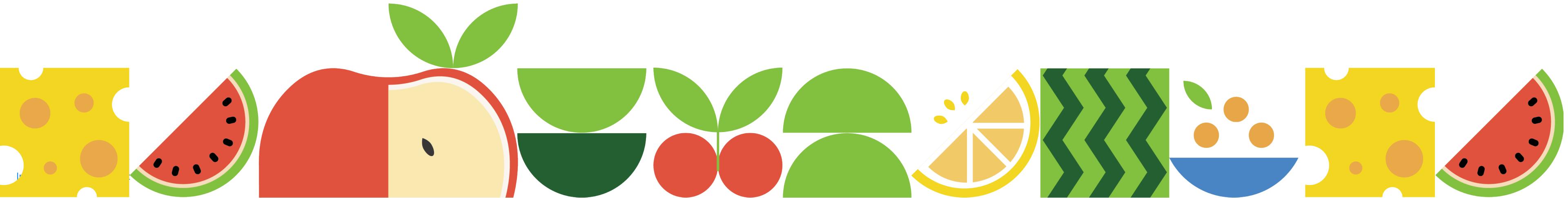




SEOUL FOOD 2026

Advertising Opportunities



Contents

03.

Event Sponsorship

- 1. Culinary Challenge

01.

Online Promotion

- 1. E-newsletter
- 2. Website
- 3. Pre-registration
- 4. Exhibitor List

04.

Onsite Promotion

- 1. Staff T-shirt
- 2. Sample Distribution
- 3. Floor Tile
- 4. Lobby Banner
- 5. Outdoor Banner
- 6. Wrapping

02.

Printed Promotion

- 1. Show Guidebook
- 2. Highlight on Floor Plan

05.

Onsite - Media Promotion

- 1. LED Screen

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

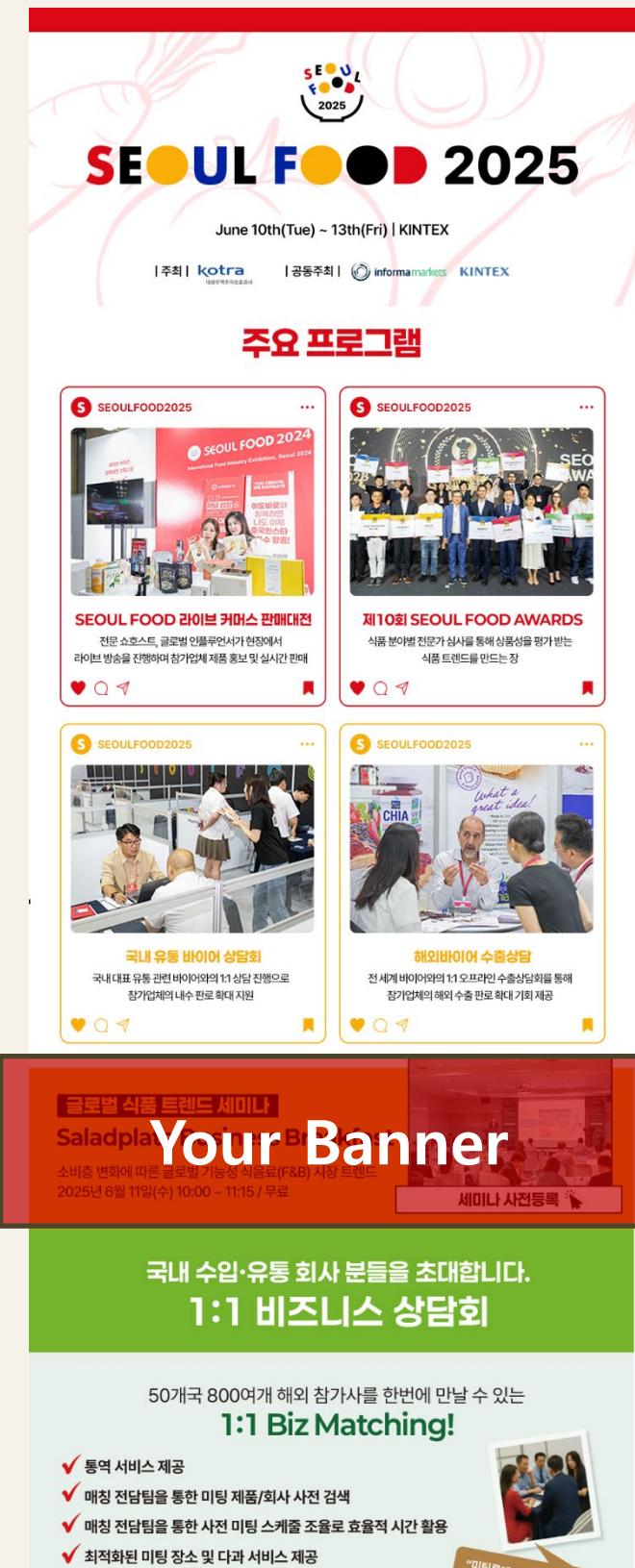
Post - show: Ad banner in Thank you email

