

# BIOPLUS INTERPHEX KOREA 2021

*Quantum Leap*

**Sponsorship  
Guide  
-Package-**

**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



SARTORIUS

#### Gold Sponsors



### 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.

03

## Sponsorship Program (Package)

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



PLATINUM



GOLD



SILVER



BRONZE

Sponsor Price (VAT inclusive)		50,000 USD	30,000 USD	20,000 USD	10,000 USD
Detailed Items	Opening Ceremony	Celebration Speech	Logo Exposure	Logo Exposure	Logo Exposure
	Sponsor Session/Presentation	1 time (110min)	1 time (80min)	1 time (50min)	1 time (50min)
	Logo on Official Website	●	●	●	●
	Logo on e-Newsletter	●	●	●	●
	Partnering Participation	●	●	●	●
	Entry Pass (Exhibition & Conference Full Ticket)	50	30	20	10
	Exhibition Invitation Ticket	100	100	100	100
	Exhibition Space(Raw space)	72sqm (= 8 booths)	36sqm (=4 booths)	18sqm (=2 booths)	
	Booth Allocation	Top Priority	Priority	Priority	
	Official Program book Advertisement (1 page)	Back Cover	Inside Front Cover	Inside Page	
	Logo on Online Streaming Platform	●	●		
	Sponsor Exclusive Zone for Meeting/Rest lounge	●	●		
	Logo on Official Stands	●	●		
	Logo on Official Prints	●	●		
	e-Newsletter Promotion (1 time)	Exclusive			
	PR Video Screening (Screening before session opening/max 2min)	●			
	Sponsor Logo Label Bottled water	●			
	Logo on Hanging Banner at the Exhibition hall	●			
	Logo on Entry Pass Lanyard	●			

Contact.

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

03

## Sponsorship Program (Package)



### PLATINUM Sponsor

50,000 USD (VAT inclusive)

Only for **PLATINUM**

#### Exhibition Space

- 72 sqm (=8 booths)/Raw space
- Top priority on booth allocation

#### Exclusive Branding

- Sponsor Logo Label Bottled water
- Logo on Hanging Banner at the Exhibition hall
- Logo on Entry Pass Lanyard

#### Opening Ceremony

- Celebration speech

#### Conference

- PR Video Screening  
(Screening before session opening/max 2min)

#### e-Newsletter

- e-Newsletter Promotion (1 time)

- **All Program Pass**
  - Entry Pass : 50  
(Exhibition & Conference Full Ticket)
- **Sponsor Session/Presentation**
  - 1 time(110min)
- **Official Program book Advertisement**
  - Back Cover(1 page)
- **Partnering Participation**
  - On & off-line pre-event partnering service
- **Exhibition Invitation Ticket** (Invitational)
  - 100
- **Sponsor Zone(Exclusive Lounge)**
  - Meeting/Rest lounge @Club House  
(Official Business Lounge)
- **Logo Branding**
  - Opening ceremony
  - Official Website
  - e-Newsletter
  - Logo on Online Streaming Platform
  - Logo on Official Stands  
(Registration Desk, Information board, Photo wall, etc)
  - Logo on Online Streaming Platform  
(Invitation Ticket, Poster, Program book)



03

## Sponsorship Program (Package)



### Gold sponsor

30,000 USD (VAT inclusive)

#### Benefits details

- **Exhibition Space**
  - 36 sqm (=4 booths)/Raw space
  - Priority on booth allocation
- **Exhibition Invitation Ticket** (Invitational)
  - 100
- **All Program Pass**
  - Entry Pass : 30  
(Exhibition & Conference Full Ticket)
- **Sponsor Zone(Exclusive Lounge)**
  - Meeting/Rest lounge @Club House  
(Official Business Lounge)
- **Sponsor Session/Presentation**
  - 1 time(80min)
- **Logo Branding**
  - Opening ceremony
  - Official Website
  - e-Newsletter
  - Logo on Online Streaming Platform
  - Logo on Official Stands  
(Registration Desk, Information board, Photo wall, etc)
  - Logo on Online Streaming Platform  
(Invitation Ticket, Poster, Program book)
- **Official Program book Advertisement**
  - Inside Front cover(1 page)
- **Partnering Participation**
  - On & off-line pre-event partnering service

