



BIO KOREA 2014
INTERNATIONAL CONVENTION

BIO KOREA 2014 SPONSORSHIP

May 28~30, 2014 / KINTEX, KOREA



KHIDI Korea Health Industry
Development Institute

 **CHUNGCHEONGBUK-DO**

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I. BIO KOREA Overview

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 2016, the 9th BIO KOREA will be held in 2014 receiving tremendous attention from all the international bio experts.

BIO KOREA consists of Conference, Exhibition, Business Forum, Pharm Fair, Invest Fair and Job Fair will be the most renowned international bio event ever held in Korea with approximately 20,000 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

- **Title:** BIO KOREA 2014 International Convention
- **Period:** May 28 (Wed.) ~ 30 (Fri.), 2014
- **Venue:** KINTEX, KOREA
- **Website :** www.biokorea.org
- **Organized by :** Korea Health Industry Development Institute (KHIDI)

Chungcheongbuk-do (Chungbuk)

II. Sponsorship Opportunities

By sponsoring BIO KOREA 2014, 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.

You may choose from various sponsorship opportunities that fit your company's promotional goal. Please fill the '**BIO KOREA 2014 Sponsorship Agreement Form**' and send it to the BIO KOREA Organizing Committee via fax (+82-43-713-8908) or e-mail (sponsor@biokorea.org).

III. Grade & Benefits

The BIO KOREA Organizing Committee provides our sponsors with benefits below directly associated with the specific sponsorship opportunities. BIO KOREA 2014 will designate your organization between Platinum, Gold, Silver, and Bronze sponsor based on the organization's sponsorship level.

Several of the sponsorship opportunities have already been sold. If you wish to sponsor our event, please complete the request form and send it to the BIO KOREA Organizing Committee. The BIO KOREA Organizing Committee is open to all types of suggestions and new ideas.

Common Benefits

1st! Sponsor's logo shown on the official website of BIO KOREA and linked to sponsor's official website

2nd! Sponsor's logo and advertisement inserted in the printed materials of BIO KOREA.

Grade & Benefits of Sponsorship

There are two ways of classifying sponsor, A and B, depending on how you purchase the sponsorship.

Sponsor level is classified based on ...

A: the total amount of purchased sponsorship items.

B: the price of a sponsorship package including the exhibition booth.

Category		Platinum Sponsor		Gold Sponsor		Silver Sponsor		Bronze Sponsor	
		A	B	A	B	A	B	A	B
Level of Support		\$35,000 ~\$50,000	\$40,000	\$25,000 ~\$40,000	\$35,000	\$15,000 ~\$25,000	\$25,000	~\$15,000	\$15,000
No. of Exhibition Booth		-	20	-	10	-	6	-	4
Full Convention Access		10		8		6		4	
3-Day Conference Access		10		8		6		2	
Booklet Advertise- ment	Final Program & Business Forum Book	2 Color Pages (Back of front cover / the First Inner page)		2 Color Pages		1 Color Page		1 Color Page	
Sponsor Lounge		1 Rm. (6mx3m)	-	1 Rm. (3mx3m)	-	1 Rm. (3mx3m)	-	-	
Sponsor's PR Material Placed in the Official Bags		Possible		Possible		Possible		Possible	
Ceiling banner inside Exhibition		3		2		1		-	
Standing banner at Event Venue		2		1		1		-	
Banner official website		1		1		1		1	

* The benefits of Sponsorship are negotiable.

* All sponsorship applications are accepted based on first-come first-serve.

* Sponsorship opportunity is given to exhibitors prior to non-exhibitors.

* Sponsor Lounge: Separate meeting room for sponsor

IV. Sponsorship Opportunities

1. Conference

0401

Track Sponsors

USD 15,000

Opportunities: 15

BIO KOREA 2014 Conference consists of approximately 30 sessions covering a variety of topics related to biotechnology. This session sponsorship is limited to one sponsor per session.



