



Wonder Festival^{*} 2027 한국 [Korea]

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Apr. 10 Sat - Apr. 11 Sun. 2027 | KINTEX

Participant Manual

I. General Information

1. Event Overview

Event Name	Wonder Festival 2027 Korea
Dates	Apr. 10 (Sat) ~ Apr. 11 (Sun). 2027 [2 Days]
Hours	10:00 ~ 17:00
Venue	KINTEX Exhibition Center 2 (217-60, KINTEX-ro, Ilsanseo-gu, Goyang-si, Gyeonggi-do, Korea)
Organizer	Wonder Festival Korea Project Office
Co-organizer	Massive Portal Co., Ltd.
Event Type	B2C
Website	wonfes.kr/en

※Opening and closing times are subject to change.

2. Eligibility

Companies	• Companies, associations, schools, and other organizations from any country wishing to participate in Wonder Festival 2027 Korea ※Entities wishing to sell or exhibit self-manufactured goods or figure/model kit/garage kit ※Applications for in-venue advertising only (without sales or exhibition) are also accepted
Individuals (Outside Korea)	• The representative must be 19 years of age or older at the time of application ※The representative must attend on the event day ※Individuals wishing to sell or exhibit items directly sculpted or related to sculpting

※ Korean residents should refer to the "Wonder Festival 2027 Korea Participant Manual (KR)".

Corporate Exhibitor Guide

II. Corporate Exhibitor Guide

1. Application Procedure

No.	Description	Deadline
1	Submit Application Form	
2	Full Payment (Full participation fee)	Within 14 days from invoice issuance date

※ For details, please refer to "Wonder Festival 2027 Korea Participation Regulations and Contract Terms" (p.18).

2. Booth Participation Guide

Wonder Festival 2027 Korea

Category	Size (m)	Participation Fee (VAT Included)	Notes
Raw Space Booth	3×3 standard	USD 1,650 / booth	Minimum 2 booths required
Standard Booth	3×3 standard	USD 2,200 / booth	

1. Raw Space Booth

Individual/Group/Company/F&B

Participation fee USD 1,650 / 1 booth (3×3m) ※Available for 2 or more booths

Provided Booth area only, 1kW of electricity per booth

Note If you require booth design services, please contact us.



2. Standard Booth

Individual/Group/Company

Participation fee USD 2,200 / 1 booth (3×3m)

Provided 1 kW of electricity per booth, 1 power outlet, 3 spotlights, 1 information desk, and 2 folding chairs

Note If you require booth design services, please contact us.



3. Participation & Event Fees

Discount Benefits

Category	Content	Discount	Deadline
Promotional Discount	Early Registrants	30%	Up to 2026. 9. 30 (Wed)
	Super Early Bird	20%	2026. 10. 1 (Thu) – 11. 1 (Sun)
	Early Bird	10%	2026. 11. 2 (Mon) – 11. 30 (Mon)

Bank Transfer Information

Name	Account number	Address
Massive Portal Co.,Ltd.	069101-04-289791	3F, 72, Mangwon-ro 11-gil, Mapo-gu, Seoul, Korea
Bank code	Bank name	Bank address
CZNBKRSE	KOOKMIN BANK	26, Gukjegeumyung-ro 8-gil, Yeongdeungpo-gu, Seoul, Korea
Branch	Branch address	
Seongsandong Branch	68, World Cup buk-ro, Mapo-gu, Seoul, Korea	

4. Key Pre-Event Schedule

Category	Description	Date	Notes
Installation	Raw Space Booth	2027. 4. 8 (Thu) – 4. 9 (Fri) 08:00–20:00	Must be through KINTEX- designated contractors only
	Standard Booth (Organizer-managed)	2027. 4. 8 (Thu) – 4. 9 (Fri) 08:00–20:00	
Exhibit Move-In	Raw Space Booth	2027. 4. 9 (Fri) 08:00–20:00	Follow installation company's schedule
	Standard Booth	2027. 4. 9 (Fri) 13:00–20:00	
Exhibit Move-Out	2027. 4. 11 (Sun) 17:00–20:00		Strictly observe the dismantling deadline
Dismantling	2027. 4. 11 (Sun) 17:00–22:00		

※ For inquiries, please contact the Wonder Festival Korea Project Office.

※ Details on document submission will be announced on the Website (wonfes.kr/en).

※ Applications can be submitted via the Website (wonfes.kr/en).

5. Important Notes for Application

Adult Content

Wonder Festival 2027 Korea does not permit the display or exhibition of adult content. Items may be removed without prior notice at the organizer's discretion.

※ Items depicting sexual acts, nudity (including removable elements), grotesque, or extreme violent expressions will be restricted.

Other Prohibited Items for Sale / Display

Items prohibited by law, posing physical harm, fire hazard, or safety risks are strictly prohibited. Counterfeit, plagiarized, or trademark-infringing items are also banned.

Storage and Management of Belongings

No storage facilities are available at the venue. Exhibitors are responsible for managing all belongings.

※ The organizer takes no responsibility for loss, theft, or damage.

Event Applications

For events likely to cause congestion (1:1 scale exhibits, demos, autograph sessions, stage events), contact the Wonder Festival Korea Project Office in advance.

Approval Standards

If applications exceed venue capacity, selection by lottery or adjustment of booth size may occur.

