



The Leading Event for  
Pharmaceutical · Bio · Nutraceutical Industry  
in Korea

Concurrently with



# Sponsorship & Onsite Branding Opportunities

30 August – 1 September 2023 | COEX, Seoul, Korea



# Exclusive Sponsorship Package



## Registration Package

Exclusively sponsoring the online and onsite registration is a great opportunity to let people know that your company is exhibiting at CPHI Korea. By combining online and onsite sponsorship, your brand name will be the first company attendees will see when they register to attend CPHI Korea 2023 and throughout the 3-day event. An unrivalled opportunity to put your brand forward

Package Deal: ~~\$20,000~~ **\$14,000**

**ONLINE REGISTRATION**

Your branding on our online registration page

**\$4,000**

**ONSITE REGISTRATION**

Your company logo on the registration desk at the lobby to the exhibition

**\$3,000**

**SOLD OUT**

**Badges & Lanyards**

Your logo will be displayed on all onsite badges/lanyards worn by all attendees

**Badges \$5,000**  
**Lanyards \$8,000**  
**Combo deal: ~~\$13,000~~ \$10,400**



# Exclusive Sponsorship Package



## Exhibitor Showcase Title Sponsor

Be seen as the title sponsor at the exhibitor showcase. Have your company logo printed on the theatre visible for all attendees to see. The show pens and memo pad with your company name will be distributed at each session so that attendees can use it to take notes. The pens especially have a high retention rate because they are used throughout the year and not just the show. Your company name will be shown as the title sponsor on our website and in the printed materials that display the exhibitor showcase information.

### Package Deal: \$9,950

**ONLINE**

Your company name will be shown as the title sponsor on the exhibitor showcase page on our website and in the printed materials that display the exhibitor showcase information onsite.

**SIGNAGE**

Your company logo display on the lectern in the theatre visible to all exhibitor showcase attendees.

**MERCHANDISE**

Branding on the pens and memo pads given to all exhibitor showcase attendees.

**Quantity distributed: 500**

# Exclusive Sponsorship ITEMS



## PEN

These pens have a high retention value because they are used by attendees not only at the show but also, throughout the year. Show pens are distributed around the show at key areas.

**Quantity distributed: 3,000**  
**Price: \$5,000**



## Staff T-shirt

Be visible by having your branding on our staff T-shirts. What a great way to be seen throughout the venue!

**Quantity: 50**  
- Company logo and booth number on front and back of T-shirt  
**Price: \$4,000**



## MEMO PAD

Enjoy a high degree of brand visibility onsite and post exhibition as attendees are likely to take their note pad back with them.

**Quantity distributed: 3,000**  
**Price: \$15,000**



## Show Bags

Visitors will use these throughout the show days to carry all their event information and promotional items, giving your brand ultimate visibility. An unrivalled opportunity to promote your company.

**Quantity distributed: 3,000**

- Option 1.
- Non-woven Fabric Show bags
  - company logo and image

**Price: \$7,000**

- Option 2.
- Echo Bag (Cloth) Show Bags
  - Company logo and image

**Price: \$12,000**

**Combination deal: \$20,000 \$17,000**



## Water Bottle

Walking around the show gets tiring! Attendees will get thirsty and use these throughout the show days to quench their thirst, giving your brand ultimate visibility.

**Quantity distributed: 3,000**  
*Water bottles will be distributed at key areas on the show floor.*  
**Price: \$5,000**



# Speaking Opportunity



## Exhibitor Showcases

The Exhibitor Showcase is your 30 minutes speaking space to share your company's latest products, developments and research.

\*Room capacity is 60-80 people and equipment is provided.

