

since 1995

The **23rd**

| A trip to meet again, BITF to meet again |

The 23rd Busan International Travel Fair

Busan International Travel Fair

Oct 13th (Thu.) ▶ **Oct 16th** (Sun.) 2022.

bexco Exhibition Center 1, Hall 3

www.bitf.co.kr



Passionate, Romantic, Attractive and International City, Busan!

International Tourism Festival,
The 23rd Busan International Travel Fair

Various World Tourism Products all in One Place!
Special Tours with 30 Worldwide Countries!



BITF 2022 Strategy

- Largest top-quality world travel Fair with contents from more than 30 countries,
- To pursue on-going growth by satisfying exhibitors and visitors with competent service.

Growth

Fun & Joy

- World Traditional Costume Experience, Korean Traditional Experience
- Various participatory side events such as folk performances and prize events are held at the same time

Information

- Provide useful information to visitors through:
- Local and overseas pavilions
 - Special Tour Package Sales Zone
 - Busan Tourism, Tourism lecture, Tourism presentation
 - Overseas tourism presentation, etc.

Business

- Vitalize Busan's tourism business through:
- B2B meeting with selected buyers from abroad
 - Tour Package Special Sales Zone(B2C)
 - In-Outbound exhibition concentrated business

Tour

- Introduction to excellent culture and tourist attractions in Busan, including the Youngnam area.
- Substance tour packages from overseas and domestic exhibitors

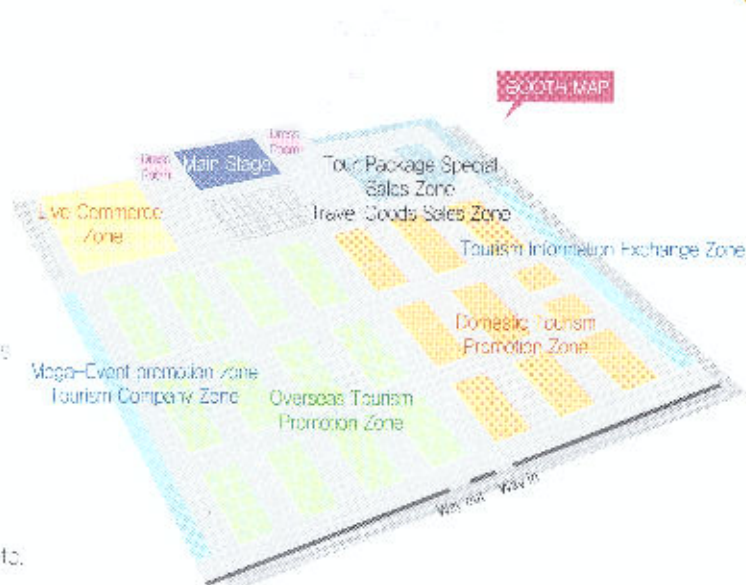
BITF 2022

The 23rd Busan International Travel Fair

Organization of BITF 2022

Exhibition

- **Domestic Tourism Promotion Zone**
 - Local Government, Tourism Association, Public institutions, Tourism-related Industries.
- **Overseas Tourism Promotion Zone**
 - Embassies, Tourism Boards
 - Busan's Sister Cities
- **Tour Package Special Sales Zone**
 - Special offers on tour packages provided by travel agencies
- **Travel Goods Sales Zone**
 - Sale of Various leisure and travel goods
- **Education Tourism Zone, Mega Event Promotion Zone, Tourism Company Zone**
 - Educational institutions : Department of tourism, museums, etc.
 - Mega Event : International contests, festivals, etc.
 - Tourism Related Companies : Transportation, Telecommunication, IT, Sports, Health, Environment, Beauty, etc.



Official Events

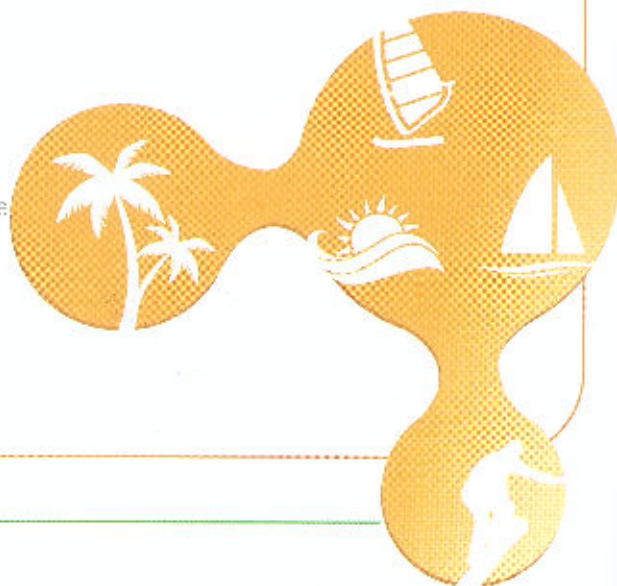
opening ceremony, Award & closing ceremony

