



11 – 14 June  
KINTEX, Seoul, Korea

# Sponsorship Opportunities

**SEOUL  
FOOD &  
HOTEL  
2024**



# A-1. E-newsletter



Increase your brand awareness and drive traffic to your booth & website by advertising in the e-newsletters that will be sent to +80,000 industry professionals, decision-makers and past attendees of our event.

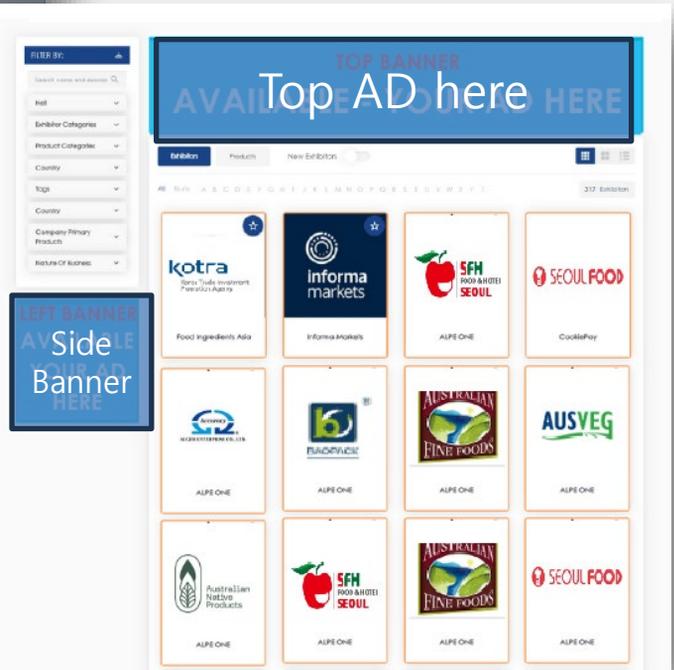
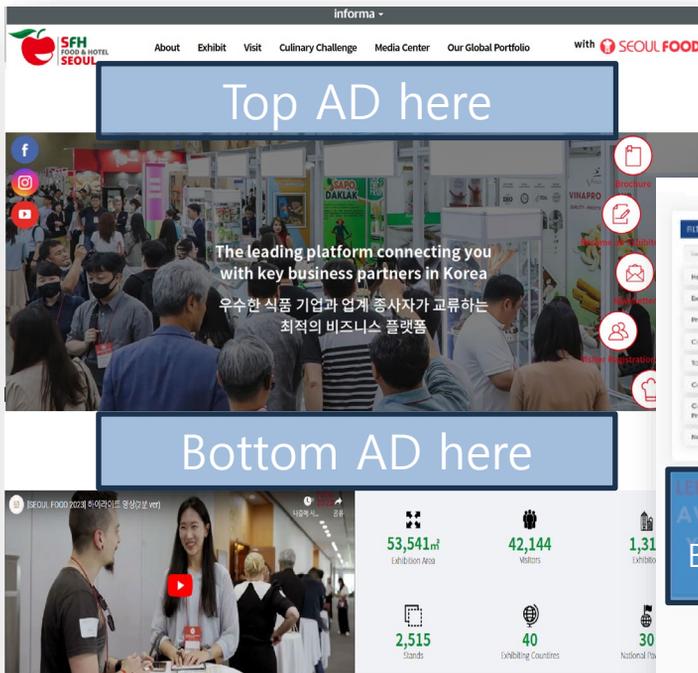
## Pre-show: Company Highlight

Details	Price
<b>Banner (650px x 150px)</b>	USD2,500
<b>Company Profile</b> Your company logo with hyperlink to your website, stand number, and exhibitor profile in 65 words	USD1,000

## Post-show: Ad banner in Thank you email

Details	Price
<b>Your company logo &amp; hyperlink</b>	USD700

# A-2. Website Banner



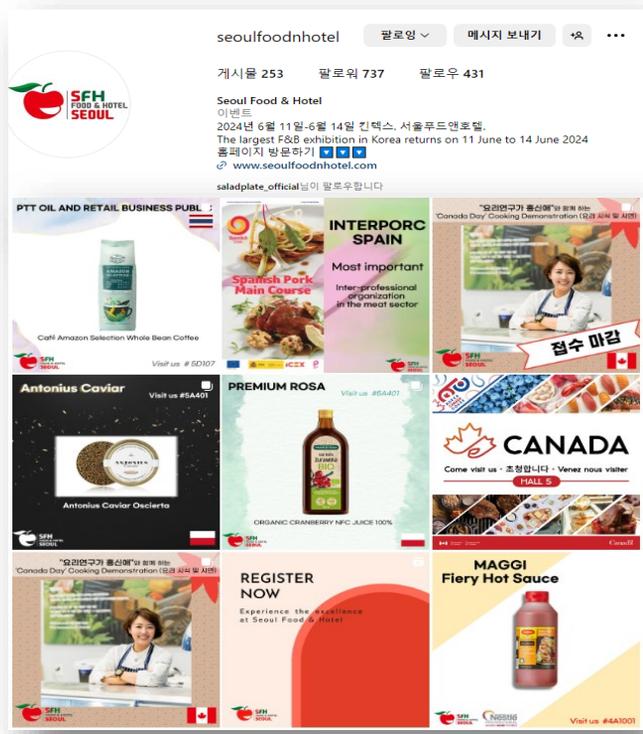
Type	Price per 2 months
Main Page Top Banner	USD3,000
Main Page Bottom Banner	USD2,000
Exhibitor List Page Top Banner	USD2,500
Exhibitor List Side Banner	USD2,000