### Daily time slots available:

10:15 - 10:45 10:55-11:25 11:35 - 12:05  
13:00- 13:30 13:40-14:10 13:40 -14:10

\*please contact the organizer to see more available slots

**Price: \$500 per slot** (up to 3 sessions max.)

**SOLD OUT**

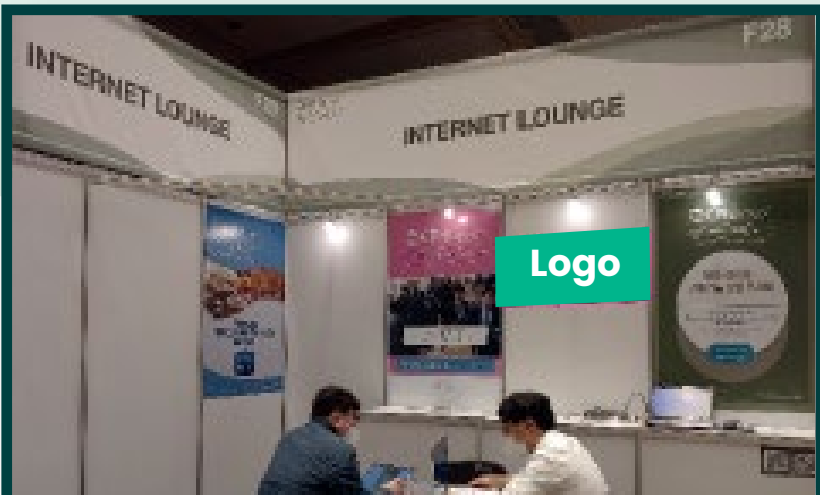




# Onsite Branding Options



## Internet Lounge Banners



Company banners with booth location and logo will be visible to all attendees using the internet lounge.

**Quantity available: 4 companies**

**\$2,000**

## Company Logo on the Floor



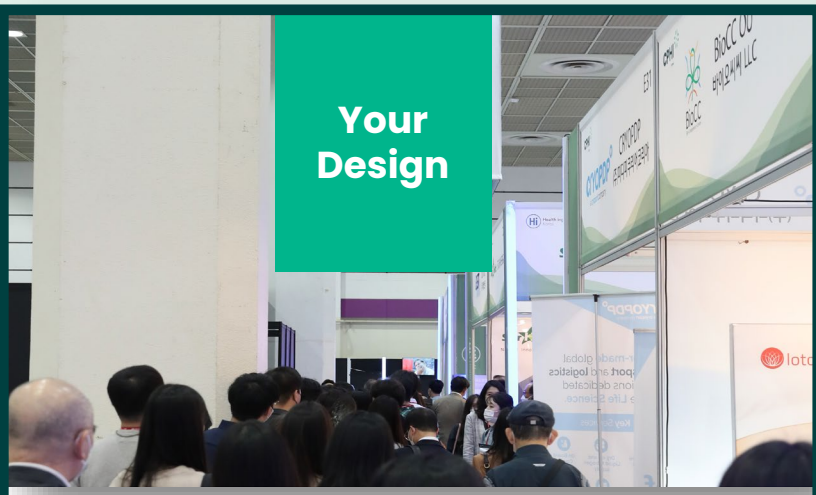
Direct visitors to your stand by putting your logo on the floor! Attendees will take notice of your message as they pass by.

- Size to be confirmed depending on the booth size.
- Company logo in front of each hall

**Quantity available: 10 companies**

**Price: \$1,000**

## Ceiling Banner inside Hall

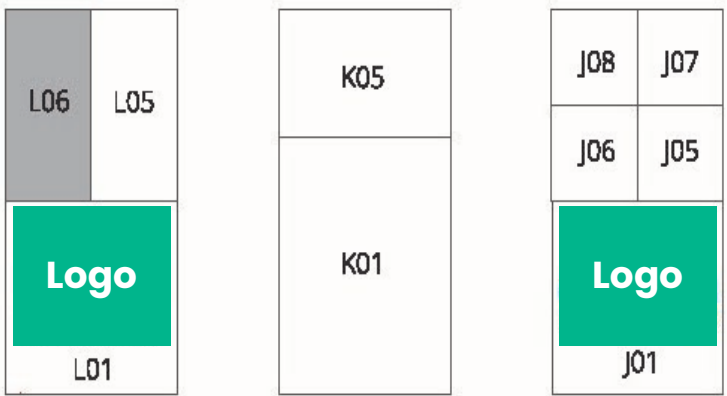


Raise your brand above the rest. This banner is a highly visible branding opportunity which can be seen above the stands.

