



# AIR FAIR 2022

INTERNATIONAL AIR INDUSTRY FAIR

**2022.12.15(Thu)~12.17(Sat)**  
COEX 3F Hall C

Organized by



Sponsored by



Ministry of Environment

## SHOW OVERVIEW

<b>  TITLE</b>	AIR FAIR 2022 INTERNATIONAL AIR INDUSTRY FAIR
<b>  DATE</b>	2022. 12. 15(Thu) ~ 12. 17(Sat), 3days
<b>  VENUE</b>	COEX, 3F Hall C
<b>  SCALE</b>	550 booths, 25,000 visitors
<b>  ORGANIZER</b>	Korea Air Cleaning Association, K.Fairs
<b>  WEBSITE</b>	www.airfair.or.kr

<b>  SPONSOR</b>	Ministry of Environment, Korean Association of Air Conditioning Refrigerating and Sanitary Engineers, Korea Society for Indoor Environment, Korea Society for Atmospheric Environment, Korean Association for Particle and Aerosol Research, Korean Institute of Facilities Engineering, Korea Civil Movement Associate for Customer's Right, The Environmental Daily
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## EXHIBITION ITEM

### Green Home Appliances

- Air purifier, (De)humidifier
- Air sterilizer, Oxygen generator, Circulator
- Clothing purifier, Dryer, Vacuum cleaner,  
Washing machine, Electric ranges
- Water purifier, Household appliances,  
Rental Appliances

### Measuring

- Fine dust sensor & Measuring
- Gas measurement sensor
- Products related to air capture  
& TMS

### Air Conditioning

- Ventilation system,  
Dust collection facility
- Air conditioner & Cooling/  
heater, Air conditioning system
- Heat exchanger, Air duct
- Air curtain, Cleanroom

### Green car

- Electric Vehicle, Fuel Cell Electric Vehicle,  
Hybrid Electric Vehicle
- Car battery, Charging Stations for Electric cars



### Reduction & Decontamination

- Fine dust forecasting system
- Air filter, Decontamination system
- Find dust reduction system
- Vehicle exhaust control device
- Rn/VOCs/NOx Control

### Carbon zero

- Indoor-outdoor Air  
Management System
- Smart Building Energy  
Management System Platform

### Air Anti-Pollution

- Fly screen, Sash
- Plants, etc
- Pharmaceutical/Cosmetics/Food/  
Clothing

### Infection Control Equipment

- Quarantine gate, Quarantine sterilizer
- Mask, Hand sanitizer, thermal camera
- Thermal Check, Infrared Thermometer

## VISITOR PROFILE

- | Fine dust-related product manufacturer
- | Education and National School Facilities Management
- | Public institutions and environment-related officials

- | Building and Construction Facility Management
- | Manufacturing and Factory Facility Management
- | The general public

## CONCURRENT EVENT

### CONFERENCE

- | 2022 Korea Air Clean Annual Symposium
- | AIR DAY CEREMONY 2022
- | Fine Dust Talk Show with Citizens
- | Exhibitor Seminar

### EVENTS

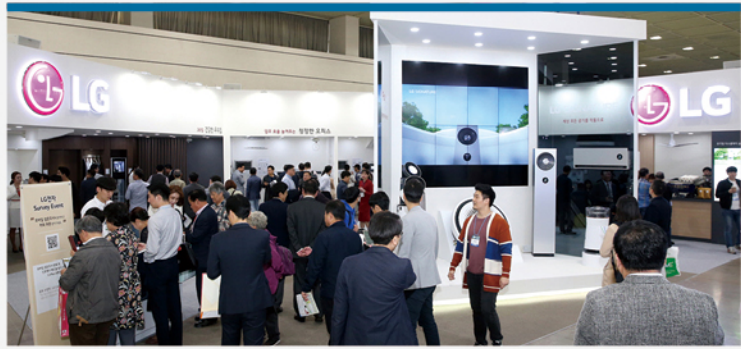
- | **Fine Dust Experience Center**
  - Experience improvement of indoor air quality
  - Observe fine dust under the microscope
  - How to properly wear a face mask
- | **AIR FAIR AWARDS**





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A biggest leading professional  
exhibition representing  
domestic fine dust industry and  
improvement of Indoor  
Air Quality.



