



2021 BIO KOREA

International Convention

ON line
site +

 **Online**

June 9(Wed)~21(Mon), 2021
www.biokorea.org

 **On-site**

June 9(Wed)~11(Fri), 2021
COEX, SEOUL

Sponsorship Guideline

 **T** +82-1661-0810

 **E** biokorea@biokorea.org

 **H** www.biokorea.org



Contents

01. Overview	03
02. Sponsor Benefits	04
03. Sponsorship Program	05
04. Payment & Cancellation Policy	10
05. BIO KOREA 2020 Review	11
[Appendix] BIO KOREA 2021 Sponsorship Agreement	

01. Overview

BIO KOREA 2021

- **Title** • BIO KOREA 2021 International Convention
- **Date & Venue** • [Offline] June 9(Wed) ~ 11(Fri), 2021, COEX, SEOUL
 [Online] June 9(Wed) ~ 21(Mon), 2021, www.biokorea.org
- **Hosted by** • Korea Health Industry Development Institute(KHIDI),
 Chungcheongbuk-do
- **Organized by** • BIO KOREA Organizing Committee
- **Website** • www.biokorea.org
- **Program** • Conference, Business Forum, Exhibition,
 Invest Fair, Job Fair

BIO KOREA has been held every year since 2006 and serving as a business platform for international bio companies.

In its 15th year of bringing together various international academics, professionals, and CEOs of global bio companies to obtain, exchange, and discuss diverse affairs, through exhibition, business forum(partnering), and conference. BIO KOREA has been providing abundant opportunities to assure competitive edges within the convergence industry centered around biotechnology.

We cordially invite you to attend BIO KOREA 2021 which will be held both online and onsite from June 9-11, 2021.

