



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

IoT Korea Exhibition & Int'l Conference

Sponsorship Program



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IoT Korea Exhibition & International Conference

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.

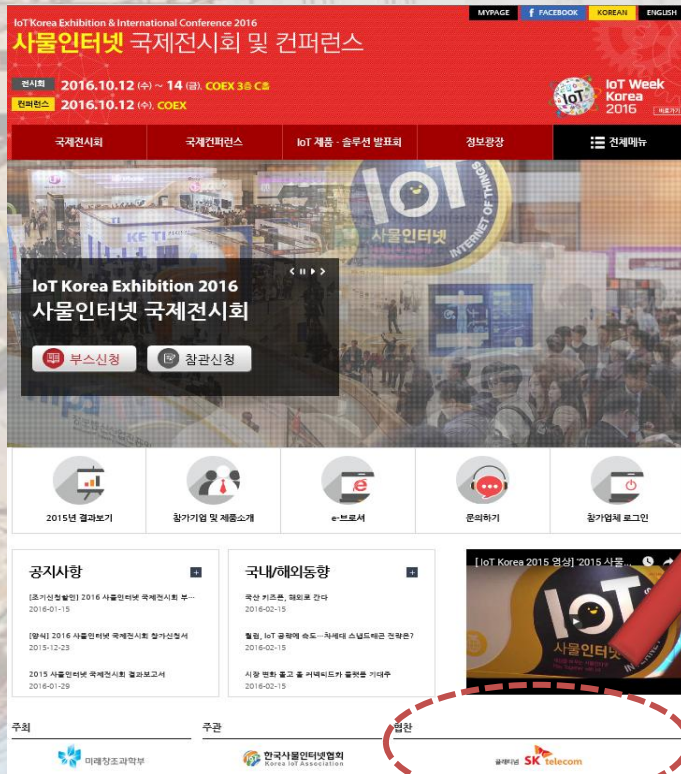
Conference : **5** Tracts include **40** Topics for IoT issue / **764** visitors from **8** countries.

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)	0	0				
	- Logo on show website with url link	0	0				
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
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	2	2	1	1
Badge Ad.	- Logo on Badge String			0		0	
	- Logo on Badge Tag				0		0
2	Quantity	2	2	1	1	1	SAS Institute

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)

Sponsorship Program

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

2015 사물인터넷 국제전시회 및 컨퍼런스 등록 안내

전람회: 2015. 10. 28(수)~30(금), COEX 3층 D홀
컨퍼런스: 2015. 10. 29(목), COEX 3층 E홀

세계 최대 IoT 전문 전시회 (국내외 200개사 400부스, 약 40개국 2만 여명 참관)

■ 전시품목

- IoT 컨퍼런스, 웨어러블, 스마트 홈 솔루션
- 가전·공공·산업용 IoT 서비스, 사물인터넷
- IoT Application Service(응용서비스)
- IoT 데이터베이스
- 유무선 통신 및 네트워크 솔루션
- IoT 플랫폼
- 센서 및 부품
- IoT 보안 솔루션

문의처: 전시회 사무국 Tel. 02-555-7153 / Fax 02-556-9474 / E-mail: hnjang@iokorea.com

Invitation Flyer

사물인터넷 국제 전시회
IoT Korea Exhibition 2015
2015. 10. 28(수)~30(금), COEX 3층 D홀

주최: 한국정보산업연구원, 주관: 한국사물인터넷학회, 협찬: 삼성전자, SK Telecom, LG, PTC, www.iokorea.or.kr

Newsletter

사물인터넷 국제전시회 및 컨퍼런스 등록 안내
2015. 10. 28(수)~30(금), COEX

사물인터넷 국제전시회 2015. 10. 28(수)~30(금) 10:00~17:00, COEX 3층 D홀

■ 전시품목

- IoT Application Service(응용서비스)
- IoT 데이터베이스
- 유무선 통신 및 네트워크 솔루션
- IoT 플랫폼
- 센서 및 부품
- IoT 보안 솔루션

