

# BIOP<sub>+</sub>LUS INTERPHEX KOREA 2021

*Quantum Leap*

**Sponsorship  
Guide**  
**-Marketing Items-**

**AUGUST 31** (Tue) – **SEPTEMBER 2** (Thu), 2021

**COEX, Seoul**

In-Person and Virtual Event



# 01

## Show Information

### BIOPLUS-INTERPHEX KOREA 2021

Name	BIOPLUS-INTERPHEX KOREA 2021
Date	August 31 (Tue) ~ September 2 (Thu), 2021
Venue	COEX Hall C and Conference Room (3-4F) / Online and Off-line
Host	Ministry of Trade, Industry and Energy
Organizer	Korea Biotechnology Industry Organization, Reed Exhibitions
Theme	Quantum Leap
Scale	7,000 Participants & 170 Companies 300 Exhibition Booths
Program	Conference, Exhibition, Business Matchmaking (Partnering Program), Investor Relations (IR), Networking Party

### 2020 Event Review

 **Conference**  
 17 sessions  
 89 speakers  
 14,000 live streaming views &  
 630 concurrent connection hits

 **Partnering**  
 123 companies & organizations  
 430 partnering meetings  
 (▲VIP Partnering ▲Overseas Partnering  
 ▲General Partnering)



(Photos: BIOPLUS-INTERPHEX KOREA 2020 Virtual Online Event)



## 02

# Sponsorship Program

### Overview

BIOPLUS-INTERPHEX KOREA provides excellent Marketing solutions for the sponsors.  
Promote through all channels of conference, exhibition and loyalty programs and meet your exhibitions objective and ROI.

### 2020 Sponsors

#### Platinum Sponsors

**SAMSUNG**  
BIOEPIS

SARTORIUS

#### Gold Sponsors

Humanizing Genomics  
**macrogen**

**Hanmi** 한미약품

### Sponsorship Types

#### Package Sponsorship

The four-grade sponsorship program covering all event promotions and maximizes the branding of sponsors.



#### Marketing Items

Digital Branding, On-site Branding and Sponsoring Items will highlight the branding of sponsors according to each sponsor's needs.



※ In order of application  
(Deadline: May 31, 2021)

## Sponsorship Program (Items)

Sponsorship Item options		Price per Unit (VAT inclusive)	Details
<b>A. Digital Branding</b>	Online banner advertisement (6 months)	2,000 USD	
	Online banner advertisement (3 months)	3,000 USD	
	Online Premium Directory Listing	1,000 USD	
	Break time Screen Slide Ad (Conference)	2,000 USD	
	Logo on e-Newsletter	1,000 USD	
	Official Program book Advertisement	2,000 USD	Program book: 2,000 copies
<b>B. On-site Branding</b>	Networking Party Sponsorship	8,000 USD	Opening speech, Promotional banner, Screening of PR video, Etc (* Negotiable)
	Conference Coffee Break Sponsorship	2,000 USD	
	Logo on Entrance Photo Wall	2,000 USD	
	In-hall Pillar Banner	3,000 USD	
	Booth Location Highlights - Official Guide Map	500 USD	Guide Map: 10,000 copies
	In-hall Floor Advertising	1,000 USD	
<b>C. Items</b>	Sponsoring Cafeteria at Clubhouse	(Actual products)	Coffee, Snacks, Paper cups with Sponsor logo, Promotional banner, Etc (* Negotiable)
	Logo on Souvenir(Bag)	3,000 USD	
	Logo on Souvenir(Pen)	1,500 USD	
	Conference Kit Insert Flyer Ad	1,000 USD	Goods Quantity: 1,000ea
	Staff T-shirt Sponsorship	2,000 USD	
	Masks Sponsorship	3,500 USD	

Contact.

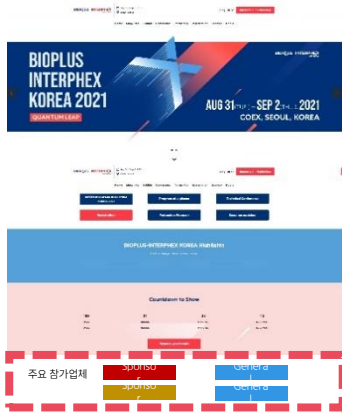
Tel: +82-704912-7933 / E-mail: [interphex@reedexhibitions.co.kr](mailto:interphex@reedexhibitions.co.kr)



# 04

## Marketing Items Details

### A. Digital Branding



#### A-1. Online banner advertisement (3 or 6-months)

- The official website is a must-visit for visitors to use the essential service such as registration, ticketing and more.
- Company information will be posted on the main of the official website, so that you can promote your company to all partners.
- Size: 267\*120 pixel / Within 2MB, PNG or JPG

- Banner image required
- Price per Unit (VAT inclusive):  
3-moths 2,000 USD/6-months 3,000 USD



#### A-2. Online Premium Directory Listing

- On the digital platform, an exhibitor directory of all participating companies will be listing as an online exhibition.
- In addition to basic information, premium directory listings include to upload additional materials such as photos and videos.

- Insert additional information required
- Price per Unit (VAT inclusive): 1,000 USD



#### A-3. Break time Screen Slide Ad (Conference)

- Promote your brand to all 7,000 attendees at conferences and exhibitions.
- Ads will be running several times a day for the 3 days of the conference.

