

Sponsorship & Onsite Branding Opportunities

27 – 29 August 2024 | COEX, Seoul, Korea



Title Sponsorship CPHI Korea 2024

- Lanyard & Badge
- Show Bags

Package Price: \$25,800



Title Sponsorship

Badges & Lanyards



Sponsor provided logo and artwork placed on badge Lanyards offered for all onsite printed badges



\$12,000

Event Show Bags



- Tote Show Bags
- Includes: Company logo and image

\$13,800

Exclusive Sponsorship Package

- **Registration Package**
- **Exhibitor Showcase Sponsor**
- **Advertising Package**



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 2024 and throughout the 3-day event. An unrivalled opportunity to put your brand forward



ONLINE REGISTRATION

Your brand logo on our online registration page

\$4,200



ONSITE REGISTRATION

Your company logo on the registration desk at the lobby to the exhibition

\$3,150

Package Deal: ~~\$7,350~~ \$7,000

Exhibitor Showcase Sponsor



Be seen as the Exhibitor Showcase sponsor at CPHI & Hi Korea 2024. 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 banner will be shown as the sponsor on our website and in the printed materials that display the exhibitor showcase information.



ONLINE

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



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

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 can 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 100 words published in our newsletter going out to 17,000+ global pharmaceutical professionals looking to stay up-to-date with the latest trends within the industry.

Price: \$1,500



ONSITE

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

- Floor Sticker
- Company logo sticker in front of hall entrance. (Location to be assigned by Organizer)

Price: \$1,500



POSTSHOW

Your company logo & hyperlink on our thank you email sent to all 17,000+ attendees post show.

Price: \$1000



Package Deal: ~~\$4,000~~ \$3,800

Exclusive Sponsorships

- **Speaking Opportunity**
- **Exclusive Sponsorship Items**
 - Pen & Memo pads
 - Show Bags
 - T-shirt
 - Water bottle



Speaking Opportunity

Exhibitor Showcases

The Exhibitor Showcase is your 30 minutes speaking space to share your company's latest products, developments and research.

*Room capacity is 60-80 people and equipment is provided.

Daily time slots available:

10:15 - 10:45 10:55-11:25 11:35 - 12:05
13:00- 13:30 13:40-14:10 13:40 -14:10

*please contact the organizer to see more available slots

Price: \$500 per slot (up to 3 sessions max.)



