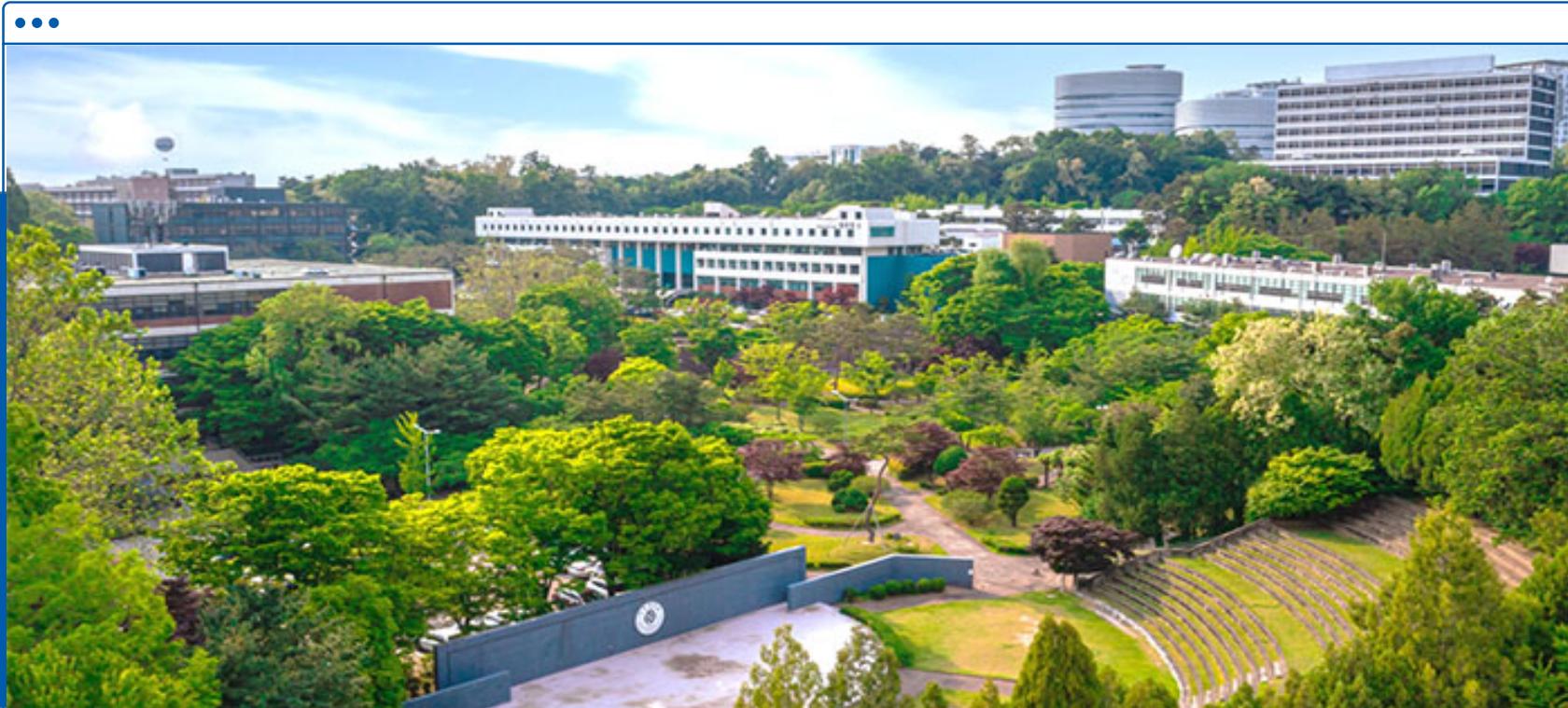


→ 3단계 산학협력 선도대학 육성사업

아주 글로벌 미래 혁신기술 사업화전략 사업(CES 2023) 참가신청 안내

2022.07.





