



iCSE

P-mec

BioPh

Hi Health ingredients Korea



21 - 23 August 2019 | Seoul, Korea
Sponsorship Brochure

Your gateway to the South Korean market

CPhI Korea offers a wide range of targeted opportunities to increase your visibility, raise awareness about your brand and maximise your event participation. Whether it is pre-show or onsite, sponsorship will help differentiate your brand and drive traffic to your stand.



Latest
market
developments



Explore
the regulatory
landscape



Build
valuable
relationships

Increase your ROI

For more information contact

International exhibitors: IrisA.Chen@ubm.com | +31 (0)20 708 1786

Asia exhibitors: Ashlee.Jang@ubm.com | +82 2 6715 5419

Organized by:



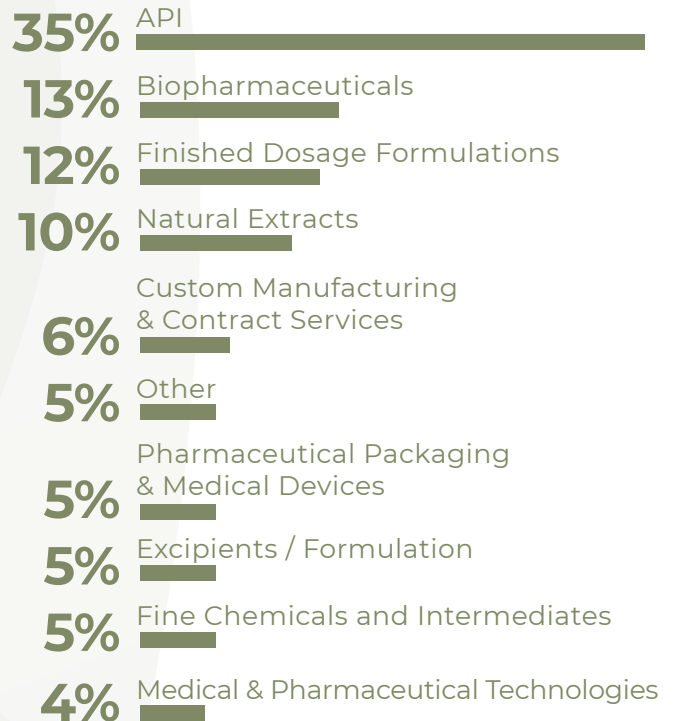
한국의약품수출입협회
Korea Pharmaceutical Traders Association

Why sponsor

Who will you meet?



Visitors area of interest:



Job positions



40%

President, Chairman, CEO



82%

involved in purchasing

“

“Our main objective was to introduce regulatory expertise and the services required to get products approved outside of the Korean market, and during the event we received many queries. Under the same roof you can find many high achievers in their respective fields, so it was a good platform for us to display our expertise and how we can help them further.”

Parminder Kaur, Founder, RegPak BioPharma (Netherlands), CPhI Korea 2018 exhibitor

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“Our main purpose of this visit was to meet new companies, make new relations and see what’s going on in the innovative market of Korean pharmaceutical industry, and it has been achieved perfectly. We found a lot of good, new innovative products in different ranges and are looking forward to continuing discussion with these companies to see how we can develop their business.”

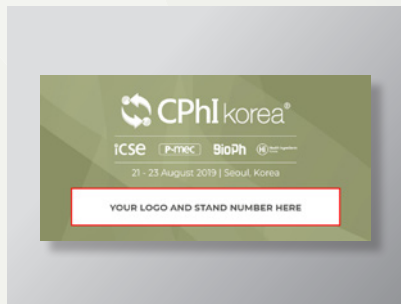
Dr. Nader Khedr, President, Novosci Healthcare (UAE), CPhI Korea 2018 visitor

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Exclusive Sponsorship Packages

Registration Package

Exclusively sponsoring the online and onsite registration is a great opportunity to let people know that your company is exhibiting at CPhI Korea. By combining online and onsite sponsorship, your brand name will be the first company attendees will see when they register to attend CPhI Korea 2019 and throughout the 3 day event. An unrivalled opportunity to put your brand forward!



ONLINE REGISTRATION

Your branding on our online registration page.

\$4,000



ONSITE REGISTRATION

Your company logo on the registration desk at the entrance to the exhibition.

\$3,000



BADGES & LANYARDS

Your logo will be displayed on all onsite badges/lanyards worn by all attendees.

