

BIOP_LUS INTERPHEX KOREA 2021

Quantum Leap

**Participation
Guide**

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
Hosted by	Korea Biotechnology Industry Organization, Reed Exhibitions
Supported by	Ministry of Trade, Industry and Energy
Theme	Quantum Leap
Scale	7,000 Participants & 170 Companies 300 Exhibition Booths
Program	Conference, Exhibition, Business Matchmaking (Partnering Program), Investor Relations (IR), and 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)



BIOPLUS-INTERPHEX KOREA 2020 Virtual Event Photos

02 Exhibition

Booth Participation Information

BIOPLUS-INTERPHEX KOREA 2021 AIMS TO PROVIDE OPPORTUNITIES TO FIND SOLUTIONS THROUGH THIS END-TO-END BIO PLATFORM.

WHY SHOULD YOU ATTEND



Meeting with industry leaders

A great integration platform that covers BIO investment, R&D, and manufacturing



Where the New Buyers are waiting

Expanding market connections through the collaboration of BIOPLUS organized by KoreaBIO and INTERPHEX series organized by Reed Exhibitions



The REAL business results

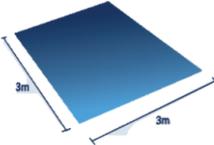
Hybrid BIO convention you can reach from anywhere

Exhibitor Profile

- **Lab & Analysis**
Laboratory Technology, Testing, Measuring & Analysis Service
- **Manufacturing**
Biopharma Manufacturing, Processing Technology, Plant Engineering, Cleanroom Equipment & Supplies, Contract Manufacturing & Services
- **Packaging**
Packaging Machinery and Technology
- **Logistics**
Logistics, W&D
- **Pharmaceuticals & Biotechnology**
Pharmaceuticals & Ingredients, Biotechnology, Bioanalysis, Diagnostics, Health Functional Food/Cosmetic, Medical Devices, Digital & Smart Healthcare, IT solution, Government & Clusters, Universities and Institutes
- **Services**
Clinical/Non-clinical Services, Compliance Services & Consulting, IP, Legal, Financial Services

02 Exhibition

Exhibition Booth Information

Booth Types	Price per Unit (VAT inclusive)	Booth Details
Raw Space (1 booth/9 sqm) 	2,475 USD	Space only (The exhibitor is responsible for booth construction) Booth Size: 3m x 3m (W x D) Minimum 2 booths required (18 sqm)
Shell Scheme (1 booth/9 sqm) 	2,871 USD	Space & constructed booth Booth Size: 3m x 3m x 3m (W x D x H) Items provided: - 1 Signage - 5 spotlights (2 for signage, 3 for inside wall) - 3m x 3m Carpet - 1 Information desk and 1 chair - Electricity (1 KW/220V)
Premium Booth (1 booth/9 sqm) 	3,465 USD	Space, constructed booth & additional design material Booth Size: 3m x 3m x 4m (W x D x H) Minimum 2 booths required (18 sqm) Items provided: - Premium construction (block type) - Furniture/Lighting and Electricity (1 KW/220V) * Exclusive Premium booth benefits include: - 1 catalog holder - Meeting Furniture (1 table, 4 chairs and water dispenser) - Graphic wall banner (Design file submission required)
Startup Booth (1 booth/4 sqm)  <p><small>* Only for start-ups under 7 years</small></p>	1,100 USD	Space & constructed booth (Limited to 1 booth) Booth Size: 2m x 2m x 2.5m (W x D x H) Limited to 1 booth Items provided: - 1 Signage - 2 spotlights - 1 Information desk and 1 chair - Electricity (1 KW/220V)

* Benefits for all exhibitors *

- I. Brand (Company) exposure on official program book and online directory.
- II. 3 Exhibitor Entry Pass(General 3-day Conference & Exhibition Entrance Ticket) per booth
- III. 1 Partnering Opportunity
- IV. 3 General 3-day Conference Ticket (Invitational)
- V. 100 Exhibition Entrance Ticket (Invitational)
- VI. Invitation to Networking Party (1 Invitation/company)

02 Exhibition

Remote Booth Information

What is “Remote booth?”

