

넥스트 모빌리티, 세상의 중심이 되다
Next Mobility Becomes the Center of the World

Busan International MOBILITY SHOW 2024

6. 27(목) — 7. 7(일) | bexco



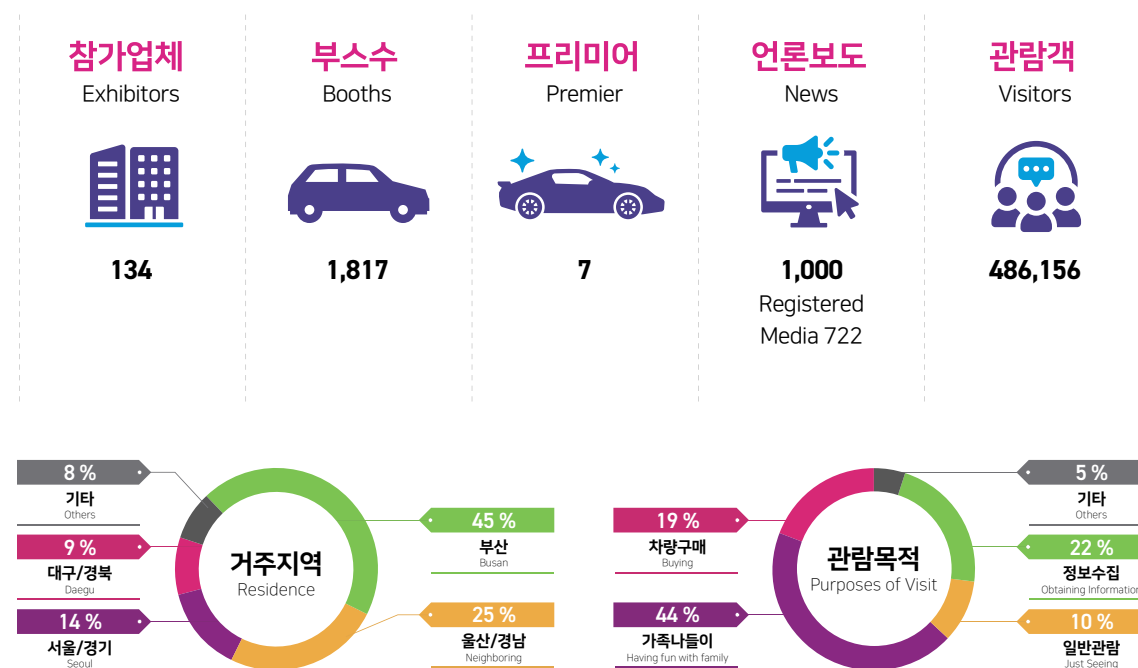
Busan International Mobility Show 2024

넥스트 모빌리티, 세상의 중심이 되다
Next Mobility Becomes the Center of the World

Overview / 행사개요

Period	2024.6.27.(Thu) ~ 7.7.(Sun). [11 days] - Press Day : 6.27(Thu) (08:00~16:00, For Press, Invited VIP & Buyer) - Opening of Exhibition : 06.28.(Fri) ~ 7.7.(Sun)
Size	BEXCO Exhibition Center 1 & Exhibition Center 2 (1F)
Scale	8 Countries, 150 Companies, 2,200 booths
Items	Passenger cars, Commercial vehicle, Special Vehicle, e-Mobility, UAM, Marine mobility and other related products
Concurrent Event(Planned)	Automotive Manufacturing Expo Korea 2024, Korea Campingcar Show 2024, Robot Expo Busan 2024, Gymkhana/Offload, Rare car and Classic car exhibition, Mobility Safety Program, Haeundae Beach brand night, Beer nights, Test drive etc
Organized by	Busan Metropolitan City
Managed by	BEXCO, KAMA, KAIDA, KAICA

Fact Sheet of 2022 At a Glance



Busan International Mobility Show(BIMOS) is Back! June 27-July 7, 2024

The exciting mobility show with a wide range of events will take place for 11 days from June 27-July 7, 2024 at BEXCO, Busan, a truly fantastic exhibition location. This world class event continues to attract high visitor numbers mainly with its eco-friendly exhibits, connected and automated model cars and displays of cutting-edge technologies.

BIMOS, organized by Busan Metropolitan City Government since 2001, attracts audiences in the hundreds of thousands from all over Korea, and has become to them a greatly loved bi-annual event.

We understand that visitors value not only viewing the hundreds of vehicles showcased but also enjoying the many experiences which are unique to the show. Therefore, we plan to include even more events, to accompany and enhance the main events.