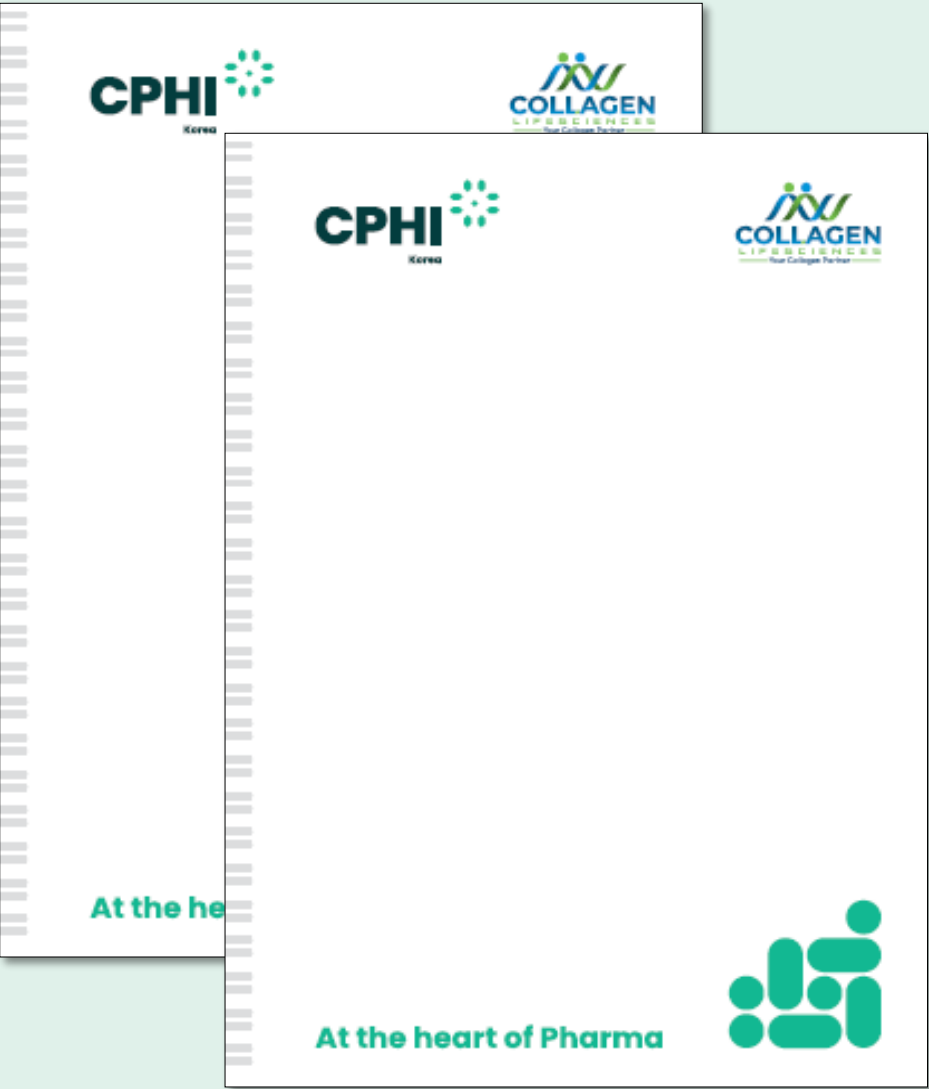
Exclusive Sponsorship ITEMS



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: \$5,000



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: \$15,000

Combination deal: ~~\$20,000~~ \$18,000

Exclusive Sponsorship ITEMS



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

Option 1.

- Non-woven Fabric Show bags
- company logo and image

Price: \$7,000

Option 2.