• 참가신청 순서

- ① KOTRA 통합한국관 참가 신청
- ② CES 전시회 참가 신청
- ③ LINC사업팀으로 참가 신청 확인 메일 발송(mrkimds@ajou.ac.kr)
- ④ CTA 심사 결과(승인/미승인)에 따른 후속절차 진행
- ⑤ 최종참가 기업으로 선정 후 CES 2023 전시 준비 진행

CES 2023 참가신청 절차

참가신청 순서 안내-KOTRA통합한국관 참가 신청

• KOTRA 통합한국관 참가 신청 – 신청주소 <https://www.peoplensvalue.com/ces2023kotra/>

– 통합한국관 참가신청 업체의 CTA 승인진행 Process 모니터링을 위한 정보제공



CES2023 kotra 통합 한국관(Eureka Park) 참가 신청

아래의 조건을 꼭인후 Eureka Park 한국관에 참가하실 업체는 본 양식을 작성해 주시기 바랍니다.

참가신청은 다음 기준에 따라 평가됨.

1. 전시할 기술은 소비자 기술 분야에 적용 가능해야 함. 소비자들에게 도움이 되는 기술이어야 유레카파크에 참여 가능함.
(The technology displayed must be applicable to the consumer technology space: If you dream that your technology would benefit consumers one day, then you belong in Eureka Park.)
2. 2022년 1월 1일 이후에 출시한 제품이 첫 번째 제품이어야 함. 이전에 출시된 제품이 있는 스타트업은 참가 불가능함
(If a company has launched its first product, it must have been launched on or after January 1, 2022. Any startups with products that launched before this date will not be considered)
3. 크라우드펀딩 캠페인, 사전주문, 베타단계의 제품도 참가 가능함
(Crowdfunding campaigns, pre-orders and beta stage are allowed)
4. 제품이나 서비스는 혁신적이어야 하며 시장에 큰 영향을 줄수 있어야 함.
(Your product or service must be innovative with the potential to make a profound impact on the market.)
5. 기술은 시제품이나 소프트웨어 모형으로 시연 가능해야하며 제안서/컨셉 출품물은 안됨.
(The technology must be demonstrable as a prototype or software mockup; no paper or concept entries.)
6. 참가사는 OEM 또는 ODM이 아닌 자체 브랜드 이름으로 완제품을 전시해야함
(You must display finished goods and under their own brand name(s) rather than as an OEM or ODM)
7. 처음 참가하는 업체여야 함
(Must be a first-time exhibitor)
8. 두 번째 참가를 희망하는 경우 1-7번까지 Criteria를 충족하는 경우 2회까지 참가가 고려될 수 있음.
(Eureka Park alumni companies will be considered to exhibit for a second year in Eureka Park as long as all other entry criteria are met.)
9. 스타트업의 경우 유레카파크에 최대 2회만 참가 가능함
(Startups are limited to a maximum of (2) years in Eureka Park.)

CTA는 참가기준 및 계약의 약관을 준수하지 않는 참가업체의 계약을 취소할 권리가 있음
(CTA reserves the right to cancel exhibitors who do not adhere to these entry criteria and/or the terms and conditions on the space contract.)

신청경로(참가 및 예산지원처) *

- KOTRA
- 아주대학교** ★신청경로(참가 및 예산지원처) “아주대학교” 선택
- 창원산업진흥원
- 인천광역시
- 충청남도
- 경남테크노파크
- 경남창조경제혁신센터
- 부산경제산업진흥원
- 경기도(GBSA)
- 용인시(GBSA)

참가제품 카테고리 *

- 5G AND INTERNET OF THINGS (IOT)
- ADVERTISING, ENTERTAINMENT & CONTENT
- AUTOMOTIVE
- BLOCKCHAIN
- HEALTH & WELLNESS
- HOME & FAMILY
- IMMERSIVE ENTERTAINMENT
- PRODUCT DESIGN & MANUFACTURING
- ROBOTICS & MACHINE INTELLIGENCE
- SPORTS
- STARTUPS

참가제품 카테고리 중복 선택가능(최대 3개)

제품명(국문) *

내 답변 여러 제품 출품 시, 이름 나열하여 기재

• CES 전시회 참가 신청 Process

① 양식 작성

- Group Leader Authorization Form작성

CES 2023 EUREKA PARK GROUP LEADER AUTHORIZATION

This form is not legally binding and CES reserves the right to deny companies from participating should all exhibitor criteria not be met. Fields marked with * are mandatory. Please contact eureka@cta.tech with questions or concerns.