Details	Price
Your company logo & hyperlink	USD 2,000

Sample Dedicated e-newsletter



Sample Banner featured



1. Online Promotion

1-2. Website

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

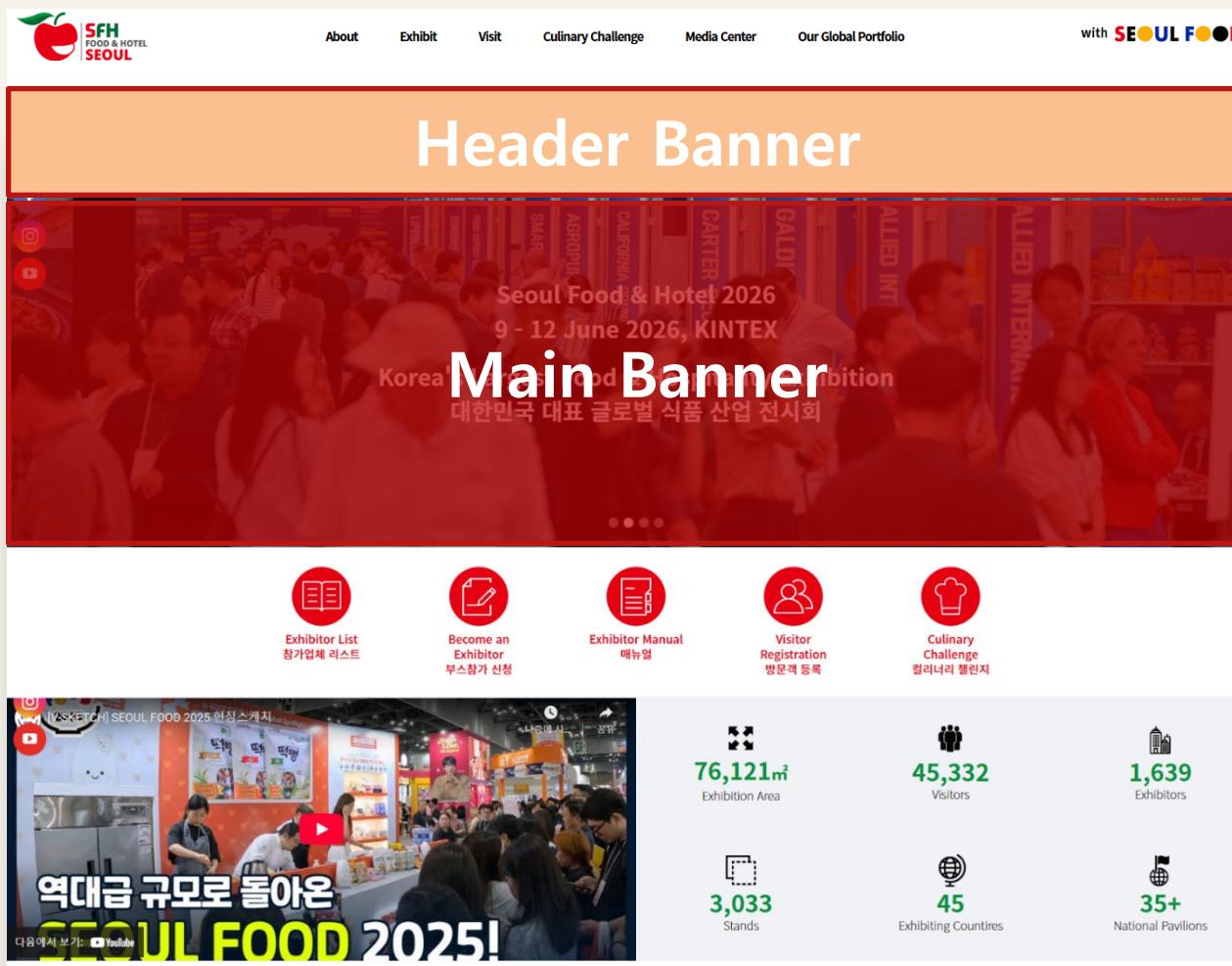
Details	Price
Header Banner (Exclusive)	USD 10,000
Rolling Main Banner (Max. 2 companies)	USD 10,000