- Sponsor's logo and phrase (*Sponsored by ~*) displayed in printed materials and signage related to the sponsor session
- PR video played in session conference room before the session and during the break & lunch time

List of expecting Tracks :

- ✓ Vaccine **
- ✓ Therapeutic Antibodies ***
- ✓ Regenerative medicine
- ✓ Stem Cell
- ✓ Medicinal bio-convergence ***
- ✓ GM Crop development *****
- ✓ Herbal Drug ***
- ✓ Food & Agriculture
- ✓ u-Health ****
- ✓ Medical devices ***
- ✓ Strategic Drug Development*****
- ✓ Business strategy in pharmaceutical industry ***
- ✓ Regulatory Affairs & Pharma Biz for Emerging Market
- ✓ Finance & Business development
- ✓ Pharma & Biotech Intellectual property(IP)
- ✓ Technology licensing & Business model
- ✓ Anti-Aging
- ✓ Translational Research

*** BIO KOREA 2013 Conference Hot Topics

0402

Keynote Speech of a Track

USD 15,000

Opportunities: 2

BIO KOREA Conference will include the Keynote Speech of each Track, covering important industrial issues. BIO KOREA Conference has covered biotech intellectual property; the intersection between public health and business; the effects of financial distress and political pressure on the biotech industry. These 120-minute sessions will accommodate between 200 ~ 300 people and open to the public.



- Sponsor recognition and logo displayed at the venue (e.g. banners, information boards, etc.)
- Sponsor logo inserted on presentation screen
- Space provided for distribution of promotional materials by the sponsor

2. Exhibition & Business Forum

0403

Partnering Lounge & Internet Lounge Hot

USD 5,000

Opportunities : 2

Partnering Lounge & Internet Lounge, set up inside of Partnering and Exhibition venue, will help participants to arrange meetings and check their Partnering schedules. Your company will have a chance to expose your company to all the business people participating in BIO KOREA. Approximately 10 computer desks will be placed in the area.



- Sponsor recognition and logo displayed at the venue (e.g. banners, information boards, etc.)
- Sponsor logo placement on computer screens, monitors, and screensavers
- Space provided for distribution of promotional materials
- Sponsor logo will be placed on every other side of the computer desk.

0404

Business Presentation Rooms

USD 3,000

Opportunities : 5

At the Business Forum section, there are presentation rooms where approximately 50 companies give 30 minute presentation of their latest researches and technologies. The sponsors will have the opportunities to advertise before or after each presentation.



- Sponsor logo displayed at the venue (e.g. banners, information boards, etc.)
- Promotional video of the sponsor played before or after the presentation
- Space provided for distribution of promotional materials by the sponsor

0405

Information Board & Structure

USD 3,000/each

The Information Board & Structure is generally located at each entrance to the event venue. It provides a strategic advertising location for the company logo placement. The Information Board & Structures will be installed at the Conference venue.



0406

Ceiling Banner Inside the Exhibition Hall

USD 3,000 /each

Opportunities : 20

Having your company logo on the ceiling of the Exhibition hall will bring a remarkable visual impact on the participants of BIO KOREA 2014 Exhibition. The banners will remain installed for the entire event period.



Standing Banner at Conference and Business Forum Venue

Hot

Opportunities : 10

Having your company advertisement on one of the standing banners placed at the Conference hall and Business Forum center will bring a remarkable visual impact on the participants of BIO KOREA 2013. The banners will remain installed for the entire event period.



0407

1 Standing Banner
(Conference Hall or Business Forum Center)

USD 3,000

0408

1 Pair of Standing Banners
(Conference Hall and Business Forum Center)

USD 4,000

Business Room in Conference Venue

Opportunities : 20

Separated Business Room provides high quality of the company's promotional events, presentation, business meeting, luncheon, etc. Also, you can expose your company to the potential business partner who will be gathering at BIO KOREA 2013.



0409

Business Room Type A (approx. 80~100 people)
(Fully equipped including interpretation service)

USD 10,000/day

0410

Business Room Type B (approx. 80~100 people, room only)

USD 4,000/day

0411

Business Room Type C (approx. 20~30 people, room only)

USD 1,500/day

3. Services and Gifts

0412 Official BIO KOREA 2014 Bag

USD 10,000

Opportunity: 2

A great opportunity of walking advertisement! All of the participants would be given BIO KOREA bag and carry it around throughout the event. Sponsor will have an opportunity to place the company logo on the bag and participants will meet company's logo every day until the event end.



- Sponsor recognition and logo exclusively printed on each side of Official BIO KOREA Bag (Approx. 3,000 bags)

0413 Name Badge & Badge Strap

Hot

USD 15,000

Opportunity : 1

Every participant of BIO KOREA 2014 will be provided with a name badge and a strap to wear all the time during the event. The sponsor will have the opportunity to place the company logo on the name badge and badge strap.



