



**KOBA 2018**  
[www.kobashow.com](http://www.kobashow.com)

**Organizers**

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

**Sponsor**



28th KOREA INTERNATIONAL BROADCAST  
AUDIO & LIGHTING EQUIPMENT SHOW

**15-18 MAY 2018**  
**COEX, KOREA**



# KOBA At a Glance

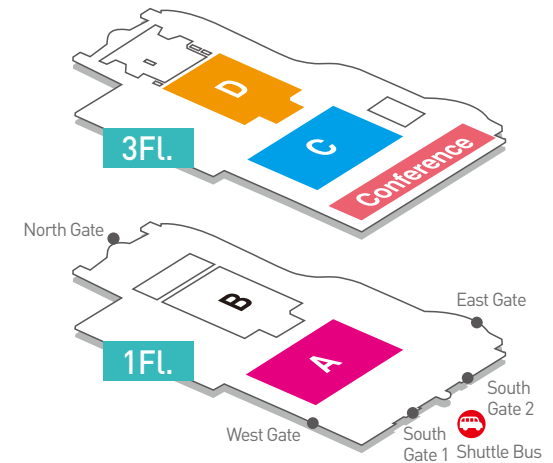
Name	KOBA 2018 28th Korea International Broadcast, Audio & Lighting Equipment Show
Dates	15th to 18th May 2018 (4 days)
Hours	10:00 a.m. - 5:00 p.m.
Venue	COEX Hall A, C, D and Conference Center (Seoul, Korea)
Organizers	Korea E & Ex Inc. Korean Broadcasting Engineers & Technicians Association
Scale	Total 27,997 sqm / 1,150 Exhibitors from 35 countries / 50,000 visitors
Website	<a href="http://www.kobashow.com">www.kobashow.com</a>







# KOBA 2018 Hall plan



## Hall A

**Pro-Audio** - Amplifiers, Speakers  
Microphones, PA, SR, Console

**Pro-Lighting** - Studio/Stage/LED/Outdoor/Indoor Lighting, Lighting Control System, Laser Technology, Effector

**Stage Equipment** - Stage System, Stage Design, Truss Technology  
**Church Facilities, Musical Instruments**

## Hall C

**Post-Production** - Editing Devices, Non-linear Editing System, Encoder  
Media Converter, Title Production System, VR/AR Technology

**Distribution & Delivery** - Wifi/WiMAX, 4G, 5G, LTE, IPTV, Output & Transmission

**Digital Contents** - TV, Mobile, Movie

**Electric Display, Electric Power Unit, Measuring Equipment**

## Hall D

**Production** - Camera, Camcorder, Recording, Lenses, Storage, Server Data  
Compression Technology

**Broadcasting Equipment**

# Since 1991

## KOBA Show is the only comprehensive multimedia exhibition in Korea

### **The Center of new media era**

The emergence of new media and diversity of media along with other various industries are creating different industries and demand.

Since 1991, KOBA Show has been the only comprehensive multimedia exhibition in Korea that has introduced the upcoming generation's multimedia industry along with Korea's broadcasting industry and history.

### **Embracing 4th industrial revolution, KOBA 2018**

The broadcasting industry is set for the fourth industrial revolution as it is ready to graft AI, Big Data, IoT, etc. to media service with technologies such as VR and AR.

### **Opportunity for person to person meeting**

As a place of business communication in the new media age, KOBA 2018 is trying to provide advanced technology exchange and specialized information through conference, audio/lighting seminar and other various programs with a variety of exhibitions for diverse networks, including B2B, B2C, C2C and B2G.

### **KOBA Show is with the Association of Broadcast Engineers**

KOBA has been co-organized by Korea Broadcast Engineers' Association since the beginning of the show, and a lot of engineers and producers visit this exhibition who are working in various broadcasting stations, including KBS, MBC, SBS, EBS, OBS, CBS, Arirang International Broadcasting, and tbs, etc.

### **KOBA to further expand the field of broadcasting industry and related fields**

As the demand for broadcasting, telecommunication and lighting equipment in non-broadcasting fields is increasing, various stakeholders from studios, productions, religions, large venues, and educational institutions, etc. are participating.

In addition, The Korea Association of Sound Artists and Acoustical Society of Korea together provide technical information such as technical seminars and know-how for people.





Now KOBA 2018

#Korea Broadcasting Products Zone

#VR #AR #Realistic Media #Special Zone





# Opportunity

## The best business network

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

## The companies who are ready will be moving forward

The companies that are moving forward with a great advantage, "If the consumer visits the integrated supply" the marketing means throughout this exhibition. Thorough KOBA Show, verified buyers and business will have the opportunity to move forward throughout the world.