Duration : 1 months

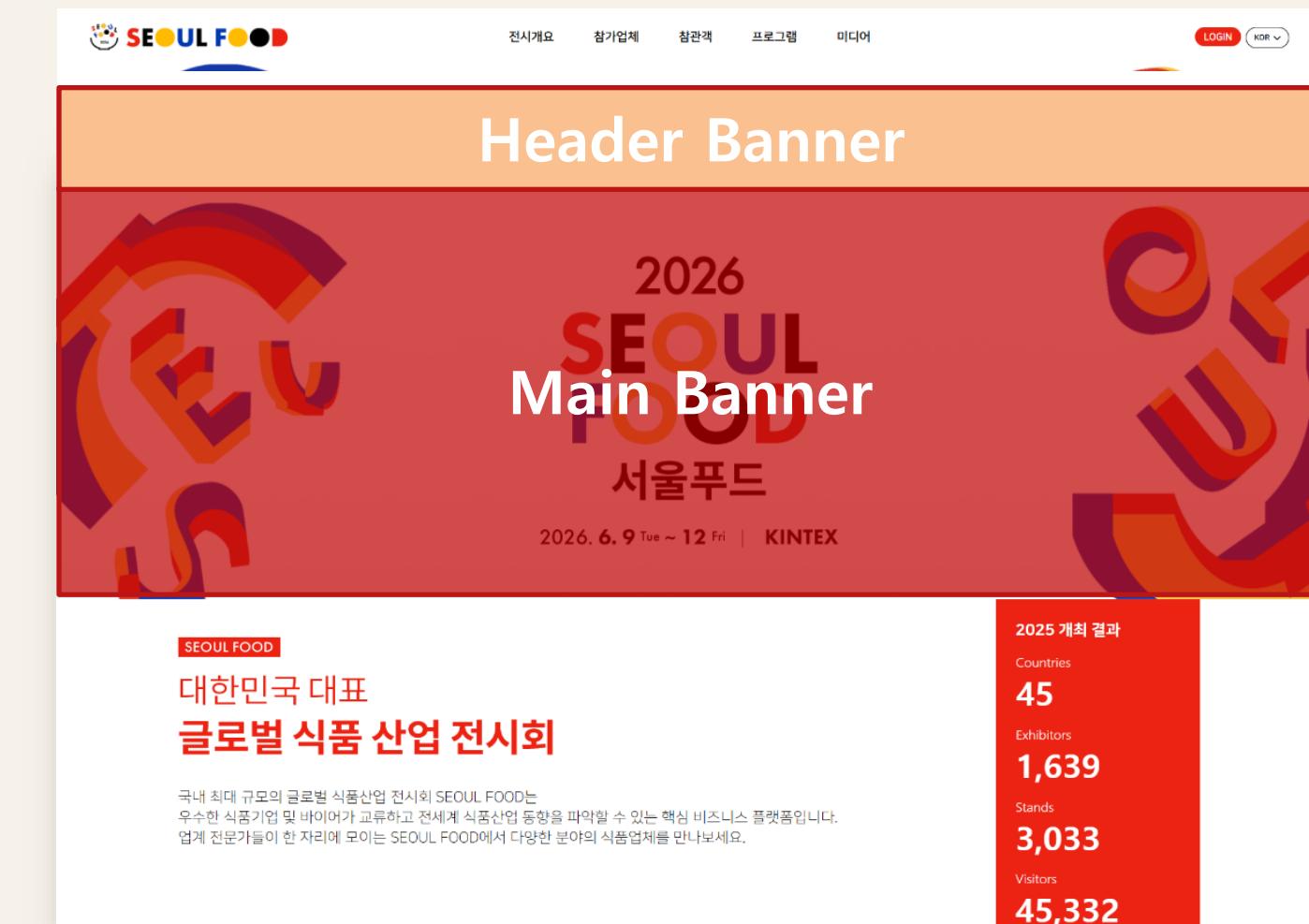
Spec

- 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



1. Online Promotion

1-3. Pre-registration (Exclusive)

Double exposure benefit!

