



2019

BIO KOREA

International Convention

2019, April 17(Wed) - 19(Fri) | COEX, Seoul, KOREA



BIO THEATER
Sponsorship Opportunities



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BIO KOREA Organizing Committee

Tel: +82-70-4353-1424

E-mail: theater@biokorea.org

Overview

BIO KOREA 2019



Initially begun in an effort to revitalize the international recognition of Korean bio industry and to become the 7th biggest bio nation in the world by 2019, **14th BIO KOREA** will be held in 2019 receiving tremendous attention from all the international bio experts.

BIO KOREA consists of **Conference, Exhibition, Business Forum, Invest Fair, and Job Fair** will be the most renowned international bio event ever held in Korea with approximately 24,000 participants expected including industrial policy makers, public officials, researchers, managers, and professionals from Korea and all over the world.

Furthermore, participants will be able to maximize their investment return from high quality programs of Conference covers the ongoing industrial issues, Exhibition where you can find the latest biotechnology and products, Business Forum that successfully bridges among companies and researches to collaborate, and Job Fair that will provides you a excellent bio human resource pool.

Overview

BIO KOREA 2019

- **Title** : BIO KOREA 2019 International Convention
- **Period** : April 17 (Wed.) ~ April 19 (Fri.), 2019
- **Venue** : COEX, KOREA
- **Website** : www.biokorea.org
- **Organized by** :  **KHIDI** Korea Health Industry Development Institute  **CHUNGBUK**

CO-LOCATED
EVENTS

INVEST FAIR


EXHIBITION

BIO THEATHER

JOB FAIR 

BUSINESS FORUM


CONFERENCE

BIO KOREA Sponsor Grade & Benefits

BIO KOREA 2019 Sponsorship



BIO KOREA 2019 offers many exciting sponsorship and exhibition opportunities designed to increase **your visibility, your product/service recognition**. We promises to be one of **the highlights of the meeting** where you will be able to contact with participants directly.

Your company may receive notable recognition from executives, investors, scientists and researchers of biotechnology and pharmaceutical industry through customized marketing activities provided by the BIO KOREA Organizing Committee throughout the event.

Sponsorship Opportunities

★ Package – BIO Theater Package

BIO Theater Overview

Title BIO KOREA 2019 BIO Theater

Period April 17(Wed) ~ 19(Fri), 2019

Place BIO Theater in Hall C, COEX

Theme STEP UP BIO KOREA! SHOW UP BIO KOREA!

* **BIO TALK** : Step Up Your Limit

* **BIO PR** : Show Up Your Potential

Concept

BIO TALK

BIO TALK spreads ideas, knowledge, and skills to BIO KOREA audiences in the form of short, powerful talks, and exploring how they survive in BIO industry.



BIO PR

Presenting at the BIO PR is the perfect chance to introduce company's technology, products and research and attract more international professionals, investors and potential business partners.



Sponsorship Opportunities

★ Package – BIO Theater Package

Timetable

Time	RT	4. 17 (Wed)	4. 18 (Thu)	4. 19 (Fri)	
10:00 ~ 10:30	30	Opening Ceremony	Draw Event	Draw Event	
10:30 ~ 11:30	60		Preparation time (10 min)		
			BIO TALK 2 (40 min)	BIO TALK 4 (40 min)	
			Preparation time (10 min)		
11:30 ~ 12:00	30		BIO PR 06	BIO PR 12	
12:00 ~ 12:30	30	Rest Place			
12:30 ~ 13:00	30	Rest Place			
		Preparation time (10 min)			
		BIO TALK 1 (40 min)	BIO TALK 3 (40 min)	BIO TALK 5 (40 min)	
13:00 ~ 14:00	60	Preparation time (10 min)			
		BIO TALK 1 (40 min)	BIO TALK 3 (40 min)	BIO TALK 5 (40 min)	
		Preparation time (10 min)			
14:00 ~ 14:30	30	BIO PR 01	BIO PR 07	BIO PR 13	
14:30 ~ 15:00	30	BIO PR 02	BIO PR 08	BIO PR 14	
15:00 ~ 15:30	30	Draw Event	Draw Event	Lucky Draw	
15:30 ~ 16:00	30	BIO PR 03	BIO PR 09		
16:00 ~ 16:30	30	BIO PR 04	BIO PR 10		
16:30 ~ 17:00	30	BIO PR 05	BIO PR 11		



Sponsorship Opportunities

★ Package – BIO Theater Package

BIO Theater Package

BIO Theater Package offers organizations and companies various promotional opportunities prior to and during BIO KOREA 2019. It includes exposing sponsor's logo and advertisement videos on On/Off-line medias.

