



**AKEI**

# Advertising and Promotion Services

Today's Fair, Tomorrow's Success

**Exhibition Infrastructure Development Div  
Association of Korean Exhibition Industry (AKEI)**

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# 01.

## About AKEI



**The Association of Korea Exhibition Industry (AKEI) is the national organization for the development of Korea's exhibition industry.**

01



AKEI serves as the driving force behind the continued growth of the exhibition sector by **shaping industry policies, executing government-commissioned projects, and providing comprehensive support** throughout the entire exhibition ecosystem.

02



**AKEI aligns government strategies with stakeholders' business needs, bridging policy and practice.** AKEI strengthens the event industry by fostering collaboration among venue operators, event organizers, design firms, and service providers.



## AKEI is officially designated by the Ministry of Trade, Industry and Energy under the Exhibition Industry Development Act.

03



As a core pillar of the MICE industry and a key driver of national economic growth, AKEI is committed to positioning Korea as one of the world's premier exhibition destinations through innovation and strategic global partnerships.

04



To advance the exhibition industry, AKEI supports the sector through a comprehensive range of initiatives, including policy development, strategic programs, and exclusive services for its members.

# 02.

## Advertising & Promotion Services

- AKEI Exhibition Journal Advertising
- Online Banner Advertising: SHOWALA & AKEI Websites



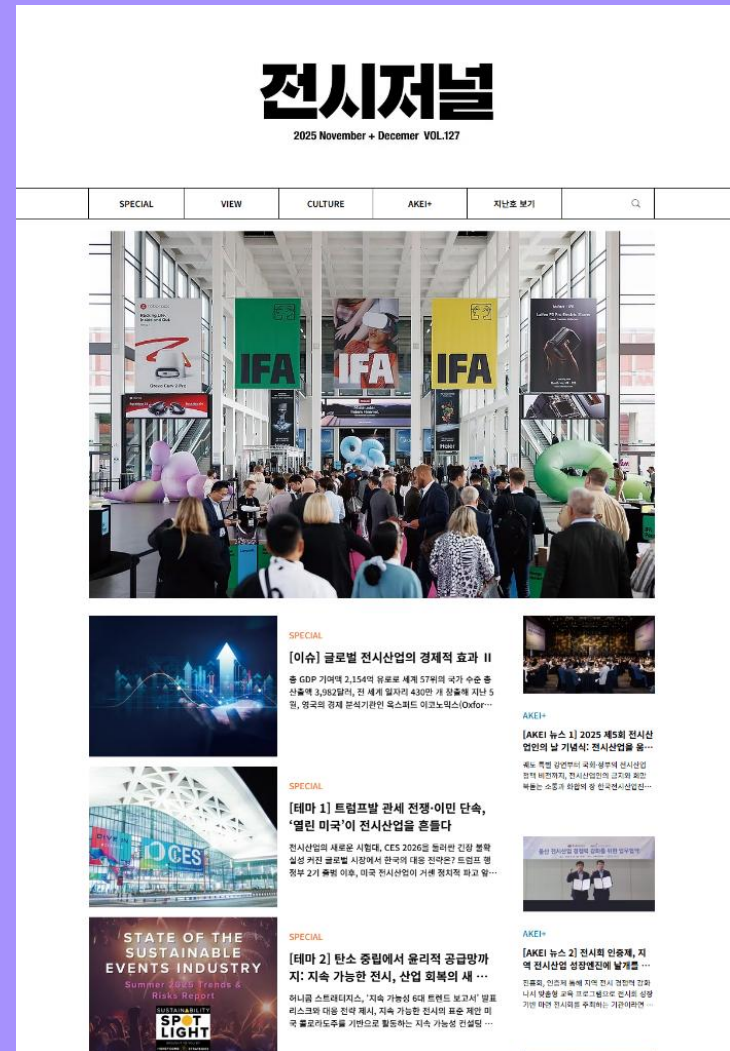
## 01. AKEI Exhibition Journal Advertising

# 전시저널

The industry's Only Specialized Publication -  
Trusted and Influential, Published Bi-monthly



Physical print copies are delivered to a wide range of stakeholders within the exhibition industry, positioning the Journal as a medium with unmatched authority and reach, and helping companies and organizations convey their brands and key messages effectively.