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

[Visit Registration page
by Informa Markets](#)

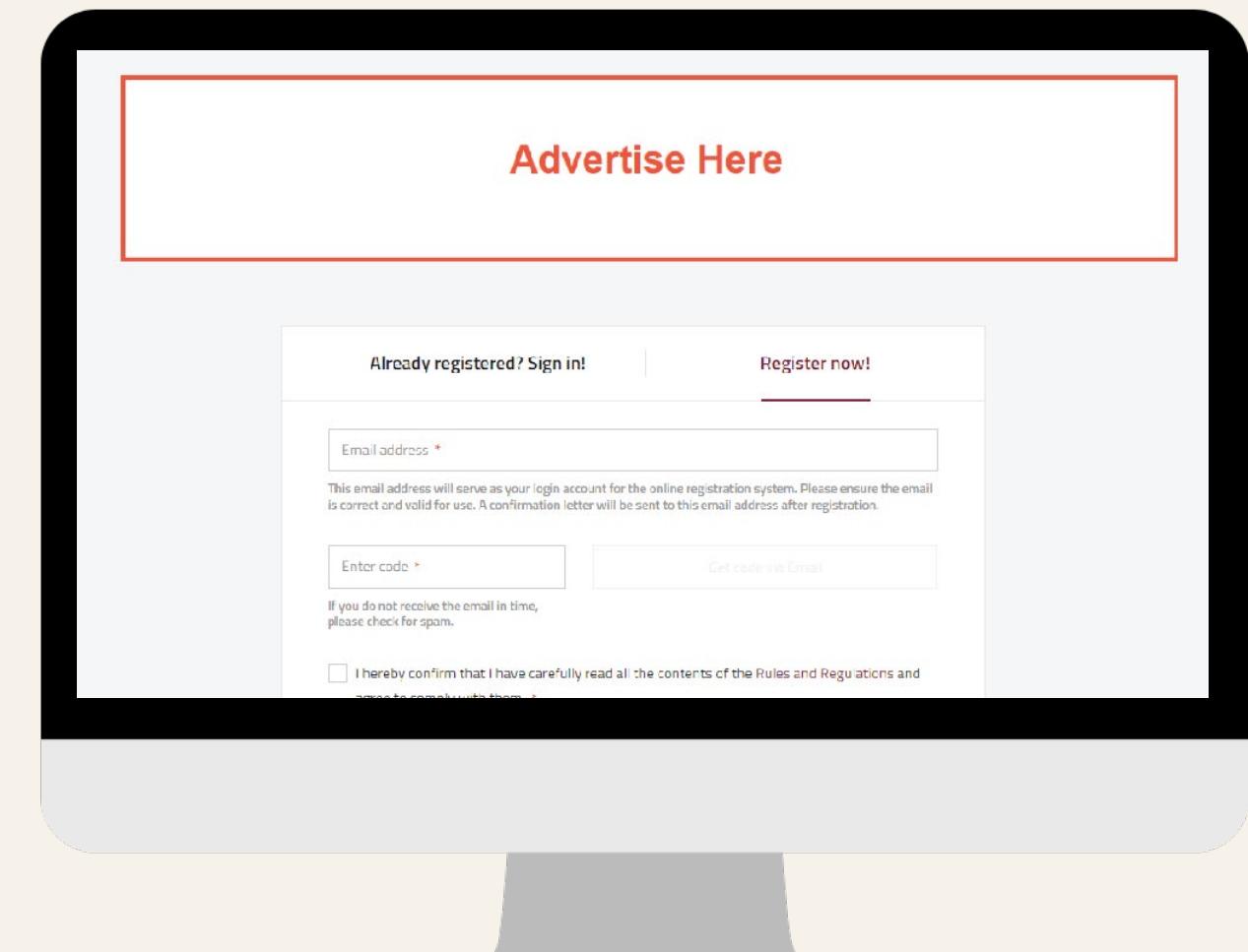
[Visit Registration page
by KOTRA](#)