- Tote Show Bags
- Company logo and image

Price: \$13,800

Exclusive Sponsorship ITEMS



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



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: 3,000

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

Price: \$5,000

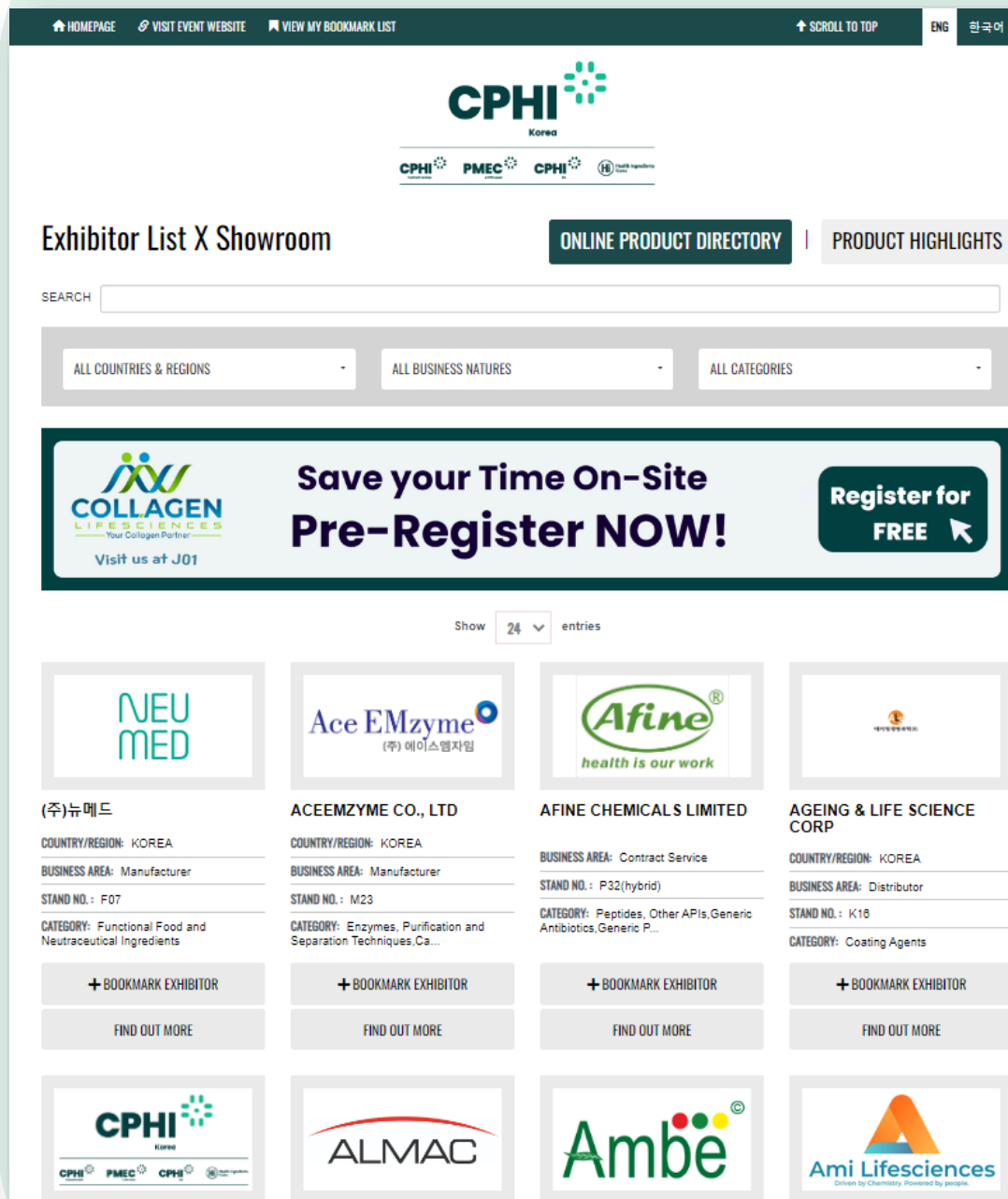
Advertising Sponsorships

- **PRE-SHOW Items**
- **Onsite Branding Items**



Advertising Options

PRE-SHOW ITEMS



Showroom Banner

Stand out among competitors with an exclusive banner in the exhibitor's showroom.

Size 1366 x 195 pixels

• **Price: \$4,000/2M**



E-Newsletter

15,000+ 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 Korean/English) 1x in both Korean and English newsletters:**
\$2,000

• **Logo and Link in newsletter footer. 1x in both Korean and English newsletters:**
\$1,500

