

exhi.daara.co.kr

Daara Online Exhibition

Daara's industry-focused virtual exhibition platform

With most of physical events or exhibitions being canceled or postponed due to Covid 19, Daara has been decided to migrate their physical exhibitions to online as representative industrial media in South Korea. Daara's brand-new online exhibition platform will help global buyers replenish supplies and assist small and medium-sized enterprises (SMEs) in exploring new business opportunities during a difficult time.





Daara was established in 1991 by publishing Monthly Industry Journal that carries industry-focused

information and expanded the business to the online in media and marketplace contents. Being recognized with our reputation in the industry field for 30 years, South Korean government acknowledge Daara's contribution to the Korean industry, and Daara got honored to win presidential award on the first day of November in 2017.



1991

The Industry Journal is Daara's first industry-focused information provider by publishing printed magazine in 1991.

2004

Daara launched Korea's first online marketplace calls **Daara Machinery Market** in 2004, connecting buyers and suppliers.

2007

The **Korea Industry Daily** launches in 2007 as industry-focused online media contents.

2021

Online Exhibition is launched to alternate the traditional on-site exhibitions.

INTRODUCTION OF CONTENTS



INTRODUCTION OF ONLINE EXHIBITION

Exhibition Hall Categories

- 1Hall - Factory Automation Equipments/Parts, Robotics
- 2Hall - Electricity·Electronics, Semiconductor, AI
- 3Hall - Metrology·Test·Measurement, 3D
- 4Hall - Chemical, Plant, Pump, Air conditioning system
- 5Hall - Hydraulic·Pneumatic, Fluid·Powder
- 6Hall - Machine Tool
- 7Hall - Environment, Facilities, Renewable Energy, Safety
- 8Hall - Tools, Parts, Material
- 9Hall - Mold, Metal, Forging, Plastic
- 10Hall - Industrial machinery, Logistics, Carriage, Load/unload
- 11Hall - Packing, Food related machinery
- 12Hall - Laser, Press, Welding machinery
- 13Hall - ETC
(Agricultural Machinery, Heavy Equipment, Shipbuilding, Architecture)



“ Online(Virtual) Exhibition open 24/7 ”

- ‘Online Exhibition’ is the best alternatives to the traditional on-site exhibitions.
- Intuitive design provides the direction for users’ attention and easy to access.
- Non-contact business meetings for both domestic & international buyers/sellers are available.
- Provides total 13 halls by each different categories.

DELUXE (3D)

The deluxe design is a way to choose from a variety of designs created in 3D. Additional services such as brochure download and VR are provided in addition to basic design service.



General(3D)

The general design provides services such as basic information exhibition products, inquiries, video meetings, and corporate news of companies in the exhibition hall.



ONLINE EXHIBITION PLANS & PRICING TABLE



This Table presents different function by 3 different booth types.

3 Different Booth Types

- General
- Deluxe
- Premium

No.	Items	Booth Type	1 General(3D)	2 Deluxe(3D)	3 Premium(3D)
A-1	Participation History/News		V 1x	V 1x	V 1x
A-2	Page Bookmark/Inquiry/Video Meeting		V 1x	V 1x	V 1x
A-3	Invitation e-Ticket		V 1x	V 1x	V 1x
A-4	Search for company and product		V 1x	V 1x	V 1x
A-5	More Products (more than 5)		V 1x	V 1x	V 1x
A-6	Individual URL/Domain		Offer	Offer	Offer
A-7	Introduction(Video)		V 1x	V 1x	V 2x
A-8	Product Posting		V 3x	V 5x	V 10x
A-9	Map exposure		Non exposed Logo	exposed Logo	exposed Logo
B-1	Booth Design Proposal		Template	Template	Template
B-2	Exchange Card		V 1x	V 1x	V 1x
B-3	Customer Center		V 1x	V 1x	V 1x
B-4	Brochure Download		V 1x	V 3x	Unlimit.
B-5	VR		Offer	Offer	Offer
B-6	SEO Marketing		Offer	Offer	Offer
C-1	Chroma key(Korean,English)		Option	Option	V 1x
C-2	Logo- Inside Booth		Option	Option	V 1x
C-3	Movable(in booth)		Option	Option	V 3x
C-4	Product 3D Modeling(*.STEP)		Option	Option	V 2x
C-5	Booth Design Change		Option	Option	V 1x
D-1	360VR ShowRoom		Option	Option	Option
D-2	Korean Translation(page)		Option	Option	Option
Per booth/Year			USD 3,000	USD 4,500	Ask for details



* The price may vary depending on additional function

INTRODUCTION OF MEDIA PLATFORM



A leading industry based media platform that has been reporting on the local Korean and global manufacturing and wider industry for over decades.

The Industry Journal

The monthly magazine of manufacturing and across industrial field.

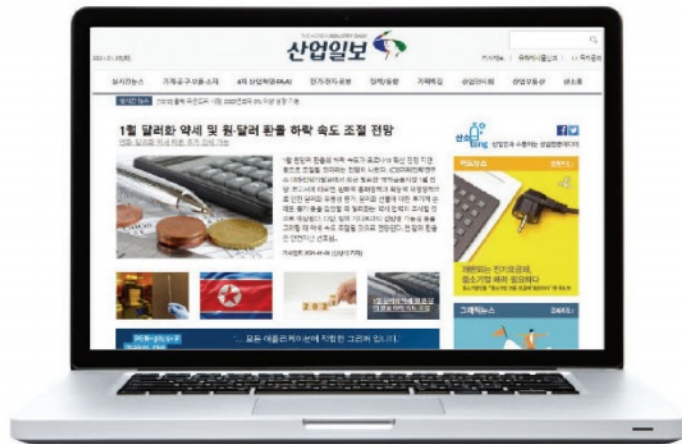
The Korea Industry Daily

The leading online news media covers entire spectrum of industrial field.

N NAVER NEWS-STAND MEMBER



The Industry Journal

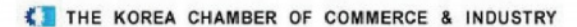


The Korea Industry Daily

Major Associations Daara is in media partnership



Taiwan External Trade Development Council



Daara Online Exhibition

Daara's industry-focused virtual exhibition platform.

Contact us

Business Director

E-mail. kyeom@industryjournal.kr

Tel. +82-10-3375-5684

daara
Online Exhibition