Additional Events

Domestic / Overseas Folklore Performance, Traditional Cultural Experience Zone, World Traditional Costume Experience Zone, Lucky Draw

Special Events

B2B Inbound Travel Mart, BITF2022 Live commerce, Talk Concert by Travel Influencer, Job Presentation



Special Events of BITF 2022

One



B2B Travel Mart

B2B meetings between international buyers, local governments, and organizations are to be held.

Two



Talk Concert by Travel Influencer

Invited famous travel influencer will tell the special traveling story.

Three



BITF Tourism Live Commerce

BITF tourism goods through bargain sale

BITF 2022

Application Form

The 23rd Busan International Travel Fair

1. Applicant

Company			
Representative			
Address			
Tel		Fax	
Website	http://	E-mail	
Contact Person		Title	

2. Application for Booth & Additional Requirements

*Package Booth: 3 standard walls, 1 signboard, 1 desk, 1 chair, carpet, lights, 220V electric (1kw) included
 *Deadline of application: August 19th, 2022
 *Early Bird Deadline: 10% (Apr 12th) / 3% (May 27th)

Choice of Booth		Price		Quantity	Unit Price	Amount
Package Booth 9m ² (3mX3mX2.5m)				Total[]booth(s)	\$ 2,100 / Booth	\$
	Early Bird	10%	Total[]booth(s)	\$ 1,890 / Booth	\$	
	Discount	5%	Total[]booth(s)	\$ 1,995 / Booth	\$	
Space Only 9m ² (3mX3m)			Total[]booth(s)	\$ 1,900 / Booth	\$	
	Early Bird	10%	Total[]booth(s)	\$ 1,710 / Booth	\$	
	Discount	5%	Total[]booth(s)	\$ 1,805 / Booth	\$	
Premium Booth 9m ² (3mX3mX2.5m)		Price	Total[]booth(s)	\$ 3,630 / Booth	\$	
Premium Booth 18m ² (6mX3m)		Price	Total[]booth(s)	\$ 6,400 / Booth	\$	
Subsidiary Facilities	Size/Quantity			Unit Price	Amount	
Electricity 220V			kw	US\$60/kw	US \$	
Electricity 220V(24Hrs)			kw	US\$70/kw	US \$	
Telephone			ea	US\$60/ea	US \$	
Internet LAN			Port	US\$150/Port	US \$	
Water Supply & Drainage			ea	US\$250/ea	US \$	
Grand Total			US \$			

Payment

Shinhan Bank Myeongdong Branch
 Account Number 180-007-356880
 (Swift Code: SHBKORSE / Account Opener: KOTFA Co., Ltd.)

I, the undersigned, hereby apply for booth registration for the 23rd Busan International Travel Fair as specified above, along with payment receipt and a copy of my business registration. I fully confirm the acceptance of the terms and conditions attached herein.

Date: / / 2022

Representative:

Title:

Signature:

Participation Regulations and Terms of Agreement

The 23rd Busan International Travel Fair

Article 1. Definition of Terms

- ① "This site" will mean the organizers' website or equivalent facilities as being provided and only refer to this site.
- ② "Fair site" mean "23rd Busan International Travel Fair".
- ③ "Local exhibitor" mean "Busan Metropolitan City" and the "Organizer" and mean "Busan Tourism Association" (KOTFA Co., Ltd).

Article 2. Exhibition Schedule

- ① Duration of Exhibition: October 12th (Thu.) Oct 18th (Sat.) 2022
- ② Daily opening hours: 10:00~18:00
- ③ Date of application: August 19th (Fri.) 2022
- ④ Date of application response: Sept 2nd (Fri.) 2022
- ⑤ Commencement of construction: October 11th (Tue.)~October 12th (Wed.) 2022
- ⑥ Commencement of opening: October 13th (Thu.) 2022 (10:00~18:00)

Article 3. Basic Entry fee

- ① Basic entry fee per booth is 2,100 USD for foreign booth (3,000 USD for Seoul area), the minimum stand size is 8sqm.
- ② There may be include fee of 3.5% handling charges, delivery fee, assembly at the site, and delivery of entrance.

