

SEOUL FOOD 2027

Advertising Opportunities



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1-1. E-Newsletter

	Exclusive E-Newsletter	Featured Banner
Price	USD 7,000	USD 2,500
Size	1,200(W) px * variable height	1,200(W) * 300(H) px

* HTML file (Kor/Eng) or banner including title and hyperlink should be prepared by the sponsor.

Sample Exclusive E-Newsletter

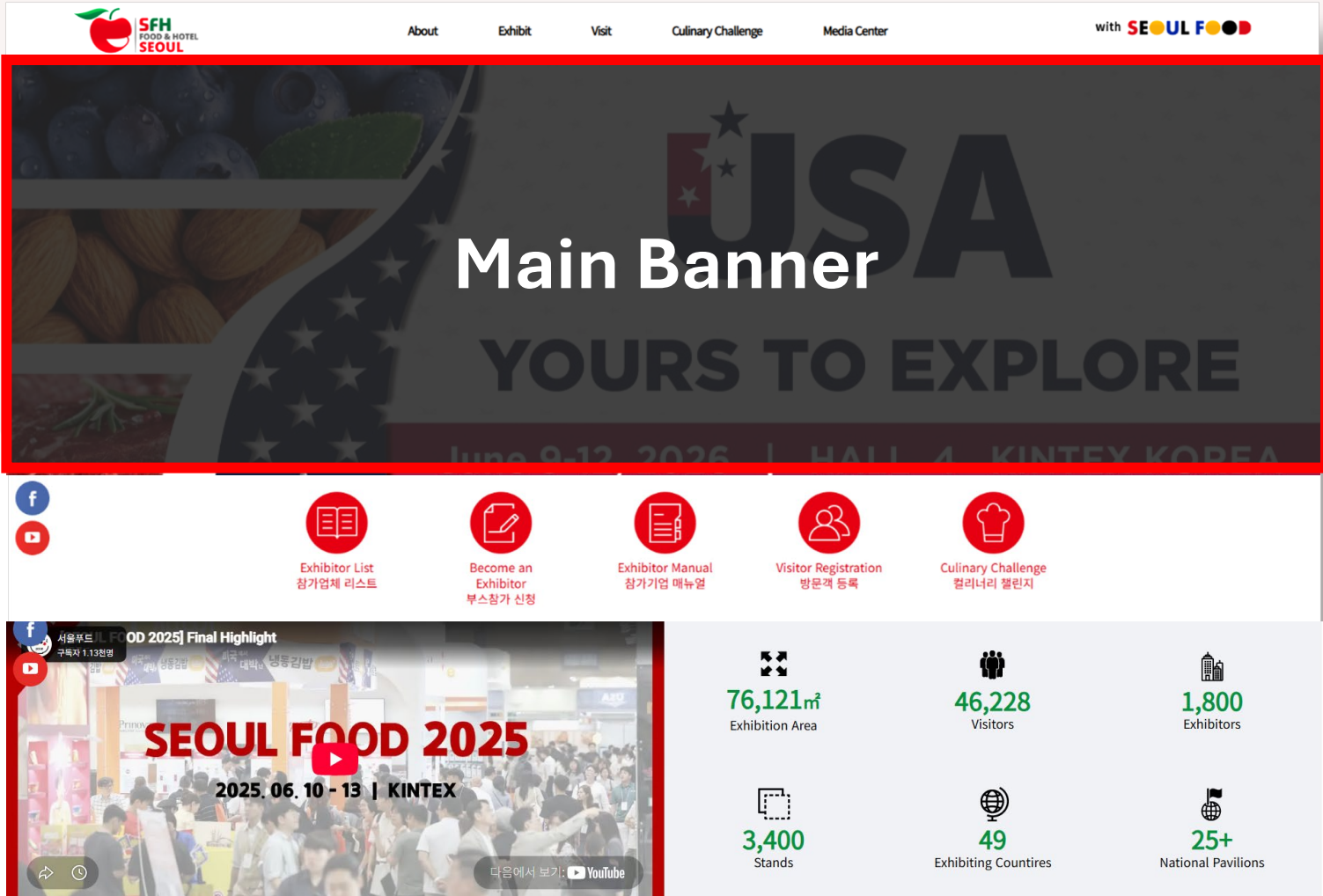


Sample Featured Banner



1-2. Website

	Rolling Main Banner (Max. 2 companies)
Price	USD 5,000
Size	1,920(W) * 599(H) px
Duration	2 months