Sponsorship Benefits are negotiable and subject to change based upon the consultations with the organizing committee.

Type of Support	★★★★★	★★★★	★★★	★★	★
	\$50,000	\$40,000	\$30,000	\$20,000	\$10,000
Stage Organization	O	O	A Type	-	-
BIO Theater Event	O	Choose 1	B Type (Choose either Type A or B)	Choose 2	Choose 1
BIO Theater Leaflet	O				
Advertisement Wall	O				
Broadcast Advertisement Videos (15 Sec.)	10 times per day	10 times per day	10 times per day	5 times per day	3 times per day
Recommend of Theater Speaker	1 person	-	-	-	-

Sponsorship Opportunities

★ Package – BIO Theater Package

Live Broadcast



Live Streaming Service

Use of BIO KOREA Official Website, Facebook, YouTube to broadcasting



On/Off-line two way communication

Communicate with on-site audiences as well as on-line audiences



Advertisement

Exposure sponsor's Logo and advertisement vides on On/Off-line (Facebook follower 8,400)



Sustaining Opportunities

Post BIO Theater video clips on variety channel of BIO KOREA

Sponsorship Opportunities

★ Package – BIO Theater Package

Stage Organization

USD 30,000

Creative and practical branding design of BIO THEATER sponsor of stage organization

Great chance of logo exposure and increasing branding value



Stage Design

Cutting-edge Stage Design
with Sponsor's Logo



Advertisement videos

Advertisement videos on
BIO Theater Stage screen



On/Off-line

LOGO exposure on
On/Off-line medias
and on-site leaflet



Sponsorship Opportunities

★ Package – BIO Theater Package



Advertisement Wall

USD 10,000

Provide Sponsor's Logo advertisement wall
 The Great Chance to Logo exposure to BIO KOREA participants
 - Number of wall depends on Package Grade

Side Event

USD 10,000

Provide Side Events under name of sponsor such as Draw Event and Gift bag



BIO Theater Leaflet

USD 10,000

Sponsor's logo exposure on BIO Theater On-site leaflet, and great change of Improving Value of Brand Name



Sponsorship Opportunities

★ Package – BIO Theater Package



★ Total Sponsor Special Option - Recommend of Speaker

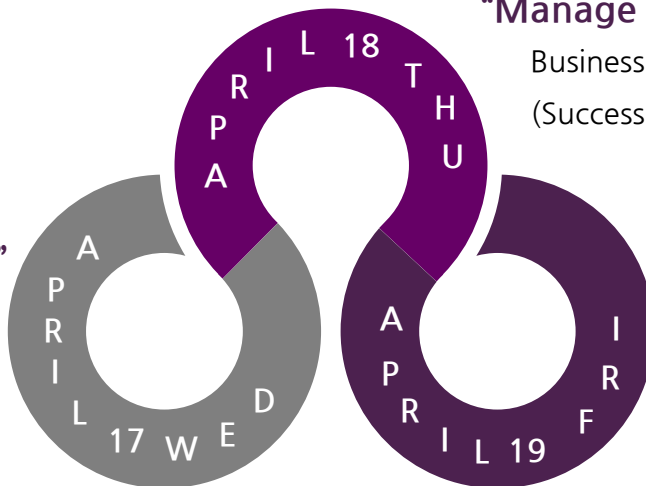
Total Sponsor in Star Package could is available to recommend of a BIO TALK speaker.

Casual Bio-industry talk show by Sponsor CEO/Speaker which invites various expertise or talented guests to discuss their works or success story.

Total Sponsors may organize desired BIO TALK Speaker and Topic in BIO TALK.

“Humanity with BIO”

Collaborated talk show about Bio-industry and Humanity.