## 01. AKEI Exhibition Journal Advertising

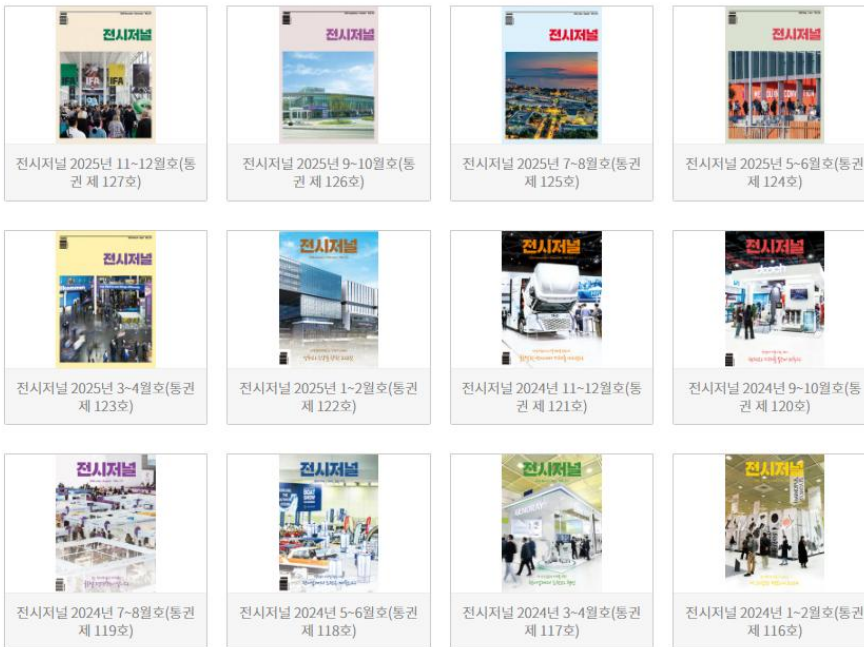
*Distributed in both print and digital formats to readers interested in the exhibition industry, the AKEI Exhibition Journal serves as an effective channel for information sharing and targeted promotion.*

### 전시저널

e-Book ISSN 1976-3174(Online)



Total 126건 1 페이지



- Type: Free magazine (public edition)
- Frequency: Bi-monthly  
(issued in odd-numbered months)
- Distribution:
  - 1,300 printed copies (Korean language)  
mailed to 1,000 readers (industry employees)
  - Web magazine & newsletters reaching 4,500 subscribers
- Readership: Venue operators, event organizers, builders & service providers, foreign diplomatic missions in Korea, and related industry organizations
- Advertising: Trim size 205 mm × 275 mm  
(full-page color advertisement)

## 01. AKEI Exhibition Journal Advertising

### Advertising Rate Card

(VAT excluded)

SPECIFICATION	PLACEMENT	STANDARD RATE	REMARK
Trim size 205 mm × 275 mm & Full-page color advertisement	Inside Front Cover Facing Page to Inside Front Cover	\$ 2,300	
	Inside Back Cover Facing Page to Inside Back Cover	\$ 1,900	
	Back Cover	\$ 3,000	Cheongju OSCO has secured the back cover until the end of 2026
	General Inside Page	\$ 750	

- ❖ Final rates are subject to negotiation.
- ❖ Advertising materials must be submitted at least two weeks before the publication.
- ❖ Preferred file formats: JPG or PNG.

