SFH
FOOD & HOTEL
SEOUL

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kotra
Korea Trade-Investment
Promotion Agency

SEOUL FOOD 2027

Advertising Opportunities



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1-1. E-Newsletter

	Exclusive E-Newsletter	Featured Banner
Price	**USD 7,000**	**USD 2,500**
Size	1,200(W) px * variable height	1,200(W) * 300(H) px

* HTML file (Kor/Eng) or banner including title and hyperlink should be prepared by the sponsor.

Sample **Exclusive E-Newsletter**

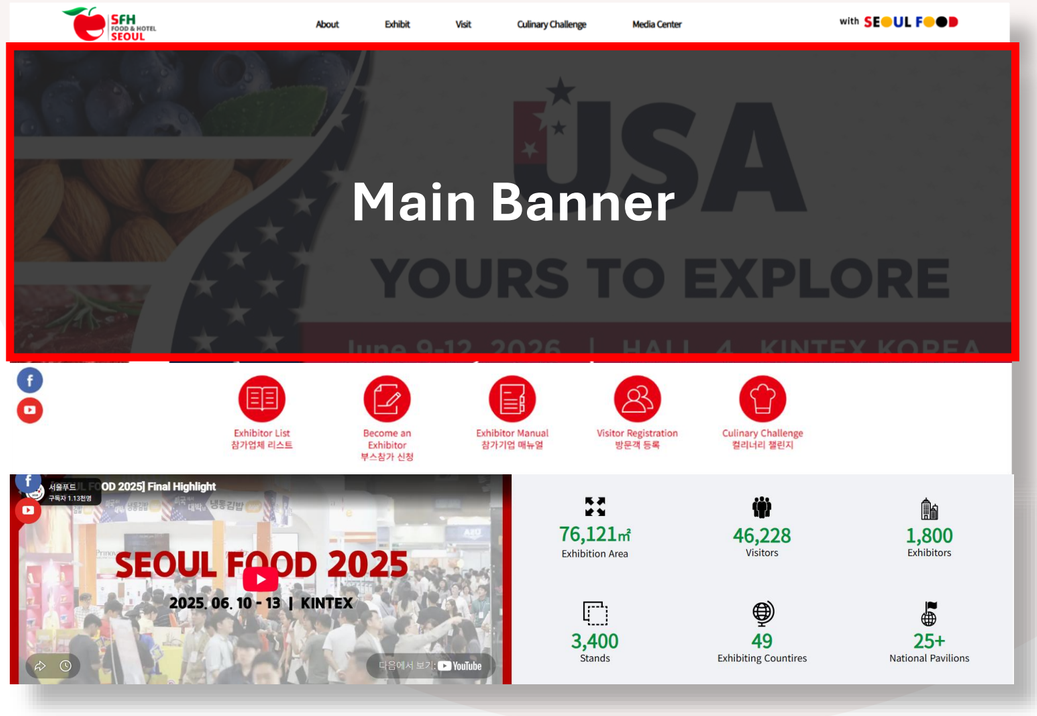


Sample **Featured Banner**



1-2. Website

	Rolling Main Banner (Max. 2 companies)
Price	**USD 5,000**
Size	1,920(W) * 599(H) px
Duration	2 months



