October 12-14, 2016/ COEX, Seoul, Korea

IoT Korea Exhibition & Int'l Conference

Sponsorship Program

Hosted by | Ministry of Science, ICT and Future Planning

Organized by | IoT Korea IoT Association

Contents

IoT Korea Exhibition & International Conference is a premier event hosted by the **Ministry of Science, ICT and Future Planning** in Korea.

With over **150 exhibitors and 30,000 visitors** expected at this events.

It is essential your company maximizes your investment and increases your exposure at the event. This Sponsorship program has been designed to give participation companies give a competitive edge and to ensure you see the customers you need to meet to be successful in Korea.

Result of 2015 Event

Exhibition : 152 Companies(360 Booths)/ 21,683 Visitors from 45 countries.

Conference : 5 Tracts include 40 Topics for IoT issue / 764 visitors from 8 countries.

1. Sponsorship Program
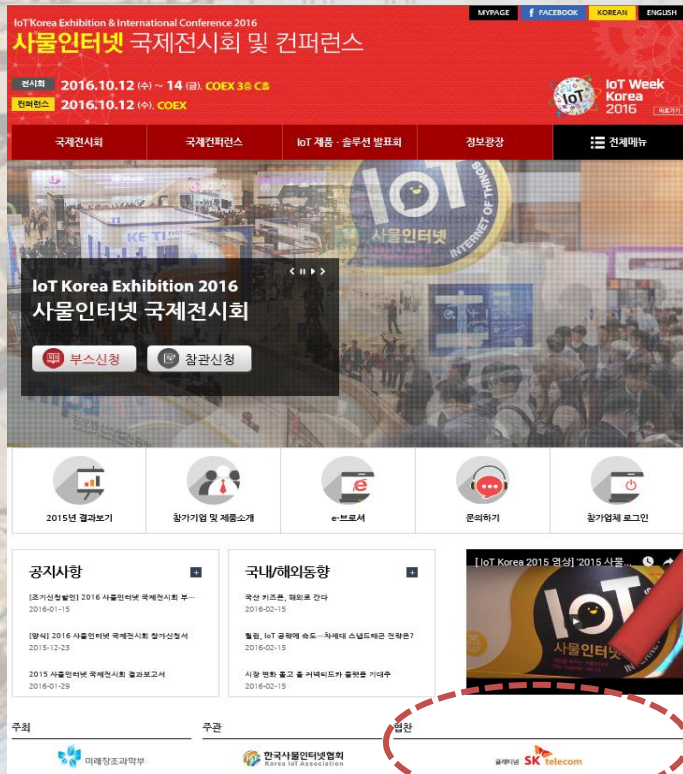
Item	Grade	Platinum	Gold	Exhibition		Conference	
	Cost(KRW)	30 million	20 million	10 million		3 million	
Pre-Marketing	- Logo on Show Materials(Invitation, Leaflet)	o	o				
	- Logo on show website with url link	o	o				
Exhibition	- Logo on Entrance Archway - Logo on Wall Banner in Hall C	o	o				
	- Free Seminar room	o					
	- Free Invitation flyer	300	200	100	100	50	50
Conference	- Full page Ad on conference book(back cover)	o					
	- Full page Ad on conference book (inner page)		o				
	- Session Speaker – you provide the speaker & topic	o					
	- Full access conference passes	10	5	2	2	1	1
Badge Ad.	- Logo on Badge String			o		o	
	- Logo on Badge Tag				o		o
Quantity		2	2	1	1	1	1

Pre-Marketing : Logo on Show Website Main Page

Company logo and URL link listed on the IoT Korea Exhibition& Conference website (English and Korean) Logos will continue to appear on the event website 6 months days before the show open. App. 10,000 visitors are expected.

Visitors number of 2015 show website from April to November,2015)
(App. 90,000)

IoT Korea Exhibition & International Conference

Pre-Marketing : Logo on Show Materials

Over 120,000 invitation flyers will be sent out extensive database to kick-off.
The pre-show promotional of IoT Korea Exhibition & Conference.
Carrying your advertisement with logo on E-mail Delivery 7 times before the show open using 350,000 DB.

News paper Advertisement

Invitation Flyer

Newsletter

Result of Promotion in 2015

Advertisement : ETNEWS, MAEKYUNG, IT Magazine 10 times
Invitation Flyer : Sending 120,000
Webzine : Sending 350,000

4

Exhibition : Logo on Entrance Archway and Wall Banner

In the Exhibition hall to enter the logo of the Sponsor on banners and ads.
That will present you a great opportunity to advertise the sponsor company.