**Size: 2,000 (w) x 4,000 (h)**

**Price: \$3,000**

## Stand Locator



Have your company logo on the floor plan at the entrance & around the exhibition floor, allowing 5,000+ attendees to navigate to your stand.

**Floorplan highlight:**  
Lobby Floorplan + Hall map

**Quantity available: 10 companies**

**Price: \$1,500**

# More Advertising Options



## Advertising Package

To help strengthen your visibility at CPHI Korea, we are offering the chance to reach out to our global pharmaceutical professionals present at the show. With the below advertisement package, you can have a 3-touch point opportunity to capture your potential audience. Before the show, your company will be highlighted in one of our newsletters. During the show, your floor graphic will be positioned in a prominent area to catch the attention of attendees. After the event you can engage with our attendees once-more by placing your company logo & hyperlink on our thank you email.

Package Deal: ~~\$3,800~~ **\$3,230**



### PRESHOW

Get your logo and 150 words published in our newsletter going out to 15,000+ global pharmaceutical professionals looking to stay up-to-date with the latest trends within the industry.

**Price: \$2,000**

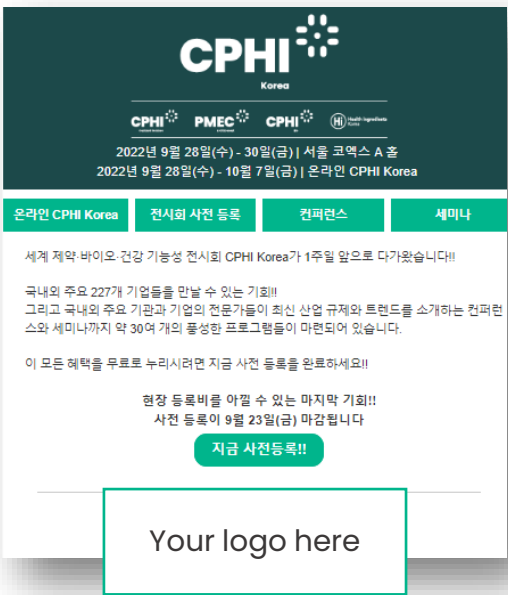


### ONSITE

Position your company logo in a prominent area on the carpet to direct attendees to your stand.

- Size to be confirmed depending on the booth size.
- Company logo in front of each hall.

**Price: \$1,000**



### POSTSHOW

Your company logo & hyperlink on our thank you email sent to all 15,000+ attendees post show.

**Price: \$800**



# Advertising Options

## PRE-SHOW ITEMS



### Online Banner



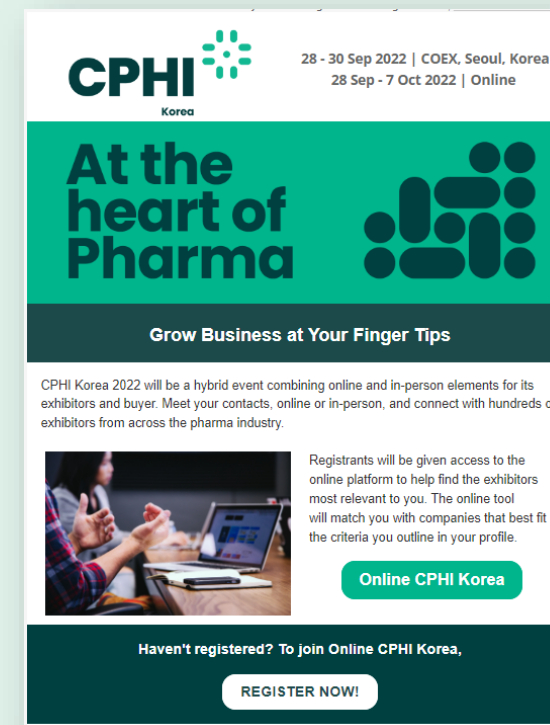
A banner on CPHI.com/Korea allows your brand to be positioned in the spotlight. Providing you an opportunity to reach out to clients preshow and stand out from your competition.