Minimum Duration : 2 months

## SPECS

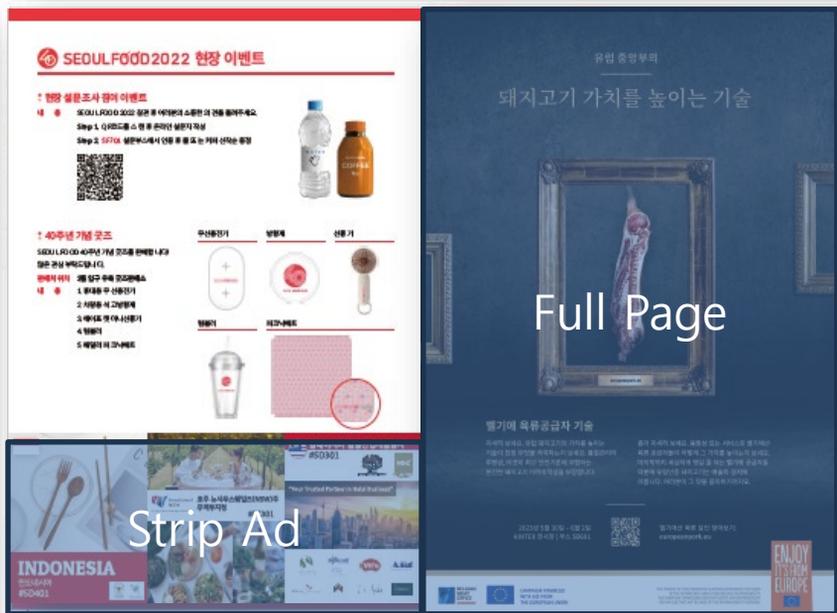
- 980 x 135px (W x H)
- Format: GIF or JPEG
- Picture resolution: minimum 72 dpi
- File size: maximum 25 kb
- Hyperlink for banner

# A-3. SNS Exposure



Type	Size	Price
Post on Instagram & LinkedIn	<p><b>Suggested content outline:</b> About company / product highlights (5-10 products)</p> <p><b>Specs</b> -Text/Caption (100 words) -Hashtags - Image: jpg/mp4/gif (1200x1200)</p>	1post : USD300

# B-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
<b>Full Page Back cover Ad (EXCLUSIVE)</b>	210(W) x 297(H)mm	USD7,000
<b>Full Page Ad (ROP)</b>	210(W) x 297(H)mm	USD5,000
<b>Strip Ad (ROP)</b>	210(W) x 85(H)mm	USD2,000
<b>Exhibitors' Activity Timetable:</b> Promote your activities planned for the show site to the visitors. ex) Cooking demo, sample distribution, seminar, etc. Company name, brief activity description, stand number, date & time will be included in the guidebook		USD500

