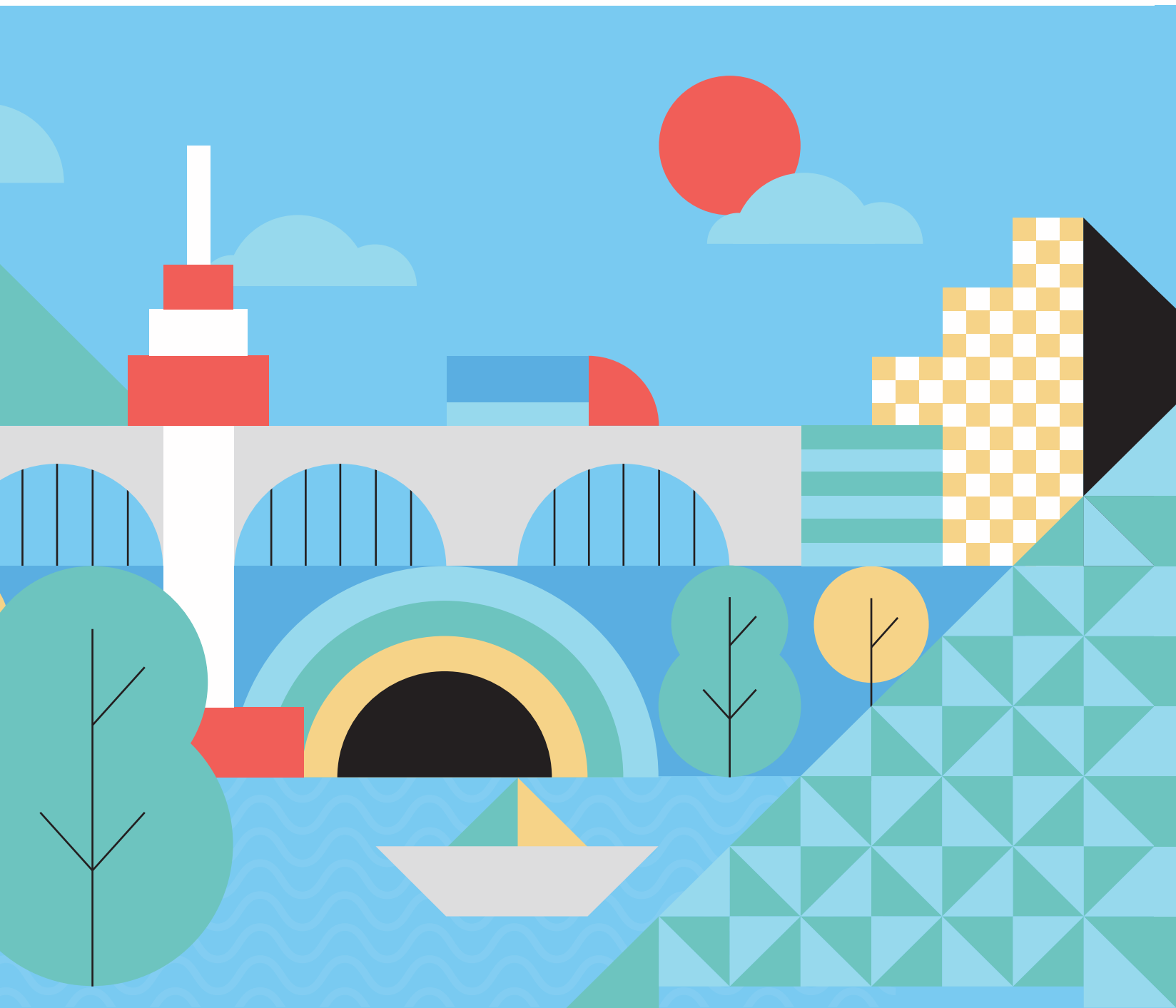


# PLUS SEOUL

## 2023 SUPPORT PROGRAM

A customized business event experience





## Seoul Tourism Organization

The Seoul Tourism Organization is a public organization tasked with attracting international visitors through the effective development, commercialization and marketing of Seoul's tourism resources.

It aims to strengthen Seoul's global competitiveness and increase the expertise and effectiveness of Seoul City's marketing projects to ensure their sustainability.

# SCB

## Seoul Convention Bureau

The Seoul Convention Bureau is a division at the Seoul Tourism Organization that represents the city in the international MICE industry and supports local business and associations for building strong and healthy ecosystem.

SCB is also dedicated to promoting Seoul as a complete convention city through a variety of global marketing activities and providing professional support for the attracting and hosting process.