Click

Our website

1-3. Pre-registration (Exclusive)

	Web Banner on the Pre-registration Page
Price	USD 10,000
Size	PC: 2,340(W) * 416(H) px or Mobile: 640(W) * 320(H) px
Duration	2 months



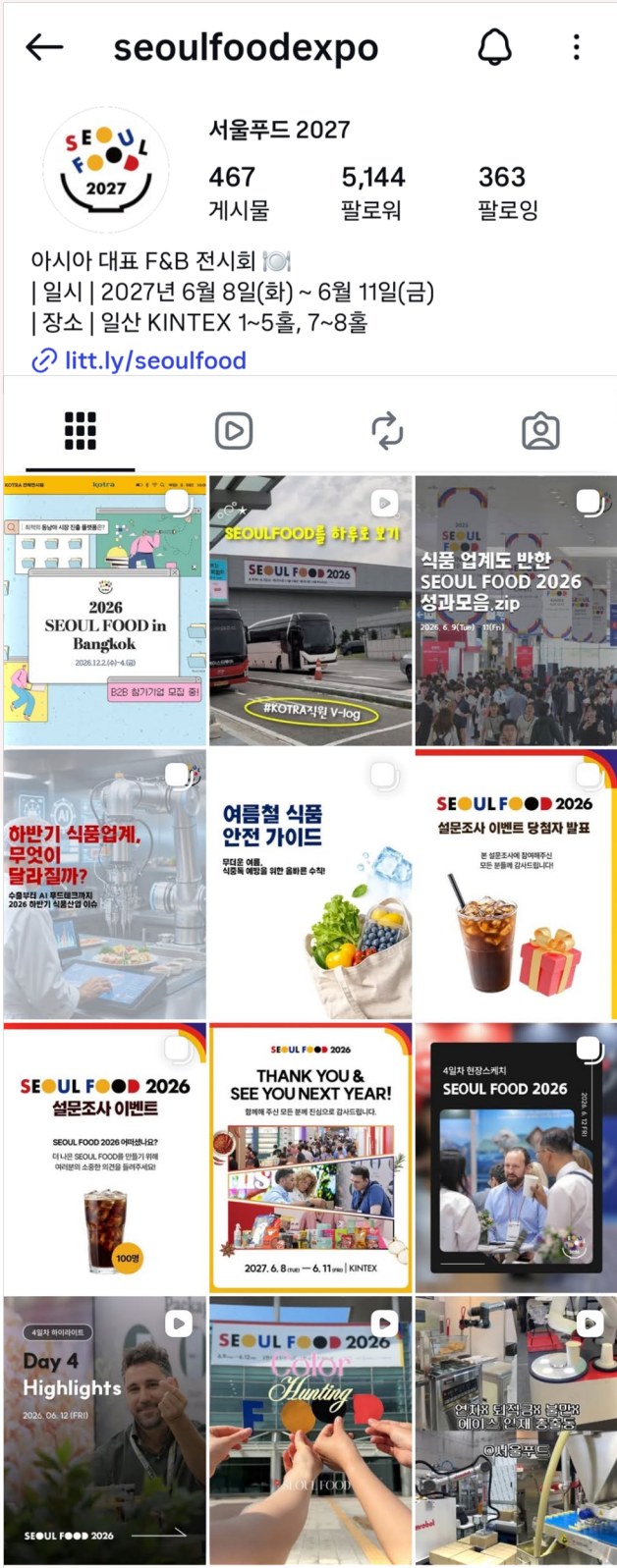
1-4. Exhibitor List

	Top Placement on the Exhibitor List Webpage
Price	USD 3,000
No. of Advertisers	Max. 4 companies
Default Order	Alphabetical
Order for Advertisers	First come, first served