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

Price: \$4,000/2M

Matchmaking Platform Banner



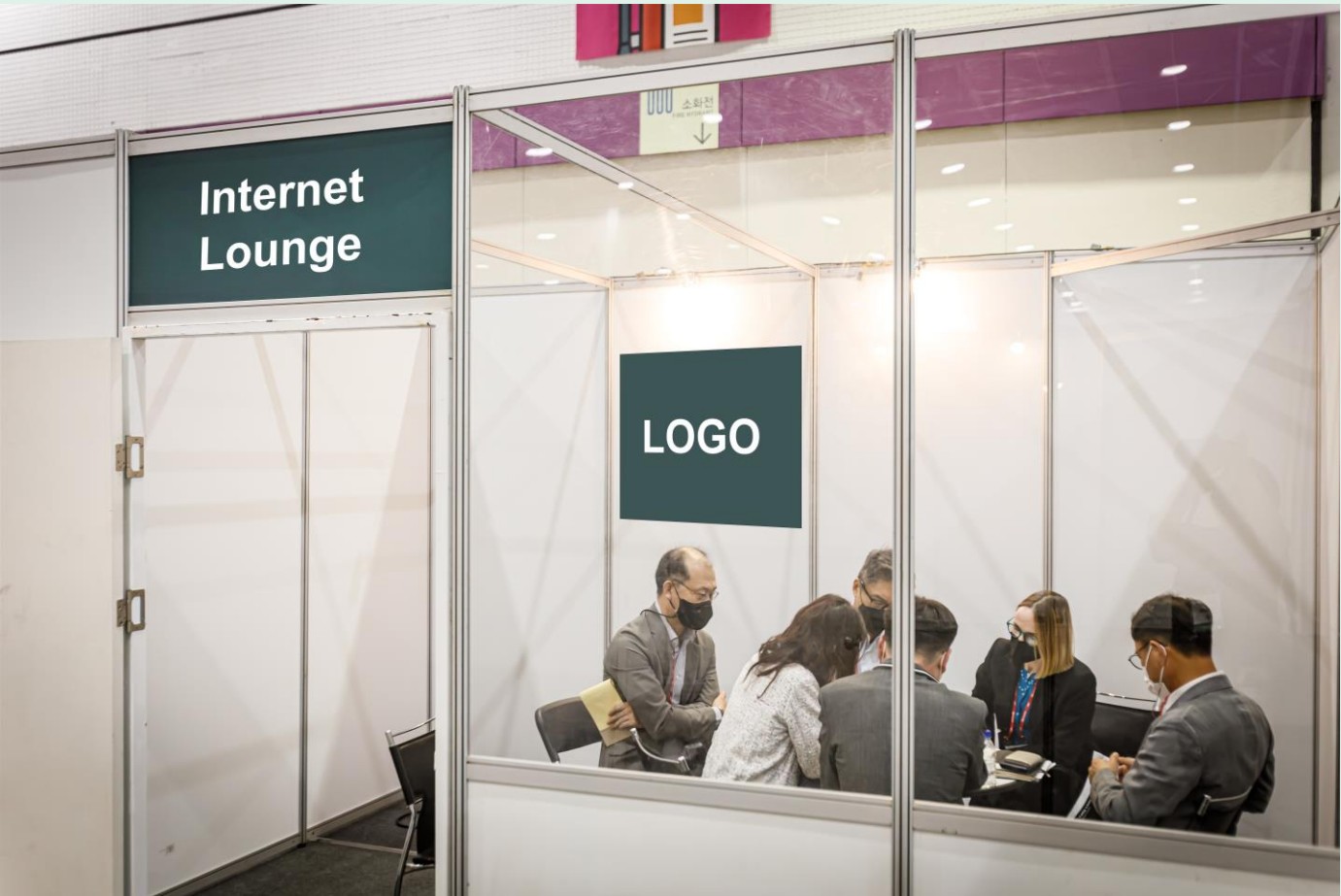
Display your company's banner on the online platform where business matchmaking is actively ongoing!

*** For more information contact the secretariat office**

Onsite Branding Sponsorship Items



Internet Lounge Banners



Company banners with booth location and logo will be visible to all attendees using the internet lounge.

Quantity available: 4 companies

Price: \$2,000

Company Logo on the Floor



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

- Floor Sticker
- Company logo sticker in front of hall entrance (Location to be assigned by Organizer)