Click **Our website**

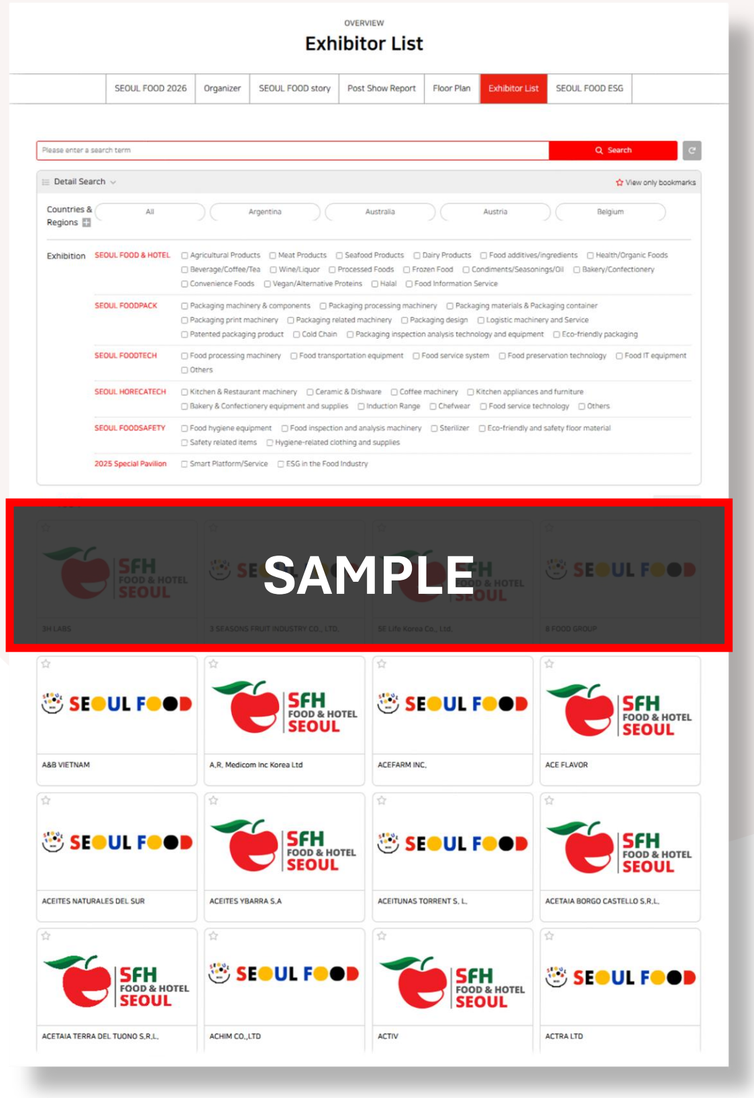
1-3. Pre-registration (Exclusive)

	Web Banner on the Pre-registration Page
Price	**USD 10,000**
Size	2,340(W) * 416(H) px
Duration	2 months



1-4. Exhibitor List

	Top Placement on the Exhibitor List Webpage
Price	**USD 3,000**
No. of Advertisers	Max. 4 companies
Default Order	Alphabetical
Order for Advertisers	First come, first served



1-5. Social Media

	Post on the Official Social Media Channels
Price	**USD 300**
Suggested Content	Company and product highlights up to 10 slides
Spec	1,080 * 1,350 px up to 100 words + hashtags
Format	JPG / MP4 / GIF





2-1. Show Guidebook

	Full-Page Back Cover Ad (Exclusive)	Full-Page Ad (ROP)	Strip Ad (ROP)
Price	USD 8,000	USD 6,000	USD 3,000
Size	210(W) * 297(H)mm	210(W) * 297(H)mm	210(W) * 85(H)mm
Quantity	20,000 printed copies		



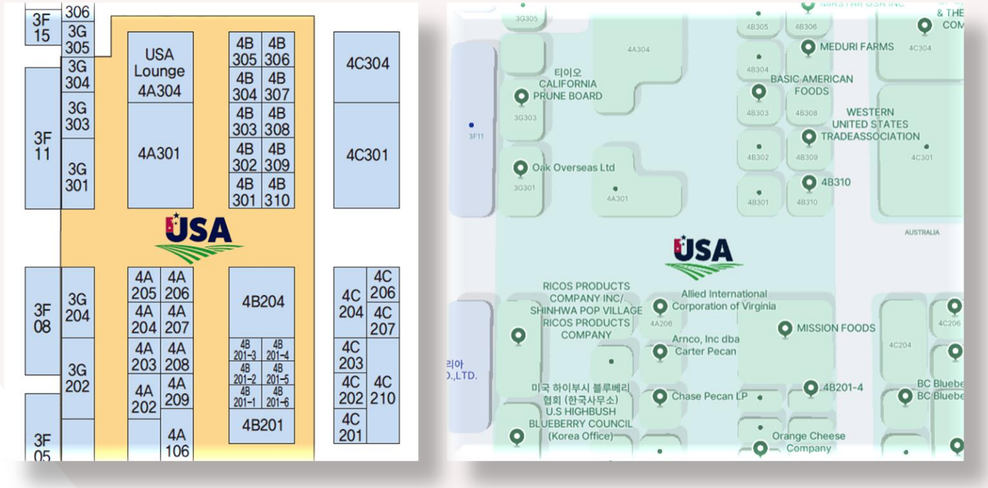
* As part of our sustainability commitment, the organizer will minimize printed materials by offering digital show guides accessible via QR code, providing attendees with a seamless and environmentally responsible experience.

