



OFFICIAL WEBSITE

CONNECTING GLOBAL MARKETS WITH
LEADING EYEWEAR INNOVATIONS

KIOF

Korea International Optics Fair

20(THU)-22(SAT), Nov 2025
Coex Magok, Seoul

 KOREAN OPTOMETRIC ASSOCIATION

 SeoulMESSE

 EXPO
VISION
엑 · 스 · 포 · 비 · 전

Korea International Optics Fair

[KIOF]



This is an exhibition visited by domestic and foreign brands and buyers in Seoul, the center of new eyewear trends and styles.

Experience the optimal global business platform for the eyewear industry at the COEX Magok exhibition hall in Seoul in November 2025.



New Business

This is a B2B exhibition that discovers trends in the ophthalmic optics industry and creates new business opportunities.

Global Buyer

It is an international exhibition held in the metropolitan area with easy access domestically and internationally, and is visited directly by buyers.

Trend & Culture

We share the latest trends in the ophthalmic optics industry by holding various events such as export consultations with overseas buyers and ophthalmic optics industry conferences.

Networking

We aim to lead the advancement and globalization of related industries by creating a venue for active network exchange among ophthalmic optics experts.

Held in the metropolitan area with the largest concentration of optical shops in the country

2,352
optical shops
in Seoul

516
optical shops
in Incheon

2,458
optical shops
in Gyeonggi-do

Exhibition hall with optimal accessibility to domestic and foreign buyers

Gimpo Airport
10 minutes

Incheon Airport
30 minutes

Subway lines
3















COEX Magok is located in the center of the 1,110,805m² Magok Industrial Complex and is adjacent to more than 10 industrial complexes within 10km, providing an optimal environment for holding B2B events.

OVER VIEW



| | |
|------------------------|--------------------------------------------------------|
| Date | Nov 20(Thu)-22(Sat), 2025 |
| Venue | COEX Magok, Seoul |
| Organizers | KOREAN OPTOMETRIC ASSOCIATION, SeoulMESSE, EXPO VISION |
| Scale(expected) | 200 Exhibitors 300 Booths |

ITEMS

| | | | | | |
|----------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
|  Glasses frames |  Plastic optical lenses |  Sunglasses |  Contact lenses |  Optometry equipment |  Store display & Decoration |
|  Optical equipment |  Case & Accessories |  Glasses cloth |  Material |  Eye protection products |  Related services |

EVENTS




**Buyer
consultation session**





**Ophthalmic Optics Industry
Professional Seminar**





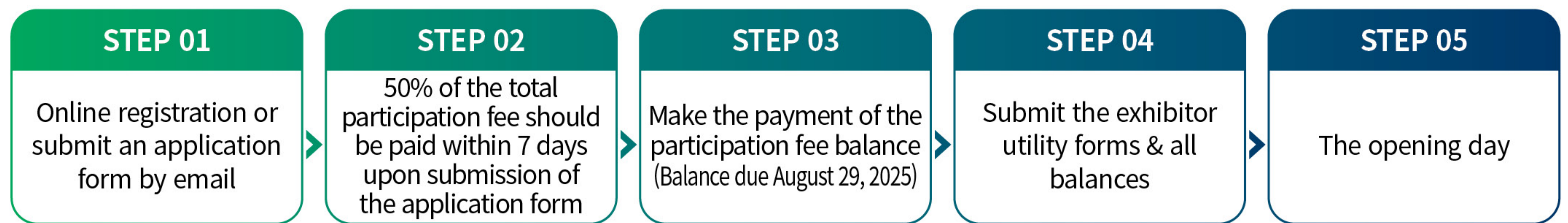
**Statutory
continuing education**



※ Some side events are planned to be promoted in conjunction with related organizations and associations, and will be announced on the website as soon as they are confirmed.

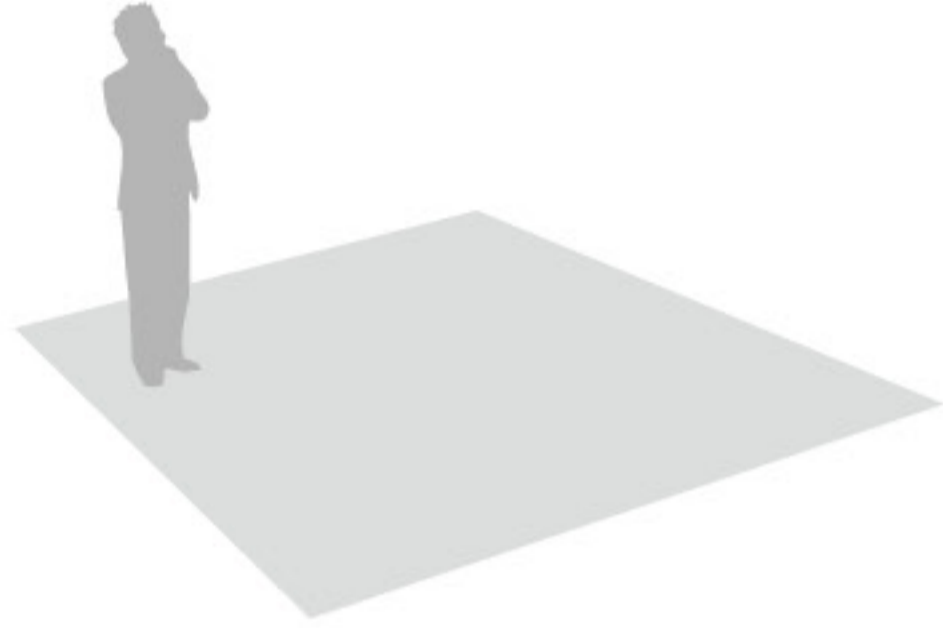

PARTICIPATION GUIDE

☑ Procedure



※ Booth allocation will be made based on priority consideration of booth size and application/participation fee payment period.

☑ Stand Option * Early bird discount applies when applying before December 31, 2024

| Type | | Fee(USD) | | Provision details |
|--------------|------------------------------------|-----------------|------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | Regular price | Early application price (Until December 31, 2024) | |
| Space only | 12m ² /Booth 4m x 3m | 4,080 USD/Booth | 3,780 USD/Booth | Minimum requirement of raw space is 24m ²  |
| Shell scheme | 12m ² /Booth 4m x 3m | 4,440 USD/Booth | 4,140 USD/Booth | 1 desk+1 chair(1set) per exhibitor, spotlights, two-way socket, 1kw electric power, stand partitions, fascia board, floor covering  |

※ Additional display stands of various specifications can be rented (for a fee), and some designs may change depending on the event preparation stage.

+ Sponsorship Program

- | | |
|----------------------------------------------|----------------------------------------------|
| 01 Official Website Banner | 02 Logo on onsite promotion materials |
| 03 Invitation ticket and Show Guide brochure | 04 Invitation of VIP to the opening ceremony |
| 05 Hanging Banner in the Hall | 06 Logo exposure when promotion on/off line |
| 07 Logo exposure on visitor pass | |

※ Details will be discussed depending on the scale of sponsorship. Please contact the secretariat.

PR PLAN

| Media Outlet | Distribution of Invitation | Online Promotion |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> - Radio Spot - Newspaper | <ul style="list-style-type: none"> - Sending invitations to nationwide database of opticians. - Sending MMS | <ul style="list-style-type: none"> - Exhibition Website - SNS marketing - E-Newsletters - Media Partnerships |



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