



WORLD COOPERATIVE CONGRESS

Deepening our
Cooperative
Identity



EXHIBITOR'S MANUAL

COOPERATIVE INNOVATION FAIR

November 30 – December 3, 2021

ICA 33rd World Cooperative Congress

Hosted by :



International
Cooperative
Alliance



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1 Welcome

It is our great pleasure to welcome you to the Cooperative Innovation Fair during the ICA 33rd World Cooperative Congress. In this document, you will find all the information you need to participate as an exhibitor. We ask that you be particularly mindful of the deadlines for returning the required forms and supplying the digital documents for the e-booths.

Venue

Grand Walkerhill Seoul

<https://www.walkerhill.com/>

Tel: +82 2 2022-0000

Supplier – onsite and online booths

PlusK Co., Ltd. - Exhibitor services (booth, electricity, rugs, temporary staff, etc.) –

WCC 2021 Exclusive partner

Yvette Lee (Ms)

coopfair@icaworldcoopcongress.coop

Tel: +82-2-4372-5672

Official Freight Forwarder

Kemi-Lee Co., Ltd.

Seon Jeon (Mr.)

seon@kemi-lee.co.kr

Tel: +82-2-565-3718

Republic of Korea Customs information

Please find here : <https://www.customs.go.kr/english/main.do>

2 General information

2.1 Introduction of the Cooperative Innovation Fair during the ICA 33rd WCC 2021

The Cooperative Innovation Fair (Coop Fair) will take place during the ICA 33rd World Cooperative Congress 2021. Cooperatives will have the opportunity to present their innovations. By participating, organisations will create multiple business opportunities, both in Seoul and on the online platform. In Seoul, a B2B space will be available in the Exhibition Hall where participating organisations will meet and network.

Grand Hall & Vista Hall Lobby

Attendance in the Exhibition Hall is expected to fluctuate depending on the day's programme. Breaks and mealtimes will be the busiest times. For details about the programme, please go to: <https://icaworldcoopcongress.coop/>

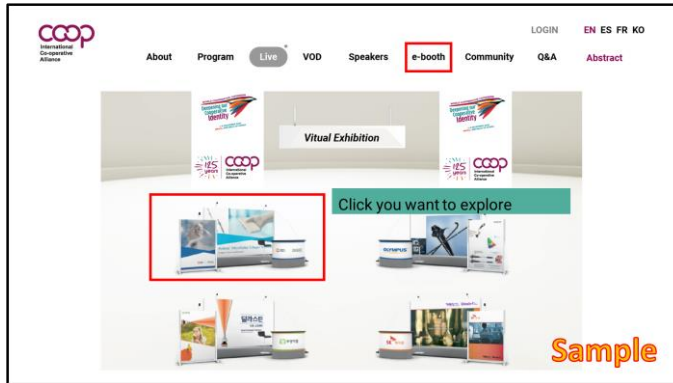
3 Online Exhibition

3.1 Online Platform -*e-booth*

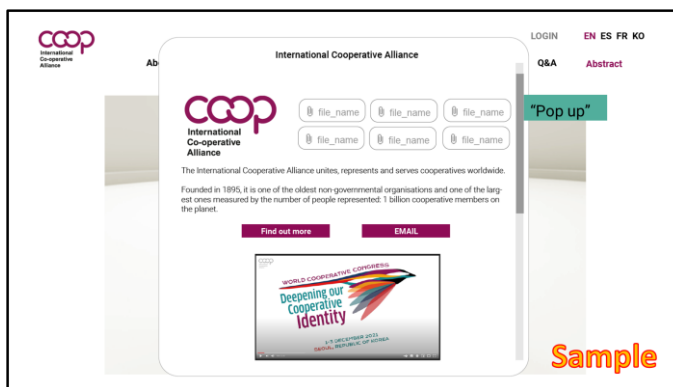
- All Congress participants worldwide will have the possibility to access the *online platform* and view Exhibitor's *e-booth*.
- Online exhibition space is provided free of charge when Exhibitor rents physical booth at the Exhibition Hall.
- *Our supplier (Plus K)* is handling the online platform. Exhibitors will need to send all digital content including logos, files, videos, links, contact email, etc. on time to our Supplier to ensure maximum online visibility.
- After the Congress, the exhibitors will receive a list of participants who clicked viewed the e-booth and other statistics.

