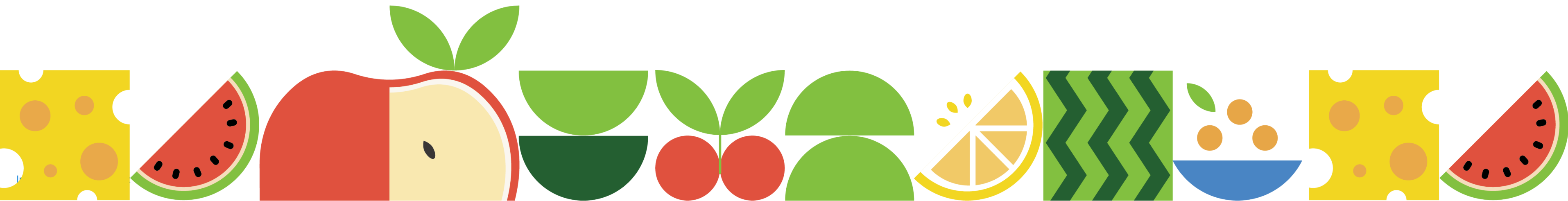


SEOUL FOOD 2026

Advertising Opportunities



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1. Online Promotion

1-1. E-newsletter

Pre-show: Company Highlight

Details	Price
Exclusive e-Newsletter (1,200px(W) x variable height)	USD 7,000
Banner featured (1,200(W) x 280(H)px)	USD 2,500

Post - show: Ad banner in Thank you email

Details	Price
Your company logo & hyperlink	USD 2,000

Sample
Dedicated e-newsletter

Newsletter 07

SEOUL FOOD Newsletter
2024.6.11-14 KINTEX

INTERPORC (스페인 백색돈육협회)가
SEOUL FOOD 요리경연대회를 후원합니다.

INTERPORC SPAIN(스페인 백색돈육협회)은 농장에서부터 식탁에 오르기까지 스페인 백색돈육의 생산, 가공, 마케팅 모든 과정을 대표하는 비영리 단체입니다.

스페인 돼지고기의 품질과 맛을 홍보하기 위해 2년 연속 SEOUL FOOD 요리경연대회를 선택한 INTERPORC SPAIN(스페인 백색돈육협회).

스페인 등갈비와 미추리 삼겹살을 사용한 창의적인 요리를 만나볼 수 있는 국제 요리경연대회(부스번호 5A901)에 여러분을 초대합니다!

INTERPORC 자체 인증 seal IAWS를 이용하여 최고 수준의 동물복지와 식품안전성, 추적가능성을 통해 돼지고기를 생산합니다.

안전성과 품질이 보장되어 있는 스페인 돼지고기! 음식 준비부터 완성된 요리까지 엄격한 이력 관리 시스템으로 관리되는 스페인 돼지고기를 선택하세요!

영상으로 보는 “인터포크” ♥

SEOUL FOOD 요리경연 대회 Culinary Challenge의 후원사 인터포크! 맛은 물론, 최고의 품질 보장! 방문 전 영상으로 먼저 살펴볼까요? ▼

맛 뿐만 아니라 건강까지 생각하는 INTERPORC SPAIN(스페인 백색돈육협회)

Sample
Banner featured

SEOUL FOOD 2025
June 10th(Tue) ~ 13th(Fri) | KINTEX
주최 | kotra | 공동주최 | informamarket KINTEX

주요 프로그램

SEOULFOOD2025

SEOUL FOOD 라이브 커머스 판매대전
전문 소호스트, 글로벌 인플루언서가 현장에서 라이브 방송을 진행하며 참가업체 제품 홍보 및 실시간 판매

SEOULFOOD2025

제10회 SEOUL FOOD AWARDS
식품 분야별 전문가 심사위원을 통해 상품상을 평가받는 식품 트렌드를 만드는 장

SEOULFOOD2025

국내 유통 바이어 상담회
국내대표 유통 관련 바이어와의 1:1 상담 진행으로 참가업체의 내수 판로 확대 지원

SEOULFOOD2025

해외바이어 수출상담
전 세계 바이어와의 1:1 오프라인 수출상담회를 통해 참가업체의 해외수출 판로 확대 기회 제공

글로벌 식품 트렌드 세미나
Saladpl... Your Banner
소비층 변화에 따른 글로벌 기성품 식품(F&B) 시장 트렌드
2025년 6월 11일(수) 10:00 ~ 11:15 / 무료
세미나 사전등록

국내 수입·유통 회사 분들을 초대합니다.
1:1 비즈니스 상담회

50개국 800여개 해외 참가사를 한번에 만날 수 있는
1:1 Biz Matching!

- ✓ 통역 서비스 제공
- ✓ 매칭 전담팀을 통한 미팅 제품/회사 사전 검색
- ✓ 매칭 전담팀을 통한 사전 미팅 스케줄 조율로 효율적 시간 활용
- ✓ 최적화된 미팅 장소 및 다과 서비스 제공

1. Online Promotion

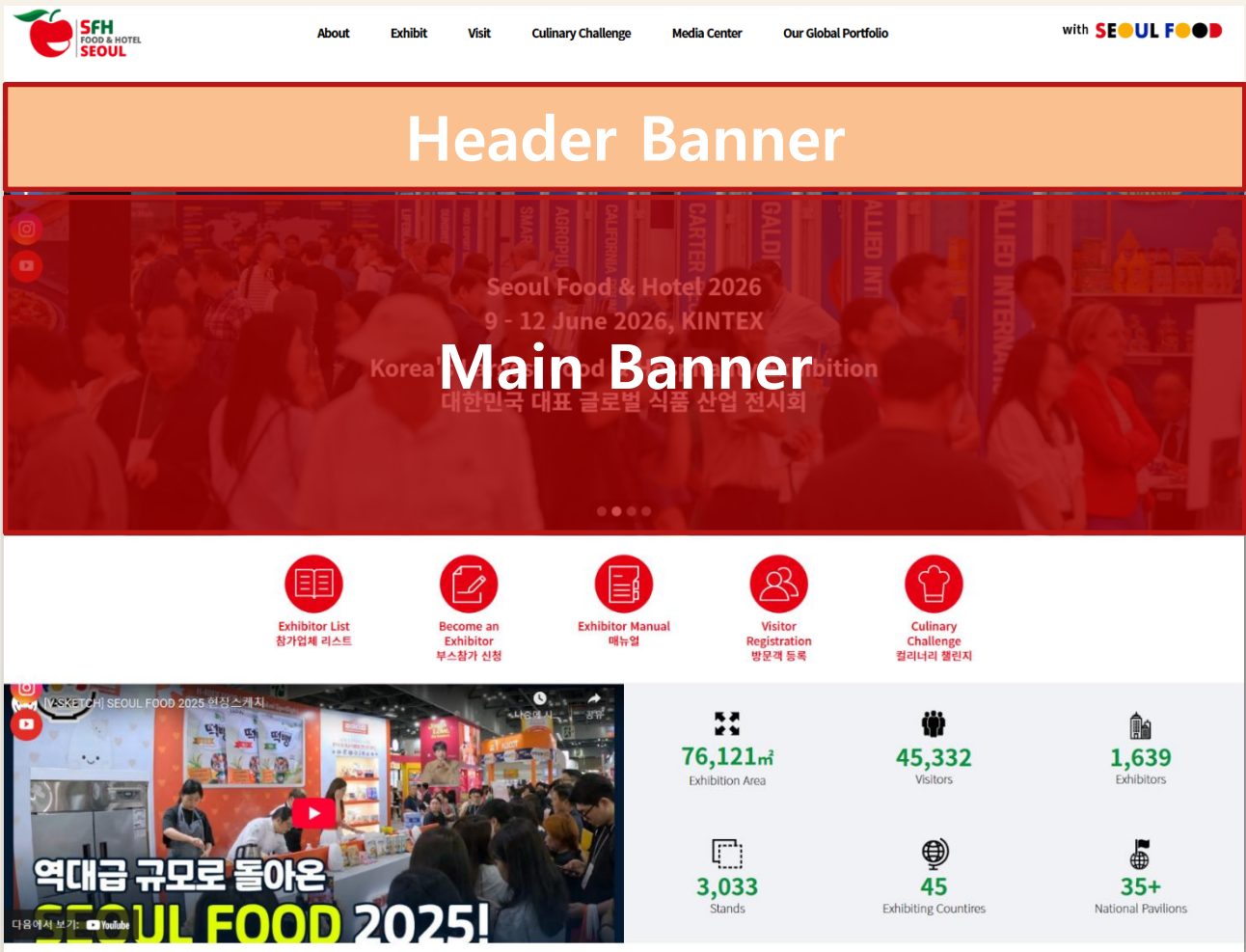
1-2. Website

Double online exposure across both official co-organizer websites (Mobile-friendly)