Logo on Entrance Archway

Logo on Handrail Area Banners
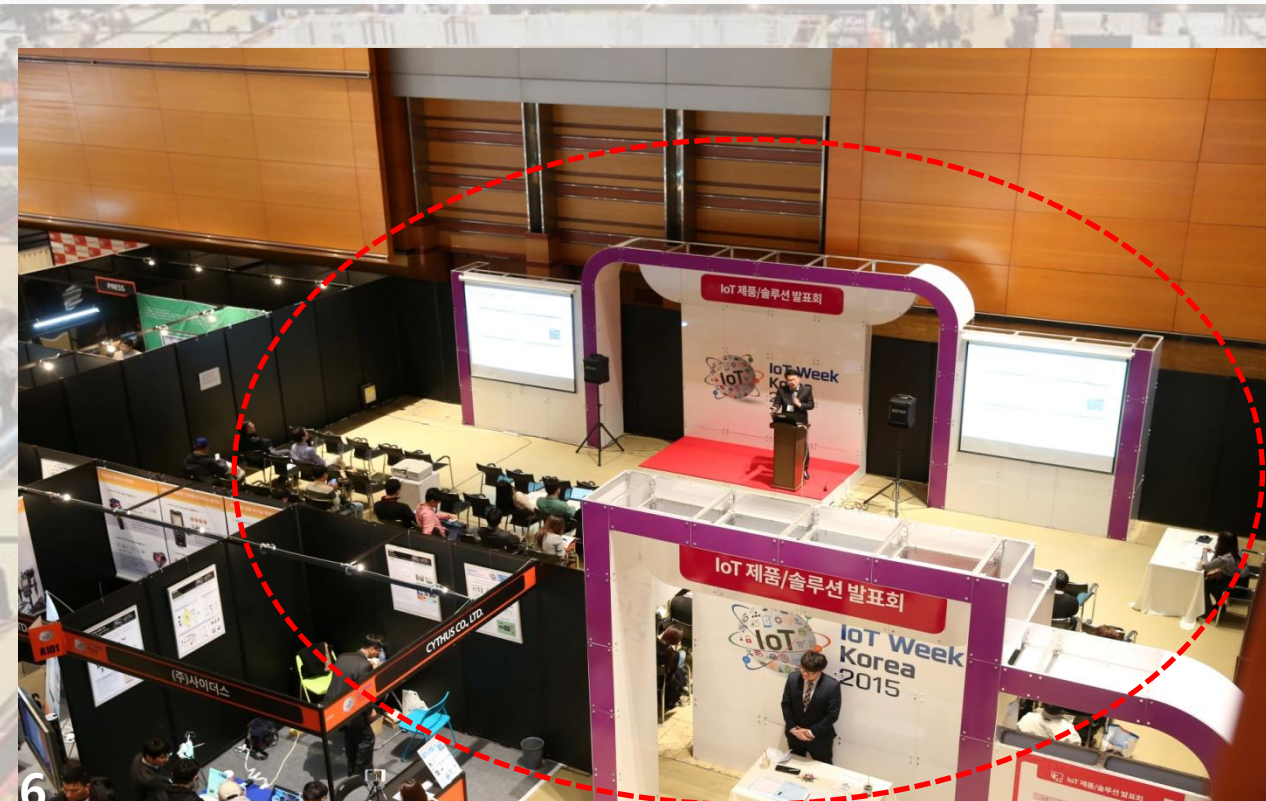

Logo on Will Banner in Hall C

5

Exhibition : Free Seminar Room in Exhibition Hall

Seminar space provided during designated date and time in exhibition Hall

Platinum Only

Size

- 100 (Class Type)