03

## Sponsorship Program (Package)



### Silver Sponsor

20,000 USD (VAT inclusive)

#### Benefits details

- Exhibition Space
  - 18 sqm (=2 booths)/Raw space
  - Priority on booth allocation
- All Program Pass
  - Entry Pass : 20  
(Exhibition & Conference Full Ticket)
- Sponsor Session/Presentation
  - 1 time (50min)
- Official Program book Advertisement
  - Inside Page (1 page)
- Partnering Participation
  - On & off-line pre-event partnering service
- Exhibition Invitation Ticket (Invitational)
  - 100
- Sponsor Zone(Exclusive Lounge)
  - Meeting/Rest lounge @Club House  
(Official Business Lounge)
- Logo Branding
  - Opening ceremony
  - Official Website
  - e-Newsletter

03

## Sponsorship Program (Package)

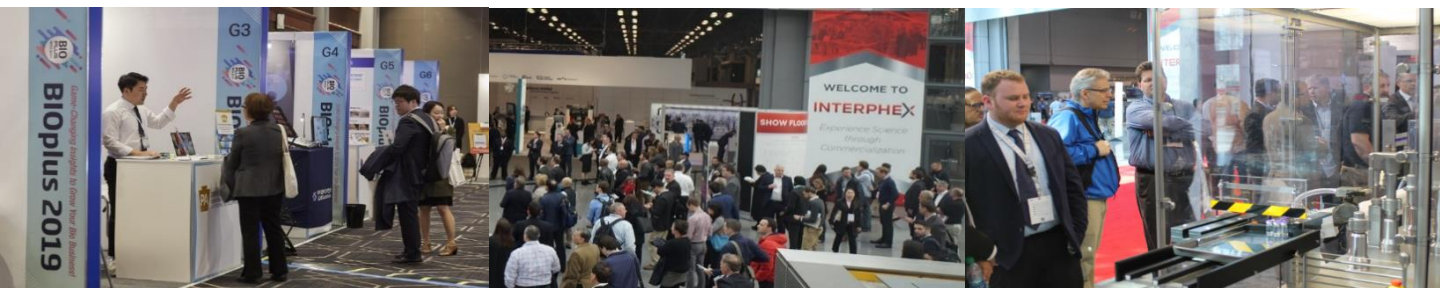


### Bronze Sponsor

10,000 USD (VAT inclusive)

#### Benefits details

- **All Program Pass**
  - Entry Pass : 20  
(Exhibition & Conference Full Ticket)
- **Sponsor Session/Presentation**
  - 1 time (50min)
- **Partnering Participation**
  - On & off-line pre-event partnering service
- **Exhibition Invitation Ticket (Invitational)**
  - 100
- **Logo Branding**
  - Opening ceremony
  - Official Website
  - e-Newsletter



Don't miss the business opportunity to maximize your investment with BIOPLUS-INTERPHEX KOREA and reach your target customer demographic.

Promote your Brand to key industry stakeholders!



# 04

## Package Program Details

### Opening Ceremony



- Date: Day1 - August 31, 2021 10AM (Expected)
- Venue: Conference Room / COEX (3F) \*May be subject to change
- Attendees: Sponsor Representatives, Global Buyers, Invited Speaker and Heads of related organizations



**PLATINUM**

Celebration speech



**GOLD**

Logo branding



**SILVER**

Logo branding



**BRONZE**

Logo branding



\*Photo: BIOplus 2019 Opening Ceremony



\*Photo: BIOplus 2019 Opening Ceremony

### Sponsor Session



- Date: Once during the 3 days of event (TBD)
- Venue: Conference Room / COEX (3F) \*May be subject to change
- Full-equipment(AV System, Screen, Beam Project, Laptop, Mic, etc)



**PLATINUM**

1 time (110min)



**GOLD**

1 time (80min)



**SILVER**

1 time (50min)



**BRONZE**

1 time (50min)



\*Example



\*Example

04

## Package Program Details

Logo on Official Website



- Logo on Official website and promote directly to all potential customers visiting website



\*Example: INTERPHEX US official Website

Logo on e-Newsletter



- Logo on e-Newsletter and reach out to total 30,000 DB
- Distribution Schedule: More than once a month



\*Example: BIOPLUS-INTERPHEX 2020 e-newsletter

# 04

## Package Program Details

### Partnering Participation



- Participate in Partnering(Biz-Matching Meeting) and pre-match the meeting and having on/off-line meeting during the event date.