“Manage with BIO”

Business story telling talk show (Success or Failure) in BIO industry

“Play with BIO”

Talented guests to talk about their works and life

Payment & Cancellation Policy

Payment & Cancellation Policy

To join BIO KOREA 2019 as a sponsor, please complete 'BIO KOREA 2019 Sponsorship Agreement Form' on the last page of this prospectus and send it to BIO KOREA Organizing Committee by e-mail or fax.

Payment

Upon receipt of the signed sponsor agreement, an invoice covering payment amount will be issued by e-mail or fax. The payment schedule is outlined below:

- 50% deposit of total sponsorship fee due within thirty (30) days of signing the Sponsorship Agreement
- 50% final deposit due thirty (30) days prior to the event

*** To close the agreement, full payment must be made.**

Cancellation Policy

Sponsor agrees and understands that notification of intent to cancel sponsorship must be provided in writing. This Sponsor Agreement may be cancelled by the Agreement signatory, **with no penalty, within seven calendar days** of receiving the confirmation receipt of the Agreement from BIO KOREA 2019.

- Cancellation of sponsorship within ninety (90) days prior to the event : 50% cancellation fee
- Cancellation of sponsorship within thirty (30) days of the event : No refunds

Contact for BIO THEATER Sponsorship

BIO KOREA Organizing Committee

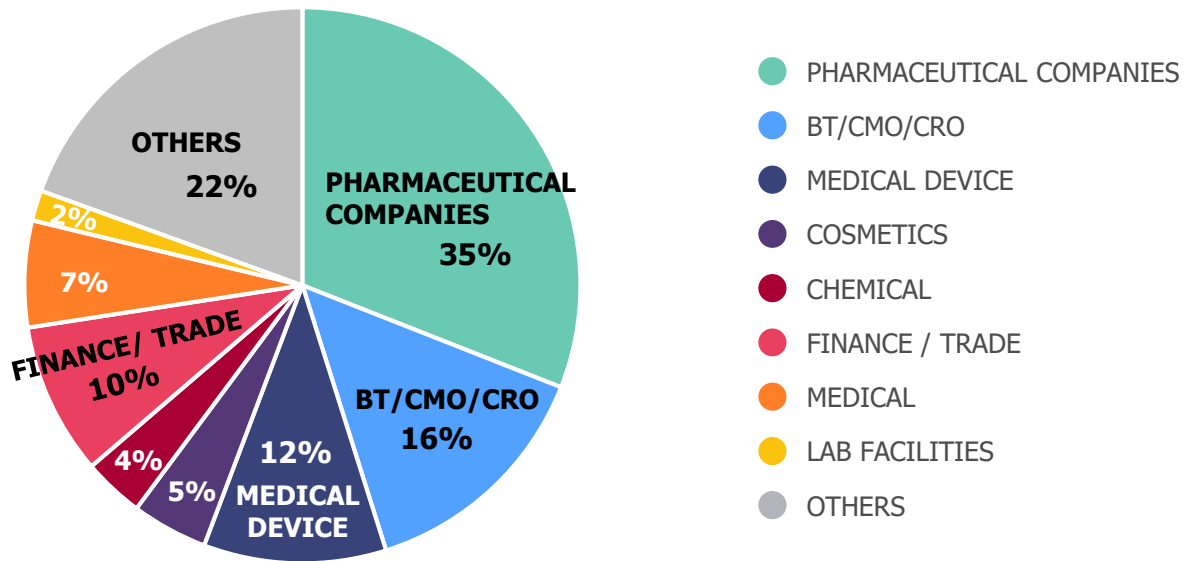
Tel: +82-70-4353-1424

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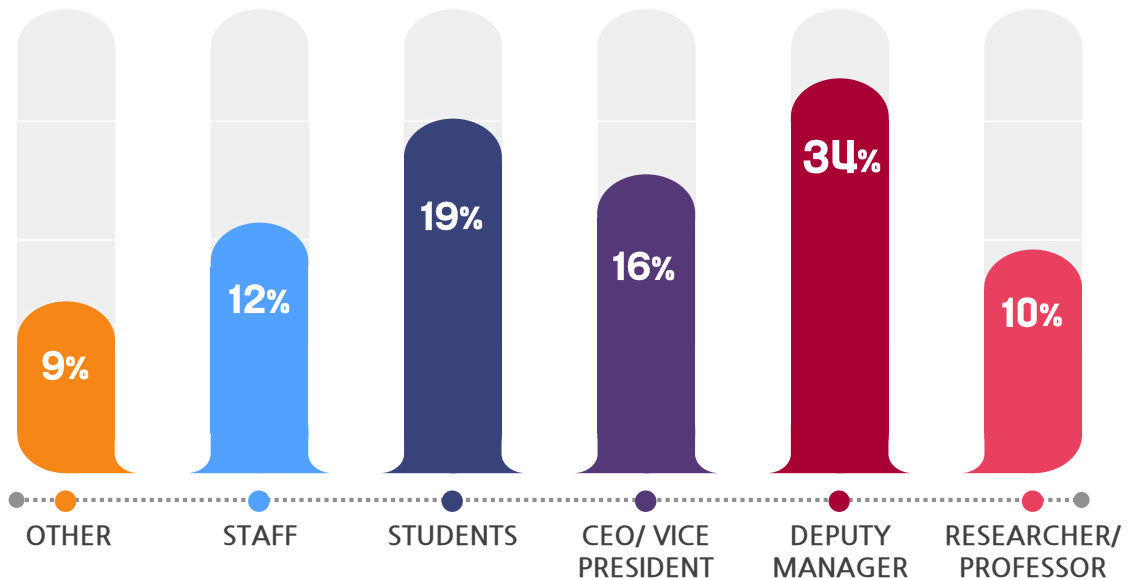
BIO KOREA 2018 Review

Global Business Networking & Position

Global Business Networking



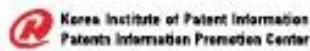
Position



BIO KOREA 2018 Sponsors

Official Sponsors

SPONSORS



PROMOTIONAL PARTNERS



BIO THEATER Sponsorship

Agreement

■ Company Information

Company Name	
President's Name	
Address (Zip Code)	
Person in Charge	Position
Dept./Div.	Tel.
Cellular Phone	E-mail

