



OFFICIAL WEBSITE



2024 AUTO SALON WEEK

KOREA
INTERNATIONAL
TRADE FAIR FOR
AUTO TUNING AND
AUTOMOTIVE
AFTERMARKET

09.06 FRI — 09.08 SUN

KINTEX, KOREA

Host



Ministry of Land,
Infrastructure and Transport



Ministry of Trade,
Industry and Energy

Organizer



SeoulMESSE KINTEX *Peaches.*

Korea's **NO. 1 Auto Aftermarket Show** which is the **best platform** to drive your **auto aftermarket business forward**

2023 AUTO SALON WEEK FACTS AND FIGURES

22,590+ sqm of Exhibit Area

200+ Exhibitors

1,000+ Booths

400+ Show cars

59,033+ Visitors

2024 SHOW OVERVIEW

EVENT	AUTO SALON WEEK 2024
SUB-TITLE	(KOREA INTERNATIONAL TRADE FAIR FOR AUTO TUNING AND AUTOMOTIVE AFTERMARKET 2024)
DATE OF THE EVENT	Sep 6(Fri)-8(Sun), 2024 / 3days
VENUE	KINTEX II Hall 7-8 & Outdoor Area
SCALE	22,580 sqm, 250 Exhibitors, 1,300 Booths (expected) and outdoor area
VISITORS	80,000 (expected)
HOST	Ministry of Land, Infrastructure and Transport, Ministry of Trade, Industry and Energy
ORGANIZER	SeoulMESSE Co., Ltd., KINTEX, Peaches
PARTNERS	[KARA] Korea Automobile Racing Association [KAIMA] Korea Automobile Inspection Maintenance Association [KAAT] Korea Association of Auto Technicians [KAPRA] Korea Automotive Parts Remanufacture Association [Carpos] Car Advanced Repair Powerful Operation System [ATK] Auto Tuner of Korea [KATIA] Korea Auto Tuning Industry Association [KATMO] Korea Automobile Tuning Multipurpose Organization