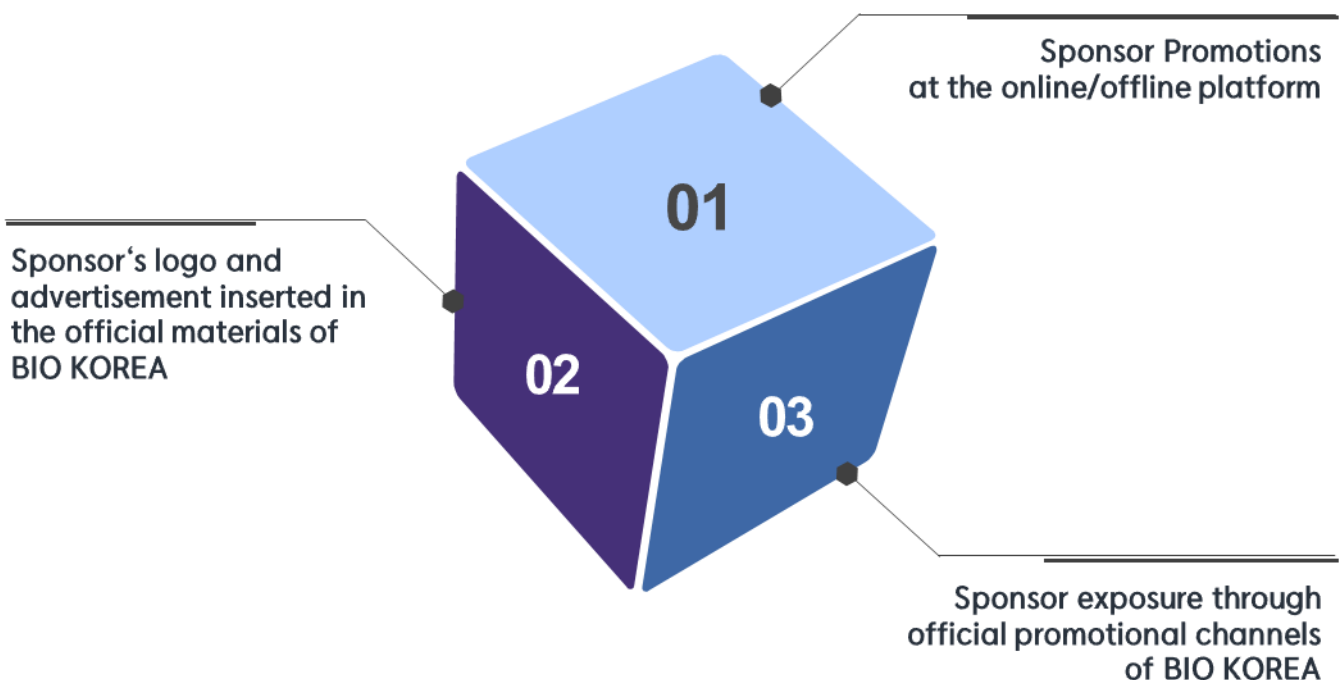
02. Sponsor Benefits

BIO KOREA 2021 Common Benefits

BIO KOREA Organizing Committee provides various types of sponsorship opportunities providing specific benefits to cater for successful participation in the convention. The benefits will differ in accordance with the sponsorship grade chosen, and we are confident that your accompaniment with BIO KOREA 2021 will create an intensified progress in your company.

In particular, there are various online/offline sponsorship programs this year, so you can choose the sponsorship program you want based on the promotional purpose of each company.

To contribute as a sponsor, please fill in 'BIO KOREA 2021 Sponsorship Agreement Form' and send it to BIO KOREA Organizing Committee via email (sponsor@biokorea.org).



03. Sponsorship Program

Type and Details

Offline Sponsorship Program				Online Sponsorship Program		Unit
BIO	K	O	R	E	A	Individual Promotion

Type			BIO	K	O	R
Amount (USD)			77,000	55,000	33,000	22,000
Offline (On-site)	Exhibition	Exhibition Booth	10	6	4	2
		Sponsor Lounge (Meeting Booth)	1	1	1	-
	PlayGround	Commercial Ad. at Bio PlayGround (30sec.)	3 times /day	2 times /day	1 time /day	-
	Promotion Materials	Logo Exposure at the Registration Desk	1	1	-	-
		Logo Exposure at the Media Gate of Exhibition Hall <small>*The frequency of exposure varies depending on the sponsorship grade.</small>	1	1	1	1
		Logo Published in Official Printed Materials	1	1	1	1
		Program Book Advertisement	1 page (color)	1 page (color)	-	-
Online Platform	Exhibition	Logo Exposed in the Lobby of Virtual Exhibition <small>*Display methods can be changed depending on the exhibition hall built.</small>	1	1	1	1
		Promotion Ad. Exposed in the Lobby of Virtual Exhibition <small>*Display methods can be changed depending on the exhibition hall built.</small>	1	1	-	-
Promotion	Tickets	Full Convention Access (FCA) Pass <small>*Available to Online/Offline</small>	10	6	4	2
		3-Day Conference Access (CA) Pass <small>*Available to Online/Offline</small>	10	6	4	2
	Web Contents	Introduction at the official SNS and Newsletters	1	1	-	-
	Website	Logo at the Official Website	1	1	1	1

- * The benefits of sponsorship are negotiable.
- * All sponsorship applications are accepted based on first-come first-serve.
- * Sponsorship opportunity is given to exhibitors prior to non-exhibitors.

03. Sponsorship Program

Type and Details

Offline Sponsorship Program				Online Sponsorship Program		Unit
BIO	K	O	R	E	A	Individual Promotion

Type			E	A
Amount (USD)			22,000	16,500
Offline (On-site)	Exhibition	Exhibition booth (Online Virtual Booth)	1	1
	Promotion Materials	Logo Exposure at the Media Gate of Exhibition Hall <i>*The frequency of exposure varies depending on the sponsorship grade.</i>	1	1
		Logo Published in Official Printed Materials	1	1
		Program Book Advertisement	1 page (color)	-
Online Platform	Exhibition	Logo Exposed in the Lobby of Virtual Exhibition <i>*Display methods can be changed depending on the exhibition hall built.</i>	1	1
		Promotion Ad. Exposed in the Lobby of Virtual Exhibition <i>*Display methods can be changed depending on the exhibition hall built.</i>	1	-
	Conference	Logo Exposure on Transmission Screen during e-Conference Session	1	1
		Commercial Ad. before e-Conference Session Begins(15sec.) <i>*First-come first-served basis</i>	1	-
	Etc.	Logo Exposure on Transmission Screen during the Online Streaming of Official Events <i>*Can be changed depending on the final program</i>	1	1
Promotion	Tickets	Full Convention Access (FCA) Pass <i>*Available to Online/Offline</i>	4	2
		3-Day Conference Access (CA) Pass <i>*Available to Online/Offline</i>	4	2
	Website	Logo at the Official Website	1	1

* The benefits of sponsorship are negotiable.

