

GOCAF is different

GOCAF creates valuable connections and moments among business professionals and among consumers.

Organized by



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GO CAMPING

Global Outdoor Camping & Leisure Sports Fair

02. 17 - 02. 19 GOCAF INCHEON
03. 31 - 04. 02 GOCAF SUWON Season 1
05. 26 - 05. 28 GOCAF KINTEX
06. 23 - 06. 25 GOCAF SUWON Season 2
07. 21 - 07. 23 GOCAF SEOUL
09. 01 - 09. 03 GOCAF SUWON Season 3
10. 07 - 10. 09 GOCAF KINTEX Final Season pt. 1
11. 24 - 11. 26 GOCAF KINTEX Final Season pt. 2

www.caf.co.kr


About GOCAF




Outdoor Camping & Leisure Sports

The largest platform in Korea,
for a new outdoor movement


Due to dramatic growth from camping industry of Korea, GOCAF has been spotlighted as Korea's leading exhibition for outdoor & leisure sports industry. GOCAF is the best platform where professional buyers and new customers visit to explore about Korea's outdoor sports marketplace since 2013.




11
ANNIVERSARY




465,156m²
AREA



7,289 +
EXHIBITOR



742,211 +
BUYER



19,759 +
BOOTH

The only certificated outdoor exhibition in Korea



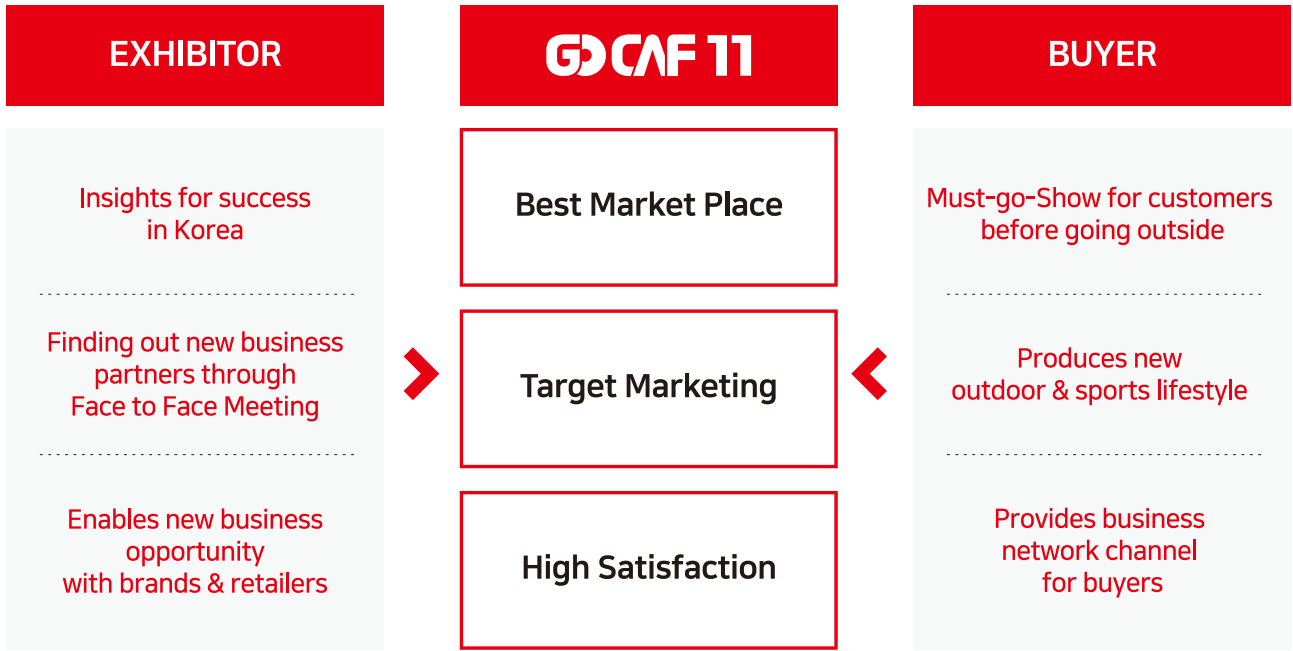
International Certified Exhibition
KINTEX GOCAF




Certified Exhibition
SUWON GOCAF

GOCAF is certified exhibition by AKEI(Association of Korean Exhibition Industry). Which is a mark recognized by AKEI for its scale and steadiness of the exhibition.

Why GOCAF?



