



# AIR FAIR 2026

CLIMATE TECH & AIR INDUSTRY FAIR 2026

2026. 4. 8(WED) - 10(FRI) | COEX Hall B



Organized by  KACA  KFAIRS

Sponsored by  Ministry of Climate, Energy and Environment

FREE US FROM FINE DUST

# Protecting our blue skies is now a responsibility we all share!

AIR FAIR invites you to be a global leader in the indoor and outdoor air industry, taking center stage in responding to climate change, advancing climate tech, and driving greenhouse gas reduction.



## Why AIR FAIR?

As the world confronts climate change, technological innovations are rapidly advancing. These activities support the sustainable growth of businesses, which is expected to strengthen national competitiveness and fuel future development.

AIR FAIR is the optimal marketing platform to present climate tech and air industry solutions, collaborate with the public to reduce greenhouse gases, deepen understanding of the indoor and outdoor air industry, and foster its development.

Join us at AIR FAIR, where the world is watching.



**Korea's largest professional exhibition representing climate tech and the air purification industry, leading the latest trends in the field.**

- In its 2nd edition, AIR FAIR marked a historic milestone with participation from 117 companies and more than 20,000 visitors, building on its 2018 debut with 90 companies and 12,000 attendees. Leading domestic brands—including LG, Samsung, Coway, CESCO, and Himpel—joined numerous SMEs, government agencies, and research institutions to showcase climate tech and indoor/outdoor air solutions, while highlighting the latest industry trends and innovations.
- Organized by the Korea Air Cleaning Association in partnership with professional exhibition organizer K-Fairs, AIR FAIR is officially supported by the Ministry of Climate, Energy and Environment. As a specialized exhibition, it brings the expertise and influence needed to drive progress in climate technology and the indoor and outdoor air cleaning industries.



**AIR FAIR offers exhibitors an effective business platform that attracts nationwide attention in Korea.**

- With more than 600 media features—including public TV, radio, daily newspapers, industry journals, and viral social media campaigns—AIR FAIR provides exhibitors with a powerful platform to showcase their brands and gain immediate public feedback in the climate tech and air purification sectors.
- The exhibition features a range of interactive experiences, from visualizing invisible fine dust particles to hands-on zones demonstrating the functions and importance of air purifiers, as well as mask-fitting stations. Alongside these activities, major academic conferences—including the Korea Society for Atmospheric Environment and the Korea Air Cleaning Association symposia—are held concurrently, creating valuable networking and marketing opportunities with both attendees and invited high-profile buyers.



**A premier platform showcasing the strengths of Korea's fine dust and air industry to the global market.**

- We create domestic and international marketing opportunities by connecting exhibitors with qualified buyers and facilitating business matching throughout the event.
- It serves as a comprehensive marketing tool, enabling participating companies to showcase their technological capabilities directly in a dedicated seminar hall within the exhibition venue.



## Exhibition Overview

**Title** AIR FAIR 2026  
CLIMATE TECH & AIR INDUSTRY FAIR

**Date** April 8 (WED) - 10 (FRI), 2026

**Venue** COEX Hall B (8,010m<sup>2</sup>)

**Scale** 120 companies, 300 booths

**Organizer** Korea Air Cleaning Association, K.Fairs ltd.

**Sponsor** Ministry of Climate, Energy and Environment, National Institute of Environmental Research, Korean Society for Indoor Environment, Korean Association for Particle and Aerosol Research, Korea Civil Movemental Associate for Customer's right, Global Eco News

**Homepage** [www.airfair.or.kr](http://www.airfair.or.kr)



## Exhibition Items



# AIR FAIR 2026

### Indoor Environment

#### Air Care Appliances

- Air purifiers, Humidifiers, Dehumidifiers, Air sterilizers
- Oxygen generators, Garment care appliances, Vacuum cleaners, Washing machines
- Electric ranges, Water purifiers and other household appliances, Rental home appliances with maintenance service

#### HVAC

- Ventilation equipment and systems, Air handling units (AHUs)
- Air conditioners and heating/cooling systems
- Heat exchangers, Air ducts
- Air circulators, Air curtains and clean-room-related equipment

