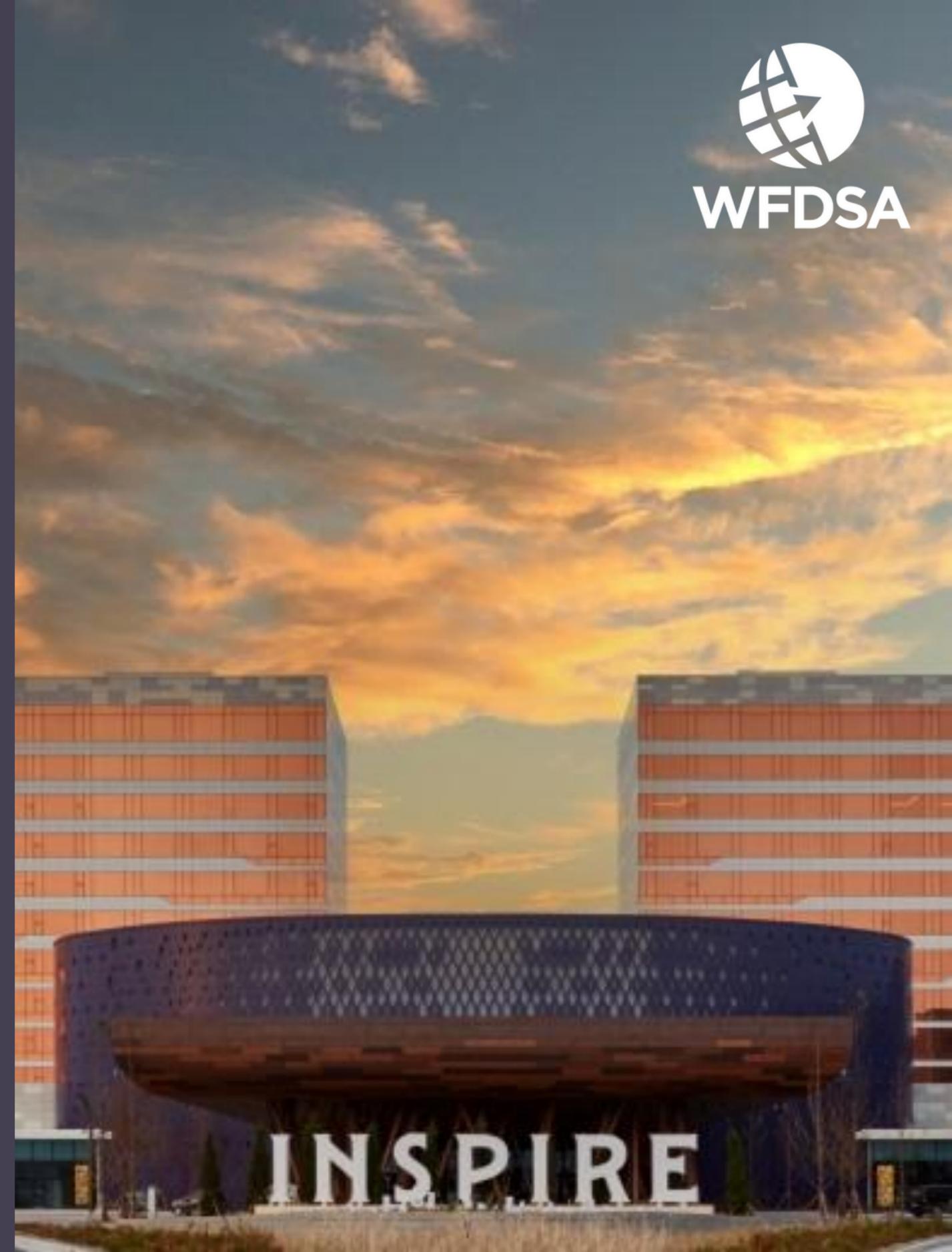


WFDSA World Congress Korea 2026

**Exhibition Booth &
K-Contents Experience Hall Booth
Opportunities**

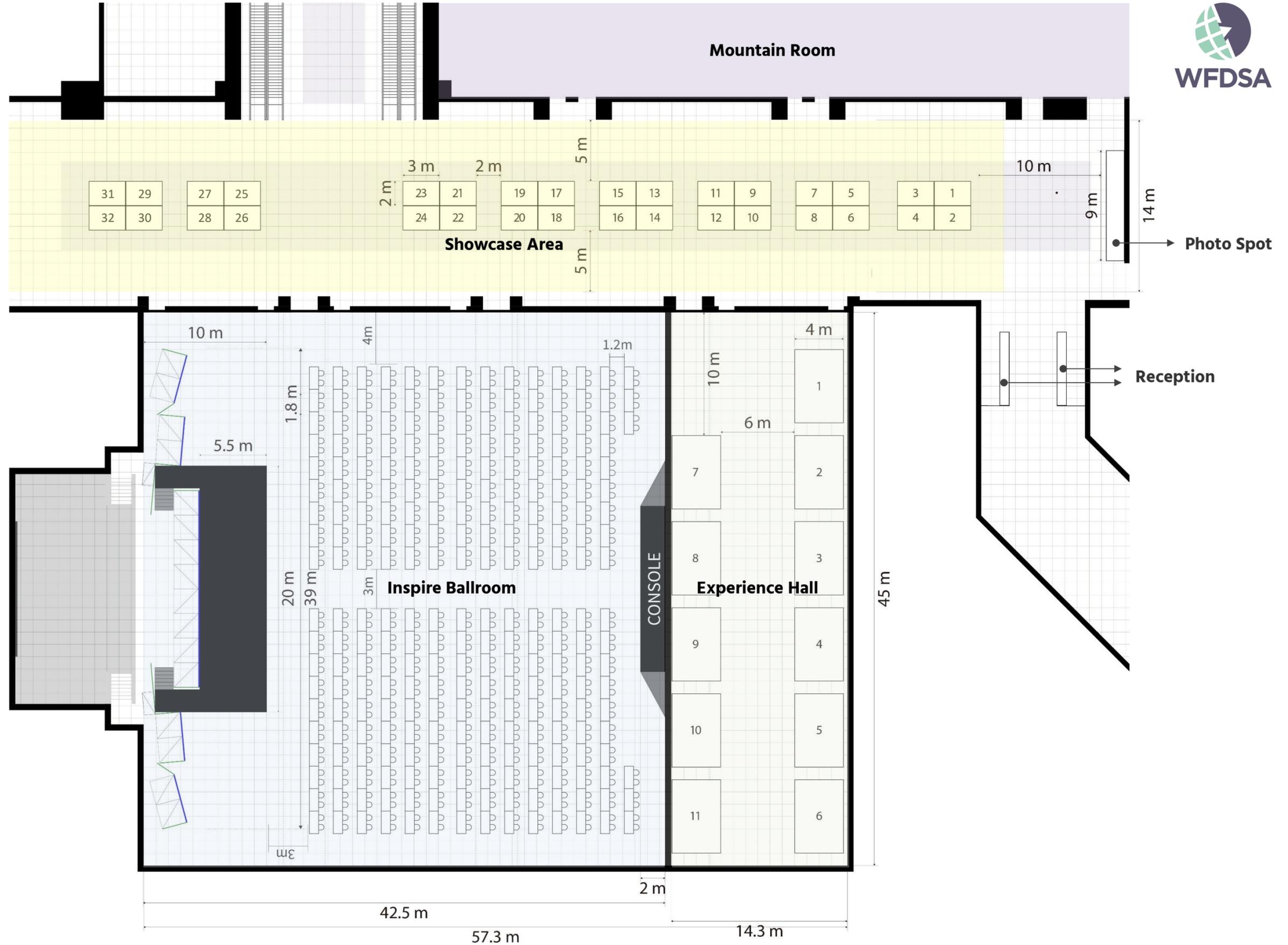
