



2014 — 2023

K-HOSPITAL FAIR
ANNIVERSARY



KOREA Hospital Innovation & Medical Equipment Exhibition & Conference

K-HOSPITAL FAIR 2023

Sep. 14th (Thu) ▶ 16th (Sat) Coex, Seoul, KOREA

SPONSORSHIP PROGRAM

<div>DIAMOND</div> <div>(Includes 14 booths)</div>	<div>GOLD</div> <div>(Includes 10 booths)</div>	<div>SILVER</div> <div>(Includes 4 booths)</div>
<div>Registration</div> <div><ul style="list-style-type: none">- Registration Desk Advertise- Lanyard Logo- Kiosk Promotion Video</div>	<div>Registration</div> <div><ul style="list-style-type: none">- Registration Desk Advertise- Kiosk Promotion Video</div>	<div>Registration</div> <div><ul style="list-style-type: none">- Kiosk Promotion Video</div>
<div>On-site Advertisement</div> <div><ul style="list-style-type: none">- Ceiling Banner(Large)- Booth Placement 1st priority</div>	<div>On-site Advertisement</div> <div><ul style="list-style-type: none">- Ceiling Banner(Large)- Booth Placement 2nd priority</div>	<div>On-site Advertisement</div> <div><ul style="list-style-type: none">- Ceiling Banner(Large)- Booth Placement 3rd priority</div>
<div>On-line Advertisement</div> <div><ul style="list-style-type: none">- Web Main Page Banner- Pre-registration Page Banner- Newsletter Banner- Exclusive Newsletter</div>	<div>On-line Advertisement</div> <div><ul style="list-style-type: none">- Web Main Page Banner- Pre-registration Page Banner- Newsletter Banner</div>	<div>On-line Advertisement</div> <div><ul style="list-style-type: none">- Web Main Page Banner- Pre-registration Page Banner- Newsletter Banner</div>
<div>Conference & Event</div> <div><ul style="list-style-type: none">- Presentation Session- Break time Video</div>	<div>Conference & Event</div> <div><ul style="list-style-type: none">- Presentation Session- Break time Video</div>	<div>Conference & Event</div> <div><ul style="list-style-type: none">- Presentation Session- Break time Video</div>
<div>Print Material</div> <div><ul style="list-style-type: none">- Conference leaflet Logo- Invitation Letter Logo</div>	<div>Print Material</div> <div><ul style="list-style-type: none">- Conference leaflet Logo- Invitation Letter Logo</div>	<div>Print Material</div> <div><ul style="list-style-type: none">- Conference leaflet Logo- Invitation Letter Logo</div>

* Some programs may be changed or canceled depending on the exhibition operation policy. The following amount is per exhibition.

* Sponsor program is first come first served.

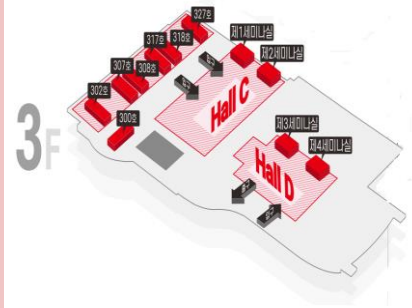
* If you need more details about sponsorship programs download file by below button.

2

[On-site Advertisement]

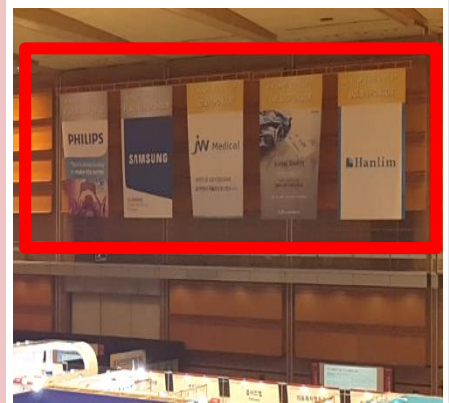
1 Booth Placement

- Prioritize selection of booths
- Excluding the location of auxiliary facilities and special halls in the exhibition hall



2 Ceiling Banner(Large)

- ※ Banner size : 7m * 3m
- ※ Due date : at least 2 week before exhibition
- ※ File format : ai



3 Lanyard Logo

- Company logo will be printed in lanyard
- ※ Due date : at least 2 month before exhibition
- ※ Logo format : ai



[Registration]

1 Registration Desk Advertise

- Registration desk will be installed
- On the back of the registration desk, sponsor company advertisement will be attached

※ Image size : 3m * 1.5m

※ Due date: at least 1 month before exhibition

※ File format : ai

** Sponsor company should design own advertisement contents



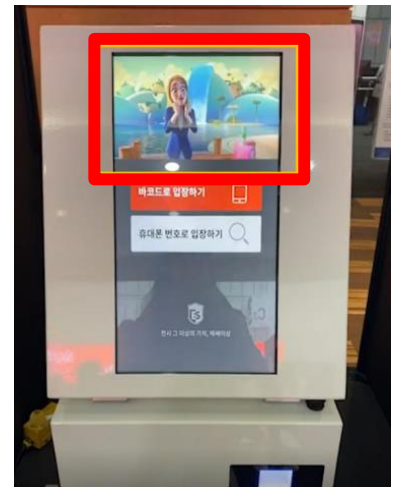
2 Play Video on Registration Desk

- Company promotion video will be played at registration desk
- People who did pre-registration must print their own badge on this machine

