HOSPITAL FAIR Secretariat actively supports exhibitors in obtaining high performance through the operation of online and offline promotional marketing services.

Exhibitor's Brochure Promotion Program

Collect the exhibitor's brochures in advance and deliver it to the person in charge of each part of the hospital.

Distribution of Press Releases

Send articles introducing main issues of exhibitors through media partner which specialized in medical industry in Korea.

Online Directory

Through an enhanced online directory, exhibitor's information can be promoted in various ways such as uploading promotional video.

Sending e-Newsletters

Information about exhibitors is regularly provided to all visitors and newsletter subscribers.

SNS Text Invitation

Provide free text invitations to target buyers.

It can be hold up to stage 2.5

Applying the Stage 5 COVID-19 measurement from November 7th, 2020.

'Exhibition and Expo' is an essential business platform for economic activities;

1. There is no more cancellation of the expo as 'it is an essential economic activity for companies.'

The government has stipulated that exhibitions and international conferences are essential economic activities for companies and announced there will be no cancellations unless the COVID-19 measurement escalates to stage 3. As long as multi-use facilities such as supermarkets and department stores remain open, exhibition halls will also stay open (released on November 1st, 2020, by the National Disaster Prevention and Countermeasure HQ)

2. Exhibition halls are safer than subways and department stores.

There were no confirmed cases of COVID-19 infections in the exhibition hall. Everyone wears a facemask. Foods or drink are prohibited in the exhibition hall, to ensure the safety of all and to preserve the business ambiance during the expo.

K-HOSPITAL FAIR 2021 APPLICATION

30th (Thu), September ~ 2nd (Sat), October, COEX

EXHIBITOR INFORMATION

Company Name			
Company Type	<input type="checkbox"/> Manufacturer	<input type="checkbox"/> Trader	<input type="checkbox"/> Pavilion Organizer
	<input type="checkbox"/> Headquarter	<input type="checkbox"/> Branch	<input type="checkbox"/> Sales Agent
	<input type="checkbox"/> Equipment Manufacturer/supplier		
	<input type="checkbox"/> Others _____		
Country			
Company Address	(Street) (City, State, Zip)		
Company Phone		Company Fax	
Company E-mail		Company Website	
Contact Person (Exhibitor)	Name:	Title:	
	Phone:	Cell Phone:	
	E-mail:	Managing Director Name:	

EXHIBIT SPACE & STAND TYPE (COMPULSORY)

Type	Quantity		Unit Cost	Remark
Space Only	()	Booth	\$3,300 USD	* only raw exhibit space provided = 3m(w) x 3m(d)
Standard Booth (space + stand construction)	()	Booth	\$3,600 USD	* includes : Company name banner, Floor carpeting, Rear & sidewalls = 3m(w) x 3m(d) x 2.5m(h), Spotlight 5ea, 1kw electricity and 1 socket, Information Set (Information desk 1ea, Chair 1ea), Table Set (Round table 1ea, Chairs 4ea)

※ Super Early Bird Discount : discount \$300 per booth. (~2nd, April)

※ Early Bird Discount : discount \$200 per booth. (~25th, June)

※ Consecutive Participant Discount (Duplicates possible) : discount \$100 per booth.

ADDITIONAL FACILITY (OPTIONAL)

Type	Quantity		Unit Cost	Remark
Electricity	2-phase current connections, 220V	() kw	\$50 USD	* Installation request for telephone, internet, water, and air on site is unacceptable due to safety issues.
	3-phase current connections, 330V	() kw		
	3-phase current connections, 380V	() kw		
	24 hour supply	() kw	\$100 USD	
Phone (Domestic Line)	()	ea	\$70 USD	
Internet	()	port	\$200 USD	
Water & Drain	()	outlet	\$200 USD	
Compressed air	()	outlet	\$200 USD	

※ Note : Prices are for the entire duration of the K-HOSPITAL FAIR 2021 including installation.

EXHIBIT PRODUCT INFORMATION

Main Exhibit Category	<input type="checkbox"/> Medical Imaging & Diagnostics equipment	<input type="checkbox"/> Surgery & Endoscopy instruments and products
	<input type="checkbox"/> Hospital Facility & Central supply equipment	<input type="checkbox"/> Infection Control/Standard/Calibrator system & equipment
	<input type="checkbox"/> Laboratory, Clinical Chemistry equipment & Medicine	<input type="checkbox"/> Therapy & physical medicine equipment
	<input type="checkbox"/> Physiotherapy, Orthopedic Technology, Rehabilitation equipment	<input type="checkbox"/> Aesthetic equipment & products
	<input type="checkbox"/> Disposable Goods, Fabrics, Emergency Medicine & Rescue equipment	<input type="checkbox"/> Medical equipment Component, System & Service
	<input type="checkbox"/> Hospital Building, Interior & Furniture	<input type="checkbox"/> Hospital Food & Nutrition Services, Facilities
	<input type="checkbox"/> Medical Information and communication Technology & IT Convergence	<input type="checkbox"/> Biomedical, Pharmaceutical equipment & products
	<input type="checkbox"/> Hospitals, Institutions, Associations and Organizations	<input type="checkbox"/> Medical Services, Education, Training and Publications
Name Of Presented Exhibits		

Invoice will be issued from the K-HOSPITAL FAIR SECRETARIAT with bank transfer information. Initial Payment, 50% of the Total Exhibit Space Cost(Stand+Facility) is due upon receipt of invoice. Deposit of Initial Payment secures the booking of your exhibit space, and confirms your attendance.

