



**Coex Digital Space = XPACE**

NEW LANDMARK MEDIA AT COEX CONVENTION CENTER

Seoul's largest and Korea's busiest convention center, providing more than 30 years of experience in the international MICE industry and hosting over 3,000 events of all sizes and types annually.

Coex is where the interaction of 'various information' occurs!

We make a new core value of Indoor Media, Coex XPACE.

Coex's Digital Media

## NO.1 VENUE

Average of 1,200,000 visitors per month  
Seoul's largest and Korea's busiest  
convention center

## SEASONAL FESTIVAL

Festivals and wide range of events  
throughout the year

## GREEN MICE

Eco-friendly digital media that  
replace banners and signage

Coex's Digital Media

Expose to average of

**1,200,000** visitors

**1st Floor Traffic**

70% in their 20s and 30s

\* Based on people counting system (2019)

**14** hours per day

**Operating Hours**

08:00AM ~ 10:00 PM

More than **100** times

**Display**

15sec/30sec, 100 times per day

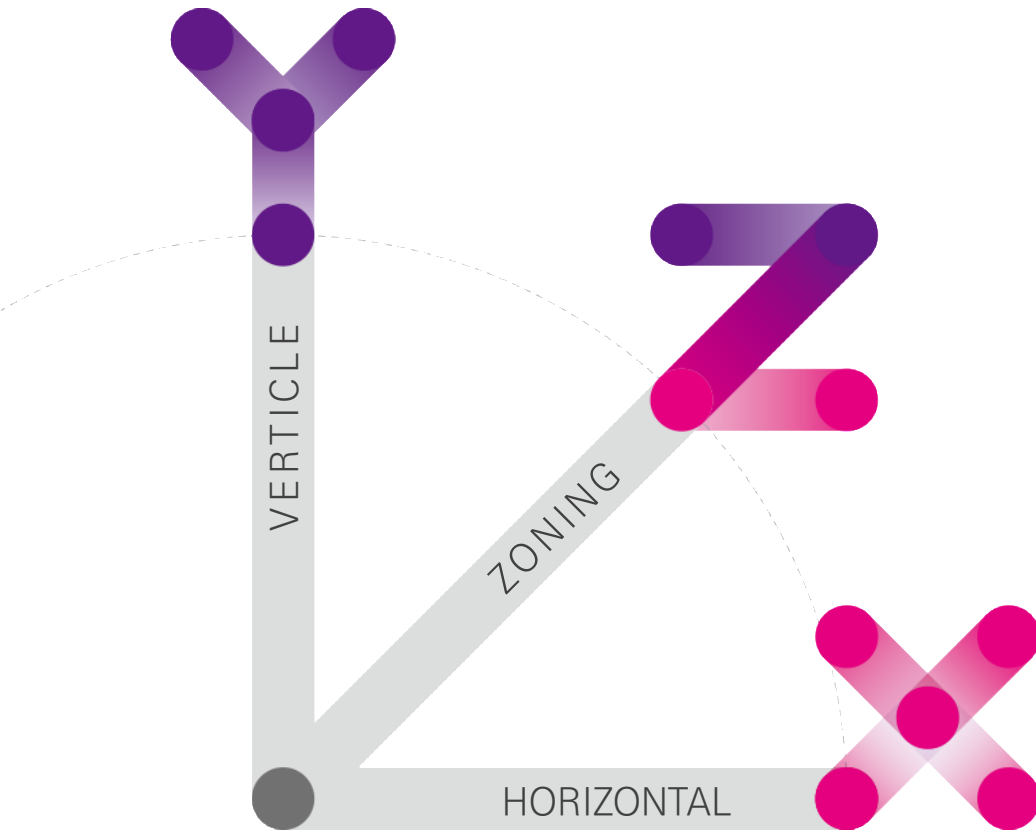
From **20** locations

**Location**

Total of 20 locations

“Expanding Coex Space”

X Y Package for Digital Space, Z Package for Collaboration of Media and Offline Space