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

2-2. Highlight on Floorplan

	Booth Highlight on the Floorplan
Price	**USD 1,000**
Location	Lobby, Printed Guidebook, Online Floorplan

* Without this option, only your booth number will appear on the floorplan.





3-1. Culinary Challenge

Throughout the 4 days competition, 800+ chefs will be using your sponsored products to accomplish their dishes!

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

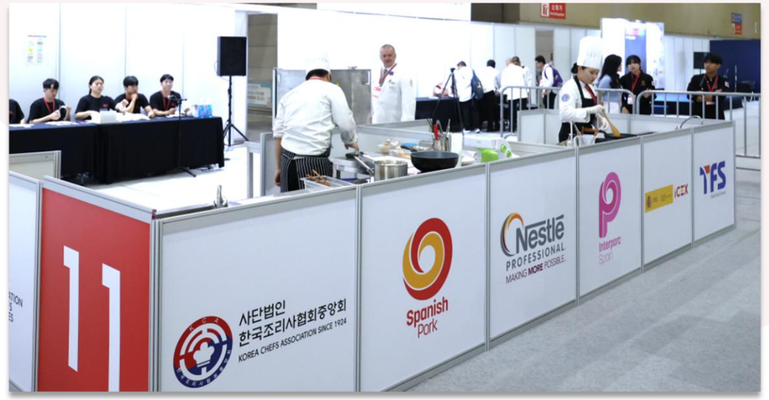
We are welcoming sponsors in the following categories:

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

Sponsorship Package

Platinum	Gold	Silver	Bronze
USD 20,000	USD 10,000	USD 6,000	USD 3,000





Click **Sponsorship Details**

4-1. Staff Uniform (Exclusive)

	Company Logo & Booth Number Printed on Uniform
Price	**USD 3,000**
Quantity	Approx. 80 pcs





4-2. Sample Distribution

	A Sample Distribution Bin
Price	**USD 3,000**
Quantity	Min. 3,000 units for 4 days

* Container with your company logo and booth number in the lobby for the 4 days of the event.





4-3. Floor Graphics

	Floor Graphics
Price	**USD 1,000 each**
Size	2 * 2m or 2m diameter

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



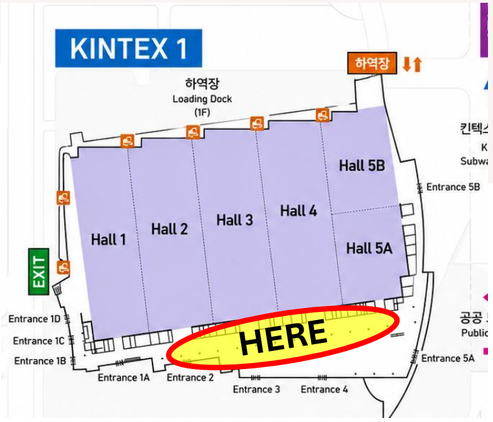


4-4. Lobby Banner

	Lobby Banner (Halls 1 - 5)
Price	**5 pcs USD 6,000**
Size	0.8(W) * 2.2(H)m

* Location of the banner is first come, first served.





