

**raillog**

KOREA

## Korea Railways & Logistics Fair

Korea's leading international trade fair for railway technology, infrastructure and logistics

**12-15 June 2019**

BEXCO - Busan Exhibition & Convention Center, Busan, Korea

[www.raillogkorea.com/en](http://www.raillogkorea.com/en)

**Sponsorship &  
Advertising  
Opportunities**

bexco



messe frankfurt

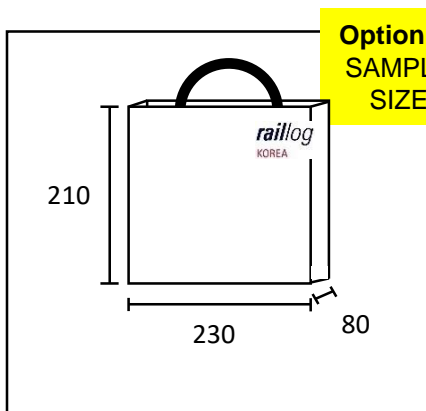
RailLog Korea allows your company to be involved with the event offering a variety of sponsorship programs. Sponsorship will enable you to increase your level of exposure at the show, and thus, to raise your profile to the attendees prior, during & after the exhibition.

In order to maximize your investment at RailLog Korea, your sponsorship should play an integral role for your marketing and communications in the industry, both pre- and post-event. Our team will be glad to work with you to achieve this goal!

### Show bag

Show bags will be distributed to visitors at the registration area and information desk, which will be used by visitors even outside the show to increase exposure to public.

- Sponsor's logo and/or advertisement will appear on one side of the show bags
- The design must include the official "RailLog Korea" logo
- The design artwork must be approved by the organiser in advance
- Exact distribution location will be decided by the organiser



#### Option A

- Quantity: 1,000 pcs
- Price: US\$10,000 per company  
(Artwork by company; production by organiser)

#### Option B

- Quantity: no quantity limit
- Price: US\$ 5,000 per company  
(Artwork and production by company)

- Application deadline: 30 April 2019

## E-newsletter

Once a month, our team sends out e-newsletter to a carefully selected database of about 20,000 qualified contacts. This newsletter contains overall show information. Enjoy this added exposure to thousands of prospective customers by submitting a short company profile and pictures.

- Price: US\$1,000 / issue (Editorial and logo/picture)
- Application: anytime from October 2018 through June 2019



## Official fair catalogue (printed publication)

All the exhibitors will have complimentary listing in the official fair catalogue. The official fair catalogue is also available for advertisement which is an efficient channel for exhibitors to promote products and brands to the target groups.

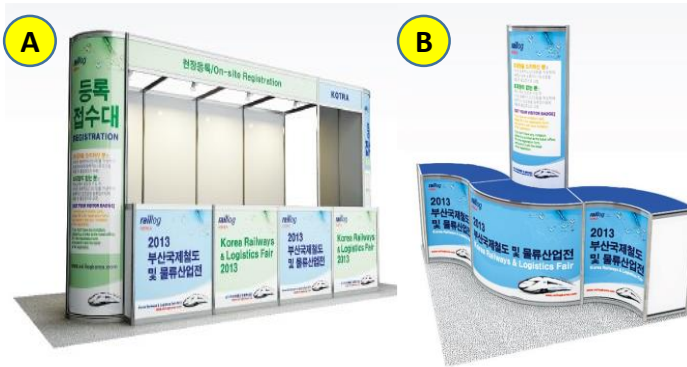
- Publication trim size: 148mm x 210mm
- Application deadline: 28 April 2019



Position	Unit Price (US\$)
Outside back cover	3,500
Inside front cover / Opposite inside front	2,500
Inside back cover / Opposite inside back	2,000
Inside page	1,500

## Registration Area Branding

Make sure your branding greets all attendees to the exhibition!



Branding the registration area is a highly visible marketing tool as it's mandatory for all visitors to register and pass through the registration desk to enter the exhibition halls. The cost is per desk, not registration area.

- Price: US\$2,000 per desk

## Hanging Banners

Hanging banners can be placed inside the exhibition center for extra exposure at the show. A powerful source of branding to interact with the RailLog Korea visitors!

- Size: 1.2m x 4.7m per banner
- Price: US\$3,000 per banner



Item	Unit Price
Branding or signage on registration desk (rectilinear; A)	US\$ 2,000 (per desk)
Branding or signage on registration desk (curved; B)	US\$ 2,000 (per desk)
Hanging banner on the exhibition hall lobby (C)	US\$ 3,000 (per banner)

## Branding columns

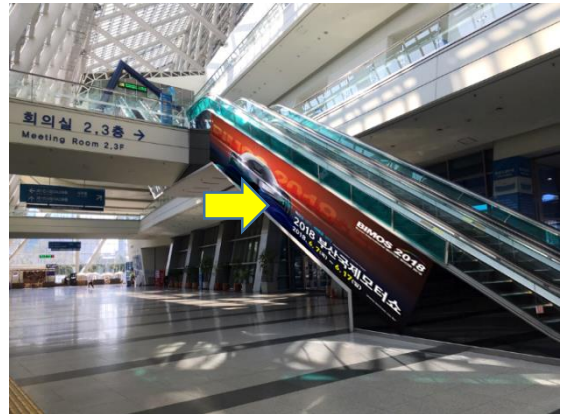
Positioned at the lobby of Halls 1 and 2, this dynamic eye-catching network of four columns is sure to be noticed by the entire audience.



- Size: 2.95m x 2.7m per column
- Price: US\$10,000 for a total of four(4) columns

## Branding escalator

With a vinyl sticker, the escalator branding is an eye-catching site positioned in a high traffic zone at the exhibition center.



- Size: 20.38m x 8.4m per pieces
- Price: US\$10,000 for two pieces (side & bottom)

- All artworks for onsite branding & signage are to be provided by the sponsor company and to be approved by the organiser in advance.
- All artworks for onsite branding & signage must include the official “RailLog Korea” logo.
- Application deadline for onsite branding & signage is by 30 April 2019, 6 weeks before the event.
- Design artworks should be submitted by 14 May 2019, 4 weeks before the event.

Please reply to:  
Messe Frankfurt Korea Ltd.  
Contact: Ms. Linda Kim  
E-mail: Linda.Kim@korea.messefrankfurt.com

### Advertising options

Information as of October 2018

Position	Unit Price (US\$)	Quantity
Newsletter	1,000	
Official fair catalogue		
- Outside back cover	3,500	
- Inside front cover / Opposite inside front	2,500	
- Inside back cover / Opposite inside back	2,000	
- Inside page	1,500	
<b>Total:</b>		

### Sponsorship & onsite branding options

Item	Unit Price	Quantity
Show bags (option A)	US\$ 10,000	
Show bags (option B)	US\$ 5,000	
Branding or signage on registration desk (A)	US\$ 2,000	
Branding or signage on registration desk (B)	US\$ 2,000	
Hanging banner in exhibition hall lobby (C)	US\$ 3,000	
Branding columns	US\$ 10,000	
Branding escalator	US\$ 10,000	
<b>Total:</b>		

As above, I hereby apply for the sponsorship & advertisement opportunities for RailLog Korea 2019 with this application form substituted for the contract.

Company: \_\_\_\_\_

Contact person: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_