■ 2015 주요 참가기업 및 기관 (가나다 순)

A&S, ADLINK TECHNOLOGY, EYEBALL NETWORKS, FREEWAY TECHNOLOGIES, GIGA-BYTE TECHNOLOGY, KT, MINMAX TECHNOLOGY CO., LTD., SKT, 네오스소프트, 넷웍, 뉴로웍스, 다산트릭스, 디티브이엔, 엘라테크코리아, 두얼아이, 리모솔루션, 엑스포 부산테크노, 사물인터넷연구원, 셀로코, 스텔라, 솔루시온, 시스템에이스, 이카디로, 아이엑스넷, 이엔텍, 에이알텔레콤, 에이투유엔솔루션, 에이티비스, 에프티랩, 엑스넷시스템즈, 와이즈조선, 원조피어, 유라텍스, 이그넥스, 이엘티센시, 이유, 인포로, 전자부품연구원, 첨단 체크포인트 테레알리아, 엘림 솔루션즈 코리아, 크라이디지탈, 크라이시스, 큐넷, 한국과학기술원, 한국산업기술시험원, 한국전자통신연구원, 한국정보통신산업진흥원, 한국정보통신진흥원, 한국정보화진흥원, 현대시스템즈 등

■ 무료 온라인 사전등록

- 신청기간: 10월 27일(목) 18:00까지
- 온라인 사전등록 시 무료입장 가능 (현장등록 시 입장료 5,000원)

Result of Promotion in 2015
Advertisement : ETNEWS, MAEKYUNG, IT Magazine 10 times
Invitation Flyer : Sending 120,000
Webzine : Sending 350,000

구분	사물인터넷	컨퍼런스	비고
기간	10월 28일(수)~30일(금)	10월 29일(목)	
장소	COEX 3층 D홀	COEX 3층 E홀	
참관인원	150,000명	200,000명	컨퍼런스 자료실
등록인원	250,000명	300,000명	전시 안내
행사규모	50,000명	70,000명	유무선 전시

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



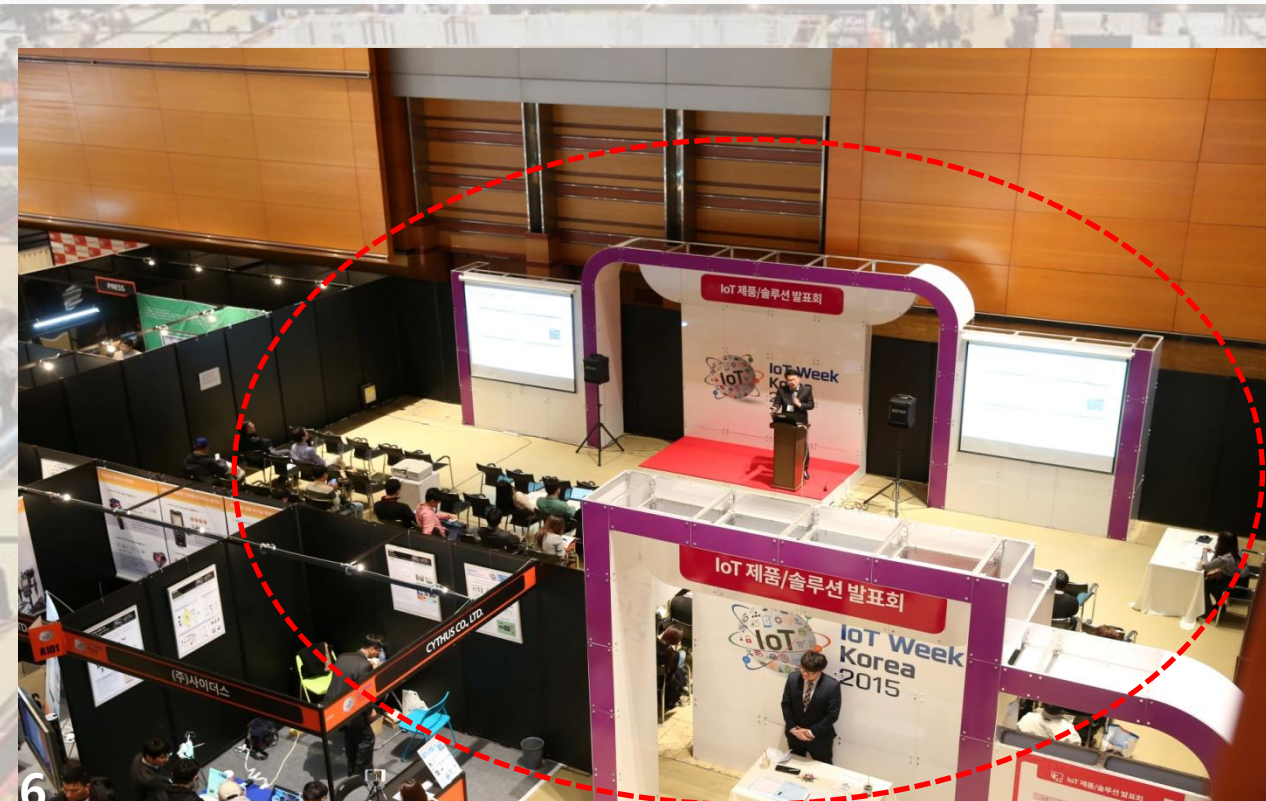
Exhibition : Free Seminar Room in Exhibition Hall