- Sponsor logo placed on the name badge and/or badge strap (Approx. 20,000 name badge and/or badge strap)



0414 Staff T-shirt

Hot

USD 4,000

Opportunities : 1

Sponsor's logo along with the event logo will be printed on T-shirts. Approximately 100 staffs of the BIO KOREA 2014 will wear them. They will be walking advertisements throughout the event and the logo will be exposed to all the participants.

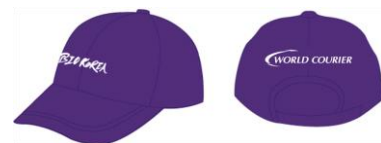


0415 Staff Cap

USD 2,000

Opportunities : 1

Sponsor's logo along with the event logo will be printed on caps. Approximately 100 staffs of the BIO KOREA 2014 will wear them. They will be walking advertisements throughout the event and the logo will be exposed to all the participants.



0416

Registration Booth

Hot

USD 5,000

Opportunities : 2

Located at the main entrance of the venue, the registration booths of conference, exhibition, and business forum provide ideal space for advertising and exposing your company's brand. Approximately 15,000 participants will go through the registration booth at least once during the event and the sponsors will have the opportunity to receive extensive recognition from more than 15,000 participants of Conference, Exhibition, and Business Forum.



- Sponsor recognition and logo displayed at the venue (e.g. banners, information boards, etc.)
- Space provided for distribution of promotional materials by the sponsor

0417

VIP Lounge

USD3,000

Opportunity : 1

VIP Lounge will be exclusively accessible to our VIPs including CEOs and the executives of the leading bio companies, conference speakers and the government officials. The sponsor will be allowed to set up and use this space in a preferred manner to make a strong impression to the VIPs.



- Sponsor logo displayed at the venue (e.g. banners, information boards, etc.)
- Space provided for distribution of promotional materials by the sponsor

** Any additional items other than these provided by BIO KOREA 2013 must be made available by the sponsor.*

0418

Press Room

USD 3,000

Opportunity: 1

Press Room will be the space for the media personnel to report all the activities of BIO KOREA 2013 in depth to the domestic and foreign media. It will be a great opportunity for the sponsor to effectively publicize and expose the company's brand to the media.



- Sponsor logo displayed at the venue (e.g. banners, information boards, etc.)
- Space provided for distribution of promotional materials by the sponsor

0419

BIO KOREA 2014 Bookstore

USD 5,000

Opportunity : 1

Journals, magazines, new books, and publications on various topics in biotechnology will be offered at BIO KOREA 2013 Bookstore. It will be the one-stop place for the participants of BIO KOREA 2013 to check out the latest trends of the industry. The sponsor will have the opportunity to advertise as well as distribute its own publications.



- Sponsor logo displayed at the venue (e.g. banners, information boards, etc.)
- Space provided for distribution of promotional materials by the sponsor

0420

Gifts for VIPs and Speakers

USD 5,000

Opportunity : 1

By sponsoring VIP's & Speaker's gifts, the sponsor will have the opportunity to introduce the company and leave strong impression to the speakers of BIO KOREA 2014 Conference. The sponsor may choose a gift item and place the company logo in a preferred manner.



- Sponsor logo placed on a gift
- Can be substituted with products

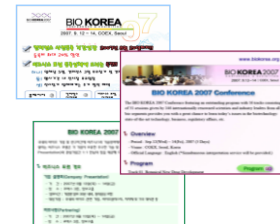
4. Advertisement

Pre-event and Online Advertisement

0421 Advertisement in Webzine

USD 500 /each

The BIO KOREA Webzine including the latest news and information about the event will be e-mailed to the expected participants on a regular basis prior to the event. Your company will have a chance to advertise by placing the company logo on the webzine linked to its official website.



0422 Banner at the Official Website

USD 500 /month

This advertisement includes a 6-month to a 1-year promotion. Advertising online on www.biokorea.or.kr opens up a world of new opportunities. Your company can enhance branding initiatives, promote special offers, and announce new products and services.



Advertisement in Final Program Book and Business Forum Book



You are invited to place an advertisement in the BIO KOREA 2014 printed materials in order to enjoy the attention of approximately 5,000 participants of the event. Through this advertisement during the event, where Korean/overseas policy-makers, public officials, researchers, and the managers & experts of bio industry participate, you will be one step closer to your ideal clients.

