



Seoul Food & Hotel 2025 Sponsorship Opportunities

10 – 13 June 2025



Contents

01.

Online Promotion

1. E-newsletter
2. Website Banner
3. Social Media Promotion

02.

Printed Promotion

1. Show Guidebook
2. Highlight on Floor Plan

03.

Event Sponsorship

1. Culinary Challenge Sponsorship

04.

Onsite Promotion

1. Staff T-shirt (Exclusive) **Sold Out**
2. Sample Distribution Zone at Lobby
3. Biz Matching Room
4. Floor Tile
5. Banner
6. Wrapping

05.

Onsite –Media Promotion

1. LED Screen

1. Online Promotion

1-1. 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
Exclusive Ad	USD 7,000
Banner (650px x 150px)	USD 2,500

Post - show: : Ad banner in Thank you email

Details	Price
Your company logo & hyperlink	USD 2,000



1. Online Promotion

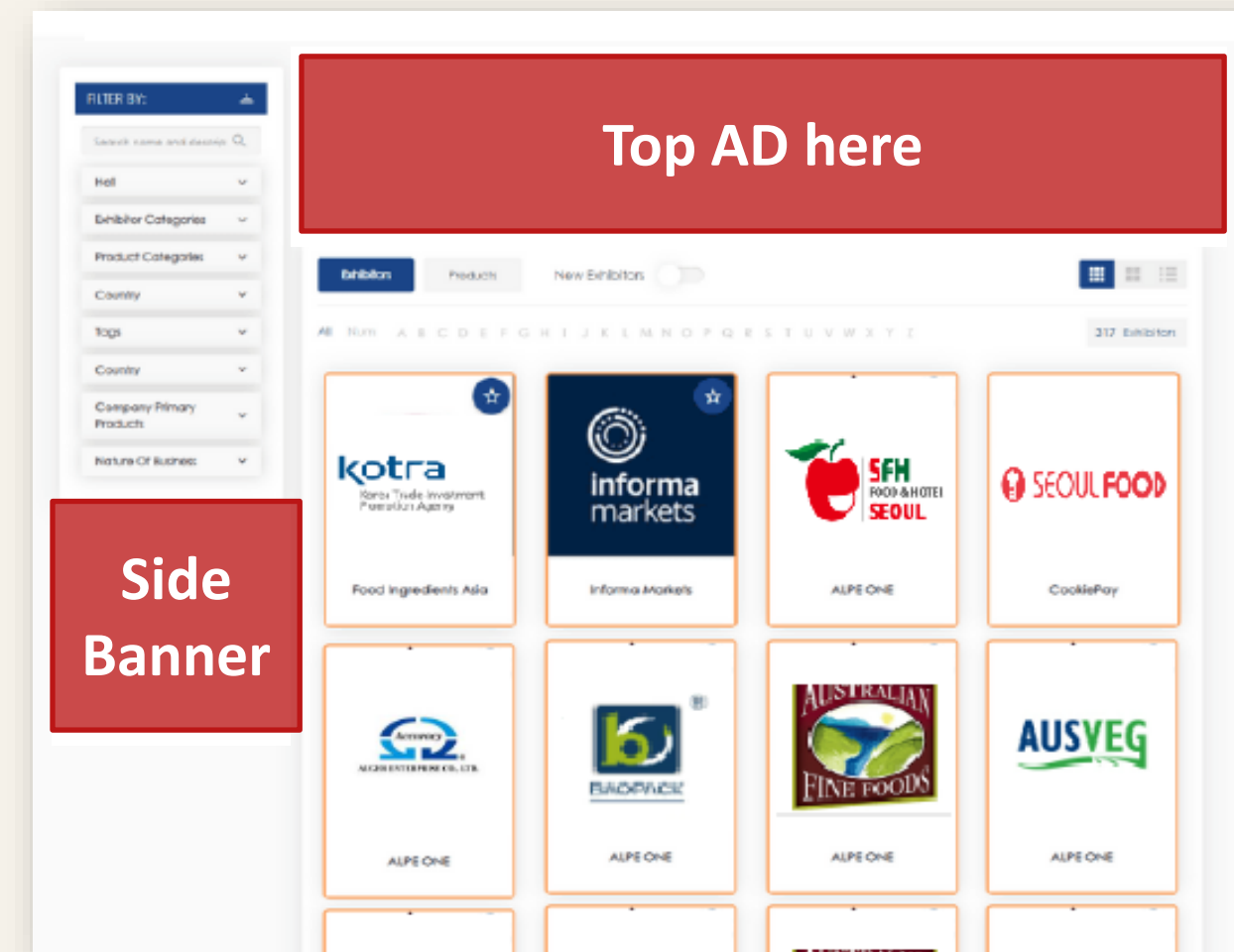
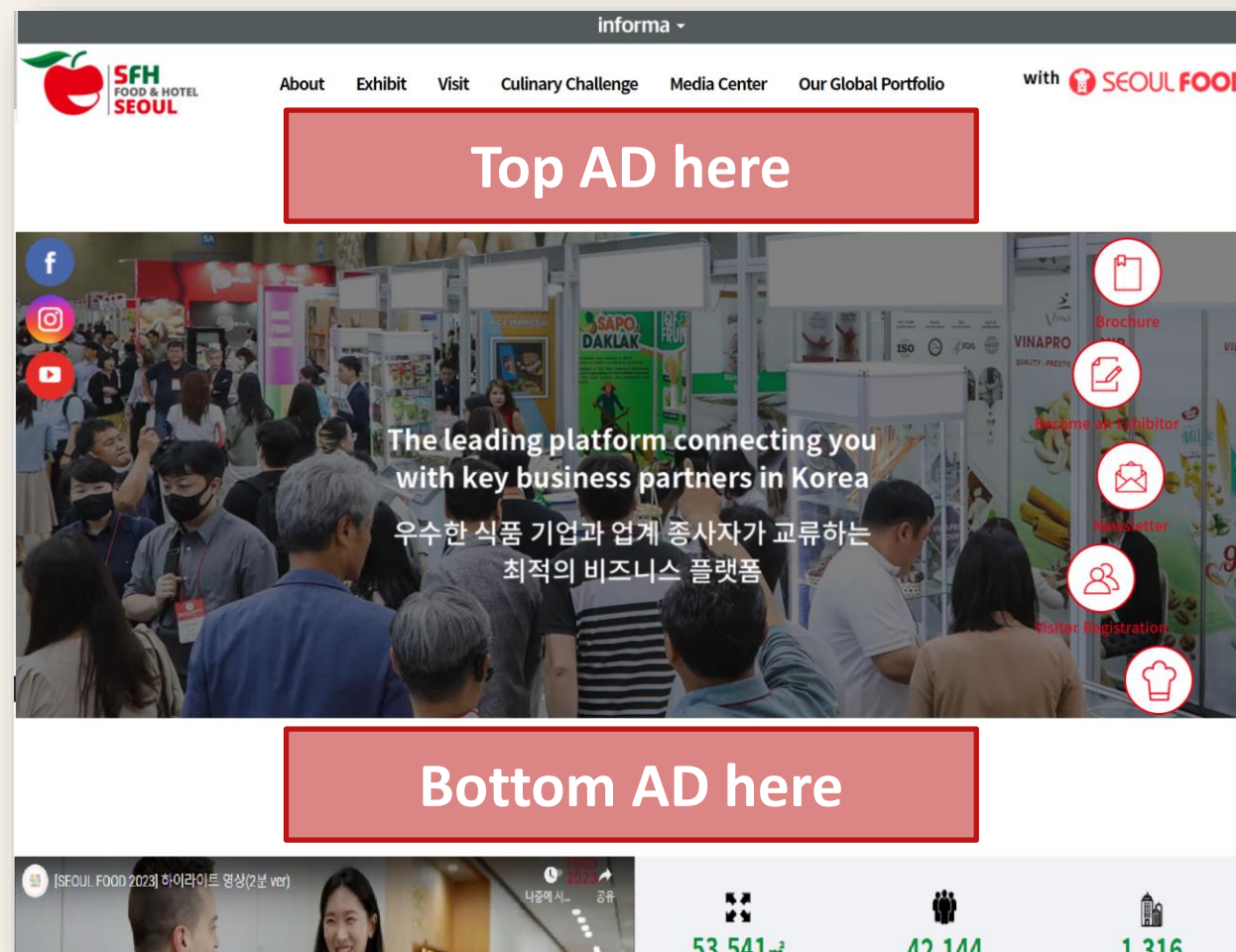
1-2. Website Banner

