



서울메타위크 2026
SEOUL META WEEK

Exhibition Guidelines

2026.02

■ Overview

1) Seoul Meta Week

Seoul Meta Week is a B2B2C business conference focused on AI and Web3, exploring how technological advancements expand into corporate business structures, services, and ultimate consumer experiences.

Amid the wave of technological transformation led by innovations such as AI and Web3, Seoul Meta Week has consistently refined its programs to focus on how technology reshapes industries, corporations, and service structures. Technology no longer operates in isolation; as these advancements converge, we are entering a stage where organizational structures, services, market approaches, and consumer experiences are being collectively redesigned.

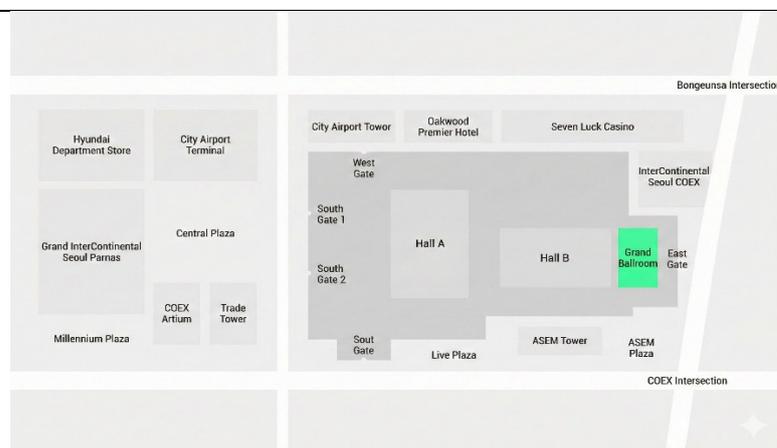
This is where the architects of innovation—corporate practitioners, startups, investors, and policymakers—converge to look beyond technology adoption and define the next frontier of business and the global market.

2) SMW2026

- Event Title: SEOUL META WEEK 2026
- Main Conference: METACON 2026
- Date: July 3(Fri.), ~ July 4(Sat.), 2026
- Location: Coex, Grand ballroom 1F
- Website: www.seoulmetaweek.com
- Expected Number of Participants: About 2,000
- Host·Organizer: TV CHOSUN, Chris & Partners, TokenPost

3) Venue

- Main Conference Venue: Coex Grand ballroom (1F), Seoul
- Address: COEX, 513, Yeongdong-daero, Gangnam-gu Seoul

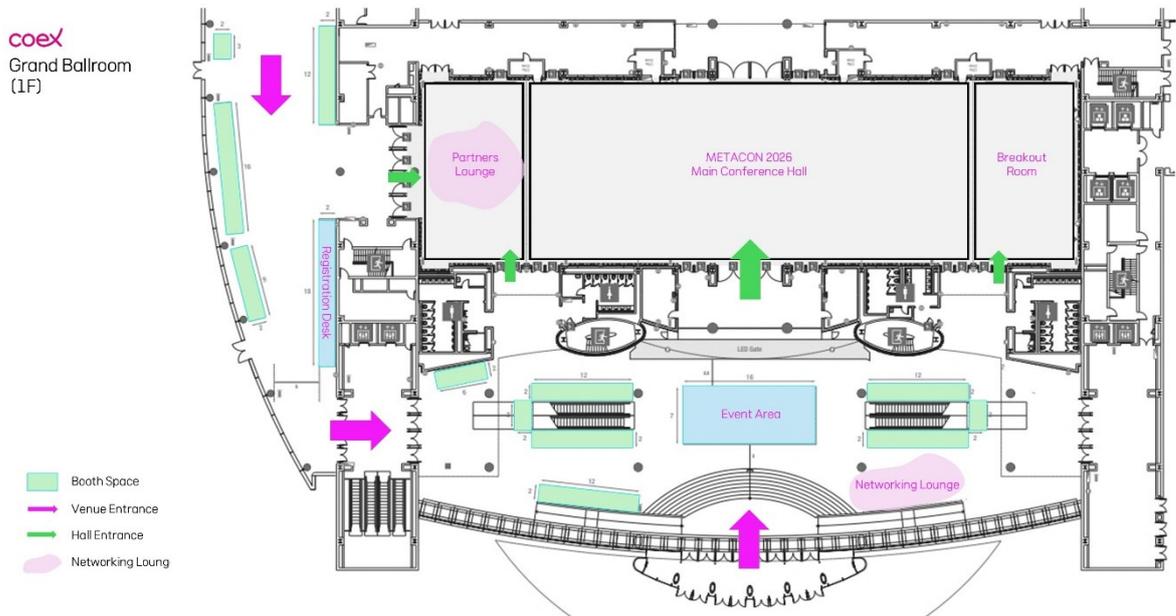


■ SMW: Exhibition

1) Exhibition Overview

- Date: July 3(Fri.), ~ July 4(Sat.), 2026, 09:00~18:00
- Venue: Coex, Grand Ballroom 1F
- Participating Exhibitors: About 30 tech companies
- Fomat: B2B2C
- Participants: Participants of METACON 2026, speakers, and business officials