Remote booth is for companies located overseas that are interested in exhibiting a physical booth despite travelling difficulties during the pandemic.

How does “Remote booth” work?

Premium Type

A Full-furnished exhibition booth with online partnering devices.

Devices include:

1:1 meeting system

Barcode Reader (for visitor information)

Poster and Product Display Desk

1 Bilingual promotion staff

+ Benefits for all exhibitors (See below)

Essential Type

A Full-furnished exhibition booth with online devices.

Devices include:

1:1 meeting system

Barcode Reader (for visitor information)

Poster and Product Display Desk

1 Bilingual promotion staff (shared with 1 adjacent booth)

Booth Types	Price per Unit (VAT inclusive)	Booth Details
 <p>Premium Type Remote Booth (6 sqm/booth)</p>	2,000 USD	<p>Space, constructed booth & promotion staff Booth Size: 3m x 2m x 3m (W x D x H) Limited to 1 booth</p> <p>Items provided:</p> <ul style="list-style-type: none"> - 1 Signage - 5 spotlights (2 for signage, 3 for inside wall) - 3m x 2m Carpet - 1 Information desk and 1 chair - Electricity (1 KW/220V) - 1:1 meeting system (43" LED TV / Laptop / Internet Line) - Barcode reader (for visitor information) - 1 Bilingual promotion staff
 <p>Essential Type Remote Booth (6 sqm/booth)</p>	1,500 USD	<p>* Exclusive benefits for “Premium” Type include:</p> <ul style="list-style-type: none"> - Brand (Company) exposure on premium directory - Free-of-charge 3-months online banner advert

* Benefits for all exhibitors *

- I. Brand (Company) exposure on official program book and online directory.
- II. 3 Exhibitor Entry Pass(General 3-day Conference & Exhibition Entrance Ticket) per exhibitor
- III. 1 Partnering Opportunity
- IV. 3 General 3-day Conference Ticket (Invitational)
- V. 100 Exhibition Entrance Ticket (Invitational)
- VI. Invitation to Networking Party (1 Invitation/company)

03 Conference

Conference Session

We welcome you to 'BIOPLUS-INTERPHEX KOREA conference', where bio industry's future insights, knowledge, and current trends are shared all at one place.

Session Topics

* Topics are subject to change

- Infectious Diseases and Vaccines
- Digital Healthcare
- In/Out Licensing
- Microbiome
- Biopharmaceutical Logistics
- CMC/Manufacturing
- Industry and Environmental
- Cell & Gene Therapy
- Open Innovation

10 General 3 Day Pass &

Conference Registration Fee

Ticket Types		Ticket Information	Price per Unit (VAT inclusive)	Details
General Ticket	3 Day Pass	Access to exhibition and all conference sessions for 3 days	100 USD	30% DC by May 31, 2021 20% DC by June 30, 2021 10% DC by July 31, 2021
	1 Day Pass	Access to exhibition and all conference sessions for single day	50 USD	
	Group Pass	Access to exhibition and all conference session for 3 days for half price (Limited to 5 or more ticket purchase)		
Special Ticket	VVIP Pass	10 General 3 Day Pass & 1 Entrance pass to 'Club House' & invitation to networking Party	1,000 USD	
	VIP Pass	5 General 3 Day Pass & 1 Entrance pass to 'Club House' & invitation to networking Party	300 USD	
	Academia Pass	3 General 3 Day Pass & 1 Entrance pass to 'Club House' & invitation to networking Party (Limited to professors and academic researchers)	100 USD	
Optional Ticket	Full Ticket	Access to key-note sessions and opening ceremony only	100 USD	Additional purchase only
	Single Ticket	Access to 1 selected conference session	50 USD	

04

Partnering/Company Presentation

Partnering (Business Matchmaking Platform)

Meet the ultimate business partner with bio investment, R&D, business development and manufacturing background at our new unique partnering platform!