## PLUS SEOUL

PLUS SEOUL is a support program provided by the Seoul Convention Bureau to bring the highest satisfaction to MICE participants with authentic experiences whether the event is online or on-site.

It is a promise to boost the business event experience with lasting stories and bonds when it takes place in Seoul.



## SEOUL MICE ALLIANCE

The Seoul MICE Alliance is a public-private partnership established by STO and the City of Seoul to foster the MICE industry.

It is consisted of more than 300 companies specialized in the Seoul MICE industry. It covers the entire MICE industry in 10 categories, including convention centers, hotels, unique venues, PCO, DMC, entertainment, shopping, transportation, MICE services, and exhibitions.

# Reasons to Choose Seoul



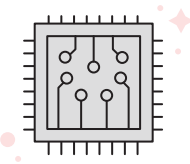
**Global Business  
Event Destination**



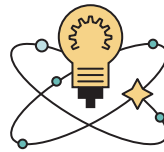
**Sustainable  
MICE City**



**Grounded MICE  
Infrastructure**



**Hybrid-  
Tech City**



**Diversity &  
Inclusion City**



**Convenient &  
Safe City**

# Support Program Summary

	International Conferences	Corporate Meetings / Incentive Tours	PLUS CITIES
Financial Support	○	○	○
Comprehensive Support	○	○	○
Unique Venue	○		
Seoul MICE Safe Zone Services	○		
Seoul MICE Support	○		
Meeting Technology (Virtual Seoul 2.0)	○	○	

# International Conferences

## Eligibility Criteria



From more than  
3 countries



Over 100 total delegates,  
over 50 foreign delegates



2 days or longer

\* Not eligible for : 1) Events organized by social clubs, fan clubs, or religious organization  
2) A simple competition, contest, game, lecture, webinar or job training session alone

## Supports in Stages

Attracting Stage



Promoting Stage



Hosting Stage

Supporting local bidding(organizing) committee

Supporting both  
local organizing committee  
and host organization

Attracting international  
conferences to Seoul to be the next  
destination in bidding process

Promoting Seoul after  
the final decision is made

Hosting international  
conferences in Seoul in 2023

- ◆ All the application should be prepared and submitted by a **local organization**, and the financial support from SCB will be provided to the **local organization**.
- ◆ Application should be submitted at least 2 months before the event begins.

Contact

Attracting Support

miceseoul@sto.or.kr

Promoting & Hosting Support

convention@sto.or.kr

## Support Details

The specific amount of financial support will be determined through both **quantitative** and **qualitative** assessments in the year of the event.

Stages	Attracting Stage	Promoting Stage	Hosting Stage
 <p><b>Financial Support</b></p>	<ul style="list-style-type: none"> <li>- Local organizing committee's overseas activities</li> <li>- Site inspection for executive members abroad</li> <li>- Hosting side events overseas</li> <li>- Producing online/offline promotional contents or souvenirs</li> <li>- Meeting technology system fee</li> <li>- PCO management fee</li> </ul>		<ul style="list-style-type: none"> <li>- Venue rental</li> <li>- Inviting overseas speakers</li> <li>- Hosting side events</li> <li>- Producing online/offline promotional contents or souvenirs</li> <li>- Meeting technology system fee</li> <li>- PCO management fee</li> </ul>
 <p><b>Comprehensive Support</b></p>	<ul style="list-style-type: none"> <li>- Site inspection</li> <li>- Letter of support</li> <li>- Support local organizing committee in bidding process</li> <li>- Seoul Welcome Kit</li> </ul>	<ul style="list-style-type: none"> <li>- Promotional photos &amp; videos</li> <li>- Seoul Welcome Kit</li> </ul>	<ul style="list-style-type: none"> <li>- Seoul City Tour Program / Seoul Tourism Booth ( For more than 400 foreign participants )</li> <li>- Seoul Welcome Kit</li> </ul>

# Corporate Meetings & Incentive Tours

Description	
<b>Corporate Meetings</b>	A Group(or groups) entering Seoul to host a corporate meeting
<b>Incentive Tours</b>	A Group(or groups) entering Seoul for a tour with all expenses covered by the corporate

## Eligibility Criteria



Over 20 overseas visitors



More than 2 consecutive nights in Seoul



More than 2 services from SMA members\*

\* Not Eligible for social clubs, fan clubs, religious organization, or student groups

\* more than 2 services from Seoul MICE Alliance members are counted in, including 1 service to be paid

