

# *World Photonics EXPO 2009 Gwangju, Korea*

## **World Light City Pavilion Guide - Agenda**

### OVERVIEW OF WORLD LIGHT CITY PAVILION

- Scale: 1,210 m<sup>2</sup>
- Type of Facility: Temporary Pavilion
- Target Participants: **LUCI member cities / LUCI projects and activities**
- Hosted by : Gwangju Metropolitan City
- Managed by: Gwangju Int'l Photonics-Expo Foundation

### TYPE OF PARTICIPATION BOOTH

- 1) Independent Booth**
  - Independent booth representing characteristics of each city / member
  - Participants can choose the size of booth(s) and can display it as they wish
  - Participants should pay for booth installation where costs exceed the financial assistance
  
- 2) Basic Exhibition Booth (modular)**
  - Basic booth with consistent themes and design identity (3m x 3m)
  - Basic equipment is provided by the Foundation but contents are provided by participants
  - Any participant needing more space than 3m x3m can apply for it through the Foundation
  
- 3) Basic Exhibition Booth (custom)**
  - Custom booth featuring characteristics of each city (3m x 3m)
  - Each city can use own logos to decorate the booth and can freely design the booth.
  - Any participant needing more space than 3m x3m can apply for it through the Foundation
  
- 4) Island Type, Wall Type and Light Works Installations are also available**

### ASSISTANCE TO PARTICIPANTS - FINANCIAL SUPPORT

*Only to participants who apply for booth type 1, 2, or 3*

- 1) Booth space and booth installation**

Booth installation subsidy: 9 m<sup>2</sup> /\$2,000 per 3m x 3m
  
- 2) Air Fare and accommodation assistance**
  - Return air fare for one person per city / member
  - One hotel room for up to 10 nights for one person per city / member
  
- 3) Participation cities and companies' right to promotion**
  - **National day:** a promotional day focusing on participant's city. Activities such as concerts and traditional performances can be held in the Pavilion.
  - **Right to sell:** participants can sell souvenirs and products
  
- 4) Promotion assistance including introducing local exhibition agencies and workers**

# Application Form for World Light City Pavilion

**Country/City:** -----

**Address:** -----

**Name of person in charge:** ----- **Position:** -----

**Phone:** ----- **Fax:** ----- **Email:** -----

**Please summarize the content you wish to present in your booth (booths will be arranged according to content)**

**Type of Booth (please check)** -----

**Type 1) Independent Exhibition Booth** -----  (Total  $m^2$  / m x m)

**Type 2) Basic Exhibition Booth (Modular)** -----

**Type 3) Basic Exhibition Booth (Custom)** -----

**Type 4) Island Type Installation (modular)** -----  (**Wall Type**) -----

**Type 5) Light works / Art works** -----

- Please specify

(-----  
-----)

**Type 6) Other (Total  $m^2$  / m x m)** -----

**PR / Marketing Activity (Please Check)** -----

National Day-----

Right to Sell-----

**More Information / Question** -----

※ For more information, please contact World Photonics Expo or LUCI :

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