6. Booth and Display Setup Regulations

- If work after 20:00 is required during installation, an "Overtime Work Application Form" must be submitted and fees paid.
- Dismantling must be completed within the designated time. Overtime cannot be applied for dismantling.
- The installation schedule is subject to change; participants will be individually notified.

7. Support for Participants

Corporate & Individual Exhibitor Access Badge Issuance

Booth Size	3+ Booths	2 Booths	1 Booth
Quantity	Booths × 2 badges	5 badges	2 badges

- Application: If more badges are needed, please inquire individually. (Additional fees apply)
- Collection: 2027. 4. 9 (Fri) at the Wonder Festival 2027 Korea Information Desk, KINTEX Exhibition Center 2.

Free Invitation Ticket Distribution

Booth Size	3+ Booths	2 Booths	1 Booth
Quantity	Inquire individually	5 tickets	2 tickets

- Purpose: Provided for participants to give to general customers.
 ※ Selling or transferring tickets to non-participants is strictly prohibited.

8. Additional Requests

If you need support for booth design, interpretation, staff, or artwork transport, please contact the Project Office.

- ※ Scope and details will be determined through separate consultation.
- ※ For smooth preparation, contact us as early as possible after registration.
- ※ Some services may be provided through external partner companies.

9. Contact Information

E-mail	Website
wonfes-info@massiveportal.com	wonfes.kr/en

Individual Exhibitor Participation Guide

III. Individual Exhibitor Participation Guide

1. Application Procedure

No.	Description	Deadline
1	Submit Application Form	
2	Full Payment (Full participation fee)	Within 14 days from invoice issuance date

※ For details, please refer to "Wonder Festival 2027 Korea Participation Regulations and Contract Terms" (p.18).

2. Booth Participation Guide

Wonder Festival 2027 Korea

Category	Size (m)	Participation Fee (VAT Included)	Notes
Individual Exhibitor	1.8 × 1.8 standard	USD 275	Individual participants only

1. Individual participants only

Individual/Group

Participation fee USD 275

Provided 1 Power outlet, 1 POP stand, desk, 2 folding chairs

Note



3. Participation & Event Fees

Discount Benefits

Category	Content	Discount	Deadline
Promotional Discount	Early Bird	20%	2026. 11. 2 (Mon) – 11. 30 (Mon)

※Additional 10% discount when applying for 2 or more Individual Exhibitor slots.

Bank Transfer Information

Name	Account number	Address
Massive Portal Co.,Ltd.	069101-04-289791	3F, 72, Mangwon-ro 11-gil, Mapo-gu, Seoul, Korea
Bank code	Bank name	Bank address
CZNBKRSE	KOOKMIN BANK	26, Gukjegeumyung-ro 8-gil, Yeongdeungpo-gu, Seoul, Korea
Branch	Branch address	
Seongsandong Branch	68, World Cup buk-ro, Mapo-gu, Seoul, Korea	

4. Key Pre-Event Schedule

Category	Date	Notes
Exhibit Move-In	2027. 4. 9 (Fri) 13:00–20:00	Installation must be through KINTEX-designated contractors only
Exhibit Move-Out	2027. 4. 11 (Sun) 17:00–20:00	Strictly adhere to deadline

※ For inquiries, please contact the Wonder Festival Korea Project Office.

※ Details on document submission will be announced on the Website (wonfes.kr/en).

※ Applications can be submitted via the Website (wonfes.kr/en).

5. Important Notes for Dealer Application

Adult Content

Wonder Festival 2027 Korea does not permit adult content. Items may be removed without prior notice.

※ Items depicting sexual acts, nudity, grotesque, or extreme violent expressions will be restricted.

Event-limited License Application

When applying for an Event-limited License, you must review the "Event-limited License Individual Exhibitor Manual" in advance. Selling items without the rights holder's permission is strictly prohibited.

※ Check "Notices" on the Website (wonfes.kr/en).

Other Prohibited Items for Sale / Display

Items prohibited by law, posing harm, fire hazard, or safety risks, and counterfeit/plagiarized items are strictly prohibited.

Shared Spaces

To ensure comfortable participation for all, please observe the following:

- Aisle clearance: Do not block aisles when setting up exhibits or during sales.
- Common area usage: Observe rules; do not inconvenience other participants.
- Booth boundary compliance: Do not place exhibits beyond your assigned booth area.

Other Notes

- Booth type and placement cannot be specified.
- For large-scale exhibits, demos, autograph sessions, or stage events causing congestion, contact the Project Office in advance.
- Consider item quantities and shared spaces (aisles, etc.) when applying.

6. Mandatory Rules

By submitting a dealer application, all members agree to joint liability. Serious violations will result in a ban from Wonder Festival. Please understand the participation regulations before applying.

※ Items sold and exhibited will be checked by the Project Office at any time. Exhibiting items without confirmed rights holder permission is strictly prohibited.

※ For questions, contact the Project Office. The Committee takes no responsibility for unconfirmed actions.

7. Booth and Display Setup Regulations

- Exhibit move-in and move-out must strictly follow designated times.
- Dismantling must be completed within designated time. Overtime cannot be applied.
- Schedule may change; participants will be individually notified.

8. Support for Participants

Corporate & Individual Exhibitor Access Badge Issuance

Booth Size	3+ Booths	2 Booths	1 Booth
Quantity	Booths × 2 badges	5 badges	2 badges

- Application: If more badges needed, please inquire individually. (Additional fees apply)
- Collection: 2027. 4. 9 (Fri) at Wonder Festival 2027 Korea Information Desk, KINTEX Exhibition Center 2.