October 19–21, 2026 - Incheon, Korea



Floor Plan

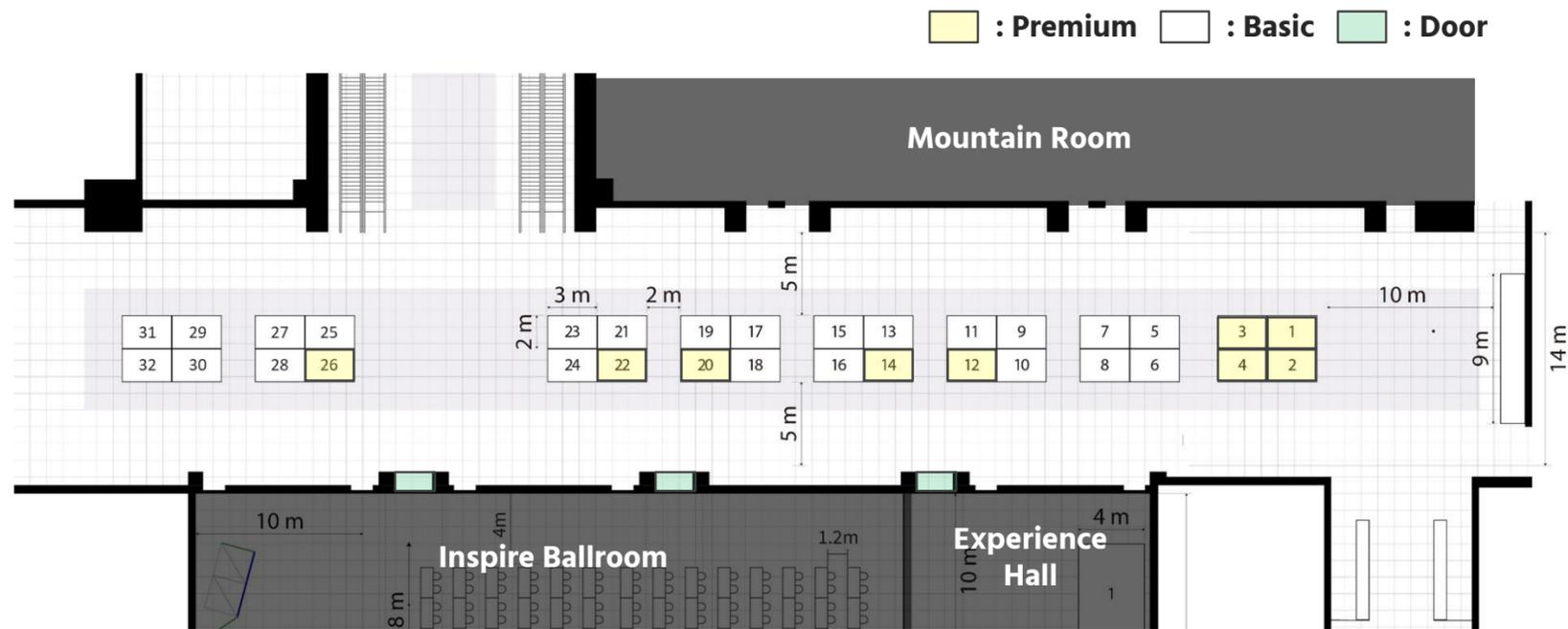


- Inspire Ballroom (Main hall)
- Showcase Area
- Experience Hall
- Reception
- Photo Spot



