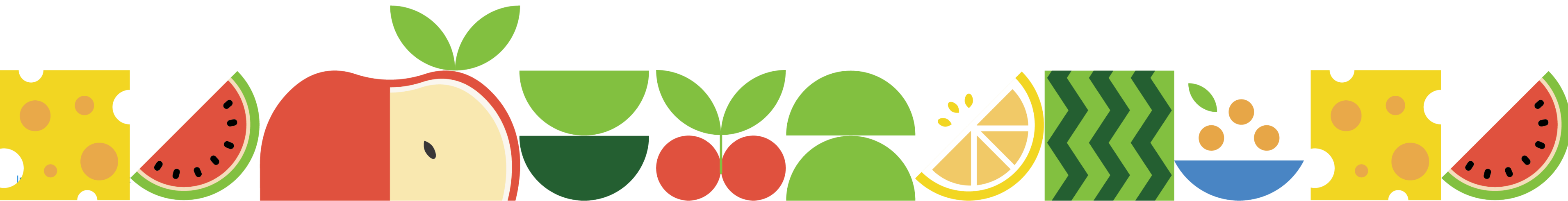


SEOUL FOOD & HOTEL 2026

Advertising Opportunities



Contents

01.

Online Promotion

1. E-newsletter
2. Website
3. Pre-registration
4. Exhibitor List

02.

Printed Promotion

1. Show Guidebook
2. Highlight on Floor Plan

03.

Event Sponsorship

1. Culinary Challenge

04.

Onsite Promotion

1. Staff T-shirt
2. Sample Distribution
3. Biz Matching Area
4. Floor Tile
5. Lobby Banner
6. Wrapping

05.

Onsite - Media Promotion

1. LED Screen

1. Online Promotion

1-1. E-newsletter

Pre-show: Company Highlight

Details	Price
Exclusive e-Newsletter (1,200px(W) x variable height)	USD 7,000
Banner featured (1,200(W) x 280(H)px)	USD 2,500

Post - show: : Ad banner in Thank you email

Details	Price
Your company logo & hyperlink	USD 2,000

Sample Dedicated e-newsletter

Newsletter 07

SEOUL FOOD Newsletter

2024.6.11-14 KINTEX

INTERPORC (스페인 백색돈육협회)가 SEOUL FOOD 요리경연대회를 후원합니다.



INTERPORC SPAIN(스페인 백색돈육협회)은 농장에서부터 식탁에 오르기까지 스페인 백색돈육의 생산, 가공, 마케팅 모든 과정을 대표하는 비영리 단체입니다.

스페인 돼지고기의 품질과 맛을 홍보하기 위해 2년 연속 SEOUL FOOD 요리경연대회를 선택한 INTERPORC SPAIN(스페인 백색돈육협회).

스페인 등갈비와 미추리 삼겹살을 사용한 창의적인 요리를 만나볼 수 있는 국제 요리경연대회(부스번호 5A901)에 여러분을 초대합니다!



INTERPORC 자체 인증 seal IAWS를 이용하여 최고 수준의 동물복지와 식품안전성, 추적가능성을 통해 돼지고기를 생산합니다.

안전성과 품질이 보장되어 있는 스페인 돼지고기! 음식 준비부터 완성된 요리까지 엄격한 이력 관리 시스템으로 관리되는 스페인 돼지고기를 선택하세요!

영상으로 보는 “인터포크” ♥

SEOUL FOOD 요리경연 대회 Culinary Challenge의 후원사 인터포크! 맛은 물론, 최고의 품질 보장! 방문 전 영상으로 먼저 살펴볼까요? ▼



맛 뿐만 아니라 건강까지 생각하는 INTERPORC SPAIN(스페인 백색돈육협회)



Sample Banner featured

SEOUL FOOD 2025

June 10th(Tue) ~ 13th(Fri) | KINTEX

| 주최 | kotra | 공동주최 | informa market KINTEX

주요 프로그램

SEOULFOOD2025



SEOUL FOOD 라이브 커머스 판매대전

전문 소호스트, 글로벌 인플루언서가 현장에서 라이브 방송을 진행하며 참가업체 제품 홍보 및 실시간 판매

SEOULFOOD2025



제10회 SEOUL FOOD AWARDS

식품 분야별 전문가 심사위원을 통해 상품상을 평가받는 식품 트렌드를 만드는 장

SEOULFOOD2025



국내 유망 바이어 상담회

국내대표 유통 관련 바이어와의 1:1 상담 진행으로 참가업체의 내수 판로 확대 지원

SEOULFOOD2025



해외바이어 수출상담

전 세계바이어와의 1:1 오프라인 수출상담회를 통해 참가업체의 해외수출 판로 확대 기회 제공

글로벌 식품 트렌드 세미나

Saladpl Your Banner

소비층 변화에 따른 글로벌 기성품 식품(F&B) 시장 트렌드

2025년 6월 11일(수) 10:00 ~ 11:15 / 무료

세미나 사전등록

국내 수입·유통 회사 분들을 초대합니다.

1:1 비즈니스 상담회

50개국 800여개 해외 참가사를 한번에 만날 수 있는

1:1 Biz Matching!