Details	Price
Header Banner (Exclusive) Sold Out	USD 10,000
Rolling Main Banner (Max. 2 companies)	USD 10,000

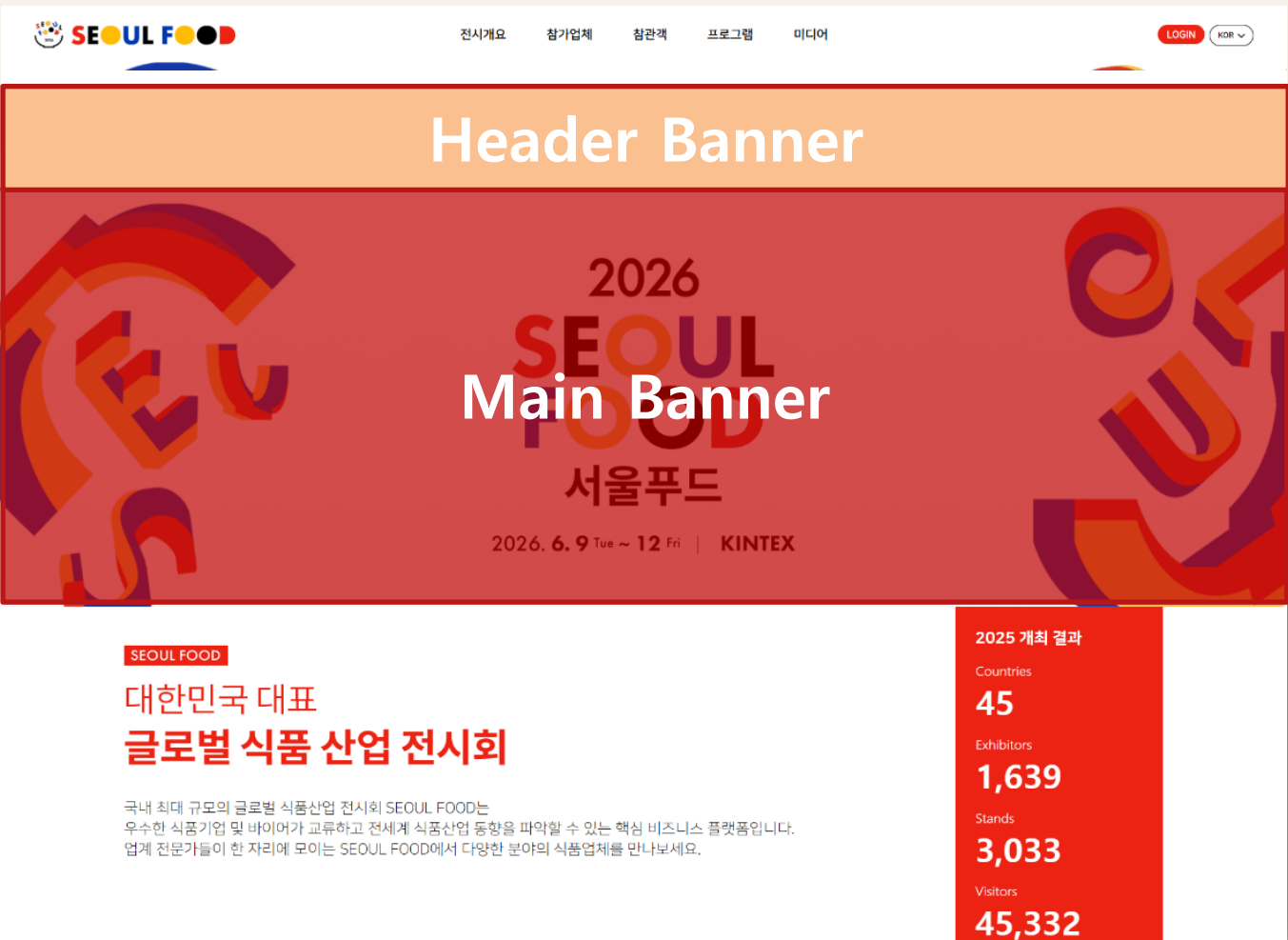
Duration	: 1 months
Spec	<ul style="list-style-type: none">• Size to be confirmed• Format: GIF or JPEG• Picture resolution: min 72dpi• File size: max 25 kb• Hyperlink for banner

Visit website
by Informa Markets



Visit Korean website
by KOTRA

Visit English website
by KOTRA



1. Online Promotion

1-3. Pre-registration (Exclusive)

Double exposure benefit!
Your banner will appear on both co-organizes' pre-registration pages
(Mobile-friendly)

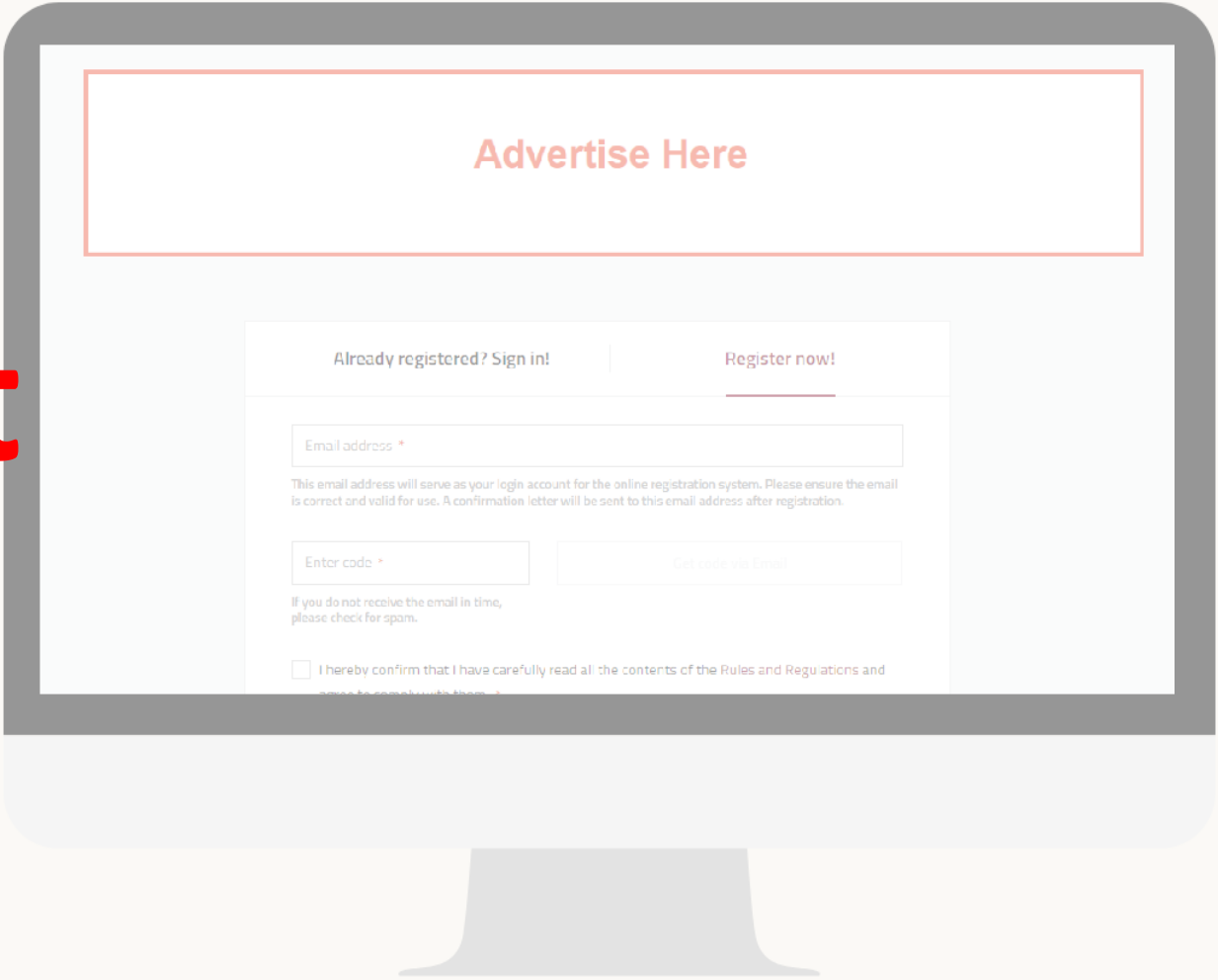
Details	Price
Web banner on the pre-registration page	USD 10,000

