Coex Space Guidebook



COEX Exhibition Sales Team
(Space Marketing)

SPACE 02-6000-1131
MEDIA 02-6000-1156, 1127

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- Millennium Square
- COEX Square
- Asem Square
- COEX EAST LOBBY (Level 1)
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- Event Partnership cases

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* APPENDIX

Outdoor Power Panel

Detailed Procedures

1 Submission & Review

02-6000-1130~1, 1155

Application Form and Event plan Submission via Email → Review and Approval

square@coex.co.kr

Please provide the event date, detailed program information, venue, details of production and installations, safety plan, timeline, and other relevant information.

2 Event Preparation

Download the Work Application Form from the COEX website and complete it.

On-site meeting based on the event plan → Confirmation and Approval → Contract And Payment confirmation → Work application completion & submission

3 Operation & Wrap-up

Work approval Protection Delivery Installation → Event → Dismantling and Removal → Inspection for Facility damage and completion

Restoration to original condition

In the event of any damage or contamination to facilities (including floors and walls) caused by the installation of plaza structures or the use of power generators, the applicant shall be responsible for restoration to the original condition or compensation for damages.

Important Notes

- Please note that plan review may take time.
- **Site photos must be taken prior to installation** and may be used as evidence for restoration after dismantling.
- For events held in public outdoor plazas, **all required documents must be provided for coordination with Gangnam District Office.**
- Utility and waste disposal costs shall be borne by the user.
- **Additional safety personnel may be required** by COEX.
- During installation and dismantling, **pedestrian routes and safety guidelines must be properly maintained.**
- Events may be operated between **08:00 and 22:00**, and any use outside these hours requires prior consultation with COEX.

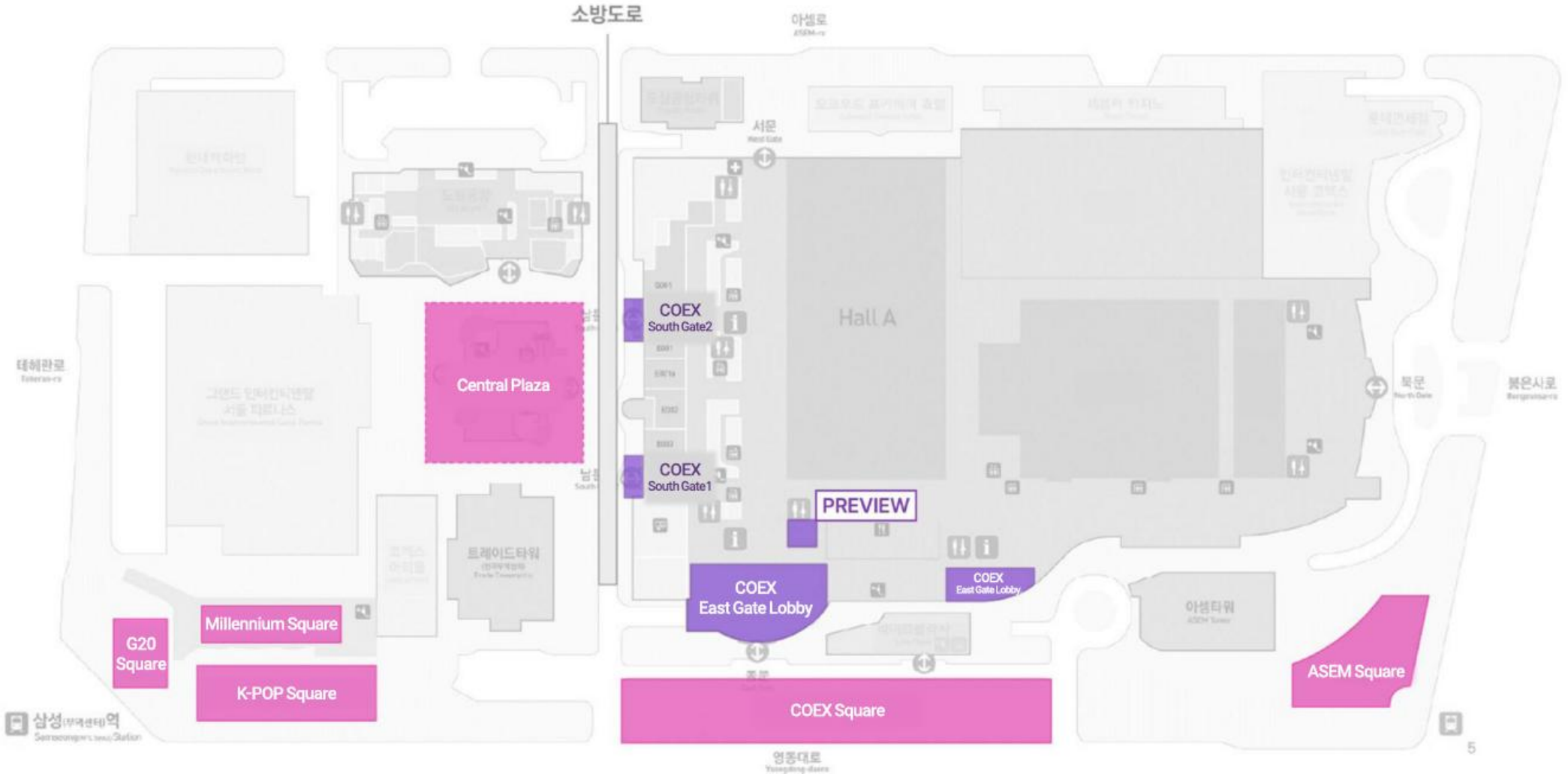




Fence Installation Example

- The fence height must be at least 1.2 m.

A. Square Layout



K-POP Square is?

A public plaza beneath the COEX Artium media façade, with direct access to Samseong Station, Starfield COEX Mall, COEX Artium, and Hyundai Department Store.
Monthly foot traffic: approx. 5 million visitors.



Main Guideline

- Installation of structures near COEX K-POP Square requires prior approval.
- Two-story booth wing canopy installation requires structural review and prior approval.
- Use of sound equipment requires prior approval.
- All installations must be planned in consideration of the floor load limit of **1,000 kg/m²**

Sector Size & Price

SECTOR	SIZE	PRICE
A	35m X 17m = 595㎡	KRW **10,000,000 / day**
B	35m X 17m = 595㎡	KRW **10,000,000 / day**

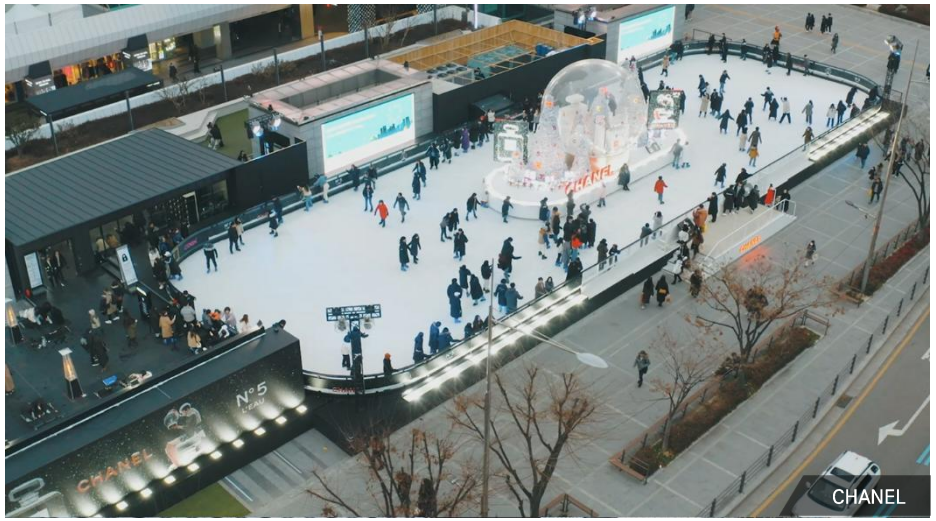
- VAT excluded
- Weekly and Weekend rates are the same
- AD media integration available