Organizer's competitiveness



MESSE ESANG

Hosted by Korea's NO.1 exhibition company, Messe Esang

'MESSE ESANG' has a diverse portfolio as NO.1 ORGANIZER in Korea, which produces over 66 events in 20 sectors. We are the first organizer to integrate big data analysis with exhibition planning and strategy in Korea, and also designated as the 'Data Voucher Project' by the 'Korea Data Agency'.



66th
EXHIBITION



586,708m²
AREA



6,830+
EXHIBITOR



1,630,000+
BUYER



19,000+
BOOTH



KOREA BUILD WEEK



HVAC KOREA



MODULAR KOREA PRE-CON KOREA



ESG-ECO EXPO KOREA



cobe COBE BABY FAIR




HANDARTY KOREA




HOTEL FAIR

About Venue




Ilsan | KINTEX

The largest exhibition center in Korea, emerging as one of representative venue in Asia.




Suwon | SUWON MESSE

A transportation hub, over 300,000 of daily foot traffic



Incheon | SONGDO CONVENSIA

Individual market place separated from Seoul, based on 3,000,000 population.



Seoul | SETEC

The multi-segment venue, designed specially for small and medium enterprises in Seoul

GOCAF 11

Outdoor Camping & Leisure Sports

Global Outdoor Camping & Leisure Sports Fair

The largest Outdoor & Leisure Sports trade show in Korea

GOCAF 2023 Schedules

■ First half

Title		Date	Venue
GOCAF FIRST SEASON		Feb. 17 - 19	Songdo Convensia, Incheon
SUWON MESSE GOCAF SEASON 1		Mar. 31 - Apr. 02	Suwon Messe, Suwon
Global Outdoor Camping & Leisure Sports Fair		May. 26 - 28	KINTEX, Ilsan
SUWON MESSE GOCAF SEASON 2		Jun. 23 - 25	Suwon Messe, Suwon

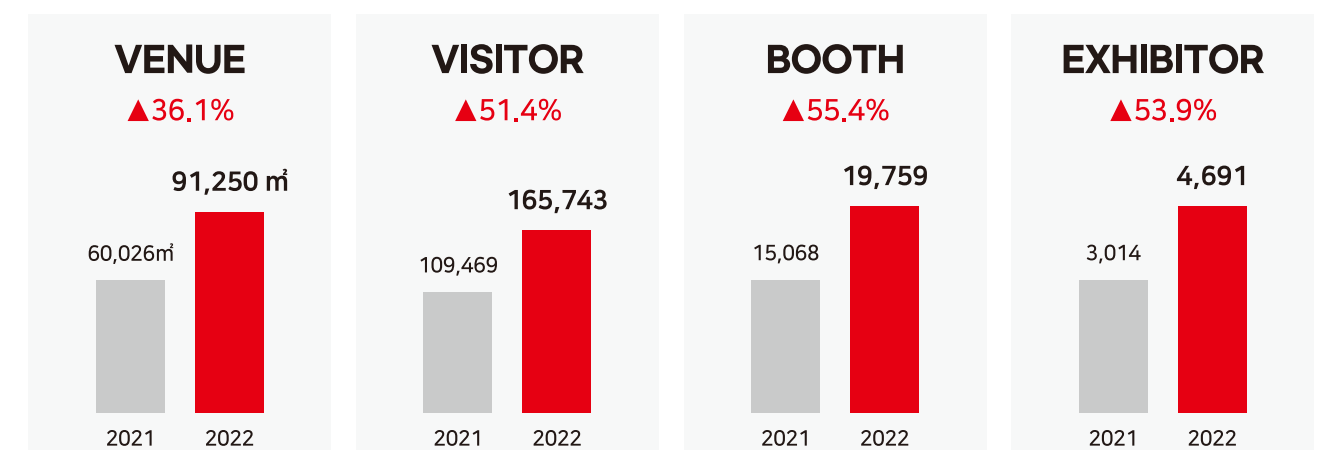
■ Second half

Title		Date	Venue
GOCAF SPECIAL SEASON		Jul. 21 - 23	SETEC, Seoul
SUWON MESSE GOCAF SEASON 3		Sep. 01 - 03	Suwon Messe, Suwon
GOCAF the Final Season PART 1		Oct. 07 - 09	KINTEX, Ilsan
GOCAF the Final Season PART 2		Nov. 24 - 26	KINTEX, Ilsan