Duration	: 1 months
Spec	<ul style="list-style-type: none">• Size to be confirmed• Format: GIF or JPEG• Picture resolution: min 72dpi• File size: max 25 kb• Hyperlink for banner

Sold Out

Visit Registration page
by Informa Markets

Visit Registration page
by KOTRA



2. Printed Promotion

2-1. Show Guidebook

Details	Size	Price
(EXCLUSIVE) Full Page Back cover Ad	210(W) x 297(H)mm	USD 10,000
Full Page Ad (ROP)	210(W) x 297(H)mm	USD 6,000
Strip Ad (ROP)	210(W) x 85(H)mm	USD 3,000

Print Order : 10,000 (Free distribution to all attendees)

Booking Deadline : 3 May 2026

Material Submission Deadline : 10 May 2026
Artwork is to be submitted to the Organizer in AI/PDF file format of at least 300dpi in actual size

*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. Printed Promotion

2-2. Highlight on Floor Plan

Details	Price
Highlight your booth on the floorplan	USD 1,000

Booking Deadline : 3 May 2026

Material Submission Deadline : 10 May 2026
Artwork is to be submitted to the Organizer in AI/PDF file format of at least 300dpi in actual size.

* Without this option, only your booth number will appear on the floor plan



3. Event Sponsorship

3-1. Culinary Challenge

Throughout the 4 days contest, 700+ 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 following categories:

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



Sponsorship Package



Platinum

USD 20,000



Gold

USD 8,000



Silver

USD 5,000



Bronze

USD 3,000

→ [Click here to explore](#)

4. Onsite Promotion

4-1. Staff T-shirt (Exclusive)

Details	Price
Company logo & stand number printed on t-shirt	USD 2,500
Quantity	: Approx. 100
Booking Deadline	: 3 May 2026
Material Submission Deadline	: 10 May 2026 Artwork is to be submitted to the Organizer in AI/PDF file format of at least 300dpi in actual size.

Sold Out



4. Onsite Promotion

4-2. Sample Distribution

Details	Price
A sample distribution bin - Container with your company logo and stand number in the lobby for the 4 days of the events	USD 2,000
Quantity	: Min. 3,000 units
Logo Spec	: AI/PDF file format of at least 300dpi in actual size.



4. Onsite Promotion

4-3. Floor Sticker

Type	Size	Price
Floor Sticker	2 x 2m or 2m diameter	USD 300 each

Booking Deadline : 3 May 2026

Material Submission Deadline : 10 May 2026
Artwork is to be submitted to the Organizer in AI/PDF file format of at least 300dpi in actual size.

* 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. Onsite Promotion

4-4. Lobby Banner

Type	Spaces	Price
Lobby Banner (Hall 1 - 5)	800(W) x 2,000(H)mm	5pcs USD 5,000

Booking
Deadline : 3 May 2026

Material
Submission
Deadline : 10 May 2026
Artwork is to be submitted to the Organizer
in AI/PDF file format of at least 300dpi in
actual size.

* Location of the Banner is First come, first served

Sold Out



4. Onsite Promotion

4-4. Lobby Banner

Type	Spaces	Price
Lobby Banner (Hall 7, 8 / 1st Floor)	600(W) x 1,200(H)mm	6pcs USD 3,000 (1set = 2pcs)

Booking
Deadline : 3 May 2026

Material
Submission
Deadline : 10 May 2026
Artwork is to be submitted to the Organizer
in AI/PDF file format of at least 300dpi in
actual size.

* Location of the Banner is First come, first served



4. Onsite Promotion

4-5. Outdoor Banner

Type	Spaces	Price
Moving Walkway Banner	400(W) x 1,200(H)mm	12pcs USD 4,000 (1set = 2pcs)

Booking Deadline : 3 May 2026

Material Submission Deadline : 10 May 2026
Artwork is to be submitted to the Organizer in AI/PDF file format of at least 300dpi in actual size.

* Location of the Banner is First come, first served



4. Onsite Promotion

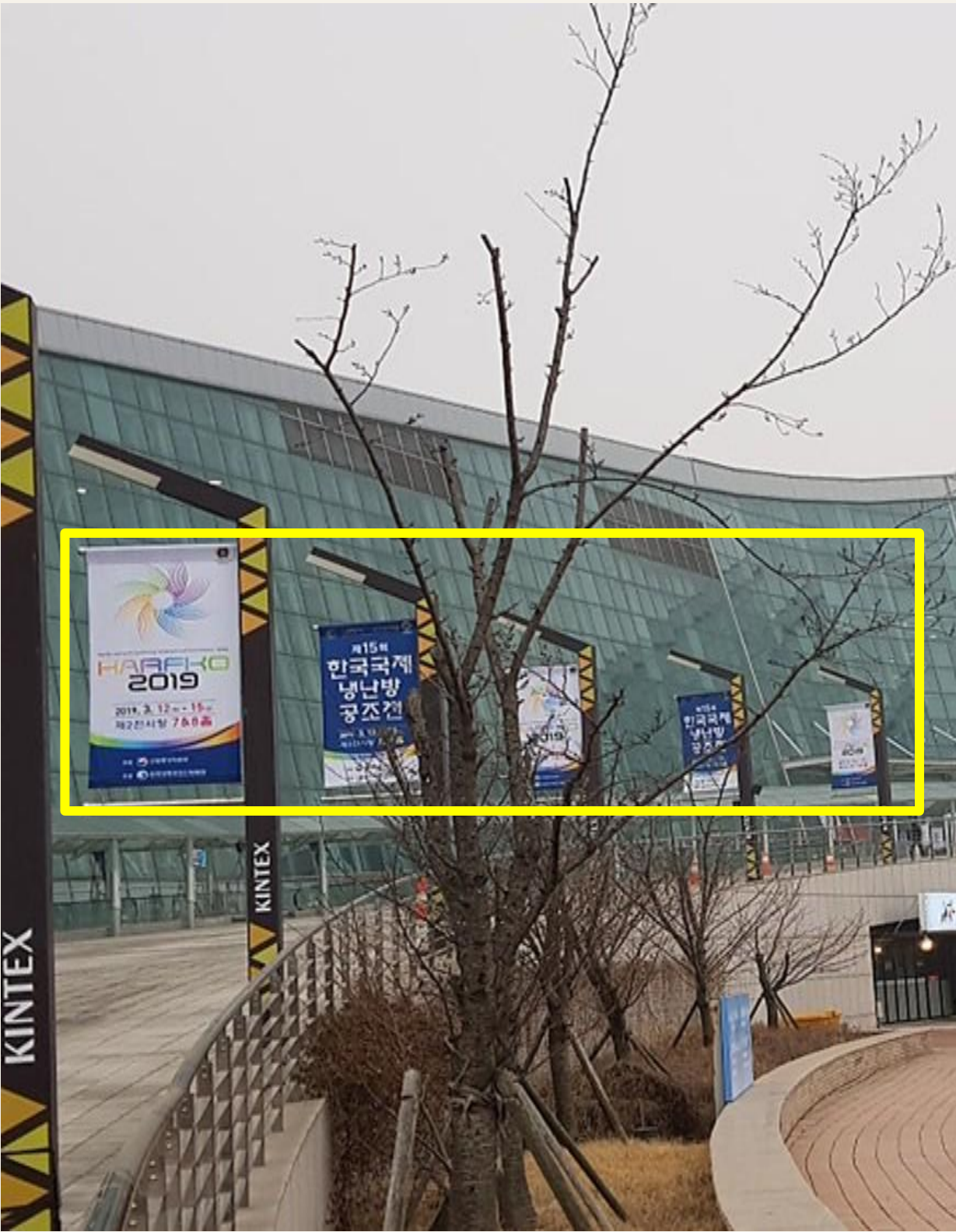
4-5. Outdoor Banner

Type	Spaces	Price
Steet Pole Banner	1.25(W) x 2.5(H)m	4pcs USD 3,500

Booking
Deadline : 3 May 2026

Material
Submission
Deadline : 10 May 2026
Artwork is to be submitted to the Organizer
in AI/PDF file format of at least 300dpi in
actual size.