## 02. Online Banner Advertising

### Effective Brand Visibility Through Korea's Leading Exhibition Platforms

Reach of verified industry professionals through SHOWALA –Korea's comprehensive exhibition information portal– and the official AKEI website



#### High Reach

Targeted exposure to verified exhibition industry professionals, enabling high levels of engagement



#### Cost Efficiency

Lower than traditional print media, ensuring sustained visibility



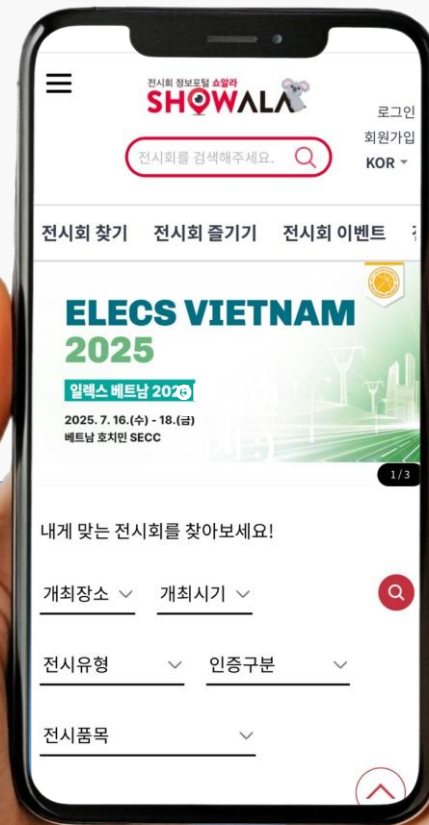
#### Authority & Credibility

Enhanced credibility through promotional exposure on official digital platforms operated by AKEI, Korea's leading exhibition industry association



#### Latest News Updates

Update banners throughout the campaign period to deliver fresh and relevant content



SHOWALA

[www.showala.com](http://www.showala.com)

AKEI

[www.akei.or.kr](http://www.akei.or.kr)



## 02. Online Banner Advertising

# Banner Placement by Platform



SHOWALA – Exhibition Information Portal  
(www.showala.com)

- ① Homepage Carousel Banner (Top Placement)
- ② Homepage Carousel Banner (Bottom Placement)



AKEI Official Website  
(www.akei.or.kr)

- ① Homepage Carousel Banner (Mid-Page Placement)
- ② Pop-up Window

## 02. Online Banner Advertising

# Banner Placement by Platform



The screenshot displays the homepage of the 'Exhibition Venue Registration System' (www.kedsa.or.kr). At the top, there is a navigation bar with links: '전시장 온라인 등록 시스템' (Exhibition Venue Online Registration System), '전시장 등록신청' (Exhibition Venue Registration Application), '마이페이지' (My Page), '공지사항' (Notice), and '시스템 소개' (System Introduction). Below the navigation bar, there is a search bar with fields for '사업자등록번호-제' (Business Registration Number) and '비밀번호' (Password), and a '로그인' (Login) button. The main content area features a large carousel banner with a blue background and a red border. The banner title is '전시장 지정업체 온라인등록 시스템' (Exhibition Venue Designation Business Online Registration System). The banner text states: '전국 각 전문전시장은 안전관리 및 효율적 운영을 위하여 전시디자인설치/전시서비스업 부문 지정업체를 선정하여 운영하고 있습니다.' (Each professional exhibition venue nationwide selects designated companies in the exhibition design/installation/exhibition service industry for safety management and efficient operation). The banner includes a four-step process: 1. '분야별 등록신청' (Registration by field) with a sub-step '등록서류 준비' (Prepare registration documents); 2. '안전관리교육 이수' (Complete safety management education) with a sub-step '등록비 및 보험료 납부' (Pay registration fee and insurance fee); 3. '최종 승인' (Final approval) with a sub-step '계약 체결' (Sign contract); 4. '등록업체 신청 바로가기' (Go to designated company application). Below the banner, there is a section titled '전시장별 등록신청' (Registration by exhibition venue) with a grid of buttons for various venues: aT센터, 경주화백컨벤션센터, 구미코, 군산새만금컨벤션센터, 김대중컨벤션센터, 대전컨벤션센터, 동대문디자인플라자, 벅스코, 세텍, and 송도컨벤시아. A 'TOP' button is located in the bottom right corner of the grid. The footer of the page contains the text: 'Exhibition Venue Registration System (www.kedsa.or.kr)' and 'Homepage Carousel Banner (Top Placement)'.

