

Korea Tourism Organization Updated COVID-19 Support Program for International Conventions

(2020.11, Korea Tourism Organization MICE Marketing Team)

□ Purpose

- Promotion of the MICE industry by temporary easing of the eligibility criteria for international convention support program.

□ Notes

- The above project period can be changed depending on the termination period of COVID-19, and the project may be terminated early depending on budget status.

1 Updated International Convention Support Program

1) Eligibility

Previous International Convention Eligibility	1. A conference hosted by an international organization or affiliate, with a minimum of <u>300 total attendees</u> with at least <u>100 foreign attendees</u> from <u>minimum 5 different countries</u> , lasting <u>3 days or longer</u> . 2. A conference hosted by an organization that is not a member of an international organization, with a <u>minimum of 150 foreign attendees</u> , lasting <u>2 days or longer</u> .
Updated International Convention Eligibility	1. <u>Minimum 100 total attendees</u> with <u>at least 50 foreign attendees</u> 2. Lasting <u>1 day or longer</u>

※ Updated eligibility criteria will apply upon continuation of the infectious disease

※ Detailed standards are stipulated in the 「Announcement on the types of international conventions and the procedures for managing support funds, etc.」

2) Support Criteria

- ① Criteria for participants: Total number of domestic and foreign online and offline participants
- ② Criteria for event type: Including offline and online (hybrid) events
 - * Change conditions based on the above criteria when calculating subsidy

3) Support Type

(1) A Type

- Eligibility : Conventions held between November 10, 2020 and June 30, 2021 that meet the eligibility criteria
- Support Type : Support within the limit according to guidelines

(2) B Type

- Eligibility : Conventions held between April 13, 2020 and November 9, 2020 that meet the eligibility criteria
- Support Type : Support within the limit depending on group size
- Process : Application→Examination→Approval→Report→Deposit
- Support Items : Only items under original and new support items
- Application Period : **By December 10th, 2020** (strict deadline)
- ※ The application period can be changed depending on the termination period of COVID-19
- ※ May be terminated early depending on budget status

4) Support Amount

Size	Number of Attendees	A Type Support Amount	B Type Support Amount
Small	over 100 ~ under 500	Support within the limit according to guidelines	Up to 5 million won
Medium	over 500 ~ under 1,000		Up to 10 million won
Large	over 1,000 ~ under 2,000		Up to 20 million won
Extra-Large	over 2,000		Up to 20 million won

2 New Support Items for International Conventions

1) Support for digital technology use related to international conventions

- Support Items : New support for the use of digital technology including online business meeting platform, 1:1 matching program fees, online participant registration fees, online conference equipment rental fees

- * However, excludes purchase of items for the purposes of asset acquisition, including programs to develop online meeting systems

- * Duplicate support with CVBs not possible

2) Venue Rental Fee Support

- Support Items : Additional support for venue rental fees in the case of requiring extra meeting space to comply with social distancing guidelines

- * Duplicate support with CVBs not possible

※ Other

- Among the special support items updated on April 16, 2020, quarantine(sanitary) items for the purpose of preventing and inspecting infectious disease will be supported as before.

Additional Support for Operation of International Conventions (* Applies only to conventions held after November 10, 2020)

1) Rental fee support for conventions held at Unique Venues

- Support details : International conventions hosted this year at a Unique Venue selected by KTO and local governments will receive support within 50% of the rental fees
- Application process : Fill out the additional application form for the Unique Venue rental fee support and attach it to the original support form

Size	Support Amount	Maximum Support
Small	50% of rental fees	5 million won
Medium		10 million won
Large		15 million won

- * Recipients of the Unique Venue rental fee support will not receive Unique Venue points towards original subsidy (requires prior consultation with KTO)
- * Plan and proof of rental required

2) Support for COVID-19 Prevention Operating Personnel

- Support Details : Support for labor costs of on-site workers for the prevention of COVID-19 at international conventions
- Application Process : Fill out the additional application form for Support for COVID-19 Prevention Operating Personnel and attach it to the original support form

Size	Supported Personnel	Support Amount	Support Period
Small	5 people	100,000 won/per person/per day (includes meals)	Throughout convention period
Medium	10 people		
Large	15 people		

- * Only the official program period will be recognized, and support is only provided for the actual number of operating personnel

3) Support for participation fees for on/offline PR booths related to international conventions

- Support details : Support for up to 50% of rental fees for on/offline PR booths of companies participating in conventions with maximum support of 5 million won

- Application Process : PR companies participating in international conventions this year apply directly to KTO

* Support for up to 10 companies per convention

※ Other

- Support provided in addition to original subsidy