

SPONSORSHIP PROPOSAL FOR AMCHAM Healthcare Innovation Seminar 2013

For more information on sponsorship, contact AMCHAM's Marketing Team
at Tel. 6201-2237/1/0 | Email: marketing@amchamkorea.org

EVENT: AMCHAM Healthcare Innovation Seminar 2013
SEMINAR TITLE: Creating a Sustainable Healthcare System through Innovation
DATE: Friday, June 28th, 2013
VENUE: JW Marriot Hotel Seoul
EXPECTED NUMBERS: 200 - 250 guests

PARTICIPANTS:

AMCHAM members, domestic and foreign pharmaceutical and medical devices firms, government officials, and other guests interested in the healthcare sector

PURPOSE

To examine the rapid changes occurring in the Korean healthcare arena and to identify those policies and incentives that can best help Korea promote innovation and achieve its very ambitious goals in the healthcare sector

GRAND SPONSORSHIP: KRW 20 Million (20,000,000)

MONETARY SPONSORSHIP BENEFITS

- Sponsorship means your company will be associated with the Seminar
- Sponsorship will give your company major exposure to business leaders and decision-makers in Korea

Exclusive Service

1 Breakfast Briefing or Opportunity for a Senior Executive to brief AMCHAM Members

Complimentary Ticket/VIP Session	Promotional Booth	Complimentary Ads
1 Complimentary Table(8 People) for the Seminar (Premium Location), Invitation to VIP Session (2 People)	Company will be provided with 1 table in the foyer's prime location to promote company's products/services (Premium Location)	1-page ad in the Seminar booklet + 1-page ad in AMCHAM Journal for 1 edition + 2 email advertisements

<On Site of the Event>

- Company logo will be highlighted on the Seminar main banner, which will be hung in the Seminar room (The main banner will include all confirmed sponsors' logos. The order of the logos will be in company logo's alphabetical order. Grand Sponsorship Logo will be bigger than Major Sponsorship.)
- Company logo will be highlighted on 4 X-banners, which will be located in the foyer of the Seminar room (1 X-banner with all sponsor logos only, 3 X-banners with speaker information & all sponsor logos)
- Company logo printed in the Seminar booklet
- Exposure during sponsor logo rotation on a screen in the Seminar room
- Corporate advertisement (print ad) will be shown on a screen in the Seminar room
- Company verbally recognized as sponsor

< Before/After the Event >

- Company logo exposure in the event flyers to all 2,000 AMCHAM members
- Company logo exposure in the recent events page of AMCHAM Journal after the event for 1 edition

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PURPOSE

To examine the rapid changes occurring in the Korean healthcare arena and to identify those policies and incentives that can best help Korea promote innovation and achieve its very ambitious goals in the healthcare sector

MAJOR SPONSORSHIP: KRW 10 Million (10,000,000)

MONETARY SPONSORSHIP BENEFITS		
<ul style="list-style-type: none"> Sponsorship means your company will be associated with the Seminar Sponsorship will give your company major exposure to business leaders and decision-makers in Korea 		
Complimentary Ticket	Promotional Booth	Complimentary Ads
2 tickets (2 people) for the seminar	Company will be provided with 1 table in the foyer to promote company's products/services	1-page ad in the Seminar booklet + 1-page ad in AMCHAM Journal for 1 edition + 1 email advertisements
<p><On Site of the Event></p> <ul style="list-style-type: none"> Company logo will be highlighted on the Seminar main banner, which will be hung in the Seminar room (The main banner will include all confirmed sponsors' logos. The order of the logos will be in company logo's alphabetical order. Grand Sponsorship Logo will be bigger than Major Sponsorship.) Company logo will be highlighted on 4 X-banners, which will be located in the foyer of the Seminar room (1 X-banner with all sponsor logos only, 3 X-banners with speaker information & all sponsor logos) Company logo printed in the Seminar booklet Exposure during sponsor logo rotation on a screen in the Seminar room Corporate advertisement (print ad) will be shown on a screen in the Seminar room Company verbally recognized as sponsor <p>< Before/After the Event ></p> <ul style="list-style-type: none"> Company logo exposure in the event flyers to all 2,000 AMCHAM members Company logo exposure in the recent events page of AMCHAM Journal after the event for 1 edition 		