GOCAF 2022 Results

Title	Date	Venue	Booth	Visitors
GOCAF FIRST SEASON	Feb. 18 - 20	Songdo Convensia, Incheon	410	12,392
SUWON MESSE GOCAF SEASON 1	Mar. 31 - Apr. 03	Suwon Messe, Suwon	570	16,182
Global Outdoor Camping & Leisure Sports Fair	Jun. 03 - 05	KINTEX, Ilsan	834	32,711
GOCAF SPECIAL SEASON	Jul. 01 - 03	SETEC, Seoul	369	11,094
SUWON MESSE GOCAF SEASON 2	Sep. 02 - 04	Suwon Messe, Suwon	506	19,357
GOCAF the Final Season PART 1	Oct. 01 - 03	KINTEX, Ilsan	1,000	42,677
GOCAF the Final Season PART 2	Nov. 25 - 27	KINTEX, Ilsan	1,002	31,340

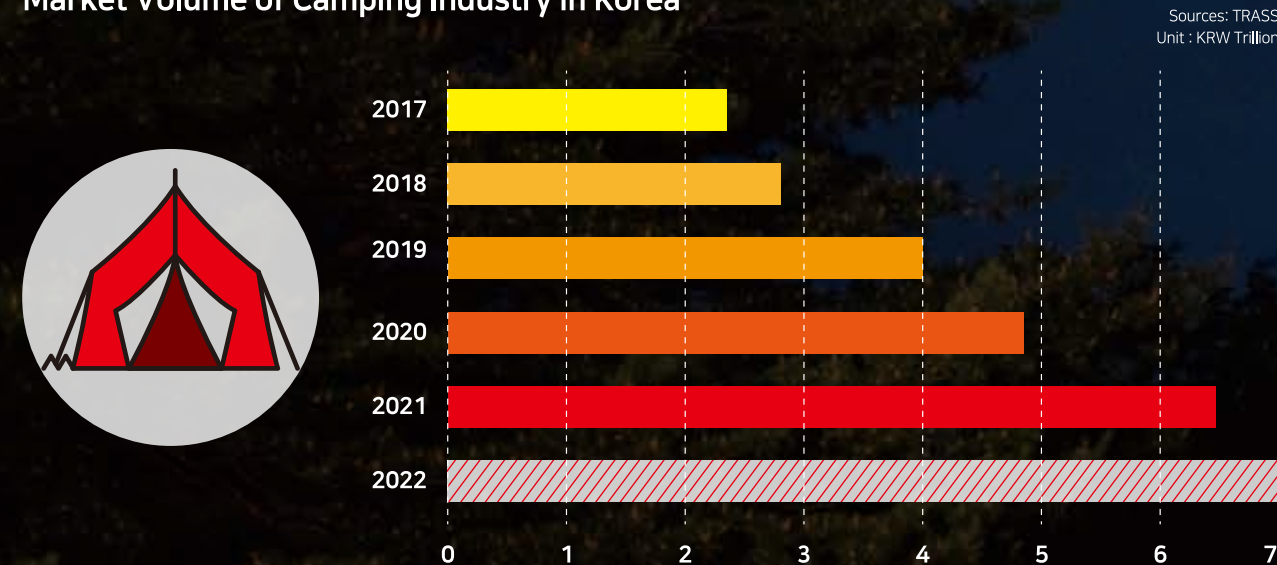
■ Growth of GOCAF



Growth of Camping Industry in Korea

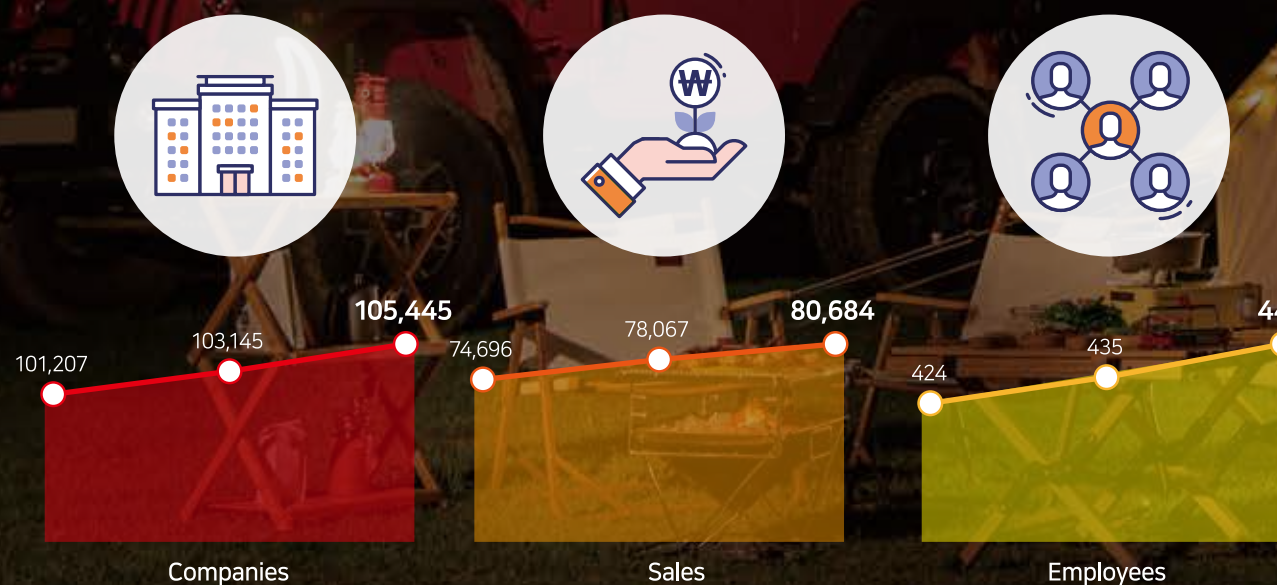
The camping industry in Korea is crossing the bridge from emerging to a mature market. Now is the best time to meet the demand for new products.

Market Volume of Camping Industry in Korea











Overview of the Leisure Sports industry in Korea

Korea's leisure sports industry has been nominated as representative rebounding market since COVID-19. Even now, various global brands are trying to dominate the market share with their high credibility.



Let's GOCAF!

Categories

