



# DRINK & DESSERT SHOW 2019 ♡

*The sweetest festival in Coex, Seoul!!!*

<b>Event</b>	Drink & Dessert Show 2019
<b>Venue</b>	Coex Hall C, 3rd Floor
<b>Dates</b>	April 11(Thu.) ~ 14(Sun.), 10:00-18:00
<b>Scale</b>	250 companies, 400 booths (Expected)
<b>Organizer</b>	Coex Co., Ltd
<b>Host</b>	Beatrice
<b>Concurrent Event</b>	Coffee Expo Seoul (Halls A & B)
<b>Exhibition Items</b>	

## Drinks

Juice Bar,  
Water Bar,  
Tea Bar,  
Liquor Bar,  
Dairy Bar

## Desserts

Frozen Dessert,  
Pastry, Bread,  
Cake, Chocolate,  
Macaron,  
Cookie

## Others

Packaging,  
Education,  
Equipment,  
Media



**Organizer/Host :** Coex Co., Ltd / Beatrice  
[drinkndessertshow.com](http://drinkndessertshow.com)



# 1 TEA FESTIVAL

A festival where you can learn, experience and enjoy all aspects of tea culture through events such as Tea Brewing Championship, Korea Tea Master Classic and Seminars.



# 2 DD University

Learn the basics of beverages and desserts and make them yourself! Don't miss your chance to take various courses to make desserts such as chocolate and macaron, and to brew coffee.



# 3 Special Pavilion (EXPECTED)

- Bar & Pub (Beer Pavilion)
- Gelato & Dessert Plating Show
- From Bean to Bar Chocolate Collection
- Coffee Friends
- I ♥ MACARON (Macaron Pavilion)
- Makgeolli Road  
(Korean traditional alcoholic rice beverage zone)



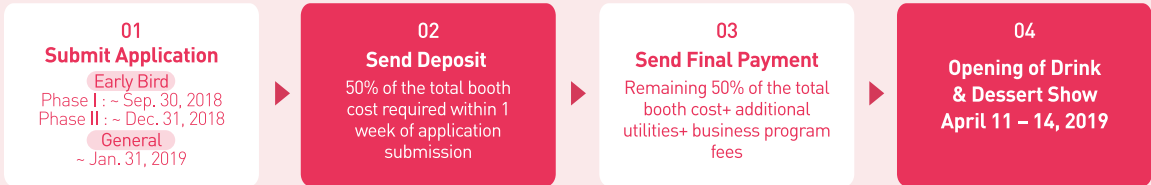
# 4 Concurrent Event : Coffee Expo Seoul

Coffee Expo Seoul is one of the hottest coffee festivals representing the latest coffee trends in Seoul, Korea.

Scale : 250 companies 800 booths, visitors 40,000  
Venue: Coex Halls A & B

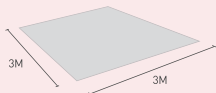
## Participation Guidelines

### Participation Guideline

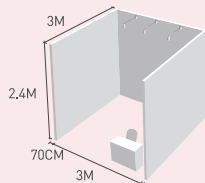


### Booth Fee and Deadline (VAT not included)

**Space Only**  
USD 2,400



**Premium Shell Booth**  
USD 3,000



- Minimum units for a Space Only Booths : Two or more booths
- Foreign companies from countries that does not share the same Zero Tax Rate from that of Korea are required to pay VAT (10%)
- Application Deadline is January 31, 2019; however, registration can close prior to the stated date, if exhibition reaches its full capacity
- Booth location depends on factors such as exhibit item, booth scale, and order of application form and deposit received

### Discount Benefits

#### Discount Periods

- Early Bird Phase I (~Sep. 31. 2018) : 20% discount (USD 480 per booth)
- Early Bird Phase II (~Dec. 31. 2018) : 10% discount (USD 240 per booth)

#### Booth Scale Discount

- 5% discount if more than 10 booths (USD 120 per booth)
- 10% discount if more than 30 booths (USD 240 per booth)

#### Re-participation Discount

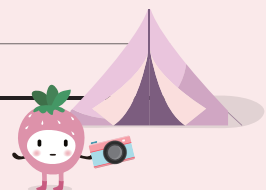
- 5% discount for exhibitors who have participated in DD Show for consecutive years (USD 120 per booth)



### Additional Utilities

Classification	Details	Unit Price (VAT not included)
Electricity	Daytime or 24 hours Single Phase: 220V (60HZ) Three Phase : 380V (60HZ)	Daytime US \$ 50/kW 24 Hours US \$ 70/kW *Usage for 4 days
Telephone	Local or International	Local US \$ 70/Ea International US \$ 200/Ea
Water & Drainage	Apply when needed to showcase exhibit items	US \$ 200/Ea
Internet Access	LAN Internet Cable	US \$ 200/port

\* Please contact us for event collaboration and sponsorship programs.



### Drink & Dessert Show Secretariat

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