Free Invitation Ticket Distribution

Booth Size	3+ Booths	2 Booths	1 Booth
Quantity	Inquire individually	5 tickets	2 tickets

- Purpose: Provided for participants to give to general customers.
 ※ Selling or transferring tickets to non-participants is strictly prohibited.

9. Contact

E-mail	Website
wonfes-info@massiveportal.com	wonfes.kr/en

Individual Exhibitor — Event-limited License Application Guide

IV. Individual Exhibitor — Event-limited License Application Guide

- Individual Exhibitor participants may apply for an Event-limited License for specific IPs during the 2-day Wonder Festival 2027 Korea event period.
- The Event-limited License process is operated in stages to ensure fairness and smooth proceedings.
- All applicants must confirm the conditions and approval status from each rights holder, and only those who pass the preliminary application may proceed to the main application.

1. Application Procedure

No.	Description	Date
1	Preliminary Application Period	2026. 11. 2 (Mon) 09:00 – 11. 13 (Fri) 23:59
2	Pledge Confirmation and Signing	Sent individually after preliminary application
3	Preliminary Application Results	2026. 11. 27 (Fri)
4	Main Application Period	2026. 12. 30 (Wed) 09:00 – 2027. 1. 12 (Tue) 23:59
5	Main Application Results	2027. 2. 1 (Mon)
6	Payment Deadline (Application Fee + License Fee)	2027. 3. 5 (Fri)
7	License Valid Period	2027. 4. 10 (Sat) – 4. 11 (Sun) Wonder Festival 2027 Korea, 2 days

2. Preliminary Application

- The preliminary stage reviews the eligibility of items for display and sale.
- Submit design drafts, sample images, or shape images at the preliminary stage; completed images must be submitted at the main application stage.
- Confirm the approval status from rights holders through the preliminary results before making a final decision on the main application.

Preliminary Application Items	
Event-limited License Approval	For some IPs, approval may not be possible due to the rights holder's policy.
Confirmation of License Conditions (royalties, samples, etc.)	Confirm the conditions required by the rights holder (e.g., royalty payment, sample submission). Review results and conditions before deciding whether to proceed to the main application.
Pledge Confirmation and Signing	Preliminary applicants must submit a "Pledge" to comply with regulations. Sent individually; please confirm and sign.

3. Main Application

- Preliminary applicants can log in individually on 2026. 11. 27 (Fri) to check results. Final procedures proceed through the main application.
- The main stage reviews the completion of work for final examination. Even if the preliminary is passed, final approval may be restricted if conditions are not met.

Main Application Items	
Figure and Work Shape Review	Applicants must submit the final design, 3D model, or completed sample. More complete materials than those submitted at the preliminary stage may be required.
Final Approval Review	Based on submitted materials, the final approval/rejection will be determined. The work will be reviewed against Wonder Festival 2027 Korea exhibition standards. Depending on results, exhibition may be confirmed or modifications requested.

※ For inquiries, please contact the Wonder Festival Korea Project Office.

※ For details, check "Notices" on the Website (wonfes.kr/en).

4. Event-limited License Application Fee and License Fee

- Event-limited License Application Fee: USD 30

Invoices will be sent individually to main applicants. Please pay by the deadline.

- Main Application Results Announcement: 2027. 2. 1 (Mon)

Invoices for the license fee will be sent individually only to approved applicants.

- Payment Deadline: 2027. 3. 5 (Fri)

License fees and application fees must be paid by the above deadline to the account below.

Name	Account number	Address
Massive Portal Co.,Ltd.	069101-04-289791	3F, 72, Mangwon-ro 11-gil, Mapo-gu, Seoul, Korea
Bank code	Bank name	Bank address
CZNBKRSE	KOOKMIN BANK	26, Gukjegeumyung-ro 8-gil, Yeongdeungpo-gu, Seoul, Korea
Branch	Branch address	
Seongsandong Branch	68, World Cup buk-ro, Mapo-gu, Seoul, Korea	

※ If fees are not paid by the deadline, approval may be revoked even after being approved.

Participation Rules and Conditions

V. Participation Rules and Conditions

Companies, associations, schools, or other organizations (each, an “Entity”) and individuals residing or established outside the Republic of Korea who intend to participate in Wonder Festival 2027 Korea (the “Exhibition”) shall comply with these Participation Rules and Conditions (these “Rules”). To ensure the safe and fair operation of the Exhibition, the Organizer may restrict unauthorized submission, exhibition, or sale of items, access to the Exhibition venue, and use of intellectual property in connection with the Exhibition. Any violation of these Rules may result in participation restrictions or other measures under applicable laws and regulations.

These Rules apply only to Applicants and Participants residing or established outside the Republic of Korea. Applicants and Participants residing or established within the Republic of Korea shall be subject to separate rules and conditions prescribed by the Organizer.

ARTICLE 1. DEFINITIONS

Capitalized terms as used in these Rules shall have the meanings set forth below:

1. “Applicant” means any individual or entity applying to participate in the Exhibition (each, an “Application”).
2. “Participant” means an Applicant whose participation in the Exhibition has been approved by the Organizer after completing all required participation procedures, including submission of the Application Documents, execution of the participation agreement, and, where Participation Fees apply, payment in full of such Participation Fees.
3. “Organizer” means the Wonder Festival Korea Project Office and Massive Portal Co., Ltd.
4. “Participation Rules” means all rules, terms, conditions, manuals, guidelines, policies, and agreements applicable to participation in the Exhibition, including these Rules, the Participant Manual, Organizer-issued guidelines and policies, and any applicable participation agreement.

