

# IMID 2021 Sponsorship Programs

IMID Exhibition offers the following sponsorship programs to support effective marketing opportunity for our participating companies.  
We welcome your support and inquiries.

## Sponsorship Programs

\* Refer to [Attachment1] for detail on individual programs

Programs			Amount (except for VAT)	Availability	Notes
1	Lanyard & Name-tag	Lanyard	USD 9,000	1	<b>SOLD OUT</b>
		Name-tag			
2	Show Guide	Zone A (Back Cover)	USD 4,500	1	
		Zone B (Inside pages)	USD 1,000	5	
3	Directory (online)	Website	USD 1,000	9	
		PDF	USD 1,800	3	
4	Web Banners	Zone A	USD 4,500	1	
		Zone B	USD 2,700	1	<b>SOLD OUT</b>
		Zone C	USD 1,500	1	
5	Registration Desk		USD 2,700	2	
6	Mask Patch		USD 4,500	1	<b>SOLD OUT</b>
7	Souvenirs		USD 9,000	1	
8	XSPACE	S-time(5 secs.)	USD 1,800	5	
		M-time(15 secs.)	USD 3,600	1	
		L-time(30 secs.)	USD 6,000	1	

\*(For All Sponsors) Logos displayed on: Banners inside the exhibition hall, Invitations, 20th Anniversary Photo Wall, Newsletters etc.

\* Logo size & location priorities : By sponsorship amount, then by the date of signed sponsorship application

## Benefits for Package, Long-term Sponsorship, Main Sponsor

- (Package) 20% off when you select three or more programs, 5% off when you select two programs
- (Long-term Sponsorship) 20% off when you sponsor for three consecutive years. Sponsors of two consecutive years receive 5% off.
- (Main Sponsor) Top 3 sponsors (highest sponsorship amounts) will have their logo featured on the digital signage at the Hall C entrance as Main Sponsor

\* For Package and Long-Term Sponsors, Only one discount can be applied with an additional 5% discount to whichever rate is higher.  
Main Sponsor applies to any combinations of sponsored programs

## Sponsorship Application Deadline : June 30, 2021

\* Sponsorship Payment : Within 2 weeks after the application submission

For Inquiries, contact : Jeon, Jae-hee



82-02-3014-5714

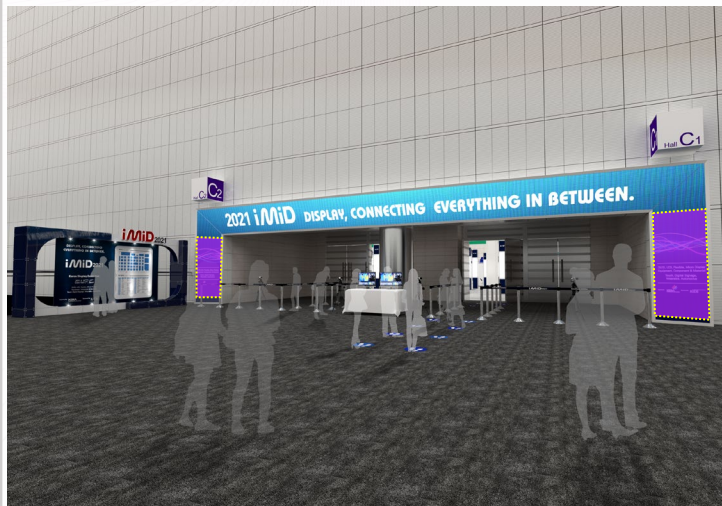


jjh@kdia.org

## Attachment 1\_Sponsorship Programs Details

### Top 3 Sponsor Benefits (Highest sponsorship amounts)

- Displayed on the digital signage at the Hall C entrance as Main sponsor



Main Sponsor's Logo

◀ Hall C Lobby

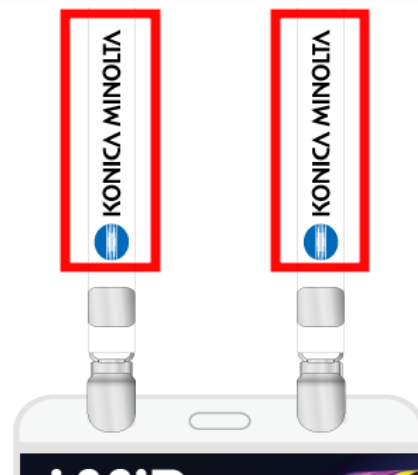
▼ Digital Signage Gate

2021 iMiD DISPLAY, CONNECTING EVERYTHING IN BETWEEN.