1-5. Social Media

	Post on the Official Social Media Channels
Price	USD 300
Suggested Content	Company and product highlights up to 10 slides
Spec	1,080 * 1,350 px up to 100 words + hashtags
Format	JPG / MP4 / GIF



2-1. Show Guidebook

	Full-Page Back Cover Ad (Exclusive)	Full-Page Ad (ROP)	Strip Ad (ROP)
Price	USD 8,000	USD 6,000	USD 3,000
Size	210(W) * 297(H)mm	210(W) * 297(H)mm	210(W) * 85(H)mm
Quantity	20,000 printed copies		

* As part of our sustainability commitment, the organizer will minimize printed materials by offering digital show guides accessible via QR code, providing attendees with a seamless and environmentally responsible experience.

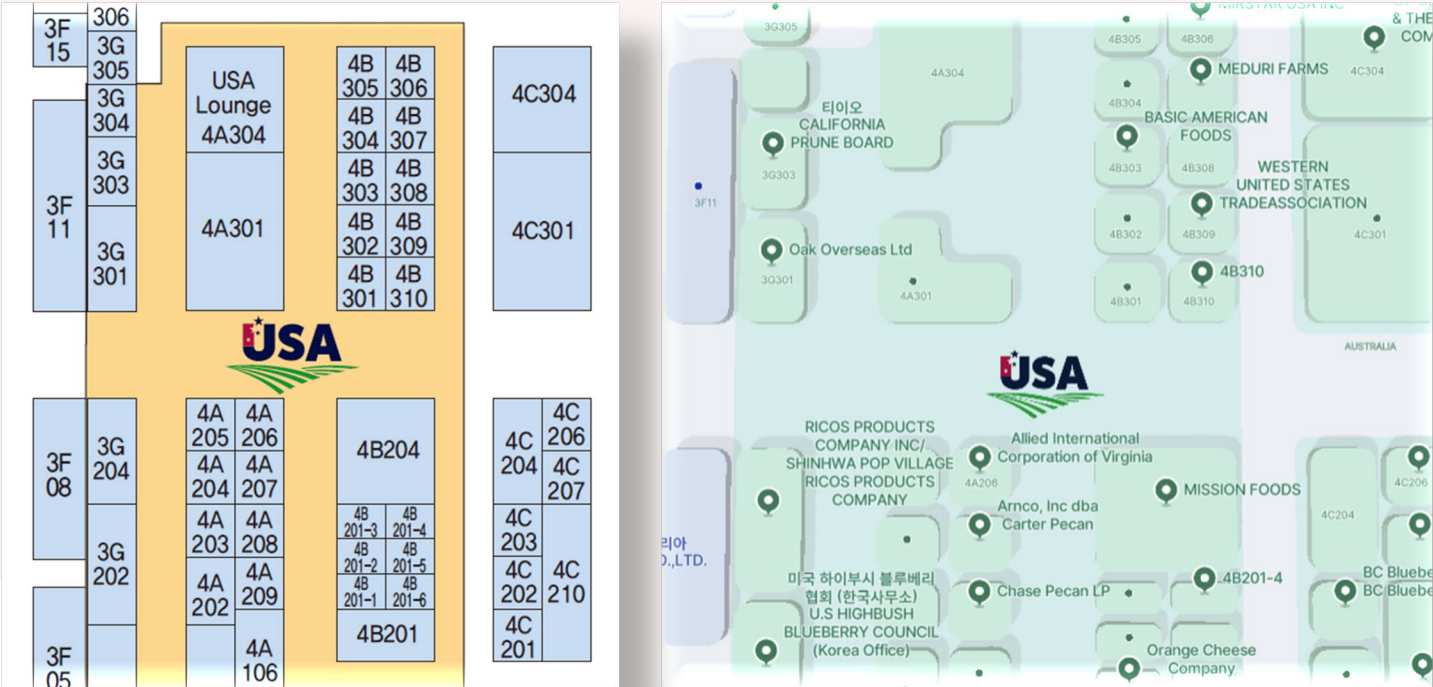
* The full-page back cover will be relocated to the inside front cover in the digital version.