※ File size : max 100MB

※ Due date: at least 2 week before exhibition

※ File format : mp4

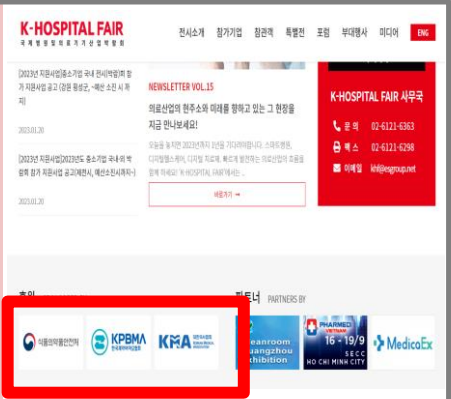


[On-line Advertisement]

1 Web Main Page Banner

- Sponsor banner will be uploaded on bottom of the official website

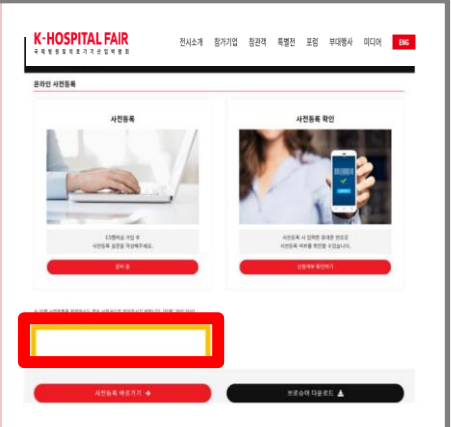
- ※ Banner size : 160 x 100px
- ※ Due date : ASAP
- ※ File format : ai



2 Pre-registration Page Banner

- Sponsor banner will be uploaded on pre-registration page

- ※ Banner size : 160 x 100px
- ※ Due date : ASAP
- ※ File format : ai



3 Newsletter Banner

- Sponsorship company logo or ad banner will be added on METAVERSE EXPO e-newsletter

- ※ Banner size : 680 x 150px
- ※ File format : ai
- ※ Mailing Schedule : Twice a month
(Adjustment should be required)



[Printed Material]

1 Advertisement in Guide map

- Guide map advertisement for distribution to visitors
- Placement around the lobby and registration Desk

- ※ Due date : at least 1 month before exhibition
- ※ File format : ai



2 Paper Invitation Banner

- Banner to be inserted within the conference leaflet
- 100,000 K-HOSPITAL FAIR visitors are distributed to DBs
(For medical workers such as hospital directors, doctors, nurses, etc.)
- Post your own designed ads

- ※ Submission deadline: End of July
- ※ File Type: ai
- ※ Shipment scheduled: scheduled for August



[Conference & Event]

1 Seminar room wall advertising

- While listening to a lecture, buyer may be attached to your products

- ※ Due date : at least 1 month before exhibition
- ※ File format : ai



2 Presentation Session

- Sponsor company will be a speaker at paid conference
- Company need to operate, program and advertise seminar
- Company advertise video will be played during break time

- ※ Place : Inside the exhibition hall



Marketing Support(Free) Program

1

Brochure Delivery Program



Collect the product (service) introduction materials of the participating companies and send them to the person in charge of each part of the hospital.

- 1. Schedule: Recruitment in mid-July and distribution in August
- 2. Shipping target: 2 year observation buyer and 23 year advance, Responsible for each department of the major hospitals registered
- 3. Corporate preparation: Brochure and Business Card

2

Distribution of press releases for participating

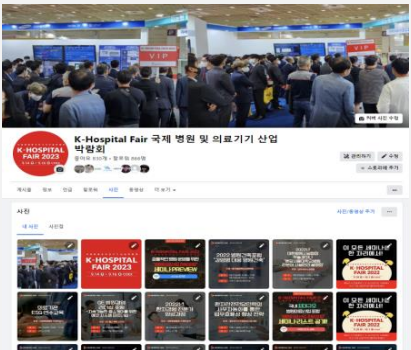


It supports the distribution of press releases related to products and technologies of participating companies through medical media companies.

- 1. Schedule: mid-July – the week before the exhibition (distributed once)
- 2. Exposure Channel: Media Partners (22 Years of Medical Times, Young Doctors, Daily Medi, etc.)
- 3. Corporate preparation: Prepare a press release and submit it

3

Create and promote online content



Use the official online SNS channel to introduce participating companies and to produce/promote product promotion contents.

- 1. Schedule: mid-July – the week before the exhibition (1 production)
- 2. Exposure channels: Facebook, Kakao Talk Biz Channel, etc
- 3. Enterprise Readiness: High Definition Logos and Product Photos, Submission of corporate introduction materials



▲ Website

SPONSORSHIP PROGRAM

K-HOSPITAL FAIR

KOREA Hospital Innovation & Medical Equipment Exhibition & Conference



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