Seminar space provided during designated date and time in exhibition Hall

Platinum Only

Size

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



Sponsorship Program

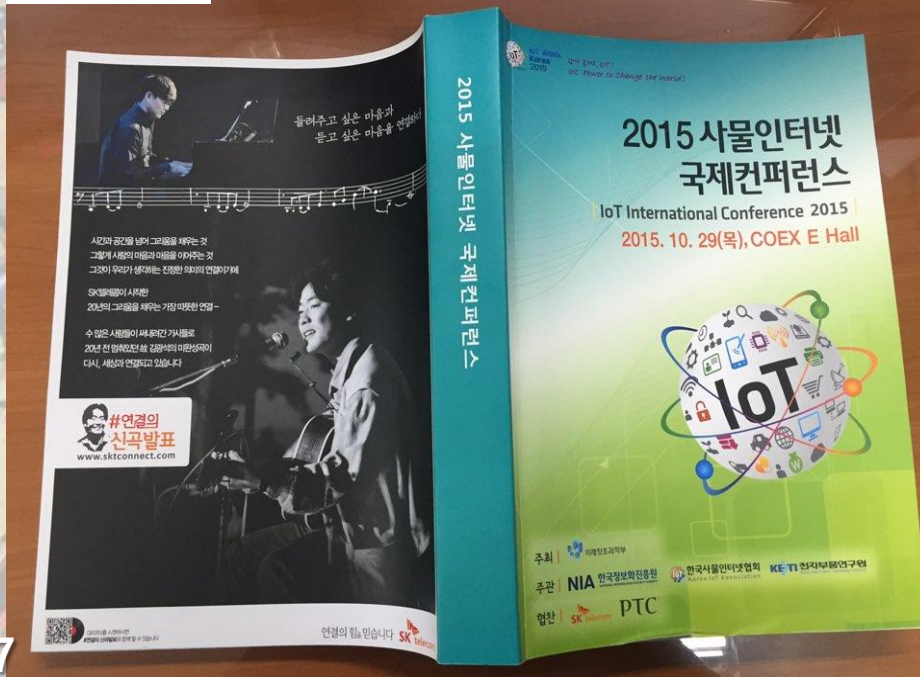
IoT Korea Exhibition & International Conference

Conference : Full page Conference book Ad.

