

since 1995

The **24<sup>th</sup>**

| A trip to meet again, BITF to meet again |

The 24<sup>th</sup> **B**usan **I**nternational **T**ravel **F**air

# Busan International Travel Fair

**Oct 5<sup>th</sup>**(Thu.) ▶ **Oct 8<sup>th</sup>**(Sun.)2023.

**bexco** Exhibition Center 1, Hall 3

[www.bitf.co.kr](http://www.bitf.co.kr)



# Passionate, Romantic, Attractive and International City, Busan!

International Tourism Festival,  
The 24<sup>th</sup> Busan International Travel Fair

Various World Tourism Products all in One Place!  
Special Tours with 35 Worldwide Countries!



## BITF 2023 Strategy

- Largest top-quality world travel Fair with contents from more than 35 countries.
- To pursue on-going growth by satisfying exhibitors and visitors with competent service.

Growth

Business

Fun & Joy



- Vitalize Busan's tourism business through:
- B2B meeting with selected buyers from abroad
  - Tour Package Special Sales Zone(B2C)
  - In-Outbound exhibition concentrated business

- World Traditional Costume Experience, Korean Traditional Experience
- Various participatory side events such as folk performances and prize events are held at the same time

Information

Tour

- Introduction to excellent culture and tourist attractions in Busan, including the Youngnam area.
- Substance tour packages from overseas and domestic exhibitors

- Provide useful information to visitors through:
- Local and overseas pavilions
  - Special Tour Package Sales Zone
  - Busan Tourism, Tourism lecture, Tourism presentation
  - Overseas tourism presentation, etc.

BITF 2023

The 24th Busan International Travel Fair

# Organization of BITF 2023

## Exhibition

- **Domestic Tourism Promotion Zone**
  - Local Government, Tourism Association, Public Institutions, Tourism-related Industries.
- **Overseas Tourism Promotion Zone**
  - Embassies, Tourism Boards
  - Busan's Sister Cities
- **Tour Package Special Sales Zone**
  - Special offers on Tour packages provided by travel agencies
- **Travel Goods Sales Zone**
  - Sale of Various leisure and travel goods
- **Education Tourism Zone, Mega Event Promotion Zone, Tourism Company Zone**
  - Educational Institutions : Department of tourism, museums, etc.
  - Mega Event: International contests, festivals, etc.
  - Tourism Related Companies : Transportation, Telecommunication, IT, Sports, Health, Environment, Beauty, etc.



## Official Events

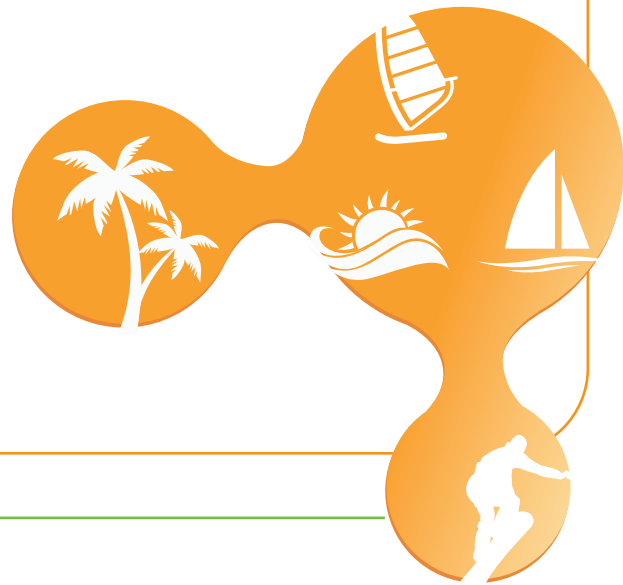
opening ceremony, Award & closing ceremony

## Additional Events

Domestic / Overseas Folklore Performance, Traditional Cultural Experience Zone, World Traditional Costume Experience Zone, Lucky Draw

## Special Events

B2B Inbound Travel Mart, BITF2023 Live commerce, Talk Concert by Travel Influencer, Job Presentation



## Special Events of BITF 2023

One



### B2B Travel Mart

B2B meetings between international buyers, local governments, and organizations are to be held.

Two



### Talk Concert by Travel Influencer

Invited famous travel influencer will tell the special traveling story.