* Location of the Banner is First come, first served



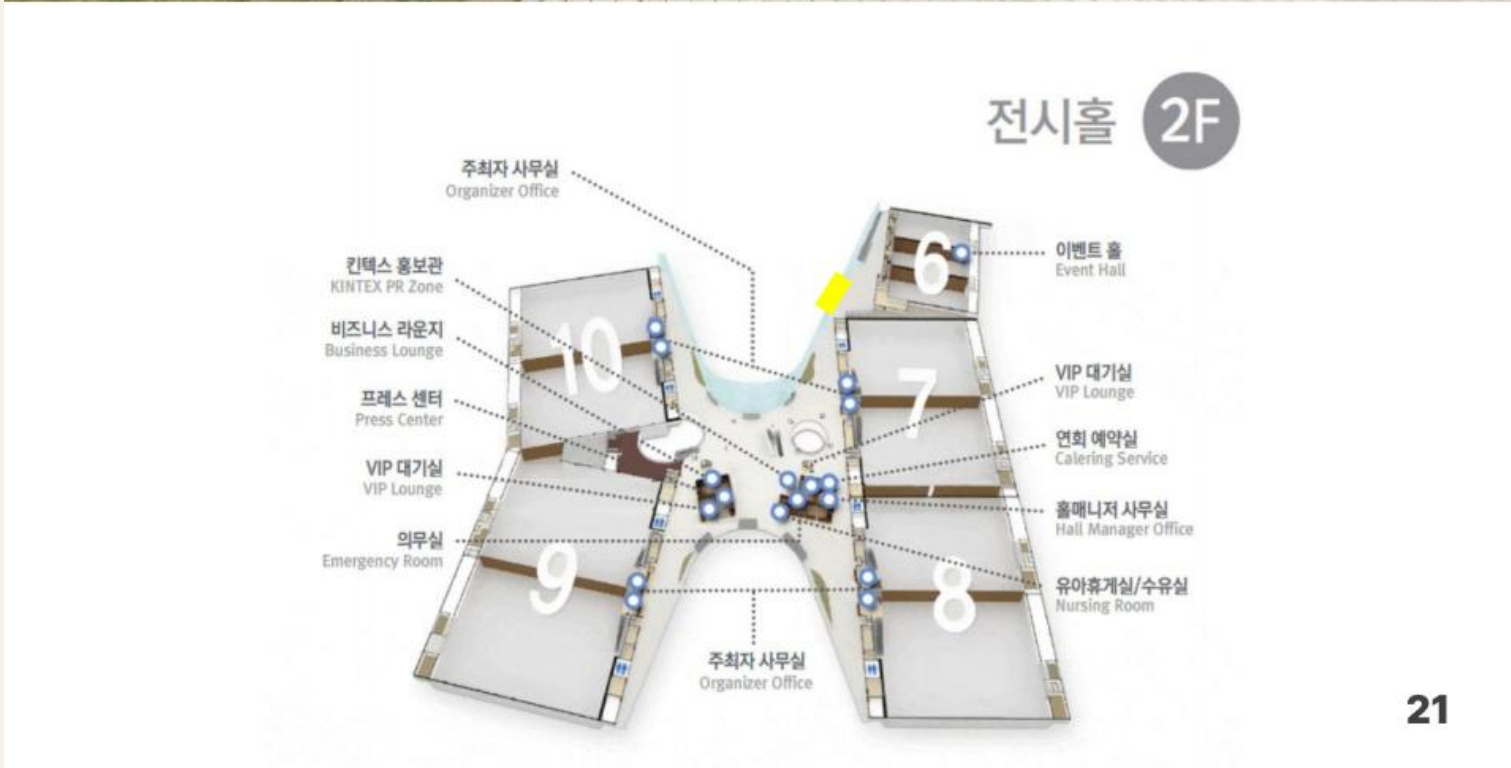
4. Onsite Promotion

4-5. Outdoor Banner

Type	Spaces	Price
Building Banner (Between Hall 6 & 7)	23(W) x 12(H)m	USD 5,000

Booking Deadline	: 3 May 2026
Material Submission Deadline	: 10 May 2026 Artwork is to be submitted to the Organizer in AI/PDF file format of at least 300dpi in actual size.

* Location of the Banner is First come, first served



4. Onsite Promotion

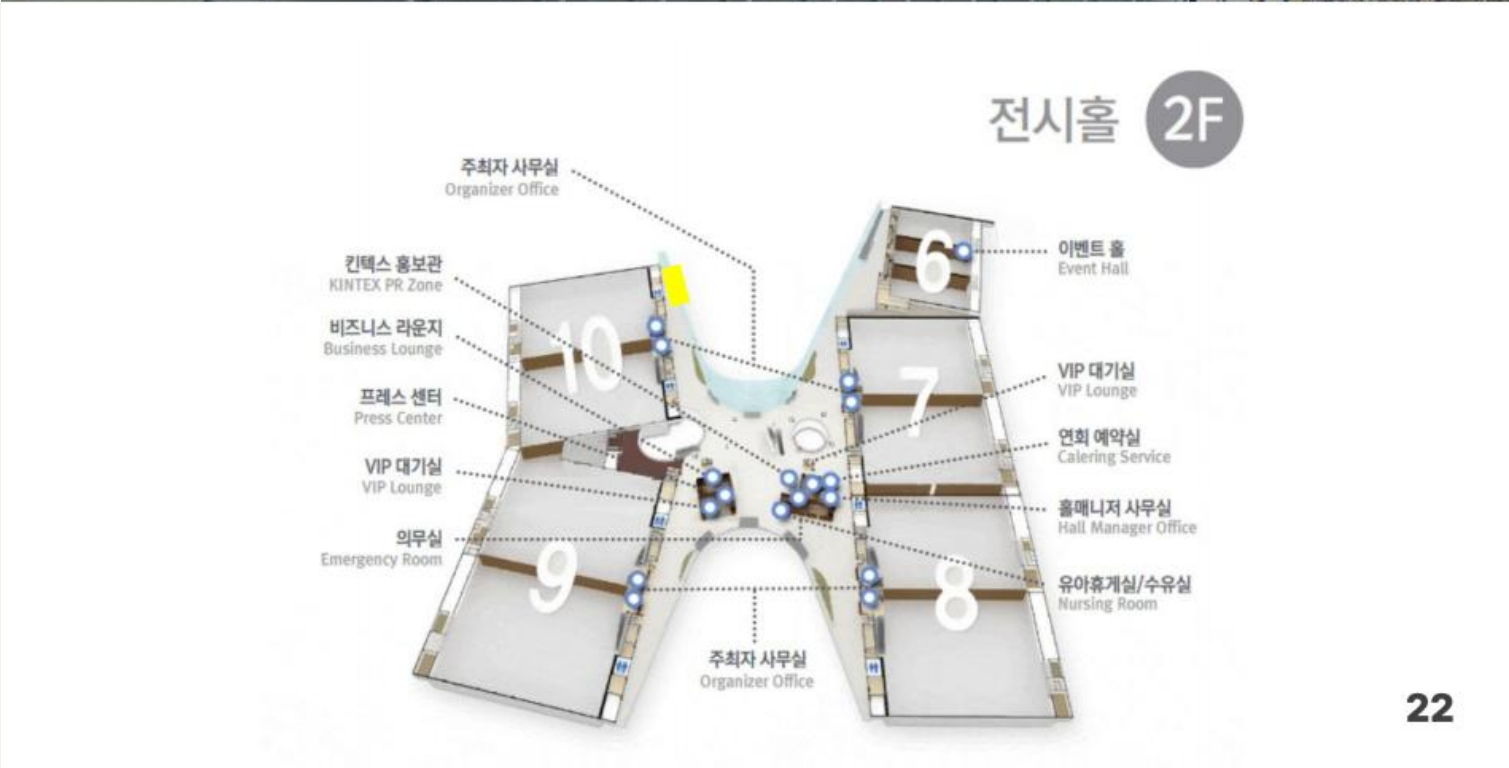
4-5. Outdoor Banner

Type	Spaces	Price
Building Banner (Hall 10)	23(W) x 12(H)m	USD 5,000

Booking
Deadline : 3 May 2026

Material
Submission
Deadline : 10 May 2026
Artwork is to be submitted to the Organizer
in AI/PDF file format of at least 300dpi in
actual size.