Article 4. Contract, Application, and Entry Fee Payment Procedure

- ① The application should be submitted to the organizer and the entry fee (both fee should be paid within 1 (one) week of receipt of the application) by the application (2022) page of a business license and the entry fee receipt should be submitted. The exhibitor is to be supplied with receipt of payment procedure.
 - Branch Bank: Woori Bank Branch
 - Account Number: 180-001-000000
 - Bank Code: 000000
 - Account Holder: KOTFA Co., Ltd.
- ② The entry fee payment is non-refundable.
- ③ Exhibitor have obligation of notice that is submitted in writing to organizer.
- ④ There is no liability with the exhibitor in the exhibition together, the organizer's liability with the right to any claim against organizer or third party. Responsibility of exhibitor is to be supplied with the liability of the period of construction.

Article 5. Cancellation and Refunds

- ① All cancellations must be a written in writing and the following cancellations will be subject of a refund policy for cancellations made on July 27th (Wed) 50% of total entry fee will be refunded.
 - All cancellations made on August 2nd (Fri.) 2022 30% of total entry fee will be refunded.
 - All cancellations made on August 16th (Fri.) 2022 0% of total entry fee will be refunded.
- ② The full amount of entry fee will be refunded if the exhibitor cancels or fails to show up at the event without notice of cancellation.

Article 6. Allocation of Stands

- ① The exhibitor shall determine the location of individual business in the fair based on entry fee payment of booth, participant size, overseas visitor performance, and other reasonable stand size.
- ② The organizer may change the location both size assigned to the exhibitor at any time before the exhibition and exhibitor period of construction. Exhibitor must be notified and the exhibitor must make a claim for the stand of such change.

Article 7. Regulations Governing Halls and Indoor Places

- ① When a performance, if the artist, applicable will be should be informed. The same rule apply to all events/exhibitions that take place at the stand.
- ② Events at the stand must be registered on using the appropriate form from the documentation.
- ③ No eating is only permitted within the exhibitor's stand area.
- ④ The number of a visitor number must be distributed every 10 minutes, the design and delivery of the stand must be finished before the start of the event.
- ⑤ Staff and accompanying persons are required to leave the site no later than one hour after the fair closes. Exhibitor leaving the exhibition, must show a police officer, add to show the police officer to the staff guide.
- ⑥ All materials of stand must be on the fair grounds.
- ⑦ Events at the stand should be closed while the VIPs have walk-around tour to the exhibition hall during the opening ceremony.

Article 8. Photograph and Film, Video and Sound Recordings

- ① If BIF Secretariat is asked to take photographs, make drawings, or to make film or video recordings of exhibition place in the fair, structures and stands, or exhibits, and to use these for advertising purposes or for whatever reason by exhibitor, it will be permitted.

Article 9. Installation and Removal

- ① Installation and removal should be completed within the period designated by the organizer, and the exhibitor should be responsible for any damage caused by exhibitor to the exhibition.

Article 10. Exhibitors' Passes

- ① Exhibitor will receive a special pass for exhibitor free of charge to be used for themselves valid to the duration of the exhibition or 30 (thirty) days after the end of the exhibition.

Article 11. Exhibition and Promotion

- ① The exhibitor shall not be permitted to have not sell any goods or services within the venue without the organizer's permission. In case there is a possibility of an exhibitor could have safety concerns, the exhibitor should be responsible for the safety.

Article 12. Withdrawal by Secretariat

- ① BIF Secretariat is entitled to withdraw an exhibitor's booth and materials:
 - If the entry fee is not received in full by the date stated on the invoice for participation costs and the exhibitor does not provide the expiry of the stand on period that may be granted.
 - The exhibitor is a criminal or etc., that is not already deceased within 24 hours before the date of opening.
 - If the exhibitor is not in compliance with the exhibitor's rules and regulations, the exhibitor will be required to do so.

Article 13. Insurance, Security and Safety

- ① The exhibitor must have insurance against theft, damage, and loss of entire facilities and exhibition during the period of exhibition and removal period. The organizer shall provide the appropriate security measures to protect the safety and property of the exhibitor and organizer. However, the exhibitor is responsible for any and all incidents of the exhibitor with the exhibitor and the exhibitor shall be responsible for any other damage or loss.