Before we decide what kind of events are to be set up, we will listen to exhibitors' opinions and advice. We ensure that those events will be tailored to exhibitors' desires and requirements, and we would like to develop the show further in partnership with our clients and exhibitors. Please stay tuned for more information on BIMOS 2024 so that we can keep you up to date with each step of our preparation.

Concept

Value-oriented. Differentiated. Sustainable.

볼거리

(전시 차량)

기업의 비전, 스토리,
기술 등 대중과 공유

즐길거리

(다양한 체험)

관람객 참여형
이벤트 개최

고객들이 방문하고 싶은 모빌리티 축제로 거듭납니다!

새로운 볼거리, 즐길거리 콘텐츠 구성 등을 통해 고객의 가치창출을 최우선적으로

도모하고 관람객들이 방문하고 싶은 모빌리티 축제로 만들겠습니다.

또한, 고객의 의견을 적극 반영하고, 지역의 여러 자원을 활용하여 부산모빌리티쇼만의

차별화를 실현하고 지속 가능한 모빌리티쇼로 거듭나도록 하겠습니다.

Exciting Mobility Festival!

BIMOS 2024 will build on the successes of previous BIMOSs, which have gone beyond a conventional motor shows, and feature an even greater variety of exciting experiential events which for participants are never literally forgettable. It has become a really unique and exciting Mobility festival, making it differentiated and sustainable into the future. Through the show we will help exhibitors to get good value first and foremost. On top of that, we would like to offer a platform in which exhibitors can share their vision, story and cutting-edge technologies with highly-valuable consumer audiences.

Components

Innovative. Interactive. Experienced.

The Show 전시



자동차는 단순한 이동수단에서 새로운 부가가치를 창출하는 모빌리티로 진화하고 있습니다. 부산 모빌리티쇼가 만드는 플랫폼을 활용하여 미래 모빌리티 세상을 준비하시기 바라며, 귀 사의 역사, 전통, 기술, 그리고 미래 비전을 고객들과 공유 하시기 바랍니다.

Please reveal your products and solutions through the platform we make. We can work together to design the world of mobility for tomorrow. Let visitors know and understand your company's vision towards a bright future. We can set up just the right stage for you to plan future successes.

Conference 컨퍼런스



친환경 자동차, 자율주행, 도심 항공 모빌리티 등 미래 모빌리티 관련 기술과 산업 발전은 가속화 되고 있습니다. 미래 자동차 기술의 최신 트렌드를 전문가들과 함께 조망하고, 토론하며, 영감을 얻을 수 있는 자리를 마련합니다. 아울러, 관련 기술에 대한 발전 사례를 공유하고 미래 전략을 함께 고민 하는 기회의 장을 제공합니다.

The automotive industry and its technologies have been rapidly changing. We are planning to have a conference, bringing leading players, experts and start-ups from auto makers and their fields. Please use this as an opportunity to talk and network with them. It will also be a great place to get inspiration from many enthusiastic minds at the forefront of this industry.

Experience 부대행사



고객가치 창출 및 관람객들의 만족도 제고를 위해 다양한 모빌리티 라이프 체험 프로그램을 준비합니다. 모든 프로그램은 참가업체의 참여가 가능하며, 참여업체 홍보를 위한 목적으로 운영됩니다. 프로그램 구성 및 운영은 참가업체의 의견을 수렴하여 적극적으로 반영할 수 있도록 노력합니다.

We create fascinating experience programs in order to attract more people. The programs will help exhibitors expand their brand and new products. Programs can be tailored to their requirements, and adjusted in a collaboration with exhibitors.

Digitalization 온라인



디지털 시대의 확산. 부산모빌리티쇼는 온·오프라인 하이브리드 형식으로 운영됩니다. 국내 뿐만 아니라 전 세계인을 대상으로 현장 분위기를 생생하게 전달하기 위하여 실시간 유튜브 방송을 진행할 예정입니다. 유튜브 방송은 모빌리티쇼 자체 리포터뿐만 아니라 국내 유명 유튜버들에 의해 운영됩니다.

Expansion of Digital Society. The show will be managed as a hybrid event with digital expansion. It will be delivered to people in real time through Youtube. We will create communication and interaction between exhibitors and people inside and outside the show ground. We have no doubt that this will offer exhibitors new opportunities to expand their brands.



