

Seoul International Aerospace & Defense Exhibition

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# Seoul ADEX 2023

Sponsorship & Advertising Catalogue



**Seoul ADEX Office**



# Acrobatic Display

Sponsorship &  
Advertising Catalogue

- ▶ Exposure company logo
  - Aircraft
  - Uniform for the aerobatic team
  - Website as a sponsor

- ▶ **Deadline to book the offer** : SEP 12, 2023
- ▶ **Price** : USD 32,000





# Opening Luncheon

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Advertising Catalogue

- ▶ **Date** : 2023 / 10 / 17 (Tue)
- ▶ **Venue** : Exhibition site (Seoul Airport)
- ▶ **Exposure company logo at the Opening Luncheon**
- ▶ **Company logo on the website as a sponsor**
- ▶ **Number of Opening Luncheon invitations** : 6

- ▶ **Offer available to maximum 2 sponsors**
- ▶ **Deadline to book the offer** : SEP 12, 2023
- ▶ **Price** : USD 20,000 per sponsor





## Press Day

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Advertising Catalogue

- ▶ Date : 2023 / 10 / 16 (Mon)
- ▶ Venue : Exhibition site (Seoul Airport)
- ▶ Company logo on the website as a sponsor
- ▶ Outside back cover AD on the Press Kit
- ▶ Catered food will be served under the name of sponsor
- ▶ Exposure company logo & AD in the media conference room for 6 days

- ▶ Offer available to a single sponsor
- ▶ Deadline to book the offer : SEP 12, 2023
- ▶ Price : USD 16,000





# Tower Signage

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- ▶ Exposure company logo and name
- ▶ Tower signage placement : Grassland facing the runway
- ▶ Artwork size : 6m x 2m (Tower size : 6m x 4m)
- ▶ Number of tower signages : 6

- ▶ Offer available to maximum 3 candidates
- ▶ Deadline to book the offer : SEP 12, 2023
- ▶ Price : USD 16,000
- ▶ 2 tower signages per 1 company





## Ceiling Banner

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- ▶ Exhibitors can exposure their banner on top of their own booth.
- ▶ Depends on which hall your booth is placed is in
  - Hall A ~ D : over 50sqm
  - Hall E ~ F : over 36sqm
- ▶ Artwork size : 1.8m(W) x 3m(H)
- ▶ One double-sided hanging banner

- ▶ **Deadline to book the offer** : SEP 12, 2023
- ▶ **Price** : USD 15,000





## Direction Signboard

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- ▶ Exposure company logo and name on the direction signboards
- ▶ Direction signboard placement : Outside, around the Seoul Airport
- ▶ Expected number of boards : Over 100

- ▶ Offer available to maximum 2 candidates
- ▶ Deadline to book the offer : SEP 12, 2023
- ▶ Price : USD 15,000





# Exhibitor Directory

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► **Deadline to book the offer :** SEP 12, 2023



Category	Size (W x H)	Price (USD)
Inside double page spread	34cm x 24cm	7,500
Outside back cover	17cm x 24cm	7,000
Inside front cover	17cm x 24cm	5,000
Inside back cover	17cm x 24cm	5,000
Inside full page	17cm x 24cm	4,000
Inside half page	17cm x 12cm	2,500



**Seoul ADEX 2023**





## Large Screen

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- ▶ Operation period : Oct. 17(Tue) ~ 20(Fri), 2023
  - ▶ Exposure : 15 seconds
  - ▶ Screen size : 200 inches (3m x 4m), 2ea
  - ▶ Screen placement : TBD
  - ▶ Expected number of daily exposure :  
240 times (approximately 1 hour)
- ▶ **Deadline to book the offer** : SEP 12, 2023
- ▶ **Price** : USD 11,000 per 1 slot





## Official Carrier Bag

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- ▶ Single side of official carrier bags
- ▶ 3,000 bags will be distributed at the exhibition site during exhibition days.
- ▶ Artwork size : 250mm(W) x 350mm(H)

- ▶ Offer available to a single candidate
- ▶ Deadline to book the offer : SEP 12, 2023
- ▶ Price : USD 7,000





## On-site Billboard

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- ▶ **Artwork size** : 10m(W) x 2m(H) x 2units
- ▶ **AD placement** : Near entrance/exit, parking lot, outdoor exhibition area, etc.
- ▶ **Contents** : Company name, logo, short phrase, and images with full color

▶ **Deadline to book the offer** : SEP 12, 2023

▶ **Price** : USD 7,000





# Kiosk

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- ▶ Exposure company name and logo at the kiosk
- ▶ Eight kiosks at the entrance of the exhibition site

- ▶ Offer available to maximum 4 candidates
- ▶ Deadline to book the offer : SEP 12, 2023
- ▶ Price : USD 10,000
- ▶ 2 kiosks per 1 company

Company  
Name & Logo







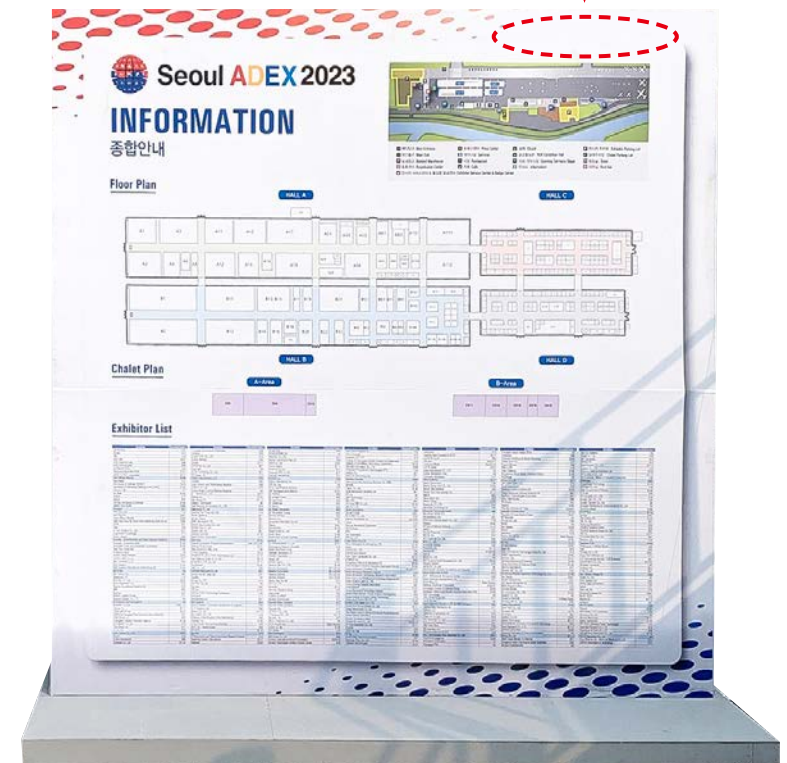
# Information Board

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- ▶ Artwork or company logo and name on the information boards
- ▶ Expected number of boards : 3

- ▶ Offer available to a single candidate
- ▶ Deadline to book the offer : SEP 12, 2023
- ▶ Price : USD 10,000

Company  
Name & Logo





## Electric Bus

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- ▶ **Operation plan** : 6 buses from P4 to the entrance of indoor exhibition halls during business days
- ▶ **Artwork size** : TBD

- ▶ Offer available to maximum 2 candidates
- ▶ **Deadline to book the offer** : SEP 12, 2023
- ▶ **Price** : USD 16,000 per candidate
- ▶ 3 buses per 1 company





[www.seouladex.com](http://www.seouladex.com)