* All sponsorship applications are accepted based on first-come first-serve.

* Sponsorship opportunity is given to exhibitors prior to non-exhibitors.

03. Sponsorship Program

Type and Details

Offline Sponsorship Program				Online Sponsorship Program		Unit
BIO	K	O	R	E	A	Individual Promotion

Unit 01 | e-Conference Package

USD 11,000

During e-conference sessions at the BIO KOREA website, you can expose the sponsor logo on the screen.

- * This program has limited availability options and may close on a first-come, first-served basis.
- * Sessions cannot be selected and will be assigned according to the Organizing Committee's review.

[Option] You can choose one of the options below:

1. Expose Sponsor Logo on Transmission Screen during e-Conference
2. Commercial Video (within 15 seconds) before the Session begins (1 time)

[e.g.]



Logo exposure on bottom of e-conference

03. Sponsorship Program

Type and Details

Offline Sponsorship Program				Online Sponsorship Program		Unit
BIO	K	O	R	E	A	Individual Promotion

Unit 02 | PR Program at PlayGround

USD 11,000

Sponsor promotion time available at Bio PlayGround in the Exhibitaion Hall.

PR time can be used for up to 20 minutes and can be carried out with programs you want, such as presentations, events, etc.

- * PR schedules may be closed on a first-come, first-served basis due to limited availability and will be assigned according to the Organizing Committee’s review.
- * Program plans should be submitted to the Organizing Committee al least 4 weeks prior to the event.



03. Sponsorship Program

Type and Details

Offline Sponsorship Program				Online Sponsorship Program		Unit
BIO	K	O	R	E	A	Individual Promotion

Unit 03 | Registration Package

USD 11,000

All participants will be provided with the sponsor's logo printed on the registration kit.

* Limited printable range may close on a first-come, first-served basis.

[Option] You can choose one of the options below:

1. Printed Logo on the BIO KOREA 2021 Bag
2. Inserting Leaflet in the Registration Kit
3. Printed Logo on the Name Badge Strap



[Option 1]



[Option 2]

* Leaflets should be offered by sponsor company.



[Option 3]

04. Payment & Cancellation Policy

Payment & Cancellation Policy

To join BIO KOREA 2021 as a sponsor, please complete 'BIO KOREA 2021 Sponsorship Agreement Form' attached and send it to BIO KOREA Organizing Committee by e-mail.

Payment

Upon receipt of the signed sponsorship agreement, an invoice will be issued upon confirmation of the application by the Organizing Committee.

The payment schedule for selected Sponsor program and its amount due is as follows:

- 50% of total amount must be deposited within 10 days of signing the Agreement
- 50% balance must be paid for 4 weeks prior to the event

* BIO KOREA Organizing Committee will provide Sponsorship benefits upon full payment.

Cancellation Policy

Sponsor agrees and understands that notification of intent to cancel sponsorship must be provided in writing.

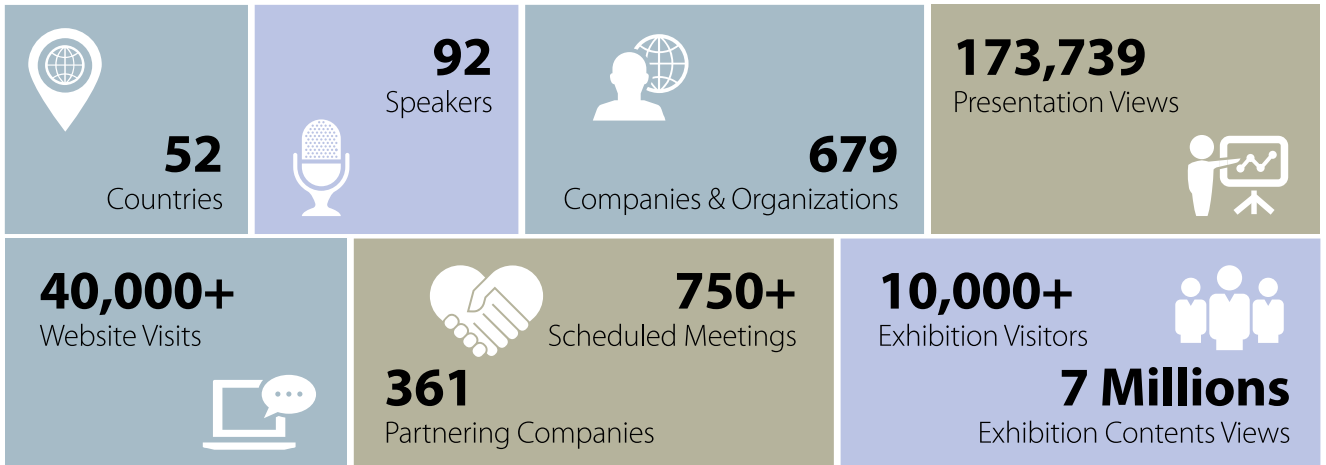
This sponsorship agreement shall take effect after submitting the agreement form to the Organizing Committee, and a cancellation penalty shall be incurred according to the schedule below.

