



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

# IoT Korea Int'l Conference & Exhibition

## Sponsorship Program

Hosted by |



Ministry of Science, ICT and  
Future Planning

Organized by |



Korea IoT Association

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**IoT Korea International Conference & Exhibition** 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

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

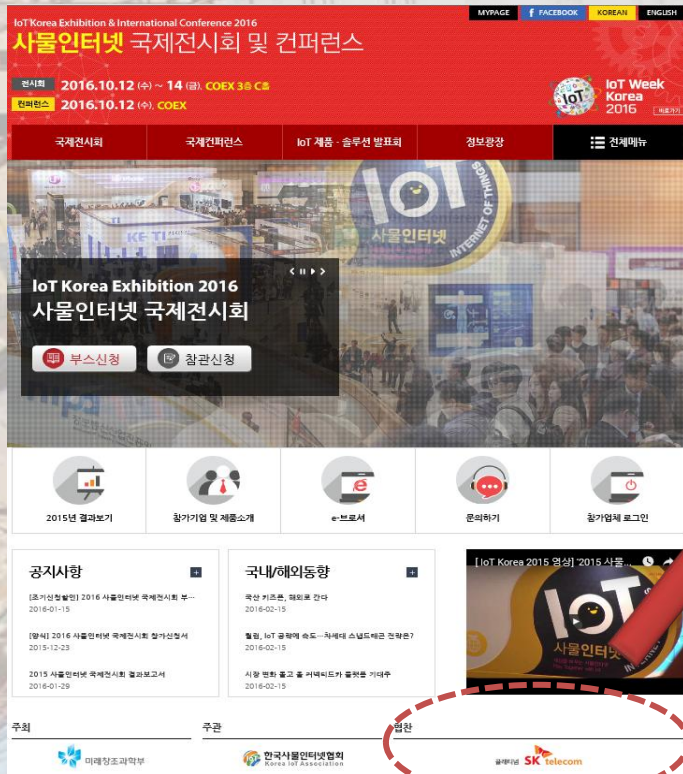
Exhibition : **152** Companies(**360** Booths)/ **21,683** Visitors from **45** countries.

## 1. Sponsorship Program

Item	Grade	Platinum	Gold	Conference		Exhibition	
	Cost(KRW)	30 million	20 million	3 million		10 million	
Pre-Marketing	- Logo on Show Materials( Invitation, Leaflet)	0	0				
	- Logo on show website with url link	0	0				
Conference	- Full page Ad on conference book(back cover)	0					
	- Full page Ad on conference book (inner page)		0				
	- Session Speaker- you provide the speaker & topic	0					
	- Full access conference passes	10	5	1	1	2	2
Exhibition	- Logo on Entrance Archway	0	0				
	- Logo on Wall Banner in Hall C						
	- Free Seminar room	0					
	- Free Invitation flyer	300	200	100	100	50	50
Badge Ad.	- Logo on Badge String			0		0	
	- Logo on Badge Tag				0		0
2	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)