Unless otherwise expressly stated, references in these Rules to any Article or Paragraph means the corresponding Article or Paragraph contained in these Rules.

ARTICLE 2. APPLICATION

1. Each Applicant shall submit to the Organizer the participation application form prescribed by the Organizer together with all other required documents (collectively, the “Application Documents”). Prior to submission, the Applicant shall ensure that all its Application Documents comply with the Participation Rules.
2. Each Applicant shall apply for at least one (1) exhibition booth and, upon approval of its participation, shall participate in the Exhibition directly, in its own name and on its own behalf.
3. The Organizer may request additional materials from any Applicant or Participant to the extent

necessary to verify eligibility to apply or participate. If the Applicant or Participant fails to comply with such request without justifiable reason, the Organizer may reject the application, deem the received application invalid, or take appropriate Operational Measures in accordance with these Rules.

4. Participation in the Exhibition shall be deemed approved only after all Participation Fees have been paid in full (if applicable), and the Organizer has issued a notice of approval or completed any other confirmation procedure prescribed by the Organizer.
5. Each Applicant and Participant shall promptly notify the Organizer of any change to the information contained in its submitted Application Documents. The Applicant or Participant shall be responsible for any issue arising from its failure to comply with this obligation.

ARTICLE 3. BOOTH SELECTION AND FEES

1. Booth Selection. Each Applicant may select one or more booth types from the options set forth below. The specifications and included features of each selected booth type shall be as set forth in the Participant Manual.
2. Participation Fees. For clarity, this Paragraph applies only where Participation Fees are specified in the applicable participation agreement. Where no Participation Fees are specified, the terms set forth in the applicable participation agreement shall apply.
 - ① Definition. The “Participation Fees” mean the fees charged by the Organizer, as specified in the applicable participation agreement, in consideration for the provision of the selected booth.
 - ② Payment Due Date. Participation Fees shall be paid in full, including VAT, within fourteen (14) calendar days from the issuance date of the relevant invoice issued by the Organizer, by the method and to the account designated by the Organizer.
 - ③ Extension of Due Date. Notwithstanding Subparagraph ② of this Paragraph, if an Applicant that is an Entity requires an extension of the due date for the payment of Participation Fees, it shall notify the Organizer in writing in advance, stating the reason for the requested extension, the expected payment date, and its commitment to make payment. The Organizer may, at its reasonable discretion, grant one extension of up to twenty (20) calendar days. Even if no extension request is made in advance, the Organizer may, if it deems necessary, grant a one-time grace period of up to seven (7) calendar days.
 - ④ Final Due Date. Notwithstanding Subparagraphs ② and ③ of this Paragraph, all Participation Fees shall be paid in full no later than sixty (60) calendar days prior to the opening date of the Exhibition (the “Final Due Date”).
 - ⑤ Consequences of Non-Payment. If an Applicant fails to pay in full the total Participation Fees for all booths allocated to it by the applicable payment due date, any extended due date, any grace period granted by the Organizer, or the Final Due Date (each, a “Default”), the Organizer may reject the application or deem the application invalid, in which case the following shall apply:

- a) any amounts already paid shall be non-refundable;
- b) if the Default occurs on or before the date falling sixty (60) calendar days before the opening date of the Exhibition, the Applicant may, upon the Organizer's request, be required to pay liquidated damages in an amount equal to fifty percent (50%) of the total Participation Fees; and
- c) if the Default occurs on or after the date falling fifty-nine (59) calendar days before the opening date of the Exhibition, the Applicant may, upon the Organizer's request, be required to pay liquidated damages in an amount equal to one hundred percent (100%) of the total Participation Fees.

Any amounts already paid shall be applied toward such liquidated damages, with any shortfall payable upon the Organizer's demand.

3. Additional Service Fees.

- ① Definition. Upon request from an Applicant or Participant, the Organizer may provide or arrange additional services in connection with the Exhibition, including interpretation, booth design and construction, staffing support, and hotel information or assistance. The fees for such additional services (the "Additional Service Fees") shall be as set forth in the relevant application form, order form, or invoice.
- ② Payment Due Date. The Applicant or Participant shall pay the Additional Service Fees in full, within fourteen (14) calendar days from the issuance date of the invoice issued by the Organizer, by the method and to the account designated by the Organizer. In principle, the Additional Service Fees shall be paid in advance before the relevant additional services are provided or preparation for such services begins.
- ③ Extension of Due Date. If an extension of the payment due date for the Additional Service Fees is required, the Applicant or Participant shall notify the Organizer in writing in advance, stating the reason for the requested extension, the expected payment date, and its commitment to make payment. The Organizer may, at its reasonable discretion, grant one extension of up to twenty (20) calendar days. In no event, however, shall the Additional Service Fees remain unpaid after the date falling sixty (60) calendar days prior to the opening date of the Exhibition.
- ④ Refunds. Due to the nature of the preparation and operation of additional services, the Additional Service Fees are, in principle, non-refundable and shall not be included in the calculation of any liquidated damages under these Rules.