4-5. Wrapping at 5A Entrance Door

Location	**Hall 5A Entrance Door** *The only gate to and from KINTEX 2 (Equipment Halls)
Price	**USD 6,000**
Quantity	Operable doors: 16 x 1/3-size wrapping Fixed doors: 8 x full wrapping







4-6. Wrapping at 5B Entrance Door

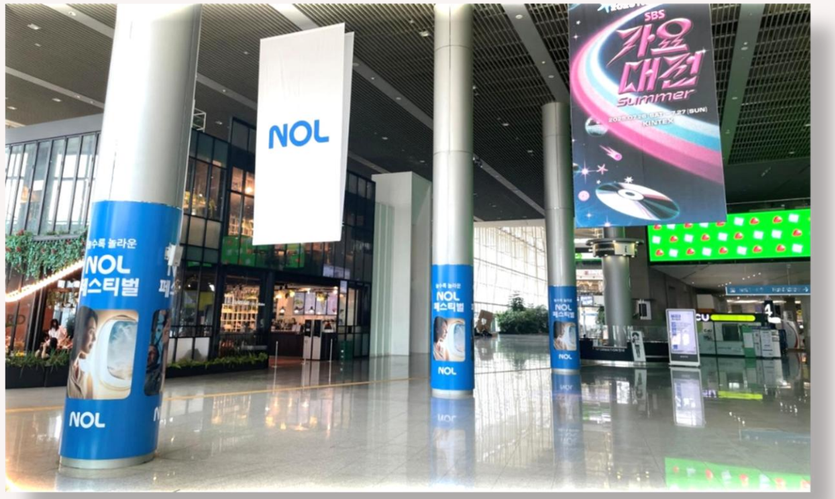
Location	**Hall 5B Entrance Door** *The closest entrance to the GTX station
Price	**USD 5,000**
Quantity	Operable doors: 8 x 1/3-size wrapping Fixed doors: 4 x full wrapping

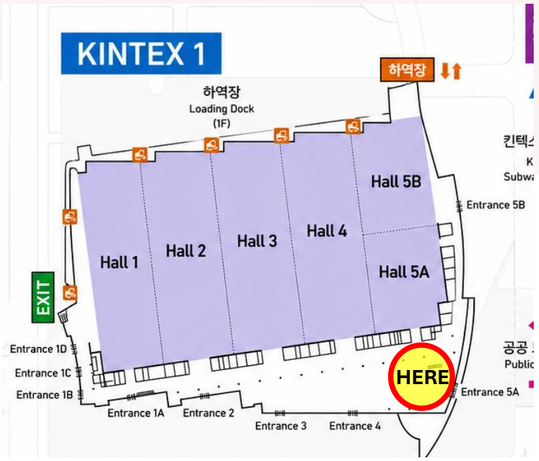




4-7. Wrapping at 5A Entrance

Location	**Hall 5A Entrance Column**
Price	**USD 7,000**
Size	3.5 * 3.0m
Quantity	5 columns



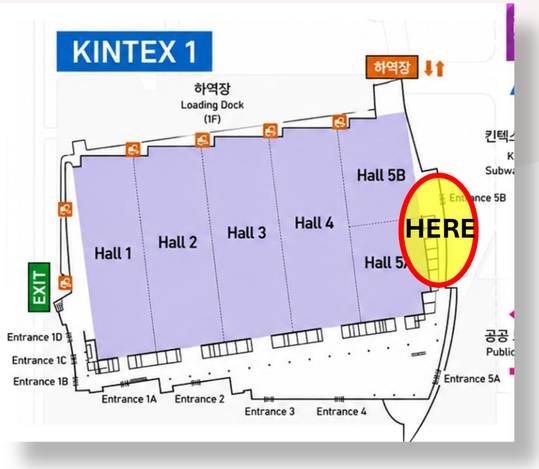


4-8. Wrapping at 5B Entrance

Location	**Hall 5B Concourse Column** *The closest entrance to the GTX station
Price	**USD 8,000**
Size	3.18 * 4.50m
Quantity	10 columns

*Location is subject to change depending on existing advertising placements.