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

Details	Price
Main Page Top Banner	USD 3,000
Main Page Bottom Banner	USD 2,000

Details	Price
Exhibitor List Page Top Banner	USD 2,500
Exhibitor List Side Banner	USD 2,000



1. Online Promotion

1-3. Social Media Promotion

Suggested content outline
: About company / product highlights (5-10 products)

Type	Spec	Price
Post on Instagram & LinkedIn	<ul style="list-style-type: none"> - Text/Caption (100 words) - Hashtags - Image: jpg/mp4/gif (1200x 1200) 	1 Post : USD300



2. Printed Promotion

2-1. Visitor Guidebook

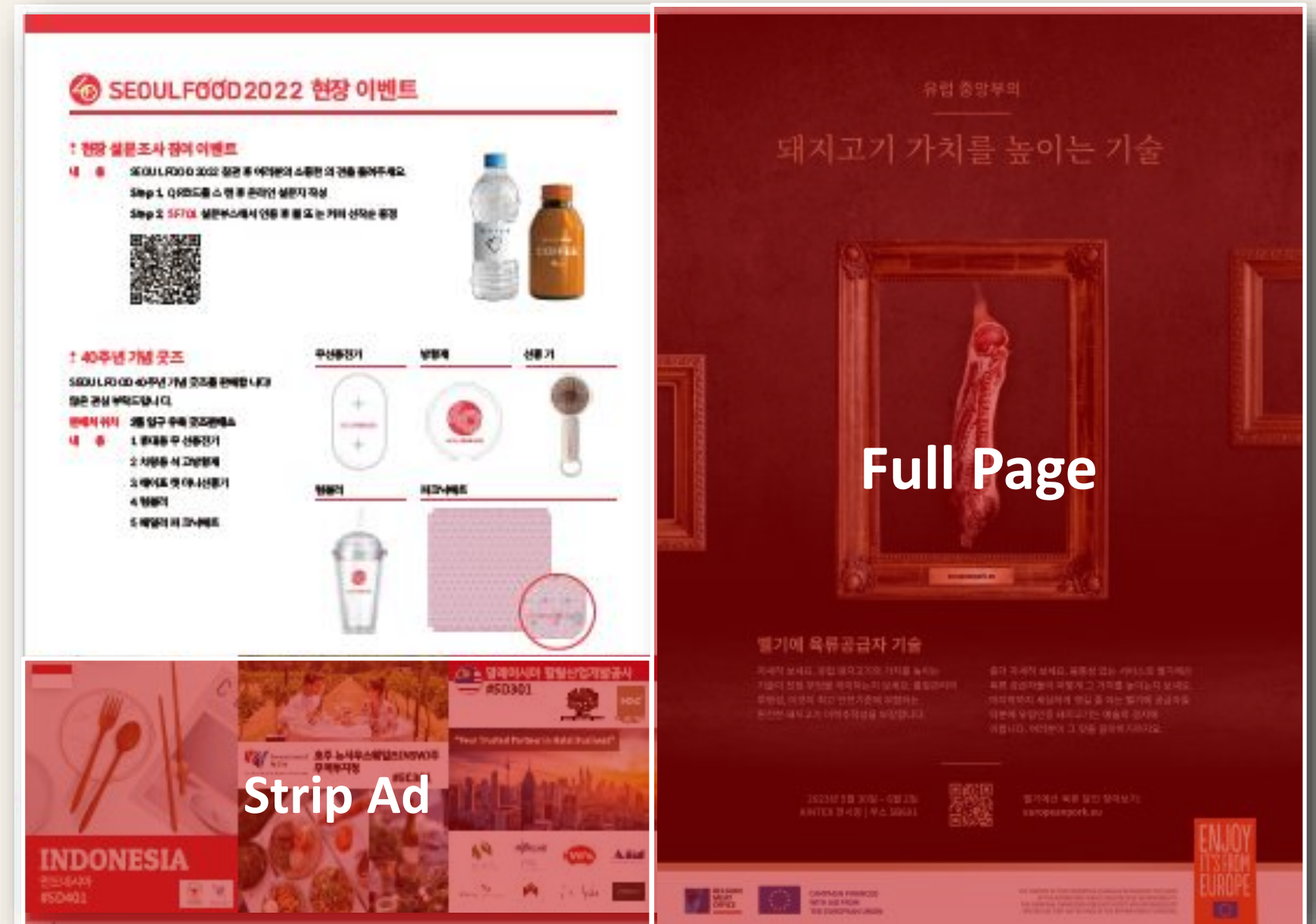
This portable guidebook, which includes show information, exhibitor list and floor plan, will be distributed over 50,000 exhibitors & visitors throughout the 4 days event.