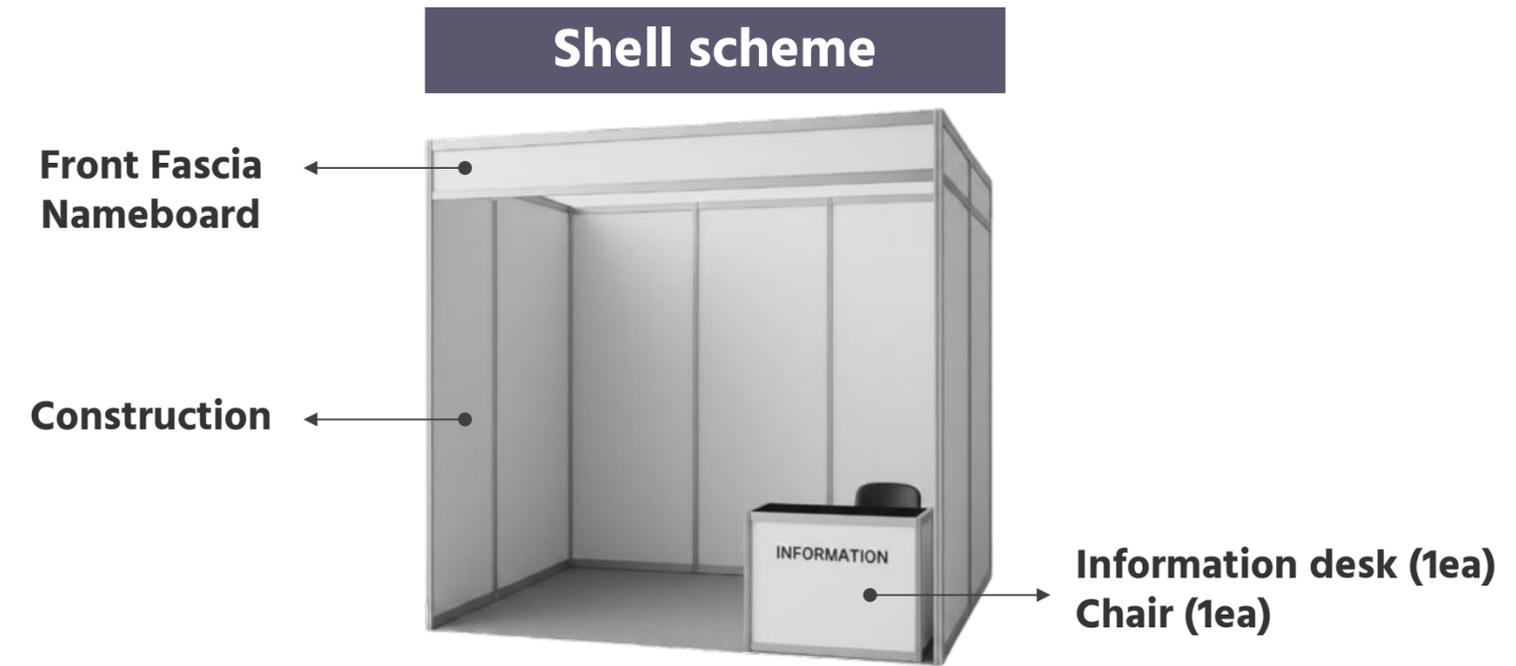
Showcase Area Booth Plan

1) Showcase Area Plan



- A total of 32 booths will be installed in the foyer between Inspire Ballroom and Mountain room
- Price per booth (3m(W) × 2m(D)) : USD 5,000