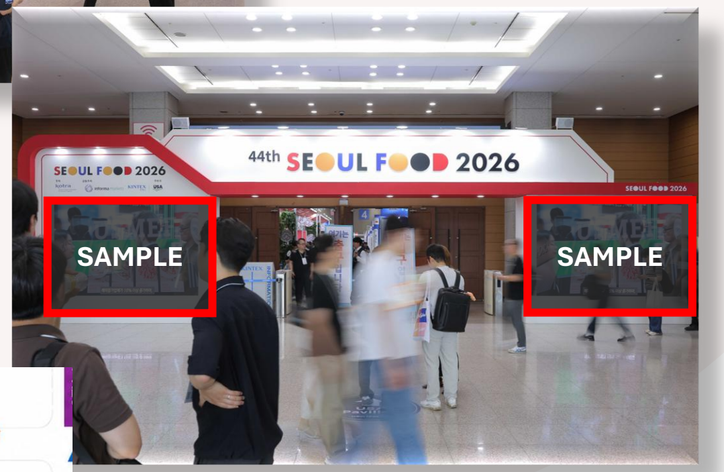


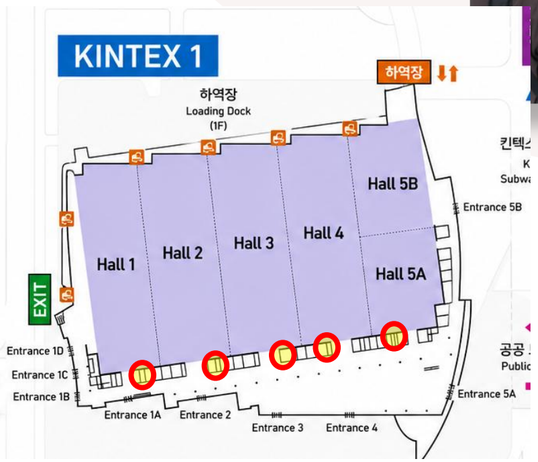


5-1. LED Screen (A)

Location	**Main Entrance Wall (Halls 1 – 5)** *All 5 Hall Entrance Screens + Hall 4 Arch Gate
Price	**USD 5,000 each**
Size	Hall Entrance Screen: 6 * 2.5m Hall 4 Arch Gate: 3 * 2m
Quantity	5 (A total of 5 videos will rotate repeatedly)
Detail	Resolution: 3,072(W) * 1,280(H) px / 1,152(W) * 768(H) px Video duration: within 30 sec Delivery duration: 9:00 - 19:00 Format: MP4 or JPG



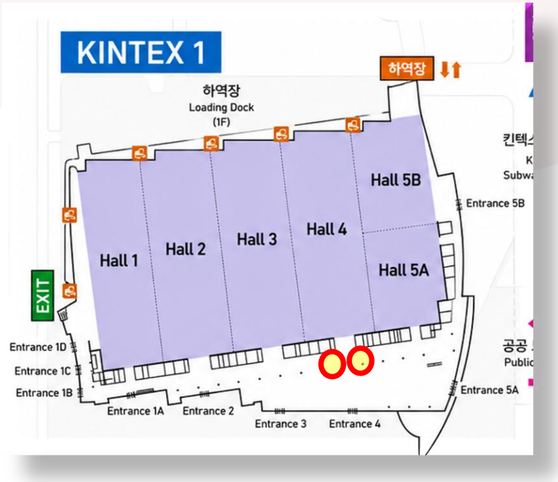




5-2. LED Screen (A-Arch Gate Only)

Location	**Hall 4 Arch Gate**
Price	**USD 1,500**
Size	3 * 2m
Quantity	5 (A total of 5 videos will rotate repeatedly)
Detail	Resolution: 1,152(W) * 768(H) px Video duration: within 30 sec Delivery duration: 9:00 - 19:00 Format: MP4