Type	Size	Price
(EXCLUSIVE) Full Page Back cover Ad	210(W) x 297(H)mm	USD 8,000
Full Page Ad (ROP)	210(W) x 297(H)mm	USD 6,000
Strip Ad (ROP)	210(W) x 85(H)mm	USD 3,000

Print Order : 50,000 (Free distribution to all attendees)

Booking Deadline : 3 May 2025

Material Submission Deadline : 10 May 2025
Artwork is to be submitted to the Organizer in AI/PDF file format of at least 300dpi in actual size.



2. Printed Promotion

2-2. Highlight on Floor Plan

Have your company logo on the “Floor Plan” in the visitor guidebook and the hall lobby allowing all attendees to navigate to your stand.

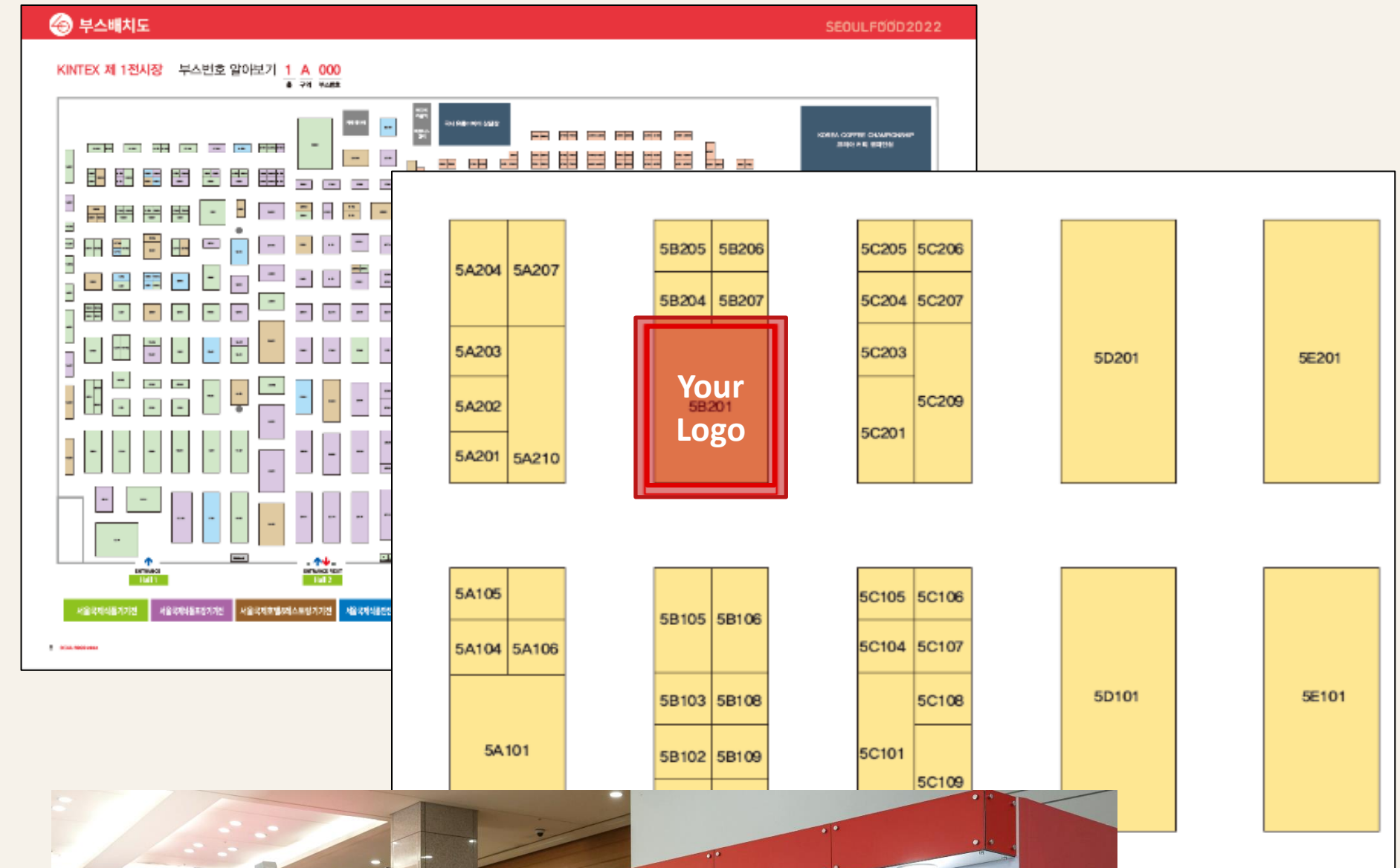
* If not, number of Booth is only marked on the floor plan

Type	Quantity	Price
Highlight your stand on the floorplan in the visitor guidebook & hall entrance	Up to 15 companies	USD 2,000

Print Order : 50,000 (Free distribution to all attendees)

Booking Deadline : 3 May 2025

Material Submission Deadline : 10 May 2025
 Artwork is to be submitted to the Organizer in AI/PDF file format of at least 300dpi in actual size.



3. Event Sponsorship

3-1. Culinary Challenge

Throughout the 4 days contest, 300+ chefs will be using these sponsored products to accomplish their dishes! Sponsor now to ensure your products are showcased from every angle to our audience!

Sponsor Category:

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



Sponsor provides to the Organizer

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

Organizer 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 2025.

4. Onsite Promotion

4-1. 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	USD 2,500

Booking Deadline : 3 May 2025

Material Submission Deadline : 10 May 2025

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



Sold Out



4. Onsite Promotion

4-2. Sample Distribution Zone at Lobby

Do you have a branded item or a product sample that you would like to distribute to 50,000+ visitors?

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

Package includes	Price
Exclusive Container for sample – Container with your company logo and stand number, at the Visitor Entrance for the 4 days of the events	USD 2,000



4. Onsite Promotion

4-3. Biz Matching Room

Promote your product at the business matching venue, where key domestic manufacturers, distributors, and import buyers will be visiting. By inviting international buyers to the International Buyer Lounge for a coffee break, you can meet them and present your product and literature in a relaxed setting.