- | In 2018, AIR FAIR was first launched with 90 exhibitors and 20,000 buyers. We had exceptional growth with result of 117 exhibitors and 2019 buyers in the second show. We provided a domestic hub where exhibitors can be connected to our industry leading brands LG, Samsung, Coway, Cesco etc. as well as professional companies, institutions and associations inventing in air industry.
- | AIR FAIR is the most professional, well-qualified fine dust exhibition in Korea.
- | It's organized by professional event organizer, Kfairs and representative of air industry development, Korea Air Cleaning Association (KACA) under the sponsorship of Ministry of Environment.

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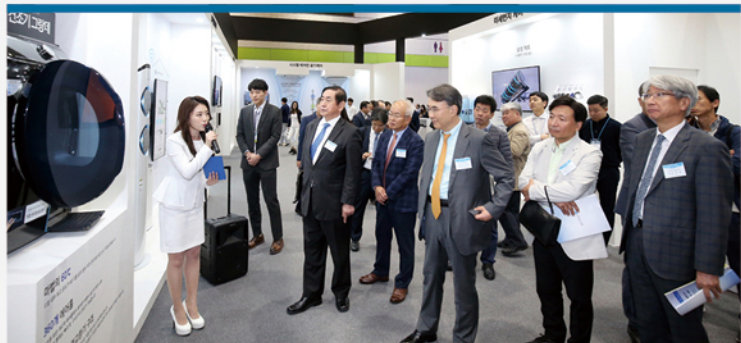
One of the most promising  
industries in Korea.  
We are here to provide the best  
and the most efficient platform  
to exhibitors.



- | Through multi-channel marketing campaign which includes extensive PR, Social Media, Emails, Radio & TV and much more, we offer exhibitors to be able to monitor the most up-to-date public reaction and feedback of their product and technology.
- | We present various activities including fine dust experience center, air purifier testing session, 'how to wear a mask' session, 'observe fine dust using microscope' center. We are also holding annual KACA symposium and special conference to present new fine dust technologies and solutions. These activities will build the forefront hub of fine dust industry to providing solutions and raising awareness. For exhibitors, it will be a good business opportunities where they can meet the professionals and potential buyers.

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Place of opportunity.  
A perfect place to show  
innovative Korean fine-dust  
technologies to the world.



- | Our business matching program will provide international marketing opportunities of contacting potential buyers.
- | Our new AIR FAIR AWARDS will offer precious marketing opportunity to exhibitors. All the products and technologies will be promoted by video and broadcasted on media.
- | AIR FAIR offers seminar venue serving as a perfect all-in-one marketing platform for exhibitors.

## 2019 AIR FAIR



Exhibitors

117



Booths

308

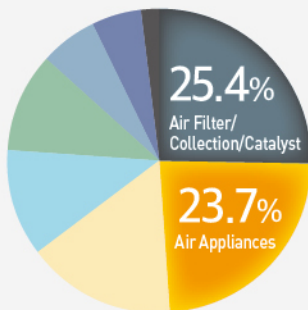


Buyers & Visitors

20,119

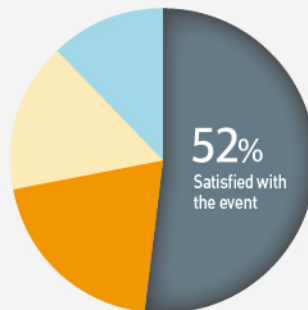
### EXHIBITOR PROFILE

Sector



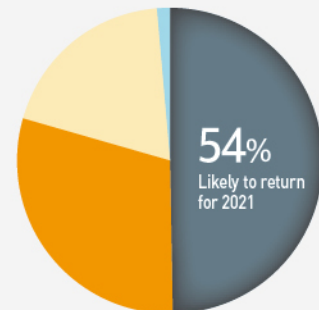
- Air Filter/Collection/Catalyst 25.4%
- Air Appliances 23.7%
- Air Sensor/Measuring 15.8%
- Air Anti-Pollution 11.4%
- Atmospheric Environmental organizations 10.5%
- Air Conditioning 6.1%
- Air Research/Institute 5.3%
- Air IoT System 1.8%

Satisfaction



- Satisfied with the event 52.0%
- Neutral 20.0%
- Unsatisfied with the event 6.0%
- Very Satisfied with the event 12.0%