완성차존

전기, 수소, 하이브리드, 내연기관 차량 등 전시



스페셜자동차존

슈퍼카, 특수차량, 모터사이클 등 전시



미래모빌리티존

자율주행, UAM 등 미래 모빌리티 사회상 전시



e모빌리티존

초소형 전기차, 전기바이크 등 전시



서비스&인프라존

차량공유 플랫폼 및 서비스, 충전인프라 등 전시

The SHOW

Exhibit. Address. Grow.

The more than 360,000 square feet of exhibition hall is divided into several zones including auto makers zone, e-mobility zone, future mobility zone with autonomous vehicles and UAM, mobility services & infrastructure zone, etc.

It is expected that hundreds of passenger cars, commercial vehicles, driverless cars, exotics and classics will be displayed, with some debuts of newly-launched cars. Additionally, motorbikes and electric bikes showcased are supposed to bring bike fans to the show. The fields of Car-sharing platforms, AI mobility, electric charging infrastructure and other services will also be set to cater to the new demands of drivers.

Autonomous Mobility Conference

The future of the automotive industry is headed towards a world of connected and automated vehicles. We expect that lots of experts will discuss the latest knowledge and experience to improve related-technologies and hence make people's lives better.

Mobility Busan

Share. Discuss. Network.



전기자동차 컨퍼런스

기 간 | 행사기간 중

장 소 | BEXCO 회의실

내 용 | 전기자동차의 기술 동향 및 대응전략



자율주행차 컨퍼런스

기 간 | 행사기간 중

장 소 | BEXCO 회의실

내 용 | 자율주행차의 기술 동향 및 미래형 모빌리티 구축 전략 등



UAM 컨퍼런스

기 간 | 행사기간 중

장 소 | BEXCO 회의실

내 용 | 도심항공교통 추진현황 및 미래 전략

※ 세부적인 컨퍼런스 내용 및 스케줄은 추후 공지 예정 / Detailed information is supposed to be announced later.

Mobility Busan

Mobility Busan is an interactive conference which consists of several sections including e-Mobility and Autonomous Mobility. Be part of the industry conference, and share your knowledge and experience with participants. You can be inspired by the ideas and presentations of experts, too. Participants can reach Mobility Busan virtually and onsite.

e-Mobility Conference

Auto makers are expanding their lineup of electric vehicles, and a huge market opportunity is waiting for them. We expect that the talks among experts from the fields of automobile industry and its related industries will enable them to go into an in-depth discussion on the subject of the EV industry.

Experience

Participate. Enjoy. Memory.

TUNING CAR SHOW-RUN

Top tuned cars will be run in an outdoor plaza. Thousands of car fans will be there to see the performances. A 'Taxi Program' will also be served to make it more exciting.

e-SPORTS GAME COMPETITION

An e-sports game will be held during the show. Lots of teenagers are expected to attend the competition. Winners will be awarded prizes.

Fascinating Events

TEST DRIVE

It is one of the best ways to get consumers excited about new vehicles. The course of the test drive is amazing and can not be bettered. Test drivers may feel as if they are flying over seas, driving on two major bridges with marvelous sea views in Busan.

FREE BOAT RIDE

Attendees are allowed to ride boats for free at Suyoungman marina, 10 minutes away by car from BEXCO. Seats are available on a first-come first-served basis.

BEER NIGHTS

A craft beer festival will take place at nights during the second week of the show. People enjoy the atmosphere of the event itself as well as local beer and street food.



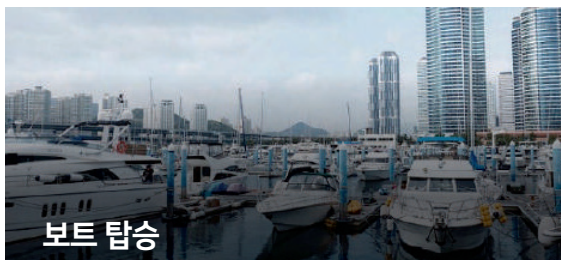
도심속 오프로드 체험



신차 시승



튜닝카(모터바이크) 쇼런



보트 탑승



e-스포츠대회



BEER NIGHTS

※ 부대행사 프로그램은 사전 공지없이 변경될 수 있습니다. / Programs can be changed without any notice.

Digitalization

Reach. Communicate. Expand.

BIMOS is ON!

