



icse

Pmec

bioLIVE

Hi Health ingredients Korea



**11 - 13 October 2021 | Seoul, Korea**  
The Pharmaceutical Powerhouse of the Future

## 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:** [Jacinta.Liu@informa.com](mailto:Jacinta.Liu@informa.com) | +31 (0)20 708 1727

**Asia exhibitors:** [April.Lee@informa.com](mailto:April.Lee@informa.com) | +82 2 6715 5400

Organized by:

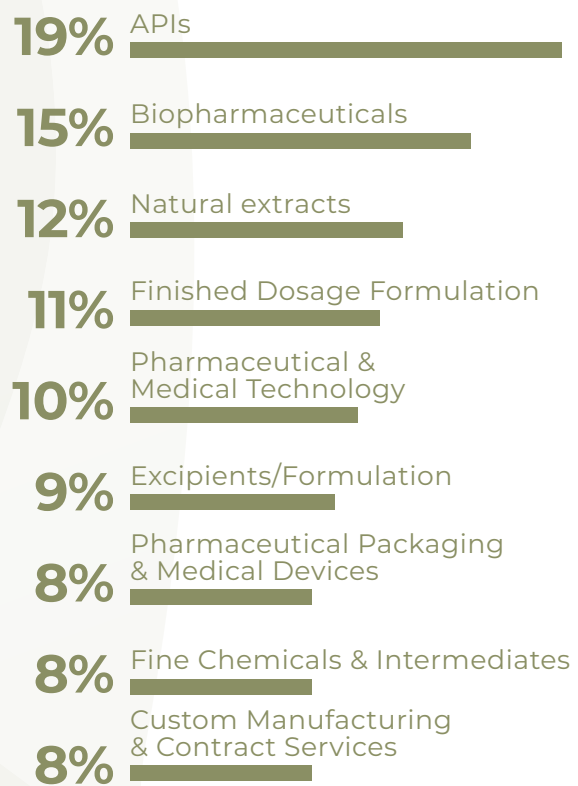


# Why sponsor

## Visitor's main objective for attending:



## Visitors area of interest:



## Job positions



**33%**

President,  
Chairman, CEO



**35%**

Managers

“

“We are really happy to be able to participate in CPhI Korea, because Cayman Pharma as API Manufacturer is always following our clients and Asia is a very prospective market and Korea is one of the most developed markets in Asia. Korea is increasing the pharmaceutical industrial volume, and it's why we participate in the show.”

**Matin Knaisl, Commercial Director,  
Cayman Pharma**

”

“

“Among the exhibitions we have attended in Korea, CPhI Korea was the event that we could have the most substantial achievements. A lot of clients visited, especially the clients who we couldn't reach before and we could introduce the ingredients of our current projects. Although we have nutraceutical ingredients and products business, the exhibition brought a lot of sales opportunities as the players in pharmaceutical industry took huge interests in our products as well.”

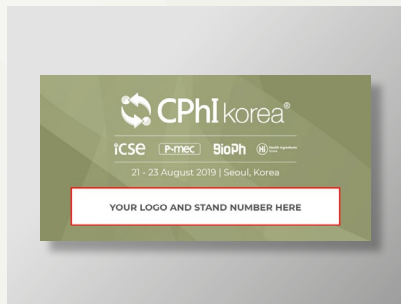
**Sunmin Kim, Assistant Manager, BTC**

”

# 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

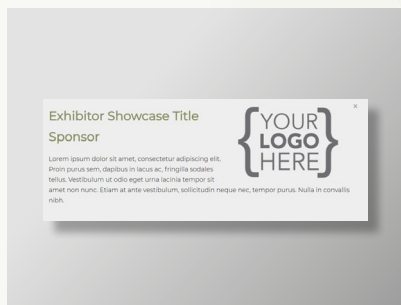
Your logo will be displayed on all onsite badges/lanyards worn by all attendees.

**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



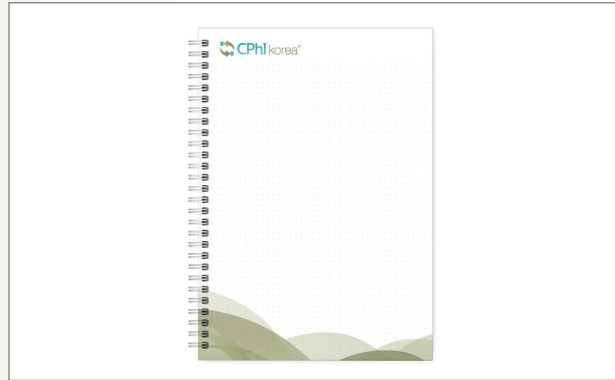
## PEN

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.

**Size: 2,000 (w) x 4,000 (h)**

**Price: \$3,000**



## 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**



Pictures may differ from actual products.



# 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**

### NEW OPPORTUNITY



### 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.



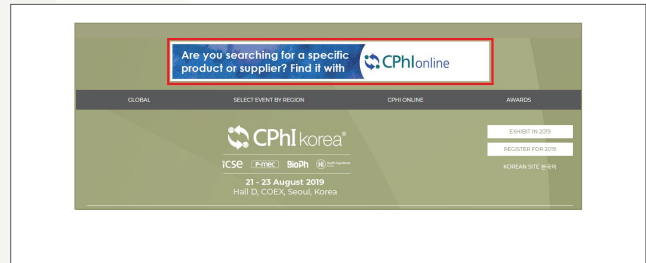
# Advertising Options

## 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

50,000 impressions: **\$2,300**



### 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**

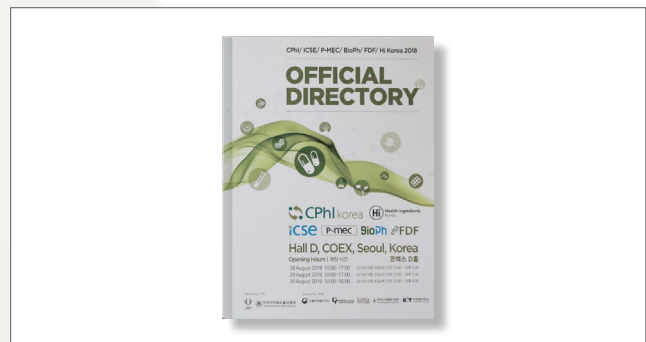
Back cover: **\$4,000**

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**