✓ 통역 서비스 제공

✓ 매칭 전담팀을 통한 미팅 제품/회사 사전 검색

✓ 매칭 전담팀을 통한 사전 미팅 스케줄 조율로 효율적 시간 활용

✓ 최적화된 미팅 장소 및 다과 서비스 제공



“미팅룸에서 편하게”

1. Online Promotion



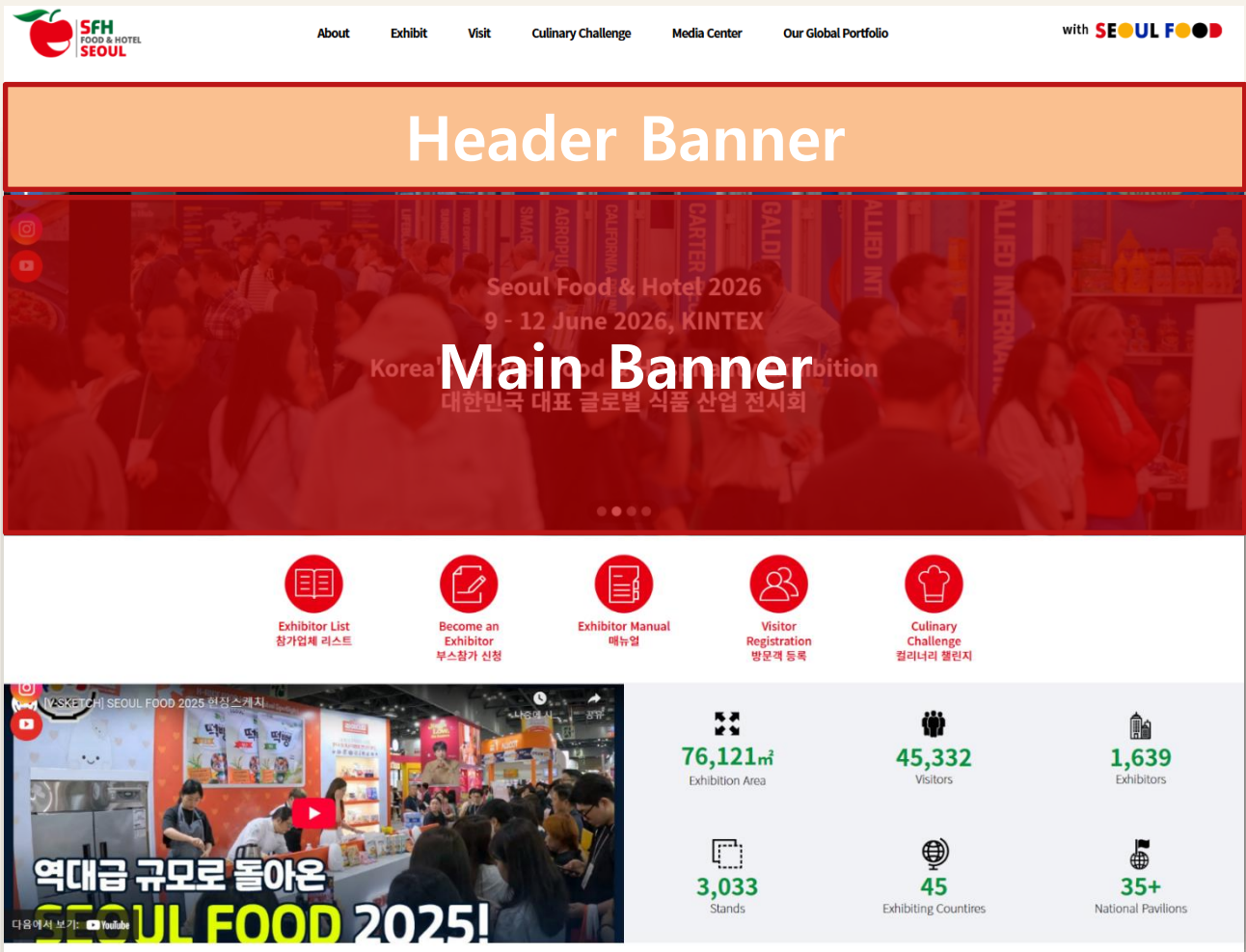
1-2. Website

Double online exposure across both official co-organizer websites (Mobile-friendly)

Details	Price
Header Banner (Exclusive)	USD 10,000
Rolling Main Banner (Max. 2 companies)	USD 10,000

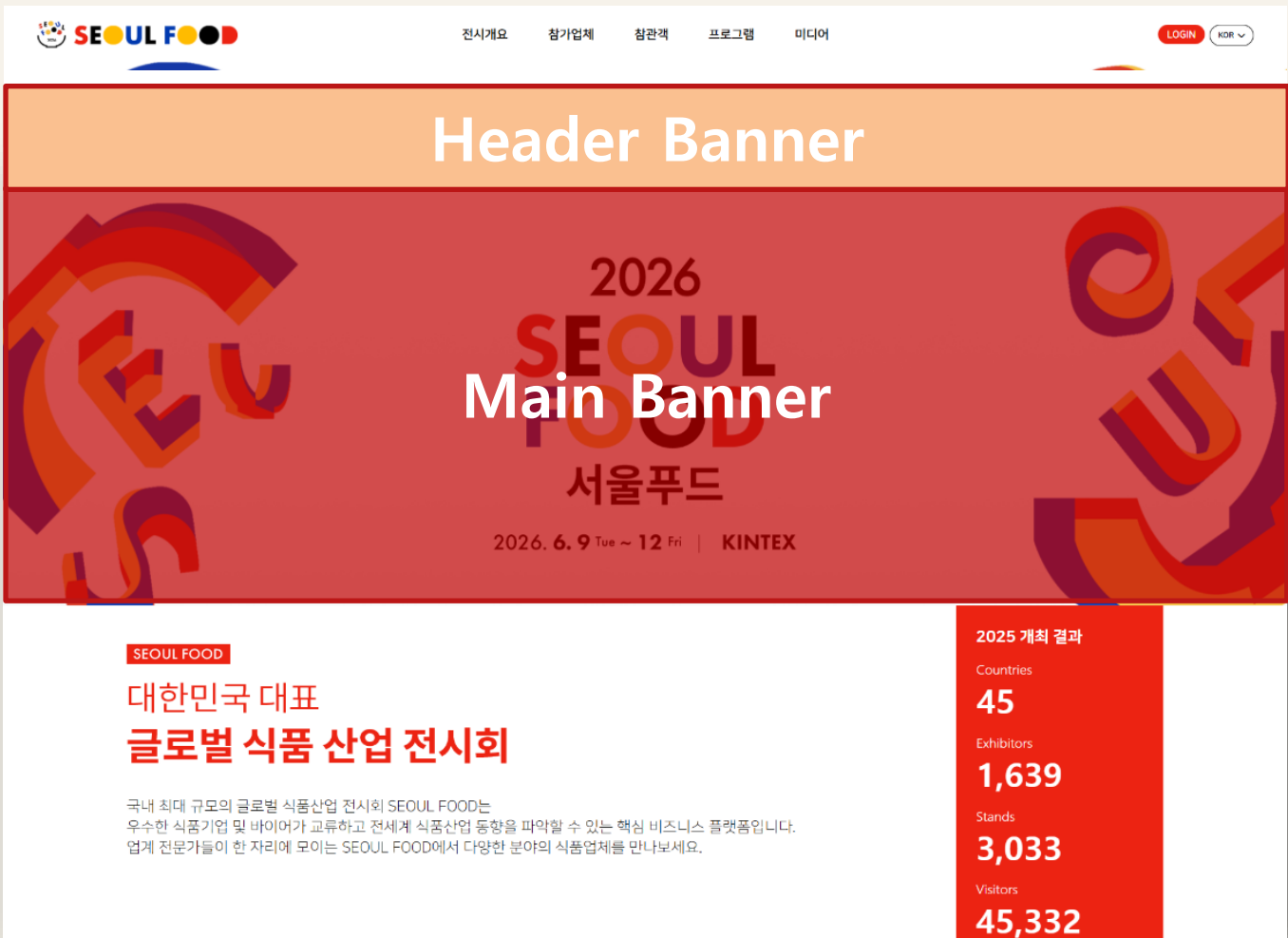
Duration	: 1 months
Spec	<ul style="list-style-type: none">• Size to be confirmed• Format: GIF or JPEG• Picture resolution: min 72dpi• File size: max 25 kb• Hyperlink for banner

