

# 2024 BIO KOREA

International Convention

May 8(Wed) ~ 10(Fri), 2024  
COEX, SEOUL

## Sponsorship Guideline

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[www.biokorea.org](http://www.biokorea.org)

T. +82-1661-0810(2)

E. [sponsor@biokorea.org](mailto:sponsor@biokorea.org)

# 01 Overview



Title

BIO KOREA 2024 International Convention

Date & Venue

May 8(Wed) ~ 10(Fri), 2024 | COEX, SEOUL

Hosted by

Korea Health Industry Development Institute(KHIDI),  
Chungcheongbuk-do

Organized by

BIO KOREA Organizing Committee

Website

[www.biokorea.org](http://www.biokorea.org)

Program

Business Partnering, Exhibition, Conference

## Participants



51 Countries, 780+ Companies  
29,400+ International Participants

## Business Partnering



1,300+ Meetings, 470+ Companies

## Exhibition



440+ Booths, 330+ Companies

## Conference



32 Sessions, 170+ Speakers

# 02 Sponsorship Program



## ■ Packaged Sponsorship

Type			Platinum	Gold	Silver
Amount (USD)			60,000	30,000	20,000
Promotion	Ticket	FCA (Full Convention Access)	5	4	1
		3-Day CA (3-Day Conference Access)	4	2	2
Offline	Exhibition	Exhibition Booth	4	2	2
		Partnering Booth	1	or 1	or 1
	Conference	Company Presentation	Luncheon Session or 90 minutes	60 minutes	30 minutes
			First Priority on DAY-2	DAY-2	DAY-1, 3
	Official Event	Welcome Reception	Playback Commercial Ad. / Logo Exposure on Invitation Letter	—	—
	Promotion Materials	Logo Exposure on Official Printed Materials (Brochure, Program book, Photo Wall)	1	1	1
		Logo Exposure on Registration Desk	1	—	—
		Logo Exposure at the Media Gate of Exhibition Hall	1	1	1
		Program Book Advertisement Page	1	1	1
Online	Website	Website	1	1	1
		Newsletter	1	1	1

- \* All sponsorship applications are accepted based on first-come first-serve.
- \* Sponsorship priority is given to exhibitors.



## 02 Sponsorship Program



### ■ Single Sponsorship Benefit Categories

#### Catering Services



- Logo Labeled Cup holder in Partnering Center (1,000ea)
- Logo Labeled Bottle Water in Conference Room (30,000ea)

**\$ 10,000**

#### Promotional handouts



- Target : On-site Participants
- \* Put a stationary or promotional material in the BIO KOREA KIT bag distributed on site.

**\$ 4,000**

#### Stationery (Pen + Notes)



- Logo Printed Pen (3,000ea)
- Logo Printed Memo Notes (500ea)

**\$ 10,000**

#### Logo Exposure



- Logo Exposure on Invitation Ticket for Exhibition (10,000ea)

**\$ 3,000**

\* The above images are for reference and subject to be changed.



# 03 Payment & Cancellation Policy



## Payment & Cancellation Policy

To join BIO KOREA 2024 as a sponsor, please complete 'BIO KOREA 2024 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 paid within 10 days of submission of the agreement
  - 50% balance must be paid 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 10 days of submission of the agreement: 0% cancellation fee
  - After 10 days of submission of the agreement: 50% cancellation fee
  - Within 30 days prior to the event: No refund allowed

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## Contact for BIO KOREA 2024

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