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

Duration : 1 months

Spec

- Size to be confirmed
- Format: GIF or JPEG
- Picture resolution: min 72dpi
- File size: max 25 kb
- Hyperlink for banner



1. Online Promotion

1-4. Exhibitor List

Details	Price
Top placement on the Exhibitor List webpage	USD 3,000

No. of Advertiser : Max. 4 companies

Default order : Alphabetical

Order for Advertisers : First come, first served

OVERVIEW

Exhibitor List

SEOUL FOOD 2026 Organizer SEOUL FOOD story Post Show Report Floor Plan Exhibitor List SEOUL FOOD ESG

Please enter a search term View only bookmarks

Detail Search Countries & Regions All Argentina Australia Austria Belgium

Exhibition **SEOUL FOOD & HOTEL** Agricultural Products Meat Products Seafood Products Dairy Products Food additives/ingredients Health/Organic Foods Beverage/Coffee/Tea Wine/Liquor Processed Foods Frozen Food Condiments/Seasonings/Oil Bakery/Confectionery Convenience Foods Vegan/Alternative Proteins Halal Food Information Service

SEOUL FOODPACK Packaging machinery & components Packaging processing machinery Packaging materials & Packaging container Packaging print machinery Packaging related machinery Packaging design Logistic machinery & Service Patented packaging product Cold Chain Packaging inspection analysis technology and equipment Eco-friendly packaging

SEOUL FOODECH Food processing machinery Food transportation equipment Food service system Food preservation technology Food IT equipment Others

SEOUL HORECATECH Kitchen & Restaurant machinery Ceramic & Dishware Coffee machinery Kitchen appliances and furniture Bakery & Confectionery equipment and supplies Induction Range Chefwear Food service technology Others

SEOUL FOODSAFETY Food hygiene equipment Food inspection and analysis machinery Sterilizer Eco-friendly and safety floor material Safety related items Hygiene-related clothing and supplies