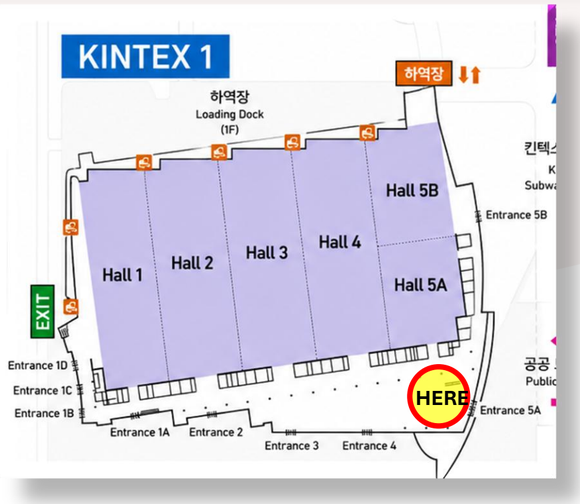




5-3. LED Screen (B)

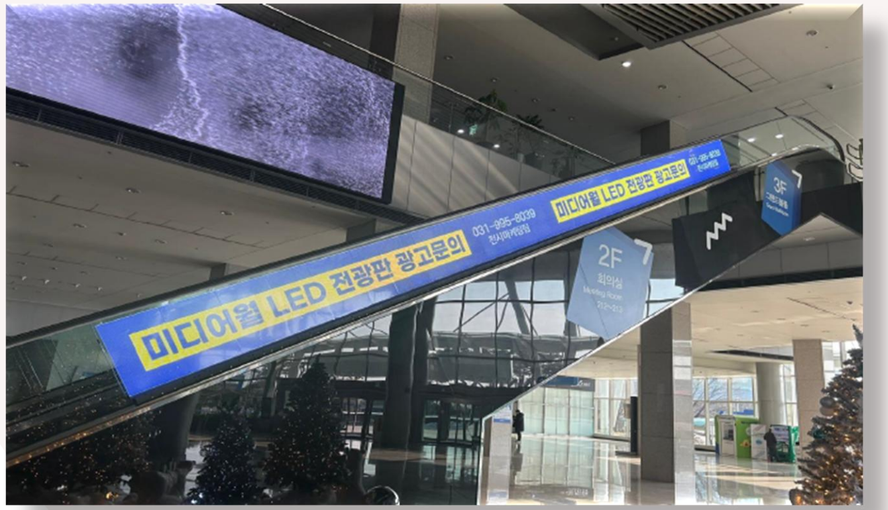
Location	**Hall 5 Concourse**
Price	**USD 6,000 each**
Size	30.5 * 2.5m
Quantity	10 (A total of 10 videos will rotate repeatedly)
Detail	Resolution: 15,360(W) * 1,350(H) px Video duration: within 30 sec Delivery duration: 9:00 - 19:00 Format: MP4 or JPG

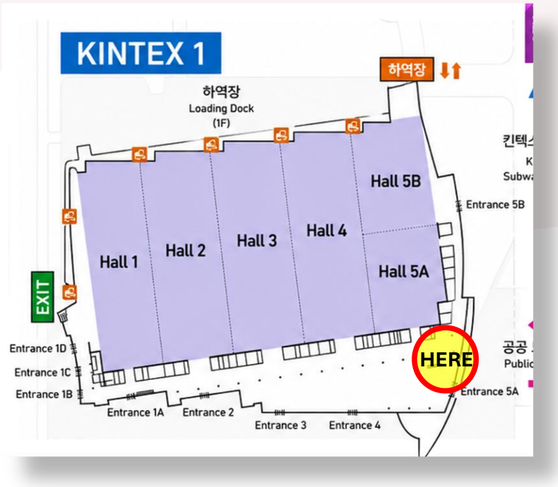




5-4. LED Screen (C)

Location	**Hall 5 Concourse - Escalator**
Price	**USD 1,500 each**
Size	9.2 * 0.6m
Quantity	10 (A total of 10 videos will rotate repeatedly)
Detail	Resolution: 1,472(W) * 92(H) px Video duration: within 30 sec Delivery duration: 9:00 - 19:00 Format: MP4 or JPG





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CONTACT US

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CONTACT US FOR SPECIAL ADVERTISING IDEAS!

Email: Annie.Lee@informa.com | Tel: +82-2-6715-5412

NOTICE

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

