

## Seoul Mobility Show 2023 Participation Guide

The Seoul Mobility Show Organizing Committee invites participants to 「Seoul Mobility Show 2023」 held at KINTEX from March 30<sup>th</sup>, 2023 to April 9<sup>th</sup>, 2023.

Seoul Mobility Show is an international Mobility show accredited by OICA (International Organization of Motor Vehicle Manufacturers).

It is the largest industrial exhibition in Korea and a themed exhibition that highlights the future of automobile industry.

You are cordially invited to 「Seoul Mobility Show 2023」, which focuses on enhancing the brands of automobile related companies, promoting marketing, and increasing cooperation among related companies.

### 1. Outline

#### □ Theme

- Sustainable, Connected, Mobility
  - Eco-friendly evolution with sustainable energy
  - Intelligent vehicles with connectivity
  - New vision for mobility that goes beyond conventional means of transportation

#### □ Dates

- March 30<sup>th</sup>, 2023 (Thursday) – April 9<sup>th</sup>, 2023 (Sunday), 11 days
  - Press Day: March 30<sup>th</sup>, 2023 (Thursday)
  - Public Day: March 31<sup>st</sup>, 2023 (Friday) – April 9<sup>th</sup>, 2023 (Sunday), 10 days

#### □ Venue

- KINTEX Exhibition Center (Goyang, Gyeonggi-do)

#### □ Host

- Organizing Committee for Seoul Mobility Show
  - Korea Automobile Manufacturers Association (KAMA)
  - Korea Automobile Importers and Distributors Association (KAIDA)
  - Korea Auto Industries Coop. Association (KAICA)

#### □ Sub-events

- Motor Vehicles and IT Convergence Seminar
- Motor Vehicle safety experience, Trial ride event for autonomous vehicles and Eco-friendly vehicles
- Business Consultation Meeting, Technology Seminar, etc.

## 2. Participation

### □ Items to be displayed

#### ① Mobility Hardware (related to completed vehicles, parts and mobility)

- Passenger car, Commercial vehicle, Supercar, Tuning car and Camping car, Two-wheeled vehicle, etc.
- Electric vehicle, Hydrogen vehicle, Autonomous vehicle, etc.
- The overall automotive parts industry : Mobility parts, Tuning parts, Tires, etc.
- Future mobility parts : Electric driving system, Battery, Electric motor, Charging technology, Infrastructure, etc.
- Mobility-related products : Ornaments, Accessories, Auxiliary equipment, etc.
- Personal mobility : Electric bicycle, Electric wheel, Kick scooter, etc.
- Air mobility : Urban air mobility (UAM), Regional air mobility (RAM), Drone, Aerospace, etc.
- Railroad mobility and Hyperloop, Ship mobility, Robot mobility, etc.
- Other fields related to mobility industry or mobility culture

#### ② Mobility Software (service and technology)

- Mobility Services
  - Vehicle Sharing : Car sharing, Car hailing, Ride sharing, Shuttle bus, Car rental
  - O2O : Chauffeur service, Used car, Maintenance, Car wash, Parking
  - Last-mile service : Delivery, Shared bicycle, Shared kick scooter
  - Integrated Transportation Service : Map, Autonomous driving, Big data, ITS, Payment, Security, etc.
- Mobility Technology Startup and Incubation Fields
  - Autonomous Driving : Radar, Lidar, Lens, Software, etc.
  - Mobility Convergence Technology : IT, IoT, electric/electronic devices, control, design, etc.

□ **Participation fee**

(excluding VAT)

<b>Booth Type</b>	<b>Space Only</b>	<b>Shell Scheme Booth (1 Booth = 3m x 3m)</b>
<b>General Exhibitors</b>	KRW 220,000/m <sup>2</sup>	KRW 2,600,000/booth
<b>Automotive gadgets &amp; accessories Sellers</b>	KRW 300,000/m <sup>2</sup>	KRW 3,300,000/booth

□ **Application period** : August 22<sup>nd</sup>, 2022 – October 31<sup>st</sup>, 2022

