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KOBA 2017

27th KOREA INTERNATIONAL BROADCAST
AUDIO & LIGHTING EQUIPMENT SHOW

16-19 MAY 2017

COEX, KOREA

ORGANIZERS Korea E & Ex Inc. / Korean Broadcasting Engineers & Technicians Association

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KOREA ! the Center of New Media Era

South Korea, who is a leader of the global IT, digital, and communication industry and is a first mover of launching next generation broadcasting technology such as ATSC 3.0 infra broadcast service, IP infra broadcast service, will be releasing the world's first terrestrial UHD broadcasting service in Feb, 2017.

KOBA 2017 suggests you with a chance to look over henceforth broadcasting, image, sound, and lighting industry at a glance, which is a core of cultural industry, giving competitive edge and vision to counteract the rapid diversification of environment.

KOBA SHOW ! Platform for New Generation

'Convergence', which is now being said as a worldwide trend, is creating a dynamically run market far beyond the borders of technology, service, and industry through innovation of the technology and engagement of the creative consumers

KOBA provides you a chance to predict and correspond with the changes in media industry via introducing brand new concept of technology and equipment including UHD(4K/8K), VR, ATSC3.0, Drone, OTT, Second screen, Smart media, and Trans media.





Opportunity

Opportunity for person to person meeting.

Opportunity to meet the best buyers through networking and partnership of research industry and other countries.

KOBA with KOBETA

KOBA has been viewed by engineers and producers in major broadcasting companies including KBS, MBC, SBS and EBS as well as related personnel in studio, production, large stages, religious circles and academies as KEMX and KOBETA jointly sponsored the KOBA.

Exhibition which a variety of professionals are looking for

- Major Broadcast - KBS, MBC, SBS, EBS
- Film producer, Distributor
- Cable & Satellite Broadcast Stations
- Government/Organization, Academic Institution
- Religion Groups
- Broadcasting communication, Audio, Stage, Lighting

Global Partnership





Services

Major Korean Broadcast Station Tour & Seoul City Tour

You can experience and enjoy Korea Major Broadcast Stations' history and cutting-edge technology.

KOBA is delightly supporting 50% of the entire fees for this event. All fees include transportation, guide, dinner and admission fees.

Match Making Service

As a part of exhibitors and visitors support service, we will provide the platform to connect business between exhibitors and visitors of the KOBA website.

Free Translation Service

Free English, Chinese, & Japanese

Transportation

Limousine Bus

- COEX ↔ Incheon International Airport
Operating time : 05:20~22:30
- Operating Interval : Every 10~20 minutes
- Time to destination : Approximately 70~80 minutes

Subway : Seoul Metro

- Line No2. Samsung Station(KWTC) : The circle line
- Line No9. Bongeunsa Station (COEX) :
COEX - Gimpo Airport
- To get more information about the subway,
go to the following website
(<http://www.seoulmetro.co.kr/eng>)



Exhibition Outline

Name	KOBA 2017 27th Korea International Broadcast, Audio & Lighting Equipment Show
Dates	16th to 19th May, 2017 (4 days)
Hours	10:00 a.m. - 5:00 p.m.
Venue	COEX Hall A, C, D and Conference (Seoul, Korea)
Organizers	Korea E & Ex Inc. Korean Broadcasting Engineers & Technicians Association
Scale	Total 27,997 sqm / 1,150 Exhibitors from 35 nations / 50,000 visitors
Website	www.kobashow.com

Application

Booth Space and Charge * Deadline : February 15, 2017

	Space of 1 Booth	Charge of 1 Booth	
Space Only	3m X 3m = 9sqm	USD 3,200	
Shell Scheme	3m X 3m = 9sqm	USD 4,000	with a basic furniture package.

Special Benefit

- 1. Discount of KOBA 2016 Exhibitor** USD 100 Discount per 9sqm
- 2. Early Bird Benefit** USD 200 Discount per 9sqm (Only applicable if 100% payment is received by 15th Jan. 2017)

Contact information to apply for space

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KOBA Secretariat

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KOBA 2016 Show Report

Scale 27,997sqm

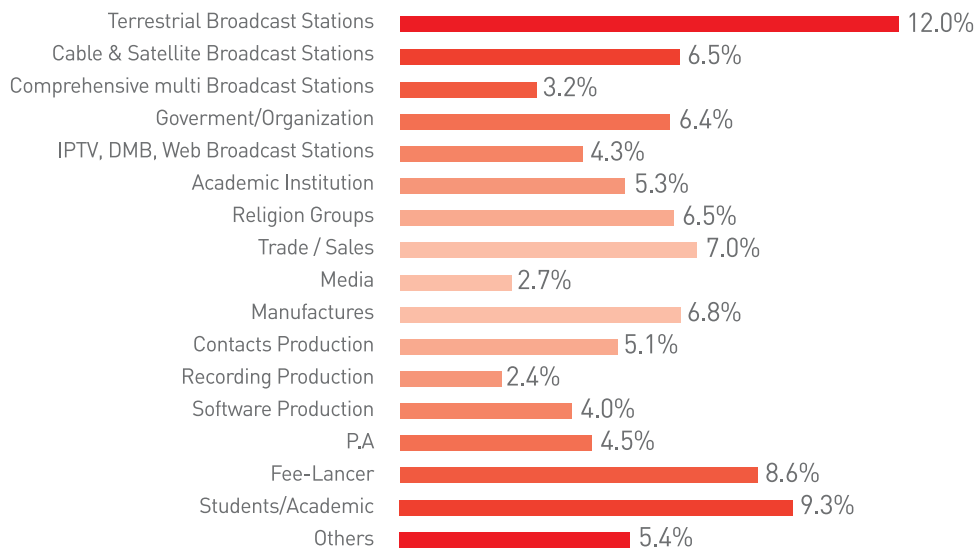
Visitors 41,053

Classification of Exhibitions' Origin

Contury	No. of Manufacture	Contury	No. of Manufacture	Contury	No. of Manufacture
Korea	189	Germany	108	Norway	5
Australia	13	Hong Kong	4	Russia	2
Austria	6	Hungary	3	Spain	16
Belgium	8	Iceland	1	Sweden	7
Bulgaria	1	India	2	Switzerland	9
Canada	32	Israel	7	Taiwan	32
China	89	Italy	24	Turkey	1
Denmark	11	Japan	62	U.K	78
Finland	1	Netherlands	8	U.S.A.	267
France	31				

Total 28 nations 1,017 companies

Occupational Classification



Classification of Visitors' interesting filed