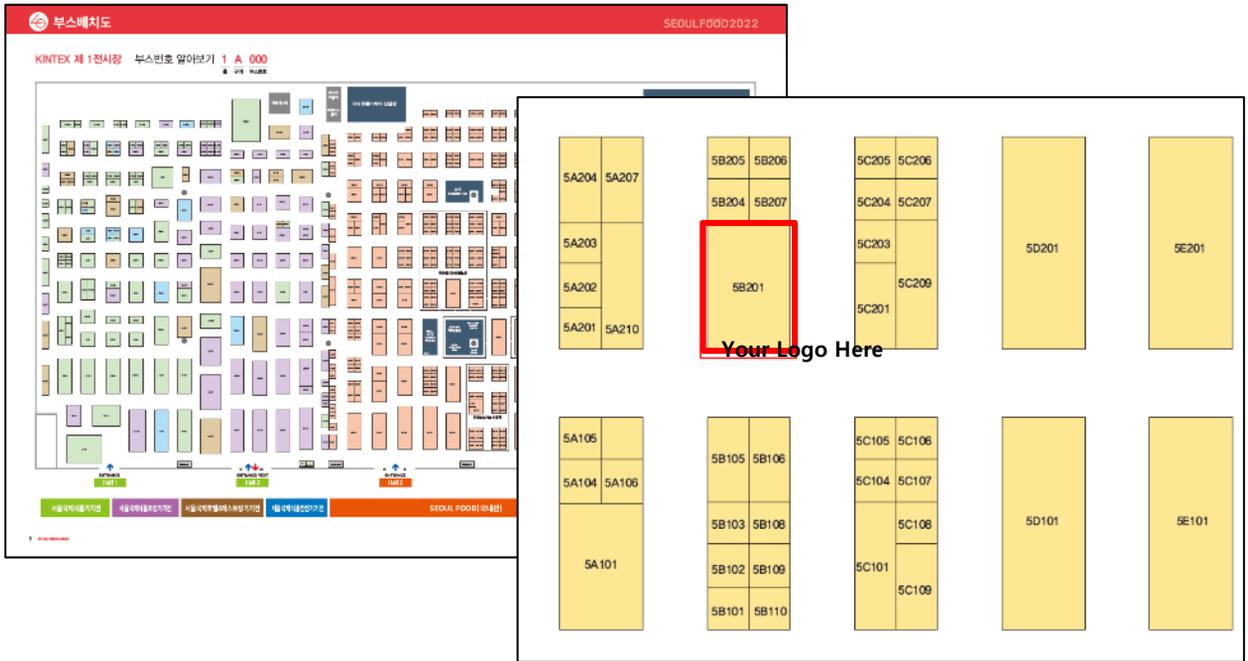
Print Order : 40,000 (Free distribution for visitors)

Booking Deadline : 3 May 2024

Material Submission Deadline : 10 May 2024

Artwork is to be submitted to the Organiser in AI/PDF file format of at least 300dpi in actual size.

## B-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.

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

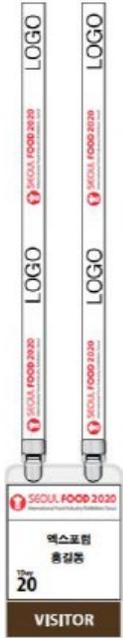
Print Order : 40,000 (Free distribution for visitors)

Booking Deadline : 3 May 2024

Material Submission Deadline : 10 May 2024  
 Artwork is to be submitted to the Organiser in AI/PDF file format of at least 300dpi in actual size.

## B-3. On-site Advertising

### 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	Approx 40,000	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

### Floor Tile



Place your attention-grabbing advertisement in a prime location on the floor to guide attendees directly to your stand. Ensure your message captures the attention of passersby as they navigate the event.

\* The location of the sticker will be determined through discussion with the sponsor, but it is subject to change at the organizer's discretion

Type	Price
Floor Sticker	5 pc USD1,800
	10 pcs USD3,000

# B-3. On-site Advertising

## Staff T-shirt (Exclusive)

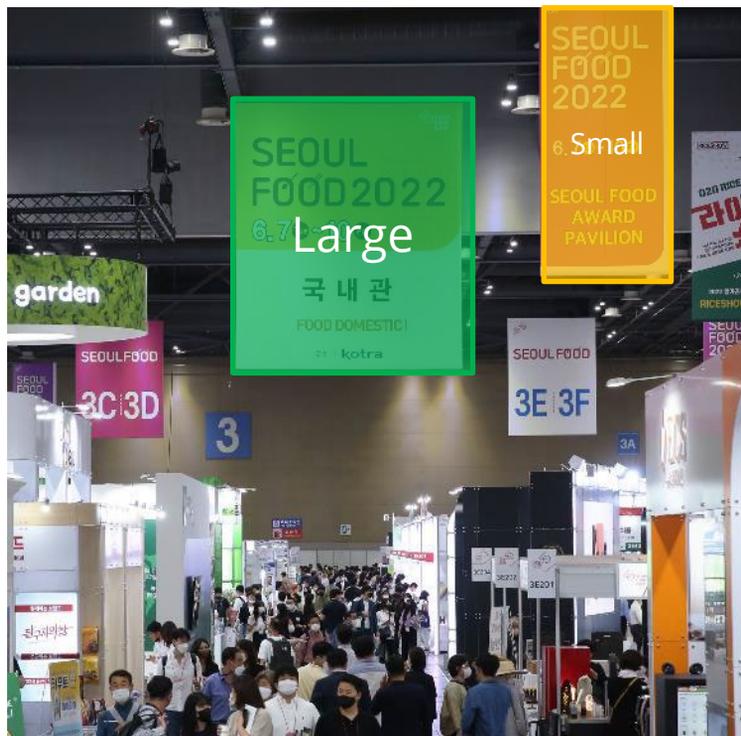
Gain exposure of your brand throughout the venue by featuring your company logo on staff T-shirts.