THE M3
BMW KOREA


A NEW CREATIVE CHAPTER
SAMSUNG

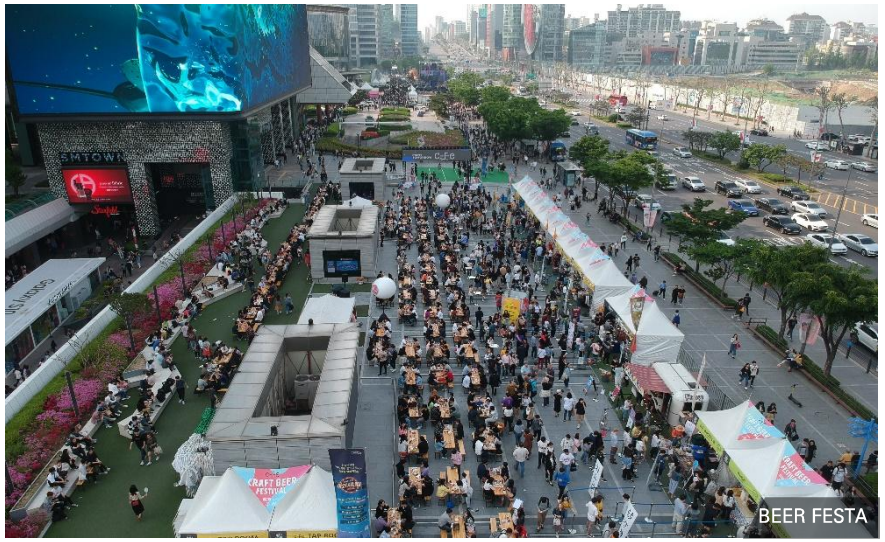

THE M4
2013
2018
BMW KOREA


LANCÔME
SEOUL #UNSTOPPABLE Club
LANCÔME
HYUNDAI
LANCOME


CHANEL

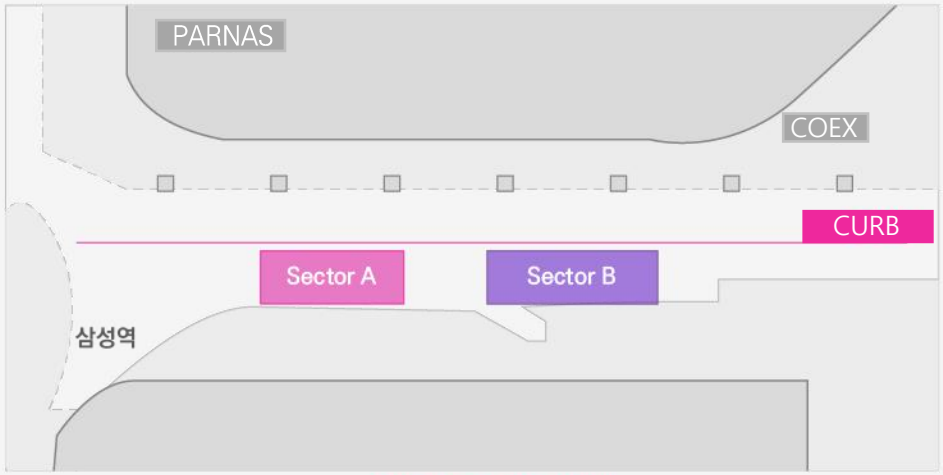

AM PM 04:29:42
Speedmaster
THE FIRST WATCH WORN ON THE MOON
#Moonwatch
OMEGA


CHAMPION
olleh tv
aSL
FINALS
KT

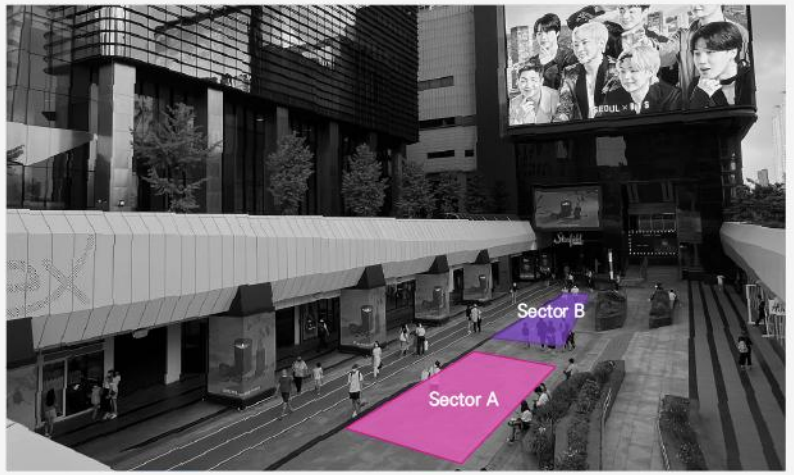

BEER FESTA

Millennium square is?

An underground plaza connecting Samseong Station, Parnas Mall, and Starfield COEX Mall.
Daily foot traffic: approx. 150,000 visitors.
High-visibility location with major cafés and retail brands.



Sector A, B부스 동시 사용 제한



Main Guideline

- **Sector A (Back-Wall format)** and **Sector B (Pop-up booth format)**.
- Minimum circulation width: **3 m**
  (From the central curb line between booth and column)
- Visitor walkways and stair access must remain clear
  Minimum clearance along accessible route: **2 m**
- All installations must be planned in consideration of the floor load limit of **1,000 kg/m²**
- Maximum installation height: **3.5 m** (Prior approval required)

Sector Size & Price

SECTOR	SIZE	PRICE
A	35m X 17m = 595㎡	KRW **8,500,000 / day**
B	35m X 17m = 595㎡	KRW **8,500,000 / day**

- VAT excluded
- Weekly and Weekend rates are the same
- AD media integration available



PORSCHE



DISNEY+



PEUGEOT


JO MALONE



PEUGEOT



NETFLIX



OLIVE YOUNG



NETFLIX

COEX square is?

This square is **directly connected to the East Gate of COEX** and is primarily used for **exhibitions and MICE-related events** held within COEX.
The space features **artificial turf (April ~ November)**, allowing flexible atmosphere setting depending on the event concept.







Main Guideline

- Stage installation is limited to **one sector** when Sectors A and B are used together.
- Minimum pedestrian clearance after stage installation: **2 m**
- Two-story booths and wing canopies require structural review and prior approval.
- Structure installation in front of the COEX East Gate requires prior approval.
- Use of sound equipment requires prior approval.
- All installations must be planned in consideration of the floor load limit of **1,000 kg/m²**
- Artificial turf period: Late **April** – Late **November**

Sector Size & Price

SECTOR	SIZE	PRICE
A	56m X 13m = 728㎡	KRW **10,000,000 / day**
B	65m X 13m = 845㎡	KRW **10,000,000 / day**

- VAT excluded
- Weekly and Weekend rates are the same
- AD media integration available



Frieze Seoul (BMW)