2025 Special Pavilion Smart Platform/Service ESG in the Food Industry

Total 1631

Your Company Here

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

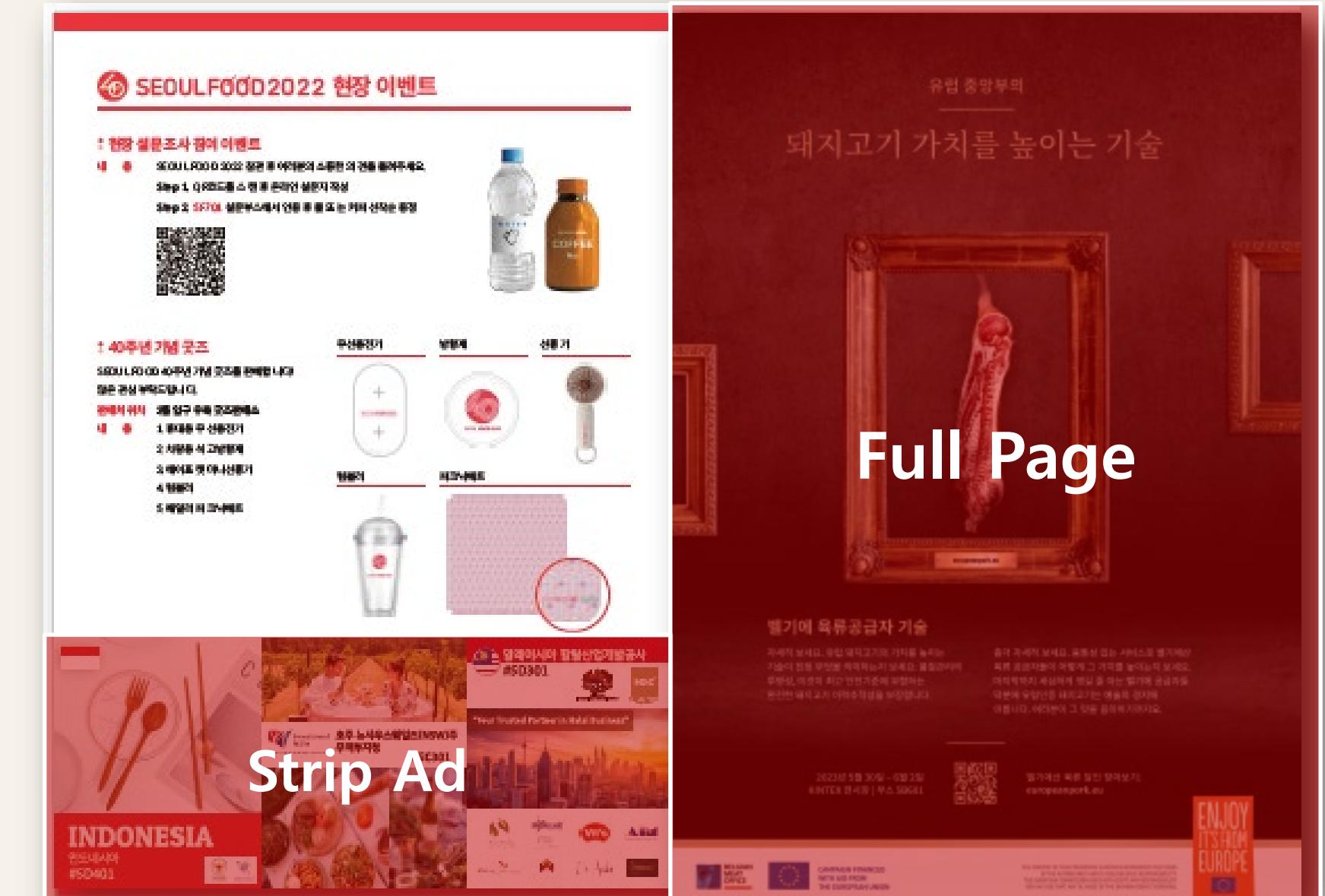
Print Order : 10,000 (Free distribution to all attendees)

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!

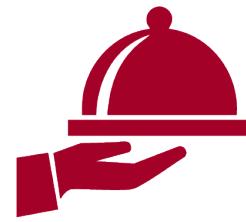
Highlight your brand and products on the perfect stage where global chefs come together!

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.



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

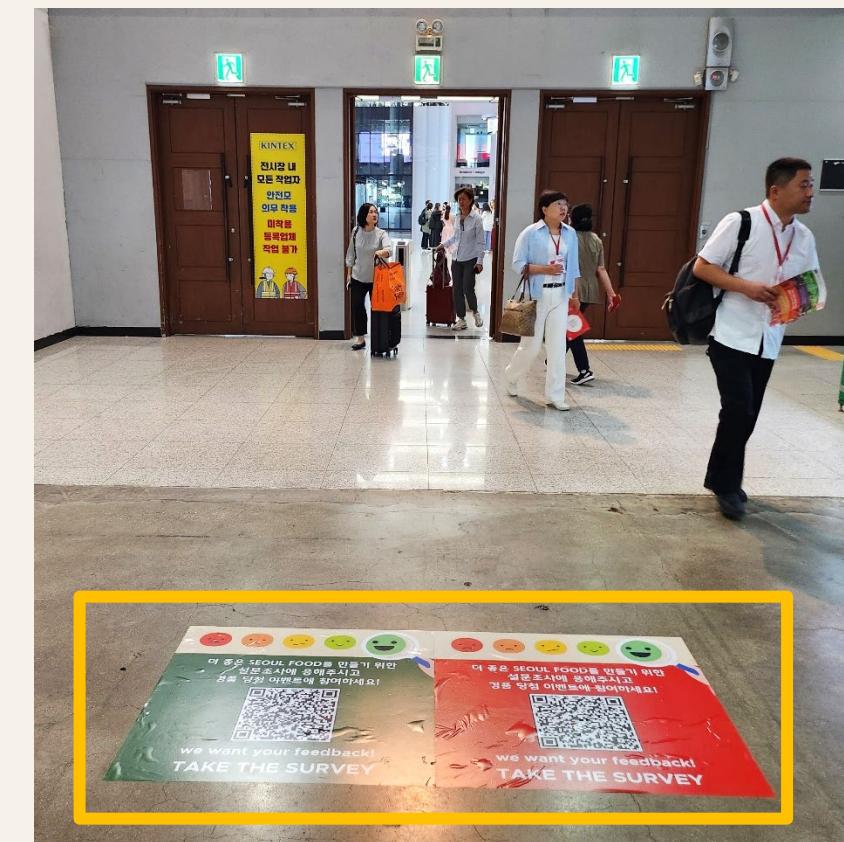
4-3. Floor Tile

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

Booking Deadline : 3 May 2026

Material : 10 May 2026
Submission Deadline : 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