□ **Application Guide**

- ① The application will not be deemed valid and legally binding unless at least 50% of the participation fee is paid upon submission of the application [Attachment-form 1]. And the balance must be paid by December 16<sup>th</sup>, 2022.
- ② The organizer may allow participants who register for the Seoul mobility show after the application deadline, i.e. October 31<sup>st</sup>, 2022, to participate depending on the status and availabilities within the exhibition halls.
- ③ The organizer may provide separate exhibition halls for special exhibitions and strategically invited participants. In this case, participation fees and application process may be separately determined (including the case of foreign institutions recruiting multiple number of overseas exhibitors).
- ④ Application for space only
  - Applications shall be made according to the following exhibition space standards shown below.
    - Automakers shall apply for exhibition space in increments of 100 m<sup>2</sup>.
    - Participants excluding automakers, e.g. parts makers, shall apply for at least 36 m<sup>2</sup>, and they can apply for space in increments of 9 m<sup>2</sup> in consideration of booth design.
    - An exhibitor who applies for at least 100 m<sup>2</sup> may install a multi-storied structure in the booth space with prior consent from the organizer.
    - Associations or institutions (organizations) which recruit multiple participants (companies) may set aside exhibition space for the participants in independent booths after consultation with the organizer.

◦ Benefits for Consecutive Participations

Exhibitors	Benefits
Three consecutive participations (in 2017, 2019, 2021)	5% additional (to the applied) area will be provided
Four consecutive participations (in 2015, 2017, 2019, 2021)	8% additional (to the applied) area will be provided
Five consecutive participations (in 2013, 2015, 2017, 2019, 2021)	10% additional (to the applied) area will be provided

- ※ Applicable only when applying for at least 100m<sup>2</sup> of independent booth  
(cannot be combined with the early full payment discount)
- Only the number of previous participations (not the booth sizes) shall be considered.

※ In case of 2021, it is applied as an exception due to special circumstance (COVID-19)

ex) 2017(Participation), 2019(Participation), 2021(Not participated) : Three consecutive participations

⑤ Shell scheme includes:

- 3 walls (or 1-3 walls depending on the location of the booth)
- A signboard with the company's name in Korean and English and booth number
- Electricity (single phase 220V 1kW wiring, outlets and spot lights)
- Carpet on the floor within the booth, one front desk and one stool

⑥ The participation fee includes total rent cost for the hall, common services including security and cleaning, and exhibition promotion.

\*Each exhibitor agrees that expenses arising from its use of utilities, including electricity, telephone, compressed air and water supply, and extra time use of the hall (regular hours 08:00~20:00) shall be charged separately by KINTEX and be borne by the exhibitor.

⑦ Exhibitors (not mentioned below) who wish to participate can apply via Seoul Mobility Show website ([www.mobilityshow.or.kr](http://www.mobilityshow.or.kr)).

- Members of the Korea Automobile Manufacturers Association (KAMA), Korea Automobile Importers & Distributors Association (KAIDA), and Korea Auto Industries Cooperative Association (KAICA) can submit the application form through their associations.
- Members of the associations or institutions (organizations) which entered into an official agreement with KAMA for attracting multiple companies to participate in the Mobility Show, must submit their application forms through their associations or institutions (organizations).

## □ **Payment of participation fees**

- ① Participation fees must be paid directly to the designated bank account as follows  
Shinhan Bank, Acct No. 140-005-228472(SHBKCRSE)  
(account holder: Korea Automobile Manufacturers Association)  
\*The participation fee shall be paid in Korean won, and all bank charges shall be borne by the exhibitor.  
\*The date when the participation fee is deposited to the designated account shall be deemed to be the registration date.
- ② Any foreign entity that does not have a registered representative(office or branch) in Korea shall transfer the participation fee excluding the VAT to the bank account referenced above according to Article 24.1 of the Value Added Tax Act and Article 33.2 (Exemption of VAT) of the Decree of the Act.
- ③ If the payment is made in full by October 31<sup>st</sup>, 2022, the application deadline, only the remaining amount after a deduction of 10% discount of the participation fee is to be paid.  
- However, duplicate discount is not allowed
- ④ Any participants who register after October 31<sup>st</sup>, 2022, participants must pay 100% of the participation fee upon the submission of the application form.
- ⑤ If a participant pays at least 50% of the fee by or before October 31<sup>st</sup>, 2022 but fails to pay the full participation fee within one month from the payment deadline, i.e. January 16<sup>th</sup>, 2023, the Organizer may invalidate the Exhibitor's application for participation and the Exhibitor will be liable for the balance of the fee receivable.