4. No Guarantee of Results. The Participation Fees and any Additional Service Fees constitute consideration, respectively, for the use of booths and the provision of additional services. For the avoidance of doubt, the Organizer does not guarantee any benefits not expressly set forth in these Rules, including any sales performance, revenue, or the conclusion of any specific contract.

ARTICLE 4. RESTRICTIONS ON APPLICATION

The Organizer may reject or deem invalid any application where:

- ① all available exhibition space in the Exhibition venue has been fully allocated;

- ② the Applicant is an individual under nineteen (19) years of age as of the date of Application;
- ③ the Applicant fails to meet the requirements under ARTICLE 2 or otherwise falls within any disqualification grounds set forth therein;
- ④ the Applicant submits false or misleading information in its Application;
- ⑤ the Applicant fails, without justifiable reason, to submit additional documents requested by the Organizer;
- ⑥ the Applicant repeatedly fails to cooperate with procedures or instructions necessary for the operation of the Exhibition, and such failure may materially interfere with the orderly operation of the Exhibition;
- ⑦ the Organizer determines that the Applicant's works may infringe the rights of a third party;
- ⑧ the Applicant's exhibits or conduct violate applicable laws or regulations, or are deemed inappropriate for public order or the sound operation of the Exhibition; or
- ⑨ any other reason that, in the Organizer's reasonable determination, makes participation inappropriate in light of the safety, operation, or character of the Exhibition.

ARTICLE 5. CANCELLATION AND OPERATIONAL MEASURES

1. Cancellation Request.
 - ① An Applicant may request withdrawal of all or part of its application, and a Participant may request cancellation of all or part of its participation, by submitting the Cancellation Request form prescribed by the Organizer (a "Cancellation Request"). However, if the Applicant or Participant has violated the Participation Rules, failed to comply with its obligation to pay Participation Fees (if applicable) or any other obligation hereunder, or given rise to any grounds for Operational Measures, any such Cancellation Request shall have no effect.
 - ② A Cancellation Request shall be deemed delivered when it reaches the Organizer's office. In the case of email, it shall be deemed delivered when it reaches the Organizer's receiving server.
 - ③ Only a Cancellation Request satisfying all requirements of the preceding items of this Paragraph shall be deemed valid under these Rules (a "Valid Cancellation Request").
 - ④ Upon receipt of a Valid Cancellation Request, the Organizer may accept and process the requested withdrawal or cancellation.
2. Effect of Cancellation. If an application or participation is cancelled, the Organizer shall refund any Participation Fees already paid for the booths subject to cancellation. However, to the extent such cancellation is not attributable to the Organizer, the Organizer may impose liquidated damages as set forth below, and any refund shall be made after deducting such liquidated damages. If no Participation Fees have been paid, or if the liquidated damages exceed the amounts already paid, the Participating Party shall pay the applicable liquidated damages or the shortfall upon the Organizer's demand:
 - ① if a Valid Cancellation Request is made on or before the date falling sixty (60) calendar days

before the opening date of the Exhibition, liquidated damages may apply in an amount equal to fifty percent (50%) of the total Participation Fees for the booths subject to the Cancellation Request; and

- ② if a Valid Cancellation Request is made on or after the date falling fifty-nine (59) calendar days before the opening date of the Exhibition, liquidated damages may apply in an amount equal to one hundred percent (100%) of the total Participation Fees for the booths subject to the Cancellation Request.

For clarity, liquidated damages under this Paragraph apply only where Participation Fees are specified in the applicable participation agreement. Where no such fees are specified, the terms set forth in the applicable participation agreement shall apply.

- 3. Operational Measures. If any of the following circumstances occurs, the Organizer may take any measures it deems necessary to ensure the orderly operation and safety of the Exhibition and compliance with the Participation Rules, whether before or during the Exhibition period. Such measures may include rejection of the participation application, invalidation of a received application, revocation of the participation approval, removal of the allocated booth or exhibits, temporary suspension or restriction of participation, termination of participation, and restrictions on future participation (collectively, “Operational Measures”):
 - ① the Applicant or Participant provides false or misleading information;
 - ② the Applicant or Participant shares, transfers, subleases, or otherwise allows a third party to use any allocated booth without the Organizer’s prior approval;
 - ③ the Applicant or Participant is suspected of misappropriating, plagiarizing, or otherwise making unauthorized use of a third party’s work, or exhibits, promotes, or sells any product or work without proper authorization;
 - ④ the Applicant or Participant interferes with the operation of the Exhibition, or causes or is likely to cause harm to other participants, visitors, the Organizer, or the Exhibition;
 - ⑤ there is a material issue with the Applicant’s or Participant’s eligibility, or the Organizer reasonably determines that the Applicant’s or Participant’s participation may materially affect the safety, operation, reputation, or character of the Exhibition; or
 - ⑥ the Applicant or Participant otherwise violates the Participation Rules.

For the avoidance of doubt, any measure taken by the Organizer under this Article may constitute an Operational Measure, regardless of its title or form.

- 4. Effect of Operational Measures. Notwithstanding anything to the contrary in these Rules, if the Organizer takes any Operational Measure, the following shall apply:
 - ① any amounts already paid shall be non-refundable;
 - ② for any booth subject to an Operational Measure, liquidated damages may apply in an amount equal to one hundred percent (100%) of the Participation Fees for such booth, regardless of when the Operational Measure is taken;

- ③ if the Operational Measure results in termination of all participation in the Exhibition or arises from a material violation affecting the participation as a whole, liquidated damages may apply in an amount equal to one hundred percent (100%) of the Participation Fees for all allocated booths, regardless of when the Operational Measure is taken; and
- ④ to the extent such Operational Measure is taken due to any act, omission, breach, or other circumstance attributable to the Applicant or Participant, the Organizer shall not be liable for any loss, damage, cost, expense, or claim arising from or in connection with such Operational Measure.