2-2. Highlight on Floorplan

	Booth Highlight on the Floorplan
Price	USD 1,000
Location	Lobby, Printed Guidebook, Online Floorplan

* Without this option, only your booth number will appear on the floorplan.



3-1. Culinary Challenge

Throughout the 4 days competition, 800+ chefs will be using your sponsored products to accomplish their dishes!

Highlight your brand and products on the perfect stage where global chefs come together!

We are welcoming sponsors in the following categories:

- **Ingredients**
- **Kitchen Equipment**
- **Plates, Cutlery, Glass**
- **Judges' Souvenir**

Sponsorship Package



Platinum

USD 20,000



Gold

USD 10,000



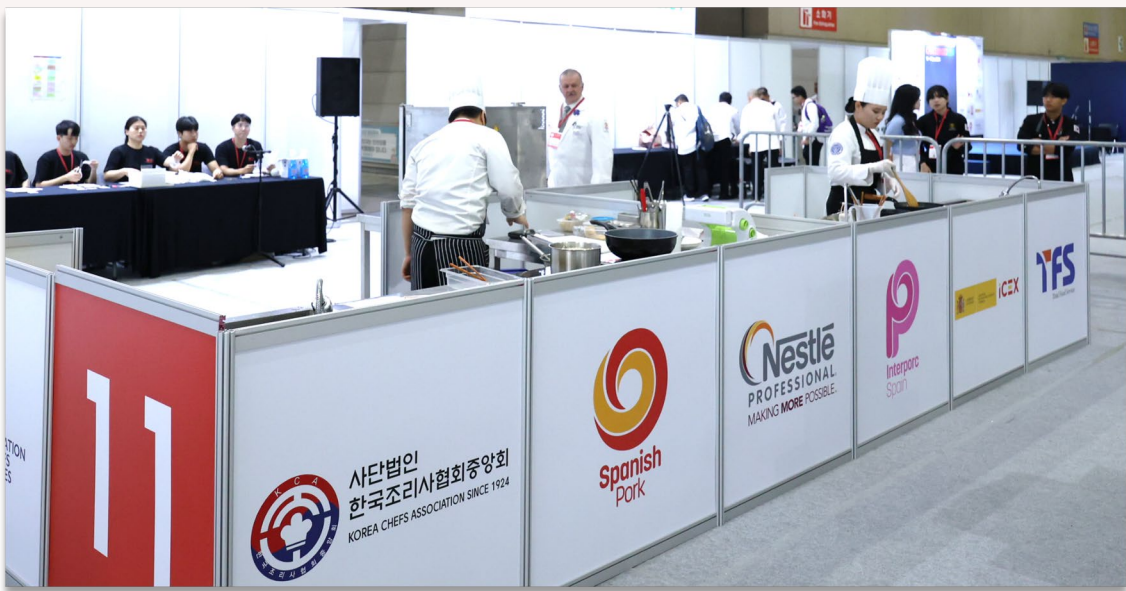
Silver

USD 6,000



Bronze

USD 3,000



Click

Sponsorship Details

4-1. Staff Uniform (Exclusive)

	Company Logo & Booth Number Printed on Uniform
Price	USD 3,000
Quantity	Approx. 80 pcs



4-2. Sample Distribution

	A Sample Distribution Bin
Price	USD 3,000
Quantity	Min. 3,000 units for 4 days

* Container with your company logo and booth number in the lobby for the 4 days of the event.