**Y** PACKAGE  
**BIG BRIDGE + EDGE COLUMN**  
Big vertical media with sound support



**Z** PACKAGE  
**MEDIA + SPACE**  
Collaboration of Media and Space

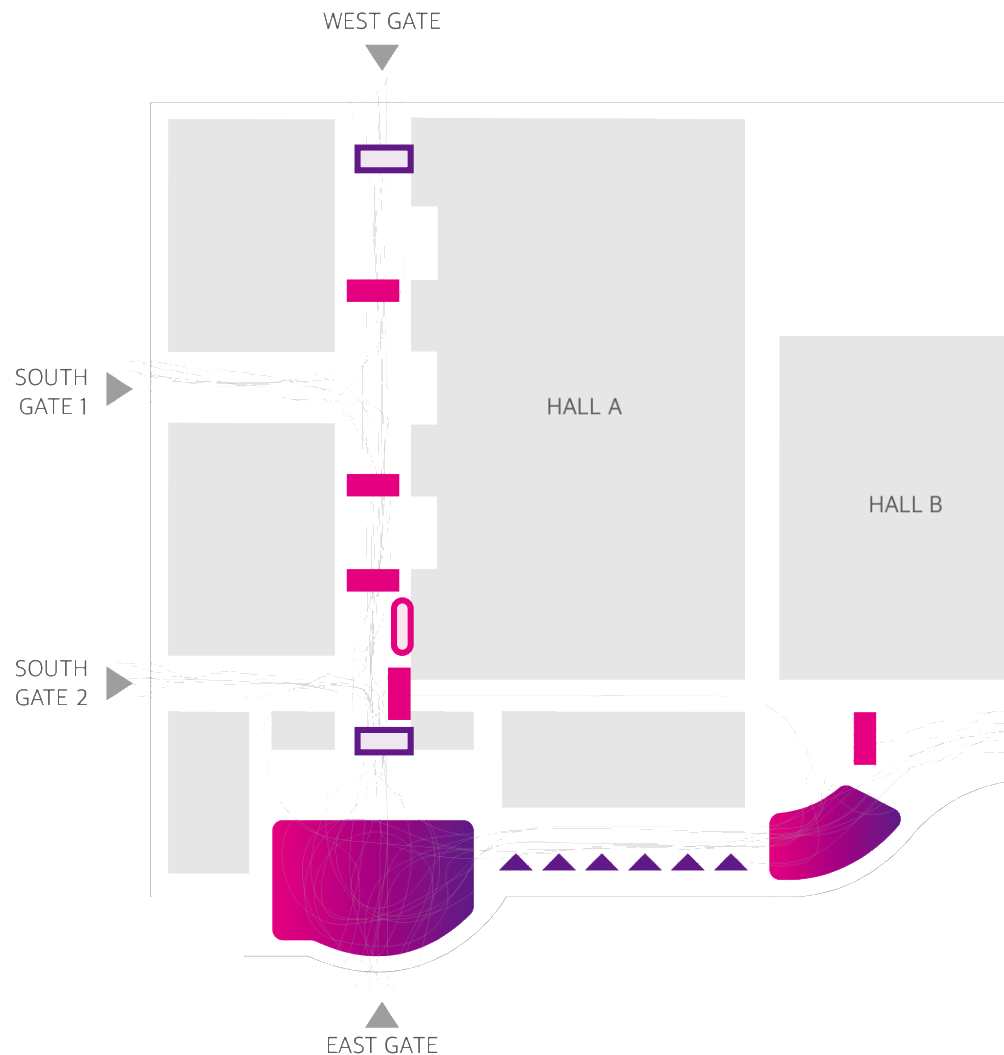


**X** PACKAGE  
**BRIDGE + FLOOR**  
Horizontal event promotion media covering Hall ABCD



## XPACE MAP

Digital advertisement promotion and venue service that expose to average of 1,200,000 visitors!