Visit website
by Informa Markets



Visit Korean website
by KOTRA

Visit English website
by KOTRA



1-3. Pre-registration (Exclusive)

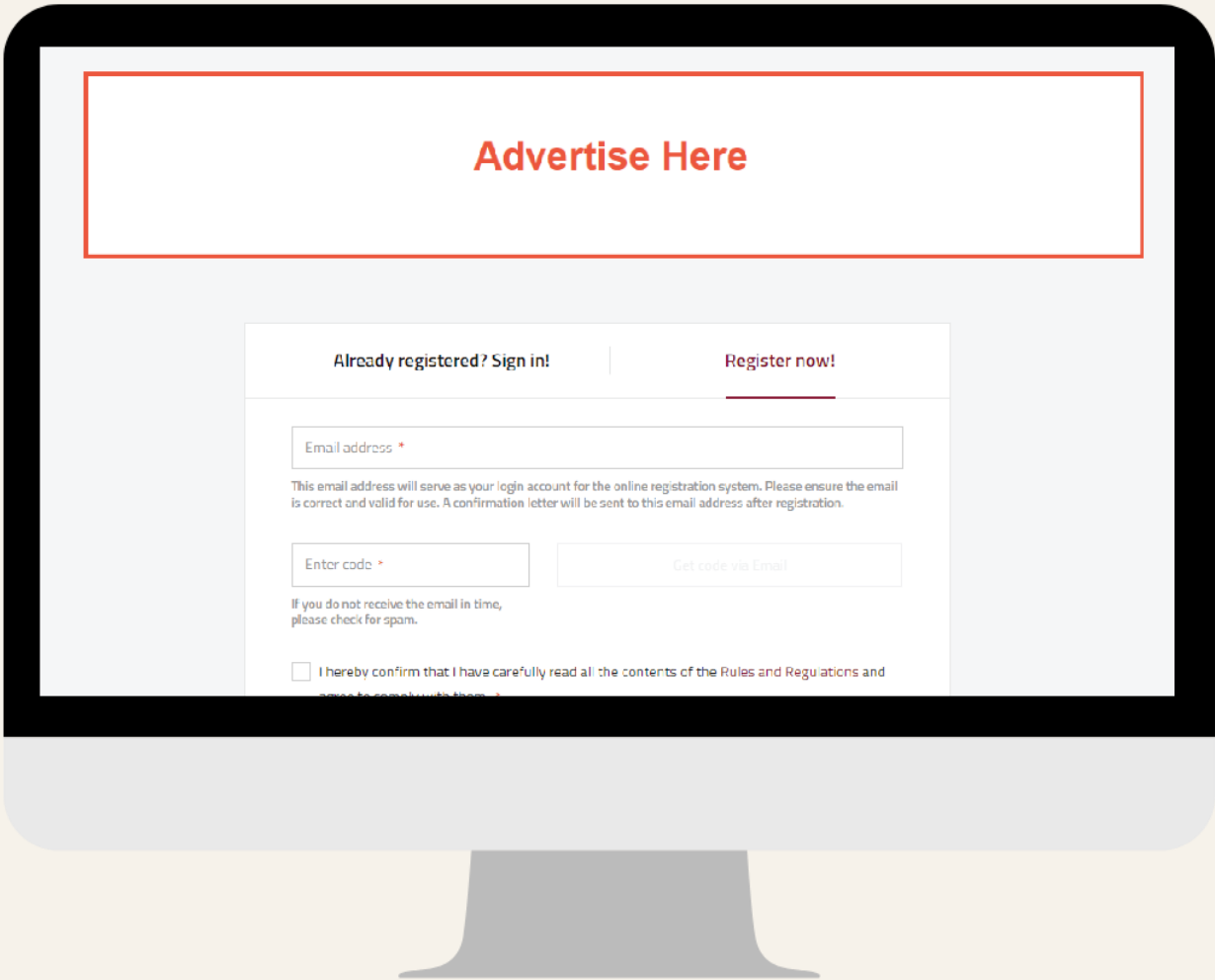
Double exposure benefit!
Your banner will appear on both co-organizes' pre-registration pages
(Mobile-friendly)