(MAX. 3 Sponsors)

Package includes

1. Product Display

- Table(1,500*700*730(h)mm) with your products company logo and stand number, at the Buyer Lounge for the 4 days of the events

2. Buyer Gift Sponsor

- Table(1,500*700*730(h)mm)
- About 80pcs of regular-sized products and promotional flyers to be distributed to buyers

Price

USD 500

USD 500

Booking Deadline : 3 May 2025

Material Submission Deadline Products will be displayed onsite from 15:00 to 18:00.



4. Onsite Promotion

4-4. Floor Tile

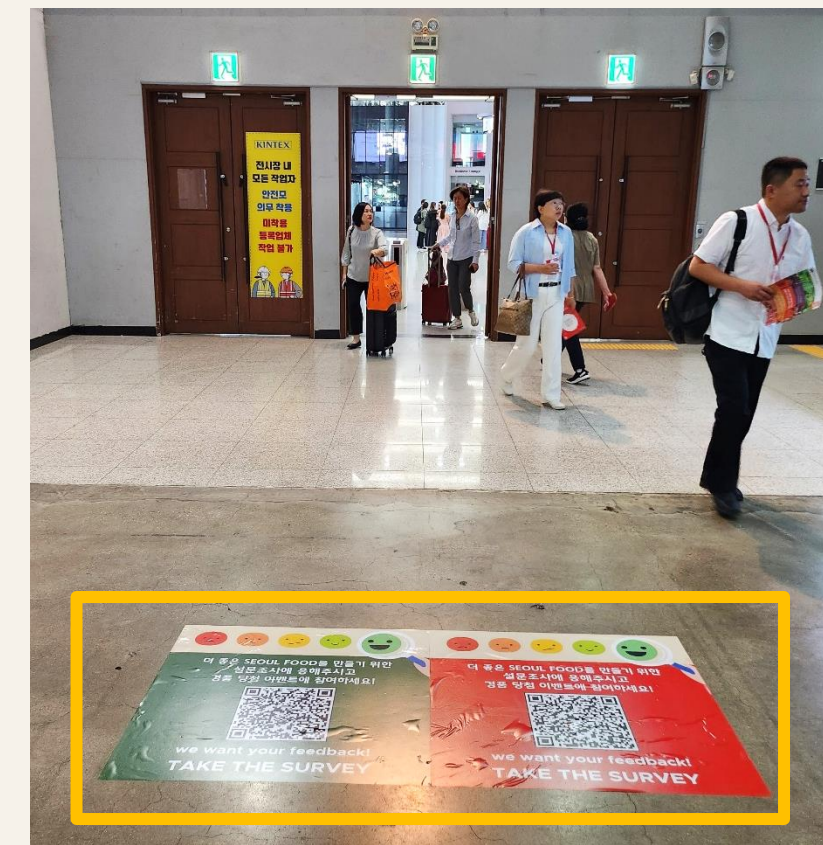
Place your attention-grabbing advertisement in a prime location on the floor to guide attendees directly to your stand. Ensure your message captures the attention of passersby as they navigate the event.

* 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	Size	Price
Floor Sticker	1m * 1m each	5 pcs USD 1,800
		10 pcs USD 3,000

Booking Deadline : 3 May 2025

Material Submission Deadline : 10 May 2025
Artwork is to be submitted to the Organizer in AI/PDF file format of at least 300dpi in actual size.



4. Onsite Promotion

4-5. Banner

A limited and highly visible advertising opportunity is available at the main entrance. Your company's image will be prominently displayed, captivating all visitors entering from KINTEX over 4 days.

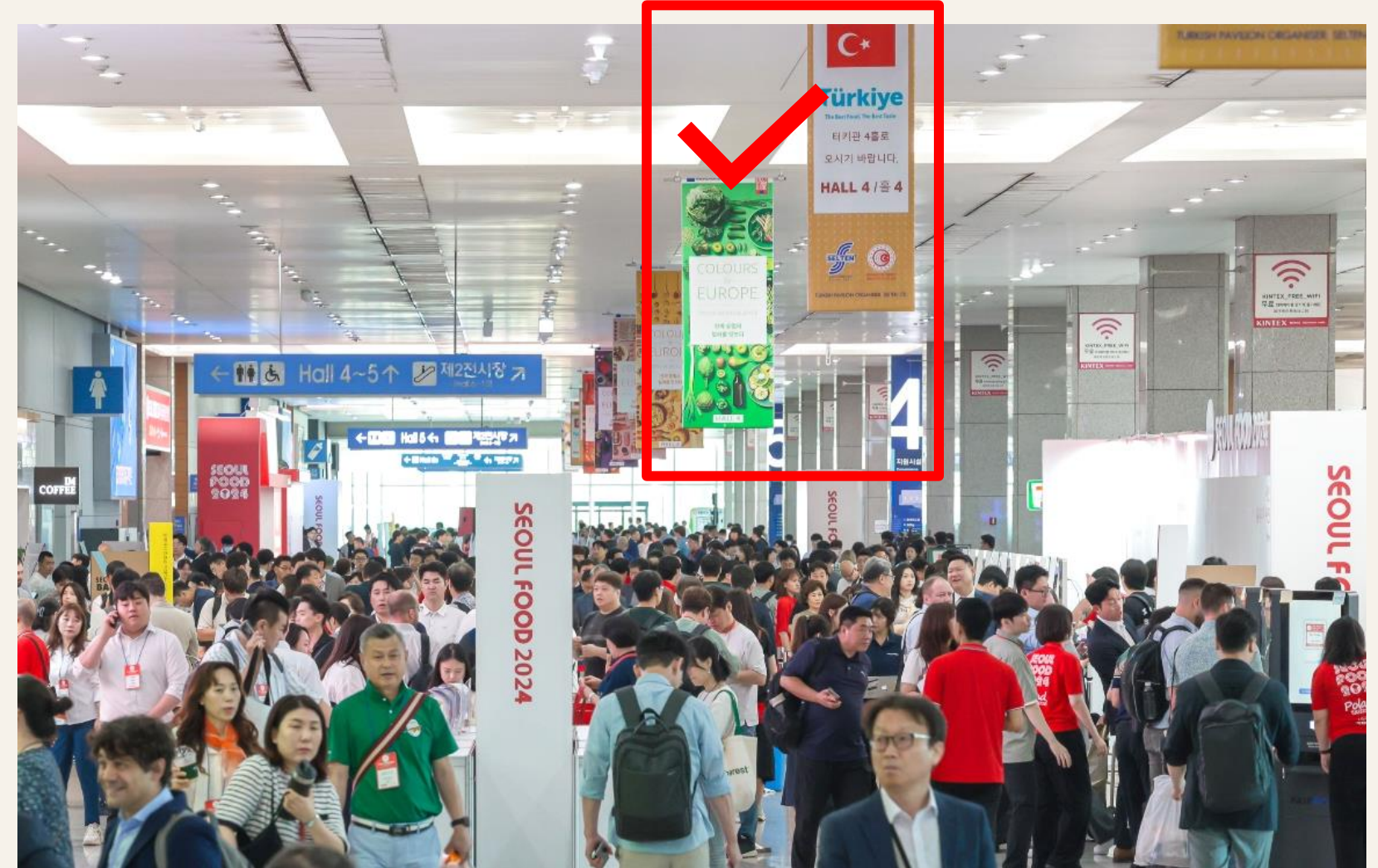
* Location of the Banner is First come first served