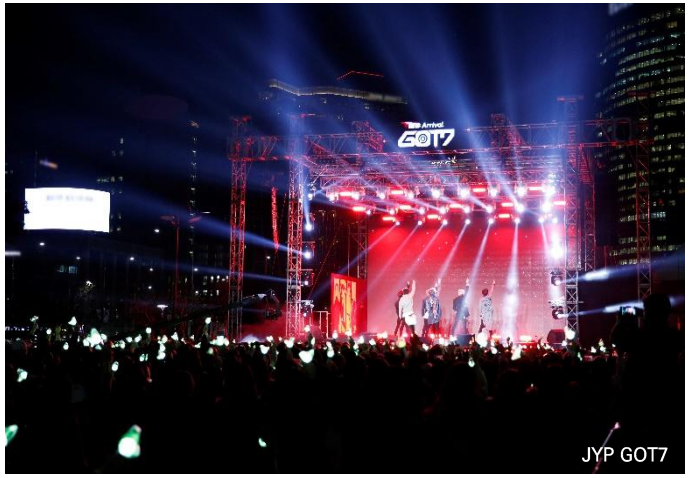


Audi e-tron

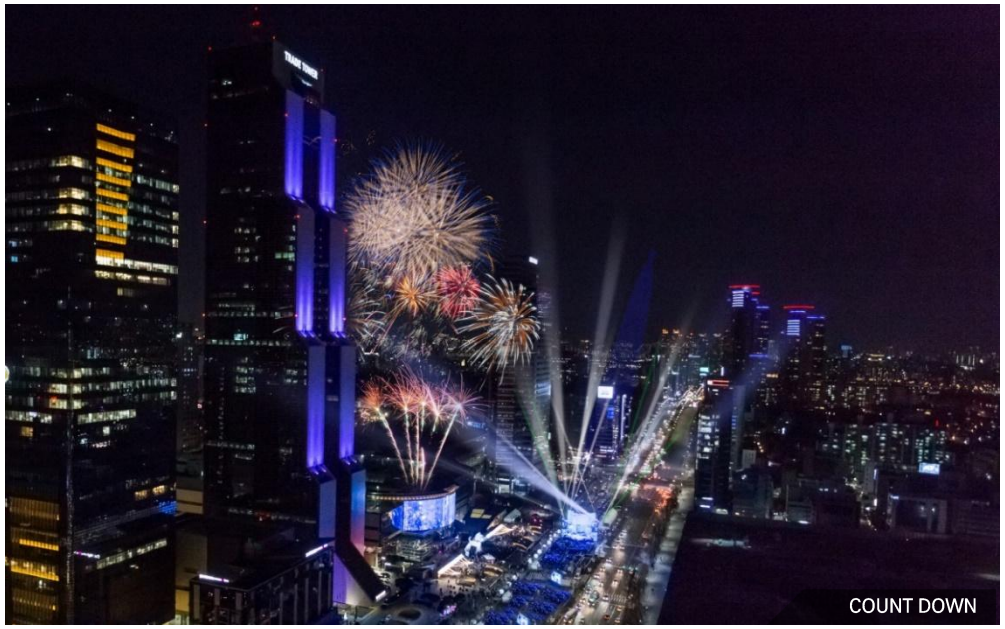

SPEXTRUM



BENZ



JYP GOT7


COUNT DOWN


BEER FESTA

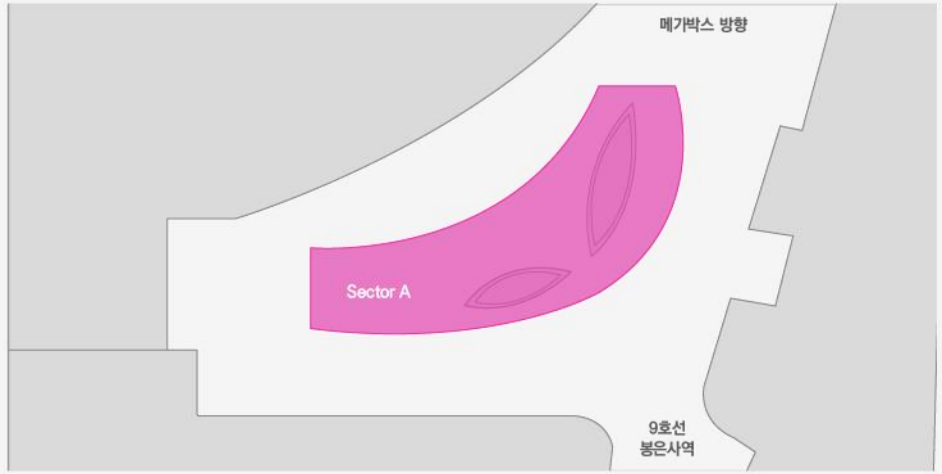

COEX FESTIVAL


Eat the Seoul


Le Diner en Blanc

Asem square is?

This square is **directly connected to the East Gate of COEX** and is primarily used for **exhibitions and MICE-related events** held within COEX.
The space features **artificial turf (April ~ November)**, allowing flexible atmosphere setting depending on the event concept.







Main Guideline

- Suitable for :Public interest / brand campaigns / small-scale performance
- Prior coordination with surrounding stores is required.
- Use of sound equipment requires prior approval.
- All installations must be planned in consideration of the floor load limit of **1,000 kg/m²**
- This is the **only COEX promotion space** that offers **short-term rental rates** (**2-hour / 4-hour options**).

Sector Size & Price

SECTOR	PRICE
A	KRW **5,000,000 / day**

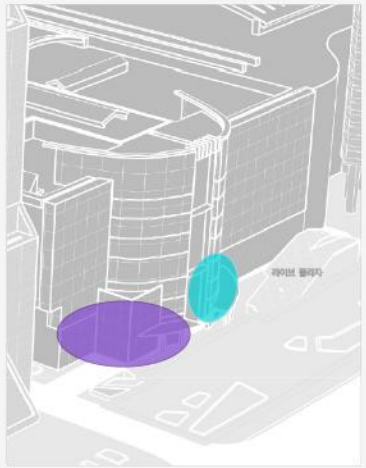
- VAT excluded
- Weekly and Weekend rates are the same
- **KRW 2,000,000 for 2 hours, KRW 3,000,000 for 4 hours**

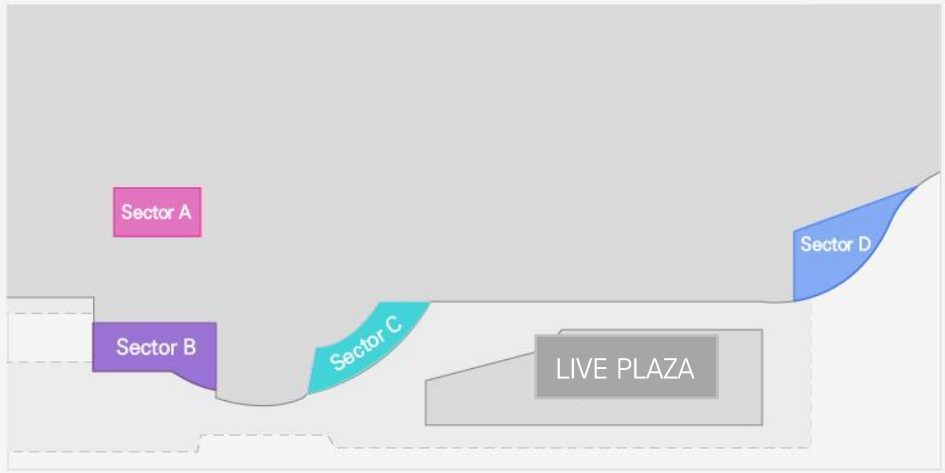

STUDIO
ME ME ME
GANGNAM


L BASSETT
STUDIO
START
봄마당길

COEX East lobby is?

An indoor event space at the COEX 1st-floor East Gate lobby.
Ideal for exhibitors and exhibition visitors.
Media-integrated events available via **XPACE (COEX Digital Media)**.













Main Guideline

- Media integration available via **XPACE** (exhibitions / events / advertising)
- Prior consultation is required for the installation of **heavy structures**, such as **container booths**.
- Full floor protection required during installation, dismantling, and event use.
- Use of sound equipment requires prior approval.
- All installations must be planned in consideration of the floor load limit of **350 kg/m²**

Sector Size & Price

SECTOR	규격	가격
A	15m X 9m = 135㎡	KRW **7,000,000 / day**
B	18m X 6m = 108㎡	KRW **5,000,000 / day**
C	18m X 6m = 108㎡	KRW **5,000,000 / day**
D	50m X 6m = 300㎡	KRW **7,000,000 / day**

- VAT excluded
- Weekly and Weekend rates are the same
- AD media integration available