Consumer Technology Association

EXHIBITOR INFORMATION

Company name*

Address line 1*

Address line 2

City*

State/Province*

Country*

Postal code*

Company website*

Technology Represented* (category list will appear below when box is selected)

EUREKA PARK GROUP LEADER

Business France - La French Tech

CIA

CIMAS

GREAT Britain and Northern Ireland Pavilion C/O Tradefair

Greenlog Content Agency

Hong Kong Trade Development Council

International Boost

Israeli Pavilion

Italian Trade Agency

Japan (J-Startup)

Japan Tech Project

Korea Advanced Institute of Science and Technology (KAIST)

Korea ICT Association (KIETA)

Korea Institute of Science and Technology (KIST)

Korea Institute of Startup & Entrepreneurship Development (KISEED)

Korea Pavilion (KOTRA)

National Information Technology Development Agency

Netherlands Pavilion - Tech Solutions for Global Challenges

North Carolina Startup Pavilion

Plug and Play LLC

Samsung Electronics Co., Ltd. (C-Lab)

SeongNam Industry Promotion Agency

Seoul Metropolitan Government

Switzerland

Taiwan Tech Arena

Tandem Launch Inc.

Thai Trade Center, Los Angeles

Waltons Export-Investment Agency

Other

EXHIBITOR CONTACT INFORMATION

By supplying personal information on this form, you certify that you have consent from the individual(s) to provide personal information on their behalf and agree it is necessary and legitimate to collect this information to execute this form. The contact person will receive communication related directly to Eureka Park and CES 2022. If applicable, information on individual rights is included as part of CTA's Privacy Policy accessible here: [cta.tech/anding/Pages/Policies/Privacy-Policy](#)

Salutation*

First name*

Last name*

Job title*

Email*

Mobile*

Phone*

Fax

SIGNATURE

Authorized Company* Eureka Park Group Leader Representative (print): **Tae Kim**

Representative (print): Signature: **tae kim**

Signature: Title: **Deputy Director**

Title: Date: **06/27/22**

Date: Date: **06/27/22**

*By signing this form, I acknowledge official representation of the authorized company. As the Eureka Park Group Leader, I agree to service the company wholly and strictly abide by the terms and conditions of the CES exhibit space contract on behalf of the company.

②-1 홈페이지 접수

- Select Your Application Type항목에서 “Startup Exhibiting with Group” 선택
- 직인 날인 된 서류 업로드 (Group Leader Authorization Form)

Apply to Exhibit at Eureka Park

See entry criteria.

Application Type

Select Your Application Type*

Startup Exhibiting with a Group

Individual Startup

Startup Exhibiting with a Group authorization form*

Choose File
Remove File
No File Chosen

File uploads may not work on some mobile devices.

What is a Group Authorization Form?

- Your group leader has an authorization form that you will need to fill out, have countersigned and attach it to the Eureka Park application before you can start completing the information
- The purpose of this is to ensure that you are approved to apply under your group leader's pavilion.
- Any questions on this can be sent to eureka@cta.tech

Save and Resume Later

Progress

②-2 홈페이지 접수

- Corporate Information 작성
- CES Participation 작성
- Awards and Other Information 작성

Corporate Information

Use up to three key personnel (not over the management of the company or financial development interests)

Key Personnel

First Name*

Last Name*

Title*

Relationship to the organization*

Do you need to add a second person? *

Yes

No

When is your key corporate contact's availability for your company and any are you different? *

Available from (mm/dd/yyyy) to (mm/dd/yyyy)

When will you see your contact's availability? *

Yes

No

List up to three founders of your company.