 BIG BRIDGE



 EDGE COLUMN



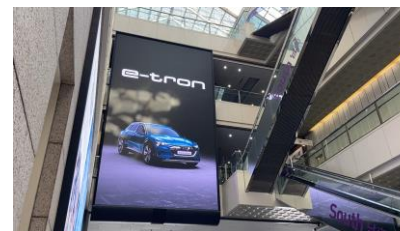
 BRIDGE



 FLOOR



 MEDIA + SPACE | ZONING







PACKAGE



XSPACE – X PACKAGE

# BRIDGE

Located on the second/third floor

Mainly operate MICE contents





XPACE - X PACKAGE

# BRIDGE



Second/Third Floor



6.7m \* 2.9m (1,680px \* 720px) 5 locations



Display over 100 times per day

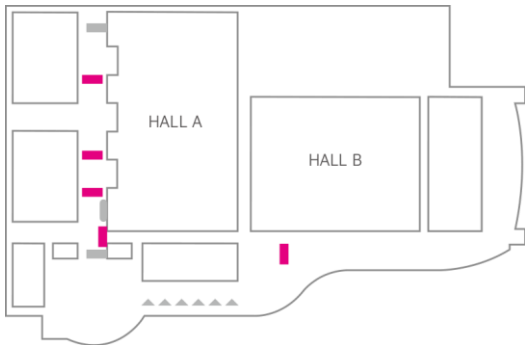


14 MICE / 6 Cultural contents



15sec ₩8,000,000 / month

30sec ₩10,000,000 / month



