Key Exhibits

IoT Application Services

Home appliances | Smart home service, intelligent housing management service, door/lighting/boiler control service
Manufacturing | Smart manufacturing platform solution, manufacturing process automation system, industrial safety solution
Car/Traffic | Vehicle safety/diagnosing system, emergency/road information system, car sharing system, intelligent traffic management system, vehicle control system
City/safety | Smart city/building, building/bridge remote management system, facility safety management service
Health/medical care | Smart health care, smart wellness, smart after-care service, personalized health management service
Energy | Building energy management system, smart thermostat control system, smart grid, high voltage remote reading service
Agricultural/livestock/fishery | Smart farm, intelligent sowing service, livestock management service, aquafarm environment monitoring system
Environment | Water pollution/reservoir management system, meteorological observation system

IoT Convergence Products

Smart home/appliances | Smart TV, refrigerator, robotic vacuum cleaner, thermostat, smart boiler, smart electrical outlets
Health/medical care | Smart band, smart glasses, smart clothing, smart scale, smart thermostat, smart sports goods
Security | Smart door lock, gas lock, smart gas detector, home surveillance camera
Energy | Smart meter, smart lighting, electric controller
Private life | Smart watch, smart cup, smart wallet, smart ring, connected bicycle

Wired/wireless Communication and Network

Close range wireless communication [beacon, NFC], mobile communication, wire communication [Bluetooth, Zigbee, WiFi]

IoT Platform

Open HW platform, device platform, things connected platform, things data platform

IoT Security

Device security [light weight/low power password module, counterfeit detection device], communication/network security [remote security management/control technology, trespassing detection/counterpart technology], platform/service security [privacy protection, security solution]

IoT Devices

Sensor [movement recognition, location, environment]
RFID tag, reader, module, antenna, printer, sensor node, battery

Application Deadline: ~August 3(Fri), 2018 [Early-bird Discount 10% Register by March 30(Fri)]

How to Apply

• Send the application form by fax(+82-2-881-5444) or E-mail(iot@kiot.or.kr).
• From download: www.iotkorea.or.kr

Rates

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Regular Rate</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space Only (Minimum 2booths)</td>
<td>USD 2,500 / Booth (3m x 3m)</td>
<td>- Space, Conference Ticket</td>
</tr>
<tr>
<td>Shell Scheme Package (Minimum 1booth)</td>
<td>USD 3,000 / Booth (3m x 3m)</td>
<td>- Walls, 1(one) information desk + 1(one) chair</td>
</tr>
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<td></td>
<td></td>
<td>- Fascia board, 1(one) Wastebasket</td>
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<tr>
<td></td>
<td></td>
<td>- Carpet, 3(Three) Spot lights[100W]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Conference Ticket</td>
</tr>
</tbody>
</table>

※ Early-bird Rate: For participants who register before March 30, 2018 can have 10% reduction of total payment
Result of 2017

- Number of Exhibitors: 430 Booths, 214 Companies
- Number of Visitors: 20,278 from 43 Countries

Visitor Analysis

Visitors' Current Field
- Consulting: 28.17%
- Manufacturer: 20.75%
- University, Education, Research: 7.30%
- Wholesale and Retail: 5.87%
- Electric/Gas/Water Supply, Sewage and Waste, Environmental restoration: 5.67%
- Government, Public: 4.45%
- Student: 3.32%
- Construction: 2.70%
- Finance, Insurance, Stock: 1.79%
- Press: 1.58%
- Entertainment: 1.28%
- Health care and Welfare: 0.03%
- Agriculture, Forestry, Fisheries: 0.02%
- Distribution: 0.04%
- Transportation: 0.23%
- Medical and Hospital: 0.23%
- Etc.: 13.97%

Their Interests in IoT
- Interested application type:
  - Transportation, Wholesale, Distribution, Construction: 25.35%
  - Automotive, Electronic, Iron and Steel: 21.78%
  - Medical, Welfare, Safety: 17.68%
  - Fire protection, Industrial safety, Environment: 15.74%
  - Education, Cultures, Finance: 14.15%
  - Clothes, Fashion, Liquor: 1.99%
  - Pharmaceutical, Food: 1.42%
  - Agriculture, Forestry, Fisheries: 1.47%

- Interested product:
  - IoT Application Service: 24.96%
  - IoT Device: 18.91%
  - IoT Convergence Products: 17.58%
  - IoT Platform: 14.14%
  - Wired/wireless Communication and Network: 13.24%
  - IoT Security: 11.17%

Satisfaction of Exhibitors

- Achievement of participating in the Show:
  - Unsatisfied: 1.1%
  - Fair: 14.4%
  - Very Good: 13.5%
  - Satisfied: 70.8%

Satisfaction of Buyers' Visit

- Unsatisfied: 0%
- Fair: 8.9%
- Very Good: 77.8%
- Satisfied: 73.3%