Type	Spaces	Price
Lobby Banner	0.8(W) x 2.0(H)M	5pcs – USD 5,000

Booking Deadline : 3 May 2025

Material Submission Deadline : 10 May 2025

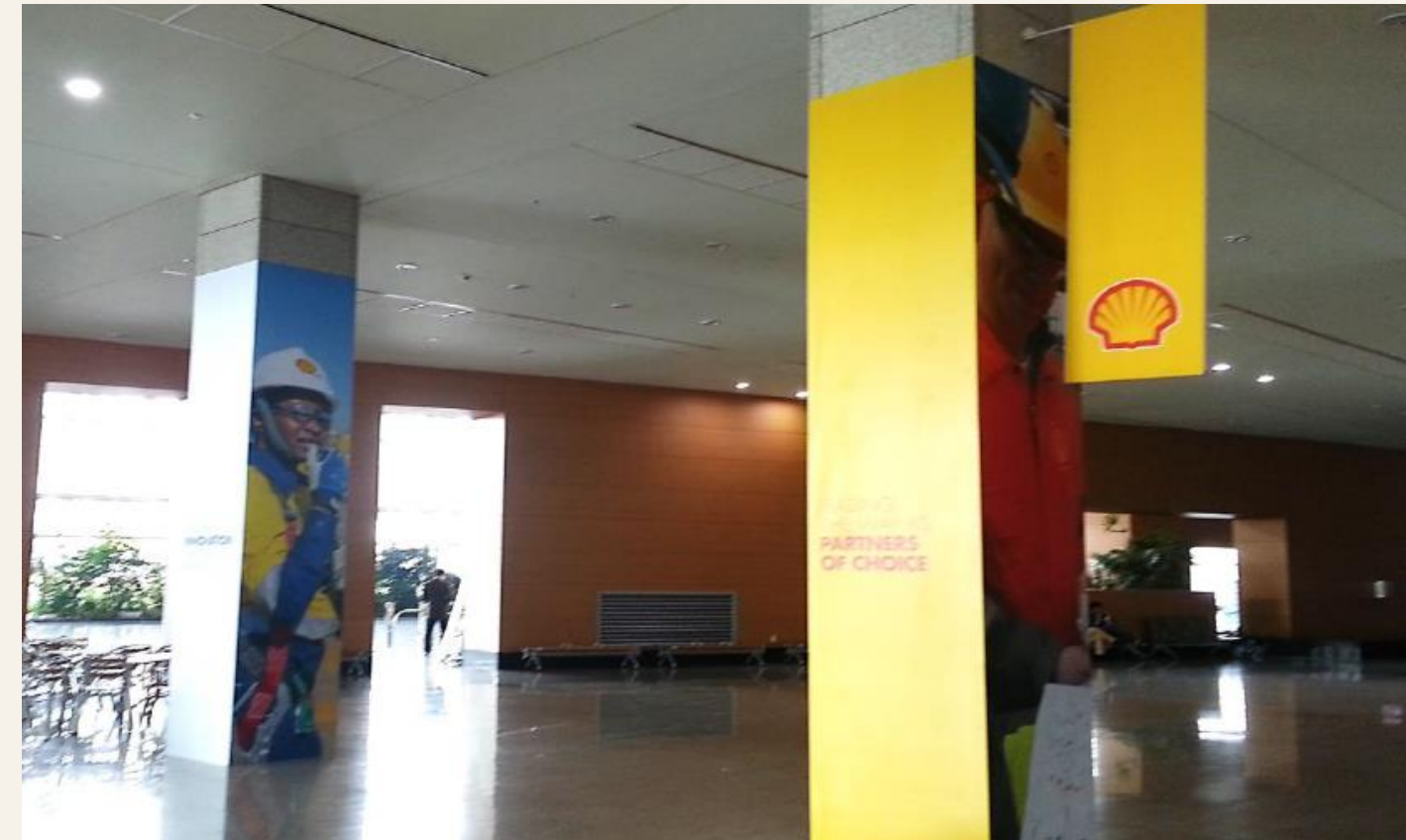
Artwork is to be submitted to the Organizer in AI/PDF file format of at least 300dpi in actual size.