3.2 Example of an e-booth

Click [here](#) to see a sample video.



Notes: Online participants can access online exhibition by clicking the ‘e-booth’ menu on the platform. Exhibitors’ areas are the same size.



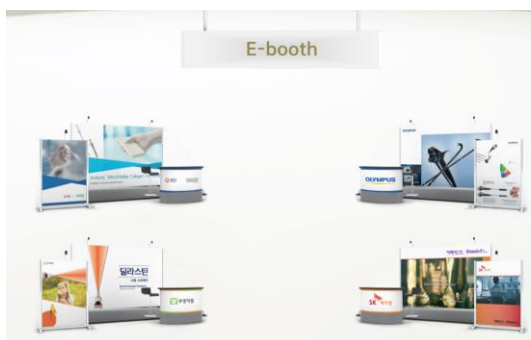
Notes: By clicking on the exhibitor’s booth, a ‘pop-up screen’ appears.

Online participants can see;

- Logos,
- Attached files: reports, brochures, etc.,
- Explanation/profiles,
- Link to webpages,
- Email to contact person,
- Videos,
- and images.

3.3 Special events

- Booth stamp tour event is scheduled to improve online participation and to encourage participants to explore the many e-booths.



4 Physical Booths at Exhibition Hall

4.1 Schedule

Tuesday, November 30	08:00 to 16:00 Setup of booths 19:30 to 21:00 Opening cocktail of the Cooperative Innovation Fair
Wednesday, December 1 and Thursday, December 2	08:00 to 17:30 Hall open to exhibitors Coop Fair Opening hours to participants <ul style="list-style-type: none">• 10:00 to 11:00 with coffee, tea, water• 12:00 to 13:00 with lunch• 14:30 to 15:30 with coffee, tea, water
Friday, December 3	08:00 to 12:00 Coop Fair Open 12:00 Closing 12:00 to 16:00 Dismantling 16:00 Dismantling completed

4.2 Badges for Booths at the Exhibition Hall

If exhibitors wish to participate in meetings and events, they must also register as a participant, and they must always wear a badge for identification. To register WCC 2021, please go to the WCC 2021 website and click on "Register now!": <https://icaworldcoopcongress.coop/>

Booth keepers are issued a separate badge (only accessible to the exhibition hall) and must always wear a badge for identification. Exhibitors will receive booth keeper badges from the registration desk.