-  Outdoor Gear
-  Camping Gear
-  Recreational Vehicle
-  Camping F&B
-  Camping Place
-  Leisure Sports
-  Digital Machinery
-  Safety Gear

VIEW GOCAF

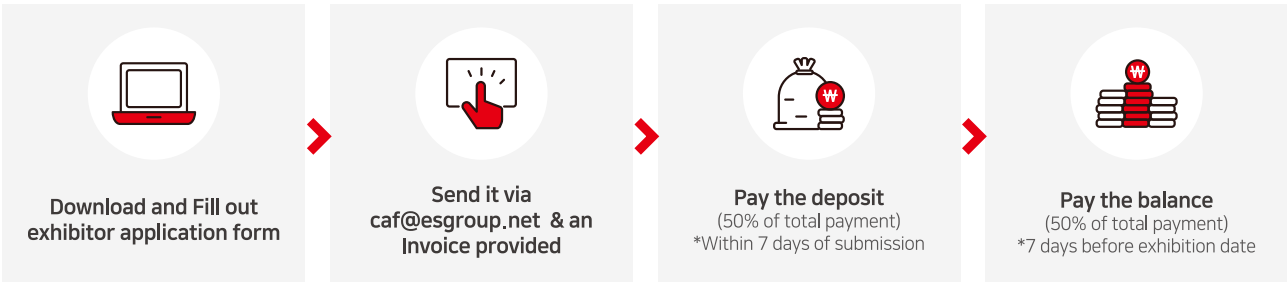


VIEW GOCAF

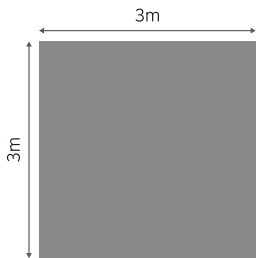


Participation Guide

* Payment must be done before exhibition openings
* The actual booth can be different from the picture



Booth Types



Space Only

Size	3m X 3m
Price	USD 1,800
Details	- Exhibition space only - Booth design and construction are in exhibitor's responsibility - A minimum of 2 booths(18m) must be ordered

Shell Scheme

Size	3m X 3m
Price	USD 2,200
Details	- Exhibition space/Side wall - Electricity: 1kw - Information desk & Chair: 1set per exhibitor - Carpet: 9m ² - Spotlight: 3ea - Banner

Wooden Wall

Size	3m X 6m (At least 2 Space Only Booths are needed)
Price	USD 1,000
Details	- Wooden Side wall - Spotlights

Additional Facilities

Category	Price	Unit
Electricity (Daytime)	USD 70	kw
Electricity (24h)	USD 150	Kw
Carpet	USD 50	Booth
LAN	USD 200	port

Category	Price	Unit
Telephone (For Local Call)	USD 70	Line
Water&Drainage	USD 300	quantity
Compressed Air	USD 200	quantity
Corner Booth	USD 200	booth