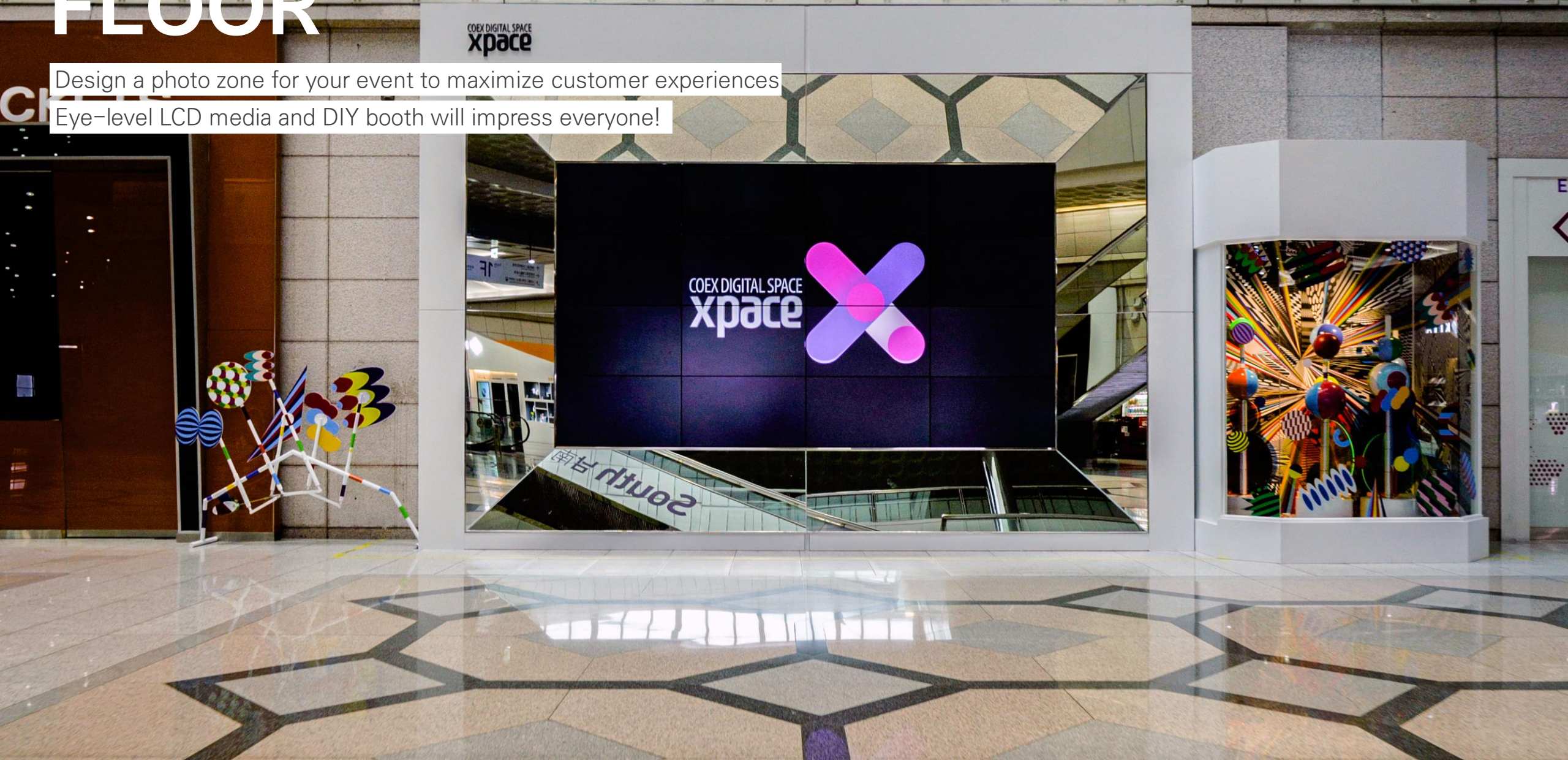


XPACE – X PACKAGE

# FLOOR

Design a photo zone for your event to maximize customer experiences

Eye-level LCD media and DIY booth will impress everyone!





XPACE – X PACKAGE

# FLOOR



First Floor, Right side of Hall A



4.2m \* 2.4m (3,840px \* 2160px)



Display over 100 times per day

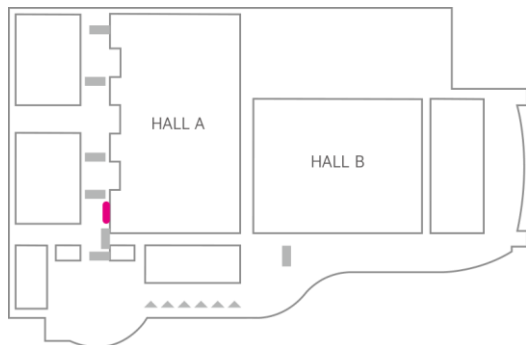


14 MICE / 6 Cultural contents



Buy PackageX get Floor media service

Please contact for DIY ZONE :