Details	Price
Web banner on the pre-registration page	USD 10,000

Duration	: 1 months
Spec	<ul style="list-style-type: none">• Size to be confirmed• Format: GIF or JPEG• Picture resolution: min 72dpi• File size: max 25 kb• Hyperlink for banner

Visit Registration page
by Informa Markets

Visit Registration page
by KOTRA



1. Online Promotion



1-4. Exhibitor List

Details	Price
Top placement on the Exhibitor List webpage	USD 3,000

No. of Advertiser	: Max. 4 companies
Default order	: Alphabetical
Order for Advertisers	: First come, first served

OVERVIEW

Exhibitor List

SEOUL FOOD 2026

Organizer

SEOUL FOOD story

Post Show Report

Floor Plan

Exhibitor List

SEOUL FOOD ESG

Please enter a search term

Q Search

Detail Search

View only bookmarks

Countries & Regions

All

Argentina

Australia

Austria

Belgium

Exhibition

SEOUL FOOD & HOTEL

☐ Agricultural Products

☐ Meat Products

☐ Seafood Products

☐ Dairy Products

☐ Food additives/ingredients

☐ Health/Organic Foods

☐ Beverage/Coffee/Tea

☐ Wine/Liquor

☐ Processed Foods

☐ Frozen Food

☐ Condiments/Seasonings/Oil

☐ Bakery/Confectionery

☐ Convenience Foods

☐ Vegan/Alternative Proteins

☐ Halal

☐ Food Information Service

SEOUL FOODPACK

☐ Packaging machinery & components

☐ Packaging processing machinery

☐ Packaging materials & Packaging container

☐ Packaging print machinery

☐ Packaging related machinery

☐ Packaging design

☐ Logistic machinery and Service

☐ Patented packaging product

☐ Cold Chain

☐ Packaging inspection analysis technology and equipment

☐ Eco-friendly packaging

SEOUL FOODTECH

☐ Food processing machinery

☐ Food transportation equipment

☐ Food service system

☐ Food preservation technology

☐ Food IT equipment

☐ Others

SEOUL HORECATECH

☐ Kitchen & Restaurant machinery

☐ Ceramic & Dishware

☐ Coffee machinery

☐ Kitchen appliances and furniture

☐ Bakery & Confectionery equipment and supplies

☐ Induction Range

☐ Chefwear

☐ Food service technology

☐ Others

SEOUL FOODSAFETY

☐ Food hygiene equipment

☐ Food inspection and analysis machinery

☐ Sterilizer

☐ Eco-friendly and safety floor material

☐ Safety related items

☐ Hygiene-related clothing and supplies

2025 Special Pavilion

☐ Smart Platform/Service

☐ ESG in the Food Industry

Total 1631

ABC

SFH FOOD & HOTEL SEOUL

3H LABS

SFH FOOD & HOTEL SEOUL

3 SEASONS FRUIT INDUSTRY CO., LTD.

SFH FOOD & HOTEL SEOUL

SE Life Korea Co., Ltd.

SFH FOOD & HOTEL SEOUL

8 FOOD GROUP

SEOUL FOOD

A&B VIETNAM

SFH FOOD & HOTEL SEOUL

A.R. Medicom Inc Korea Ltd

SEOUL FOOD

ACEFARM INC.

SFH FOOD & HOTEL SEOUL

ACE FLAVOR

SEOUL FOOD

ACEITES NATURALES DEL SUR

SFH FOOD & HOTEL SEOUL

ACEITES YBARRA S.A

SEOUL FOOD

ACEITUNAS TORRENT S. L.

SFH FOOD & HOTEL SEOUL

ACETAIA BORGO CASTELLO S.R.L.

SFH FOOD & HOTEL SEOUL

ACETAIA TERRA DEL TUONO S.R.L.

SEOUL FOOD

ACHIM CO.,LTD

SFH FOOD & HOTEL SEOUL

ACTIV

SEOUL FOOD

ACTRA LTD

Your Company Here

2. Printed Promotion

2-1. Show Guidebook

(EXCLUSIVE)

Details	Size	Price
Full Page Back cover Ad	210(W) x 297(H)mm	USD 10,000
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

