



30 May – 2 June
KINTEX, Seoul, Korea

Sponsorship Opportunities



1. Show Guidebook



This portable guidebook, which includes show information, exhibitor list and floor plan, will be distributed over 30,000 exhibitors & visitors throughout the 4-day event.

Type	Size	Price
Full Page Back cover Ad (EXCLUSIVE)	210(W) x 297(H)mm	USD7,000
Full Page Ad (ROP)	210(W) x 297(H)mm	USD5,000
Strip Ad (ROP)	210(W) x 85(H)mm	USD2,000
Exhibitors' Activity Timetable: Promote your activities planned for the show site to the visitors. ex) Cooking demo, sample distribution, seminar, etc.		USD300
Company name, brief activity description, stand number, date & time will be included in the guidebook		

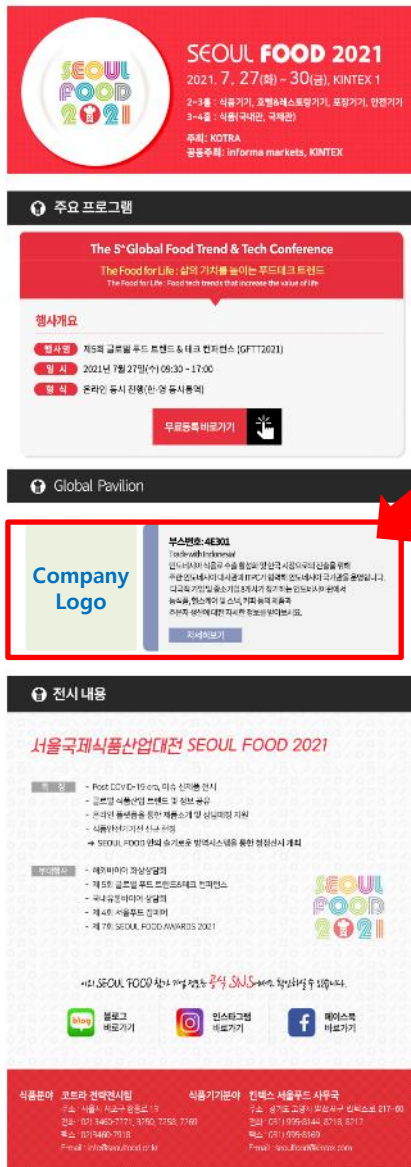
2. Highlight on Floor Plan



Have your company logo on the floor plan in the show guidebook and the hall lobby allowing all attendees to navigate to your stand.

Details	Quantity	Price
Highlight your stand on the floorplan in the show guidebook & hall entrance	Up to 15 companies	USD1,500

3. E-newsletter



Increase your brand awareness and drive traffic to your booth & website by advertising in the e-newsletters that will be sent to +30,000 industry professionals, decision-makers and past attendees of our event.

Pre-show: Company Highlight

Details	Price
Your company logo, stand number, and exhibitor profile in 100 words	USD1,000

Post-show: Ad banner in Thank you email

Details	Price
Your company logo & hyperlink	USD700

4. On-site Promotion

4-1. Lanyard Sponsorship (Exclusive)



Have your company logo imprinted on lanyards worn by all exhibitors, visitors, competitors, judges, speakers and VIPs in the exhibition halls throughout the 4-day event.

Details	Quantity	Price
Company logo printed on lanyard alternated with Seoul Food logo	30,000	USD20,000

* If the sponsored lanyards are all exhausted due to the higher number of attendees than the number of the production, it may be replaced by a plain lanyard

4-2. Staff T-shirt (Exclusive)

Gain exposure of your brand throughout the venue by featuring your company logo on staff T-shirts.



Details	Quantity	Price
Company logo & stand number printed on t-shirt.	approx. 50	USD3,000

4. On-site Promotion

4-3. Onsite Registration Counter



Display your company logo at the registration counters in the lobby.

Your brand name will be the first company attendees will see when they register to attend Seoul Food & Hotel 2023.

Details	Price
Company logo on the registration counters in the lobby	USD3,000

4-4. Floor Graphic



Position your eye-catching advert in a prominent area on the floor to direct attendees to your stand. Attendees will take notice of your message as they pass by.