부산모빌리티쇼 기간 유튜브를 통해 실시간 방송인 BIMOS TV가 공식 운영됩니다. BIMOS TV를 통해 고객들은 생생한 현장 분위기를 느낄 수 있고, 모빌리티쇼 자체 리포터 뿐만 아니라 자동차 관련 국내 유명 유튜버들이 참여하여 방송을 운영할 예정입니다. 아울러, 참여 브랜드별 전시차량들이 적극적으로 홍보될 수 있도록 최대한의 지원을 아끼지 않을 것입니다.

유튜버 스튜디오

모빌리티쇼 현장에는 많은 유튜버들이 방문합니다. 방문할 예정이거나 방문하지 않은 국내외 고객들에게 빠른 시간 내에 BIMOS 2024 현장 분위기를 전달할 수 있도록 유튜버들을 위한 스튜디오를 별도로 구성, 운영할 예정입니다.

Available everywhere in real time

Digitalization has changed the automotive industry as well as the world, and also provided new opportunities. We will set up a digital format to communicate with people effectively and efficiently, and help exhibitors expand their brands through the format. Use our new communication channel to inform about your brand and products to potential customers.

BIMOS TV

We plan to report daily through an official TV channel. Our platform through Youtube will allow exhibitors to reach a wide range of audiences, and to introduce their exhibits to audiences. We can work with exhibitors to have relevant content that can attract more audiences to the show.

Studio for Youtubers

The studio for Youtubers visiting BIMOS 2024 will also be installed and run. We are sure that it can allow the users to deliver the vivid atmosphere and new vehicles launched at BIMOS 2024 through SNS as quickly as possible. The videos uploaded on, for example, Youtube can help exhibitors reach their potential customers without any expenditure.

Benefits

Your Benefits at a Glance



연속 참가 시 참가면적 추가 제공 가능 Additional Exhibit Space

We are glad to offer exhibitors an additional exhibit space for free, depending on how long they have continuously attended BIMOS. We are confident that this benefit helps the exhibitors alleviate some of the burden on exhibit expenditure.

방송 및 온라인 홍보 TV & On-line Ads

We will collaborate with local broadcasting companies. Vehicles showcased at BIMOS will be on air through the two TV stations. We also invite not only press & media but also powerful personal Youtubers. They are willing to introduce exhibitors' brands and new products to their subscribers.

참여형 행사 초대권 제공 Free Tickets of Special Events

Free tickets of some special events are offered to exhibitors. Brand zones at Beer Nights will also be provided where clients of participating brands can take seats, drink craft beer and eat local food, saving time and avoiding inconvenience. They can see music & magic performances, too. Seats are limited.

기타 Others

We cautiously listen to exhibitors' voices, and try to accept their demands if these seem to be pertinent. More information on benefits will be delivered to exhibitors from our secretariat.

※ 참가업체별 지원혜택은 부스 규모에 따라 상이할 수 있습니다.
The larger the exhibit space, the more benefits exhibitors can take advantage of.

Participation



참가신청 안내

Participation Guide

- Item : Passenger cars, Commercial vehicle, Special vehicle, e-Mobility, UAM, Marine mobility and other related products
- First application deadline : 2024.2.28. (Wed) (Close early when the booth runs out)
- Apply : Email (bimoskorea@gmail.com) / Homepage (www.bimos.co.kr)
- Documents : A copy of certificate for business registration, Application form

| 참가비(부가세별도) |

구 분	참가비 Participation Fee (VAT excl.)		비 고
	국내업체 Domestic Exhibitor	해외업체 Overseas Exhibitor	
독립부스 Space Only	200,000원/㎡	US\$200/㎡	Minimum : 36㎡
조립부스 Stand Booth	2,700,000원/booth	US\$2,700/booth	9㎡ (3m × 3m)

※ All participation fees must be paid including VAT
※ Expenses such as remittance fees shall be borne by participating companies
※ The design and use of the assembly booth are arbitrarily decided by the Organizer

- Participation fee : Participants must pay the 50% of the participation upon application and the balance must be paid by March 29, 2024
- After the first application deadline, the applicant must pay 50% of the participation fee upon application, and the balance within one month from the application date.
- Account : [BUSAN BANK], 320-01-000111-6
- Contact : +82-51-740-7418

참여업체 혜택

Benefits

| 조기신청 할인 |

신청기한 Deadline	혜택 Discount	비 고
2024. 1.31.(수)	참가비의 5% 할인	부대시설 비용은 할인혜택에서 제외

Early-bird exhibitors who book by Jan. 31, 2024 can get 5% discounts on the participation(stand booth or space only) fee, except for utility fees such as electricity, internet, etc.



BIMOS 2024

Busan International MOBILITY SHOW 2024