* Location of the Banner is First come, first served



4. Onsite Promotion

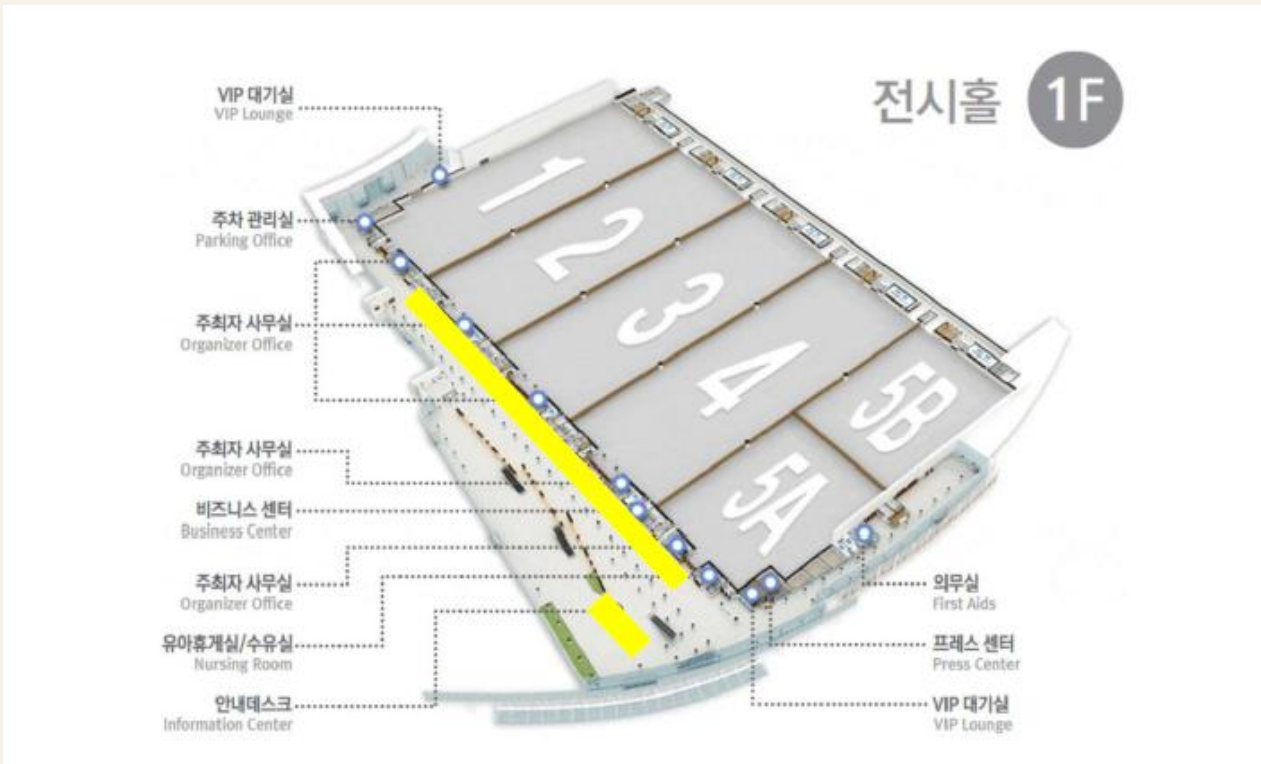
4-6. Wrapping

Location	Hall 2 – 5 Lobby Square Pillar
Size	3.6 x 5.2m
Quantity	27 Pillars
Cost	USD 400 each USD 5,000 (Total 27 Pillars)
Detail	- Height is negotiable.

Location	Hall 5 Concourse Column
Size	3.4 x 3m
Quantity	5 Columns
Cost	USD 400 each USD 2,000 (Total 5 Columns)
Detail	- Height is negotiable.

Booking Deadline : 3 May 2026

Material Submission Deadline : 10 May 2026
Artwork is to be submitted to the Organizer in AI/PDF file format of at least 300dpi in actual size.



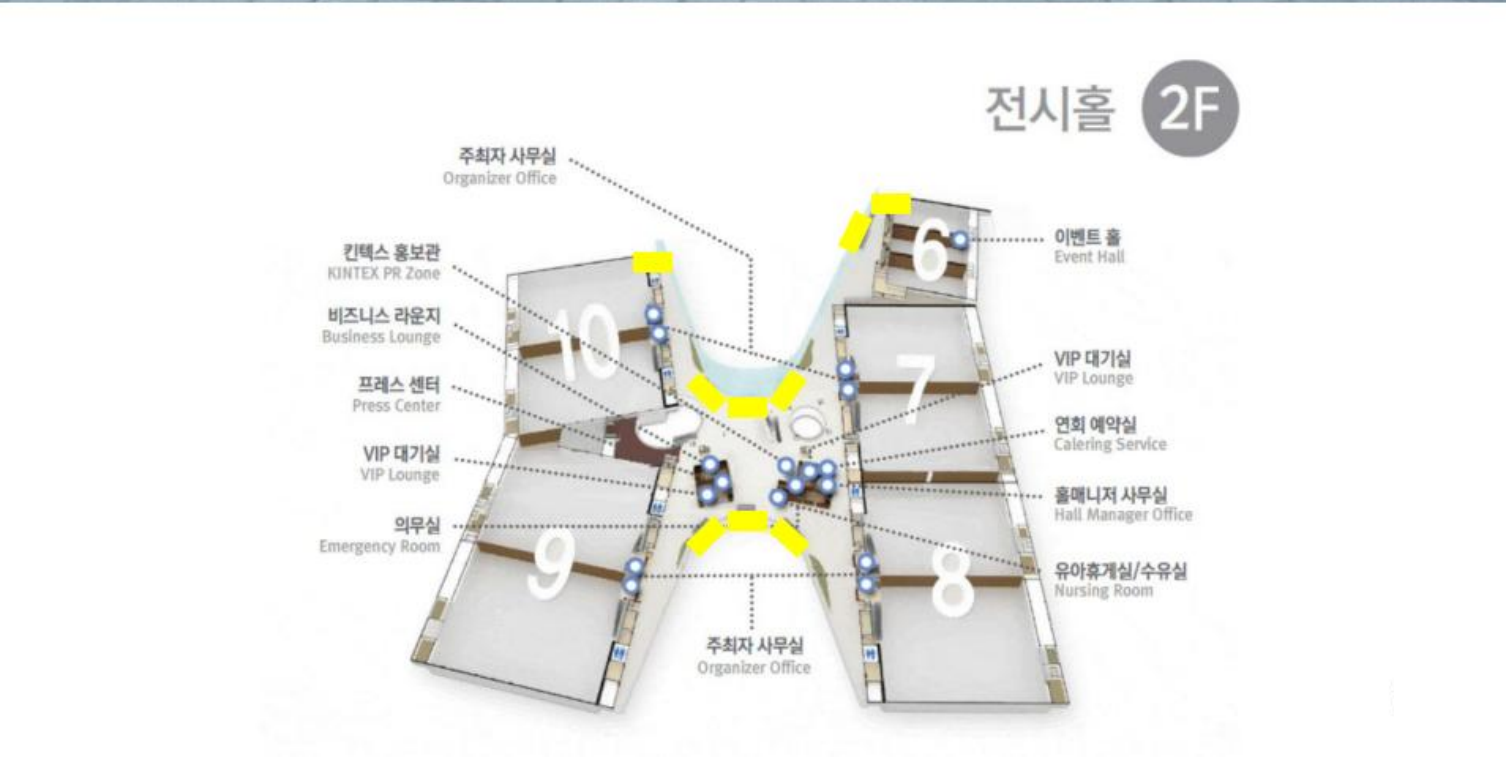
4. Onsite Promotion

4-6. Wrapping

Location	Entrance Door of Exhibition Center 2 (Hall 7, 8)
Size	On-site measurement required (dimensions vary per entrance)
Quantity	9 sites
Cost	USD 2,500 each
Detail	- Wrapping is allowed up to 30% of the operable glass door.