## □ **Allocation of booths**

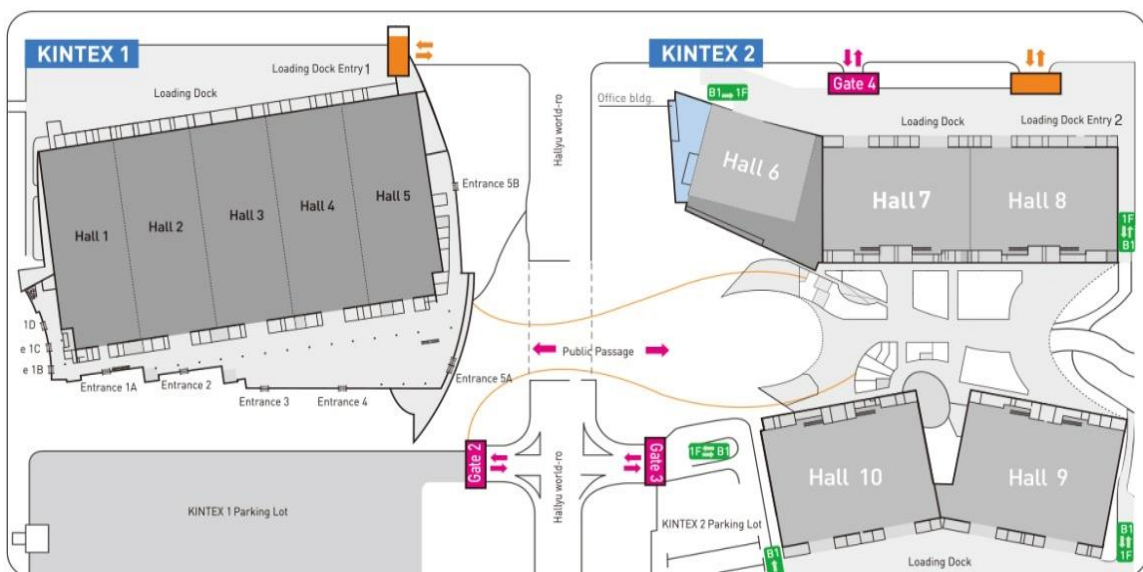
- ① In principle, the organizer shall allocate booth locations and sizes in order of the booth sizes, and registration dates in case the sizes are the same (at least 50% of the participation fee must be paid).
  - If it is difficult to allocate booths according to the above principle, the organizer shall allocate booths in order of the booth sizes from the previous Seoul Mobility Show, and the number of times the exhibitor participated in the last 3 events of Seoul Mobility Show, etc.
  - For imported brands (at least 50% of the participation fee must be paid) however, the booth locations and areas shall be allocated according to the special method separately determined by the Korea Automobile Importers & Distributors Association (KAIDA).

- ② The organizer shall have full discretion to give priority in allocation of booths to exhibitors invited by the organizer for strategic purposes for the Seoul Mobility Show.
- ③ Organizer may allocate the booth area for the exhibitors who wishes to sell items on-display (e.g. decorations, accessories, gadgets, etc.) according to the characteristics of the exhibits and efficient use of the surrounding areas.
- ④ If the total area applied for by the exhibitor exceeds the total area available, the organizer shall seek ways to adjust the applied-for booth sizes of all applicants. (The degree of adjustment may vary by individual applicant depending on how many times the exhibitor participated in previous 3 events of Seoul Mobility Show.)
- ⑤ In no case shall an exhibitor sublet the whole or part of the allotted space to a third party or exchange space with another exhibitor.

□ **Participants shall comply with ‘Regulations of Seoul Mobility Show 2023 (Regulations No. 2022-1)’ as stipulated in [Attachment 3]**

※The “operating manual for KINTEX exhibition halls, the guidelines on the management of the Seoul Mobility Show 2023” and the “guidelines on exhibiting at the Seoul Mobility Show 2023” stipulated in the Article 10. 1 are posted on the Seoul Mobility Show official website ([www.mobilityshow.or.kr](http://www.mobilityshow.or.kr)). More detailed information and forms related to the regulations will be announced later.