# Y

PACKAGE

Korea International Trade Ass  
KITA Business

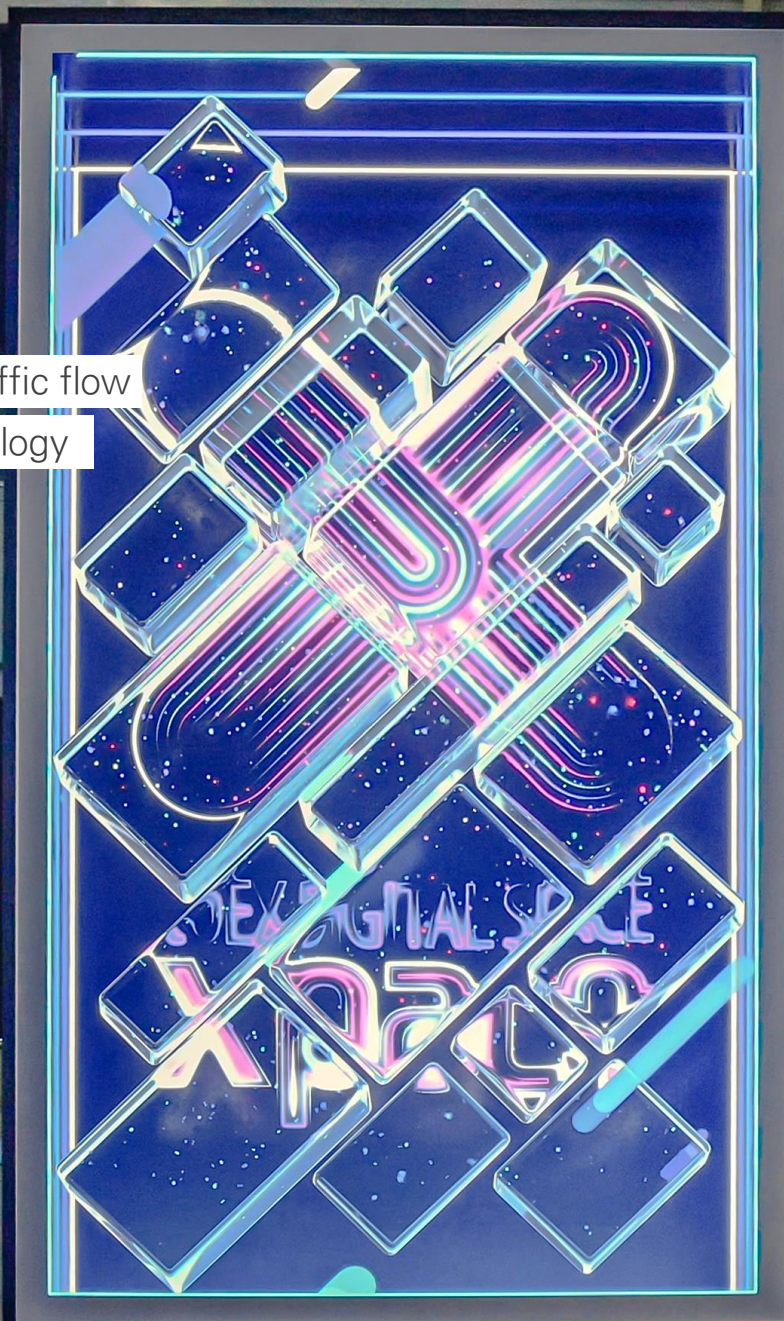


XPACE – Y PACKAGE

# BIG BRIDGE

12m high big vertical media that cover center's main traffic flow

Support directional speaker system, 2.5mm LED technology





XPACE - Y PACKAGE

# BIG BRIDGE



First Floor, East gate and West gate



6.4m \* 11.2m (1,600px \* 2,800px) 2 locations



Display over 100 times per day

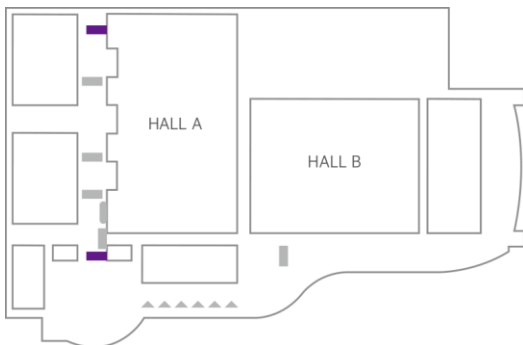


Support sound



15sec ₩10,000,000 / month

30sec ₩15,000,000 / month





# EDGE COLUMN


3side-6column signature media that support high quality sound

Operate various contents and maximize advertising effect






# EDGE COLUMN

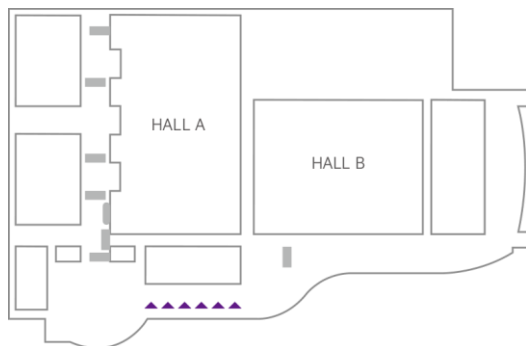
 First Floor, Hall A to B Main flow of people traffic

 Front 3.8m \* 4.3m (960px \* 2,160px) 2side  
Back 2.2m \* 4.3m (560px \* 1,000px) 1side

 Display over 100 times per day

 Support sound

 15sec ₩15,000,000 / month  
30sec ₩20,000,000 / month





COEX XPACE

We make new core value of Indoor Media

Contact

E : [xpace@coex.co.kr](mailto:xpace@coex.co.kr)

T : +82-2-6000-1126, 1156