## Top professionals who mainly attend

- Major Broadcast - KBS, MBC, SBS, EBS, OBS
- Cable & Satellite Broadcast Stations
- Studio, Production, Large Venues
- Religion Groups
- Film Produce, Distributor
- Government / Organization, Academic Institution
- Broadcasting communication, Audio, Stage, Lighting
- Mobile, Display, Software, Contents

## KOBA 2017 Fact Sheet

- **Exhibition Period** 16-19 May 2017 (4Days)
- **Exhibition Venue** COEX, Seoul



**27,227**

Exhibit space (sqm)



**40,191**

Attendees



**1,014**

Exhibiting companies



**29**

Countries Represented

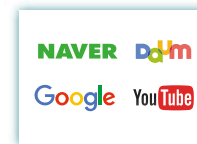




## Extensive Promotion

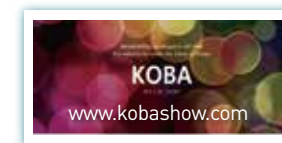
### Free Promotion Opportunity on Online Portal site

For those of participating firms selected by Aving News, a partner of KOBA, we also provide the chance for you to promote on Korea's major portal sites, including Google, YouTube, Daum and Naver.



### Online Exhibitor & Product Search

Aside from providing promotion service online on KOBA website on the date of exhibition, we also provide opportunity to further promote your products online afterwards.



### Opportunities to promote to various media outlets

You can seize the chance to promote your latest products to over 100 media outlets during your participation in KOBA.



## Services

### Major Korean Broadcast Station Tour

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

Translation services for English, Japanese and Chinese will be provided at interpretation desk located at each entrance of exhibition halls during KOBA.





# Application

## How to Apply Exhibit Space



\* **Deadline for Application** : February 14, 2018

When Exhibition space is fully booked prior to the deadline, acceptance for the application can be closed.

## Contact information to apply for space

Korea E & Ex Inc. (KOBA organizer)

Ms. Jennifer Cho (jennifer@eandex.co.kr)

Tel. +82-2-551-0102 Fax. +82-2-551-0103 E-mail. koba@kobashow.com

## Booth Space and Charge

	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

\* **Space Only** : For an exhibitor who wishes to build and design their own booth.

\* **Shell Scheme** : Includes rear & sidewalls, fascia, reception desk with a chair, a meeting table with 4 chairs and a wastebasket

## Special Benefit

### 1. Discount of KOBA 2017 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. 2018)

## Head Office :

### Korea E & EX Inc.

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### Korean Broadcasting Engineers & Technicians Association.

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E-mail. kobeta@naver.com  
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## KOBA Agency :



### Germany, Austria, Switzerland

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Fax. +49-8177-99822-10  
E-mail. magai@tradex-services.com  
Contact. Franziska Magai



### China

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# Global Solution

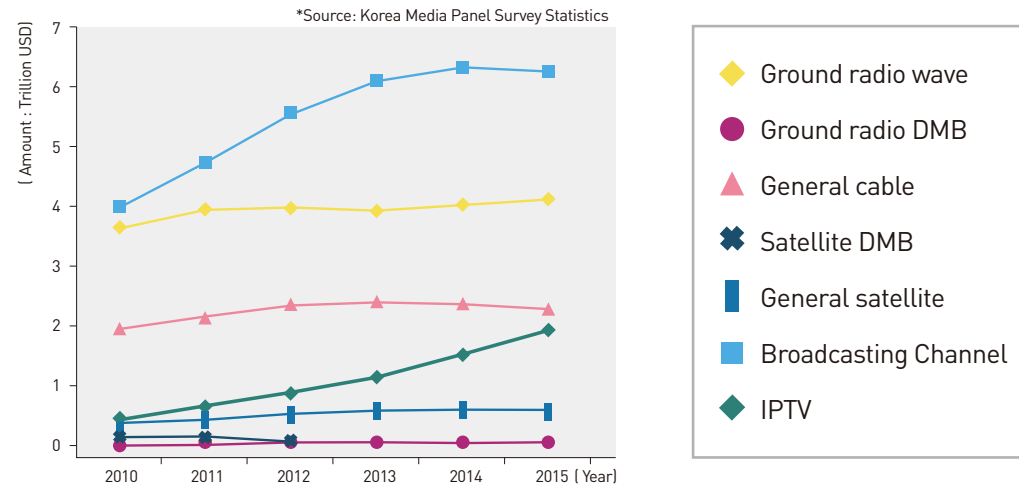
## The international broadcasting technology conference will show wide range of technology and information

The international broadcasting technology conferences will provide expertise with industry experts. The officials will provide business networking opportunities to meet directly.

## The global network of 2018 KOBA World Media Forum

On the development of the current status of national broadcasting. The technologies and discussions with international experts will be done through forums and other foreign case to analyze and understand various of ways.

## Broadcast Sales Business



## Global Network - Partnership



# KOBA 2018



Secretariat of KOBA 2018 / Korea E & EX Inc.

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