□ **Venue Layout**



### 3. Submission of Application Documents

#### □ Required documents

① Application form (Attachment Form 1)

- Participants using the official website of Seoul Mobility Show to apply shall follow the procedures and use the form provided on the Seoul Mobility Show website.

② 1 copy of Certificate of Business Registration

③ Power of attorney (Attachment Form 2)

\*This document is required when a foreign entity (corporation) without a legal representative (agent, dealer, branch, etc.) in Korea wishes to participate in the Seoul Mobility Show through a third party (corporation) who has a legally binding agreement with an overseas automaker on the import of its products.

(A participant who does not have a legal agreement with an overseas automaker for the import of its products shall not be allowed to participate in the Seoul Mobility Show)

④ Product catalogues (only applicable to automotive gadgets & accessories sellers)

#### □ Submission of application documents

Application documents may be submitted by mail, e-mails below or through the official website of Seoul Mobility Show ([www.mobilityshow.or.kr](http://www.mobilityshow.or.kr)).

#### □ Contacts

① (KAMA) Korea Automobile Manufacturers Association (Organizing Secretariat)

- Address: Banpo-daero 25, Seocho-gu, Seoul
- Tel: +82-2-3660-1884/1894
- E-mail: [sms@kama.or.kr](mailto:sms@kama.or.kr)

② (KAIDA) Korea Automobile Importers & Distributors Association

- Address: PSG Bldg. 6F, Dosan-daero 171, Gangnam-gu, Seoul
- Tel: +82-2-518-9924
- E-mail: [kaida@kaida.co.kr](mailto:kaida@kaida.co.kr)

③ (KAICA) Korea Auto Industries Cooperative Association

- Address: 9-22, Seocho-daero 62-gil, Seocho-gu, Seoul (Automotive Industry Center)
- Tel: +82-2-587-0017
- E-mail: [jhkim@kaica.or.kr](mailto:jhkim@kaica.or.kr)

## Application Form for Seoul Mobility Show 2023

■ **Applicant**

Company name	English		Representative	
	Korean			
Address				
Person in Charge	Name		Title	
	Dept		E-mail	
	Tel		Mobile	
	Website			
Exhibits				

■ **Participation fee**

○ **General Exhibitors**

(1 booth = 3m×3m, VAT excluded)

Booth Type	Price	Size	Total participation fee
Space only	₩220,000/m <sup>2</sup>	m <sup>2</sup>	₩
Shell scheme	₩2,600,000/booth	booths	₩

○ **Automotive gadgets & accessories sellers**

(1 booth = 3m×3m, VAT excluded)

Booth Type	Price	Size	Total participation fee
Space only	₩300,000/m <sup>2</sup>	m <sup>2</sup>	₩
Shell scheme	₩3,300,000/booth	booths	₩

■ **Remarks**

- Submit the application form through the official website of Seoul Mobility Show ([www.mobilityshow.or.kr](http://www.mobilityshow.or.kr)) or E-mail ([sms@kama.or.kr](mailto:sms@kama.or.kr)).
- Participation fee transferred to: Shinhan Bank 140-005-228472 (SHBKKRSE) (Account holder: Korea Automobile Manufacturers Association)
- Any foreign entity without a registered representative in Korea shall transfer the participation fee excluding the VAT to the bank account above.

**The undersigned, hereby submits this contract with the pledge to fully comply with what is written in the Seoul Mobility Show 2023 Participation Guide (Announcement No. 2022-1 by the Organizing Committee for Seoul Mobility Show) and the Regulations of Seoul Mobility Show 2023 (Regulations No. 2022-1 by the Organizing Committee for Seoul Mobility Show) and agrees to fulfill the responsibilities and obligations as stipulated in the regulations.**

Dated \_\_\_\_\_, \_\_\_\_\_, 202\_

Company name		Representative	Signature
--------------	--	----------------	-----------



## Power of Attorney

■ **Foreign exhibitor (Principal)**

Company name				
Address				
Person in Charge	Name		Title	
	Dept		E-mail	
	Tel		Mobile	

We hereby confirm that the entity listed below has been appointed as our agent in Korea with respect to the participation in Seoul Mobility Show 2023. We pledge that we will fully comply with what is set out in the Seoul Mobility Show 2023 Participation Guide (Announcement No. 2022-1 by the Organizing Committee for Seoul Mobility Show) and the Regulations of Seoul Mobility Show 2023(Regulations No. 2022-1 by the Organizing Committee for Seoul Mobility Show).