0423 Back Cover in Full Color

USD 6,000

0424 Bookmark

USD 2,000

0425 Back of the Front Cover in Full Color
The First Inner Page in Full Color

USD 3,000/Page

0426 Front of the Back Cover in Full Color
The Last Inner Page in Full Color

USD 3,000/Page

0427 1 Color Page

USD 1,500

5. Social Events

During BIO KOREA 2014, a number of high-class social events will be organized and provide networking opportunities for the participants to freely share interests and opinions about bio industry. These social events will be the ideal place to promote your company and improve the company's recognition among bio experts all over the world.

0428

Welcome Reception

USD 40,000

Opportunity: 1

BIO KOREA 2014 Welcome Reception scheduled to be held in the evening of May 28 (Wed.), 2014. More than 500 participants, including decision makers, experts, and VIPs in the bio industry, are expected to attend and this event is invited-only. In other words, you can expose your company to the selected audience and receive remarkable recognition from them.



- Sponsor logo displayed at the venue (e.g. banners, information boards, etc.)
- Space provided for distribution of promotional materials by the sponsor
- 20 invitations to the Welcome Reception

0429

Gala Night

USD 40,000

Opportunity: 1

The Gala Night will be a fascinating event of celebration and entertainment on the last evening of BIO KOREA 2014. More than 500 guests are expected to participate in this event. It will be a final opportunity for the sponsor to leave a remarkable impression to the participants.



- Sponsor logo displayed at the venue (e.g. banners, information boards, etc.)
- Space provided for distribution of promotional materials by the sponsor
- 20 invitations to the Gala Night

0430~32 Breakfast / Lunch

Breakfasts and lunches during BIO KOREA 2014 will be opened to the VIPs & conference speakers. It will be a great opportunity for the sponsor to receive exclusive attention from major participants of BIO KOREA 2014 and effectively present the company during meal services.



- Reserved seats provided for the sponsors
- Sponsor recognition and logo displayed at the venue (e.g. banners, information boards, etc.)
- Space provided for distribution of promotional materials by the sponsor
- Sponsor logo printed on napkins

0430	Networking Breakfast for 20~30 People Opportunities: 2	USD 15,000
0431	Networking Luncheon for 20~30 People Opportunities: 2	USD 20,000
0432	Exclusive Luncheon for official BIO KOREA VIPs Opportunities: 2	USD 25,000

0433~34 Cafeteria Hot

Refreshment service will be arranged twice a day (Morning & Afternoon) at the conference venue and business forum center. It is available to all participants. It will be a golden opportunity to effectively expose your company's brand to a large number of participants.



- Sponsor logo displayed at the venue (e.g. banners, information boards, etc.)
- Space provided for distribution of promotional materials by the sponsor

0433	Cafeteria in Conference venue	USD 10,000
0434	Cafeteria in Business Forum Center	USD 10,000

6. Others

0435 Insert in Official BIO KOREA Bag

USD 1,000

Place your brochure or any advertising material in the official BIO KOREA bag along with the Final Program and Business Forum booklets. Let the participants of BIO KOREA meet your company with surprise. It will be a great opportunity to effectively advertise your company to all participants of BIO KOREA 2014.



* An insert must be independently prepared and shipped to the organizing committee of BIO KOREA 2014 prior to the date of the event.

* The maximum size of the insert is size A4.

0436 Souvenir

Can be substituted with product

Let all the participants of BIO KOREA 2014 leave the event with your company's name, website address, and logo in their pockets. The company's name or logo will be printed on the souvenirs of your choice along with BIO KOREA 2014.



* Minimum quantity of 1,000 for each item

* For more information on the program, call +82.1661.0810 or email sponsor@biokorea.org

0437 Shuttle Bus

USD 5,000

Place your company logo or advertisement on BIO KOREA shuttle buses. In addition, your logo will appear on shuttle bus directional signs at the venue and shuttle-bus route information flyers.



* Shuttle Bus Route : KINTEX ↔ Daehwa Subway station

TBD

V. Payment & Cancellation Policy

To join BIO KOREA 2014 as a sponsor, please complete 'BIO KOREA 2014 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 2014.