### Sponsorship Programs

#### 1. Lanyard & Name-tag

**SOLD OUT**





## 2. Show Guide

### ① Zone A(Cover Page)



### ② Zone B(Inside Pages)

- Booth location marked on the exhibition map
- Booth location marked with photos of exhibition booth or main products, and advertisement image etc.







## 4. Web Banners

\* Duration : Up to 1 month after the last date of the exhibition /  
Sponsor may choose image and hyper-links that they wants

### ① Zone A(Displayed at the top of all pages, Including main page)

### ② Zone B & C(Displayed on the left sidebar, Excluding main page)

**Zone B**

**Zone C**

**전시회 주요 일정**

내 용	일 정	비 고
1차 조기신청 마감	~2월 28일	참가비 10% 할인
2차 조기신청 마감	~4월 30일	참가비 5% 할인
참가신청 마감	~6월 30일	선착순 마감
부스 배정	7월 1일 ~	1. 부스규모 2. 신청일기 순으로 개별 연락
[선박] 무료초대권 신청	~7월 9일	참가업체 고객 초청용 초대권 신청
[전시] 디렉토리 자료 제출	~7월 23일	iMiD 2021 웹사이트에 게재할 회사 및 제품 소개 자료 제출
[전시] 조립부스 공간요청서 제출	~7월 30일	부스간편에 입찰할 참가업체 상호연계 제출 (조립부스 신청업체에 한함)
[전시] 독립부스 장치를 설계도 제출	~7월 30일	사공업체 계약 후 설계도면 제출 (독립부스 신청업체에 한함)
[전시] 참가업체 출품품 신청	~7월 30일	전시회 기간 중 상주할 참가업체 담당자들의 기본정보 제출
[선박] 부대시설 신청(유료)	~7월 30일	관객, 입출금기, 급배수, 인터넷, 고객관리시스템 등 신청
[선박] 바통 신청(유료)	~7월 30일	의자, 테이블, 카터보드, 홀대, 모니터 등 신청
부스 설치	8월 22일~24일	08:00~20:00
전시회 운영	8월 25일~27일	10:00~17:00
부스 철거	8월 27일~28일	8월 27일(17:00~20:00) 8월 28일(08:00~20:00)

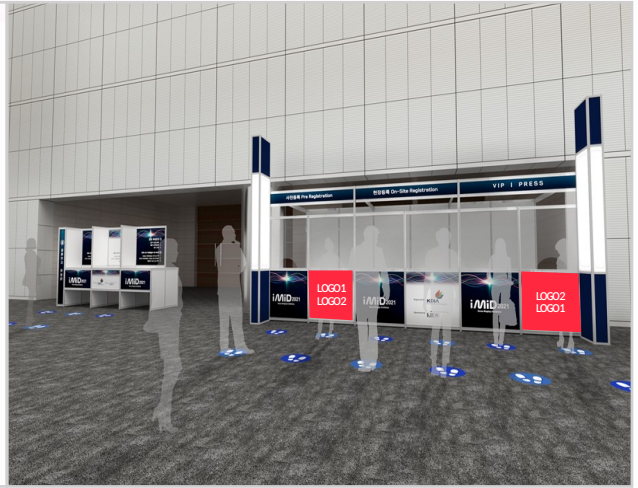
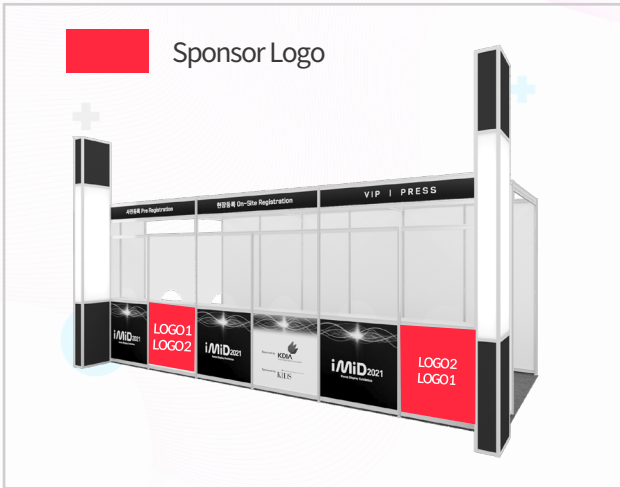
**주차요청안내**

차량종류	금액	주차관리업체
승용차	최소 30분 2,400원 15분당 1,200원 1일 주차 시 48,000원 (임시주차비 24,000원)	주차고객서비스센터 (COEX 1층 A-1홀 옆)
화물차(2.5톤이상)승용차	승용차 주차요금의 2배	

\* COEX 주차에 관한 자세한 내용은 COEX 홈페이지 (http://www.coex.co.kr/our-guide/traffic/parking-6) 혹은 주차고객서비스센터(02-6002-7130)로 문의하시기 바랍니다.