- A/V set

- On-site Directional Signage

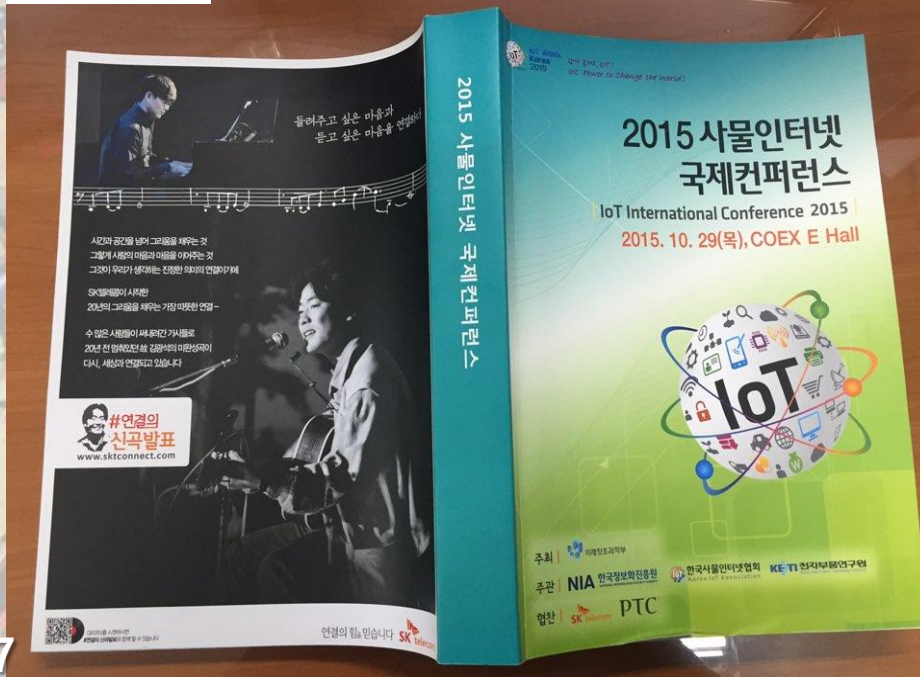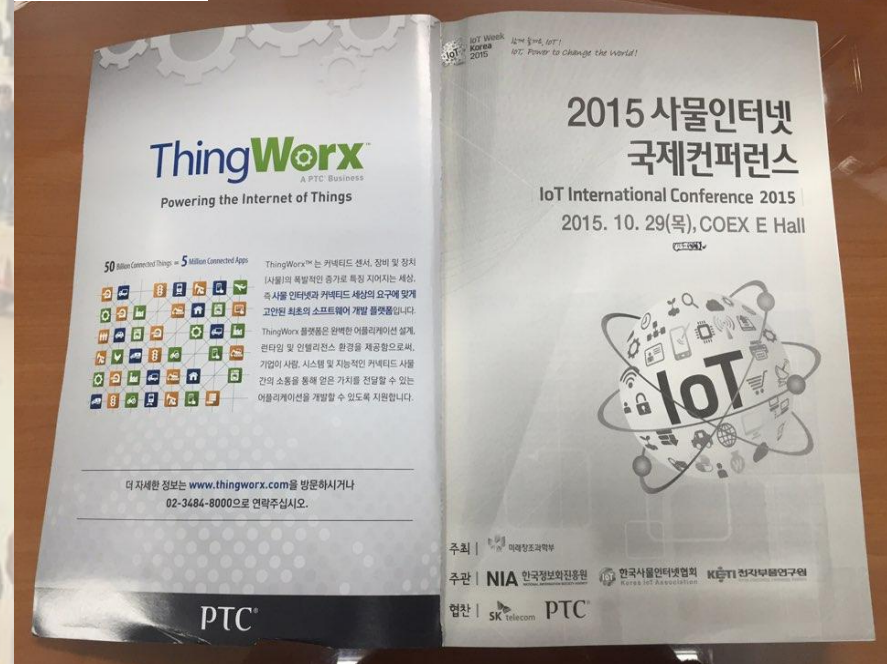## Conference : Full page Conference book Ad.

By advertising in the IoT Korea international conference official book you ensure that your ad will be in the hands of app 800 potential clients.
Platinum : Full page Ad(Back Cover) / Gold : Full page Ad(inner page)

Back Cover

Inner page

7

Conference : Session Speaker

Take your message to the masses with an IoT Korea International Conference Session sponsorship. You provide the speaker and topic. This conference has been Known to attract over 800 registrations pre-conference.