Any amounts already paid shall be applied toward the applicable liquidated damages, with any shortfall payable upon demand by the Organizer.

For clarity, liquidated damages under this Paragraph apply only where Participation Fees are specified in the applicable participation agreement. Where no such fees are specified, the terms set forth in the applicable participation agreement shall apply.

ARTICLE 6. INTELLECTUAL PROPERTY RIGHTS

1. The intellectual property rights in any content independently created by a Participant shall vest in the Participant, and intellectual property rights in any content independently created by the Organizer shall vest in the Organizer.
2. Each Participant shall ensure that any content it provides or exhibits does not infringe any third-party rights. If any dispute arises in connection with such content, the Participant shall resolve it at its own responsibility and expense.
3. If a Participant wishes to modify, adapt, or otherwise create derivative works based on content in which intellectual property rights belong to the Organizer and use such derivative works for commercial purposes, including advertising, the Participant shall consult with and obtain approval from the Organizer at the content planning stage.
4. If a Participant wishes to use any content related to live broadcasting for commercial purposes, including advertising, the Participant shall obtain the Organizer's prior approval and bear any separate fees charged in connection therewith.
5. Each Applicant or Participant grants the Organizer the right to photograph, record, edit, and use its content, exhibits, trade name, trademarks, booth design and layout, and other related materials for the operation, promotion, recordkeeping, and archiving of the Exhibition, and for notices and information regarding related events. Matters relating to likeness and promotional use of photographs and videos taken at the Exhibition shall be governed by ARTICLE 19.
6. The rights granted under Paragraph 5 of this Article may be exercised without additional consideration and without limitation as to term or territory, for promotion, recordkeeping, archiving, and other related purposes in connection with the Exhibition and the Organizer's business, and may be used through any media, including online and offline media, social

media, and video platforms.

7. The Organizer may edit, adapt, or otherwise process and use such content within the scope of the purposes set forth in this Article, and may entrust related work to third parties where necessary.
8. The Organizer shall exercise reasonable care to avoid causing additional infringement of third-party rights in the course of editing, adapting, or otherwise processing such content. However, the Organizer shall not be liable for any infringement inherent in the content provided by any Applicant or Participant, and the relevant Applicant or Participant shall be responsible for such infringement.

ARTICLE 7. ALLOCATION OF EXHIBITION SPACE

1. The Organizer shall allocate exhibition booths to Participants who have fulfilled their payment obligations hereunder, if any, based on the participation category, purpose of participation, nature of the exhibits, requested exhibition space, order of application, and other reasonable criteria. Participants shall cooperate with booth allocation and adjustments made to the extent necessary for the operation of the Exhibition.
2. The Organizer may request changes to booth locations already allocated to Participants for the efficient layout and operation of the Exhibition venue, and Participants shall cooperate with such changes. Participants may not raise any objection, including cancellation of participation or claim for compensation, in connection with any such change in booth location.
3. No Participant may assign, sublease, or exchange all or any part of its allocated exhibition space with a third party or another Participant without the Organizer's prior approval.

ARTICLE 8. EXHIBITION VENUE HOURS

1. During the Exhibition, the Exhibition venue may be used from 8:00 a.m. to 8:00 p.m.
2. Any Participant requiring work outside the hours set forth in the preceding Paragraph shall consult with the Organizer in advance pursuant to the required procedures, including submission of an after-hours work application. In such case, the Organizer may charge the Participant additional usage fees.

ARTICLE 9. INSTALLATION, DISMANTLING, AND REMOVAL

1. Installation, dismantling, and removal shall be carried out and completed within the hours prescribed by the Organizer. Each Participant shall remove from the Exhibition venue and collect all dismantled structures, installations, exhibits, materials, and other items.
2. Each Participant shall be responsible for removing from the Exhibition venue all waste, refuse, and other materials generated from its use of the Exhibition venue or from the dismantling and removal of its structures, installations, exhibits, materials, and other items. Such removal shall be carried out and completed within the hours prescribed by the Organizer.

3. If any loss arises from delayed dismantling or removal attributable to a Participant, or if any damage is caused to the Exhibition venue or any other facilities, equipment, fixtures, or property used by the Participant, the Organizer may charge the Participant for the resulting costs, and the Participant shall compensate the Organizer for such loss or damage.
4. If a Participant engages a contractor for booth construction or installation, it shall select such contractor from among the service providers registered with KINTEX.

ARTICLE 10. PROVISION OF INFORMATION

1. Aside from its obligation to submit application-related materials under ARTICLE 2, each Participant shall, whether before or during the Exhibition period, provide the Organizer with information on its exhibits, booth construction and installation, Exhibition promotion, and any other matters reasonably requested by the Organizer, to enable the Organizer to confirm compliance with the Participation Rules and promote and operate the Exhibition.
2. If any Participant fails, without justifiable reason, to provide such information pursuant to the Organizer's request under the preceding Paragraph, the Organizer may request corrective action and, if the material non-compliance continues, may take Operational Measures.
3. For the effective operation of the Exhibition, the Organizer may designate one or more media platforms for live broadcasting, and Participants shall cooperate therewith.