#### Measurement and Instrumentation

- Fine dust measuring devices and equipment
- Environmental measurement sensors, Gas measurement sensors
- Fine dust visualization devices and gas detection cameras
- Air samplers and stack monitoring systems (TMS)

#### Hygiene & Disinfection Care

- Disinfection gates, Full-body sterilization machines, Air showers
- Masks, Hand sanitizers, Thermometers
- Thermal imaging cameras, and Fever screening devices

#### Pollution Control

- Fine dust forecasting and alert systems
- Air filters, Odor and Pollution removal systems
- Fine dust reduction equipment
- Other radon, VOCs, and NOx control systems

### Atmospheric Environment

#### Pollution Prevention

- Pollution prevention technologies for power plants and the energy industry
- Pollution prevention technologies for the steelmaking and ironmaking industries

#### Dust Collection

- Industrial dust collectors, Fine dust reduction equipment
- Air purification and ventilation systems
- Fugitive dust prevention systems

#### Hazardous Gas

- Volatile Organic Compounds (VOCs) reduction
- Odor and hazardous gas removal
- Exhaust gas scrubbing and purification equipment

#### Eco-Friendly Fuel

- Clean fuels and low-emission combustion technologies
- Hydrogen and fuel cell technologies
- Carbon Capture, Utilization, and Storage (CCUS) technologies

#### Transportation

- Vehicle emission reduction devices
- Electric vehicle (EV) and hydrogen vehicle technologies
- Emission reduction technologies for ships and aircraft

#### Monitoring

- Air pollution measurement and instrumentation devices
- Real-time environmental monitoring systems
- Emission monitoring systems

### Climate Tech

#### Eco-Tech

- Carbon reduction technologies (CO<sub>2</sub> capture and storage)
- Climate change prediction AI technologies

#### Food-Tech

- Eco-friendly technologies to address climate change
- Smart farm air quality management equipment technologies

#### Carbon-Tech

- Carbon capture, storage, and reduction systems
- Direct Air Capture (DAC) technologies
- Carbon Capture, Utilization, and Storage (CCUS) technologies

#### Clean-Tech

- Eco-friendly clean energy technologies
- Carbon Capture and Storage (CCS) technologies
- Carbon emission monitoring and response sensor technologies

#### Geo-Tech

- Climate monitoring and prediction systems
- Weather information and disaster prevention facilities and systems
- Carbon emission measurement and data collection systems



## Target Audience

- Offices of Education and facility managers of kindergartens, elementary, middle, and high schools nationwide
- Public institutions and government officials in environment and health-related sectors
- Professionals in architecture, construction, and facility management
- Facility managers from department stores, large supermarkets, and shopping malls
- Facility managers of manufacturing sites and factories
- Other professionals in the fine dust and air industry
- General visitors interested in fine dust and atmospheric environment



## Simultaneous & Concurrent Events

### Air Day Celebration



- Air Day Awards Ceremony Honoring Distinguished Contributors
- Air Day Contest Awards Ceremony
- Good Air City & School Awards Ceremony
- Other Air Day Performances

### Events



- AIRFAIR Awards 2026
- Climate Tech & Air Industry Experience Zone
- Special Events by Exhibiting Companies
- AIR FAIR Lucky Draw
- Additional Events & Activities

### Conferences



- Korean Society for Indoor Environment Symposium
- Korean Society for Atmospheric Environment Symposium
- Seminars & Forums by Related Societies
- Technical Seminars by Exhibiting Companies
- Government Research Project Presentations