Sector A



MACALLAN



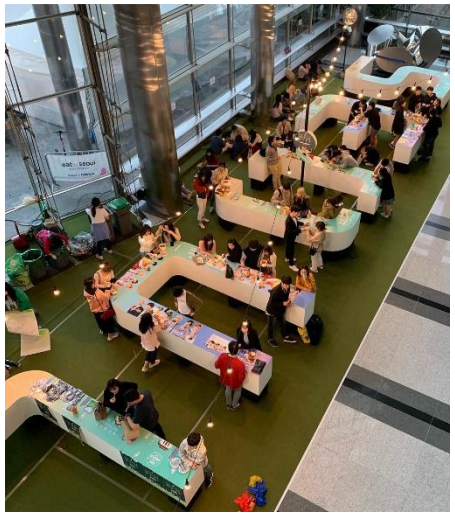
BRAND K

Sector B

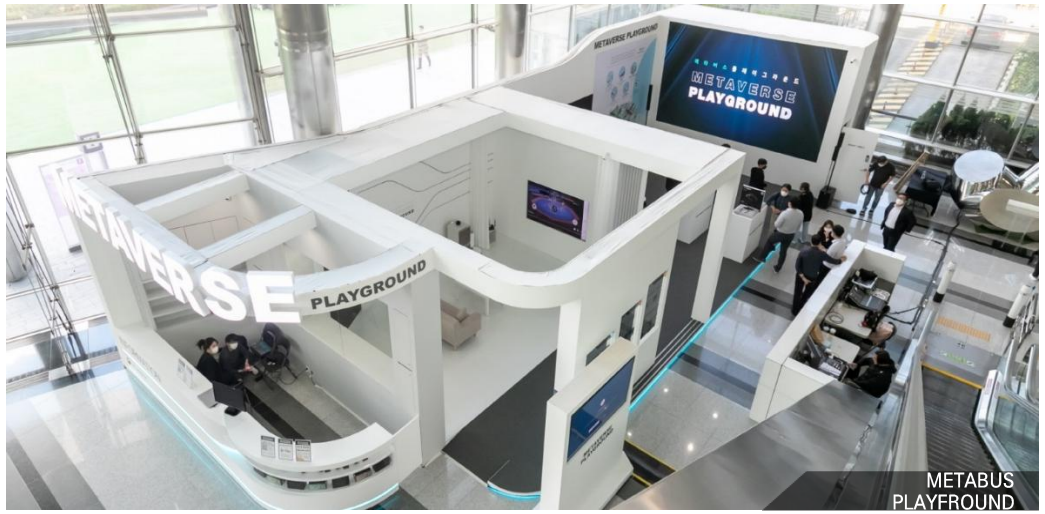

BLOSSOM THE HOPE



METABUS PLAYGROUND




SEOUL CITY TOUR WEEK



METABUS PLAYFROUND

Sector C



BENTLEY

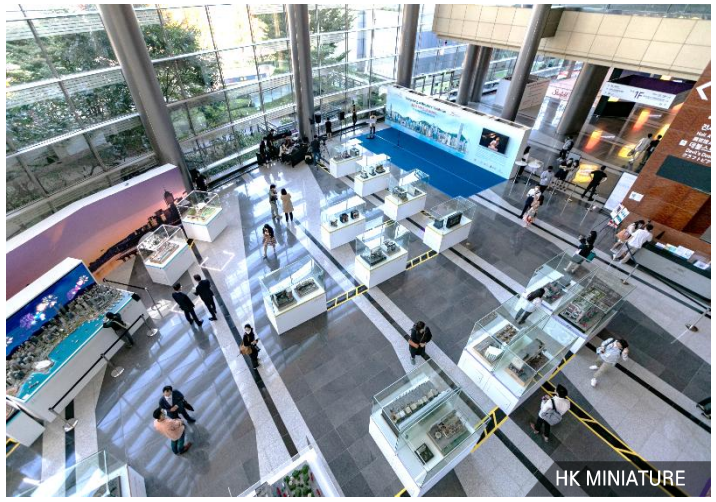


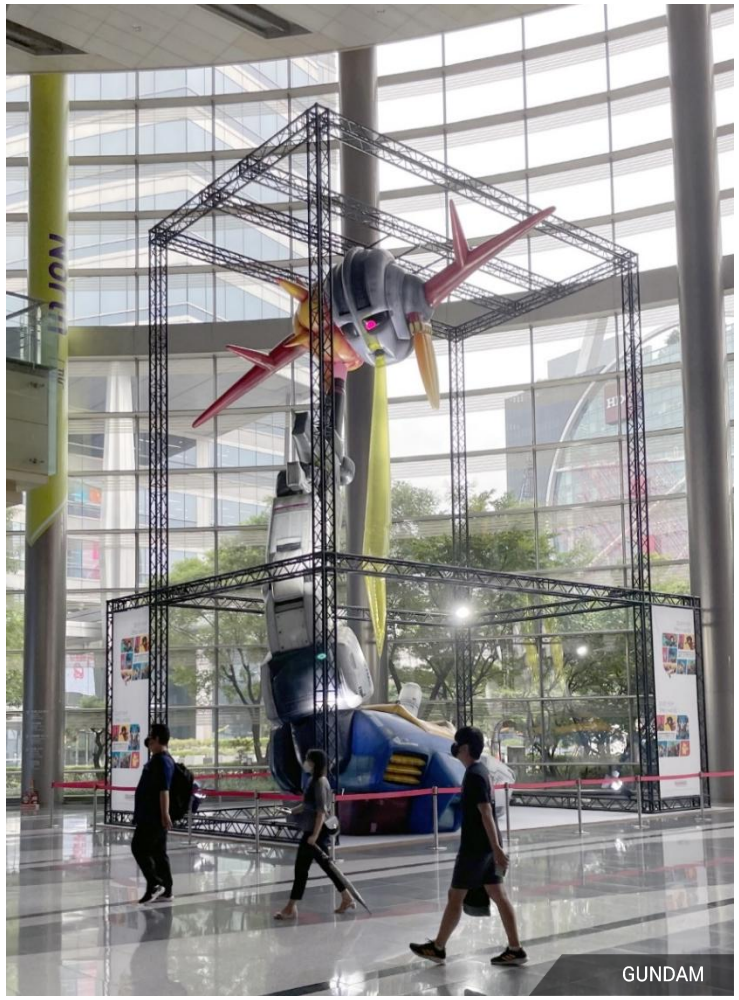
S-OIL

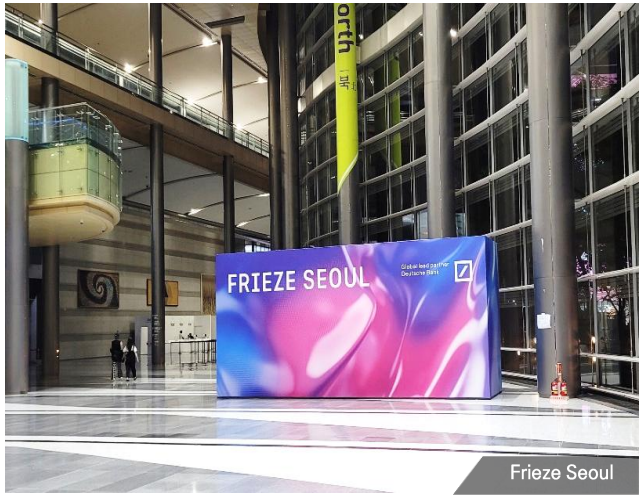


Sector D

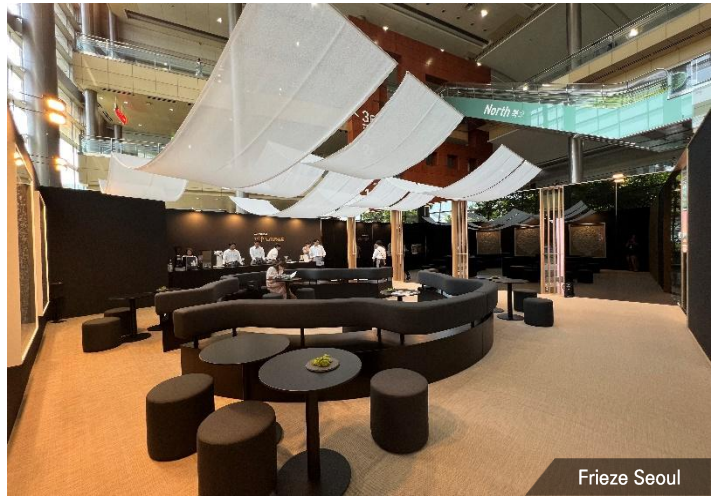

HK MINIATURE


HK MINIATURE


GUNDAM



Frieze Seoul


Frieze Seoul

Café Lobby



Main Guideline

- Installation area to be confirmed first; location assigned upon approval.
- Prior consultation is required for the installation of **heavy structures**, such as **container booths**.
- Full floor protection required during installation, dismantling, and event use.
- Use of sound equipment requires prior approval.
- All installations must be planned in consideration of the floor load limit of **350 kg/m²**

Sector Size & Price

SECTOR	SIZE	PRICE
A (Yellow)	Upon consultation	KRW 3,000,000 / day
B (Pink)	Upon consultation	KRW 3,000,000 / day

- VAT excluded
- Weekly and Weekend rates are the same
- AD media integration available