Founder 1

First Name*

Last Name*

Title*

Relationship*

Address line*

Do you need to add another founder? *

Yes

No

Are you a company representative of the organization? *

Yes

No

Is your company currently generating revenue? *

Yes

No

CES Participation

Has your company participated in Eureka Park in the past? *

Yes

No

Do you have a patent(s) for the product/technology you will be exhibiting at Eureka Park? *

Yes

No

Product #1

List all the products you would like to showcase at Eureka Park if you are selected. You can submit up to three products.

Product Name*

Product Description*

Product #1 search date for marketplace? *

Product #1 search date for marketplace

What product category best fits your product? *

Sample Measure

If "Other," please provide the industry sector.

Is your product a sexual technology product? *

Yes

No

Is your product a technology that involves COVID? *

Yes

No

Please provide a PDF that contains additional information such as product description, prototype, etc. or other you plan to exhibit at CES 2023. *

Choose File Remove File No File Chosen

Do you need to add a second product? *

Yes

No

Is your company currently generating revenue? *

Yes

No

Awards and Other Information

Please share any additional information you think will be helpful as we evaluate your application for Eureka Park.*

Minimum character limit: 100

Would you like information about becoming a CTA member? *

Yes

No

Please check to confirm*

Yes, I would like to receive emails from the Consumer Technology Association (CTA) about exhibiting at CES events.

No, I would like to receive emails from the Consumer Technology Association (CTA) about additional CES events.

By clicking "Apply to exhibit" on this application, I agree that all of the information provided within is correct and that my company's submission is a consumer technology product.

[Save and Resume Later](#)

APPLY TO EXHIBIT

AJOU UNIV. 1973 3

• CES 전시회 참가 신청 Process – 홈페이지 신청 접수 1

- 신청 링크: <https://www.ces.tech/Exhibitor/Exhibits-and-Meeting-Space/Apply-to-Exhibit-at-Eureka-Park.aspx#apply>

Application Type

1 Select Your Application Type*

Startup Exhibiting with a Group

Individual Startup

Startup Exhibiting with a Group

Group Leader Authorization Form

2 Choose File Remove File No File Chosen

File uploads may not work on some mobile devices.

What is a Group Authorization Form?

- Your group leader has an authorization form that you will need to fill out, have countersigned and attach it to the Eureka Park application before you can start completing the information
- The purpose of this is to ensure that you are approved to apply under your group leader's pavilion.
- Any questions on this can be sent to eurekapark@cta.tech

3 Save and Resume Later

Progress

① Select Your Application Type 항목에서

“Startup Exhibiting with Group” 선택

② “Choose File” 버튼 클릭하여,

직인 날인 된 서류(Group Leader Authorization Form) 업로드

③ 녹색 화살표 버튼 클릭하여 다음 페이지로 이동



Save and Resume Later

각 페이지에 생성되는 “Save and Resume Later” **임시저장** 버튼 클릭 시,
Group Leader Authorization Form 재 업로드 필요(매회 저장 진행 시)

• CES 전시회 참가 신청 Process – 홈페이지 신청 접수 2

The screenshot shows a registration form titled "Basic Contact Information". It contains various input fields for personal and company details. Three steps are highlighted with purple circles and numbers:

- 1**: The entire form area is outlined in purple.
- 2**: A purple box highlights the "Save and Resume Later" button at the bottom of the form.
- 3**: A purple box highlights the navigation arrows (back and forward) at the bottom of the form.