\*Photo: BIOPLUS-INTERPHEX KOREA 2020 Online Partnering Meeting

### All Program Pass



- All Program PASS for access to exhibition halls and conferences

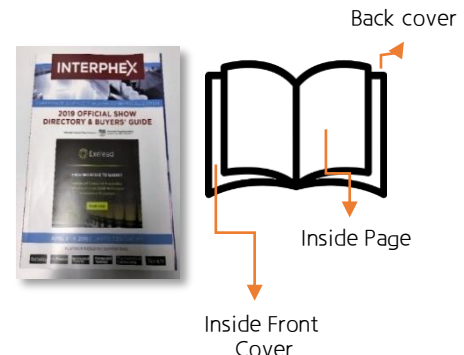
	<b>PLATINUM</b>		<b>GOLD</b>		<b>SILVER</b>		<b>BRONZE</b>
	50 passes		30 passes		20 passes		10 passes

### Official Program Book Ads



- Official Program Book Full page/Full color Advertisement
- Size : 188mm\*263mm (ai or jpeg with 300 dpi or higher)

	<b>PLATINUM</b>		<b>GOLD</b>		<b>SILVER</b>
	Back cover (1 page)		Inside Front Cover (1 page)		Inside Page (1 page)



\*Photo: INTERPHEX US Official Programbook

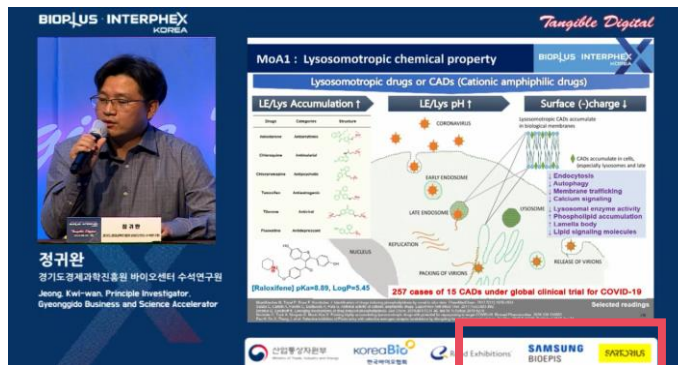
04

## Package Program Details

Logo on Online Streaming Platform



- Logo branding through Online Streaming Platform and promote to all audiences/viewers



\*Photo: BIOPUS-INTERPHEX KOREA 2020 Conference Online streaming Frame

e-Newsletter Promotion



- Sponsor Exclusive release (1 time)



\*Example: BIOPUS-INTERPHEX 2020 e-newsletter

PR Video Screening



- Screening before session opening/max 2min)
- Required to submit the video

Sponsor Logo Label Bottled water



- Logo branding through the bottled water
- It will be placed in the conference room



\*Photo: BIOPUS-INTERPHEX KOREA 2020 Sponsor Logo Label Bottled water



# 04

## Package Program Details

### Exhibition Invitation Ticket



- 100 tickets to all Sponsor levels and can be used to promote existing customers to encourage visits the sponsor's booth.

### Sponsor Zone (@ Club House)



- Exclusive Meeting/Rest lounge @Club House, official Business Lounge



\*Example

### Logo on Official Stands



- Registration Desks Panel
- Entrance Bulletin board
- Photo wall

Logo branding on official Stands  
Location: Entrance of the Exhibition Hall



\*Example



# 04

## Package Program Details

### Logo on Official Prints



- Official Printed Materials: Invitation Tickets, Posters, Program book

\*May be subject to change or add.



\*Photo: INTERPHEXUS Official Program book



\*BIOPLUS-INTERPHEX 2021 Poster

### Logo on Hanging Banner



- Logo on official banner (Ceiling banner, Wall banner and more)



\*Example

### Logo on Entry Pass Lanyard



- Sponsor logo on official entry pass lanyards
- Quantity: 10,000 +

\*Example



# BIOPLUS-INTERPHEX KOREA CONTACTS



## Conference

Korea Biotechnology Industry Organization

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## Exhibition, Partnering and General Participation

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