

INVITATION

K SHOP 2015

2015. 9. 2(Wed) ~ 4(Fri), KINTEX Hall 2



Successful & Attractive Store

Different strategy for Activate store, Increase sales & Customer management
You can find the solution in Kshop 2015

Host **KINTEX**  이상네트웍스

Sponso **MOTIE, MSIP, Gyeonggi-do, Goyang-si, KFA**



행사 개요 Show Overview

- Title** K Shop 2015
- Facilities** 2015. 9. 2(wed) ~ 9.4(fri) 3 Days
- Location** Hall 2, Kintex 1 (408 Hallyuworld-ro, Ilsanseo-gu, Goyang-si, Gyeonggi-do, Korea)

전시 품목 Exhibition Items

Shop Design

- Interior** : Shop interior, Furniture, Lamp, Decor
- Facilities** : Display cases, Gondolas, Showcases, Carts, Display stands, Shop fittings.
- Visual Merchandising** : Mannequins, Show window display, POP, Signage, Lighting boxes.
- Marketing** : Scent marketing, store music, Advertising promotion, Pop-up store.

Shop Technology

- i-Retail** : Payment, Customer management, Location-base service, e-Stamp, Electric tag, Online/mobile marketing
- Retail Technology** : POS, Barcode scanner, Paging system, Standby system, Price and labeling machines.
- Digital display** : Digital signage, Electric menu board & price display, Transparent LCD refrigerant.
- Security** : CCTV, Loss-prevention, Access control system.



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