2) Floor Plan



1) Main Schedule

A. Schedule

Type	Details	Deadline
Registration	Application for participation - Form 1) Exhibition Application Form	June 12 (Fri.), 16:00
	Payment of participation fee	Payment must be completed within 7 business days after the application. ※ However, applications submitted after June 12 (Fri.) must be paid by June 17 (Wed.).
	Balance due (e.g., furniture and equipment rental)	June 17 (Wed.), 16:00
	Submission of required documents - Form 2) Booth Operation Plan - Form 3) Application for Furniture and Equipment - Form 4) Application for Independent Booth Installation - Form 5) Independent Booth Installation Contract	June 16 (Tue.), 16:00
	Graphic and design information for Standard Booth	June 19 (Fri.), 16:00
	Application for the event pass for a person in charge of exhibition	
Installation	Installation of the booth	July 2 (Thu.), 09:00 - 18:00
	Building up the interior of the booth	* 추후공지
	Distribute the event pass for exhibitors	July 3 (Fri.), 09:00 Registration Desk
	Exhibition booths ready	July 3 (Fri.), 09:00
Operation	Operating exhibition booth	July 3 (Fri.) ~ 4 (Sat.), 09:00~18:00
Dismantle	Carry out exhibits	July 4 (Sat.), 09:00~18:30
	Dismantle of the exhibition booth	July 4 (Sat.), 18:00~21:00

※ This schedule is subject to change due to the condition of the organizer.

2) Participation Information

A. Standard Booth Information

- **Exhibition Booth Package**

- This is installed by the organizer and includes booth graphic design.
- The organizer receives graphics such as company exhibition contents and logos and products in batches. **See the booth graphics guide*

- **Offered Services for Standard Booth Package**

- **Standard Booth System: Eco-friendly Modular Booth**
 - : Constructed using sustainable materials, the booth allows high-resolution graphic applications on the front façade. This modular system enables flexible spatial configurations, effectively delivering your brand identity within an eco-conscious structure.
 - : Extends side to side when using more than 1 booth.
 - : Lite booth, Single booth (1m X 2.5m / 2m X 2.5m)



〈Single Booth: 2 x 2.5m〉



〈Double Booth: 2 x 2.5m x 2ea〉



〈Triple Booth: 2 x 2.5m x 3ea〉

- **Lite Booth System**

- : Configured with a 1-meter-wide modular system booth and a high table.



- **Offered Items for Standard Booth**



Offered Items	Lite Booth	Single Booth	Double Booth	Tripple Booth
Booth Size	1m x 2m	2m x 2m	4m x 2m	6m x 2m
Nonflammable Carpet	1식	1식	1식	1식
Dimensions (WxH)	1m x 2.5m	2m x 2.5m	4m x 2.5m	6m x 2.5m
Power	1kw	1kw	2kw	3kw
Socket (220v 2 Plugs)	1EA	1EA	1EA	1EA
Light	1EA	2EA	4EA	6EA
Furniture	High table(1) Chair(1)	Infor Desk(1) Chair(2)	Infor Desk(2) Chair(4)	Infor Desk(2) Chair(4)

※ Infor Desk: (w)1200x(d)600x(h)1050

※ Ticket information and registration procedures will be announced separately.

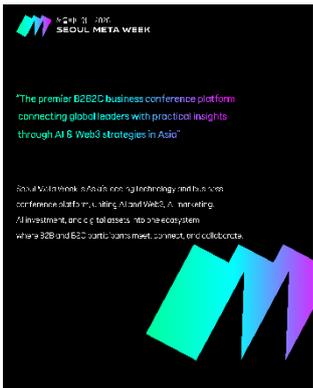
※ Wired internet must be applied for separately if required. (Form 3)

- **Construction Modifications & Additions**

- Any additional furniture or equipment beyond the standard inclusions must be requested using the designated form.
- Form 3 | Furniture & Equipment Request Form