- Each booth includes a desk and a basic frame (electricity and Wi-Fi provided)
- Promote your brand to leaders of the global direct selling industry and opinion leaders

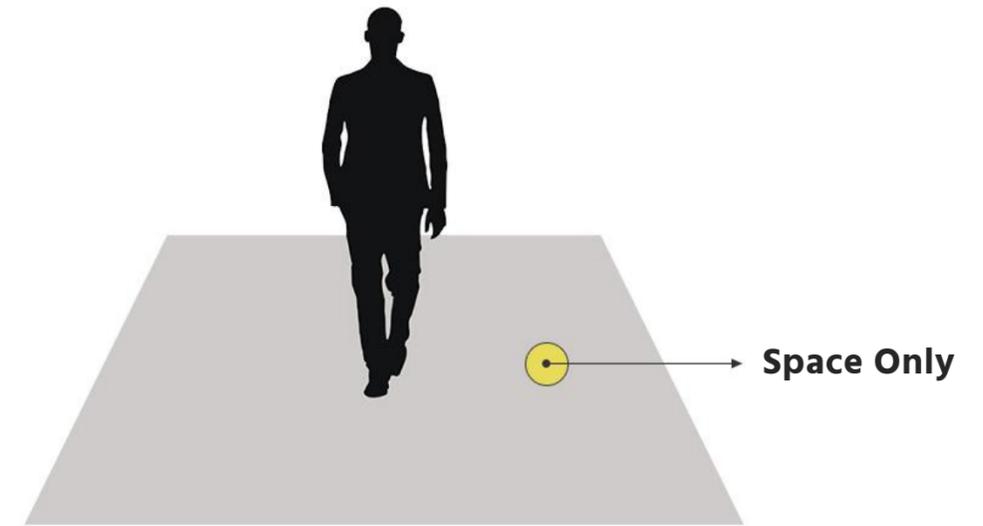
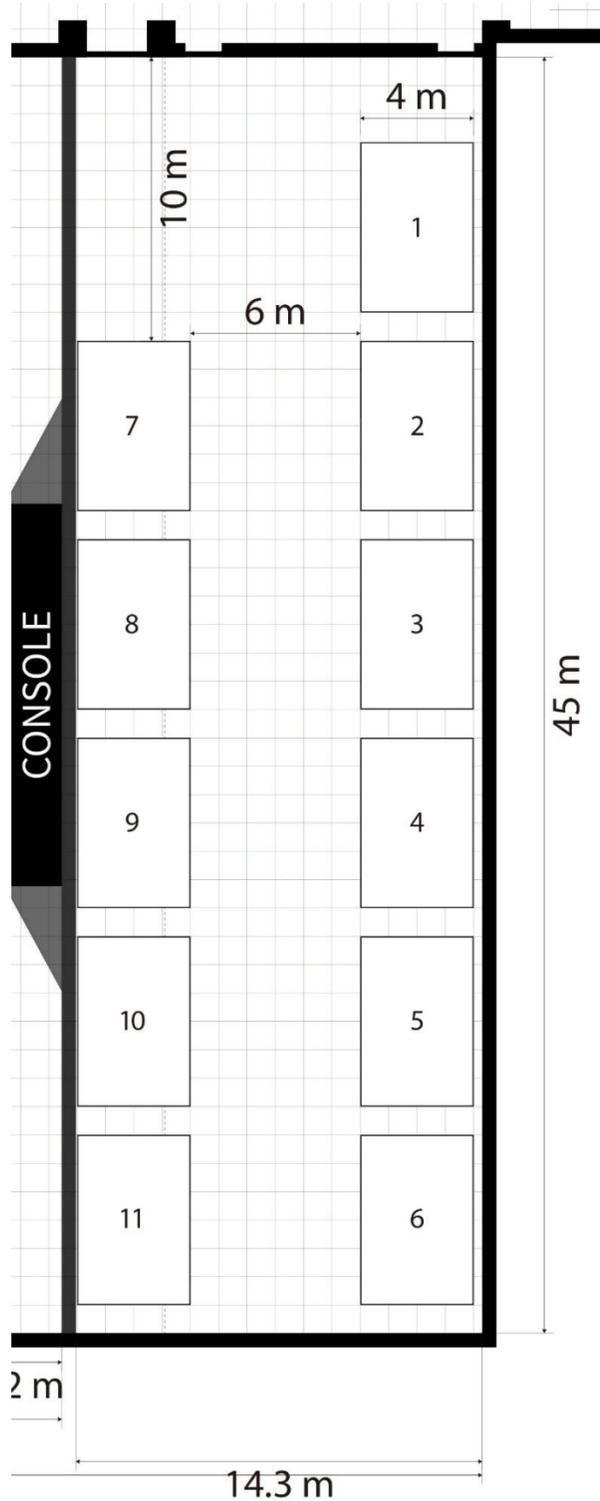
2) Exhibition Booth Details