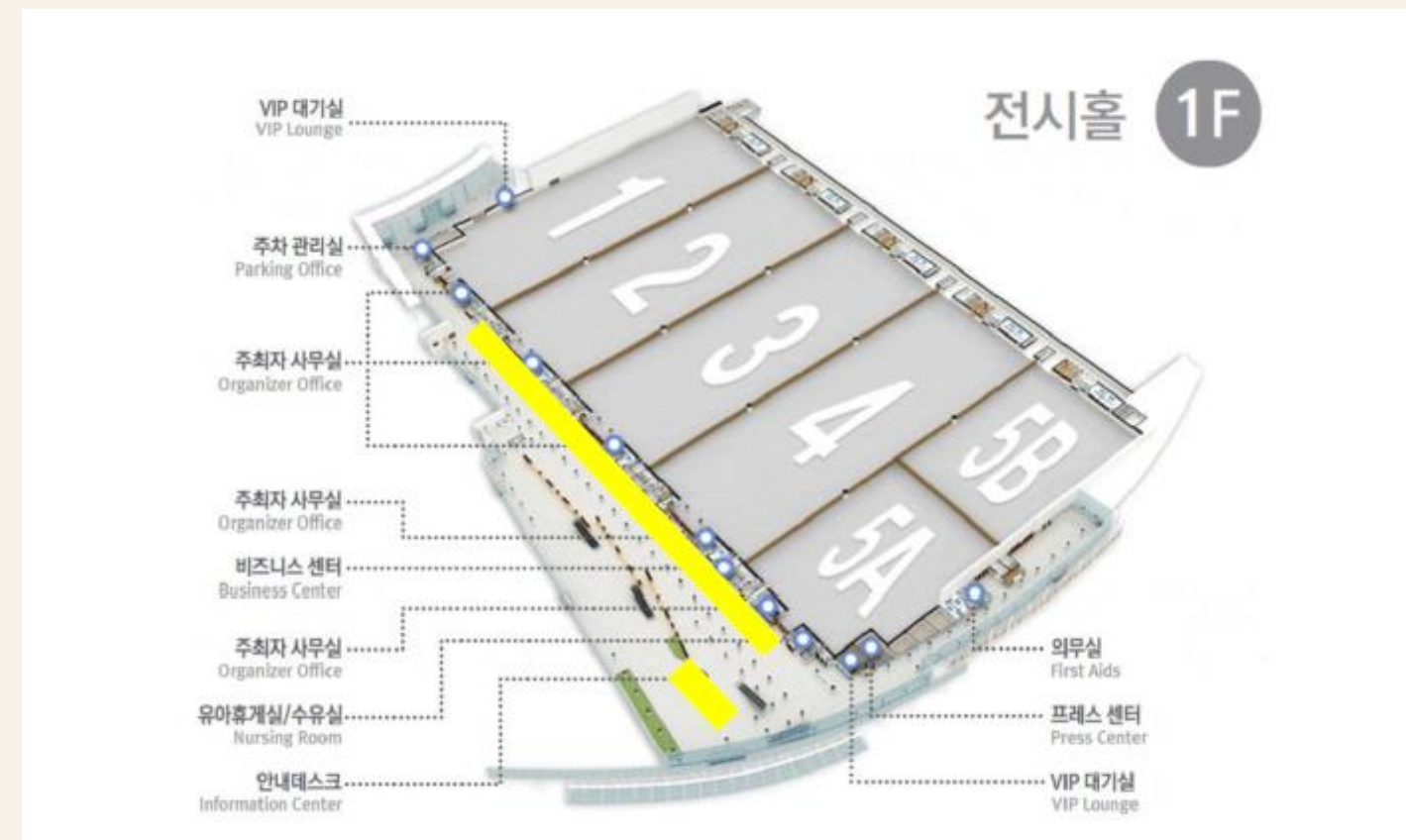
4. Onsite Promotion

4-6. Wrapping

Location	Hall 2 – 5 Lobby Square Pillar
Size	3.6m x 5.2m
Quantity	27 Pillars
Cost	USD 5,000 (Total 27 Pillars)
Detail	<ul style="list-style-type: none"> - Individual pillars contracts are not possible, only a consolidated contract is available. - Height is negotiable.



Location	Hall 5 Concourse Column
Size	3.4m x 3m
Quantity	5 Columns
Cost	USD 2,000 (Total 5 Columns)
Detail	<ul style="list-style-type: none"> - Individual columns contracts are not possible, only a consolidated contract is available. - Height is negotiable.



Booking Deadline : 3 May 2025

Material Submission Deadline : 10 May 2025
 Artwork is to be submitted to the Organizer in AI/PDF file format of at least 300dpi in actual size.

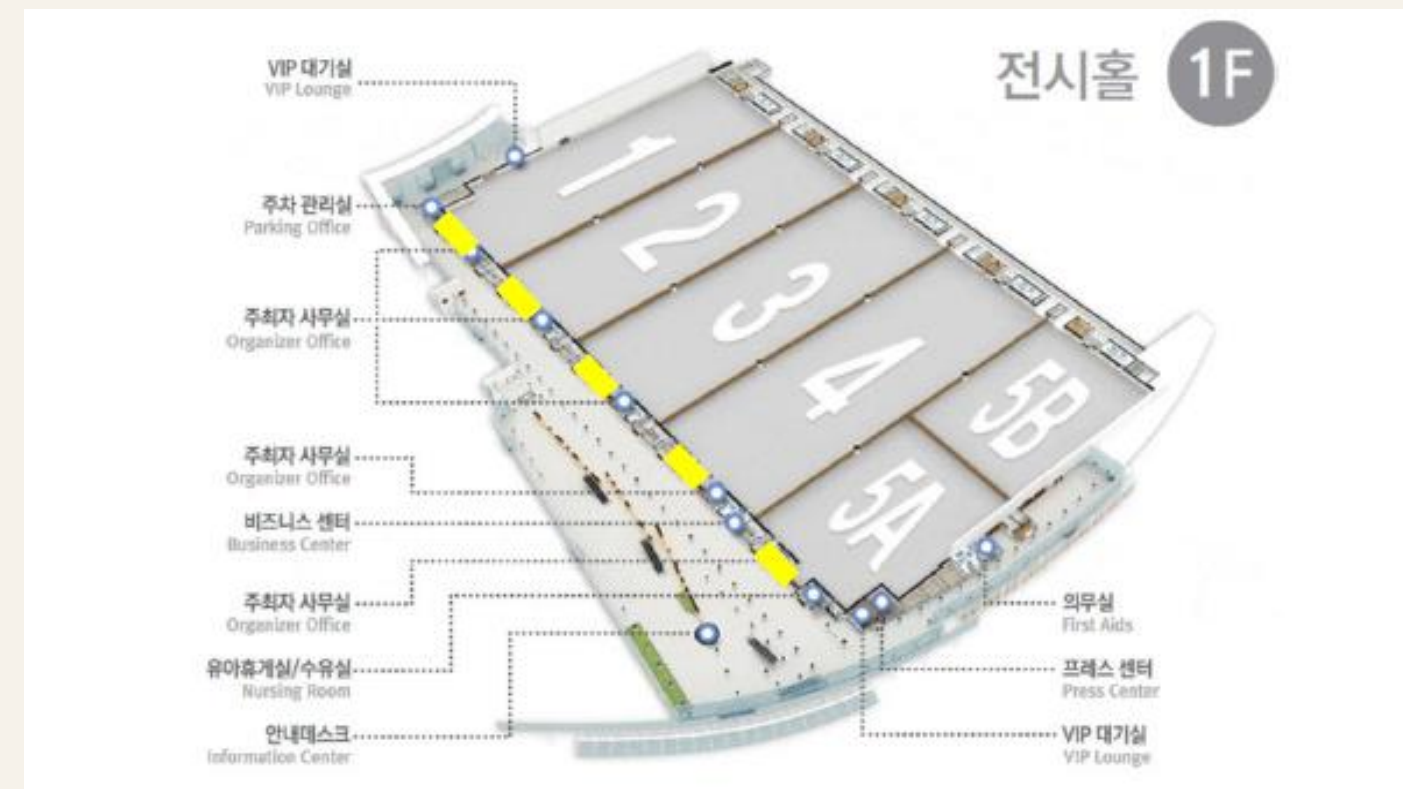
5. Onsite-Media Promotion

5-1. LED Screen

Location	Each 1- 5 Hall's Main Entrance Wall
Size	6m x 2.5m
Quantity	5 (A total of 5 videos will rotate repeatedly)
Cost	USD 2,000 each
Detail	Resolution : 3,072 x 1,280 Video duration : Within 30 sec Delivery duration : 9:00 - 19:00 Format : mp4 or jpg