전시장 온라인 등록 시스템    전시장 등록신청    마이페이지    공지사항    시스템 소개

사업자등록번호-제    비밀번호    로그인

### 전시장 지정업체 온라인등록 시스템

전국 각 전문전시장은 안전관리 및 효율적 운영을 위하여  
전시디자인설치/전시서비스업 부문 지정업체를 선정하여 운영하고 있습니다.

<    >

- 분야별 등록신청  
등록서류 준비
- 안전관리교육 이수  
등록비 및 보험료 납부
- 최종 승인  
계약 체결
- 등록업체 신청  
바로가기

전시장별 등록신청

aT센터	경주화백컨벤션센터	구미코	군산새만금컨벤션센터	김대중컨벤션센터
대전컨벤션센터	동대문디자인플라자	벅스코	세텍	송도컨벤시아

TOP

Exhibition Venue Registration System  
(www.kedsa.or.kr)

Homepage Carousel Banner (Top Placement)



## 02. Online Banner Advertising

### Advertising Rate Card

(VAT excluded)

PLACEMENT	SPECIFICATION	STANDARD RATE	REMARK
SHOWALA Homepage Carousel Banner: Top Placement	1920 x 520 px (JPG or PNG)	\$ 700	
SHOWALA Homepage Carousel Banner: Bottom Placement	1200 x 206 px (JPG or PNG)	\$ 550	
AKEI Homepage Carousel Banner: Mid-Page Placement	400 x 415 px (JPG or PNG)	\$ 700	Per Month
AKEI Homepage Pop-up Window	330 x 330 px (JPG or PNG)	\$ 500	
Exhibition Venue Registration System Homepage Carousel Banner: Top Placement	1920 x 396 px (JPG or PNG)	\$ 700	

- ❖ Banner ads are sold in two-week units, with final rates subject to negotiation.
- ❖ Advertising materials must be submitted at least two weeks before the publication.
- ❖ Preferred file formats: JPG or PNG.

# 03.

## Promotional Packages



## 03. Promotional Packages

### All-in-One Advertising Packages

(VAT excluded)

PER ISSUE RATE	ANNUAL TOTAL	PLACEMENT	ADDITIONAL BENEFITS
\$ 2,000	\$ 10,000	<ul style="list-style-type: none"> <li>• Inside page in the AKEI Exhibition Journal (one-page rate)</li> <li>• Two banner placements on the online platform</li> </ul>	
\$ 2,500	\$ 13,500	<ul style="list-style-type: none"> <li>• Inside front cover/facing page in the AKEI Exhibition Journal (one-page rate)</li> <li>• Two banner placements on the online platform</li> </ul>	<ul style="list-style-type: none"> <li>• Two-page advertorial service upon advertiser's request</li> </ul>
\$ 3,500	\$ 20,500	<ul style="list-style-type: none"> <li>• Inside back cover &amp; full inside page in the AKEI Exhibition Journal (one-page rate)</li> <li>• Three banner placements on the online platform</li> </ul>	<ul style="list-style-type: none"> <li>• Four-page advertorial service upon advertiser's request</li> </ul>
\$ 4,000	\$ 24,000	<ul style="list-style-type: none"> <li>• Inside front cover &amp; facing page in the AKEI Exhibition Journal (one-page rate)</li> <li>• Top &amp; bottom banner placements on SHOWALA</li> </ul>	<ul style="list-style-type: none"> <li>• Four-page advertorial service upon advertiser's request</li> <li>• Placement of the advertiser's selected event image on the cover of the AKEI Exhibition Journal</li> </ul>

❖ Online platform banner ads run for two months.

❖ **Package rates apply exclusively to AKEI members;** separate quotations will be provided for non-members and other stakeholders.

### 03. Promotional Packages

#### ✓ Comprehensive Advertising Package – Value Propositions

##### Cost Effective

Save up to 20% compared to purchasing individual placements separately



##### Multi-Channel Exposure

Gain visibility across print journal, digital editions, and AKEI online platforms

##### Targeted Reach

Targeted exposure to professionals within the exhibition industry



##### Unrestricted and Continuous Presence

Reach broader and more diverse audiences through seamless online & offline channel integration



## Partnership Inquiries:

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