Details	Quantity	Price
Company logo & stand number printed on t-shirt.	Approx. 50	USD2,000

## B-4. Banner Advertising

### Ceiling Banner inside Hall



Elevate your brand to new heights! The ceiling banner is a striking advertisement opportunity that puts your brand above the competition, ensuring maximum visibility and impact above the stands

Type	Size	Price
Large Banner (Full Artwork) (available for ≤54sqm stands)	4.5(W) X 6(H) m	USD5,000
Small Banner (Full Artwork) (available for ≤36sqm stands)	2.5(W) X 5.5(H) m	USD2,000

Booking Deadline : 3 May 2024

Material Submission Deadline : 10 May 2024

Artwork is to be submitted to the Organiser in AI/PDF file format of at least 300dpi in actual size.

## B-4. Banner Advertising

### Ceiling Banner in the Lobby



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

Type	Specs	Price
Lobby Banner	0.6(W) x 1.8(H)M	5pcs - USD5,000

Booking Deadline : 3 May 2024

Material Submission : 10 May 2024

Deadline Artwork is to be submitted to the Organiser in AI/PDF file format of at least 300dpi in actual size.

## B-5. Sample Distribution

### Sample Distribution Bin at Lobby



Do you have a branded item or a product sample that you would like distributed to 40,000+ visitors?

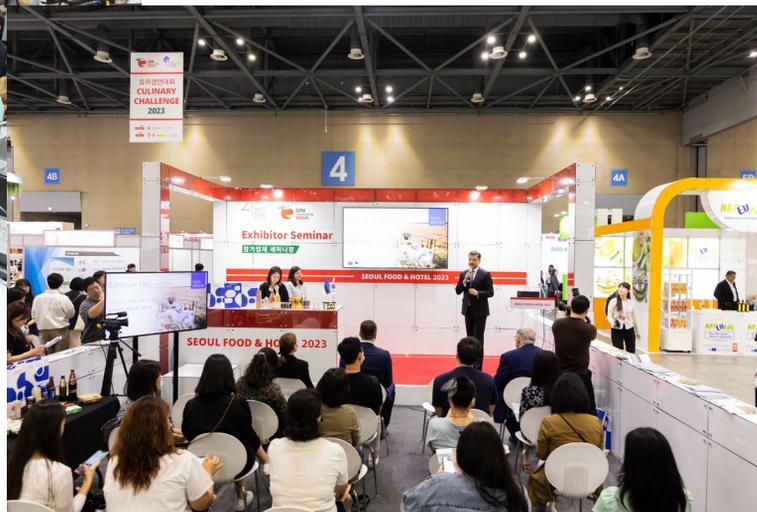
Place your branded item or product sample at the Seoul Food & Hotel Visitor Entrance to maximise your brand exposure and drive traffic to your stand.

Type	Size	Price
Small	0.5(W) x 0.5(D)m 1.0(H)m in total including 0.25(H)m for sample place	USD1,500
Large	1.0(W) X 1(D)m 1.0(H)m in total including 0.25(H)m for sample place	USD2,000

Package includes:

- Exclusive Distribution Bin, your company logo and stand number, at the Visitor Entrance for the 4 days of the events

## B-6. Exhibitor Seminar / Cooking Demo



Secure this space for your 40-minute free-to-attend seminar and cooking demonstration on the show floor. This exclusive show attraction offers you the opportunity to share valuable industry insights, conduct product tastings, or unveil new products to captivated attendees.

The session schedule will be prominently featured in pre-show emails and the on-site guidebook for optimal promotion

Details	Time	Price
Seminar or cooking demo session at the Exhibitor Seminar room	1 Session: 40mins	USD1,000

- Design and the size of the seminar room is subject to change.
- Basic equipment is provided including reception desk, induction, sink, refrigerator, TV monitor and podium with microphone.

## B-7. Culinary Challenge



Throughout the 3-day contest, 300+ chefs will be using these sponsored products to accomplish their dishes! Sponsor now so your products can be spotted by our audience in every angle possible!

### **Sponsor Category:**

- 1) Kitchen Equipment
- 2) Ingredients
- 3) Plates, Cutlery, Glass
- 4) Judges Souvenir



### **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 2024.



## NOTICE

- \* The price listed includes printing, installation and dismantling of the items.
- \* All artwork must be provided by exhibitor in the right format.
- \* 10% VAT is imposed on all countries under Korean Tax Act except the countries with tax exemption agreements.

**RESERVE NOW!**

**CONTACT US FOR SPECIAL SPONSORSHIP IDEAS!**

### **Informa Markets**

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