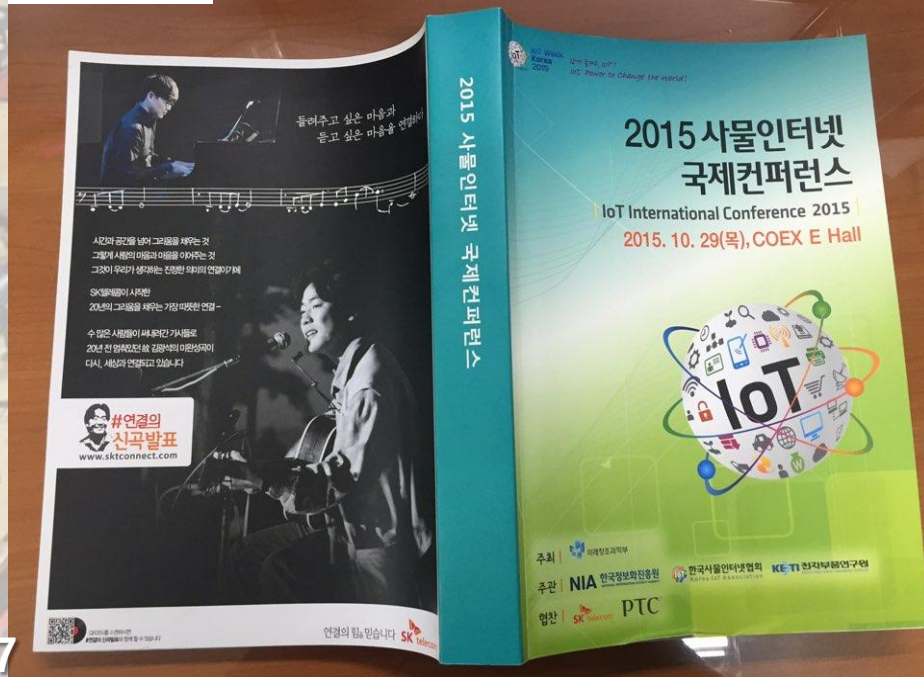


## Conference : Full page Conference book Ad.

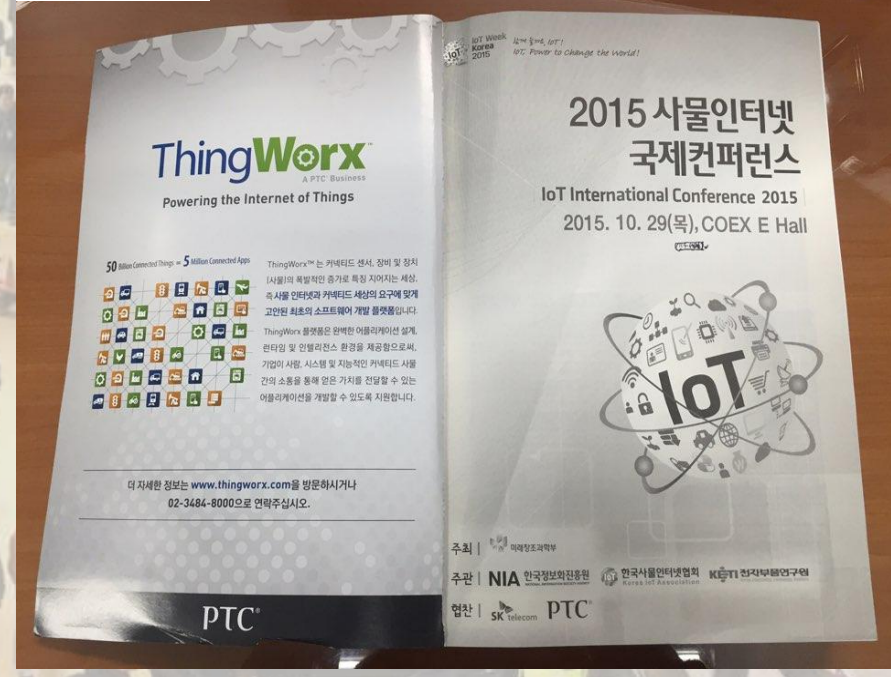
By advertising in the IoT Korea international conference official book you ensure that your ad will be in the hands of app 800 potential clients.

Platinum : Full page Ad(Back Cover) / Gold : Full page Ad(inner page)