① 각 업체별 세부 정보 기입하여 Basic Contact Information 작성

* 전체 항목 필수 기입

② “Save and Resume Later” 버튼 클릭하여, 임시 저장 가능

※ 5페이지 임시저장 관련 내용 참조

③ 녹색 화살표 버튼 클릭하여 이전/다음 페이지로 이동

This close-up shows the "Basic Contact Information" header and two dropdown menus. The first dropdown is labeled "Select your Geographic Region*" and has "Asia" selected. A red asterisk is next to it. Below it, the text "Your Group Name - Asia*" is shown. The second dropdown is labeled "Korea Pavilion (KOTRA)" and has "Korea Pavilion (KOTRA)" selected. A red asterisk is next to it. Below the dropdowns, the text "Groups are based on geographic area." is visible.

• CES 전시회 참가 신청 Process – 홈페이지 신청 접수 3

The screenshot displays a three-step application process for CES 2023. Step 1, 'Corporate Information', includes fields for key personnel (First Name, Last Name, Title, Role) and founders (First Name, Last Name, Title, Gender). Step 2, 'CES Participation', asks about previous participation, patents, and product details (Product #1 Name, Description, Launch Date, Category). Step 3, 'Awards and Other Information', includes a consent to receive emails from the Consumer Technology Association (CTA) and a final agreement to exhibit. A large green button labeled 'APPLY TO EXHIBIT' is prominently displayed at the bottom of the form.

① Corporate Information 작성

② CES Participation 작성

③ Awards and Other Information 작성



APPLY TO EXHIBIT

최종 제출 버튼 “APPLY TO EXHIBIT” 클릭 후,

「Confirmation:Eureka Park Application Received」 메일 수령 확인 필요



• CES 전시회 참가 신청 Process – 홈페이지 신청 접수 후

- 아주대학교 LINC 3.0사업단으로 참가 신청 완료 및 심사결과 메일 전달(e-mail: mrkimds@ajou.ac.kr)
- (신청완료 회신메일 예시)

-----Original Message-----

From: "eurekapark@cta.tech" <noreply+98d8d254f1ac7780@formstack.com>

To:

Cc:

Sent:

Subject: Confirmation: Eureka Park Application Received

「Confirmation:Eureka Park Application Received」 메일 수령 확인 필요

→ e-mail 확인 시, 담당자에게 메일 전달(mrkimds@ajou.ac.kr)

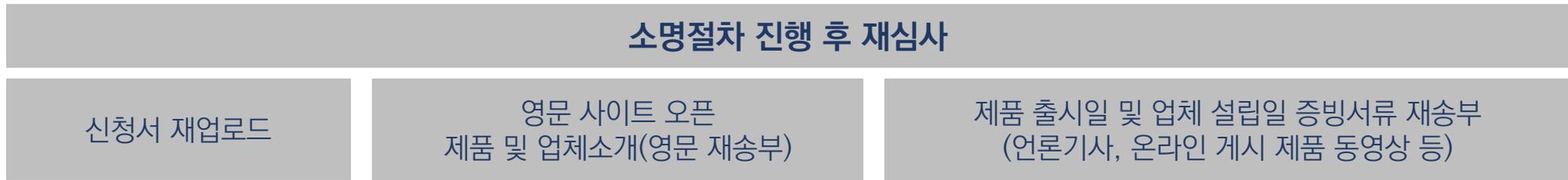
→ e-mail 미수령 시, 홈페이지 신청 재시도

Thank you for submitting your application for participation in Eureka Park. We will follow up in 2-3 weeks on your qualification status.

- CTA 심사 진행 및 결과통보(심사는 2~3주 소요)
 - Eureka Park 참가 승인 시, 아주대학교 LINC 3.0사업단 자체 심사를 거쳐 최종참가 결정
 - Eureka Park 참가 미승인 시, 사유에 따른 소명절차 진행(다음 page 참조)



• CES 통합한국관 신청 미승인 사유(예시)



소명 절차 이후에도 CTA 심사 결과가 “미승인”인 경우에는 참가 및 지원 불가

THANK YOU

감사합니다



아주대학교 LINC^{3.0}사업단
AJOU UNIV. Leaders in INdustry-university Cooperation 3.0