Badges \$4,000

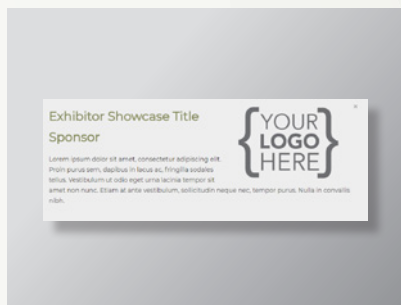
Lanyards \$7,000

Combo deal: ~~\$11,000~~ \$8,000

Package Deal: ~~\$18,000~~ \$11,950

Exhibitor Showcase Title Sponsor

Be seen as the title sponsor at the exhibitor showcase. Have your company logo printed on the theatre visible for all attendees to see. The show pens and memo pad with your company name will be distributed at each session so that attendees can use it to take notes. The pens especially have a high retention rate because they are used throughout the year and not just the show. Your company name will be shown as the title sponsor on our website and in the printed materials that display the exhibitor showcase information.



ONLINE

Your company name will be shown as the title sponsor on the exhibitor showcase page on our website and in the printed materials that display the exhibitor showcase information onsite.

Package Deal: \$9,950



SIGNAGE

Your company logo display on the lectern in the theatre visible to all exhibitor showcase attendees.



MERCHANDISE*

Branding on the pens and memo pads given to all exhibitor showcase attendees.

Quantity distributed: 500

Exclusive Sponsorship Items

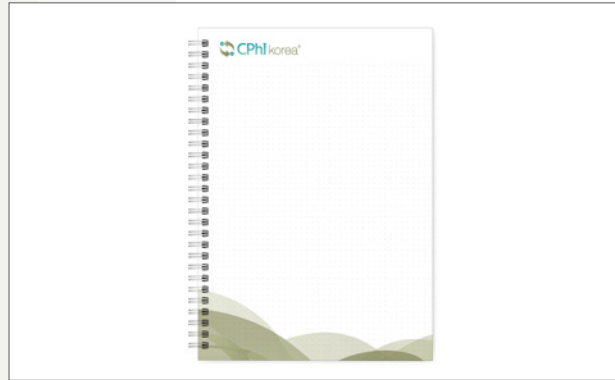


PEN

These pens have a high retention value because they are used by attendees not only at the show but also throughout the year.

Show pens are distributed around the show at key areas.

Quantity distributed: 3,000
Price: \$3,000



MEMO PAD

Enjoy a high degree of brand visibility onsite and post exhibition as attendees are likely to take their note pad back with them.

Quantity distributed: 3,000
Price: \$3,000

Combination deal: ~~\$6,000~~ \$5,000

Show Bags

Visitors will use these throughout the show days to carry all their event information and promotional items, giving your brand ultimate visibility.

An unrivalled opportunity to promote your company.

Quantity distributed: 3,000

- non-woven fabric
- company logo and image

Price: \$5,000



Exclusive Sponsorship Items

Water Bottle

Walking around the show gets tiring!

Attendees will get thirsty and use these throughout the show days to quench their thirst, giving your brand ultimate visibility.

Quantity distributed: 5,000

Water bottles will be distributed at key areas on the show floor.

Price: \$5,000



Staff T-shirt

Be visible by having your branding on our staff T-shirts. What a great way to be seen throughout the venue!

Quantity: 50

- Company logo and booth number on front and back of T-shirt

Price: \$4,000



Pictures may differ from actual products.

Speaking Opportunity

Exhibitor Showcases

The Exhibitor Showcase are your 45-minute speaking spaces to share your company's latest products, developments and research. The room capacity is 60 people and equipment is provided.

Daily time slots available:

10:15 – 11:00	11:15 – 12:00	13:00 – 13:45
14:00 – 14:45	15:00 – 15:45	16:00 – 16:45

Price: \$500 per slot



Pictures may differ from actual products.

Onsite Branding Options

Company Logo on the Floor

Direct visitors to your stand by putting your logo on the floor! Attendees will take notice of your message as they pass by.

- Size to be confirmed depending on the booth size.
- Company logo in front of each hall

Quantity available: 5 companies

Price: \$1,000



Ceiling Banner inside Hall

Raise your brand above the rest. This banner is a highly visible branding opportunity which can be seen above the stands.

- **CPhI/ICSE/BioPh/Hi**
2,000mm (W) X 7,000mm (H) - 5 signage
- **P-MEC**
4,000mm (W) X 7,000mm (H) - 1 signage

Quantity available: 6 companies

Price: \$3,000



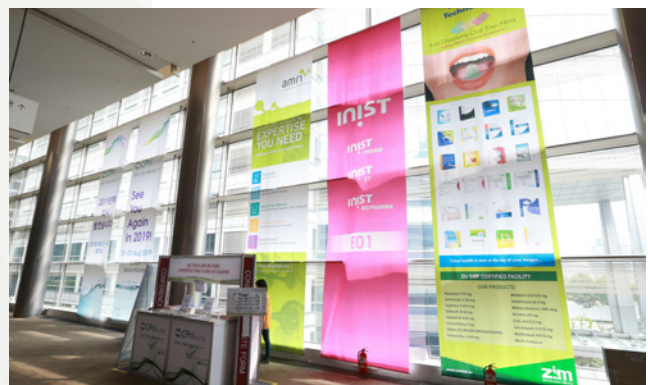
Vertical Banner in the Lobby

Positioned at the main entrance, this highly lucrative opportunity offers you the chance to welcome your current and potential clients.