Partnering Types

- Joint Research
- Marketing Partnership
- In & Out licensing
- Funding & Investment
- Production Partnership
- Joint Ventures

Sectors Covered

- Pharmaceuticals: Chemical, Biopharma, Natural Substance, Vaccine & Regenerative Medicine
- Medical Device: In-vitro Diagnostics
- Technology: Source Technology, Production Technology, Analysis Technology, Automation & IoT
- Food Supplements and Cosmetics and more!

Deadline	Details	Price per Unit (VAT inclusive)
~ May 31, 2021	On & off-line pre-event partnering service	800 USD

* Benefits for all participants *

- I. Brand (Company) exposure on official program book and online directory.
- II. 3 Exhibitor Entry Pass(General 3-day Conference & Exhibition Entrance Ticket) per exhibitor
- III. 1 Partnering Opportunity
- IV. Invitation to Networking Party (1 Invitation/company)

Company Presentation

Is your company focusing on getting maximum exposure this year? BIOPLUS-INTERPHEX KOREA is the place where prominent bio-investors & bio-journalists gather at once. Use this opportunity to present your company to the public.

Deadline	Details	Price per Unit (VAT inclusive)
~ May 31, 2021	Company Presentation (30 mins) 1 Company Presentation Press Release 1 ID for Partnering Platform	3,000 USD

* Benefits for all participants *

- I. Brand (Company) exposure on official program book and online directory.
- II. 3 Exhibitor Entry Pass(General 3-day Conference & Exhibition Entrance Ticket) per exhibitor
- III. 1 Partnering Opportunity
- IV. 3 General 3-day Conference Ticket (Invitational)
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05

Sponsorship Program (Package)

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



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.

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Sponsorship Program (Items)

Sponsorship Item options		Price per Unit (VAT inclusive)	Details
Digital Branding	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
On-site Branding	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	
Items	Sponsoring Cafeteria at Clubhouse	(Actual products)	Coffee, Snacks, Paper cups with Sponsor logo, Promotional banner, Etc (* Negotiable)
	Logo on Souvenir(Bag)	3,000 USD	Goods Quantity: 1,000ea
	Logo on Souvenir(Pen)	1,500 USD	
	Conference Kit Insert Flyer Ad	1,000 USD	
	Staff T-shirt Sponsorship	2,000 USD	
	Masks Sponsorship	3,500 USD	

Contact.

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Participation Schedule

Application to the Event Process

		After application	Continuously	June-July
Consulting	Submit Application	Payment	E-mail Notification	Booth Allocation
- Select the best participation type for your business - Review Sponsorship Opportunities	- Apply for Participations (booth/sponsorship/ company presentation /partnering)	- Wire a deposit (50% of the price): within a week after Issued invoice - Wire balance by end of May	- Wait for important Notification e-mails	Booth Allocation will be completed based on the exhibition items/ deposit order/ scale
June	July	July-August	July-August	
Receive Manual	Hire Contractor (For Raw Space Booth)	Submit all documents	Participate in On-line Partnering	Show Open
- Review checklist and exhibitor guideline in the exhibitor's manual	-Select the right booth design and Contractor (must be COEX registered)	-Log-on to 'Exhibitor Portal' and submit all required documents. (Profile, Badge and others)	-Start using the on-line partnering system by sending/receiving meeting request	Aug.31-Sep.2, 2021 On/off Hybrid Participation

Payment Information

Method	Bank	Account No.	SWIFT code	Beneficiary
Wire Transfer	Citibank Korea Inc.	5-040851-021	CITIKRSX	Reed Exhibitions Korea Ltd.

Application Deadline

General Application Booth/Partnering/Company Presentation	Sponsorship Application
~ May 31, 2021 (first-come-first-served)	In order of application

Contact.

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BIOPLUS-INTERPHEX KOREA CONTACTS

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BIOPUS-INTERPHEX KOREA 2020

Virtual Event Photos