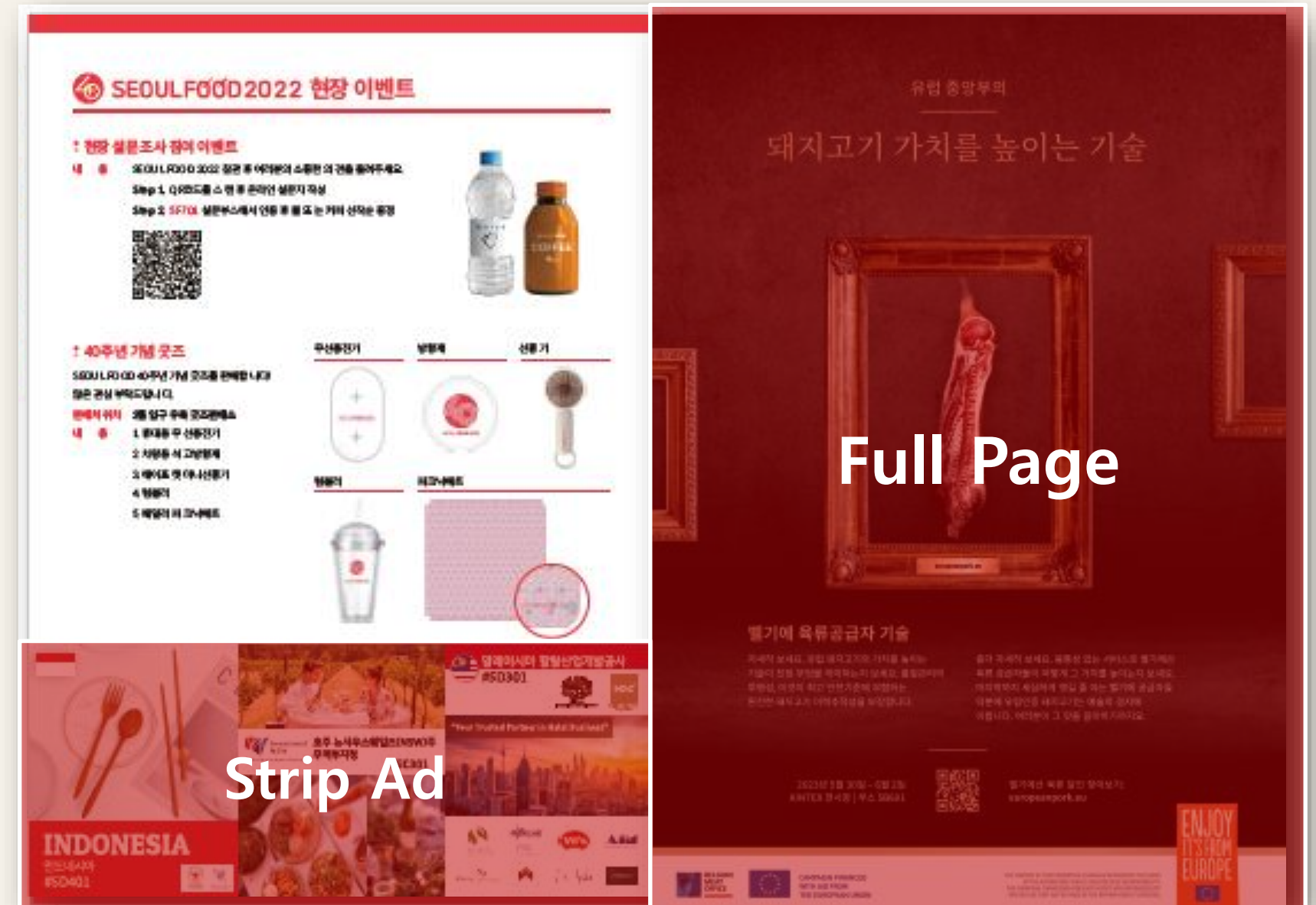
Print Order : 10,000 (Free distribution to all attendees)

Booking Deadline : 3 May 2026

Material Submission Deadline : 10 May 2026
Artwork is to be submitted to the Organizer in AI/PDF file format of at least 300dpi in actual size

*As part of our sustainability commitment, the organizer will minimize printed materials by offering digital show guides accessible via QR code, providing attendees with a seamless and environmentally responsible experience.

*The full-page back cover will be relocated to the inside front cover in the digital version.



2. Printed Promotion

2-2. Highlight on Floor Plan

Details

Highlight your booth on the floorplan

Price

USD 1,000

Booking Deadline : 3 May 2026

Material
Submission
Deadline

: 10 May 2026
Artwork is to be submitted to the
Organizer in AI/PDF file format of at least
300dpi in actual size.

* Without this option, only your booth number will appear on
the floor plan



3. Event Sponsorship

3-1. Culinary Challenge

Throughout the 4 days contest, 700+ chefs will be using your sponsored products to accomplish their dishes!

Highlight your brand and products on the perfect stage where global chefs come together!

We are welcoming sponsors in following categories:

- Ingredients
- Kitchen Equipment
- Plates, Cutlery, Glass
- Judges Souvenir



Sponsorship Package



Platinum

USD 20,000



Gold

USD 8,000



Silver

USD 5,000



Bronze

USD 3,000

→ [Click here to explore](#)

4. Onsite Promotion

4-1. Staff T-shirt (Exclusive)

Details	Price
Company logo & stand number printed on t-shirt	USD 2,500
Quantity	: Approx. 100
Booking Deadline	: 3 May 2026
Material Submission Deadline	: 10 May 2026 Artwork is to be submitted to the Organizer in AI/PDF file format of at least 300dpi in actual size.



4-2. Sample Distribution

Details	Price
A sample distribution bin - Container with your company logo and stand number in the lobby for the 4 days of the events	USD 2,000

Quantity	: Min. 3,000 units
Logo Spec	: AI/PDF file format of at least 300dpi in actual size.



4-3. Floor Tile

Type	Size	Price
Floor Sticker	2 x 2m or 2m diameter	USD 300 each

Booking Deadline : 3 May 2026

Material Submission Deadline : 10 May 2026
Artwork is to be submitted to the Organizer in AI/PDF file format of at least 300dpi in actual size.

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



4-4. Lobby Banner

Type	Spaces	Price
Lobby Banner	800(W) x 2,000(H)mm	5pcs USD 5,000

Booking Deadline	: 3 May 2026
Material Submission Deadline	: 10 May 2026 Artwork is to be submitted to the Organizer in AI/PDF file format of at least 300dpi in actual size.