ARTICLE 11. INSURANCE AND SAFETY

1. The Organizer shall take appropriate measures as necessary with respect to noise, odors, hazardous materials, and similar matters to ensure the safety of Participants and visitors and the orderly operation of the Exhibition.
2. During the Exhibition period, as well as during pre-Exhibition preparation and post-Exhibition dismantling and removal, each Participant shall be responsible for managing the safety and security of its exhibits, equipment, and personal property, including any damage, loss, or theft thereof, and for its own personal safety. The Organizer shall not be liable for the foregoing.
3. Each Participant shall ensure that all structures, installations, and materials within its exhibition space are properly treated with fire-retardant measures in accordance with applicable fire safety laws and regulations. The Organizer may restrict or prohibit any structure, installation work, construction work, or demonstration that poses a safety risk.
4. If a Participant, intentionally or negligently, causes any fire, theft, damage, or other accident and thereby causes damage to the Organizer or any third party, the Participant shall be liable for such damage.
5. Each Participant may, at its own cost and responsibility, obtain insurance to cover the management and protection of its equipment and exhibits during the Exhibition period, pre-Exhibition installation period, and post-Exhibition dismantling and removal period.

ARTICLE 12. DISPLAY AND MANAGEMENT

1. Each Participant's exhibit installation and activities shall remain within the floor area and wall area of its allocated booth. If any exhibit installation or activity extends beyond such area, the Organizer may request corrective action, including immediate relocation or modification of the relevant exhibit installation or activity.
2. If a Participant displays any item different from those specified in its Application Documents, or any item that does not conform to the character of the Exhibition, the Organizer may request corrective action, including suspension, removal, or removal from the Exhibition venue of such item.
3. Each Participant shall complete installation of its exhibits within the period designated by the Organizer and, unless otherwise approved by the Organizer or justified by special circumstances, shall comply with the opening and closing hours of the Exhibition venue.
4. Each Participant shall assign on-site staff to its booth at all times and ensure proper management of the booth, including, without limitation, on-site sales and event operations.
5. Any individual event conducted by a Participant shall be held within its allocated booth. If it is difficult to conduct such event within the booth, the Participant may conduct it at a separate location only with the Organizer's prior approval.
6. Notwithstanding Paragraph 5 of this Article, if necessary for the orderly operation or safety of the Exhibition, including where an event may cause congestion in public aisles, harm to surrounding booths, or risk of safety incidents, the Organizer may request such Participant to suspend, relocate, or modify the event, or otherwise comply with corrective action required by the Organizer with respect to such event.
7. If a Participant fails to comply with any corrective action or request made by the Organizer under this Article within the period specified by the Organizer without justifiable reason, as reasonably determined by the Organizer, or if such non-compliance is repeated or continues, the Organizer may take Operational Measures.

ARTICLE 13. PARTICIPATION IN BROADCASTING PROGRAMS

Any Participant wishing to participate in an on-site stage broadcast program shall coordinate in advance with the event operator, taking into account the on-site stage schedule.

ARTICLE 14. REFUNDS, DAMAGES, AND LIABILITY

1. Unless otherwise provided in the applicable participation agreement, any refund of Participation Fees (if applicable) shall be governed by the relevant provisions of these Rules. To the extent permitted by applicable law, the Organizer shall not otherwise be liable for any damages arising out of or in connection with the Exhibition, except to the extent directly caused by the Organizer's willful misconduct or gross negligence.
2. If an Applicant's or Participant's violation of the participation conditions, these Rules, or the

Participation Rules results in suspension, removal, removal from the Exhibition venue, or any other necessary measure, the Organizer shall not be liable for any resulting loss, damage, or harm suffered by such Applicant or Participant. The relevant Applicant or Participant shall bear all reasonable costs incurred in connection with such measure.

ARTICLE 15. AMENDMENT

1. The Organizer may amend these Rules if reasonably necessary for the hosting, safety, compliance with venue requirements, or operation of the Exhibition. In such case, the Organizer shall notify Applicants and Participants of the details and effective date of the amendment at least seven (7) days before the effective date; provided that any amendment materially adverse to an Applicant or Participant shall be notified at least thirty (30) days before the effective date.
2. If the Organizer clearly states in the amendment notice that an Applicant or Participant will be deemed to have consented to the amendment unless it objects before the effective date, and the Applicant or Participant does not object within such period, such Applicant or Participant shall be deemed to have consented to the amendment.
3. If an Applicant or Participant timely objects to an amendment adverse to it, such Applicant or Participant may withdraw its application or cancel its participation, and, if a relevant participation agreement has been entered into, terminate such participation agreement. In such case, any Participation Fees already paid shall be refunded, and no liquidated damages shall apply.
4. Notwithstanding the preceding Paragraph, if the Applicant or Participant has already violated these Rules, the relevant participation agreement, or any other Participation Rules, failed to perform its obligations thereunder, or otherwise given rise to grounds for Operational Measures, ARTICLE 5 shall apply notwithstanding such withdrawal, cancellation, or termination, and any refund, liquidated damages, or other rights or claims of the Organizer shall be handled or preserved in accordance with ARTICLE 5.

ARTICLE 16. RESTRICTION ON ASSIGNMENT

No Applicant or Participant may assign, transfer, lend, sublease, pledge, provide as security, or otherwise allow any third party to use all or any part of its application, participation approval, participation eligibility, allocated booth or exhibition space, or any other status relating to participation in the Exhibition, without the Organizer's prior written consent.