5 Booth layout

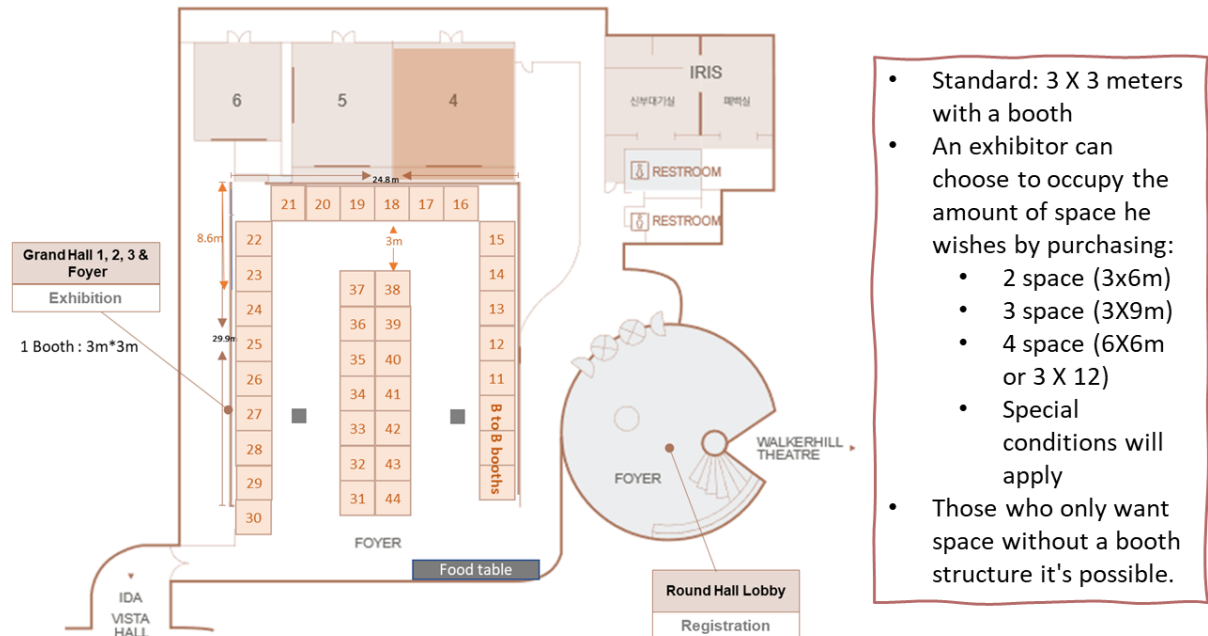
ICA Coop Fair team will allocate booths in 'First come, First served' basis.

Please indicate your preferred booth space, we will check and confirm availability.

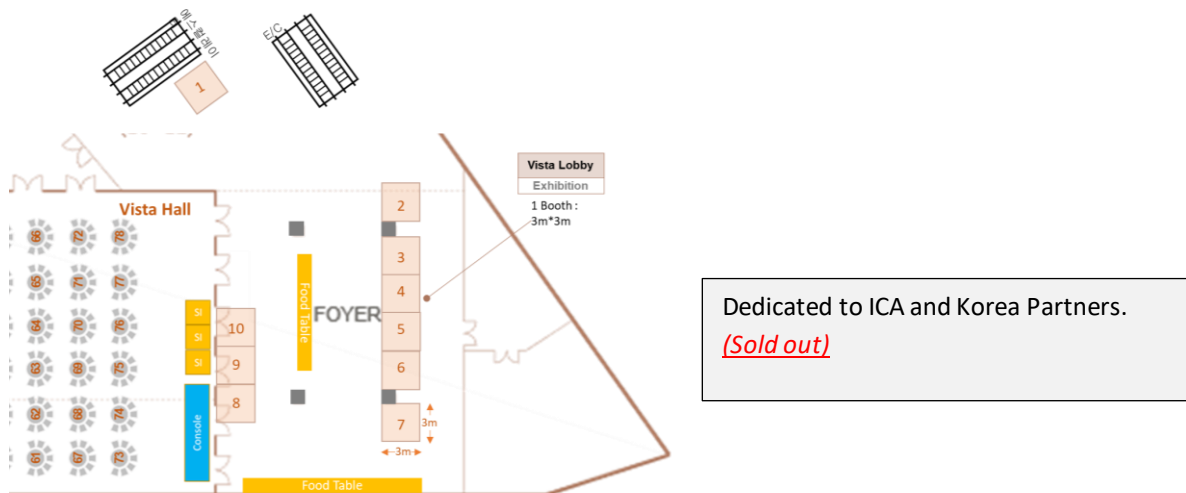
coopfair@icaworldcoopcongress.coop

5.1 Floor Plan

Grand Hall (B1)



Vista Hall Lobby (B2)