Dated \_\_\_\_\_, \_\_\_\_\_, 202\_

**Title/Position:**

**Name:** (signature)

■ **Korean agent (Representative)**

Company name			Representative	
Address				
Person in Charge	Name		Title	
	Dept		E-mail	
	Tel		Mobile	

**[Attachment 3]**

**[Regulations No. 2022-1 by the Organizing Committee for Seoul Mobility Show]**

## **Regulations of Seoul Mobility Show 2023**

### **Article 1 (Definitions)**

- ① "Mobility Show" refers to Seoul Mobility Show 2023.
- ② "Exhibitor" refers to an entity (organization or body) that has submitted the application form and paid the participation fee for the Mobility Show and exhibits products as stipulated in these regulations during the Mobility Show.
- ③ "Organizer" refers to the Organizing Committee for Seoul Mobility Show, located at Banpo-daero 25, Seocho-gu, Seoul, Korea.

### **Article 2 (Exhibition items)**

#### **① Mobility Hardware (related to completed vehicles, parts and mobility)**

- Passenger car, Commercial vehicle, Supercar, Tuning car and Camping car, Two-wheeled vehicle, etc.
- Electric vehicle, Hydrogen vehicle, Autonomous vehicle, etc.
- The overall automotive parts industry : Mobility parts, Tuning parts, Tires, etc.
- Future mobility parts : Electric driving system, Battery, Electric motor, Charging technology, Infrastructure, etc.
- Mobility-related products : Ornaments, Accessories, Auxiliary equipment, etc.
- Personal mobility : Electric bicycle, Electric wheel, Kick scooter, etc.
- Air mobility : Urban air mobility(UAM), Regional air mobility(RAM), Drone, Aerospace, etc.
- Railroad mobility and Hyperloop, Ship mobility, Robot mobility, etc.
- Other fields related to mobility industry or mobility culture

#### **② Mobility Software (service and technology)**

- Mobility Services
  - Vehicle Sharing : Car sharing, Car hailing, Ride sharing, Shuttle bus, Car rental
  - O2O : Chauffeur service, Used car, Maintenance, Car wash, Parking
  - Last-mile service : Delivery, Shared bicycle, Shared kick scooter
  - Integrated Transportation Service : Map, Autonomous driving, Big data, ITS, Payment, Security, etc.
- Mobility Technology Startup and Incubation Fields
  - Autonomous Driving : Radar, Lidar, Lens, Software, etc.
  - Mobility Convergence Technology : IT, IoT, electric/electronic devices, control, design, etc.

### **Article 3 (Application for participation)**

- ① Application documents may be submitted by mail, fax, or e-mail (sms@kama.or.kr), or through the official website of Seoul Mobility Show (www.mobilityshow.or.kr).
- ② Members of the Korea Automobile Manufacturers Association (KAMA), Korea Automobile Importers & Distributors Association (KAIDA), and Korea Auto Industries Cooperative Association (KAICA) can submit the application form through their associations.
- ③ Members of the associations or institutions (organizations) which entered into an official agreement with KAMA for attracting multiple companies to participate in the Mobility show, must submit their application forms through their associations or institutions (organizations).
- ④ The application will not be deemed valid and legally binding unless the amount under Article 4 is paid upon submission of the application.
- ⑤ Any other Exhibitors (not mentioned in Article 3.2 or 3.3) who wish to participate can apply via Seoul Mobility Show website ([www.mobilityshow.or.kr](http://www.mobilityshow.or.kr)).
- ⑥ The Organizer may allow participants who register for the Mobility Show after the application deadline, i.e. October 31<sup>st</sup>, 2022, to participate depending on the status and availabilities within the exhibition halls.
- ⑦ The Organizer may provide separate exhibition halls for special exhibitions. In this case, participation fees and application process may be separately determined (including the case of foreign institution recruiting multiple number of overseas Exhibitors).