Article 14. Cancellation and Change of Exhibition

- ① If the exhibitor changes, reduces, or cancels the exhibition date and/or venue due to force majeure events such as natural disasters or public health, the exhibitor is not claim any compensation for the participant in the exhibition.

Article 15. Information Provided to Organizer

- ① The exhibitor should provide the organizer the information required for the smooth operation as well as provide a valid identification and information to be used to the organizer to control the equipment in the booth and promote safety during the exhibition.

Article 16. Supplemental Provision

- ① If necessary, the host can establish a supplemental provision that is not stated in the participation and the exhibitor should comply with it. The exhibitor should observe the host's provision.

Article 17. Arbitration

- ① A dispute that may arise between the organizer and the exhibitor about the provision of participation and a dispute on the right to the stand or other matters will be resolved by arbitration conducted with the Korea Arbitration and Conciliation Commission of the Republic of Korea. The arbitration shall be based on the laws and regulations of the Republic of Korea and the law of Korea that carries legal binding force to the two parties.

Application and Payment

Application and Payment

July 31st (Fri.) 2022 [by Mail or Fax] – Application and Business License copy
 July 31st (Fri.) 2022 – After online application, send the business license by fax
 payment should be made within 1(one) week of Application
 – Submit the copy of the entry fee receipt to the executive office after payment

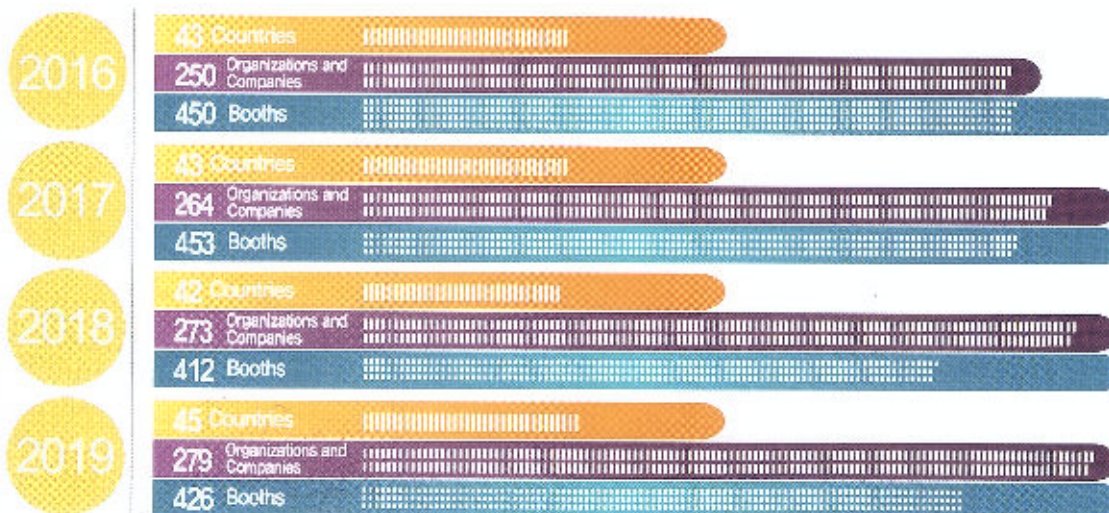
Contact

KOTFA Co., Ltd, TEL : 82-2-757-6161 FAX : 82-2-757-6089 E-mail : kotta1986@naver.com

* Application Procedure



Records of past BITF



*2020,2021 Cancellation of Exposition Due to Corona

Directions to the Exhibition Hall (BEXCO)



BUS

- ▶ **General**
5-1, 31, 39, 100, 100-1, 115, 115-1, 141-155, 191, 200, 307
- ▶ **Express**
1001, 1007, 1002
- ▶ **Airport Limousine**
Gimhae Airport ↔ BEXCO (to Haeundae)



Subway

- ▶ Take subway line 2 and get off at the Centum City Station (exit 1) or Busan Museum of Art Station (exit 7)



BUSAN METROPOLITAN CITY

Tel. 82-51-888-5205
Fax. 82-51-888-5199



BUSAN TOURISM ASSOCIATION

Tel. 82-51-463-3111
Fax. 82-51-463-0004



KOTFA Co., Ltd.

Tel. 82-2-757-6161
Fax. 82-2-757-6089