

CONEX KOREA 2024

– Giveaway Event Plan –

1. Overview

- **[Objectives]** To promote KOREA International Construction Equipment Exhibition 2024 (CONEX KOREA 2024), encourage potential buyers to participate in the event by providing giveaways to the visitors during the exhibition.
- **[Period]** October 24(Wed) ~ 27 (Sat), 2024
- **[Venue]** Giveaway event hall at indoor exhibition venue
- **[Procurement of giveaway items]** Donation by exhibitors, offering discount or purchase by KOREA Construction Equipment Manufacturers Association (KOCEMA)
- **[Giveaway items]** Excavators, Attachment, part exchange ticket, miniature, department store gift certificate, souvenir, coffee coupon, etc.
- **[Potential winner]** Potential buyers including construction equipment rental business operators, maintenance operators, constructors, equipment operators, etc. as well as visitors
- ※ Potential buyers (visitors from demand industry) - VIP kit (excavator coupon, meal coupon), available to spin the wheel for random roulette giveaway (for buyers)
- * Only with business ID, license, certificate, etc. to as evidence of engaging in the industry
- ※ Visitors - Available to participate in roulette giveaway event (for ordinary visitors)

2. How to select giveaway winner and provide free gifts

- **Drawing lots**
 - Excavators: on the last day (10.27.2024)
 - ※ The winners are publicly chosen by lot at the event hall end of exhibition for the day
 - Others: The winner of each prize is chosen by throwing an electronic

dice or spinning the roulette wheel (10.24~27.2024)

※ The quantity of free gifts given to the winners for the day will be determined in advance by item

□ **How to provide giveaways**

○ Excavators

- For the winners selected at the site, gifts will be sent after checking their detailed address

- If the winners are not present at the site, calls will be made publicly to check their coupon no. and detailed address to send the gift later

※ If the winner is not present at the site, check by the phone call. But this rule related winner absentee can be changed later

○ Others: Gifts will be provided directly at site after casting lots or delivered later

- As for part exchange coupons, the company name and logo that sponsored the product will be printed onto them to be provided to the winners

□ **Giveaway items**

※ Final list will be announced

○ Excavators :

Brand	HD Hyundai Infracore	HD Hyundai Construction Equipment
Image		
Product name	DX17Z-7	HX17AZ
Quantity	1	1
Type	In kind	In kind

3. Items and procurement plan by date

※ Items and procurement plan will be announced

4. Benefits to giveaway sponsors

Free advertisement on CONEX KOREA 2024 official directory

* The advertisement fee (for 1 page) is priced at KRW 1~2.5 million (VAT included)

Exposure of the company name and its sponsoring item in official promotions during side events such as giveaway event, etc.

Promotion of sponsors on large LED display boards and photo walls at the exhibition hall

* Sponsors: Sponsors mean those that provided giveaway items, part exchange coupons, miniatures (more than 10 units) among CONEX KOREA 2024 exhibitors

5. Giveaway sponsorship application

How to apply: Fill in the application form <attachment> and submit via e-mail

Deadline: ~ June 30, 2024

Contact : Kyoungmin Kim, Assistant Manager

- E-mail : kkm9603@kocema.org

- Tel: +82-31-609-9718

CONEX KOREA 2024

Giveaway sponsorship application

1. Exhibitor Information

Company Name				
Contact	Name		e-mail	
	Mobile Phone		TEL	

2. Sponsorship detail

Product	Quantity	Description (VAT excluded)
		Selling price: Offering price:
		* No. of coupons worth KRW 300,000

- Note)1. The attachment selling price and offering price mean manufacturer's suggested retail price (VAT excluded) and offering price sold to the giveaway winners (VAT excluded), respectively
2. As for miniatures, the benefit of free advertisement in the directory will be given to those that offered more than 10 miniatures

I hereby submit my application for CONEX KOREA 2024 giveaway sponsorship.