## Exhibition Results

### Participating Companies



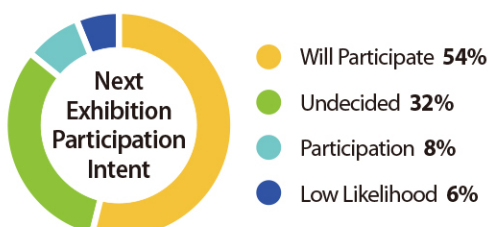
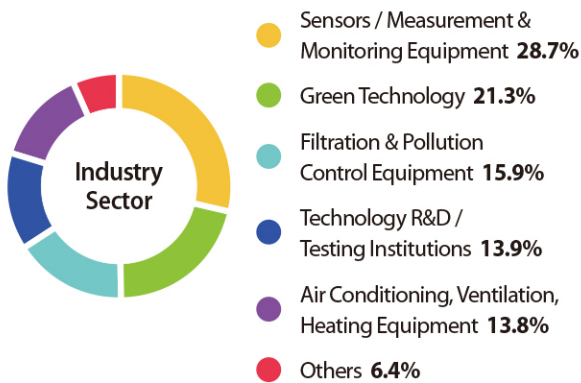
### Booths



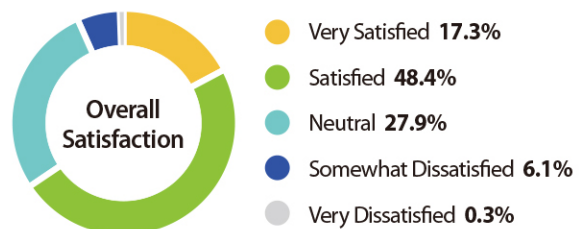
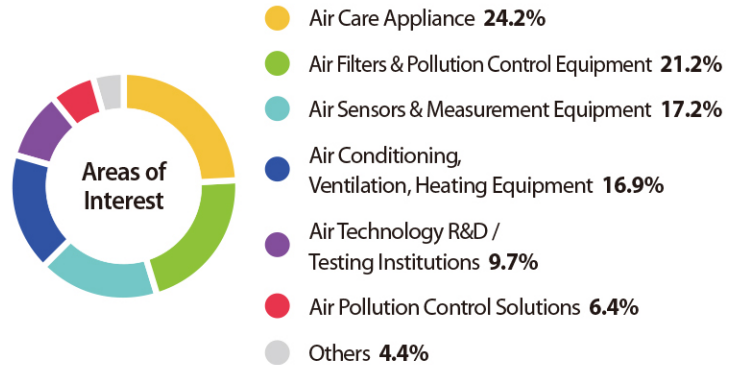
### Visitors



### Exhibitor Profile

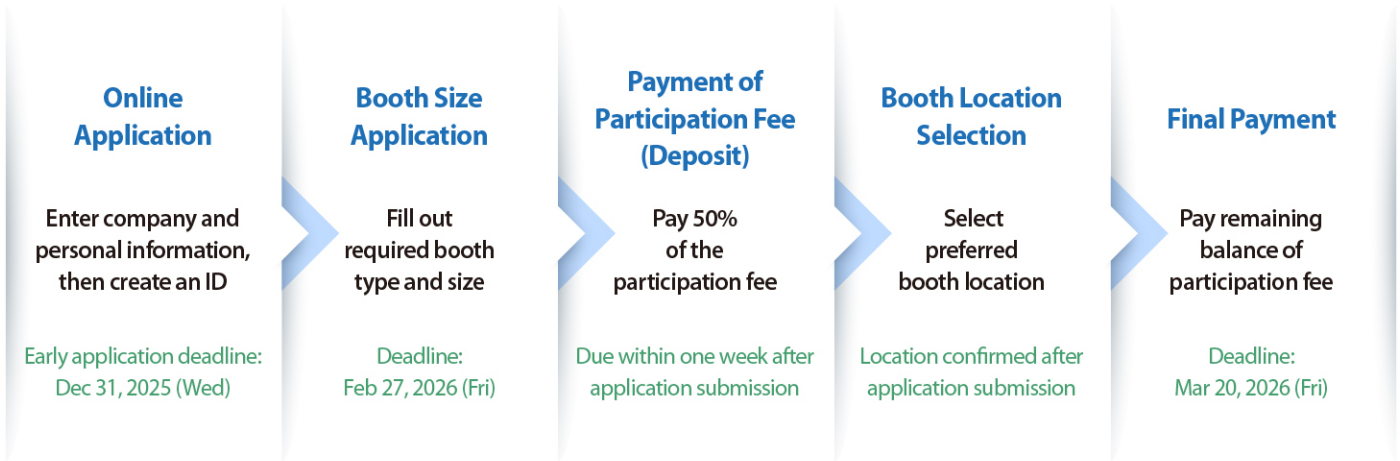


### Visitor Profile





## Exhibitor Application Guide



※ Applications will close early once all booths are booked



## Participation Fee Information

Booth Type	Price per booth	Booth Size	Notes
Shell Scheme	3,500 USD / booth	1 booth = 9m <sup>2</sup> (ex: 3m×3m)	Includes installation cost
Raw Space	3,000 USD / booth		Floor space only
Premium Booth	4,200 USD / booth		Includes block structure design