Type	Quantity	Price
Floor Sticker at the first aisle close to the entrance	1pc	USD1,500
Floor Stickers including one at the first aisle	5pcs	USD3,000

4. On-site Promotion

4-5. Gate Banner



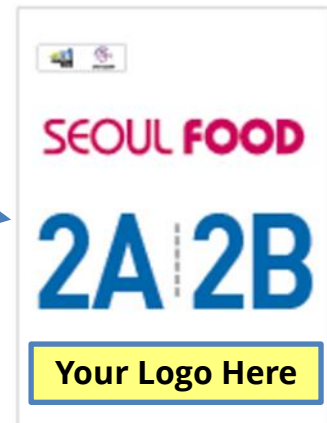
Be the first outdoor banner to greet visitors as they enter the exhibition center and create awareness of your presence by placing your banner ad at the gate.

Details	Price
Gate Banner (Double-side) * 4pcs of 1/3 sized wrapping	USD2,000 / each gate

- Exhibitor can choose among gates from hall 1 to 5.

5. On-site Banner

5-1. Ceiling Banner inside Hall



Aisle Banner Sample

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

Type	Size	Price
Large Banner (Full Artwork) (available for ≤ 54 sqm stands)	4.5(W) X 6(H) m	USD5,000
Small Banner (Full Artwork) (available for ≤ 36 sqm stands)	2.5(W) X 5.5(H) m	USD2,000
Logo on Aisle banner	Adjustable depending on the size of the logo	USD1,500

5. On-site Banner

5-2. Banner in the Lobby



Place your advert in the lobby and increase your brand recognition to as many visitors as possible.

Type	Size	Price
Ceiling banner in the lobby * 3pcs, alternated with show banners	Adjustable depending on the size of the logo	USD5,000
Trumpet banners along lobby pillar * 3pcs, alternated with show banners	0.6(W) X 2(H) m	USD1,500

6. Seminar / Cooking Demo inside Hall



The most effective way to highlight your products and treat attendees!

This space is for your 40-minutes free-to-attend seminar and cooking demonstration at hall 5. This show attraction gives you the opportunities to share industry insights, organize a product tasting, or present your new product to attendees.

The session schedule will be promoted in the pre-show email and on-site guidebook.

Details	Time	Price
Seminar or cooking demo inside hall	40mins	USD800

- No limitation number of audience. However, only 25 seating chairs is provided.
- Basic equipment is provided including reception desk, induction, sink, refrigerator, TV monitor and podium with microphone.

7. Culinary Challenge



The Seoul Food & Hotel Culinary Challenge will return for its 6th edition after 4 years!

Expose your brand and products to key industry users at the SFH Culinary Challenge, where 300 chefs, ranging from students to professionals, compete for the chance to become the Champions.

Sponsor provides to the Organiser

- Sponsorship Fee
- Product for use during the event
- Prize for top 3 winners of sponsoring class

Organiser provides to the Sponsor

- Maximum brand & company exposure
- Innovative dish and creative recipe using sponsor's product
- Opportunities to engage with the customers directly
- Early contact with culinary school students

Please contact us for the detailed sponsorship packages of Seoul Food & Hotel Culinary Challenge 2023.



8. Country of Honour



Country of Honour is a tailor-made and comprehensive promotional package to support and promote country pavilions in maximizing the presence and highlighting its product to the Korean markets at Seoul Food & Hotel 2023.

It enables the pavilion to

- Promote country's food industry and its products
- Highlight the excellency and enhance the image of its products
- Effective targeted Marketing and Promotions
- Drive traffic to the Pavilions and the exhibitors
- Create and maximize business opportunities through business matching and networking events

The offer is exclusively available to one Country Pavilion Organiser. Please contact the organiser for the details.



NOTICE

- * The price listed includes printing, installation and dismantling of the items.
- * All artwork must be provided by exhibitor in the right format.
- * 10% TAX is not included.

RESERVE NOW!

CONTACT US FOR SPECIAL SPONSORSHIP IDEAS!

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