Booking Deadline : 3 May 2025

Material Submission Deadline : 10 May 2025



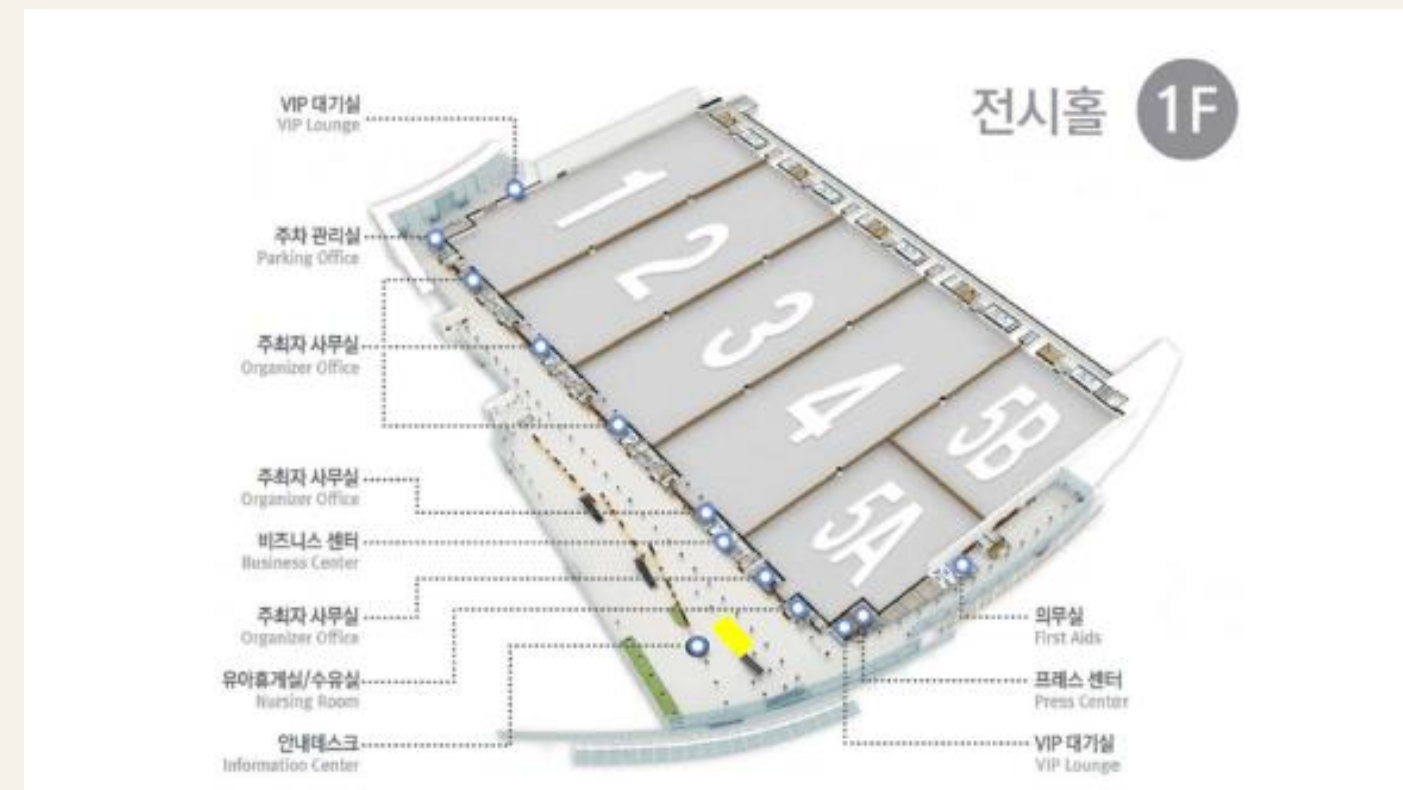
5. Onsite-Media Promotion

5-1. LED Screen

Location	Hall 5 Concourse
Size	30.5m x 2.5m
Quantity	10 (A total of 10 videos will rotate repeatedly)
Cost	USD 4,000 each
Detail	Resolution : 15,360 x 1,350 Video duration : Within 30 sec Delivery duration : 9:00 – 19:00 Format : mp4 or jpg