Three



### BITF Tourism Live Commerce

BITF tourism goods through bargain sale

BITF 2023

# Application Form

The 24<sup>th</sup> Busan International Travel Fair

## 1. Applicant

Company			
Representative			
Address			
Tel		Fax	
Website	http://	E-mail	
Contact Person		Title	

## 2. Application for Booth & Additional Requirements

\*Package Booth : 3 standard walls, 1 signboard, 1 desk, 1 chair, carpet, lights, 220V electricity(1kw) included

\*Deadline of application: August 4th, 2023

Early Bird Deadline: 10% April 7th / 5% May 19th

Choice of Booth	Price	Quantity	Unit Price	Amount
Package Booth 9m <sup>2</sup> (3mX3mX2.5m)		Total[ ]booth(s)	\$ 2,100/ Booth	\$
	Early Bird	Total[ ]booth(s)	\$ 1,890 / Booth	\$
	Discount	Total[ ]booth(s)	\$ 1,995 / Booth	\$
Space Only 9m <sup>2</sup> (3mX3m)		Total[ ]booth(s)	\$ 1,900 / Booth	\$
	Early Bird	Total[ ]booth(s)	\$ 1,710 / Booth	\$
	Discount	Total[ ]booth(s)	\$ 1,805 / Booth	\$
Premium Booth 9m <sup>2</sup> (3m×3m×2.5m)	Price	Total[ ]booth(s)	\$ 3,600 / Booth	\$
Premium Booth 18m <sup>2</sup> (6m×3m)	Price	Total[ ]booth(s)	\$ 6,400 / Booth	\$
Subsidiary Facilities	Size/Quantity		Unit Price	Amount
Electricity 220V		kw	US\$60/kw	US \$
Electricity 220V(24Hrs)		kw	US\$70/kw	US \$
Telephone		ea	US\$60/ea	US \$
Internet LAN		Port	US\$150/Port	US \$
Water Supply & Drainage		ea	US\$250/ea	US \$
Grand Total		US \$		

### Payment

Shinhan Bank Myeongdong Branch  
Account Number 180-007-356980  
(Swift Code: SHBKCRSE / Account Opener: KOTFA Co., Ltd.)

I, the undersigned, hereby apply for booth registration for the 24<sup>th</sup> Busan International Travel Fair as specified above, along with payment receipt and a copy of my business registration. I duly confirm the acceptance of the terms and conditions attached herein.

Date : / / 2023

Representative:

Title:

Signature:

# Participation Regulations and Terms of Agreement

The 24<sup>th</sup> Busan International Travel Fair

## Article 1. Definition of Terms

- ① "Exhibitor" shall mean the company, association, or organization that submits application, contract, and entry fee to the Fair.
- ② "Fair" shall mean "24th Busan International Travel Fair".
- ③ "Host" shall mean "Busan Metropolitan city" and the "Organizer" shall mean "Busan Tourism Association", and "KOTFA Co., Ltd".

## Article 2. Exhibition Schedule

- ① Duration of Exhibition: October 5<sup>th</sup> (Thu)~Oct 8<sup>th</sup> (Sun), 2023
- ② Daily opening hours: 10:00~18:00
- ③ Deadline for application: August 4<sup>th</sup> (Fri), 2023
- ④ Deadline of additional paperwork: August 25<sup>th</sup> (Fri), 2023
- ⑤ Commencement of construction: October 3<sup>rd</sup>(Tue.)~ October 4<sup>th</sup>(Thu), 2023
- ⑥ Commencement of dismantling: October 8<sup>th</sup>(Sun), 2023 [18:00~24:00]

## Article 3. Basic Entry fee

- ① Basic entry fee per booth is 2,100 USD for Package booth, 1,900 USD for Space only. The minimum stand size is 9sq.m.
- ② The entry fee includes the exhibition and exterior expenses, hallway cleaning, promotional materials, and directory or leaflet cost.

## Article 4. Contract, Application, and Entry Fee Payment Procedure

- ① The application should be submitted to the organizer and the entry fee (booth fee) should be paid within 1 (one) week of submitting the application. To apply for BITF 2023, a copy of a business license and the entry fee receipt should be attached. The additional facilities application form should be submitted separately.  
- Shinhan Bank, Myeongdong Branch  
Account Number : 180-007-356980  
Swift Code : SHBK4KRSSE  
Account Holder : KOTFA Co., Ltd.
- ② The entry fee payment is non-transferable.
- ③ If exhibitor have objection of invoice, filing is submitted in writing to organizer.
- ④ If several companies wish to participate in the exhibition together, the representative company with the right to negotiate with organizer should be selected. Representative company has same legal liability to any mistake or negligence of co-participant.

## Article 5. Cancellation and Refunds

- ① All cancellations must be submitted in writing and the following cancellation fees will be applied to total entry fee  
- for cancellations made on or July 7<sup>th</sup>, 2023 80% of total entry fee will be refunded,  
- for cancellations made by August 11<sup>th</sup>, 2023: 50% of total entry fee will be refunded,  
- for cancellations made on or after August 25<sup>th</sup>, 2023 0% of the total entry fee will be refunded.
- ② The full stand rental charge shall still be payable if the exhibitor cancels or fails to take part in the event without notification of cancellation.