## 5. Registration Desk

\* Sponsor logos displayed alternatively



## 6. Mask Patch

\* Will be given to all attendees after completing the temperature check at the entrance

\* Will incorporate sponsor logos



## 7. Souvenirs(to be announced)

\* Sponsor logos and images will be incorporated into souvenirs for distribution to attendees





## 8. XPACE

- Advertising opportunity on digital platform inside COEX
- Shown on both Bridge and Floor levels / Over 100 playback per day during the exhibition

Type	Video Length (Per 1 playback)	Contents	Production
S-time	5 seconds	Sponsor logo and booth location	IMID creates videos based on using logos submitted by sponsor
M-time	15 seconds	Display of images or videos that sponsor wants	Sponsor creates their own videos and submit them before specified deadline
L-time	30 seconds	Display of images or videos that sponsor wants	Sponsor creates their own videos and submit them before specified deadline



**Bridge**

(Along the 2<sup>nd</sup> and 3<sup>rd</sup> floor banister of the Exhibition hall / 6.7M x 2.9M)



**Floor**

(the 1<sup>st</sup> floor lobby of Hall A / 4.2M X 2.4M )

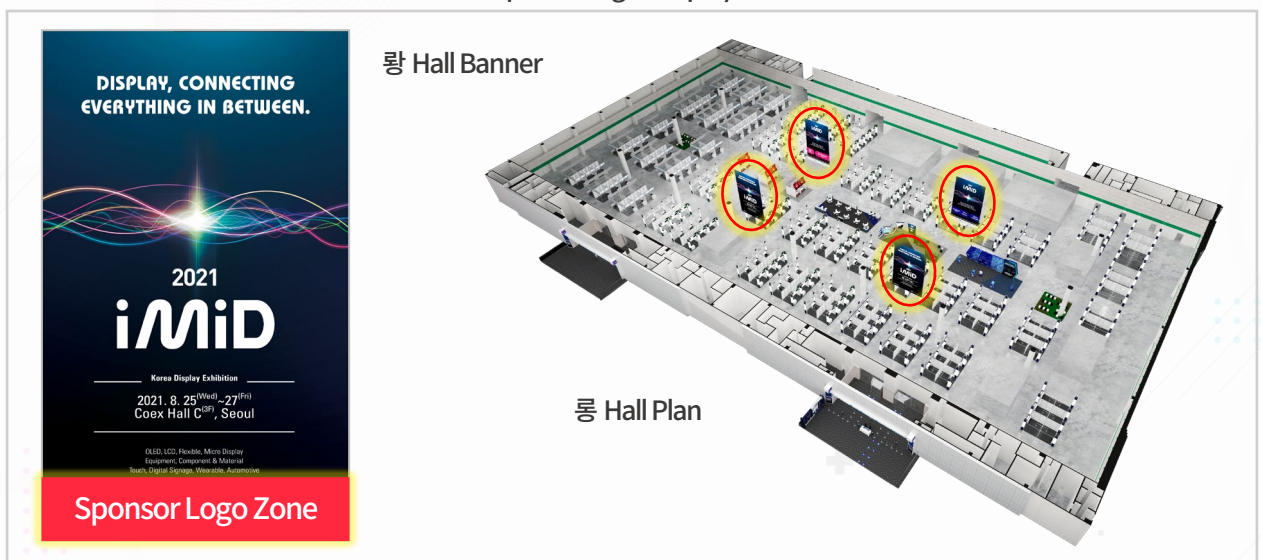
## 9. All Sponsors Benefits

\* the location of sponsor logos may change according to final design layout of publication/displays