4-3. Floor Sticker

	Floor Sticker
Price	USD 1,000 each
Size	2 * 2m or 2m diameter

* The location of the sticker will be determined through discussion with the sponsor, but it is subject to change at the organizer's discretion.



4-4. Lobby Banner

	Lobby Banner (Halls 1 - 5)
Price	5 pcs USD 6,000
Size	0.8(W) * 2.2(H)m

* Location of the banner is first come, first served.



4-5. Wrapping at 5A Entrance Door

Location	Hall 5A Entrance Door *The only gate to and from KINTEX 2 (Equipment Halls)
Price	USD 6,000
Quantity	Operable doors: 16 x 1/3-size wrapping Fixed doors: 8 x full wrapping



4-6. Wrapping at 5B Entrance Door

Location	Hall 5B Entrance Door *The closest entrance to the GTX station
Price	USD 5,000
Quantity	Operable doors: 8 x 1/3-size wrapping Fixed doors: 4 x full wrapping



4-7. Wrapping at 5A Entrance

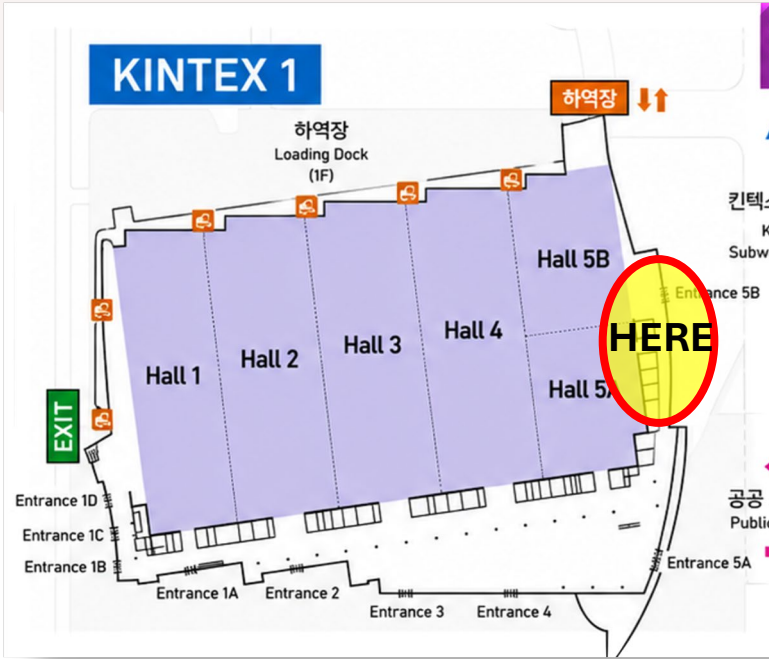
Location	Hall 5A Entrance Column
Price	USD 7,000
Size	3.5 * 3.0m
Quantity	5 columns



4-8. Wrapping at 5B Entrance

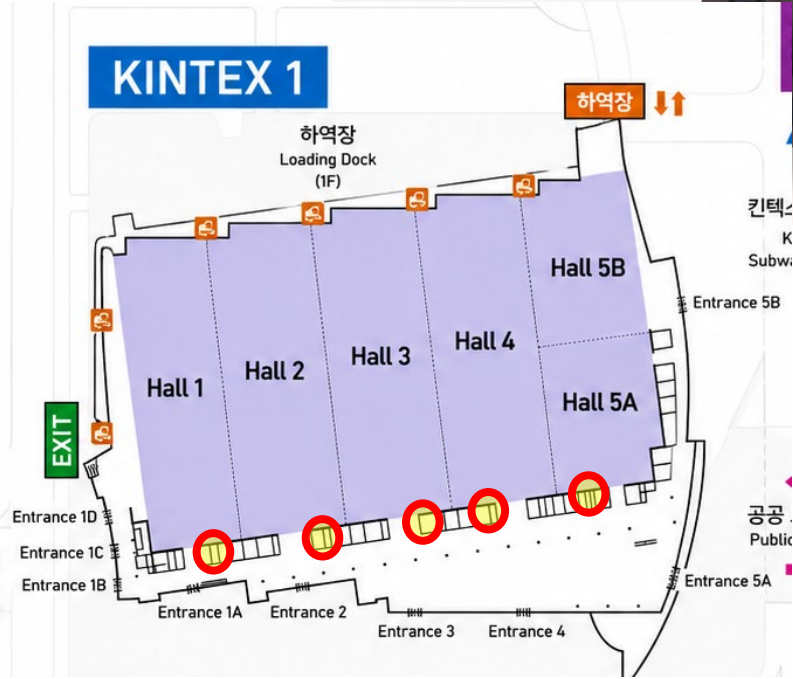
Location	Hall 5B Concourse Column *The closest entrance to the GTX station
Price	USD 8,000
Size	3.18 * 4.50m
Quantity	10 columns