## Article 6. Allocation of Stands

- ① The organizer shall determine the location of individual business in the fair based on entry fee payment order, participation size, previous year's participation performance, and other reasonable standards.
- ② The organizer may change the exhibition booth size assigned to the exhibitor at any time before the exhibition preparation period. Such a change is at the organizer's discretion and the exhibitor cannot make a claim for the result of such change.

## Article 7. Regulations Governing Halls and Indoor Places

- ① When to performance at the stand, appropriate volume should be maintained. The same rules apply to all events/performance that take place at the stand.
- ② Events at the stand must be registered for using the appropriate form from the documentation.
- ③ Advertising is only permitted within the exhibitor's official stand area.
- ④ Handouts of a political nature may not be distributed in any form. Moreover, the design and decoration of the stands must be free from any kind of political statement.
- ⑤ Exhibitors and accompanying persons are required to leave the halls no later than one hour after the fair closes. Everyone leaving the exhibition grounds with a parcel is required to show the parcel's origin to the exit guards.
- ⑥ Animals are not allowed into the exhibition grounds.
- ⑦ Events at the stand should be stopped while the VIPs make walk-round tour to the exhibitors' booths during the opening ceremony.

## Article 8. Photograph and Film, Video and Sound Recordings

- ① BITF Secretariat is entitled to take photographs, make drawings, or to make films or video recordings of events taking place at the fair, of structures and stands, or of exhibits, and to use these for advertising purposes or for whatever reason by exhibitors will be entitled.

## Article 9. Installation and Removal

- ① Installation and removal should be completed within the period designated by the organizer, and the exhibitor should compensate the organizer for losses caused by delay of or damages to the exhibition.

## Article 10. Exhibitors' Passes

- ① Exhibitors will receive three special passes (admission free of charge, to be used for themselves) valid for the duration of the exhibition or fair. The passes are non-transferable and may be returned if they are misused.

## Article 11. Exhibition and Promotion

- ① The exhibitor shall exhibit as per contract. It may not sell any goods or articles within the venue without the organizer's permission. In case there is a possibility that an exhibition could have safety concerns, the exhibitor should have a prior consultation with the organizer.

## Article 12. Withdrawal by Secretariat

- ① BITF Secretariat is entitled to withdraw under the following circumstances :  
- If the entry fee is not received in full by the date stated on the invoice for participation costs and if the exhibitor does not pay before the expiry of the extension period that may be granted;  
- If the stand is not occupied on time; i.e., if it is not obviously occupied within 24 hours before the official opening  
- If the exhibitor infringes upon domiciliary rights and does not refrain from such actions even after being advised to do so.

## Article 13. Insurance, Security and Safety

- ① The exhibitor must have insurance against theft, damage, and loss of entire facilities and exhibition during the exhibit, installation, and removal periods. The organizer shall provide the appropriate security measures to protect the safety and property of the exhibitor and audience; however, the ultimate responsibility for any and all articles of the exhibitor lies with the exhibitor, and the exhibitor shall be accountable for any theft, damage, or loss.

## Article 14. Cancellation and Change of Exhibition

- ① If the host changes, reduces, or cancels the exhibition dates and/or venue due to force majeure events such as a national crisis or natural disaster, the exhibitor may not claim any compensation for its participation in the exhibition.

## Article 15. Information Provided to Organizer

- ① The exhibitor should provide the organizer the information required for the exhibit promotion as well as materials related to exhibition and exhibition construction in order for the organizer to identify if the equipment in the booth and promotional activities with the provision.

## Article 16. Supplemental Provision

- ① If necessary, the host can establish a supplemental provision that is not stated in the participation, and the exhibitor should comply with it. The exhibitor should observe the host's provision.

## Article 17. Arbitration

- ① A dispute that may arise between the organizer and the exhibitor about the provision of participation and a dispute on the rights and accountabilities of the two shall be mediated by arbitration in accordance with the laws and legislation of the Republic of Korea. The decision given based on the laws and legislation of the Republic of Korea is the final judgment that carries legal binding force for the two parties.

