

2012 APRC CONFERENCE SEOUL

DRIVE THE SMART FUTURE

We are pleased to invite you to the 2012 APRC CONFERENCE SEOUL KOREA. The main theme of this year is 'Drive the Smart Future'. Digital environment is spreading very rapidly nowadays. Given that situation, it should be worthwhile to discuss about the present and future of our research industry within Digital Environment. This theme is believed to drive very productive research and discussion in the coming Seoul conference.

Date

19 October 2012

Venue

The Plaza Hotel Seoul

Address: 119 Sogong-ro, Jung-gu, Seoul Korea 100-864
 Phone: +82-2-771-2200, Fax: +82-2-755-8897
<http://www.thehotelplaza.com>

Program		
10:00-10:20	Opening keynote speech	KORA chairman, APRC chairman
10:20-11:00	Presentations by APRC member association representatives	leaders of each national associations
11:00-12:30	Session I: Insights from the APRC collaborative research projects in APRC regions	presentaion & pannel discussion
12:30-13:30	Lunch Break	
13:30-16:10	Session II: Presentation by 8 APRC representatives	AMRS/AMSRO, CMRA, CMRS, JMRA, KORA, MSRM, MRSS, TMRS
16:10-16:30	Coffee Break	
16:30-17:30	Special Presentation	guest from Korean clients: Samsung Electronics, LG, CJ, etc.
17:30~18:00	-Closing keynote speech -Special message from TMRS for 2013 APRC CONFERENCE IN THAILAND	-APRC chairman -TMRS chairman
18:20~20:30	Gala dinner including cultural performance	all participants

Accommodations

We will offer exclusive package for The Plaza Hotel and the other nearby hotels at the special price. If you consider finding accommodation, please contact to each hotel by **7th September**. When making the reservation, please let them know that you are an APRC conference participant.

Hotel	Room Rates	Contact Detail	Location
The Plaza Hotel	260,000 KRW -Deluxe room -10% service charge & 10% VAT will be added	Tel:+82-2-778-7478 iamsonice@hanwha.co.kr http://www.hotelplaza.com	Venue of conference
Fraser Place Central Seoul	160,000 KRW -Studio room -10% VAT will be added	Tel:+82-2-2220-8000 stanley.kim@frasershospitality.com http://www.fraserplace.co.kr	10 minutes by walk
Lamada Hotel & Suites Seoul Namdaemoon	142,000 KRW -Superior room -10% service charge & 10% VAT will be added	Tel:+82-2-2119-8900 rsvn@lamadapnp.com http://www.lamadapnp.com	5 minutes by walk

Conference Fees

Conference fee: 400,000 KRW/person (including lunch on October 19, drinks/dinner on October 18, 19) This special offer is only valid if you register via the research association of your Country/Region. The original fee is 800,000 KRW/person.

Registration & Payment

If you wish to register for the Conference, please contact your local research association; AMRS/AMSRO [Australia], CMRA [China], CMRS [Chinese Taipei], JMRA [Japan], MRSM [Malaysia], MRSS [Singapore], TMRS [Thailand].

If you would like to attend the conference, please fill in the attached form and send back to KORA by email **kora2012@ikora.or.kr** or fax to **+82-2-546-2370** by **21th September**.

Please make the payment by wire to the account or in cash when registering in the conference venue.

Exhibit Sponsors

Exhibit sponsors will have display booths set up in the hotel lobby, and their ad featured among the handout materials and will be entitled to have 2 representatives to attend the conference without fee. (The good location booths are available on a first come, first served basis)

Fee per booth: 2,000,000 KRW

Sponsors Featured on Handout Materials

Sponsors will be featured in the handout materials which are to be distributed on the conference day and will have the following options to choose from.
Sponsors will be offered 1 representative to attend the conference free of charge.

Full page article ad: 1,000,000 KRW

Please submit your application for sponsorship **by 7th September.**

APRC Social Events

To develop the strong cooperative relationship and the mutual friendship between the APRC member associations, KORA organize two kinds of programs.

Time & Date: 9am- 6pm, Saturday, October 20, 2012

- 1) **City tour**(Expecting 10 people to participate)
 - Touring the must-see places in Seoul Metropolitan by a tour bus with the professional tour agency
 - Representative tour course: Kyungbok Palace, Korean Folk Village, Hanok Village, Museum etc.
 - Approximate expense: 240,000 KRW per person (Including Korean traditional lunch, entrance fee, rental fee for bus, guide fee etc.)

- 2) **APRC golf championship**(Expecting 24 people to participate)
 - Renting a tour bus for foreign participants excluding the domestic members and moving to the Golf Club, located in the suburbs of Seoul
 - This is to develop the mutual friendship between domestic members and foreign members by placing them in a same team as 2:2
 - Approximate expense: 350,000 KRW per person (Including green fee, caddy fee, cart fee, rental clubs, transportation, lunch etc.)

Please fill out the attached registration form by September 28.

See you all in October in Seoul ☺