- **Booth Details**

- **Graphic Area Detail Size of Standard Booth**

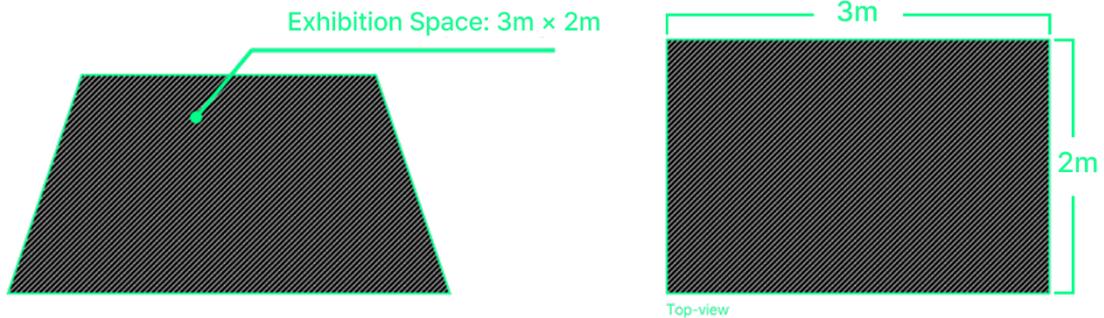
Main Graphic Wall		Information Desk	
			
Lite Booth	(w) 1,000mm X (h) 2,500mm	Lite Booth	High table Ø600mm
Single Booth	(w) 2,000mm X (h) 2,500mm	Single Booth	(w) 1,200mm X (h) 1,050mm
Double Booth	(w) 4,000mm X (h) 2,500mm	Double Booth	(w) 2,400mm X (h) 1,050mm
Tripple Booth	(w) 6,000mm X (h) 2,500mm	Tripple Booth	(w) 3,600mm X (h) 1,000mm



B. Independent Booth Information

- Independent Booth**

- Exhibitor designs the booth themselves through COEX designated providers.



- Offered Services for Independent Booth**

- Offered Items for Independent Booth

Offered Items	1 Booth
Booth Size	3m x 2m
Non-flammable Carpet	1 Item

- Submission of the Design Drawing**

- Design drawing and designs of the independent booth should be submitted to the secretariat within the deadline along with the documents needed. And the installation must be carried out after obtaining prior approval.
- Documents need to be submitted: Form 4 | Independent Booth Installation Contract, Floor Plan, and Elevation Drawing

- Selecting the Installation Company**

- Independent booth installation companies should be selected from COEX designated providers.
- If the exhibitor selects an installation company other than COEX designated providers, the organizer and the secretariat are not responsible for any disadvantages in the construction process, such as control of access to the exhibition hall.

- Instructions for Installing an Independent Booth**

- Independent Booth design should be compatible with the surrounding booth and environment.
- The maximum height of the booth structure is limited to 3m.

- All Independent Booth must be installed and built on the carpet provided by the secretariat for floor protection.
 - All materials must be flameproof or non-flammable.
 - Installation of the Independent Booth should be installed by COEX designated providers and should be installed on the booth location and area allocated by the secretariat.
- **Instructions for Dismantling an Independent Booth**
 - Booth and exhibits may not be removed until the official end of the event (June 27, 18:00, the time is subject to change).
 - After the event is over, the debris and waste must be completely dismantled and taken out directly by each company that has installed the booth by June 27, 21:00

C. Additional Facilities Information

- **Internet (available upon request)**
 - Offered as default : 1 LAN with static address (100mb)
 - Using an internet router in the exhibition hall is prohibited.
 - Application for additional internet cannot be made onsite.
 - Companies that need additional internet should contact the secretariat by June 16

- **Power**
 - Lite Booth) 1Kw of power, 1 electrical socket with 2 plugs
 - Single Booth) 1Kw of power, 1 electrical socket with 2 plugs
 - Double Booth) 1Kw of power, 1 electrical socket with 2 plugs
 - Tripple Booth) 1Kw of power, 1 electrical socket with 2 plugs)
 - Independent Booth) No Provided
 - If additional power is required, please contact the Secretariat by June 16 (Tue.)

D. Event Pass

- **Accessible Time**
 - The exhibition booth is located at the lobby of the main conference hall (COEX Auditorium), so pass for workforce is not required.
 - However, limited event pass is provided for each booth, depending on the size of the booth, and the event pass is required for access area including the conference hall.

Type	Quantity Provided	Access (Date / Venue)
Conference Pass	3	METACON 2026 (6/26-6/27, Auditorium) - This pass grants access to the main conference METACON 2026 for both days.
Booth Staff Pass	2	Exhibitor Staff Pass - Access to the conference hall is not permitted with this pass.

- Registration details will be provided after contract. Registration must be completed within the period.
- Per booth: Lite 1 pass / Independent 2 passes
- **Official Operation Hours**
 - Set-up and Installation) TBA
 - Exhibition Day) July 3(Fri.) ~ 4 (Sat.) 09:00 ~ 18:00
 - Dismantle) July 4 (Sat.) 18:00 ~ 21:00
 - Event pass for exhibition companies can be received after identifying themselves at the registration desk located at the lobby.