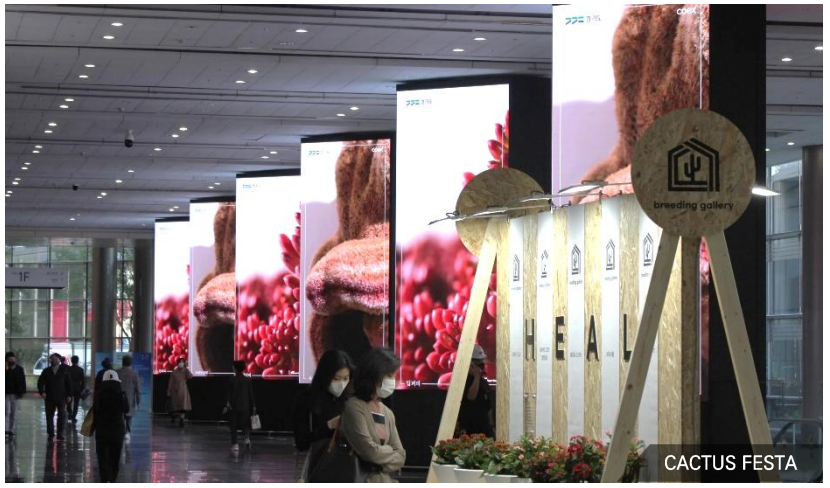


ETC



Lobby in front of Terarosa

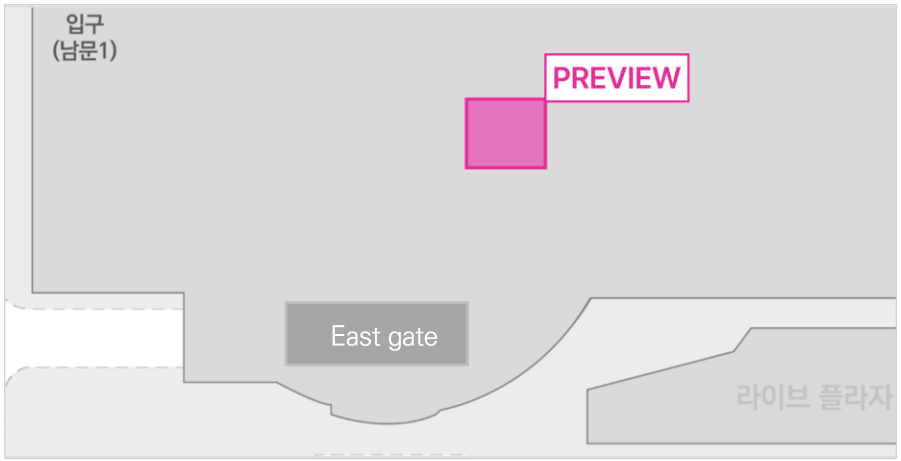


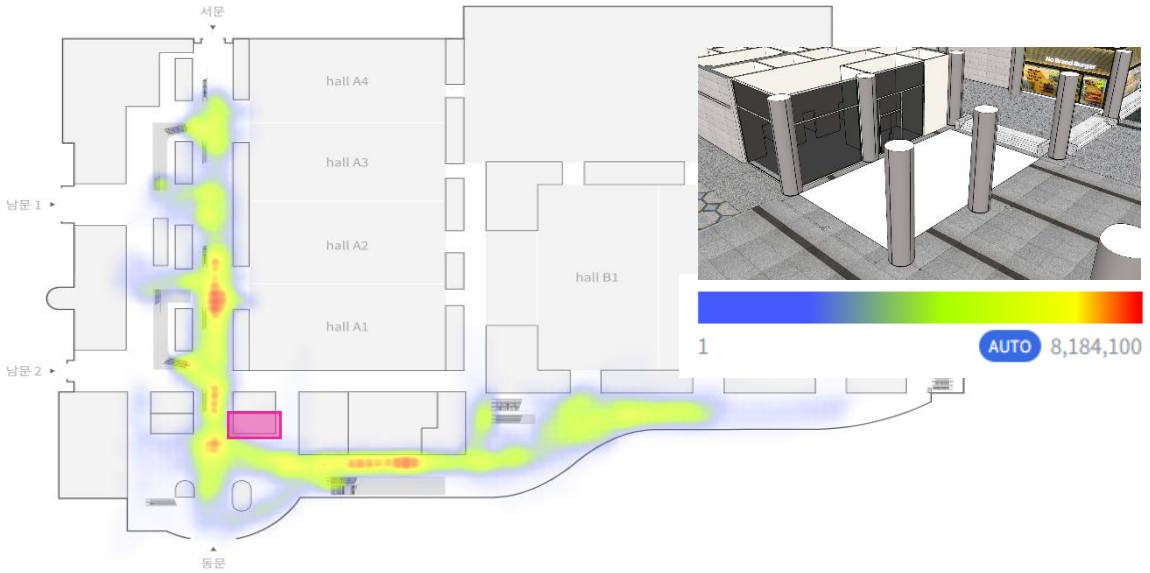


Lobby in front of XPACE

PREVIEW is?

A room-type event space on the main circulation route of the COEX 1st-floor exhibition lobby.
High foot traffic.
stylish and distinctive room-type venue with **adjustable lighting**,
External lobby available for combined use.





Main Guideline

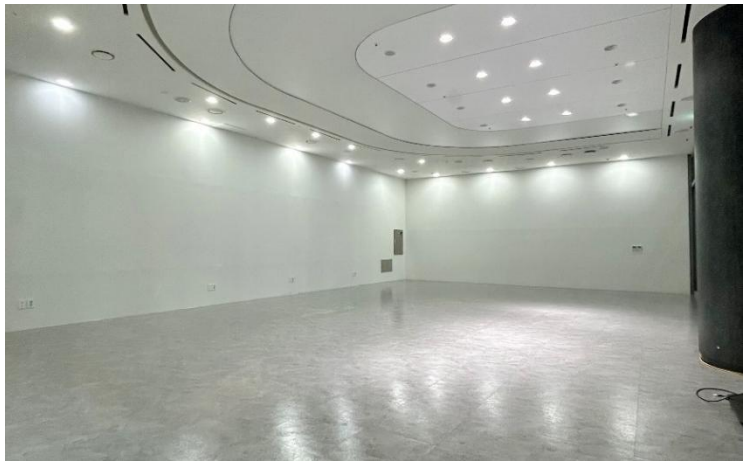
- Media integration available via **XPACE** (exhibitions / events / advertising)
- Located on the **main circulation route** of **COEX 1st floor**.
- Suitable for **new product showrooms** and **brand pop-up stores**.
- Event-linked use available : VIP Room, Press Room, Event Office, Press Room, Event Office.
- Maximum door opening width: **1.85 m**
- Front lobby available for simultaneous rental when used as a pop-up store.
- Full floor protection required during installation, dismantling, and event use.
- All installations must be planned in consideration of the floor load limit of **350 kg/m²**

Sector Size & Price

SECTOR	SIZE	PRICE
ROOM	13.7m X 8.3m = 114㎡	KRW **3,000,000 / day**
LOBBY	14m X 9m = 126㎡	Upon inquiry

- VAT excluded
- Weekly and Weekend rates are the same
- AD media integration available


PREVIEW
PREVIEW






Everytime Everywhere K-OTT
REALITY SHOW





07



COEX parkinglot display
(B2, B3, B4)

06



Amazing Parnas (B1)

05

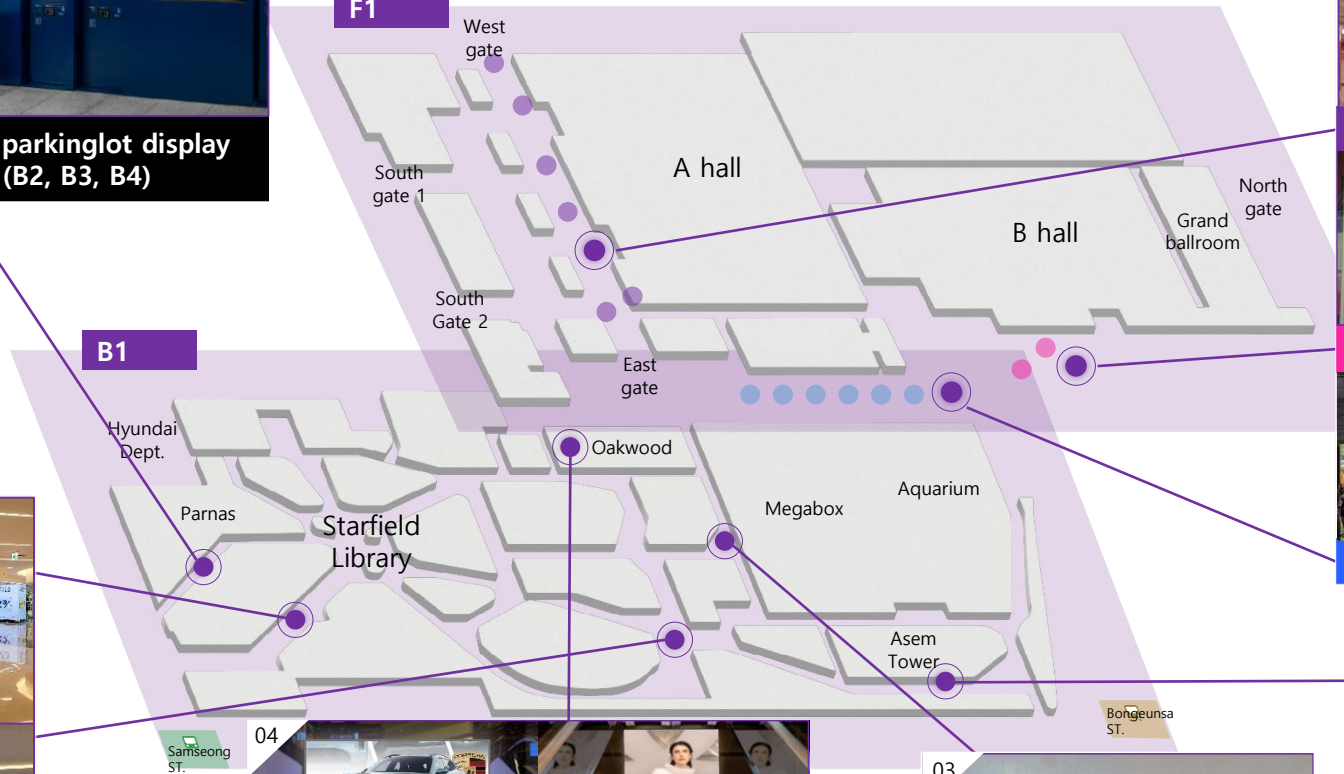




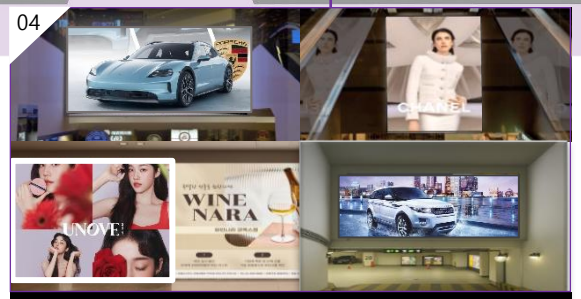
9to9 CUBE (B1)