ARTICLE 17. FORCE MAJEURE

1. If any natural disaster, war, occurrence or threat of terrorism, change in national policy, venue-related circumstance, infectious disease, administrative order, or any other event beyond the Organizer's reasonable control occurs, the Organizer may cancel, suspend, postpone, or modify

all or part of the Exhibition.

2. If the Exhibition is cancelled, suspended, postponed, or modified pursuant to the preceding Paragraph, the Organizer shall not be liable for any loss, damage, cost, expense, or claim incurred by any Applicant or Participant as a result thereof.
3. In such case, whether and to what extent any Participation Fees, if applicable, Additional Service Fees, or other amounts already paid will be refunded shall be governed by the applicable participation agreement and other Participation Rules. In making such determination, the Organizer shall reasonably consider the status of the Exhibition, costs already incurred, the progress of preparation and operation, and other relevant circumstances.

ARTICLE 18. CONSENT TO PERSONAL INFORMATION PROCESSING

The Organizer may collect and use personal information provided by Applicants or Participants in connection with application or participation in the Exhibition in accordance with applicable laws. Mandatory items shall be those necessary for receiving applications, verifying Applicants or Participants, operating the Exhibition, confirming participation intent, providing participation-related guidance, delivering notices, and performing any applicable participation agreements. For purposes requiring separate consent, such as promotion of future exhibitions, personal information shall be used only within the scope consented to by the data subject. Personal information shall be retained until the purposes of collection and use are achieved, unless retention is required by applicable laws.

ARTICLE 19. LIKENESS AND PROMOTIONAL USE

To the extent permitted by applicable laws and regulations, each Participant confirms and agrees that:

- ① photographs and videos taken at the venue during the Exhibition by the Organizer or persons authorized by the Organizer, including those depicting the Participant or, in the case of an entity, its officers, employees, or other personnel, as well as the Participant's content, exhibits, booth, or related materials, may be used to promote the Exhibition and the Organizer's related future events;
- ② the Organizer may use, edit, crop, adapt, compile, format, and otherwise process such photographs and videos, without additional consideration and without limitation as to term or territory, to the extent reasonably necessary for promotional, reporting, recordkeeping, and archival purposes in connection with the Exhibition and the Organizer's business. Such use may be made through media including result reports, printed promotional materials, video materials, official websites, newsletters, online social media platforms, video platforms, and other online or offline media;
- ③ the Participant shall, at its own responsibility, obtain all third-party consents, approvals, or rights necessary for the Organizer's use of photographs and videos under this Article, and the Participant shall be responsible for any dispute, claim, or liability arising from its failure to

- obtain the same; and
- ④ if the Participant does not agree to any of the foregoing, it shall notify the Organizer in advance, and the Organizer may adjust the manner of participation or scope of exposure of such Participant to the extent reasonably necessary.

ARTICLE 20. RESPONSE TO INFRINGEMENT REPORTS

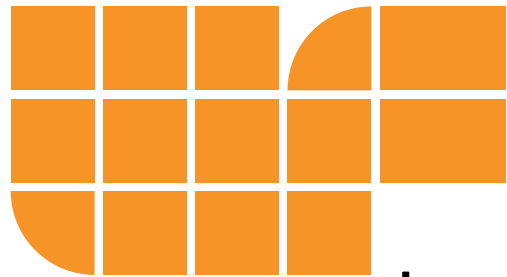
1. If, in connection with the operation of the Exhibition, the Organizer becomes aware that a Participant has infringed a third party's intellectual property rights, the Organizer may promptly notify the relevant Participant and request corrective action.
2. The Organizer may review any materials submitted by the reporting third party in support of the alleged infringement and any related request to cease infringement, and may take measures it deems necessary, including Operational Measures where applicable. The Participant shall cooperate in good faith with any corrective action requested by the Organizer.

ARTICLE 21. ORDER OF PRECEDENCE

1. In the event of any conflict or inconsistency among the following documents comprising the Participation Rules, the order of precedence shall be as follows:
 - ① the applicable Exhibition participation agreement;
 - ② these Rules; and
 - ③ Participant Manual, guidelines, or other documents issued by the Organizer.
2. The Applicant or Participant shall comply with applicable rules and regulations of KINTEX.
3. Notwithstanding the preceding Paragraph, in the event of any conflict or inconsistency between the applicable rules and regulations of KINTEX and the Participation Rules, the Participation Rules shall prevail. However, the applicable rules and regulations of KINTEX may apply to the extent necessary to comply with venue, safety, or operational requirements, and even in such case, the KINTEX rules and regulations shall not prevail over any commercial, financial, obligation-related, or liability-related terms agreed between the parties.

ARTICLE 22. GOVERNING LAW AND DISPUTE RESOLUTION

1. These Rules shall be governed by and construed in accordance with the laws of the Republic of Korea, without regard to any conflict of laws principles that would result in the application of the laws of another jurisdiction.
2. Matters not expressly provided for herein and any disputes regarding the interpretation of these Rules shall be resolved in accordance with general commercial practices and mutual agreement of the parties. If the dispute is not resolved, it shall be finally resolved through litigation before the competent court under the Civil Procedure Act of the Republic of Korea. [End of Document]



Wonder Festival
2027 한국 *[Korea]*

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