*Location is subject to change depending on existing advertising placements.



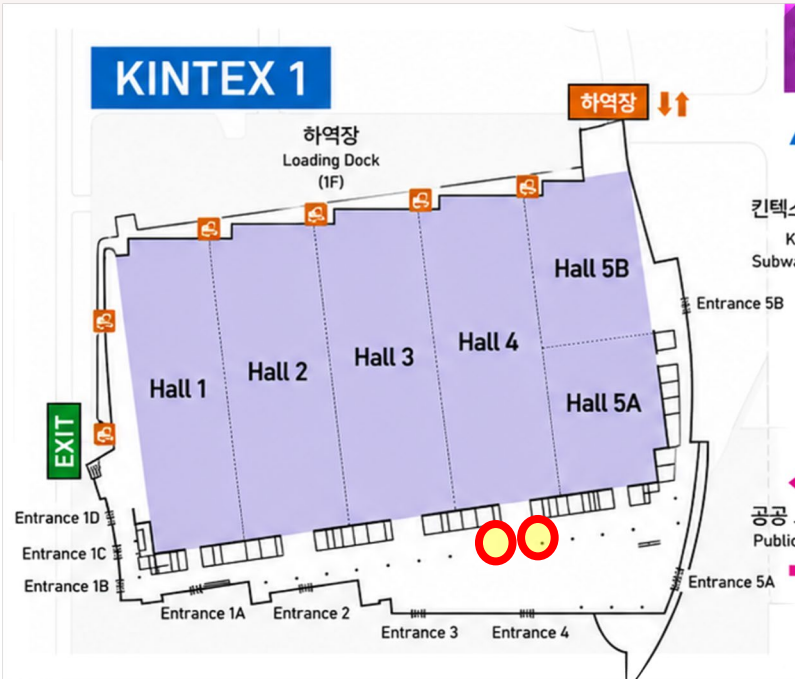
5-1. LED Screen (A)

Location	Main Entrance Wall (Halls 1 – 5) *All 5 Hall Entrance Screens + Hall 4 Arch Gate
Price	USD 5,000 each
Size	Hall Entrance Screen: 6 * 2.5m Hall 4 Arch Gate: 3 * 2m
Quantity	5 (A total of 5 videos will rotate repeatedly)
Detail	Resolution: 3,072(W) * 1,280(H) px / 1,152(W) * 768(H) px Video duration: within 30 sec Delivery duration: 9:00 - 19:00 Format: MP4 or JPG