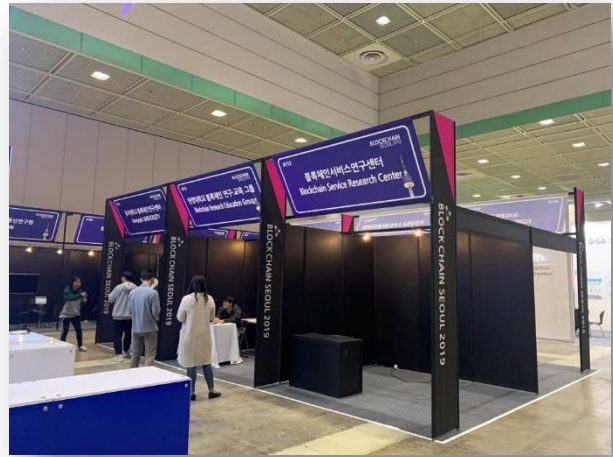
5.2 B2B Meeting Area

WCC 2021 Coop Fair Organising Committee will provide a B2B Meeting area (9x3 m²) during exhibition. It will be operated as the reserved place for exhibitors.

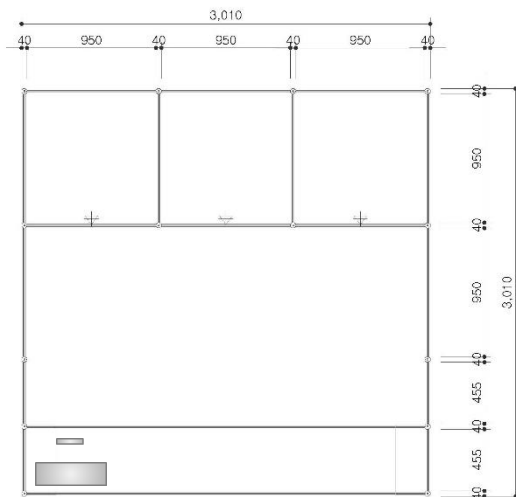
5.3 Booth design

Exhibitors can rent Basic or Independent Booth space. To ensure optimal visibility for all exhibitors, Basic booths will be delimited by a wall. Booths are either Basic or Independent. The Basic 3x3 m² booth can be expanded to 2, 3 or 4 units and exhibitors can rent to suit their needs.

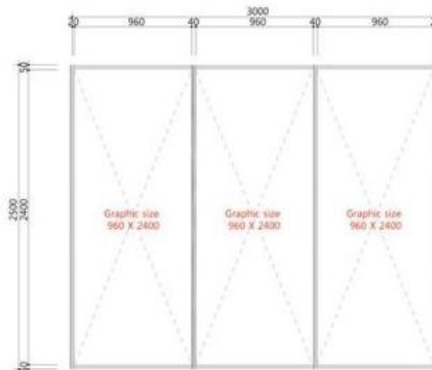
5.4 Basic booth – description and dimensions



<Top View>



<Graphic Size>



Height	Constant 2.5m
Back and Side Wall	3m x 3m
Aisle	Blue needle punch carpet
Lighting	3 spotlights (100W)
Fascia	Company name and Logo
Outlet	1ea. (200V)
Furnishing	1 Information desk, 1 chair

Note: Fees will apply for any additional service (electrical outlets, audiovisual equipment, Internet access, furniture, etc.). To request such services, please submit a duly completed order form to the suppliers: [Exhibitor Services](#)

5.5 Independent Booth – description and dimensions

An Independent booth is recommended for the exhibitors who rent more than 2 booth units or require special and customized design for visibility. Exhibitors who want an independent booth should **contact the supplier PlusK to customize booth design** – there are many types of design and standard. For your understanding, there are some examples as below:

EXAMPLE: Block System



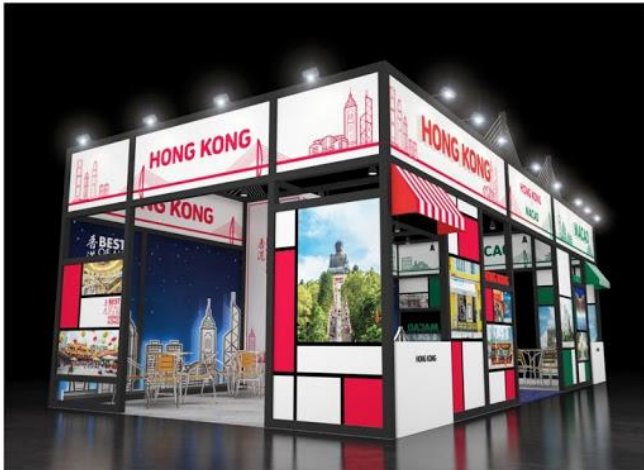
Includes: TV-40 inches, table, banner output, etc.

EXAMPLE: Woodworking booth



Includes: TV-40 inches, table, banner output, etc.

EXAMPLE: Maxima Booth



Includes: TV-40 inches, table, banner output, etc.

6 Parking

Several parking lots are available at the Grand Walkerhill Hotel premises. Exhibitors can park free of charge.

7 Installation/dismantling

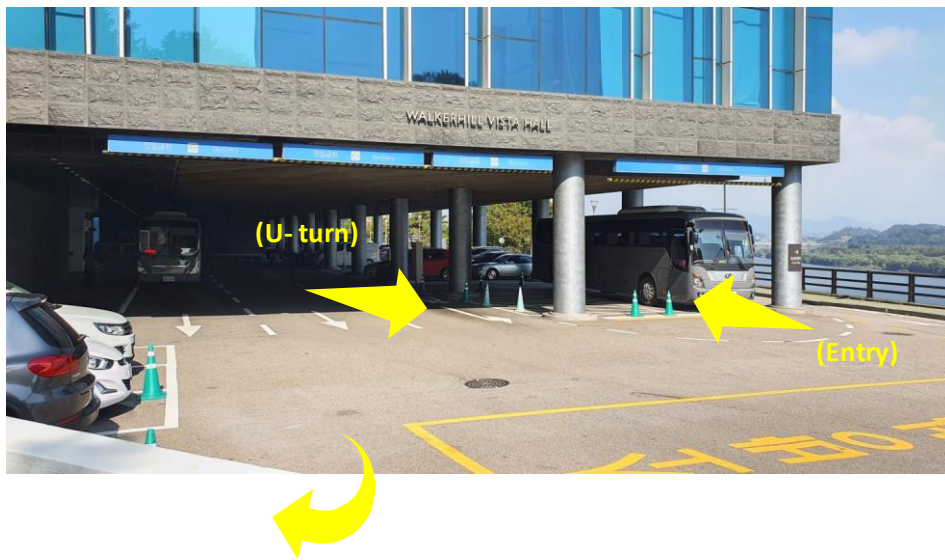
7.1 Installation

Monday, November 29, from 8 a.m. to 6 p.m.

IMPORTANT: Be sure to contact *Kemi-Lee Co., Ltd.* ahead of time to arrange for the delivery, pick-up, and customs clearance of your goods (see [point 7.4](#) of this document).

7.2 Information on the traffic line using the backside of the Grand Hall

- ① Enter Vista Hall (parking lot)
- ② Make a U-turn and go through the entrance of Vista Hall
- ③ Enter the hill on the right before the access road (arrival to the Vista Inspection Center) and go to the event site through the kitchen of the Grand Hall.



7.3 Handling and Storage

If you are planning on sending your goods directly to the Hotel by courier or carrier, but will not be there to receive them, the Hotel can pick them up and keep them in concierge for free **from November 28 to 29.**

7.4 Customs clearance

If you require assistance with customs clearance, we recommend that you use the services of **Kemi-Lee Co., Ltd.**, by contacting the provider at:

Kemi-Lee Co., Ltd.