### **Article 4 (Terms of payment)**

- ① Participation fees must be paid directly to the bank account designated by the Organizer.
- ② Participants must pay the application fee (at least 50% of the participation fee) by the application and the balance must be paid by December 16, 2022.
- ③ If the payment is made in full by October 31<sup>st</sup>, 2022, the application deadline, only the remaining amount after a deduction of 10% discount of the participation fee is to be paid.
- ④ Any participants who register after the application deadline, i.e. October 31<sup>st</sup>, 2022, participants must pay 100% of the participation fee upon the submission of the application form.
- ⑤ If a participant pays at least 50% of the fee by or before October 31<sup>st</sup>, 2022 but fails to pay the full participation fee within one month from the aforementioned payment deadline, i.e. January 16<sup>th</sup>, 2023, the Organizer may invalidate the Exhibitor's application for participation and the Exhibitor will be liable for the balance of the fee receivable.

## **Article 5 (Allocation of booths)**

- ① In principle, the Organizer shall allocate booth locations and sizes in order of the booth sizes, and registration dates in case the sizes are the same (at least 50% of the participation fee must be paid). If it is difficult to allocate booths according to the above principle, the Organizer shall allocate booths in order of the booth sizes from the previous Seoul Mobility Show, and the number of times the Exhibitor participated in the last 3 events of Seoul Mobility Show. The same principle shall be applied when the Organizer adjusts the booth locations and sizes allocated to participants if necessary, e.g. change in application status.
- ② For imported brands (at least 50% of the participation fee must be paid) however, the booth locations and areas shall be allocated according to the separate method determined by the Korea Automobile Importers & Distributors Association (KAIDA).
- ③ Specific associations or institutions (organizations) mentioned in Article 3.3 can allocate display locations and areas for a few participant companies in separate independent booths after consultation with the Organizer.
- ④ The Organizer shall have full discretion to give priority in the allocation of space to the Exhibitors invited by the Organizer for strategic purposes to the Mobility Show.
- ⑤ Organizer may allocate the booth area for the Exhibitors who wishes to sell items on-display (e.g. decorations, accessories, gadgets, etc.) according to the characteristics of the exhibits and efficient use of the surrounding areas.
- ⑥ If the total exhibition area applied for exceeds the total area available, the Organizer shall seek ways to adjust the booth sizes of all applicants. (The degree of adjustment may vary by individual applicant depending on how many times the Exhibitor participated in previous 3 events of Seoul Mobility Show.)
- ⑦ In no case shall an Exhibitor sublet the whole or part of the allotted booth space to a third party or exchange space with another Exhibitor.

## **Article 6 (Cancellation or changes in the Mobility Show)**

- ① The Organizer shall not be liable for any loss incurred to any Exhibitor, including participation fee and installation and operating expenses, resulting from the cancellation, change, or suspension of the Mobility Show arising from a force majeure, including any act of God, emergency, or anything not attributable to the Organizer.
- ② The Organizer shall have the right to change the duration or opening hours of the Mobility Show if the Organizer determines that doing so is necessary for the smooth operation of the exhibition hall. In this case, the Organizer shall not be held liable for any loss arising, as set out in Article 6.1.
- ③ In the event that the Mobility Show is cancelled by the Organizer due to anything attributable to the Organizer, the Organizer shall give each Exhibitor a full refund of the participation fee already paid. The refund will constitute full compensation for the loss incurred due to the cancellation.

## Article 7 (Withdrawal or cancellation penalties)

- ① In the event the Exhibitor fails to comply with what is set out in the Guide to the Exhibit at the Mobility Show 2023 (Announcement No. 2022-1 by the Organizing Committee for Seoul Mobility Show 2023) or the Regulations (Regulations No. 2022-1 by the Organizing Committee for Seoul Mobility Show 2023), the Organizer may invalidate the Exhibitor's application. In addition, if a participating company cancels participation in an exhibition or cancels part of the exhibition area allocated, the company must immediately notify the organizer of the reason for the cancellation in writing. For the above cases, the organizer will refund total participation fee without interest after deducting the cancellation fee/penalty according to the table below.