## Support Details

	<b>Unique Venue</b>	Applicable for a rental or service fee of unique venue listed in Seoul MICE Alliance
<b>Seoul Welcome Kit</b>	<b>Tourist Attractions Admission/ Tourist Program</b>	<ul style="list-style-type: none"> <li>- Admission fee of tourist attractions in Seoul</li> <li>- Bus rental fee to move around Seoul</li> <li>- Seoul MICE teambuilding program fee</li> </ul> <p>* Hanbok rental, cooking class, K-pop dance class, performance and more</p>

\* Worth KRW 20,000 per person

<b>Contact</b>	<p>pluseoul@sto.or.kr</p> <p>* Applications can be prepared and submitted by local partners and must be submitted at least one month prior to the event</p>
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# PLUS CITIES

## Eligibility Criteria



Over 20 overseas  
visitors



More than 2 nights  
in Seoul



More than 1 night  
in partner cities.

\* 8 PLUS CITIES partners : Gangwon-do, Gwangju Metropolitan City, Gyeonggi-do, Gyeongsangnam-do, Daejeon Metropolitan City, Incheon Metropolitan City, Jeollabuk-do, Chungcheongbuk-do

\* Not Eligible for social clubs, fan clubs, religious organization, or student groups

## Support Details

### 1 Seoul Welcome Kit

### 2 Financial Support

Seoul  
Financial  
Support  
Program



Transportation



F&B



Souvenirs



Attraction  
admission



Venue rental

\* Choose 1 of 5 items

- 2 or 3 nights in Seoul : Worth KRW 20,000 per person

- 4 nights and more in Seoul : Worth KRW 30,000 per person



Partner Cities  
Support Program

Refer to each partner cities' individual support program.



Contact

othercity@sto.or.kr

\* Applications can be prepared and submitted  
by local partners and must be submitted at least one month prior to the event

# Unique Venue Revitalizing Support

<b>Eligibility Criteria</b>	✓ A conference or an exhibition hosted at a unique venue listed under the unique venue category of Seoul MICE Alliance
	✓ Over 100 total delegates, over 50 foreign delegates
	✓ Stay more than 2 night in Seoul
<b>Support Details</b>	✓ 20,000 KRW per participant
	✓ A rental or service fee of unique venue
	✓ Maximum amount is 5,000,000 KRW per application
	✓ Paid to the local partner

<b>Contact</b>	micecontents@sto.or.kr	 Search Unique Venue	 Download Unique Venue PDF
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# Seoul MICE Supporters

Eligibility	Details
✓ International conferences	✓ 50% of labor cost per supporter
✓ Exhibitions	
✓ Seoul city hosted MICE events	

<b>Contact</b>	mice.specialist@sto.or.kr
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# Virtual Seoul Platform

A virtual meeting platform for all MICE events including a conference, a corporate meeting with break-out sessions, an exhibition and a PSA system.

A Content Management System provides the most convenience to event planners as it helps manage digital contents on the platform on their own.



**Contact**

[vsp@sto.or.kr](mailto:vsp@sto.or.kr)



Go to  
Virtual  
Seoul

# Seoul MICE Safe Zone Services

<b>Disinfecting Venue</b>	<b>Eligibility</b>	International conferences
	<b>Details</b>	Once a day during the hosting period
<b>Quarantine Gate</b>	<b>Eligibility</b>	International conferences & Exhibitions
	<b>Details</b>	Maximum 2 gates and for 7 days per event

**Contact**

[safemice@sto.or.kr](mailto:safemice@sto.or.kr)

# PLUS SEŌUL

#PLan\_with\_US for your successful business event  
#PLay\_with\_US for lasting bonds and memorable stories in Seoul.



Get in touch with the Seoul Convention Bureau

Email: [pluseoul@sto.or.kr](mailto:pluseoul@sto.or.kr) | [www.miceseoul.com](http://www.miceseoul.com)

Find us on:   



# VIRTUAL SEOUL 2.0

## The Ultimate 3D Virtual Event Platform

Customizing your event is at your fingertips with  
**Virtual Seoul 2.0.**

Total event solutions are provided such as e-conference, exhibitions,  
PSA meetings, network building sessions and more.

- Experience it yourself
- How to apply to use it
- Contact info

Please visit [virtualseoul.or.kr](http://virtualseoul.or.kr)

Apply on the website of the Seoul Convention Bureau through your partner in Seoul.  
Host your event after customizing the platform to your liking using Content Management System.

 [miceseoul.com](http://miceseoul.com)

 [vsp@sto.or.kr](mailto:vsp@sto.or.kr)

M! SOUL S=♥UL

sto SEOUL  
TOURISM  
ORGANIZATION

(SCB) [www.miceseoul.com](http://www.miceseoul.com)

(STO) [www.sto.or.kr](http://www.sto.or.kr)