F1

B1

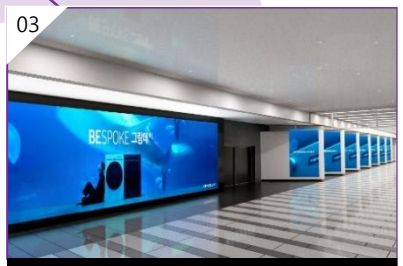


04



Oakwood Media (B1, B2)

03



S-LIVE (B1)

01

XPACE (1F)



Package A



Package B

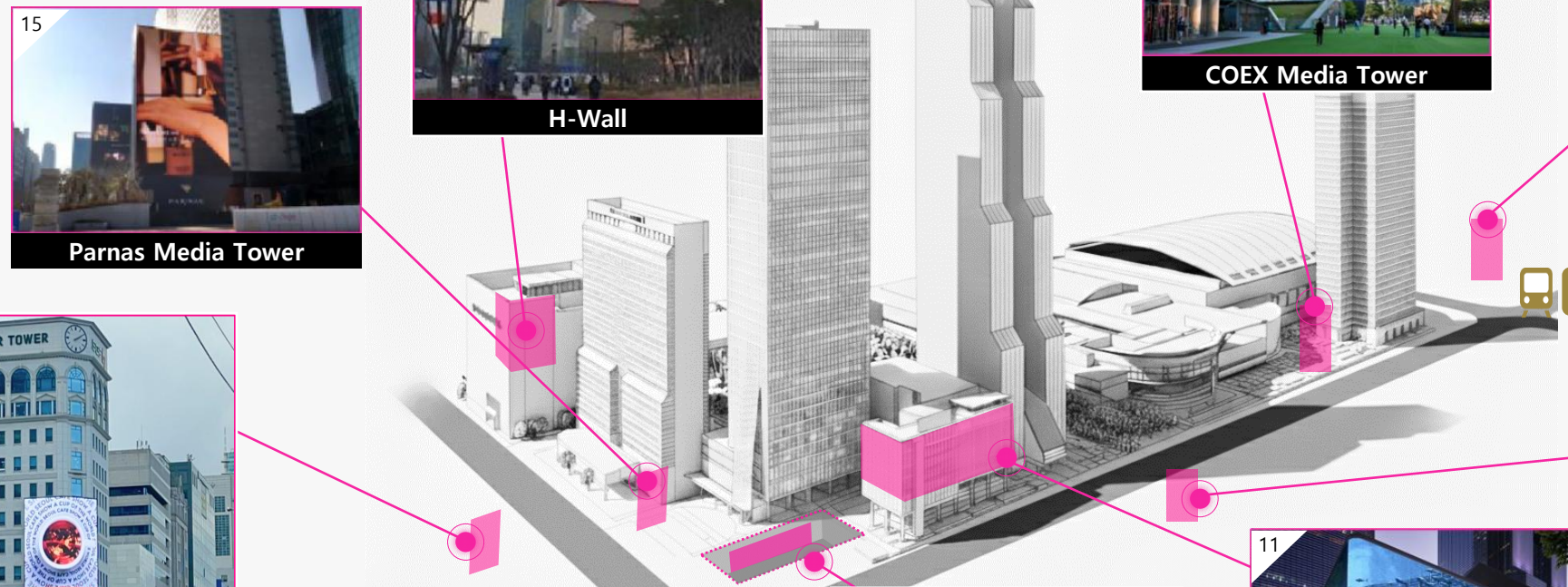


Edge column

02



Wonderwall (B1)



15

Parnas Media Tower

16

H-Wall

08

COEX Media Tower

09

LANDMARK BD. Media

Bongeunsa ST.

14

Superior Media Tower

10

Shjlla stay Media

11

COEX K-POP square media

Samseong ST.

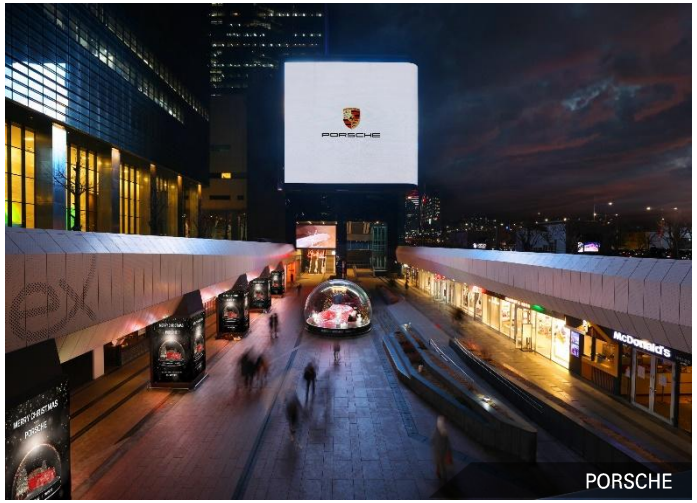
13

Signature Square

12

C-Live

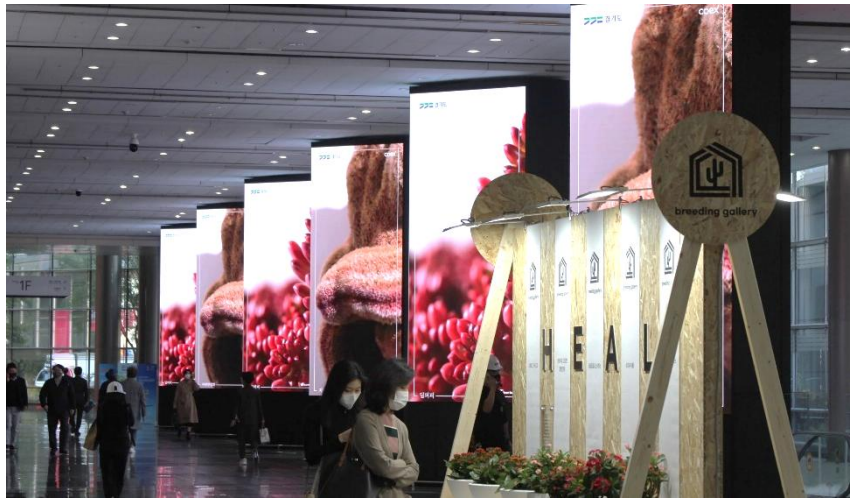

LANCÔME
LANCÔME
HYUNDAI
LANCÔME


PORSCHE
PORSCHE


지옥지옥
11월 19일 공개 | NETFLIX
NETFLIX
지옥
Netflix



BENTLEY

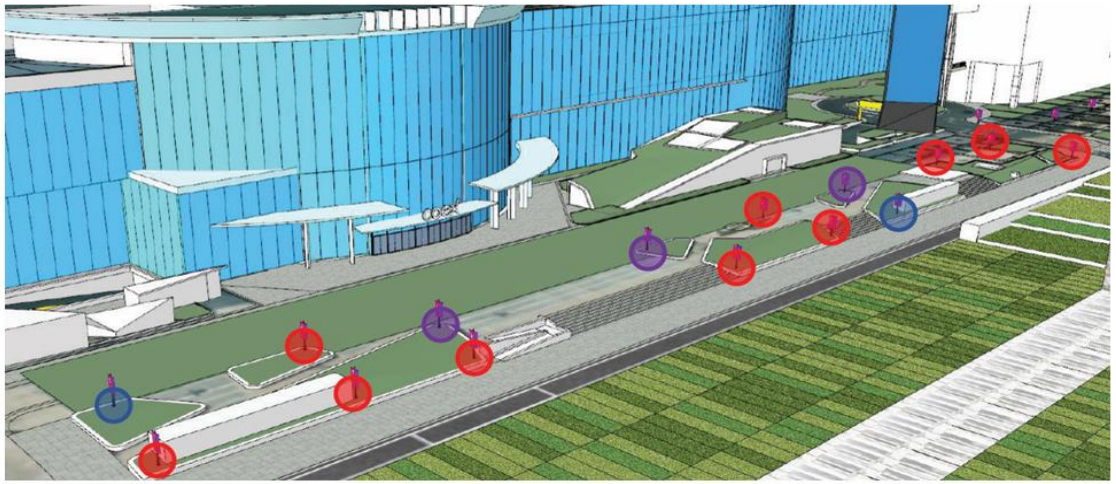




AT Studio

1. COEX square streetlight banner

- COEX square tenants are given **priority use**, provided that usage is **confirmed at least three weeks prior** to the event rental start date.
- Maximum usage period: **up to 7 days per event**
  (Overnight dismantling on the event end date required)
- Payment required **1 week before** banner installation.