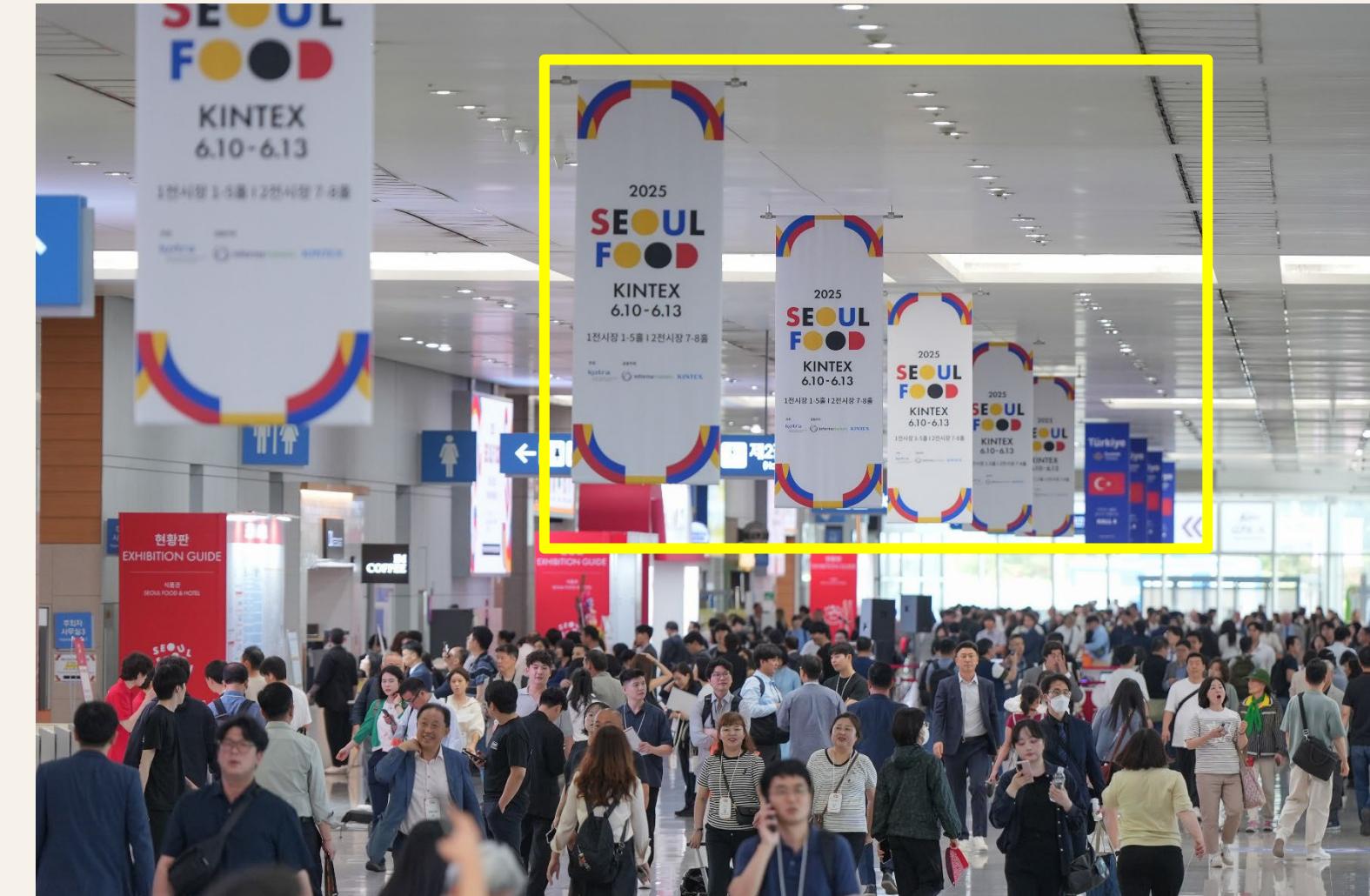
4-4. Lobby Banner

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