※ Shell scheme booths can be applied in units of 9m<sup>2</sup>

※ Raw space and premium booths require a minimum of 2 booths (18m<sup>2</sup>)

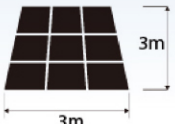
▶ Booth locations shall be determined by the Secretariat, taking into consideration the order of application (based on deposit payment), booth size, group pavilions, product zones, and other relevant factors. Exhibitors shall have no right to object to the booth allocation, nor shall they transfer or assign the allocated exhibition space to any third party.




## Booth Information



**Includes**  
Wall panels, Fascia board (1EA),  
Booth nameplate (1EA)  
Floor carpet (9m<sup>2</sup>), Spotlights (100W X 2),  
Fluorescent lighting (1kW),  
Double socket (1EA),  
Information desk and chairs

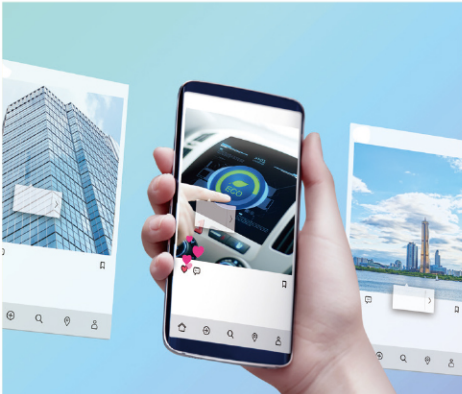


**Includes**  
Floor space only (3m X 3m)  
Booth design and construction  
commissioned directly by the exhibitor  
to a professional contractor.



**Includes**  
Block-type structure with signage  
Lighting, Information desk,  
and Socket

## Online Promotion Plan



Social Marketing Promotion

- Operation of AIR FAIR's official Instagram and Facebook accounts
- By focusing on social media promotion, the exhibition is promoted to both the public and businesses, along with the products of participating companies.



Other Online Media & Social Commerce Promotion

- Advertise through specialized media such as Electronic Times, participating companies are supported with direct video and article advertisements
- Promote through social media channels, blogs, and related communities using viral marketing.
- Promote through Google banners and linkages with other web portals



Website & Email Promotion

- Publish related articles, exhibitor information, and event schedules on the official website.
- Send regular email newsletters to our subscriber database

## Offline Promotion Plan



Media Promotion

- Promotion through broadcast media such as TV and radio
- Promotion via general and industry-specific magazines, along with press releases for media coverage



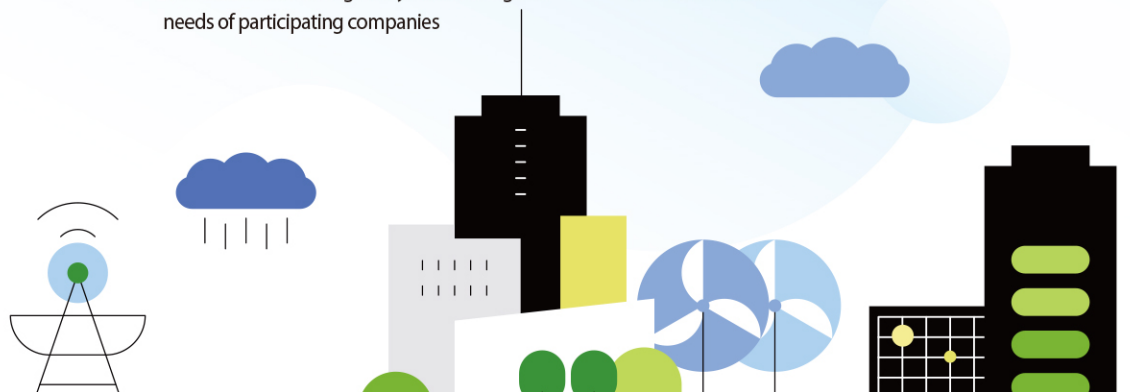
Utilization of Organizer's Domestic & Overseas Exhibitions