## Application and Payment

### Application and Payment

August 4<sup>th</sup>(Fri.) 2023 [by Mail or Fax] – Application and Business License copy  
August 4<sup>th</sup>(Fri.) 2023 – After online application, send the business license by fax  
payment should be made within 1(one) week of Application  
– Submit the copy of the entry fee receipt to the executive office after payment

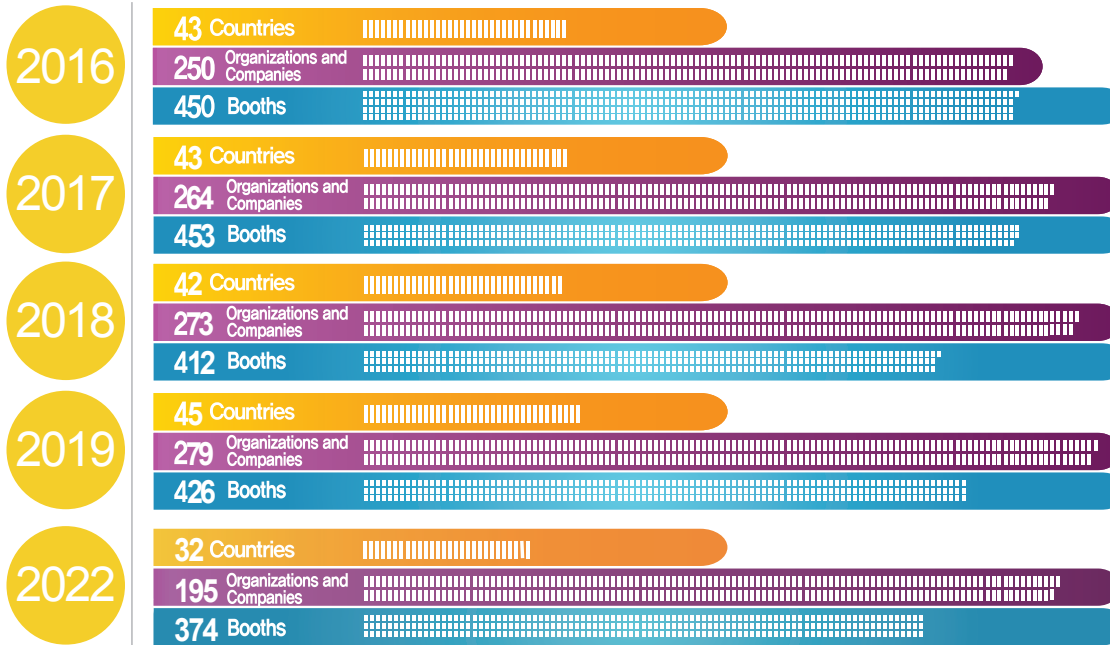
### Contact

KOTFA Co.,Ltd. TEL : 82-2-757-6161 FAX : 82-2-757-6089 E-mail : kotfa1986@naver.com

### \* Application Procedure

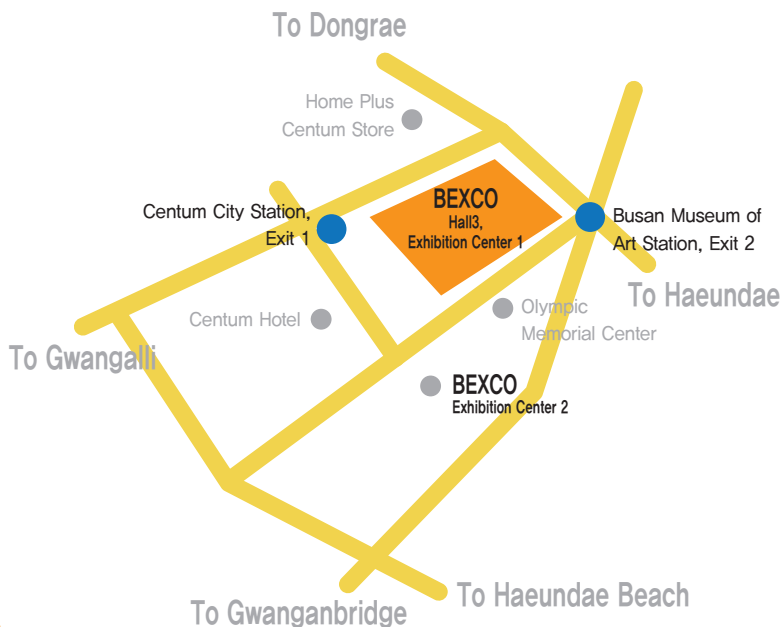


## Records of past BITF



\*2020,2021 Cancellation of Exposition Due to Corona

## Directions to the Exhibition Hall (BEXCO)



### BUS

- ▶ General  
5-1, 31, 39, 100, 100-1, 115, 115-1, 141-155, 181, 200, 307
- ▶ Express  
1001, 1007, 1002
- ▶ Airport Limousine  
Gimhae Airport ↔ BEXCO (to Haeundae)



### Subway

- ▶ Take subway line 2 and get off at the Centum City Station (exit 1) or Busan Museum of Art Station (exit 7)



Tel. 82-51-888-5205  
Fax. 82-51-888-5199



BUSAN TOURISM  
ASSOCIATION

Tel. 82-51-463-3111  
Fax. 82-51-463-0004



KOTFA Co., Ltd.

Tel. 82-2-757-6161  
Fax. 82-2-757-6089