Timing of Withdrawal / cancellation	Penalty
November 1 <sup>st</sup> , 2022 – December 16 <sup>th</sup> , 2022	50% of the reference amount
December 17 <sup>th</sup> , 2022 – January 31 <sup>st</sup> , 2023	80% of the reference amount
February 1 <sup>st</sup> , 2023 – March 29 <sup>th</sup> , 2023	100% of the reference amount

\* Reference amount = (space abandoned/space allocated) x total participation fee

\* The space allocated shall be deemed as space applied for by the Exhibitor before the spaces for the entire Exhibitors are finalized.

- ② The point of cancellation under Article 7.1 shall be the date when the official notification for cancellation by the Exhibitor is received by the Organizer.
- ③ Where an overseas-based participating exhibitor inevitably cancels its participation due to its own country's quarantine guidelines, it shall be excluded from the imposition of penalties under Article 7. In such cases, the participating company must submit materials to the organizer to prove quarantine guidelines promulgated by the relevant government of the relevant country.
- ④ Participation fee mentioned in Article 7.1 refers to the total participation fee incurred by the exhibition. When a participant receives a 10% discount on paying 100% in advance, the amount refers to the exact amount paid by the participant.

## Article 8 (Installation of booths and Exhibition Hall management)

- ① Each Exhibitor shall install, manage, and operate its booth in accordance with the Operating Manual for the KINTEX exhibit hall and the Guidelines on the Management of the Seoul Mobility Show 2023 and the Guidelines on Exhibiting at the Seoul Mobility Show 2023 issued by the Organizer and shall fully cooperate with efforts to keep the Mobility show running smoothly.
- ② Each Exhibitor shall make reasonable efforts to prevent any fires, damage, destruction, accidents during the setup, operation, and removal of the booths.

- ③ Each Exhibitor shall be solely responsible for any damage, theft, fire, accident, or any other incidents that might occur within its own booth.
- ④ Each Exhibitor is obliged to protect any installations set up by the exhibition hall or the Organizer and agrees to repair any damage or breakage to original state prior to the installations when it removes its booth. If the Exhibitor fails to do so, the Organizer may opt to perform repair work on behalf of the Exhibitor, and relevant costs shall be borne by the Exhibitor.
- ⑤ The Exhibitor shall be liable for any violations of any articles and the guidelines according to Article 8.1, and the Organizer reserves the right to charge relevant penalties or claim reimbursement according to the manual and guidelines.
- ⑥ The Organizer may restrict access to certain individuals to the exhibition hall for the efficient and safe operations therein.
- ⑦ The Organizer shall have the discretion to ban certain types of products and activities within the exhibition hall (must have prior consent from the Organizer as indicated in Article 2) if it deems necessary to ensure order and safety. The Organizer may issue a formal warning 2 times and can remove the Exhibitor at the site if no other adjustment is made.

#### **Article 9 (Insurance)**

- ① The Organizer shall purchase comprehensive insurance policy (commercial general liability) covering personal injury that might occur within the exhibition hall during the Mobility show.
- ② Each Exhibitor purchases insurance in principle against responsibility for any accidents that might occur within its booth during the Mobility show, including the period for booth set up and removal.

#### **Article 10 (Reference regulations)**

- ① The “operating manual for KINTEX exhibition halls, the “guidelines on the management of the Seoul Mobility show 2023” and the “guidelines on exhibiting at the Seoul Mobility Show 2023” shall supplement the participation management rules, and participants must faithfully comply with them.
- ② If there are changes or additions to the supplementary provisions in Paragraph 1 in the future according to changes in the exhibition Organizer or internal/external exhibition-related policies and environment, they shall have the same effect as these provisions.

#### **Article 11 (Dispute settlement)**

Any disputes arising between the Organizer and an Exhibitor regarding the interpretation of these regulations on participation shall be governed by Korean law. The parties will attempt in in good faith and trust to resolve the matter amicably. If it is not resolved, the parties will address the dispute in the court of competent jurisdiction, Seoul Central District Court.