Mr. Seon Jeon

seon@kemi-lee.co.kr

Tel: +82-2-565-3718

For more information, please click [here](#).

7.5 Dismantling

Booths will be dismantled on Friday, December 3, between 12:00 and 16:00. Please be sure to leave your area as you found it at the start of the Congress. Do not leave anything behind. No storage will be provided after the event.

Any goods that have not been claimed by the time everything has been dismantled will automatically be picked up by Kemi-Lee Co. Ltd., and the exhibitor will be billed accordingly.

8 Obligations and restrictions

8.1 Obligations

Insurance

Exhibitors must have their own liability insurance. In the event of fire, flood, or theft, regardless of the cause, the Hotel and its representatives assume no liability for any bodily harm or material damage to products, booths, equipment, or decorations that may occur in the rented spaces or in the process of moving items inside or outside the building.

Trash collection

The Hotel staff will empty the trash cans in the exhibition hall every evening after the exhibition. Bins left inside the booths will not be emptied.

8.2 Restrictions

Adhesive tape

Only the following adhesives, which may be purchased on site, are permitted at the Hotel:

- Walls: 3M wall mounting tabs, no. 7220

Common areas

Exhibitors must keep all hallways, elevators, escalators, entrances, halls, video monitors, plasma screens, emergency always exits and all other rooms in the Hotel free from obstructions.

Security

The Hotel provides around-the-clock building security. However, the hotel is not responsible for exhibitors' personal or event-related belongings and property left inside the rented spaces.

Smoking

The Hotel provides a no-smoking environment.

9 Accommodations

When you register for the Congress, you will be eligible for special rates at our venue hotel.

Please find the rooms available as below :

- Grand WALKERHILL Seoul: <https://bit.ly/3mVnAQs>
- Vista WALKERHILL Seoul: <https://bit.ly/2WGGRuy>

10 Visa and passport

For Korea's entry requirements, please go to

https://www.immigration.go.kr/immigration_eng/index.do

COVID-19 restrictions apply, please be sure to check your country's requirements.

11 Booth Reservation – Application forms

11.1 Required Application form

For all booth reservations, please complete the online [COOP FAIR Application Form available here](#). We require the following information.

(Example) COOP FAIR Booth Reservation Application Form – PART 1

« *This information will be sent to ICA Coop Fair team to contract booth space.* »

Please submit this form by October 31, 2021.

1. Booth type and cost

Category	Quantity (A)	Unit Cost (B)	
Standard Booth (3x3 m ²)	1	EUR 5,000	Including online booth
Online Booth (e-booth)	1	EUR 2,500	

1-1. Booth Type Standard Booth (including online booth) ONLY Online Booth (e-booth)

1-2. Number of units (9 m²) to reserve? 1=3x3 m² 2=3x6 m² 3=3x9 m² 4= 3x12 m² or 6x6 m²

1-3. Do you want an independent booth?

3. Organisation

4. Street Address

5. Country

6. Contact Person

6-a. Full Name

6-b. Position

6-c. E-mail

6-d. Telephone

PAYMENT METHODS

Upon receipt of application form, we will send you an invoice with bank information.

For further questions on the Coop Fair, contact the ICA Coop Fair team:

coopfair@icaworldcoopcongress.coop

[한국 전시참여기관 전용 안내] – Only for Korean exhibitors

온라인으로 신청서를 제출하시면, 한국추진단에서 확인 후, 결제 관련 안내를 드립니다.

전시부스 신청과 관련된 사항은 cho@icaworldcoopcongress.coop 으로 연락주시기 바랍니다.

(Example) COOP FAIR Exhibitor Services Application Form – PART 2

« This information will be sent to our local suppliers to operate the exhibition area and online platform. »

Suppliers (Plus K) will check the exhibitor's profile as it will be shown the booth(s) and online platform. Please enter the correct information here,
OR send email the information with files to email (Coopfair@icaworldcoopcongress.coop) with your organisation's name.