* Location of the Banner is First come, first served



4. Onsite Promotion

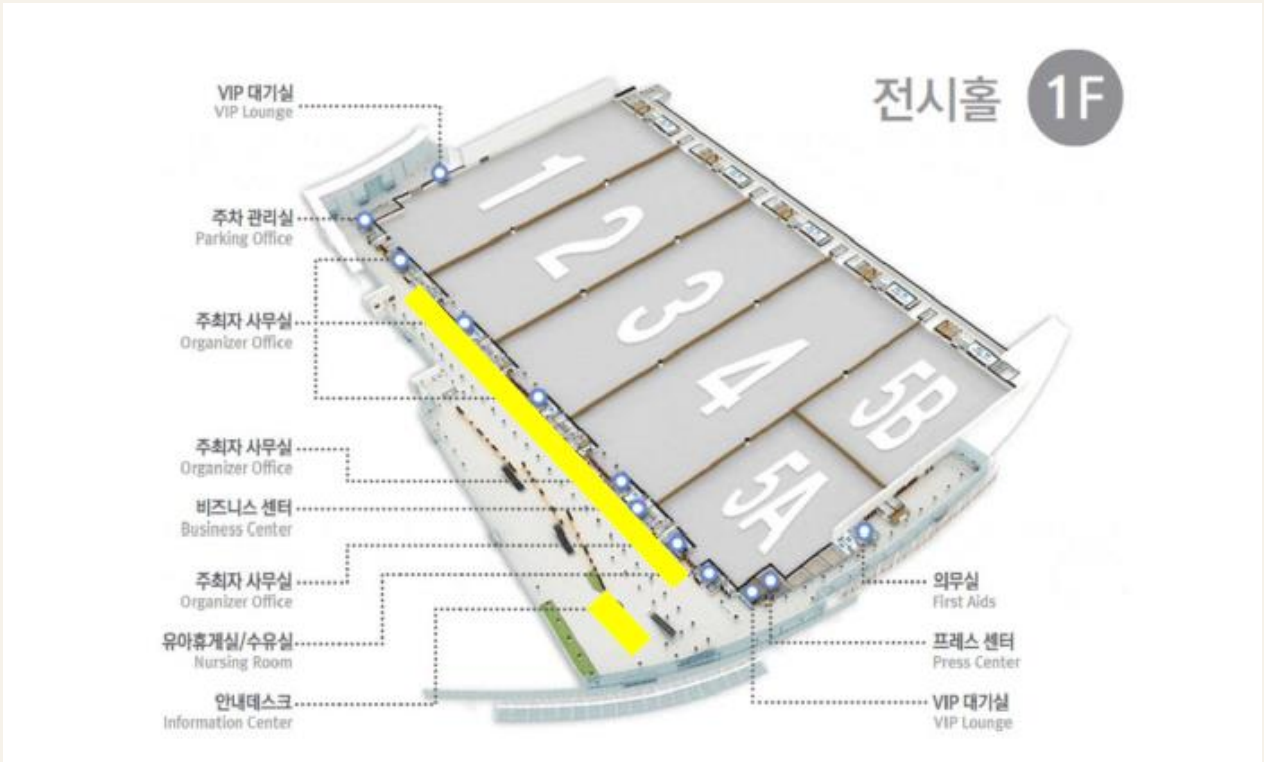
4-5. Wrapping

Location	Hall 2 – 5 Lobby Square Pillar
Size	3.6 x 5.2m
Quantity	27 Pillars
Cost	USD 5,000 (Total 27 Pillars)
Detail	- Individual pillars contracts are not possible, only a consolidated contract is available. - Height is negotiable.

Location	Hall 5 Concourse Column
Size	3.4 x 3m
Quantity	5 Columns
Cost	USD 2,000 each
Detail	- Individual columns contracts are not possible, only a consolidated contract is available. - Height is negotiable.

Booking Deadline : 3 May 2026

Material Submission Deadline : 10 May 2026
Artwork is to be submitted to the Organizer in AI/PDF file format of at least 300dpi in actual size.



5. Onsite-Media Promotion

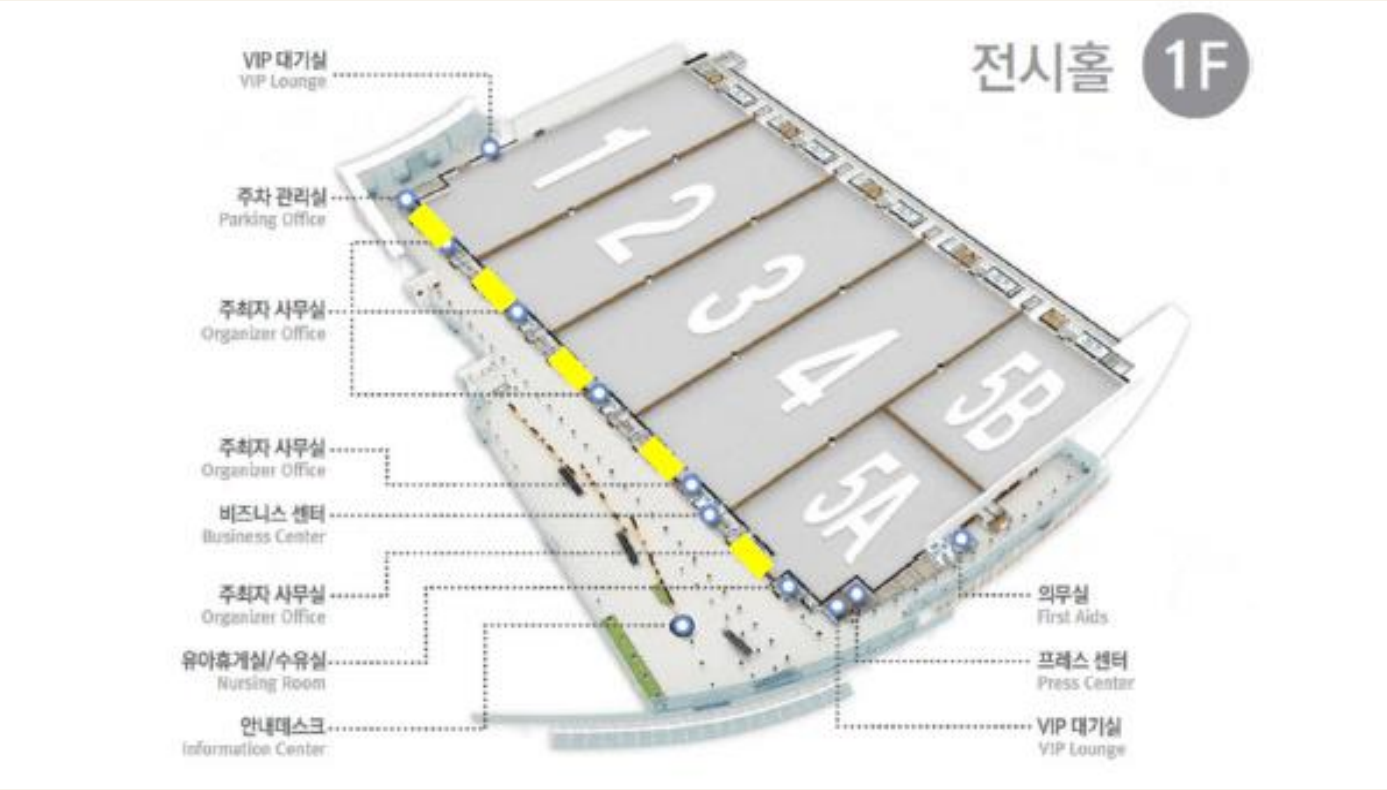
5-1. LED Screen

Location	Each 1- 5 Hall's Main Entrance Wall
Size	6 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 2026