Back Cover



Inner page



## 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.

### > 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)	

**Platinum Only**





## 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



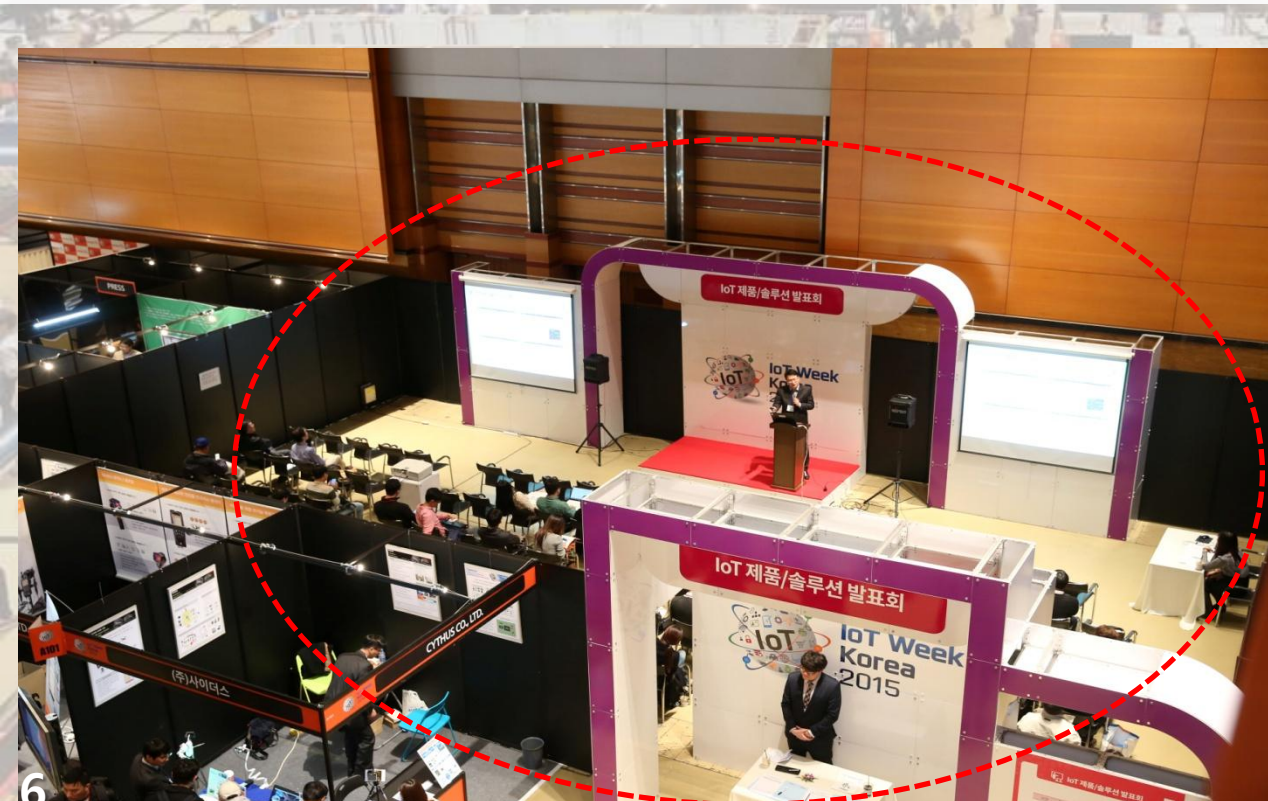
## Exhibition : Free Seminar Room in Exhibition Hall

Seminar space provided during designated date and time in exhibition Hall

**Platinum Only**

Size

- 100 (Class Type)
- A/V set
- On-site Directional Signage



## 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.

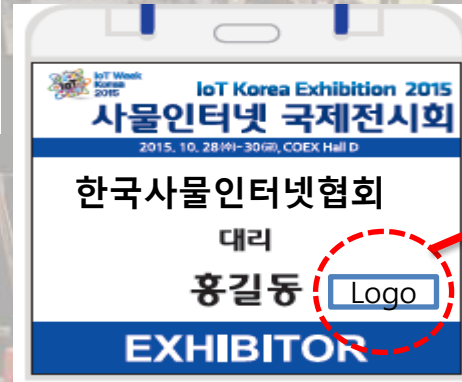
**Exhibition = over 30,000 visitors / Conference = over 800 attendees**

Including logo in 2015



You can choose one of exhibition or conference

including logo in 2015



You can choose one of exhibition or conference



## 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 form 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](#)

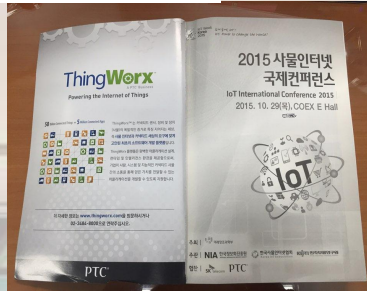
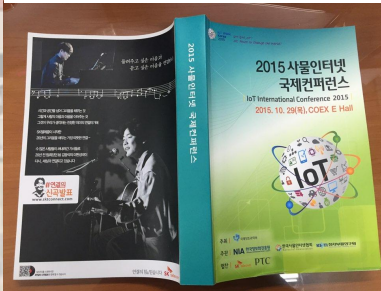
If you need more information,  
please visit the website([www.iotkorea.or.kr](http://www.iotkorea.or.kr))

## Reference. Sponsor in 2015

Platinum : 

Gold : 

### Advertising in conference official book



### Logo on Wall Banner



### Invitation flyer in 2015



### Logo on Entrance Archway



구분	사전등록	일반등록	관람료	비고
총인원	150,000명	200,000명		전시회 기간 중
전시인원	250,000명	300,000명		전시회 기간 중
관람인원	300,000명	300,000명		전시회 기간 중