■ Sponsorship Category (All prices are excluding VAT)

BIO Theater Package		Sponsorship Fee	Check
★★★★★	Total Sponsor	USD 50,000	
★★★★	Stage Organization + One of Event/Promotion/Advertisement	USD 40,000	
★★★	Stage Organization OR All of Event/Promotion/Advertisement	USD 30,000	
★★	Two of Event/Promotion/Advertisement	USD 20,000	
★	One of Event/Promotion/Advertisement	USD 10,000	
Note			

■ Sponsorship Category (All prices are excluding VAT)

Bank Info.	Bank Name : KB KOOKMIN BANK (Swift code: CZNBKRSEXXX) Account No.: 801701-04-247537 (C.MON Corp)	
Payment Date	1st Payment (50% Deposit of Sponsorship)	Within 30 Days of Signing the Sponsorship Agreement
	2nd Payment (50% Deposit of Sponsorship)	Until March 15, 2019

We hereby have agreed to sponsor BIO THEATER

Date: _____ Signature: _____

- Facsimile or scanned email copy of this agreement bearing a signature shall be deemed delivery of a signed agreement.
- Please complete this form and return it to the BIO KOREA Organizing Committee by e-mail (theater@biokorea.org).

BIO KOREA 2019 Sponsorship

Directory Application Form of Sponsor

As stated below, your company information will appear on the official program book to be distributed to all participants. Please return the completed form to BIO KOREA Organizing Committee by Feb 15, 2019 by e-mail (theater@biokorea.org)

■ Company Information

Company Name

Address

Zip Code

Tel.

Fax.

E-mail

Company Website

■ Company Information

<p>Company Logo</p>	<p>※ JPG file format. If 4 sheets over, submission via E-mail's accepted</p>
<p>Introduction (100~150 words)</p>	



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A stylized white DNA double helix icon with a colorful molecular model (yellow, green, red, blue) at the top, set against a dark purple background with a white starburst effect.

Contact for BIO THEATER Sponsorship

BIO KOREA Organizing Committee

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