Booking Deadline : 3 May 2026

Material Submission Deadline : 10 May 2026
Artwork is to be submitted to the Organizer in AI/PDF file format of at least 300dpi in actual size.



5. Onsite-Media Promotion

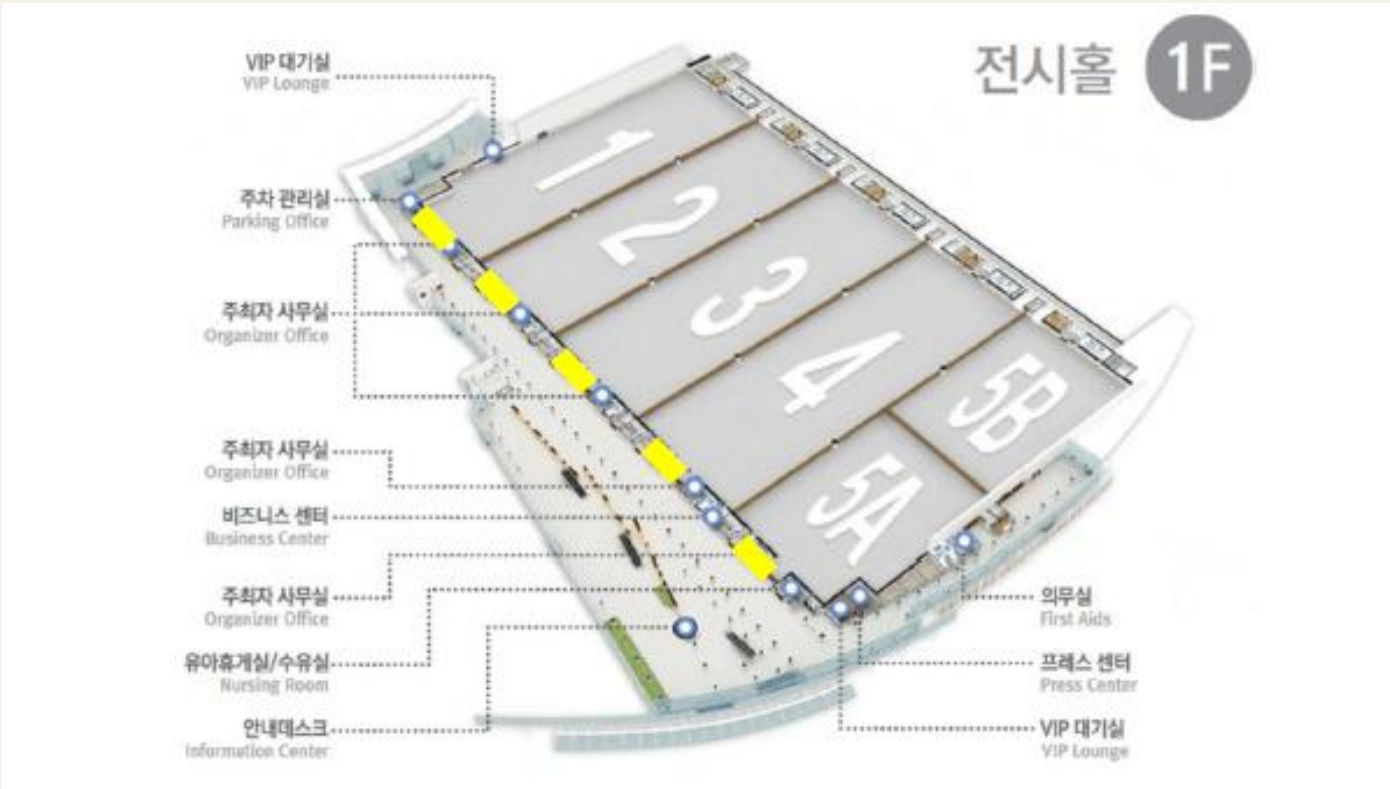
5-1. LED Screen

Location	Each 1- 5 Hall's Main Entrance Wall
Size	6 x 2.5m
Quantity	5 (A total of 5 videos will rotate repeatedly)
Cost	USD 2,000 each
Detail	Resolution : 3,072 x 1,280 Video duration : Within 30 sec Delivery duration : 9:00 - 19:00 Format : mp4 or jpg

Booking Deadline : 3 May 2026

Material : 10 May 2026

Submission
Deadline



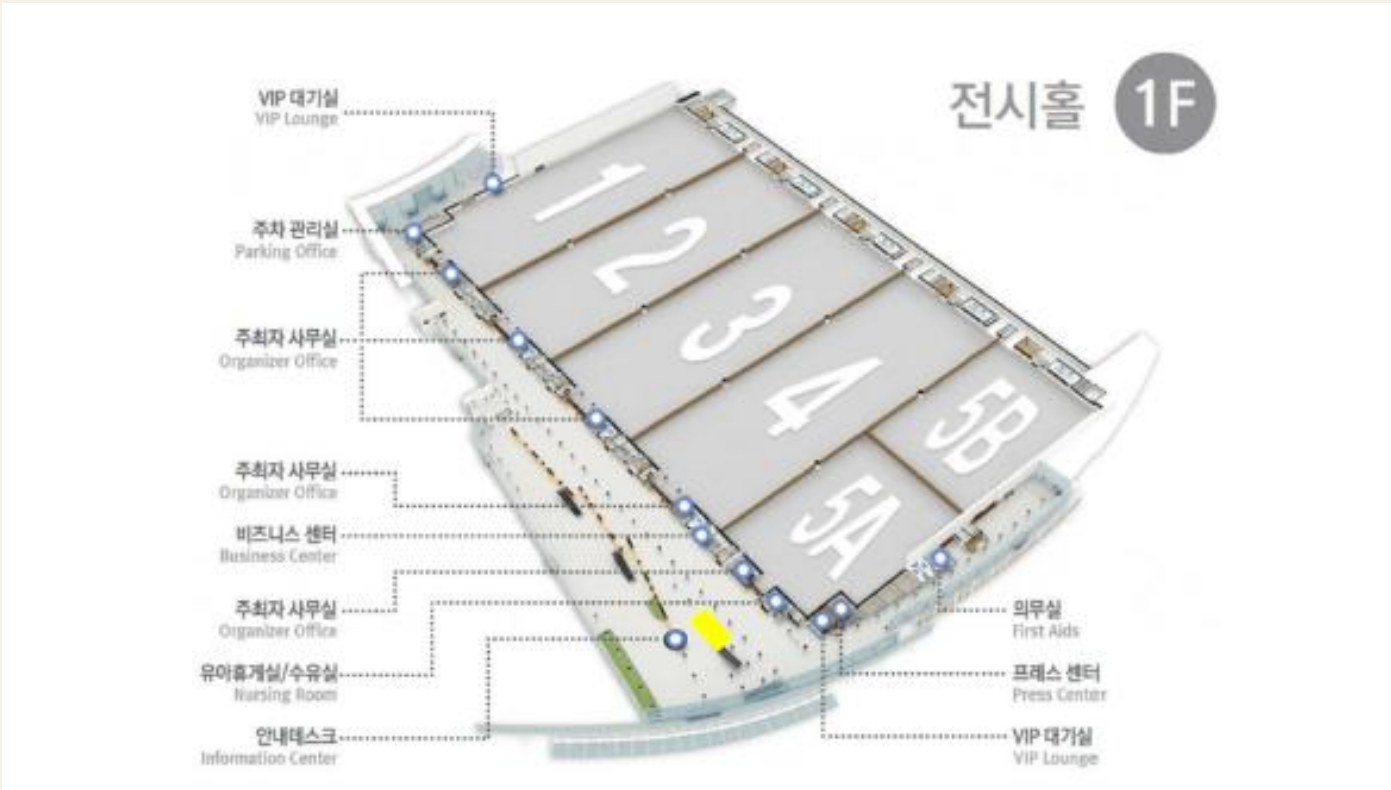
5. Onsite-Media Promotion

5-1. LED Screen

Location	Hall 5 Concourse
Size	30.5 x 2.5m
Quantity	10 (A total of 10 videos will rotate repeatedly)
Cost	USD 4,000 each
Detail	Resolution : 15,360 x 1,350 Video duration : Within 30 sec Delivery duration : 9:00 - 19:00 Format : mp4 or jpg