Price: \$1,500

Onsite Branding Sponsorship Items



Ceiling Banner inside Hall

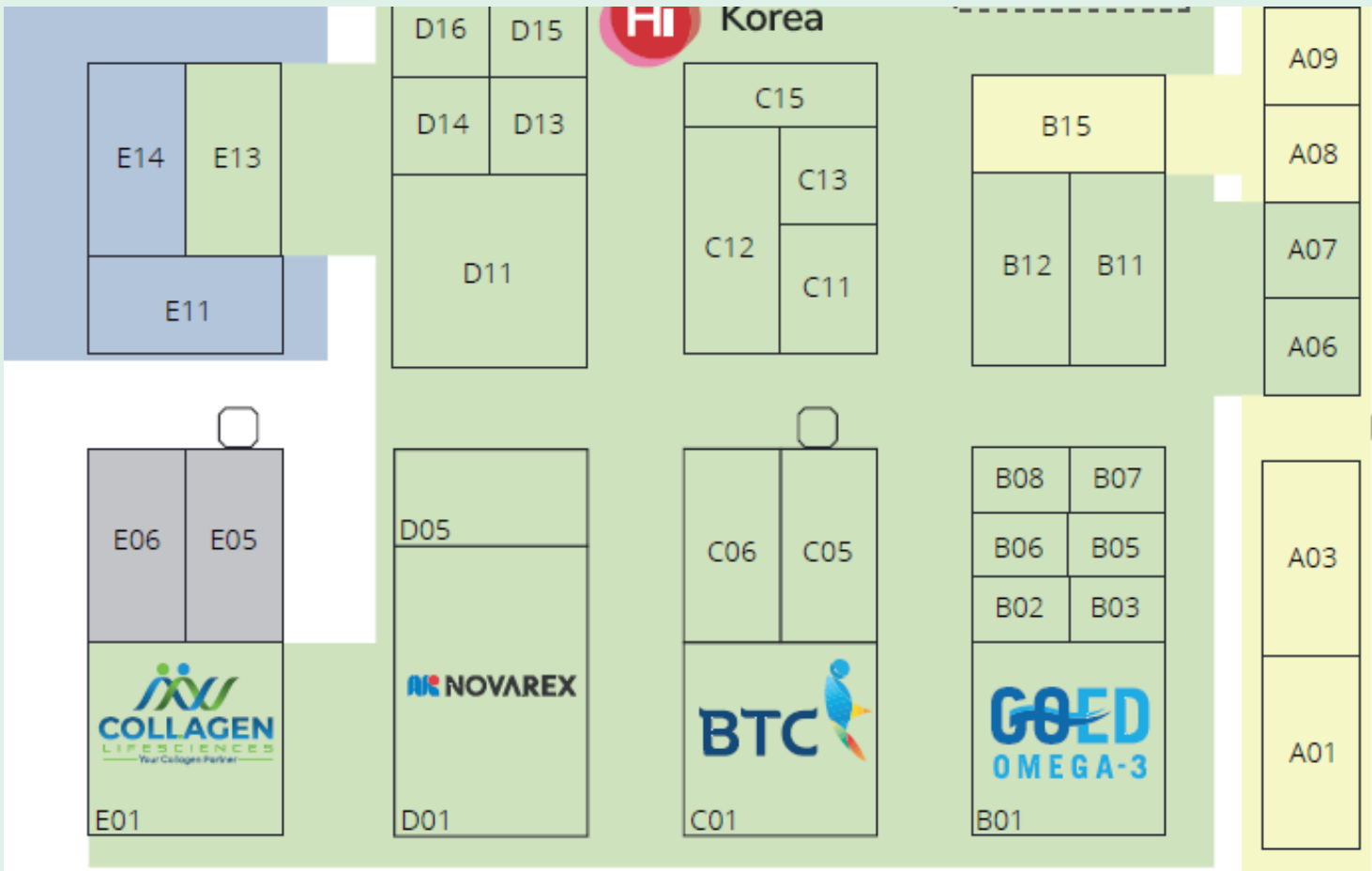


Raise your brand above the rest. This banner is a highly visible branding opportunity which can be seen above the stands.

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

Price: \$3,000

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:
Lobby Floorplan + Hall map

Price: \$1,500

Onsite Branding Sponsorship Items

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: To be decided according by attendee number

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

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

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

Index: **\$1,500**

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



The Leading Event for
Pharmaceutical • Bio • Nutraceutical Industry
in Korea



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Book your stand now!

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