

KINTEX Application for UFI Marketing Award 2012

June 7, 2012

Creating synergies through a market-driving venue marketing strategy

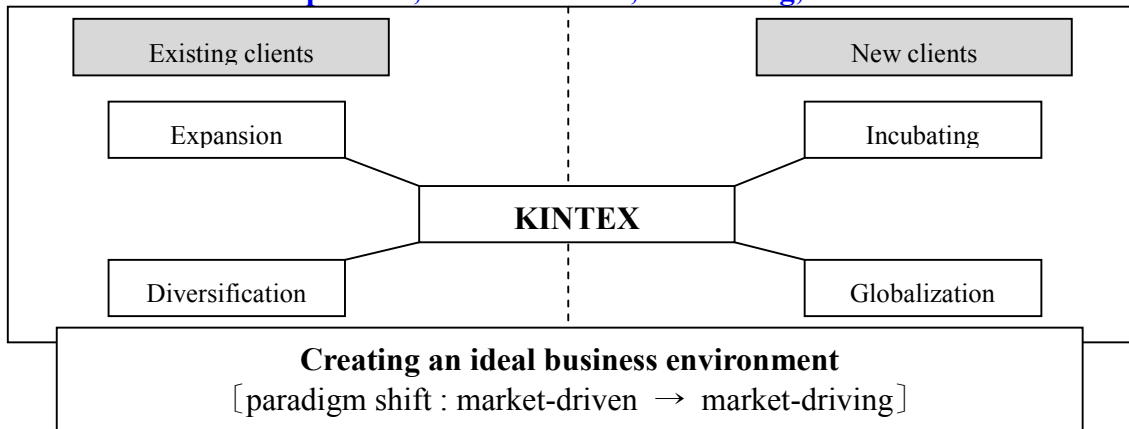
■ OBJECTIVES

In order to mark the 10th anniversary of KINTEX and also to promote the 2nd venue, we developed our venue marketing concept and promoted it to;

- ▶ Increase clients' overall satisfaction and reciprocal business opportunities not just as a venue but also as a partner for clients' success
- ▶ Generate new event sales leads of diversified guest event portfolio to fill out increased venue space (53,541 m² → 108,011 m²)
- ▶ Eventually bring organizers' and visitors' paradigm shift of the venue (outsirt venue with not enough visitors → market driving/key market place)

■ ACTIONS

- ▶ Marketing period : January, 1, 2011 - May 1, 2012 (16 months)
- ▶ Venue marketing concept
 - **K-formula** ⇒ **Expansion, Diversification, Incubating, Globalization**



* 'K' in the term 'K-formula' stemmed from 'K'INTEX and 'K'orea

1. Expansion

- Increased the scale of existing guest exhibitions by satisfying organizers' needs for growth along with the expansion of the venue
- Co-location between exhibitions of similar industries through venue's coordination

2. Diversification

- Attracted diversified range of events along with tradeshows such as convention, corporate events, concert, public event, incentives and other SMERF events through visitor promotion supports (subway, highway traffic billboard, SNS, etc.)
- Increased general visitor traffic by attracting convenience and entertainment facilities within the venue (kids theme park, outdoor concert area, etc.)

3. Incubating

- Created organizer-friendly event environment (organizers' risk aversion)

Challenges faced	Solutions found
organizers' lack of exhibition items	R&D support for marketable items
lack of PR & Promotion	venue-led PR & promotion support
lack of visitors	buyer matchmaking, visitor promotion
lack of budget	attracting sponsorship from DMOs and government, J/V

4. Globalization

- Diversified venue's event portfolio by attracting not a few Global exhibitions
 - rotating global events : GASTECH 2014, Herbalife Extravaganza 2009, 2012, etc.
 - global PEO exhibitions : ANEX(UBM), ConBuild Vietnam(MMI, KINTEX), etc.

■ RESULTS

- ▶ Korea's record-breaking results of collocation of leading exhibitions
 - ↳ 7 collocated exhibitions in 2011 including KIF comprised of 6 tradeshow (108,000 m²), 15 confirmed for 2012 including Seoul/Korea Food(99,000 m²)
- ▶ Synergies to no. of visitors for co-located exhibitions
 - ↳ **20.7%** increase on average compared to previous years
- ▶ Increased overall no. of events in the venue
 - ↳ 537 events held in 2011, 820 events expected to be held in 2012(**34.6 %** increase)
- ▶ Increased venue's sales revenue
 - ↳ **36.2%** increase expected in venue sales revenue compared to 2011
- ▶ Successful completion of the 2nd venue of KINTEX
 - ↳ 53,541 m² (KINTEX I) + 54,470 m² (KINTEX II) = **108,011 m²** in total
- ▶ Increased no. of venue sales leads and interest from global PEOs
 - ↳ UBM, All World, dmg::events,. UKIP and others start hosting global exhibitions
- ▶ **Paradigm shift** from outskirts venue only featured by tradeshow to a key market place for trade & consumer events
 - ↳ drastic increase of no. of consumer fairs; for an instance, kid & children fairs were only 2 in 2010 but 10 events are confirmed for 2012
 - * Official statistics regarding the above results can be provided upon request