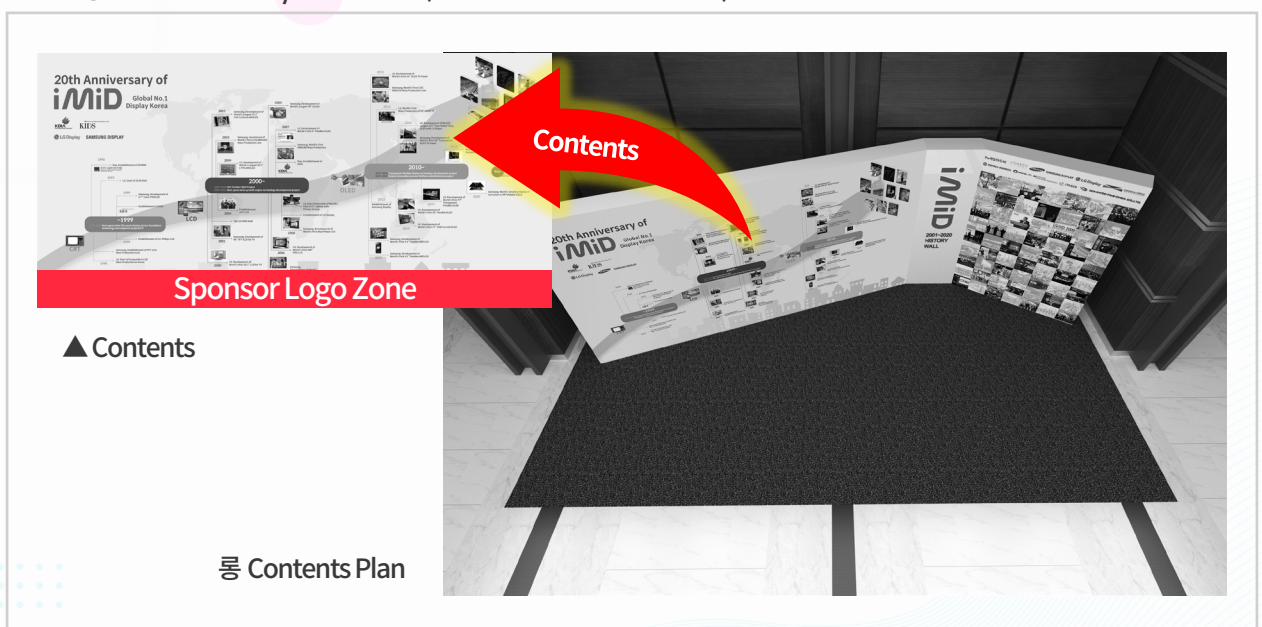
### ① Invitation (Example)



### ② Banners inside the Exhibition Hall (Sponsor logos displayed)



### ③ 20th Anniversary Photo Wall (In front of Conference Hall)



### ④ Newsletter, etc.



## Attachment 2\_Application for Sponsorship Programs

### 1. Sponsor Company Information

Company Name		CEO Name	
Contact Person		Dept./Title	
Phone Number		Fax	
E-mail		Website	

\* After your sponsorship application is submitted, we will send information regarding procedures and payment (quotes & billing) to the Contact Person named above.

### 2. Sponsor Programs

Programs			Amount	Availability	Notes (Check "v")
1. Lanyard & Name tag			USD 9,000	1	Sold-out
2. Show Guide	2-1	Zone A	USD 4,500	1	
	2-2	Zone B	USD 1,000	5	
3. Directory (Online)	3-1	Website	USD 1,000	9	
	3-2	PDF	USD 1,800	3	
4. Web Banners	4-1	Zone A	USD 4,500	1	
	4-2	Zone B	USD 2,700	1	Sold-out
	4-3	Zone C	USD 1,500	1	
5. Registration Desk			USD 2,700	2	
6. Mask Patch			USD 4,500	1	Sold-out
7. Souvenirs			USD 9,000	1	
8. XPACE	8-1	S-time(5secs.)	USD 1,800	5	
	8-2	M-time(15secs.)	USD 3,600	1	
	8-3	L-time(30secs.)	USD 6,000	1	

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\* Top 3 Sponsors (highest sponsorship amounts): Logos featured on digital signage at the C hall entrance

\* Logo size & location priorities: By Sponsorship amount, then by the date of signed sponsorship application

- (Package) 20% off when you select three or more programs, 5% off when you select two programs
- (Long-term Sponsorship) 20% off when you sponsor for three consecutive years. Sponsors of two consecutive years receive 5% off.

Programs	Long-term Sponsorship		Package	
	3 successive years (20% discount)	2 successive years (5% discount)	3 or more programs (20% discount)	2 programs (5% discount)
Check where applicable (Check "v")				

\* Long-term Sponsors get priorities in the choice of the programs

\* For Package and Long-Term Sponsors, Only one discount can be applied with an additional 5% discount to whichever rate is higher. Main Sponsor applies to any combinations of sponsored programs

### 3. Required Documents : Company logo (High resolution Image file in jpg, ai)

Application Date: (Year) (Month) (Date)

Application Signature :