Material : 10 May 2026

Submission
Deadline



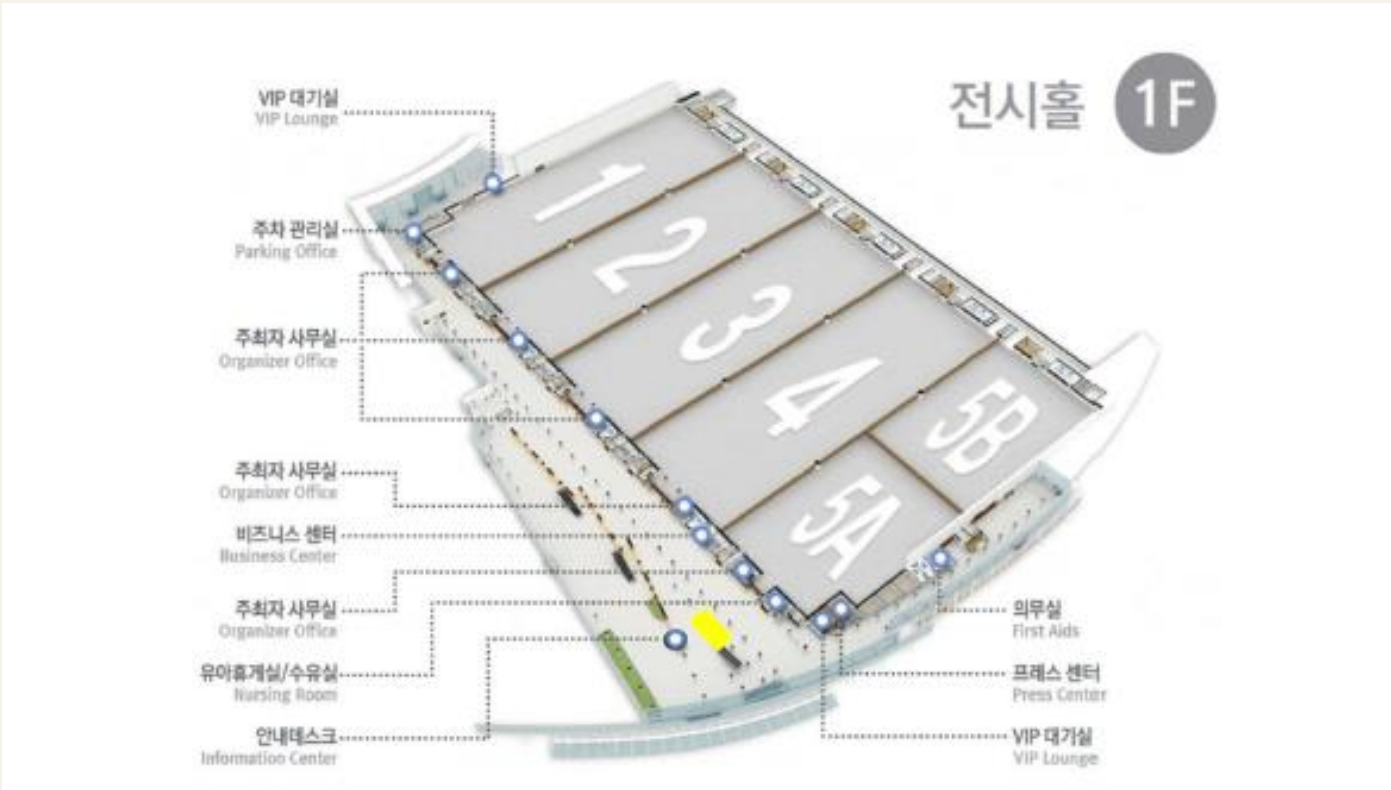
5. Onsite-Media Promotion

5-1. LED Screen

Location	Hall 5 Concourse
Size	30.5 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 2026

