

KOREA Hospital Innovation & Medical Equipment Exhibition & Conference

# K-HOSPITAL FAIR 2020

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Oct. 14<sup>th</sup> (Wed) ▶ 16<sup>th</sup> (Fri) Coex, Seoul, KOREA

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## Sponsorship Program

Organized by Korean Hospital Association

Level	 Diamond	 Gold	 Silver	Individual Application
Amount	\$ 50 Million	\$ 35 Million	\$ 20 Million	Varies in Amount
Exhibition Hall (Raw space booth)	14	10	4	
Booth Placement	1 <sup>st</sup> priority	2 <sup>nd</sup> priority	3 <sup>rd</sup> priority	
Visitor Badge with Company Logo	V			
Registration Desk Banner	V	V		
Homepage Pre-Registration page Banner	V	V	V	V
Newsletter Banner	2 times	2 times	2 times	V
Guide map Banner	V	V	V	V
Paper Invitation Banner	V			
Homepage Sponsor Banner	V	V	V	
Seminar Rental				V

※ Some programs may be changed or cancelled according to exhibition operation policies.

※ The above amount is per exhibition.

※ Sponsorship program applications are accepted on a first-come, first-served principle.

※ Please contact the Secretariat for details.

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## DIAMOND

\$ 50 Million

### Exhibition Hall

- 1 Provide 14 booths (raw space)
- 2 1<sup>st</sup> priority in booth placement



1<sup>st</sup> priority in booth placement

### Registration

- 1 Visitor Badge with Company Logo
  - Logo printed in visitor badge.
  - Based on 1 account (5000)
- 2 Registration Desk Banner
  - Main desk back side panel.
  - Installation of sponsor company logo or advertisement



### Online

- 1 Homepage Pre-Registration page Banner
  - Expose to K-HOSPITAL FAIR pre-registered person.
  - In-person designed advertisement or link available.
- 2 Newsletter Banner (2 times)
  - Distribute to 0.1 million K-HOSPITAL FAIR visitors.
  - In-person designed advertisement or link available.
  - About 10 times scheduled from April to August.



### Printed Material

- 1 Guide map Banner
  - Guide map advertisement for visitor.
  - Manufacture and distribute 20,000 guide map.
- 2 Paper Invitation Banner
  - Distribute to 0.1 million K-HOSPITAL FAIR visitors.
  - In-person designed advertisement or link available.
  - Scheduled in July.



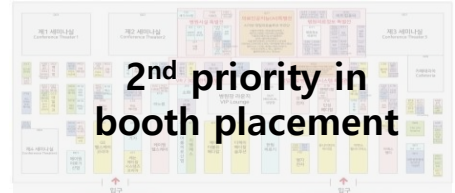


## GOLD

\$ 35 Million

### Exhibition Hall

- 1 Provide 10 booths (raw space)
- 2 2<sup>nd</sup> priority in booth placement



### Registration

- 1 Registration Desk Banner
  - Main desk back side panel.
  - Installation of sponsor company logo or advertisement.



### Online

- 1 Homepage Pre-Registration page Banner
  - Expose to K-HOSPITAL FAIR pre-registered person.
  - In-person designed advertisement or link available.
- 2 Newsletter Banner (2 times)
  - Distribute to 0.1 million K-HOSPITAL FAIR visitors.
  - In-person designed advertisement or link available.
  - About 10 times scheduled from April to August



### Printed Material

- 1 Guide map Banner
  - Guide map advertisement for visitor.
  - Manufacture and distribute 20,000 guide map.





SILVER

\$ 20 Million

Exhibition Hall

- 1 Provide 4 booths (raw space)
- 2 3<sup>rd</sup> priority in booth placement



3<sup>rd</sup> priority in booth placement

Online

- 1 Homepage Pre-Registration page Banner
  - Expose to K-HOSPITAL FAIR pre-registered person.
  - In-person designed advertisement or link available.
- 2 Newsletter Banner (2 times)
  - Distribute to 0.1 million K-HOSPITAL FAIR visitors.
  - In-person designed advertisement or link available.
  - About 10 times scheduled from April to August.



Printed Material

- 1 Guide map Banner
  - Guide map advertisement for visitor.
  - Manufacture and distribute 20,000 guide map.



Individual Application Various in Amount

Online

\$ 3 Million

1 Newsletter Banner

- Distribute to 0.1 million K-HOSPITAL FAIR visitors.
- In-person designed advertisement or link available.
- About 10 times scheduled from April to August.
- Available time : 1 time



Online

\$ 1 Million

2 Homepage Pre-Registration page Banner

- Distribute to 0.1 million K-HOSPITAL FAIR visitors.
- In-person designed advertisement or link available.



Printed Material

\$ 3 Million

3 Guide map Banner

- Guide map advertisement for visitor.
- Manufacture and distribute 20,000 guide map.



Offline

\$ 4 Million

4 Seminar Rental / Operation

- Available about 3 hours.
- Provide seminar room rental
- Exhibitor has to operate, program and advertise for own seminar