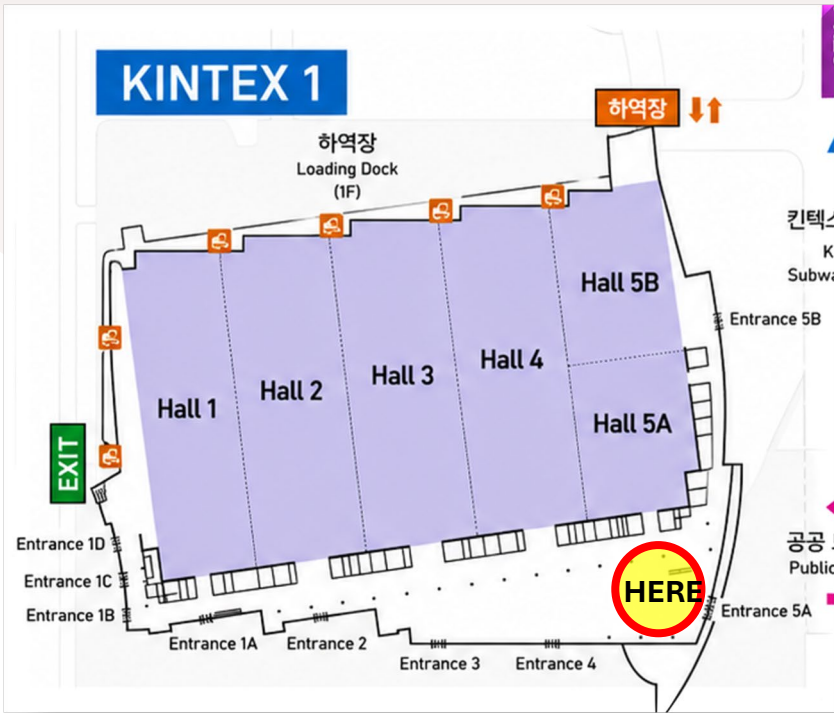
5-2. LED Screen (A-Arch Gate Only)

Location	Hall 4 Arch Gate
Price	USD 1,500
Size	3 * 2m
Quantity	5 (A total of 5 videos will rotate repeatedly)
Detail	Resolution: 1,152(W) * 768(H) px Video duration: within 30 sec Delivery duration: 9:00 - 19:00 Format: MP4