- Booth construction (※ Carpet is NOT included.)
- Front Fascia Nameboard: 1 unit provided
- Furniture & Equipment:
 - Information desk (1ea)
 - Chair (1ea)
 - Lighting Fixtures (3ea)
 - Internet Access: 1 x LAN Line
 - Power Outlet: (1kW, 220V)

※ Additional power: Subject to prior consultation and extra charges.
 ※ Electrical overload may result in temporary power disruption throughout the hall.

Experience Hall Booth Plan



- **In the Inspire Ballroom (one-third of the total area), 11 blocks will be available for sale, based one block (6m(W) × 4m(D))**
 - **Price per block (6m(W) × 4m(D)) : USD 10,000**
 - **Unlike the foyer booths, the Experience Hall booths are sold as blocks only. Exhibitors are responsible for installation, design, required equipment, and staffing at their own expense. (Carpet is not included.)**
 - **Equipment:**
 - **Internet Access: 1 x LAN Line**
 - **Power Outlet: (3kW, 220V)**
- ※ **Additional power: Subject to prior consultation and extra charges.**
 ※ **Electrical overload may result in temporary power disruption throughout the hall.**

Benefits for Existing Sponsorship Package Holders



Tier	Condition	Cost
Platinum	Choice of 2 premium location booths in the foyer or 1 Experience Hall booth block	provided free of charge
Premier	Choice of 1 foyer booth or half Experience Hall booth block	provided free of charge
Gold	50% discount on additional foyer booth purchases	USD 2,500 per booth
Silver	40% discount on additional foyer booth purchases	USD 3,000 per booth
Bronze	30% discount on additional foyer booth purchases	USD 3,500 per booth
Supporting	20% discount on additional foyer booth purchases	USD 4,000 per booth

Marketing benefits

- Recognition in the program book and onsite signage.
- Exhibitors can promote the company, products, and services to about 500 key direct selling stakeholders worldwide.
- A rare opportunity that comes once every three years.
- Event period and post-event media exposure.

Exhibitor Guidelines



Booth allocation timeline :

First-come first-served.

(※ Detailed allocation procedures will be announced later.)

Submission Deadline :

Booth Design & Floor Plan: 60 days before the event (August 20, 2026).

Payment terms :

- Bank transfer only (in USD)
- There is a 25% non-refundable deposit.
- The remaining balance is due 60 days before the event.

Contact for order :

WFDSA : Maureen (mpaniagua@wfdsa.org) or KDSA : Tim Kim (timkim@kdsa.or.kr)

Refund Policy



60 days before the Congress: 75% refund

Cancellations received on or before August 20, 2026 → 75% refund (minus any bank charges)

59 days or less before the Congress: No refund

Cancellations received after August 21, 2026 : No refund

※ 25% is a non-refundable deposit.

※ Cancellation requests should be submitted in writing by email to the Congress organizers (timkim@kdsa.or.kr), and refunds (where applicable) can be processed within 30 days after the Congress.



About WFDSA

Founded in 1978, the World Federation of Direct Selling Associations (WFDSA) is the authoritative global voice of the direct selling industry, representing members in more than 50 countries. The triennial World Congress convenes industry leaders, innovators, and policymakers to inspire, connect, and accelerate the global direct selling community.



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