Material Submission Deadline : 10 May 2026



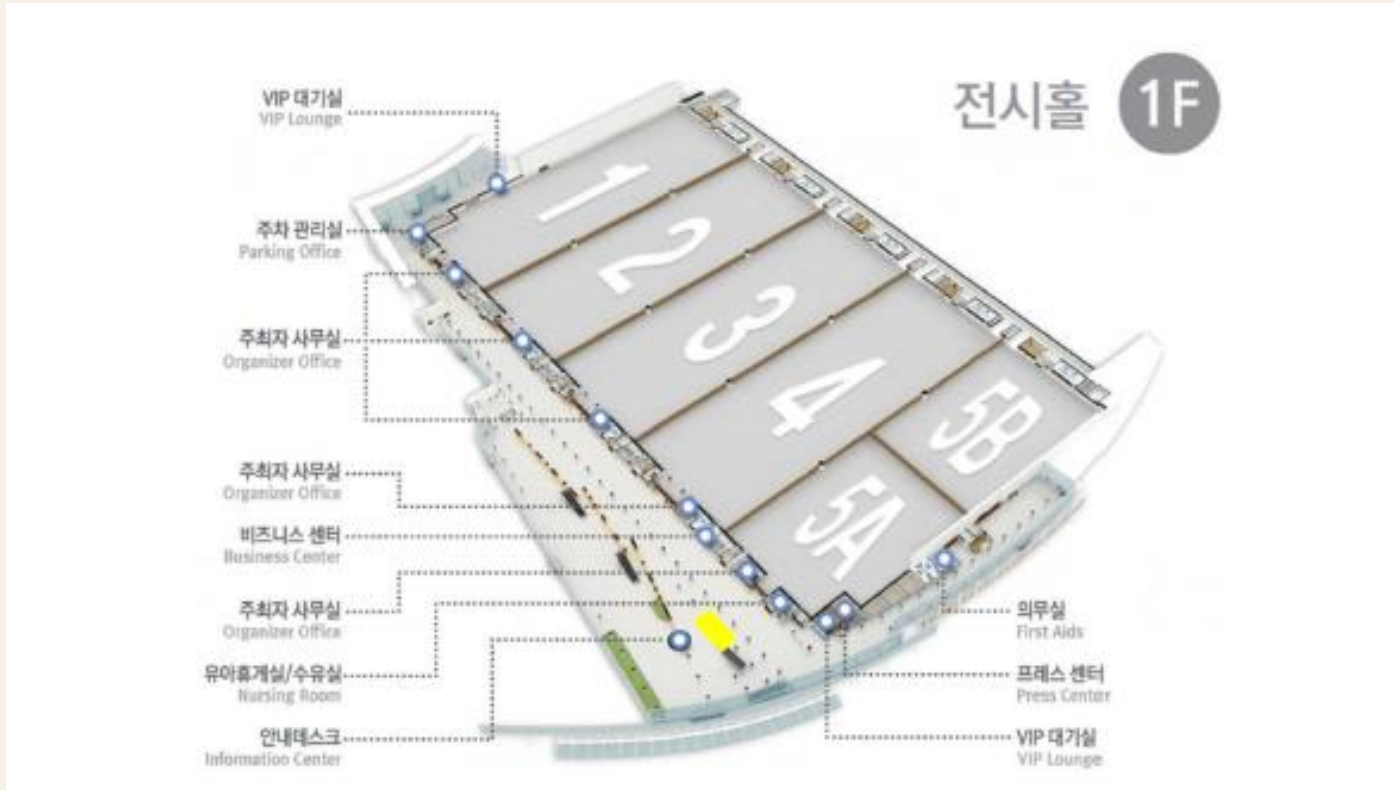
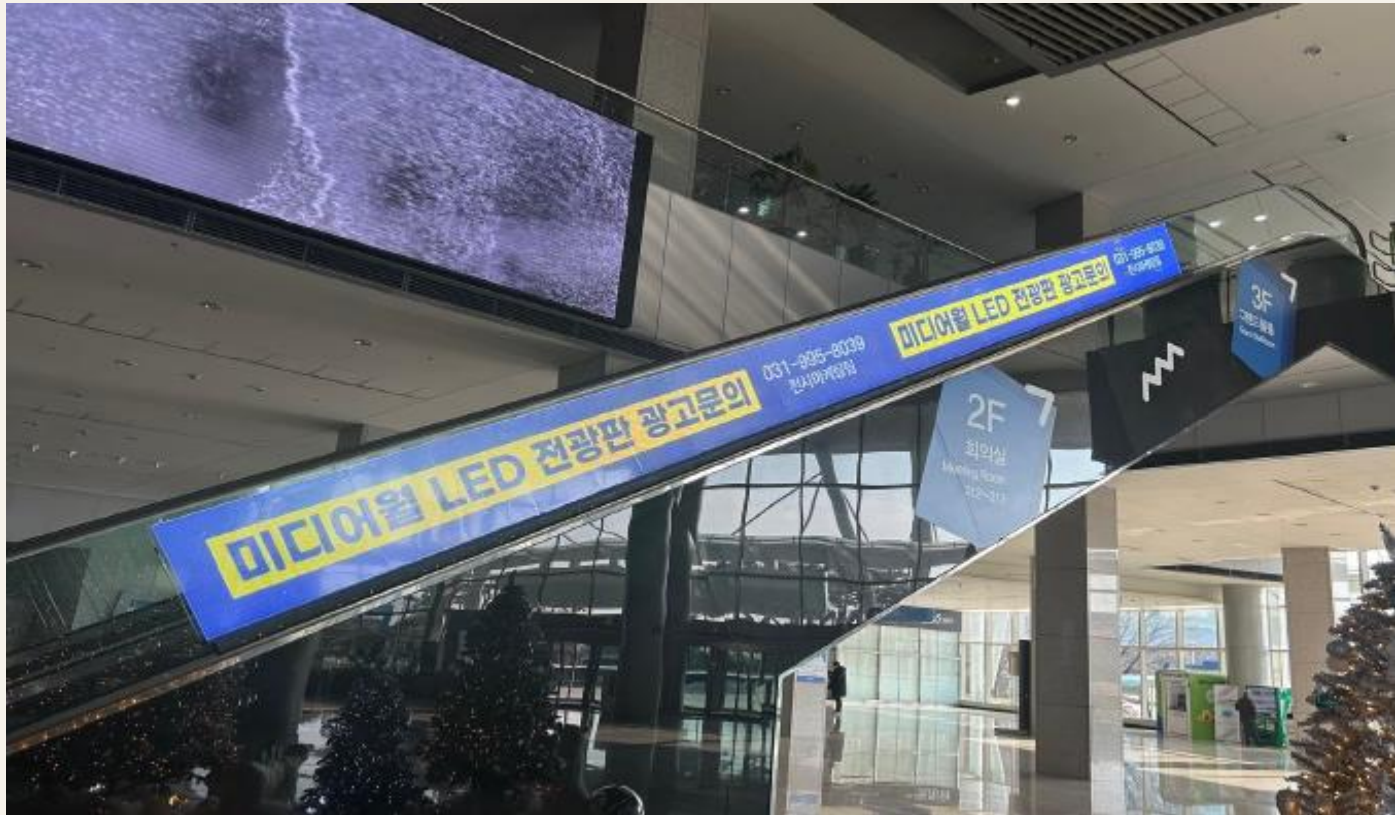
5. Onsite-Media Promotion

5-1. LED Screen

Location	Hall 5 Concourse - Escalator
Size	9.2 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 2026

Material Submission Deadline : 10 May 2026



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.