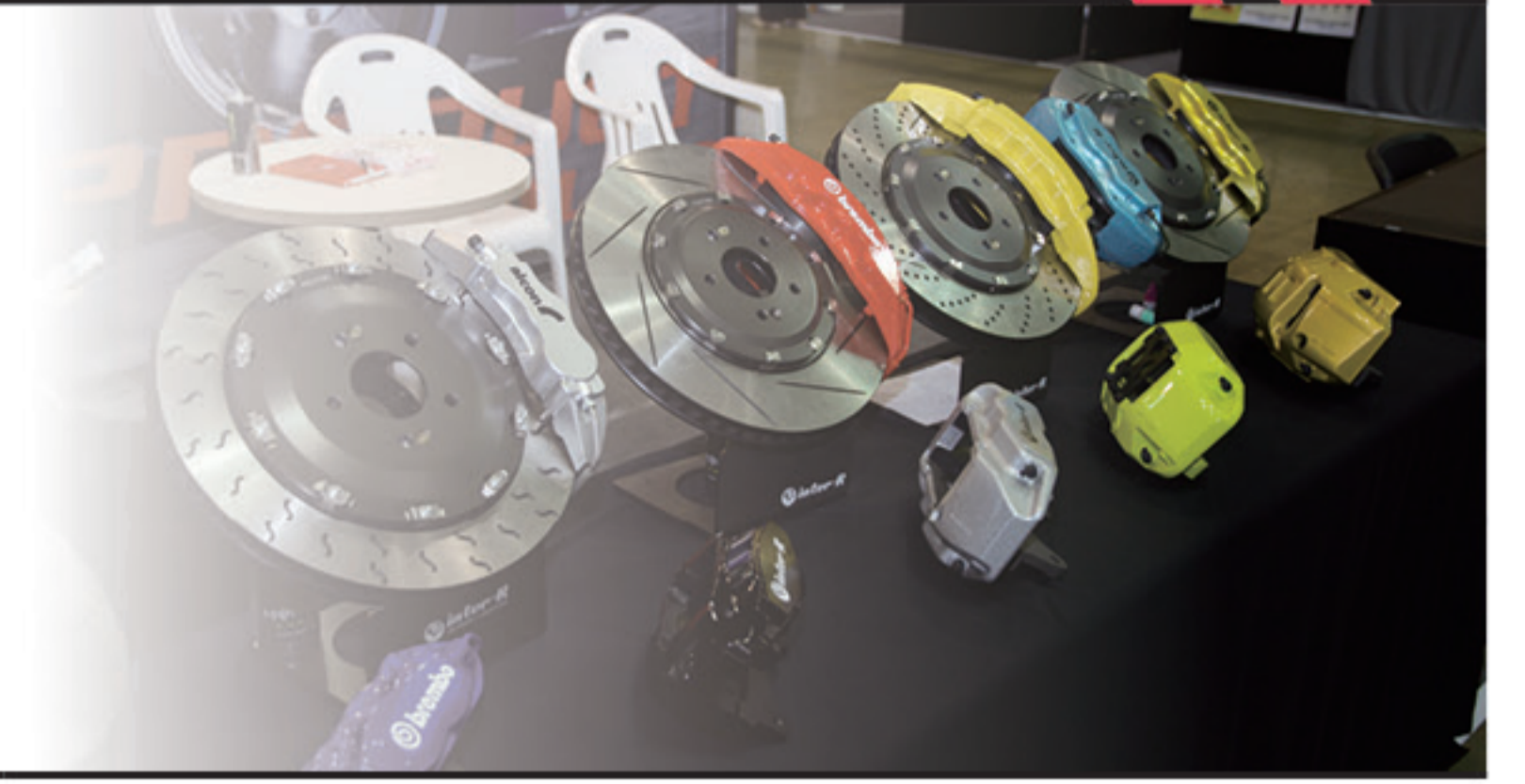
BUSINESS PROGRAM

- ▶ Business matchmarking program with hosted buyers
- ▶ Extensive pre-show promotion for exhibitors
- ▶ Seminar & conference to tap into global markets

PRODUCT SECTORS

AUTO SERVICE · PARTS

- ▶ Maintenance Parts & Accessories
- ▶ Workshop equipment for repair and maintenance
- ▶ Parts & Components
- ▶ Dealer, sales and service management
- ▶ Online presence, E-commerce and mobile payment



AUTO TUNING · CARE · ACCESSORIES

- ▶ Technical / Visual Customizing
- ▶ Tyres & Wheels
- ▶ Car wash & Care, Oils and lubricants, Technical fluids
- ▶ Films
- ▶ General accessories for motor vehicles & Electronics Equipment, assemblies and modifications



AUTO CAMPING & MOBILES

- ▶ Special vehicles
- ▶ Car trailers and small utility vehicle, Camping Car
- ▶ Connectivity, Autonomous driving, Sharing, Electrification
- ▶ Motor Sports



CAR LIFE

- ▶ Online/Offline tuning, Exterior/interior tuning, Motor sports, Wrapping/PPF
- ▶ Fashion, Cultural contents, Magazines, Games
- ▶ Auto communities and overseas event collaborations



SMART MOBILITY

- ▶ Electric vehicles, Hydrogen vehicles, UAM, Drones, PBV, PM
- ▶ Electronic control device/system, Vehicle semiconductors, Inspection/measurement equipments, Camera modules, Displays, Autonomous sensors
- ▶ Eco-friendly mobilities, Vehicle software Platform, Mobility as a service(MaaS)



PARTICIPATION GUIDE

Booth Rental Information

Early-bird discount deadline: 10(Fri) May, 2024

Application submission deadline: 12(Fri) July, 2024

▼ Shell Scheme

Space Only	as of 11. May 2,200 USD until 10. May 2,000 USD	<ul style="list-style-type: none"> • Minimum requirement is 24sqm. • Only contracted space provided
Shell Scheme	as of 11. May 2,700 USD until 10. May 2,400 USD	<ul style="list-style-type: none"> • Booth Size: 12 sqm(4m*3m) • Provided with: <ul style="list-style-type: none"> - Fascia board with company name - 1kW Electric power, 4 spotlights - 1 information counter, 1 folding chair - Standing partitions, Two-way socket - Floor Covering(Fire resistant carpet)

* All prices given are net prices.



CONTACT INFORMATION

[2024 AUTO SALON WEEK Secretariat]

info@autosalonweek.com | www.autosalonweek.com

Seoul MESSE +82 2-2284-0019 / KINTEX +82 31-995-8094

AUTO

SERVICE

TUNING

**SMART·EV
MOBILITY**

CAR LIFE

CAMPING