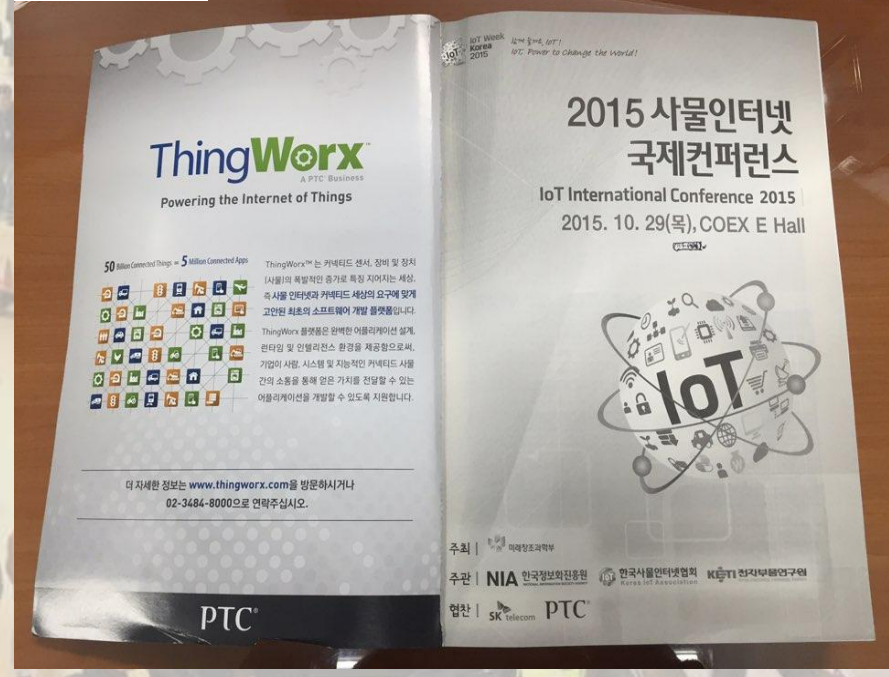
By advertising in the IoT Korea international conference official book you ensure that your ad will be in the hands of app 800 potential clients.

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



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.

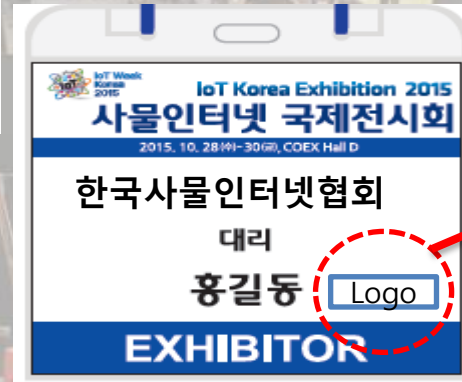
Exhibition = over 30,000 visitors / Conference = over 800 attendees

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)

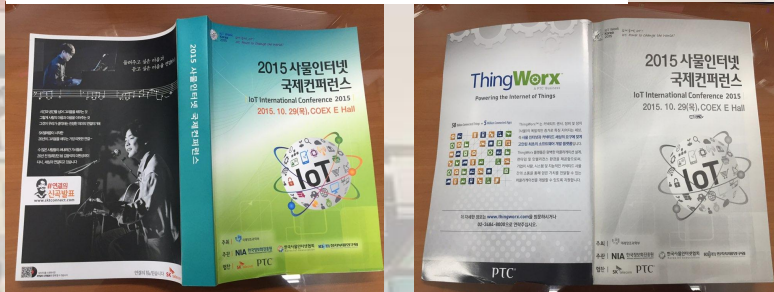
IoT Korea Exhibition & International Conference

Reference. Sponsor in 2015

Platinum : 

Gold : 

Advertising in conference official book



Logo on Wall Banner



Invitation flyer in 2015



Logo on Entrance Archway



구분	사물인터넷	전시회	컨퍼런스
규모	150,000㎡	200,000㎡	100,000㎡
전시	150,000㎡	200,000㎡	100,000㎡
전시비	200,000원	300,000원	100,000원
전시비	200,000원	300,000원	100,000원