**Size: 728 x 90 pixels**

**Price: \$4,000/2M**

**SOLD OUT**

### E-Newsletter



15,000+ global pharmaceutical professionals receive our newsletter, looking to stay up-to-date with the latest trends within the industry. Give exclusive visibility to your brand by advertising in our newsletter.

- Sponsored article (150 words in Korean / 150 words in English).  
1x in both Korean and English newsletters: **\$2,000**
- Logo and Link in newsletter footer.  
1x in both Korean and English newsletters: **\$1,500**

### Conference Programme



The conference Programme is picked-up by our conference attendees and allows you to associate your brand with this high-level content.

**Quantity Distributed: To be decided according by attendee number**

Back cover: **\$2,000**

Inside front cover: **\$1,800**

Inside back cover: **\$1,800**

Index: **\$1,500**

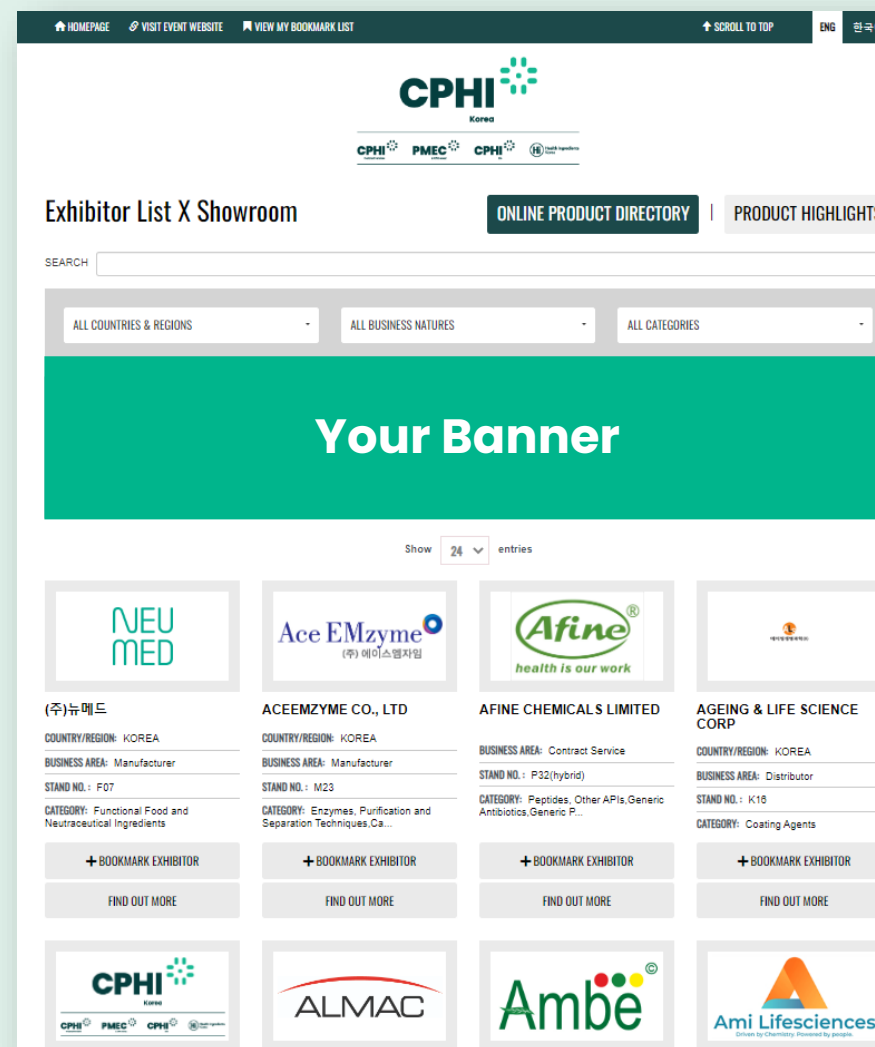
Full page: **\$1,300**



# Advertising Options



## Showroom Banner

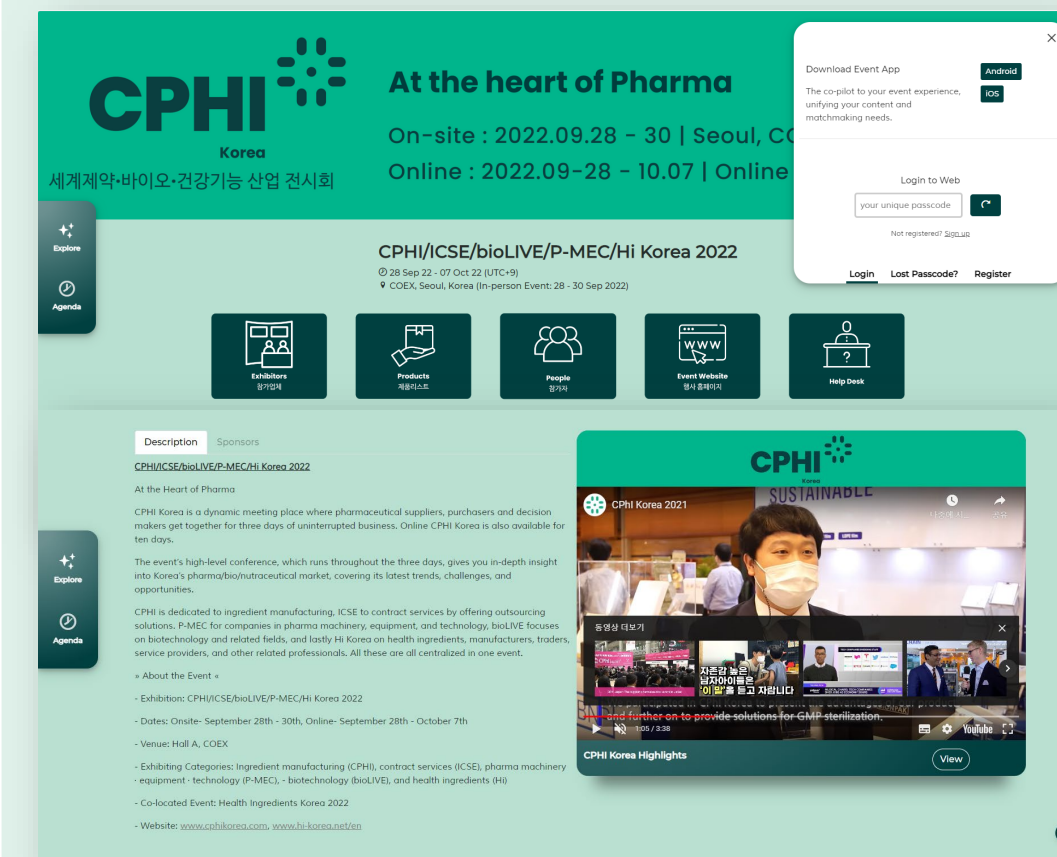


Stand out among competitors with an exclusive banner in the exhibitor's showroom.

**Size 1366 x 195 pixels**

• **Price: \$4,000/2M**

## Matchmaking Platform Banner



Display your company's banner on the online platform where business matchmaking is actively ongoing!

\* For more information contact the secretariat office



# CPHI

Korea

The Leading Event for  
Pharmaceutical • Bio • Nutraceutical Industry  
in Korea



30 August – 01 September 2023 | COEX, Seoul

Book your stand now!

Hemy Lee ✉ Hemy.Lee@informa.com ☎ +82 2 6715 5407  
Jihyun Kim ✉ Jihyun.Kim@informa.com ☎ +82 2 6715 5417  
Ellie Oh ✉ Ellie.Oh@informa.com ☎ +82 2 6715 5421



Pictures may differ from actual products