Booking Deadline : 3 May 2026

Material Submission Deadline : 10 May 2026



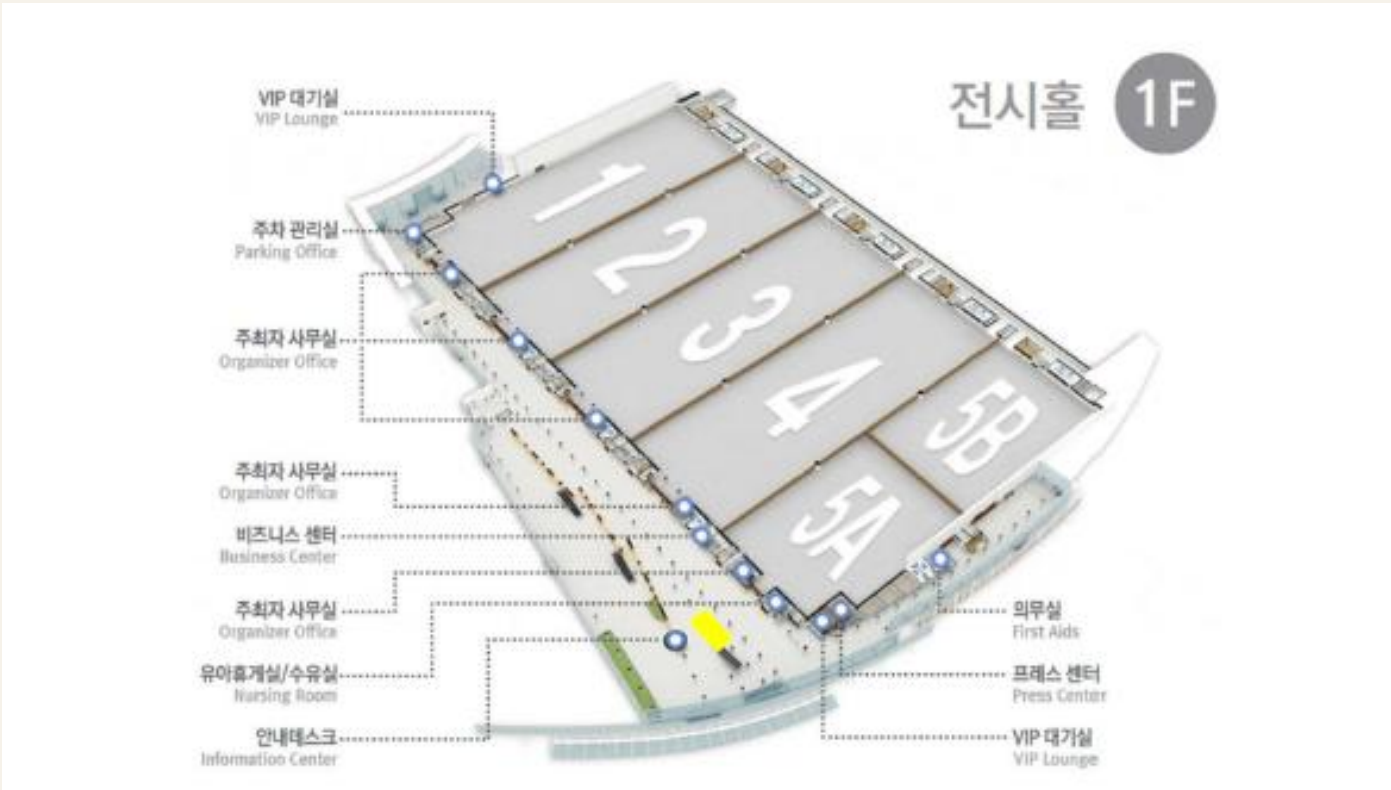
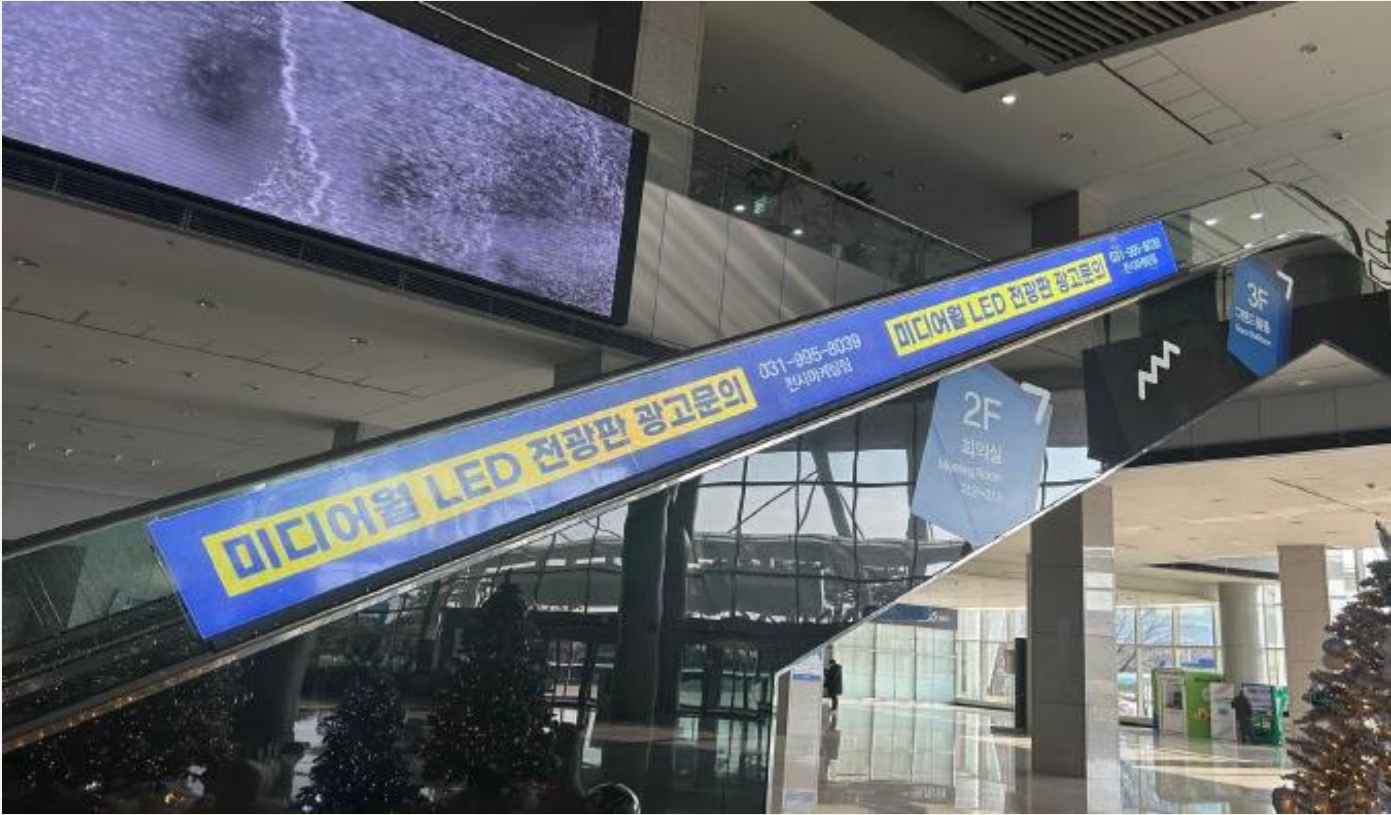
5. Onsite-Media Promotion

5-1. LED Screen

Location	Hall 5 Concourse - Escalator
Size	9.2 x 0.6m
Quantity	10 (A total of 10 videos will rotate repeatedly)
Cost	USD 500 each
Detail	Resolution : 1,472 x 92 Video duration : Within 30 sec Delivery duration : 9:00 - 19:00 Format : mp4 or jpg