- Overseas promotion through the organizer's 32 overseas branches and agents
- Promotion in collaboration with related organizations, including Offices of Education, local governments, and various associations
- Direct attraction of target buyers reflecting the needs of participating companies



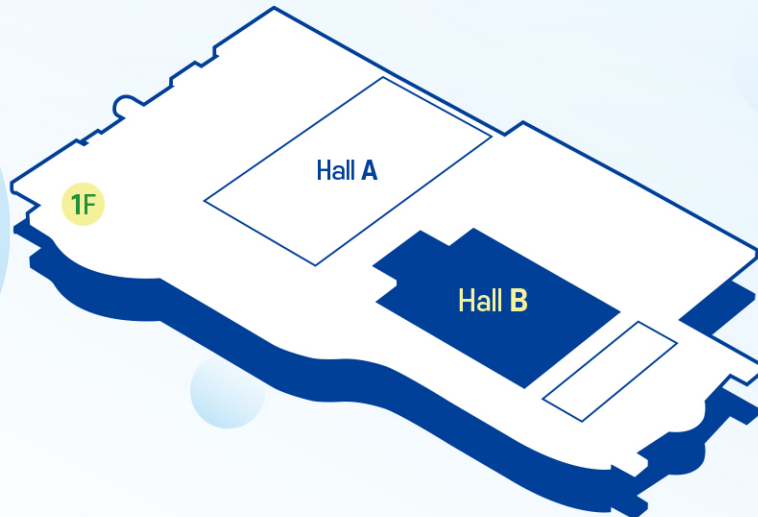
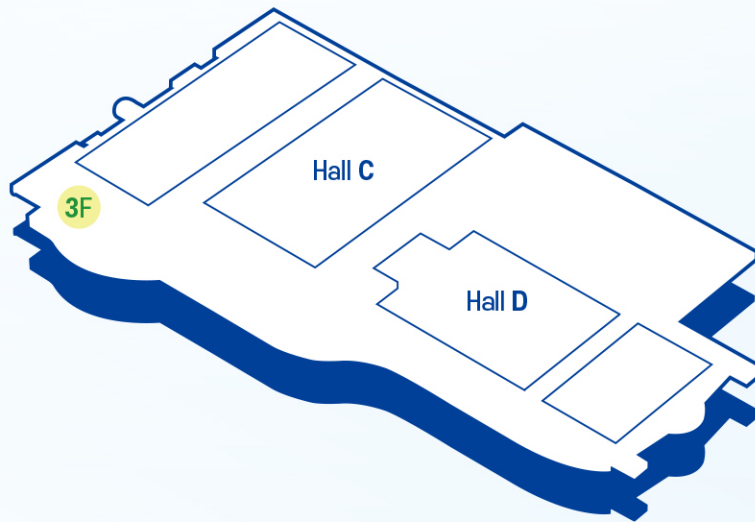
Outdoor Advertising, Banners, and Invitation Distribution

- Promotion through pedestrian overpass billboards in major regions nationwide
- Promotion via streetlight banners and outdoor posters
- One-on-one invitations through direct mailing (DM) of invitation cards





## Exhibition Hall Layout



### Contact



**K.Fairs Ltd.**

TEL. 82-2-555-7153

Fax. 82-2-881-5444

E-mail. [airfair@kfairs.com](mailto:airfair@kfairs.com)



**Korea Air Cleaning Association**

TEL. 02-553-4156

Fax. 02-553-4159

E-mail. [patrasche84@kaca.or.kr](mailto:patrasche84@kaca.or.kr)

**AIR FAIR 2026**  
CLIMATE TECH & AIR INDUSTRY FAIR 2026