



PARTNERSHIP PROPOSAL FOR AMCHAM Healthcare Innovation Seminar 2017

For more information on partnership, contact AMCHAM's Marketing Team
at Tel. 6201-2237/1/5 | Email: marketing@amchamkorea.org

EVENT: AMCHAM Healthcare Innovation Seminar 2017
SEMINAR TITLE: *A New Beginning: Setting the Right Stage for Attracting Innovation (tent.)*
DATE: Friday, June 30th, 2017
VENUE: Hotel Lotte (Downtown, Sogong-dong)
EXPECTED NUMBERS: 250 - 300 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 policies and incentives that can best help Korea promote innovation and achieve its ambitious goals in the healthcare sector

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

MONETARY PARTNERSHIP BENEFITS

- Partnership means your company will be associated with the Seminar
- Partnership 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(10 People) for the Seminar (Premium Location), Invitation to VIP Session (2 People)	1 table in the foyer's prime location to promote company's products/services	1-page ad in the Seminar booklet + 5 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 partners' logos. The order of the logos will be in company logo's alphabetical order. Grand Partnership Logo will be bigger than Major Partnership.)
- 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 partner logos only, 3 X-banners with speaker information & all partner logos)
- Company logo printed in the Seminar booklet
- Exposure during partner 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 partner

< Before/After the Event >

- Company logo exposure in the event flyers to all 1,800 AMCHAM members
- Company logo exposure in the recent events page of AMCHAM Journal after the event for 1 edition



MAJOR PARTNERSHIP: KRW 15 Million (15,000,000)

MONETARY PARTNERSHIP BENEFITS

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

Complimentary Ticket	Promotional Booth	Complimentary Ads
3 tickets (3 people) for the seminar	N/A	1-page ad in the Seminar booklet + 2 email advertisements

<On Site of the Event>

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