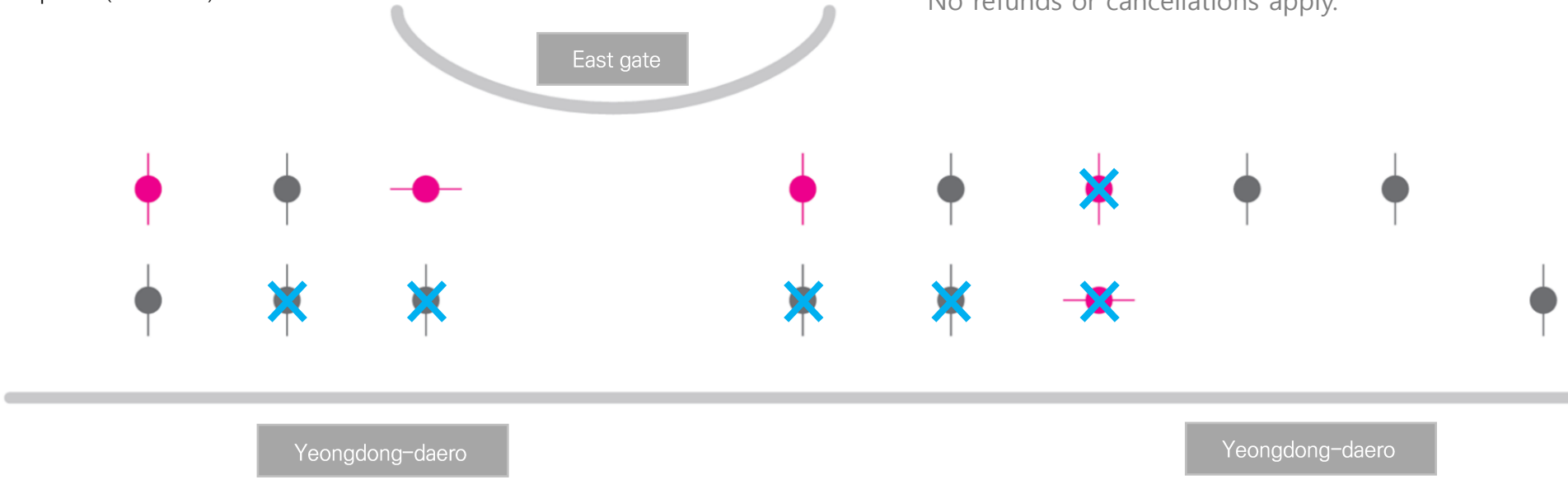


※ Some streetlights may be unavailable due to construction.
No refunds or cancellations apply.

Banner Installation Orientation

Banner Speaker / CCTV

Streetlights Unavailable Due to Yeongdong-daero Development (As of 2026)

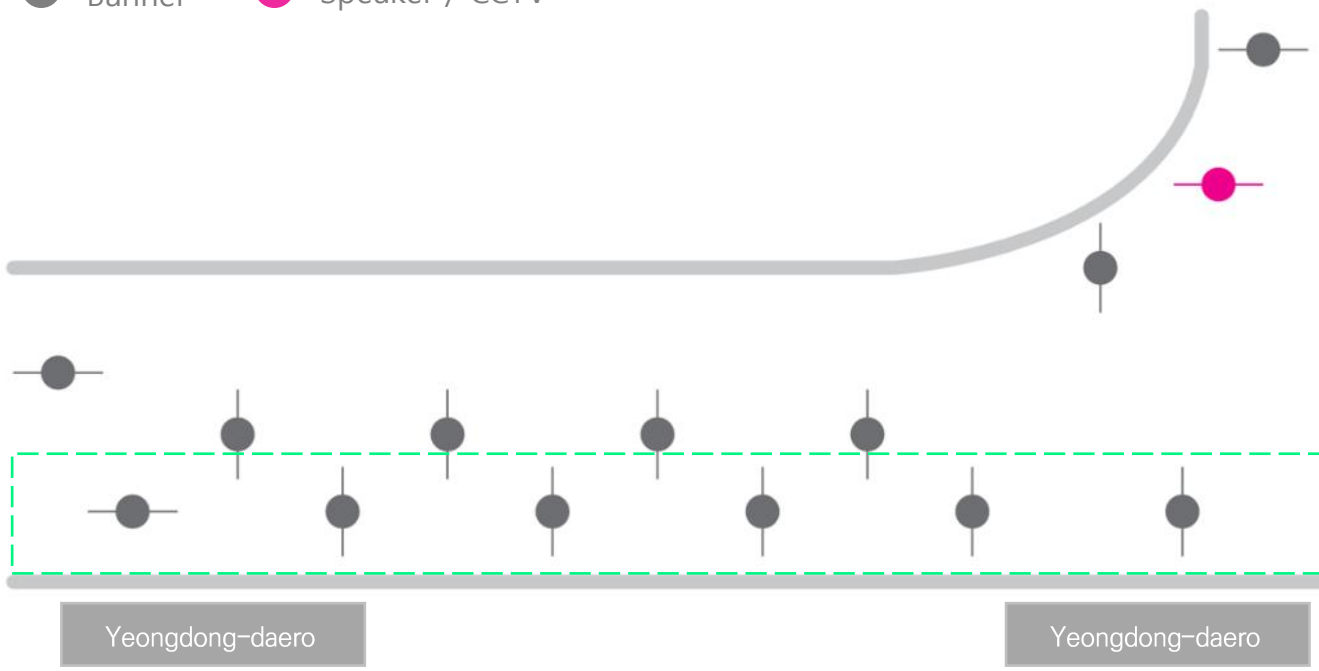


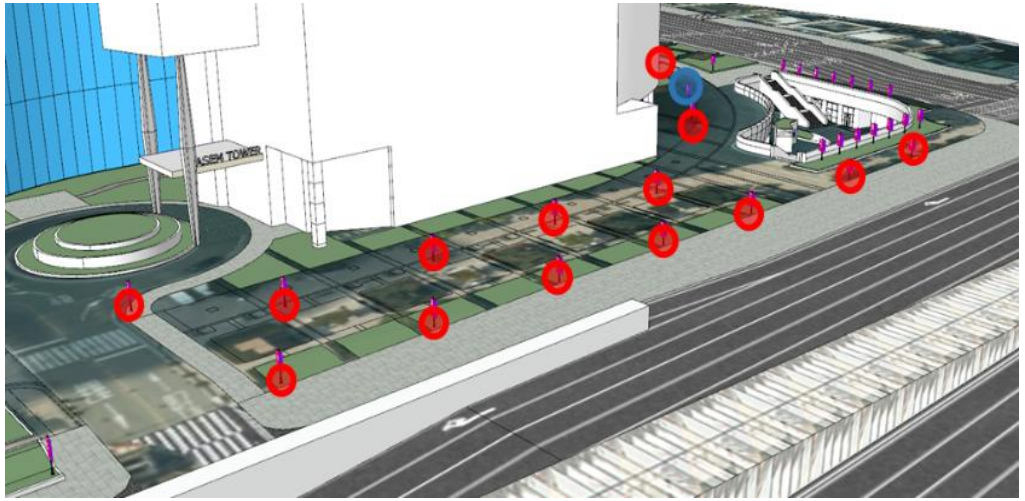
2. Asem Tower - area streetlight banner

- Coex square tenants are given **priority use**, provided that usage is **confirmed at least three weeks prior** to the event rental start date.
- Maximum usage period: **up to 7 days per event** (Overnight dismantling on the event end date required)
- Payment required **1 week before** banner installation.