Booking Deadline : 3 May 2025

Material Submission Deadline : 10 May 2025



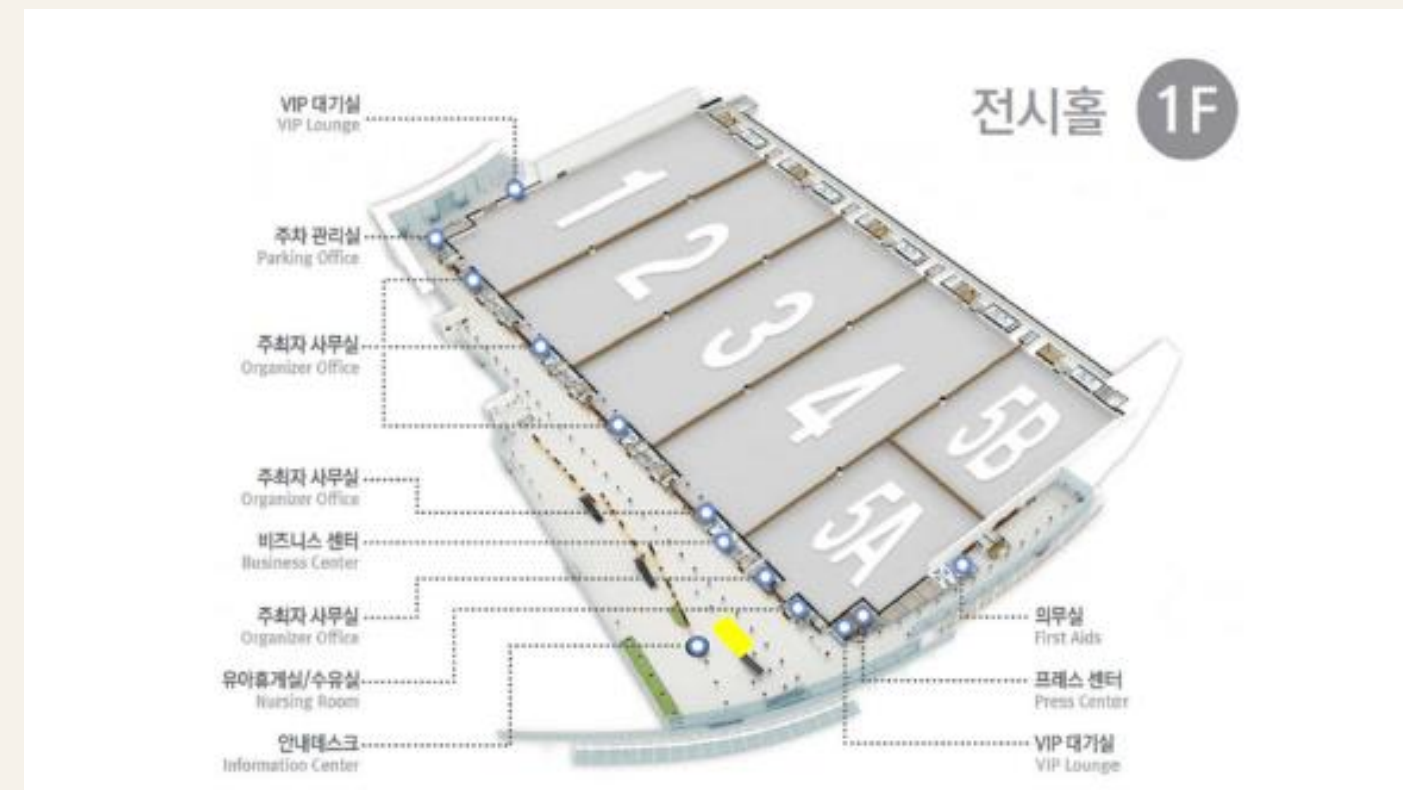
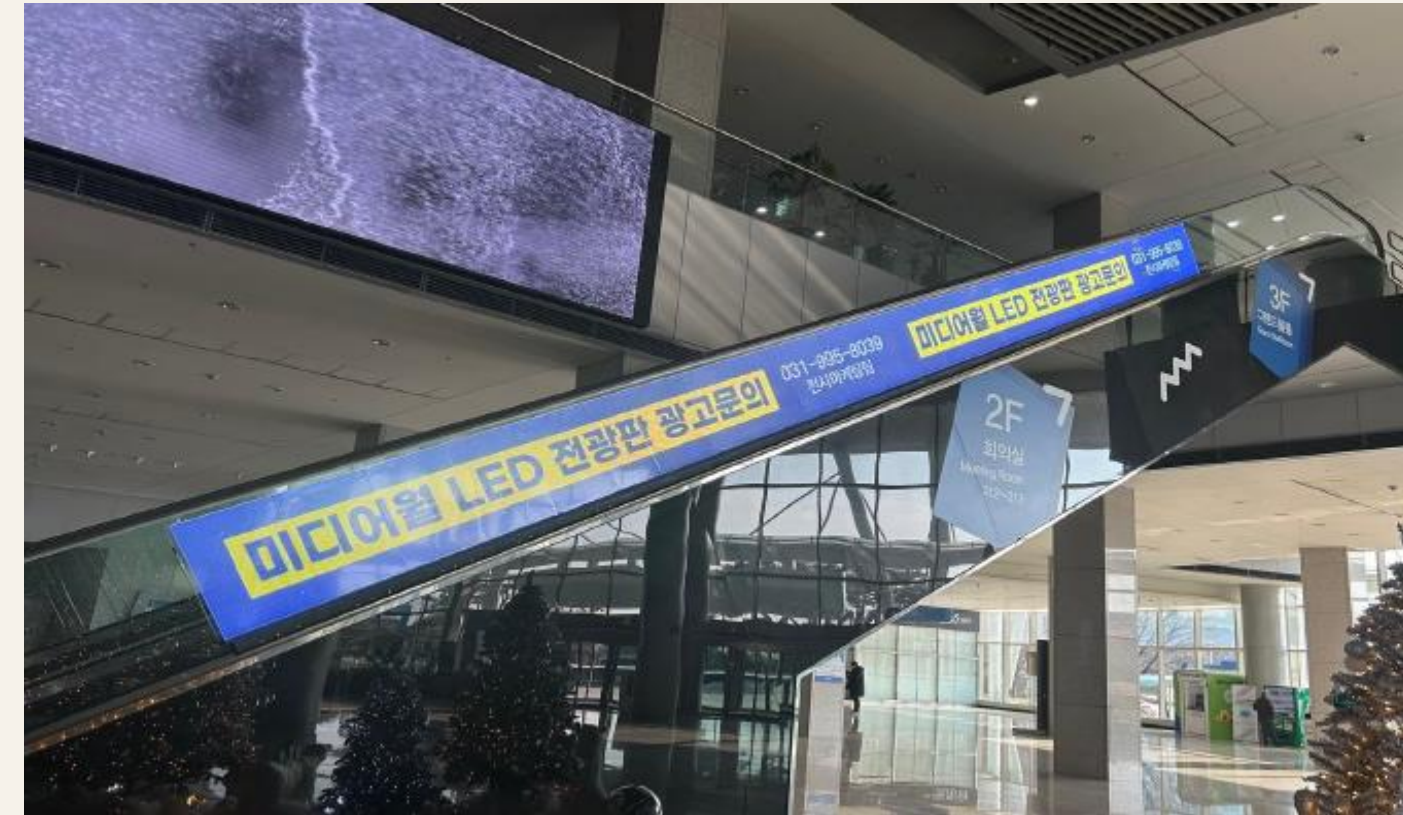
5. Onsite-Media Promotion

5-1. LED Screen

Location	Hall 5 Concourse – Escalator
Size	9.2m x 0.6m
Quantity	10 (A total of 10 videos will rotate repeatedly)
Cost	USD 500 each
Detail	Resolution : 1,472 x 92 Video duration : Within 30 sec Delivery duration : 9:00 – 19:00 Format : mp4 or jpg

Booking Deadline : 3 May 2025

Material Submission Deadline : 10 May 2025



CONTACT US

Informa Markets

Emma Im

Emma.im@informa.com

Tel. +82 - 2 -6715 -5425

**RESERVE NOW!
CONTACT US FOR SPECIAL SPONSORSHIP IDEAS!**

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.