WE HEREBY APPLY EXHIBIT SPACE FOR K-HOSPITAL FAIR 2021.

WE AGREE TO ABIDE BY THE RULES AND REGULATIONS AS DEFINED ON THE NEXT PAGE OF THIS APPLICATION FORM.

NAME: _____ TITLE: _____

SIGNATURE: _____ DATE: _____

Submit the application form to khf@esgroup.net

K-HOSPITAL FAIR 2021 RULES & REGULATIONS

30th (Thu), September ~ 2nd (Sat), October, COEX

1. PURPOSE

The purpose of these regulations is to provide general terms and conditions for the Exhibitor of "K-HOSPITAL FAIR 2021" Exhibition, held at COEX, South Korea as to contribute to the efficient operation and management of the exhibition hall and equipment.

2. DEFINITIONS

The definitions of terms used in these regulations are as follows:

- (1) "Organizer" shall mean the K-HOSPITAL FAIR 2021 SECRETARIAT.
- (2) "Exhibitor" shall mean the organization and the company participating in the K-HOSPITAL FAIR 2021 Exhibition, which has made a full payment of the exhibit space cost.

3. SCOPE OF USE

The Exhibitor, using facilities and services in the Exhibition Hall, shall follow the Regulations carefully set by the Organizer.

4. CONDITION OF USE

- (1) The Exhibitor shall receive authorization from the Organizer by making a full payment of the exhibit space cost.
- (2) The Exhibitor shall be responsible for the operation and management of the booths.
- (3) The Exhibitor shall comply with the regulations for management of exhibition hall and equipment.

5. ALLOTMENT OF SPACE

- (1) The Organizer will decide on the location of stands and inform the exhibitors.
- (2) An exhibit is not allowed to transfer the allotted space wholly or partially free of charge nor to lease it to a third party or not to exchange it with another exhibitor.

6. RESPONSIBILITY FOR MANAGEMENT OF EXHIBITION HALLS AND GOODS

- (1) The exhibitor shall be responsible for maintenance and management of goods exhibited.
- (2) The exhibitor shall be responsible for insuring goods exhibited against theft, breakage, fire or other accidents.

7. CANCELLATION, RESCISSION AND INVALIDATION OF CONTRACT

- Cancellation until 60 days before the exhibition starts: 50% of the previous payment
- Cancellation from 30 days to 60 days before the exhibition starts: 50% of the total participation fee
- Cancellation from 30 days to the date of installation of the device: 100% of the total participation fee

- (1) If the company cancels the contract because the exhibitor fails to pay the participation fee within the period, the entire participation fee paid shall not be returned.
- (2) The cancellation penalty shall be completed within 10 days from the date the contract is terminated, and if settlement is not completed within the same period, the company can immediately **meet the penalty through execution of the performance certificate.**

8. RESTRICTION ON INSTALLING

- (1) No equipment or exhibition goods may be left on the aisles that might obstruct emergency evacuation.
- (2) No exhibition booths or incidental facilities may be installed at an emergency exit or in front of a machinery-housing room, a warehouse, a fire hydrant, loading dock or a restroom.
- (3) Exhibition booths shall stand 1m from the wall of the existing facilities and from the partition and shall not be fixed to the existing facilities.
- (4) No drilling or nailing shall be used on the floor in any case.
- (5) Exhibitor shall be responsible for following all matters concerning handling of dangerous goods; Fire Prevention Law and Decree, the High Pressure Gas Safety Control Law and other laws relating to handling of dangerous goods.

9. OTHER REGULATIONS

Exhibitor agrees that upon acceptance of this "APPLICATION" by K-HOSPITAL FAIR SECRETARIAT, with or without appropriate payment, this APPLICATION AND EXHIBIT SPACE CONTRACT shall become a legally binding contract; enforceable against Exhibitor in accordance with its terms. By the signature on the previous page, the individual signing this document represents and warrants that he/she is duly authorized to execute this binding contract on behalf of Exhibitor. It is understood that the booth will be assigned to the company name listed in the "EXHIBITOR INFORMATION".

10. DISPUTES AND ARBITRATION

Any dispute arising out of or in connection with this contract shall be finally settled by arbitration in Seoul in accordance with the Arbitration Rules of The Korean Commercial Arbitration Board.