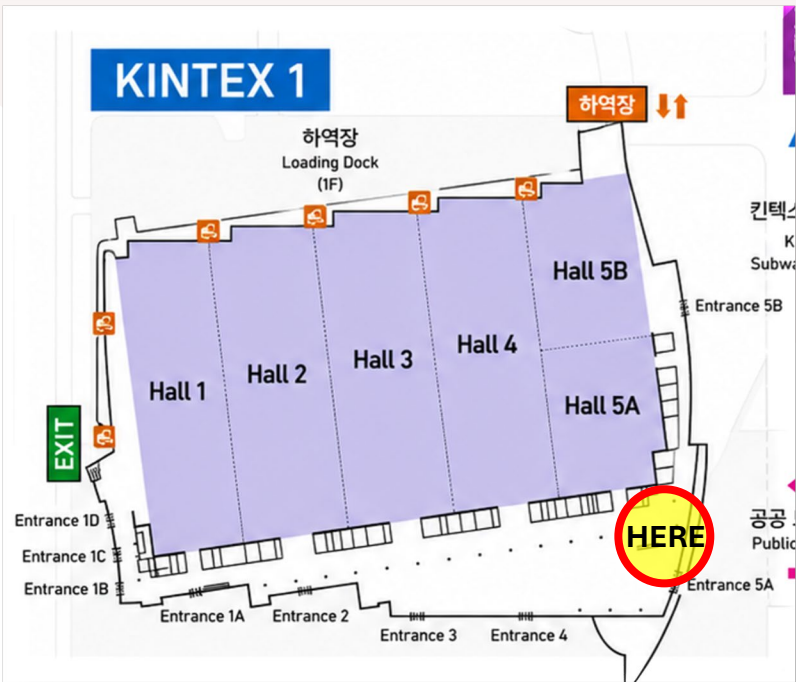
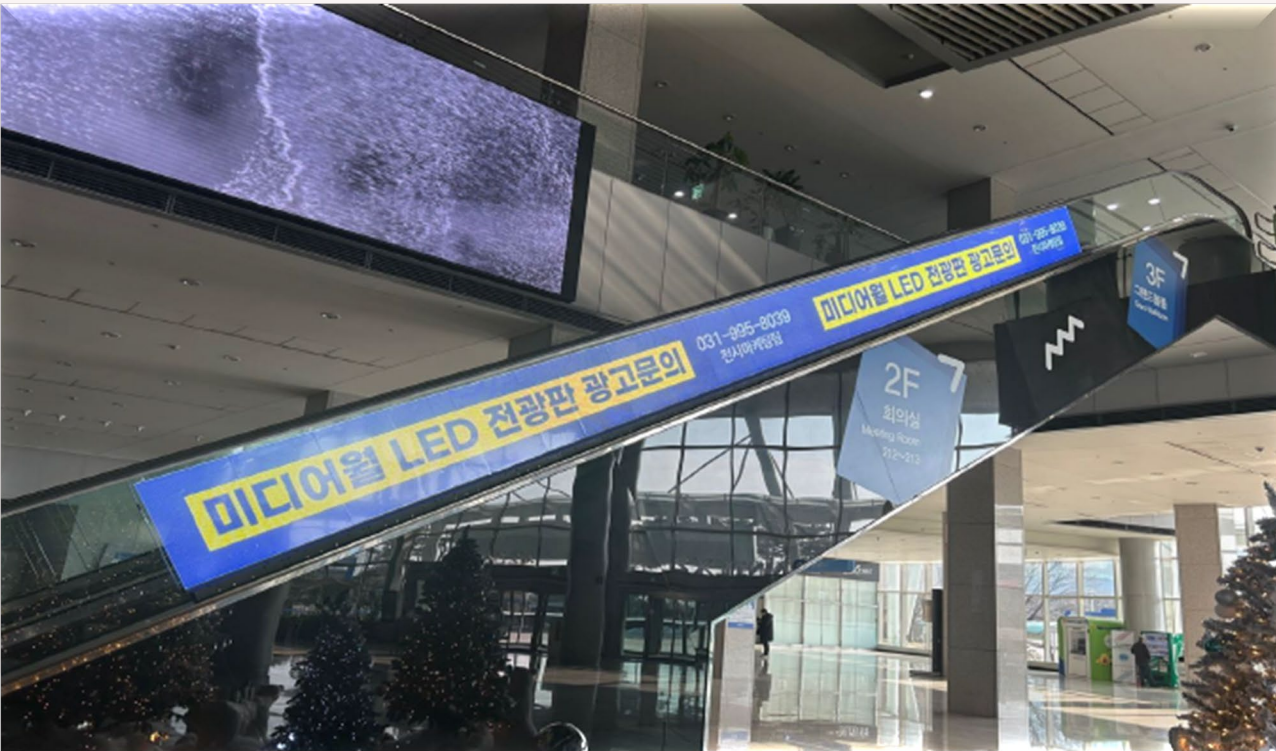
5-3. LED Screen (B)

Location	Hall 5 Concourse
Price	USD 6,000 each
Size	30.5 * 2.5m
Quantity	10 (A total of 10 videos will rotate repeatedly)
Detail	Resolution: 15,360(W) * 1,350(H) px Video duration: within 30 sec Delivery duration: 9:00 - 19:00 Format: MP4 or JPG



5-4. LED Screen (C)

Location	Hall 5 Concourse - Escalator
Price	USD 1,500 each
Size	9.2 * 0.6m
Quantity	10 (A total of 10 videos will rotate repeatedly)
Detail	Resolution: 1,472(W) * 92(H) px Video duration: within 30 sec Delivery duration: 9:00 - 19:00 Format: MP4 or JPG



CONTACT US

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CONTACT US FOR SPECIAL ADVERTISING IDEAS!



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NOTICE

* The price listed includes printing, installation and dismantling of the items.

* All artwork must be provided by the exhibitor in the right format.

* 10% VAT is imposed on all countries under Korean Tax Act except the countries with tax exemption agreements.