■ Required Documents Information

1) Required Documents and Submission

- **Exhibition application form and other documents**
 - Required documents must be submitted by every exhibitor.
 - Please fill out the attached form and submit it to the secretariat by the deadline

Documents Number	Form	Standard Booth	Independent Booth	Deadline
Form 1)	Exhibition Application Form	Required	Required	June 17 Wed.), 16:00
Form 2)	Booth Operation Plan	Required	Required	June 18 (Thur.), 16:00
Form 3)	Application for Furniture And Equipment	Optional	Optional	June 19 (Fri.), 16:00
Form 4)	Application for Independent Installation	-	Required	TBA
Form 5)	Application for Independent Installation	-	Required	TBA

- **Submission of exhibition application and other documents**
 - SEOUL META WEEK Secretariat
 - T.02 375 4620 | E. smw.partnership@gmail.com



■ Participation Fee Information

1) Participation Fee and Payment Due Date

- Participation and Payment Due Date

Type	Fee	Due Date
Deposit	50% of the booth fee	Within 7 days of application submission
Balance	Remaining 50% of the booth fee & additional facility & furniture fees	By June 17, 2026 (Wed.), 16:00

- Payment Method

- Wire Transfer (USD)

- : Account Holder : CHRIS AND PARTNERS

- : Account Number : 037-106675-56-00015

- : Bank Name : Industrial Bank of Korea

- : Swift Code : IBKOKRSE

- : Bank Address : Industrial Bank of Korea Namdaemun Branch, 17 Sejong-daero, Jung-gu, Seoul

- Standard Booth Package Fee

Offered Item	Lite Booth	Single Booth	Double Booth	Tripple Booth
Booth Size (W x H)	1m x 2.5m	2m x 2.5m	4m x 2.5m	6m x 2.5m
Non-flammable Carpet (floor area)	1m x 2m	2m x 2m	4m x 2m	6m x 2m
Power	1kw	1kw	2kw	3kw
Socket (220V, 2 plugs)	1EA	1EA	1EA	1EA
Brand Graphic Wall	1 Item	1 Item	1 Item	1 Item
Furniture	High table (1) Chair (1)	Infor Desk (1) Chair (2)	Infor Desk (2) Chair (4)	Infor Desk (2) Chair (4)
Provided Tickets	Conference Pass (1) Booth Staff Pass (2)	Conference Pass (3) Booth Staff Pass (2)	Conference Pass (6) Booth Staff Pass (4)	Conference Pass (9) Booth Staff Pass (6)
Price (Vat not included)	USD 1,500	USD 3,500	USD 7,000	USD 10,500

- Independent Booth Package Fee

Offered Item	Independent Booth
Booth Size	3 x 2m

Nonflammable Carpet	1 Item
Power	1Kw
Provided Tickets	Conference Pass(2), Booth Staff Pass(2)
Price (Vat not included)	USD 2,000



■ Exhibition Booth Promotions

1) Time-Limited Promotion

- **Super Early Bird**
 - Discount: 20% off
 - Deadline: ~ Jan 30 (Fri.), 16:00
- **Early Bird**
 - Discount: 10% off
 - Deadline: ~ Feb 2 (Mon.) ~ Mar 27 (Fri.), 16:00

2) Returning Exhibitor Promotion

- **Past Exhibitor**
 - Eligibility: Past SMW Exhibitors (2021-2025)
 - Discount: 20% off
 - Deadline: ~ June 17 (Wed.), 16:00
- **Rebooking Promotion**
 - Eligibility: 2026 exhibitors who rebook on-site for the 2027 exhibition
 - Discount: 30% off
 - Deadline: ~ July 4 (Sat.), 16:00



■ Terms and Conditions

1) Cancellation and Refund Policy

- **Cancellation and Penalty Fees**

- In the event that an exhibitor cancels their participation after submitting the application, the following penalty fees must be paid to the organizer within 15 days of the cancellation date.
- The pre-paid participation fee will be applied toward the penalty. Any remaining balance will be refunded, and any shortfall must be paid additionally.
- Cancellation by June 19, 2026 (Fri), 16:00: 50% of the total participation fee as a penalty.
- Cancellation after June 19, 2026 (Fri), 16:00: 100% of the total participation fee as a penalty.

2) Promotion Policy

- **Discount Regulations**

- Discounts are not cumulative. Only the single highest discount rate will be applied.
- The "Application Date" refers to the time when the application is successfully received via the official email or system.
- Promotions are applied on a first-come, first-served basis for companies that complete the contract within 7 days of application. Promotions may close early depending on availability.
- All discounts apply only to the booth space rental fee and do not include additional costs such as furniture, equipment, or utility rentals.

3) Booth Allocation

- **Booth Placement Regulations**

- In principle, the Secretariat reserves the right to assign booth locations, taking into overall consideration industry categories, booth size, visitor flow, and general event operations.