Booking Deadline : 3 May 2026

Material Submission Deadline : 10 May 2026



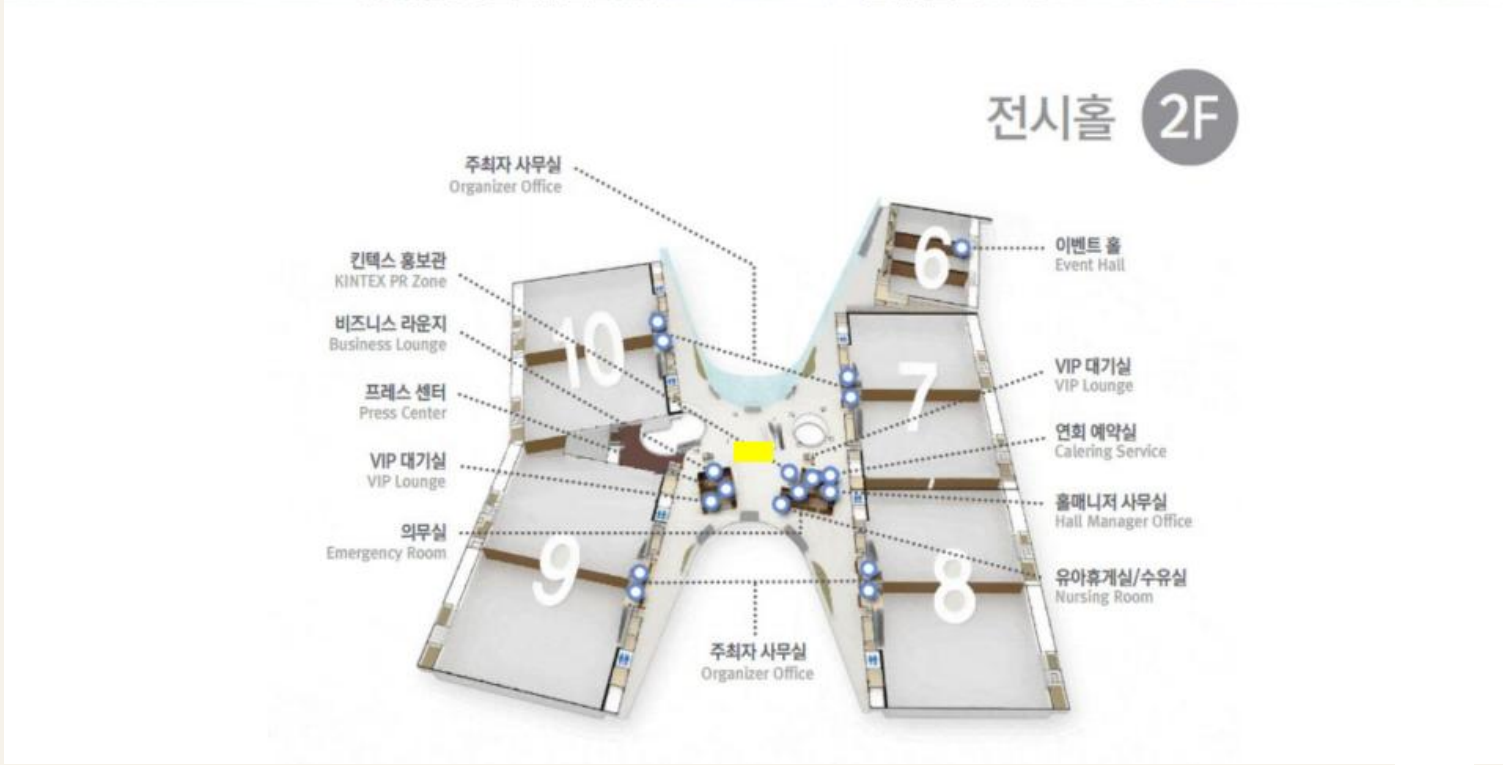
5. Onsite-Media Promotion

5-1. LED Screen

Location	Exhibition Center 2 (Hall 7, 8)- 2F Central Lobby
Size	23 x 2.5m
Quantity	5 (A total of 5 videos will rotate repeatedly)
Cost	USD 3,000 each
Detail	Resolution : 11,500 x 1,250 Video duration : Within 30 sec Delivery duration : 9:00 - 19:00 Format : mp4 or jpg

Booking Deadline : 3 May 2026

Material Submission Deadline : 10 May 2026



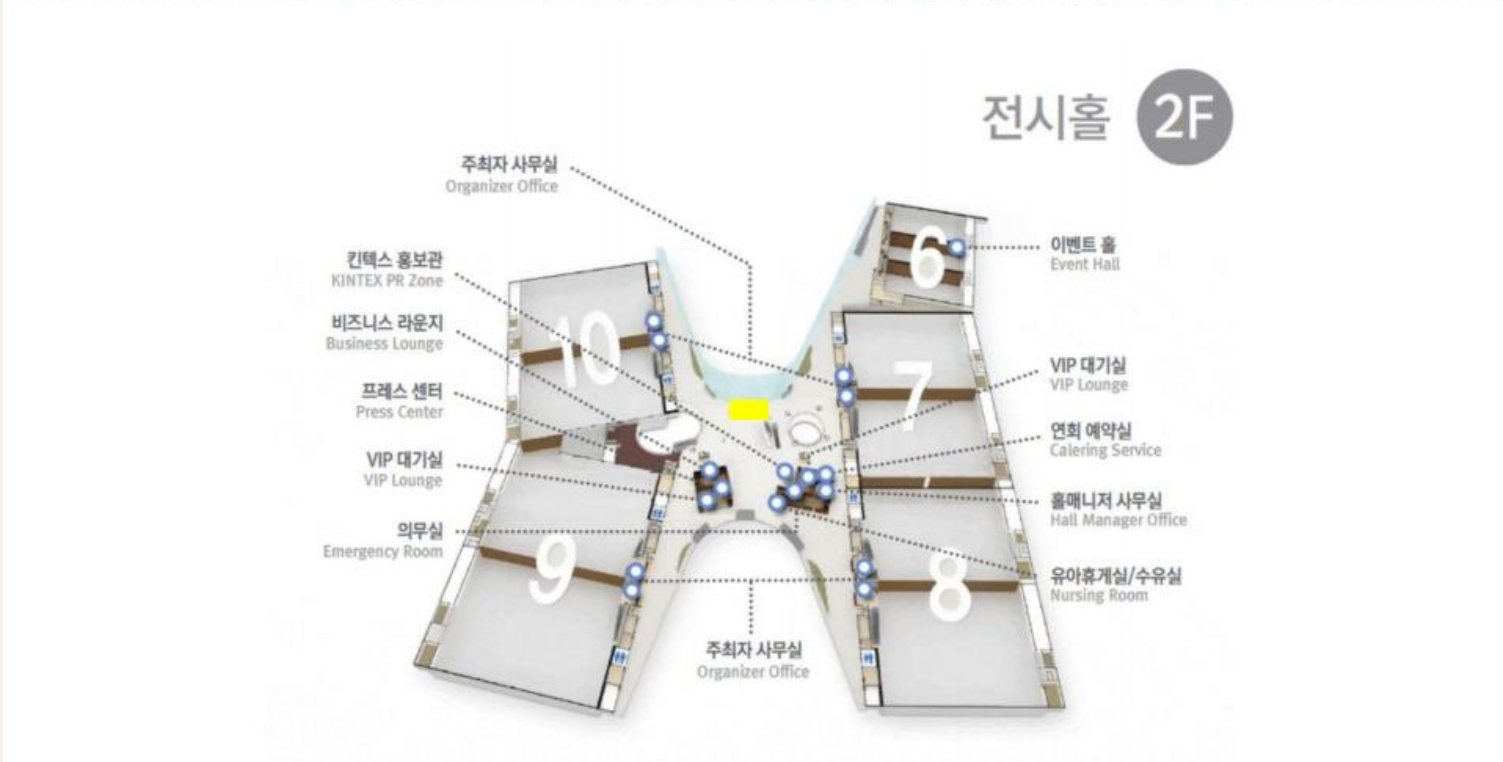
5. Onsite-Media Promotion

5-1. LED Screen

Location	Entrance of Exhibition Center 2 (Hall 7, 8) - 1F (Outdoor)
Size	29 x 2m
Quantity	5 (A total of 5 videos will rotate repeatedly)
Cost	USD 3,500 each
Detail	Resolution : 2,784 x 192 Video duration : Within 30 sec Delivery duration : 9:00 - 19:00 Format : mp4 or jpg

Booking Deadline : 3 May 2026

Material Submission
Deadline : 10 May 2026



Informa Markets

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RESERVE NOW!

CONTACT US FOR SPECIAL SPONSORSHIP IDEAS!

NOTICE

- * The price listed includes printing, installation and dismantling of the items.
- * All artwork must be provided by exhibitor in the right format.
- * 10% VAT is imposed on all countries under Korean Tax Act except the countries with tax exemption agreements.