- Within 7 days of submission of the agreement: 0% cancellation fee
- Within 90 days prior to the event: 50% cancellation fee
- Within 30 days prior to the event: No refund allowed

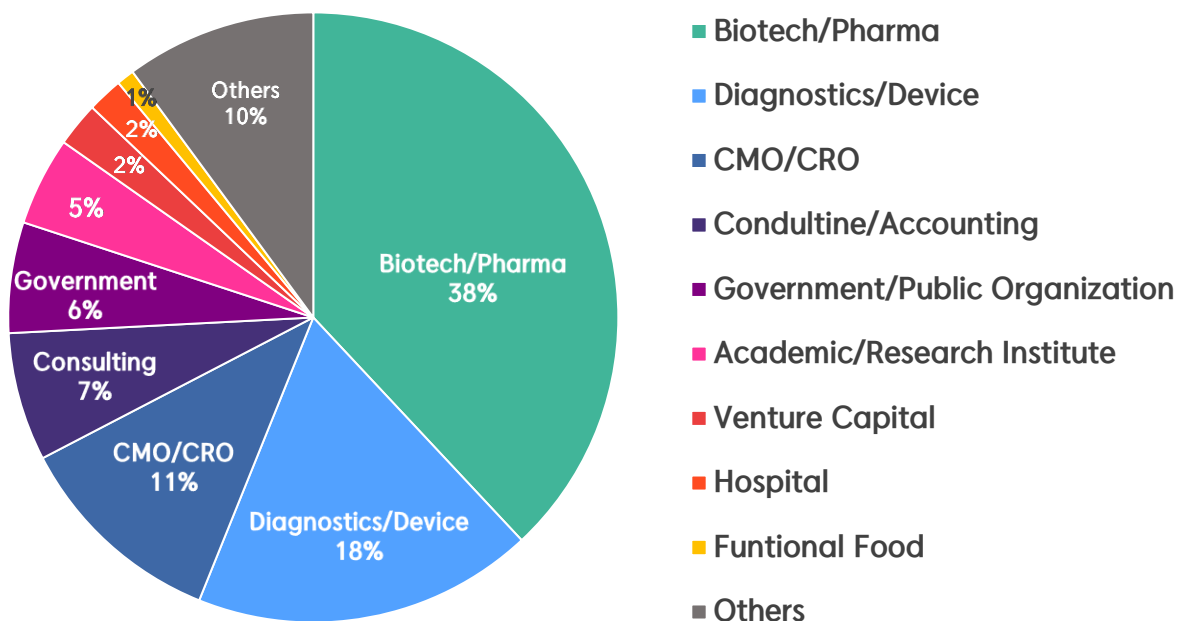
05. BIO KOREA 2020 Review

Statistics & Analysis

Statistics of BIO KOREA 2020 (Online Convention)



Global Business Networking





2021 BIO KOREA

International Convention

ON line
site +

 **Online**

June 9(Wed)~21(Mon), 2021
www.biokorea.org

 **On-site**

June 9(Wed)~11(Fri), 2021
COEX, SEOUL

Contact for BIO KOREA 2021 Sponsorship

T. +82-1661-0810 E. sponsor@biokorea.org