



International Conference on Strategic Innovation and Creativity in Brand & Design Management

November 29, 2006, Seoul, Korea

The Westin Chosun

Located in the heart of downtown Seoul, the Westin Chosun is an internationally renowned hotel with easy access to financial & commercial centers, shopping districts, and cultural attractions. For your reservation, please refer to the following room types and rates per night.

Reservations

When making reservations, please identify yourself as being with the Design Management Institute conference. All room reservations must be booked directly with the Westin Chosun Seoul and not through the Design Management Institute.

The Westin Chosun

87, Sogong-dong, Jung-gu, Seoul, Korea (100-070)

Tel: 82.2.317.0404

Fax: 82.2.777.4444

Website: http://twc.echosunhotel.com/index_en.asp

Room Type	Room Rate	
Westin Guest Office	KRW 240,000	Breakfast may be added for an additional KRW20,000
Executive Guest Office	KRW 260,000	Breakfast Included, PC & Free Internet

Continental Breakfast: 6:30AM-10:00AM

All guestrooms are subject to 10% service charge and 11% VAT.

Alternate Hotel Accommodations

Sejong Hotel

23, 2-ka, Taepyeongno, Jung-Ku, Seoul

Tel: 82.2.3705.9115.6

Fax: 82.2.771.4179

E-mail: number1118@hotmail.com

Contact: Byung Joon, Choi, Sales & Marketing Manager

Website: www.sejong.co.kr

Room Type	Room Rate	
Double bed	USD 118	Breakfast Included
Twin bed	USD 124	Breakfast Included

Alternate Hotel Accommodations Continued

Somerset Palace Seoul

No 85, Susong-Dong Jongno-Gu, Seoul

Contact: Louis Hwang, Rana Kim

Tel: 82.2.6730.8000

Reservation Tel: 82.2.6730.8888

Fax: 82.2.6730.8001

E-mail: louis.hwang@the-ascott.com / rana.kim@the-ascott.com

Contact: Louis Hwang, Rana, kim

Website: www.the-ascott.com / www.somersetpalaceseoul.com

Room Type	Room Rate	
Studio (41 sqm)	USD 105	Breakfast Included
One Bed Delux (52-56 sqm)	USD 115	Breakfast Included
One Bedroom Eeecutive(60 sqm)	USD 136	Breakfast Included
Two Bedroom Deluxe A (115 sqm)	USD 210	Breakfast Included
Two Bedroom Deluxe B (115sqm)	USD 262	Breakfast Included

No show and cancellation less than 24 hours notice will be subject to one night's charge.

All confirmed bookings without arrival details will be held till 6pm of the arrival day unless guarantee letter or credit card number was provided.

Rental will be paid upon check in with a credit card or Korean won currency.

All room rates and availability subject to change without notice.

Prices do not include taxes.

All room reservations must be booked directly with those hotels and not through DMI.



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**PLEASE FAX THIS FORM TO
THE WESTIN CHOSUN SEOUL
ROOM RESERVATION
TEL: +82 2 317 0404 / FAX: +82 2 777 4444**

THE WESTIN CHOSUN has been appointed as the official hotel for the International Conference on Strategic Innovation and Creativity in Brand & Design Management, and is offering special rates to all delegates. For your reservation, please refer to the following room types and rates per night.

Check Here	Room Type	Room Rate	Remarks
	Westin Guest Office	KRW 240,000	Breakfast may be added for an additional KRW 25,000
	Executive Guest Office	KRW 260,000	Breakfast Included Club lounge Benefits

The above room rates are quoted exclusive of service charge & tax which presently total 21%. Bookings will be confirmed upon receipt of a non-refundable one night's deposit, required by **Wednesday, November 15, 2006**. All reservations must be guaranteed by credit card upon reservation. Payment for the balance of your stay must be settled directly with the hotel. Cancellations received after Friday, November 17, 2006 or no-shows on the scheduled arrival day will result in a penalty of one night's room-charge. We recommend you reserve your room as soon as possible. After the **deadline of Saturday, October 28, 2006**, reservations are subject to hotel availability on a first come first served basis.

Please fill out this form:

GUEST INFORMATION / ACCOMMODATION REQUIREMENT
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	DATE	FLIGHT NUMBER / TIME
ARRIVAL		
DEPARTURE		

FIRST NAME :
 LAST NAME : (MR/MRS/MISS/MS/DR.)
 POSITION : DEPARTMENT :
 COMPANY :
 ADDRESS :
 CITY : POSTAL CODE : COUNTRY :
 TELEPHONE :

FAX :

CREDIT CARD GUARANTEE

HOLDER NAME :
 CREDIT CARD NAME :
 CREDIT CARD NUMBER : EXPIRATION DATE :

SIGNED FOR AND ON BEHALF OF :

SIGNATURE _____ DATE _____