Please submit this form by October 31, 2021.

1. Organisation Logo

Please attach your business logo as a JPG file and illustration file (*.ai file) (*upload file*)

2. Organisation Profile

3. Product & Services

Thank you for your cooperation and application. ICA Coop Fair team will contact you after reviewing your application.

11.2 Additional Exhibitor Services at the Grand Walkerhill Exhibition Hall

If you require Furniture & Equipment and Electricity / Internet / Temporary Staff, please complete the [COOP FAIR Exhibitor Services Application Form](#) [here](#).

Upon receipt of application form, we will send you an invoice with bank information.

(Example) COOP FAIR Additional Exhibitor Services Application Form – Part 1

« This information will be sent to Suppliers (Plus K) to prepare service items in the booth. »

Please submit this form if you need additional items and services by October 31, 2021.






DESCRIPTION OF EXHIBITOR

1. Organisation			
2. Country			
3. Contact Person			
3-a. Full Name			
3-b. Position		3-c. Email	
3-d. Tel			

(Example) COOP FAIR Exhibitor Services Application Form – Part 2

Furniture and Equipment

<Table 1> Please indicate the item number and quantity you are requesting.

Item: Table set				
TS-01A	TS-01B	TS-02A	TS-02B	TS-03A
				
USD 50	USD 70	USD 110	USD 110	USD 110
Item: Chair				
CH-01 Round Chair	CH-02 Meeting Chair (White/ Black)	CH-03 Folding Chair	CH-04 Easy Chair	CH-05 Armchair









				
W420*D430*H700	W410*D510*H810	W450*D420*H780	W440*D430*H830	W525*D485*H830
USD 15	USD 18	USD 10	USD 18	USD 30
CH-06 Art Chair (White/Red)	CH-07 Design Chair D	CH-08 Design Chair E (White / Black)	CH-09 High Bar Chair	CH-10 High Stool
				
W460*D440*H720	W440*D460*H755	W530*D570*H800	W400*D420*H810	W350*D410*H620~870
USD 30	USD 30	USD 55	USD 45	USD 35
Item: Table				
TA-01 Round Table	TA-02 Round Table	TA-03 Square Table	TA-04 Glass Table	TA-05 Design Wood Table
				
Ø750*H730	Ø600/Ø700 * H 730	W700*D700*H730	Ø700*H730	Ø700*H730
USD 40	USD 50	USD 45	USD 50	USD 6
<Table 2> Please indicate the item number and quantity you are requesting.				
TA-06 Modern Table	TA-07 Standing Table	TA-08 Event Table	TA-09 Event Table	TA-10 Tablecloth
				
W1200*D600*H750	W1200*D600*H1000	W1800*D900*H750 W1800*D600*H750 W1800*D450*H750	W1200*D900*H750 W1200*D600*H750 W1200*D450*H750	Round / Square Blue /Black/White/Red
USD 75	USD 90	USD 35	USD 30	USD 20 / 15
Item: Showcase				

SH-01 P- DisplayBase A/B	SH-02 P-DisplayBase 2Step	SH-03 Display Base	SH-04 Display Base 2Step	SH-05 Display Base 3Step
				
W1000*D530*H730 W1000*D530*H1000	W1000*D530*H1000	W1000*D600*H750 W1500*D600*H750 W2000*D600*H750	W1000*D600*H750 W1500*D600*H750 W2000*D600*H750	W1000*D900*H1000 W1500*D900*H1000
USD 60 / 80	USD 70	USD 36 / 54 / 72	USD 48 / 72 / 96	USD 72 / 96
SH-06 Show Case A	SH-07 Show Case B	SH-08 LED Hi Showcase	SH-09 Style Shelf	SH-10 Hi Showcase B
				
W900*D550*H995	W900*D550*H990	W500*D500*H1850	W600*D350*H1480	W900*D450*H2000
USD 70	USD 90	USD 145	USD 36	USD 195
SH-11 Show Case E	SH-12 Show Case F	SH-13 LED Showcase A	SH-14 LED Display Base	SH-15 Wood/Steel Shelf
				
W1200*D530*H1000	W500*D500*H1300	W700*D300*H1850	W400*D400*H950	W800*D390*H1790 W700*D300*H1850
USD 180	USD 160	USD 180	USD 96	USD 65

<Table 3> Please indicate the item number and quantity you are requesting.