- Logo file required (ai format)
- Price per Unit (VAT inclusive): 2,000 USD



# Marketing Items Details

## A. Digital Branding

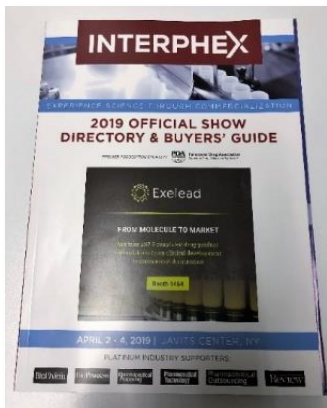


### A-4. Logo on e-Newsletter

- Promote company logo by every editions of the newsletter from the application date to the exhibition opening.
- Newsletter target: Pre-registrants, Newsletter subscribers, existing exhibitions participants and conference registrants, etc. (As of Feb., 2021)

- Logo file required. (ai format)
- Price per Unit (VAT inclusive): 1,000 USD

### A-5. Official Program book Advertisement



- Deliver your company information to quality buyers who need specific information related to pharmaceutical/bio industry.
- 2,000 copies will be given to all paid visitors.
- Full color / Inside page / 1 page
- Size: 188mm\*263mm / ai or jpeg with 300 dpi or higher

- Advertisement image required.
- Price per Unit (VAT inclusive): 2,000 USD

\*Photo: INTERPHEX US Official Program book



# 04

## Marketing Items Details

### B. On-site Branding



\*Example

#### B- 1. Networking Party Sponsorship

- Sponsor a networking party for professionals in the bio-pharmaceutical industry! In addition to direct promotion to existing and potential customers, sponsors can naturally and effectively expose company brand image.
- Opening speech, Promotional banner, Screening of PR video, Etc

- Price per Unit (VAT inclusive): 8,000 USD
- Negotiable



\*Example

#### B-2. Conference Coffee Break Sponsorship

- Coffee and refreshment support for coffee breaks at conferences.
- Logo inserted to various item such as cup holders, napkin and more.

- Logo file required (ai format)
- Price per Unit (VAT inclusive): 2,000 USD



\*Example

#### B-3. Logo on Photo wall at Entrance

- Promote your brand logo at the entrance of Hall C and Conference Room in COEX (Third Floor)
- Branding at the main entrance throughout the 3 days of the event.

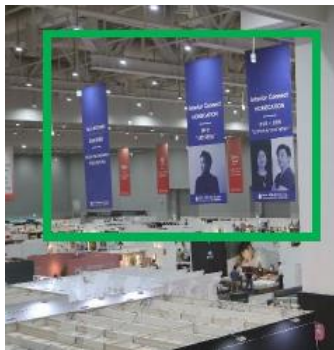
- Logo file required (ai format)
- Price per Unit (VAT inclusive): 2,000 USD



# 04

## Marketing Items Details

### B. On-site Branding



\*Example

#### B-4. In-hall Pillar Banner

- A chance to catch the eye of all 7,000 participants to the BIOPLUS INTERPHEX KOREA at once!
- Ceiling/pillar banner promotion in the exhibition hall during exhibition period (Aug. 31-Sep.2)
- Size : W1,300mm x L3,000mm / ai or jpeg with 300 dpi or higher

- Banner image required
- Price per Unit (VAT inclusive): 3,000 USD



\*Example

#### B-5. Booth Location Highlights - Official Guide Map

- Highlighting the location of your booth on the official guide map and induce direct visits to potential customers.
- 2,000 copies will be given to all paid visitors.

- Logo file required (ai format)
- Price per Unit (VAT inclusive): 500 USD



\*Example

#### B-6. In-hall Floor Advertising

- Get your customers' attention through lettering on the floor of the exhibition hall,
- Promoting through lettering or advertising such as company logo or key message gives a special impression to all 7,000 visitors.

- Logo file required (ai format)
- Price per Unit (VAT inclusive): 1,000 USD



# 04

## Marketing Items Details

### C. Item Options



\*Example

#### C-1. Sponsoring Cafeteria at Club house

- Grab a chance to promote your company directly to potential customers by sponsoring the Cafeteria at Club house, an official business lounge for sponsors and VIP attendees.
- Promotions such as sponsoring in-kind coffee and snacks, inserting the sponsor's logo on the beverage paper cup, and the sponsor's promotional banner and Etc.

- First-come-first-served.
- Actual products required.



\*Example

#### C-2. Logo on Souvenir(Bag)

- Promote your brand on the official souvenir which will be given to all paid visitors.
- It is the official bag with collectible value, and it will continue to promote the sponsor even after the event ends.
- Quantity: 1,000 pcs

- Logo file required (ai format)
- Price per Unit (VAT inclusive): 3,000 USD



\*Example

#### C-3. Logo on Souvenir(Pen)

- Promote your brand on the official souvenir which will be given to all paid visitors.
- It is the official pen with collectible value, and it will continue to promote the sponsor even after the event ends.
- Quantity: 1,000 pcs

- Logo file required (ai format)
- Price per Unit (VAT inclusive): 1,500 USD



# 04

## Marketing Items Details

### C. Item Options



#### C-4. Conference Kit Insert Flyer Ad

- Promote your project/company to the all conference attendees.
- \* Conference kit includes; a bag, a program book, a bottled water, pen, flyer and Etc.
- Required to submit the 2,000 copies of finished flyer

- 1 flyer per company
- Price per Unit (VAT Inclusive): 1,000 USD



#### C-5. Staff T-shirts Sponsorship

- Insert your company logo & booth no. on the staff T-shirt!
- First-come, first-served basis

- Logo file required (ai format)
- Price per Unit (VAT Inclusive): 2,000 USD



#### C-6. Masks Sponsorship

- A specially manufactured antibacterial mask  
Size: M, L Color : White/Black / Quantity: 1,000 pcs
- Promote your brand logo printed a face mask, which will be given to visitors and staff at the exhibition!!

- Logo file required (ai format)
- Price per Unit (VAT Inclusive): 3,500 USD



# BIOPLUS-INTERPHEX KOREA CONTACTS



## Conference

Korea Biotechnology Industry Organization

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## Exhibition, Partnering and General Participation

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