Platinum Only

Program for 2015

Track	Time	Main Topic			
Common Track	09:00~09:50	Registration			
	09:50~10:00	Door-Prize			
	10:00~10:10	Opening Ceremony	Opening Speech		
			Congratulatory Message		
	10:10~10:40	(Keynote 1) Towards Open IoT			
	10:40~11:10	(Keynote 2) The Rise of Smart, Connected Products : Third Great Wave of IT-Driven Innovation			
	11:10~11:40	(Keynote 3) Achieving the Vision of Manufacturing Innovation 3.0 Thru a Connected Enterprise : New Industrial Revolution adopting IoT Technology			
	11:40~12:00	(Keynote 4) The Prerequisite Conditions to Connect "Everything" : Telco's Point of View on IoT Technology and Ecosystem			
Special Track	13:00~14:30	Track 1 New Business Development Strategy for K-ICT Internet of Things(IoT) Convergence	Track 2 (IoT Industrialization Issues)	Track 3 (IoT Technology and Its Examples)	Special Track. OCEAN(Open allianCE for iot stANdard) Day
		Session1 Manufacturing business model innovation through IoT Convergence	Session4 (IoT Industrialization Issues - Device, Platform. Security)	Session7 Maker(ICT DIY) and IoT	Session1 OCEAN and Introduction on IoT Open-source
	14:30~14:40	Break Time			
	14:40~16:10	Session2 IoT, Value creation for convenience and healthy life-cycle	Session5 (IoT Issues)	Session8 Application Cases (Home, Manufacturing/ Transportation, Safety)	Session2 (Examples of OCEAN Application and Its Business Model)
	16:10~16:20	Break Time			
	16:20~17:50	Session3 K-ICT content, global expansion strategy for the creative economy	Session6 (IoT International Cooperation Exemplification)	Session9 Application Cases (Food, Design, Intelligent Platform)	Session3 (Instruction on IoT Platform Interworking Technology)

Lanyard / Badge Tag Sponsorship

Badge with your company logo displayed prominently on the front will be distributed to all visitors. It would become the focus of over 30,000 walking advertisements for your company and products.
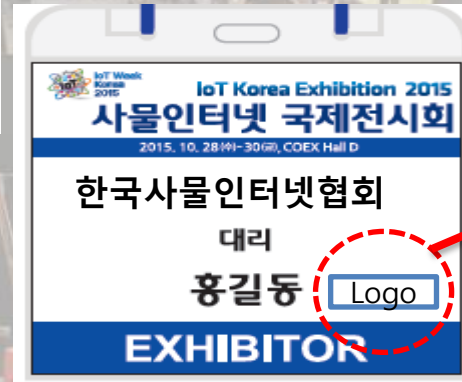
Exhibition = over 30,000 visitors / Conference = over 800 attendees

Including logo in 2015

including logo in 2015

You can choose one of exhibition or conference

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2. How to apply

Fill out the application form and send the person in charge of sponsorship

Application form

IoT Korea Exhibition & Int'l Conference
Sponsorship Application Form

1. Sponsor Information

Company		Contact Person	
Tel.		E-mail	

2. Sponsorship (✓) Check

Platinum KRW 30,000,000	Gold KRW 30,000,000	Exhibition		Conference	
		String	Tag	String	Tag
		KRW 10,000,000		KRW 3,000,000	

3. Account Information

Account Number and the Bank Information:
HANABANK 165-910030-08004 / Korea IoT Association

Signed : _____

Date : _____

Please email the completed from to:
jhw@kiot.or.kr or Fax to : 82-2-3454-1902 or Call at: 82-2-3454-1225

Contact

Korea IoT Association Ms. Ha-won Jeon
Tel. +82-2-3454-1225
E-mail. jhw@kiot.or.kr

Download application form

If you need more information,
please visit the website(www.iotkorea.or.kr)

Reference. Sponsor in 2015
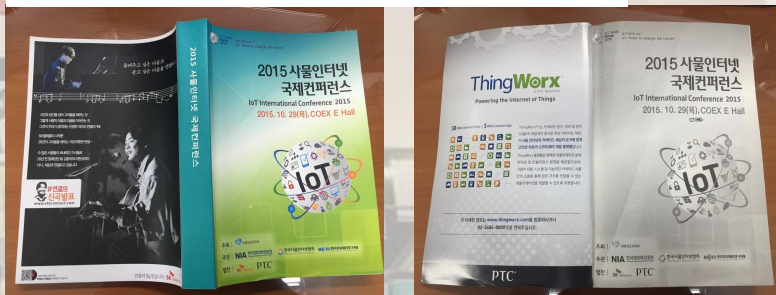
Platinum : SK telecom   Gold : PTC®

Advertising in conference official book

Logo on Wall Banner

Invitation flyer in 2015

Logo on Entrance Archway