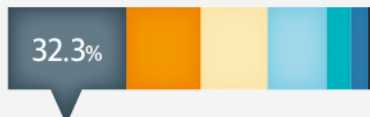
Repatriation Intention



- Likely to return for 2020 54.0%
- Undetermined 32.0%
- Rebooked 8.0%
- Not likely to return 6.0%

### VISITOR PROFILE

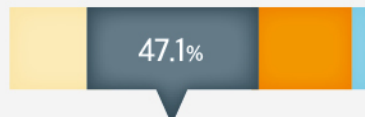
Visitors Interest



Air Appliances

- Air Appliances 32.3%
- Air Filter/Collection/Catalyst 20.5%
- Air Conditioning 18.5%
- Air Sensor/Measuring 16.0%
- Air Research/Institute 7.1%
- Air Anti-Pollution 4.5%
- ETC 1.1%

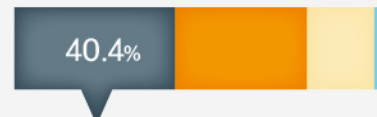
Satisfaction



Satisfied

- Very Satisfied 21.0%
- Satisfied 47.1%
- Neutral 26.1%
- Unsatisfied 5.2%
- Very unsatisfied 0.6%

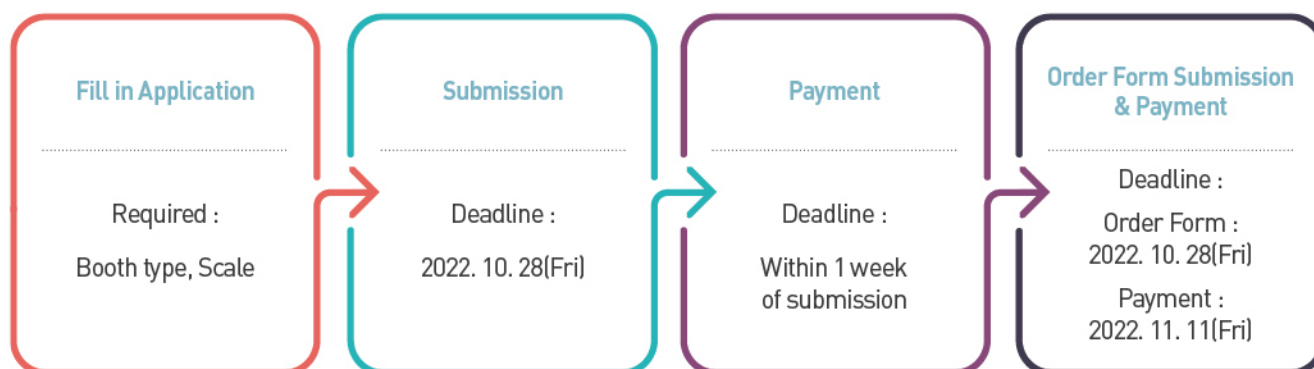
Repatriation Intention



Must-visit

- Certainly visit 40.4%
- Likely visit 36.8%
- Neutral 20.7%
- Not likely to visit 1.5%
- Not visit 0.6%

## Application Information



■ Application Submission Deadline : 2022. 10. 28(Fri)

## Fee Information

\*Not including VAT

Type	Price per sqm	Price per Booth	Booth size	Note
Shell scheme	350 USD/1sqm	3,150 USD/1Booth	1 Booth=9m <sup>2</sup> (sqm) (ex : 3m x 3m)	Including standard structure
Raw Space	300 USD/1sqm	2,700 USD/1Booth		Only Space
Premium booth	400 USD/1sqm	3,600 USD/1booth		Including block structure

※ Shell Scheme must be ordered per booth (9sqm) unit

※ Minimum of 2booths (18sqm) are required for space

### ■ Allocation of Booths

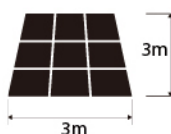
Booths will be allocated by show organizer considering exhibitor's booth size and type, product category and application submission. Once the location is offered, exhibitors are not permitted to request for any change of the location.

## Booth Information



### Shell Scheme

shell wall, fascia board, carpet, spotlight(100W), electricity 1Kw, two socket, information desk, chair



### Raw Space

Only space.  
Raw space will require a contractor for stand design.



### Premium Booth

premium block structure, HQI lighting, BL insert lighting, table, chair, socket

# AIR FAIR 2022

INTERNATIONAL AIR INDUSTRY FAIR

## Contact

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