- 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 KOREA 2014 Sponsorship

BIO KOREA Organizing Committee

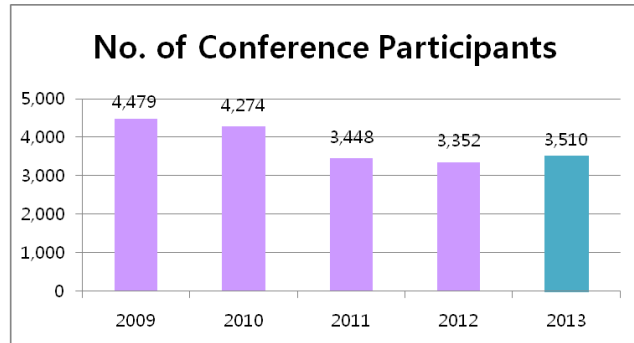
Tel: +82-1661-0810 (Oh! BIO)

E-mail: sponsor@biokorea.org

VI. BIO KOREA Review

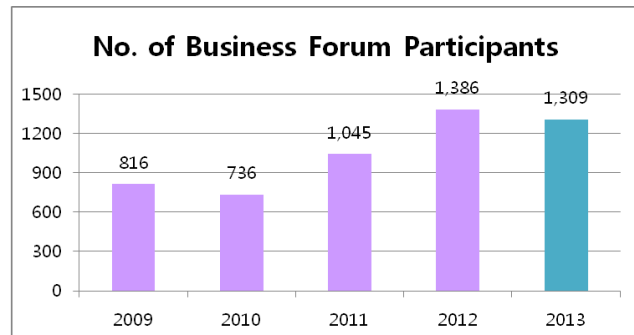
CONFERENCE

Year	Track	Speaker	Participant
2009	19	170	4,479
2010	20	206	4,274
2011	20	228	3,448
2012	17	202	3,352
2013	20	246	3,510



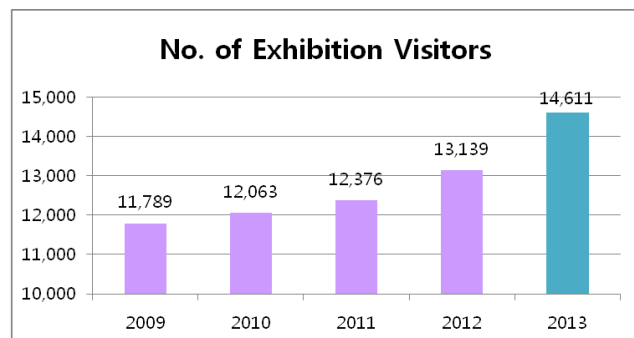
BUSINESS FORUM

Year	Country	Company	Participant
2009	15	142	816
2010	21	160	736
2011	30	252	1,045
2012	29	313	1,386
2013	30	286	1,309



EXHIBITION

Year	Booth	Country	Visitor
2009	376	8	11,789
2010	397	12	12,063
2011	446	15	12,376
2012	490	15	13,139
2013	502	19	14,611



VII. BIO KOREA 2013 Sponsors

GOLD Sponsors



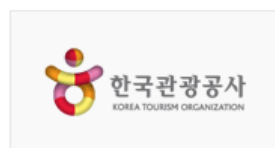
SILVER Sponsors



BRONZE Sponsors



Special Sponsor



Promotion Partner



BIO KOREA 2014 SPONSORSHIP AGREEMENT

■ Company Information

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

■ Sponsorship Category

Type A: the total amount of purchased sponsorship items.

Type B: the price of a sponsorship package including the exhibition booth.

	No.	Items	Sponsorship Fee	Remarks
Sponsor Type A				
* Please check the 'BIO KOREA Sponsorship Program' and indicate your choice of sponsorship.				
Sponsor Type B	<input type="checkbox"/> Platinum Sponsor <input type="checkbox"/> Gold Sponsor <input type="checkbox"/> Silver Sponsor <input type="checkbox"/> Bronze Sponsor			

■ Payment

Bank INFO	Bank Name : National Agricultural Cooperative Federation (Nonghyup) Account No.: 301-0083-4208-11	
Payment Date	1 st Payment (50% Deposit of Sponsorship)	Within 30 Days of Signing the Sponsorship Agreement
	2 nd Payment (50% Deposit of Sponsorship)	Until May 7, 2014

We hereby have agreed to sponsor BIO KOREA 2014.

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 fax (+82-43-713-8908) or e-mail (sponsor@biokorea.org).

BIO KOREA 2014 Directory Application Form

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 the BIO KOREA Organizing Committee by April 30, 2014 by e-mail (sponsor@biokorea.org)

■ Company Information

Company Name

Address

Zip Code

Tel.

Fax.

E-mail

Company Website

■ Company Introduction

※ JPG file format. If 4 sheets over, submission via E-mail's accepted

Company Logo

Introduction
(100~150 words)