Item: Display

DP-01 Modern Display 3 Step	DP-02 Display Cube (set)	DP-03 Display Cupboard	DP-04 Shelf	DP-05 Storage Unit
				

W600*D600*H400 W600*D600*H750 W600*D600*H1000	W500*D500*H250 W500*D500*H500 W500*D500*H750	W950*D450*H745	W990 * D300 A: Slope B: Flat	W750*D350*H80 0
USD 50 / 50 / 50	USD 100	USD 50	USD 40	USD 70
DP-06 Catalogue Holder A	DP-07 Catalogue Holder B			
				
W270*H1400	W300*H1500			
USD 60 / USD80	USD 70			
Item: Electronics				
IT-01 LED TV 43" with stand	IT-02 LED TV 32"	IT-03 Laptop	IT-04 iPad	IT-05 AMP Set (100W)
				
W970*D500*H1900	W739*H448*D150	Core i5 (HP)	IPad 2,Air / TAP s3	Wireless Microphone
USD 250	USD 200	USD 150	USD 120	USD 250
Item: Etc.				
ET-01 Waste Basket	ET-02 Cold / Hot Water Dispenser			
				
10L	W320*D320*H1370			
USD 5	USD 60			

(Example) COOP FAIR Exhibitor Services Application Form – Part 3

Additional Electricity / Internet / Temporary Staff

DESCRIPTION (SINGLE-PHASE)	QUANTITY (Unit)	UNIT PRICE (USD)
Complimentary electricity for Basic booth	1 kw / booth	Free
A. Additional order for Basic or Independent Exhibitors		
1. Additional Electricity for basic booth or independent exhibitors (Quantity: kw/day) (USD 70 per day)		
<p>Installing Electrical Power</p> <ul style="list-style-type: none"> ➤ 1kw of electricity will be offered to exhibitors purchasing a basic booth package. If extra electricity is required, please complete this form and submit by the deadline date. ➤ The voltage of electricity inside the hall is 220V. If 110V is required, it is the exhibitor's responsibility to prepare the correct AVR or current transformers. ➤ When installing sensitive equipment, you need to observe its own safety conditions. ➤ Electricity supply for the booths will be automatically cut off 30min after the closed of exhibition of each day. ➤ Use of multi-plug as an alternative to the socket may cause fire due to an excessive load. ➤ Hence for the safety reasons, all types of electrical works must be done by the official electrical contractor or the designated electrical companies. ➤ Exhibitors should apply for the correct voltage of electricity supply as well as lighting and electrical appliances. It is essential to maintain a safe environment of the exhibition venue and to help prevent any accident. Should there be a fire due to an excessive use of power, the exhibitor must compensate the organiser and other exhibitor that are affected. 	kw/day	USD 70
B. LAN for Internet (Quantity: lines) (USD 50 per day)		
	LINE	USD 50
C. TEMPORARY PERSONNEL (English/Korean)		
	November 30, 2021 (16:00 – 20:00)	1 person USD1 50
	December 1, 2021 (08:00-17:30, 1hr Lunch Break)	1 person USD2 50
	December 2, 2021 (08:00-17:30, 1hr Lunch Break)	1 person USD2 50
	December 3, 2021 (08:00 – 12:00)	1 person USD1 50

Do you need help? Please contact us.

coopfair@worldcoopcongress.coop

Cooperative Innovation Fair

ICA World Cooperative Congress

Suppliers : PlusK Co. Ltd.