Banner Installation Orientation

Banner Speaker / CCTV



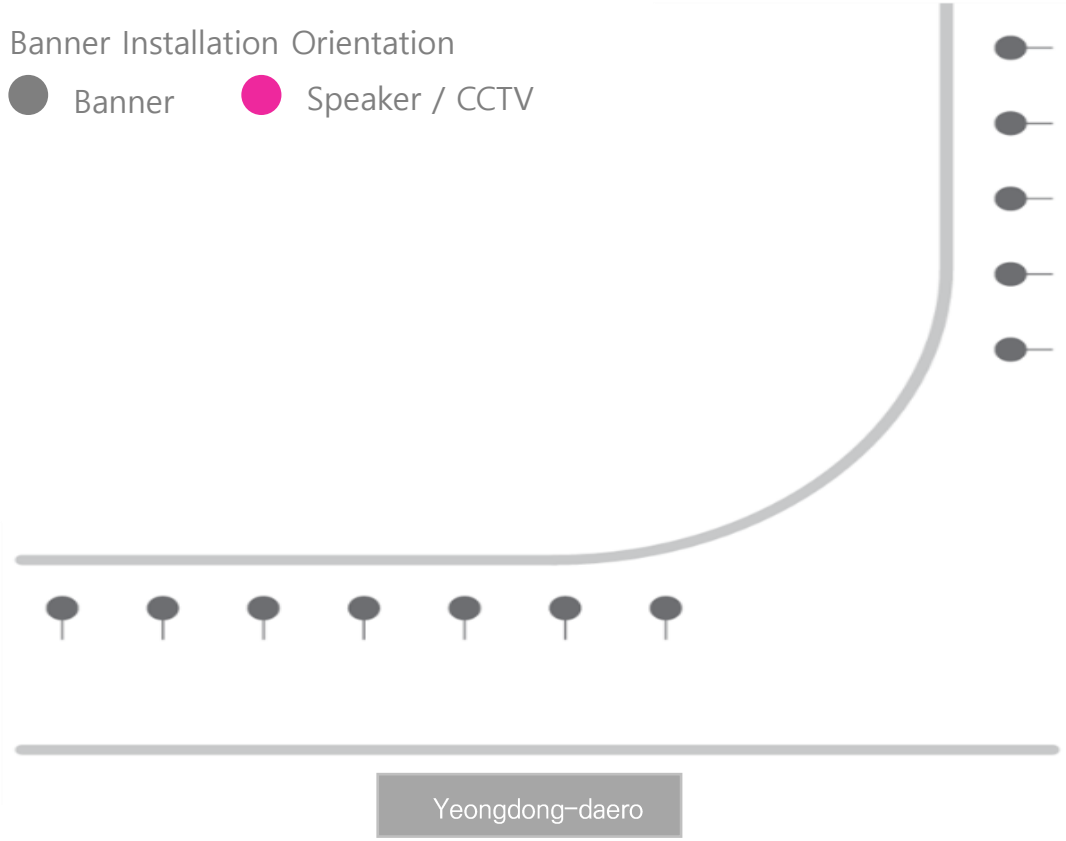


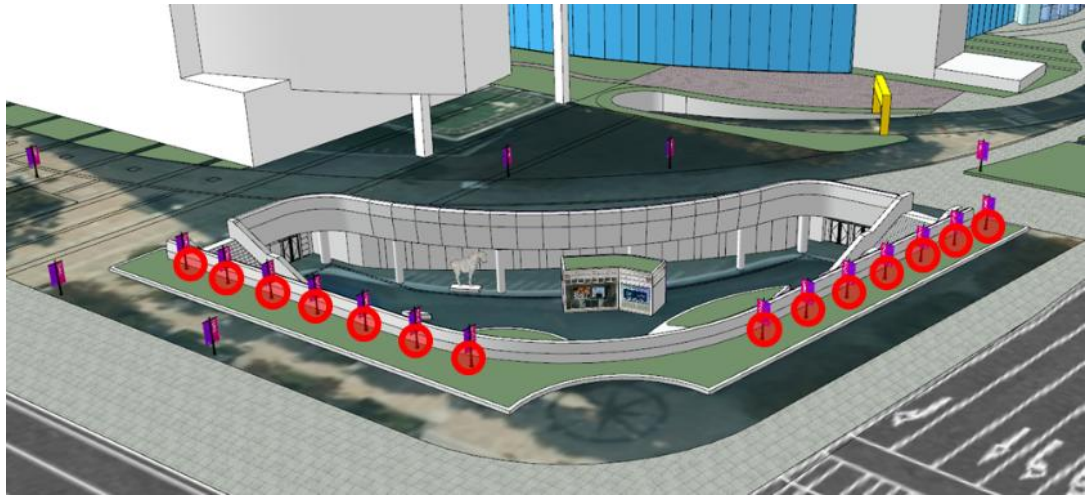
※ Some streetlights may be unavailable due to construction.
No refunds or cancellations apply.

Streetlight Advertising Unavailable Due to Ongoing Yeongdong-daero Construction
(As of June 3, 2024)
Availability may vary depending on construction progress.

3 Asem square - upper level streetlight banner

- Asem square tenants are given **priority use**, provided that usage is **confirmed at least three weeks prior** to the event rental start date.
- Maximum usage period: **up to 7 days per event**
  (Overnight dismantling on the event end date required)
- Payment required **1 week before** banner installation.



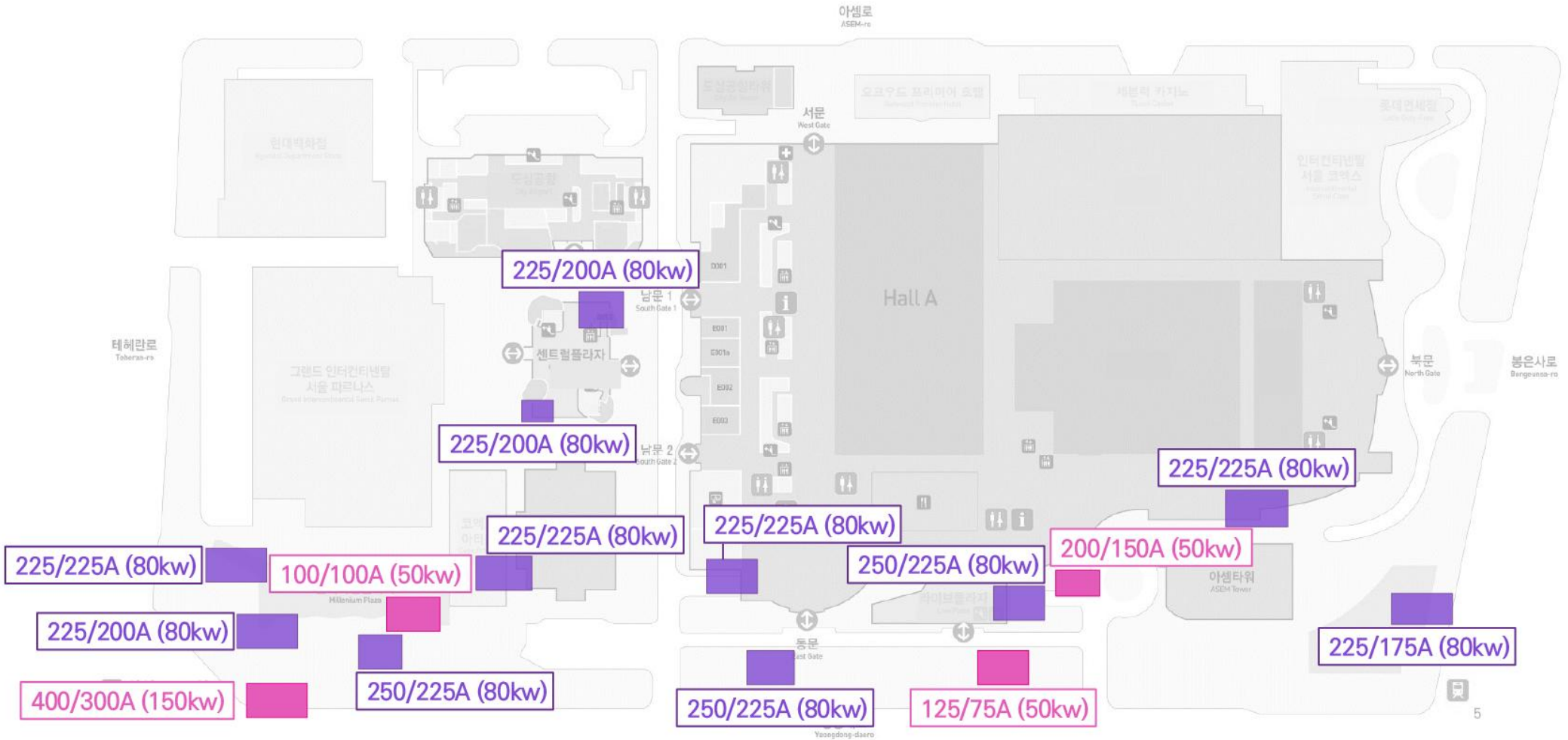


※ Some streetlights may be unavailable due to construction.
No refunds or cancellations apply.

※ Fee Information

COEX Plaza + ASEM Tower + Upper ASEM Plaza
→ **KRW 4,000,000 per event (VAT excluded)**

APPENDIX


아셈로
ASEM-ro
서문
West Gate
Hall A
남문 1
South Gate 1
남문 2
South Gate 2
센트럴플라자
북문
North Gate
봉은사로
Bongeunsa-ro
테헤란로
Teheran-ro
동문
East Gate
아셈타워
ASEM Tower
225/200A (80kw)
225/200A (80kw)
225/225A (80kw)
225/225A (80kw)
225/225A (80kw)
100/100A (50kw)
225/200A (80kw)
400/300A (150kw)
250/225A (80kw)
250/225A (80kw)
125/75A (50kw)
250/225A (80kw)
200/150A (50kw)
225/225A (80kw)
225/175A (80kw)
50kw
80kw



COEX Exhibition Sales Team (Space Marketing)

The Space - Connect & Experience your Business success

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