Quantity available: 3 companies

Size: 1,800mm (W) x 7,000mm (H)

Price: \$2,000



You-are-Here Board – Stand Locator

Have your company logo on the floor plan at the entrance & around the exhibition floor, allowing 5,000+ attendees to navigate to your stand.

Floorplan highlight:

Directory + Lobby Floorplan + Hall map

Quantity available: 10 companies

Price: \$1,000



Advertising Options

Advertising Package

To help strengthen your visibility at CPhI Korea, we are offering the chance to reach out to our global pharmaceutical professionals present at the show.

With the below advertisement package, you are able to have a 3 touch point opportunity to capture your potential audience. Before the show, your company will be highlighted in one of our newsletters. During the show, your floor graphic will be positioned in a prominent area to catch the attention of attendees. After the event you can engage with our attendees once-more by placing your company logo & hyperlink on our thank you email.



PRESHOW

Get your logo and 150 words published in our newsletter going out to 5,000+ global pharmaceutical professionals looking to stay up-to-date with the latest trends within the industry.

Price: \$1,000

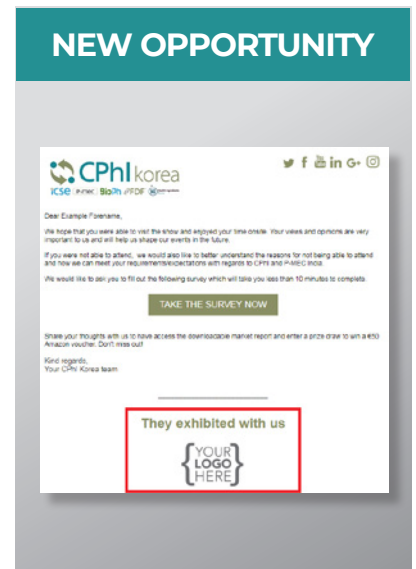


ONSITE

Position your company logo in a prominent area on the carpet to direct attendees to your stand.

- Size to be confirmed depending on the booth size.
- Company logo in front of each hall.

Price: \$1,000



POSTSHOW

Your company logo & hyperlink on our thank you email sent to all 5000+ attendees post show.

Price: \$800

Package Deal: ~~\$2,800~~ \$1,950

Pictures may differ from actual products.



Advertising Options

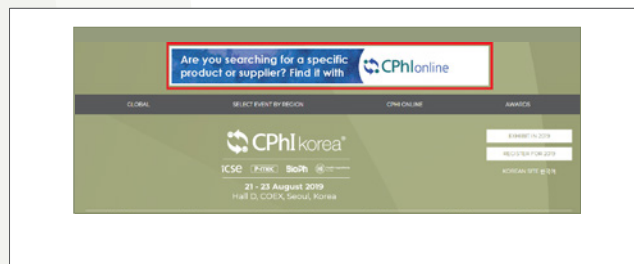
PRE-SHOW ITEMS

Online Banner

A banner on CPhI.com/Korea allows your brand to be positioned in the spotlight. Providing you an opportunity to reach out to clients preshow and stand out from your competition. Size: 728 x 90 pixels

From 6 months before the event: **\$8,000**

From 3 months before the event: **\$6,000**



E-newsletter

5,000+ global pharmaceutical professionals receive our newsletter, looking to stay up-to-date with the latest trends within the industry. Give exclusive visibility to your brand by advertising in our newsletter.

- Sponsored article (100 words in Korea / 200 words in English). 1x in both Korean and English newsletters: **\$1,000**
- Logo and Link in newsletter footer. 1x in both Korean and English newsletters: **\$800**



ONSITE ITEMS

Event Catalogue

The directory contains essential information that attendees require at the show and post show. Picked-up by 5000+ attendees, this is a great opportunity to stand out and promote your company.

Quantity distributed: 5,000

Back cover: **\$4,000**

Inside front cover: **\$3,500**

Inside back cover: **\$3,000**

Index: **\$2,500**

Full page: **\$2,000**



Conference Programme

The conference programme is picked-up by our conference attendees and allows you to associate your brand with this high-level content.

Quantity distributed: 300 pieces

Back cover: **\$2,000**

Inside front cover: **\$1,800**

Inside back cover: **\$1,800**

Index: **\$1,500**

Full page: **\$1,300**