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

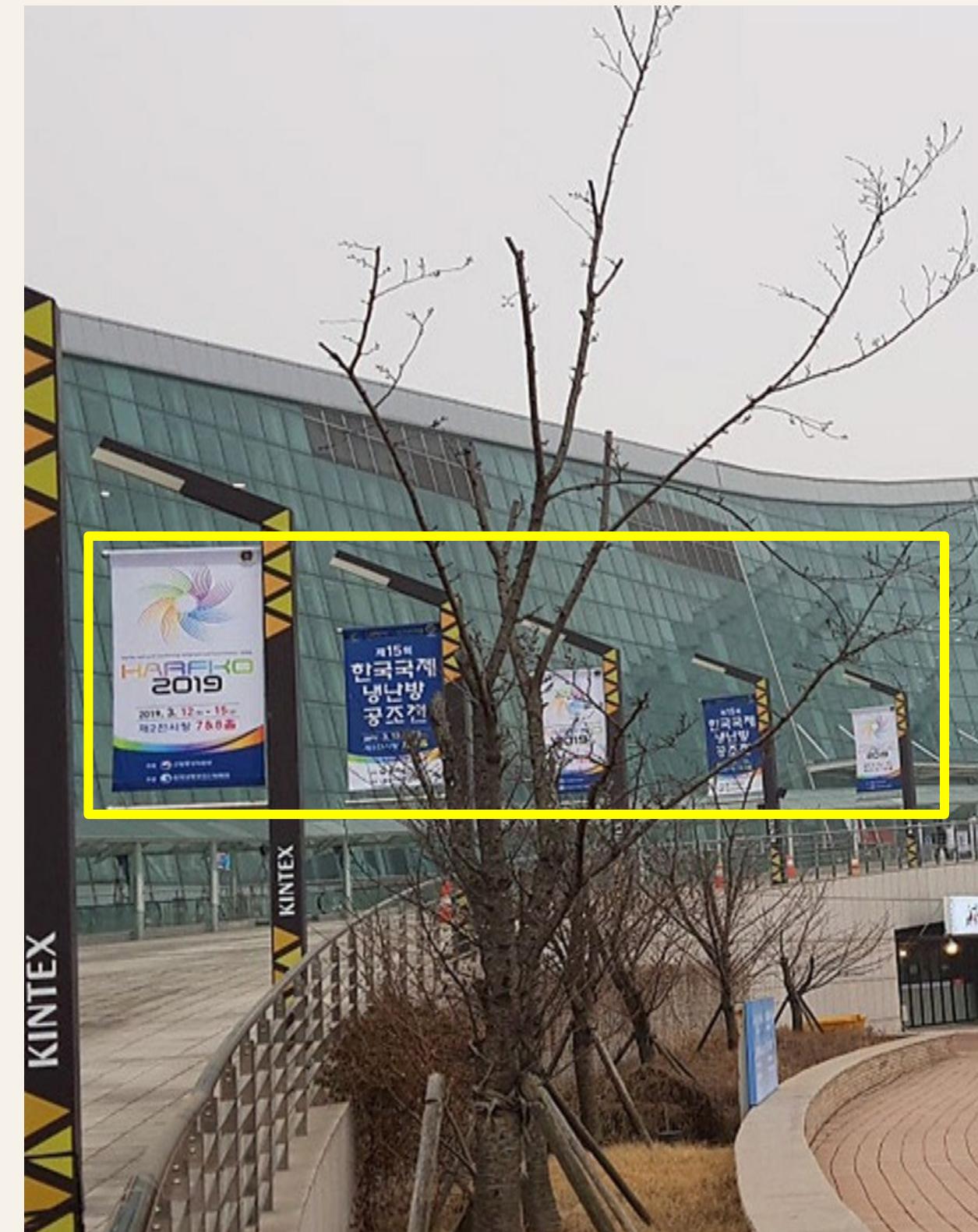
4-5. Outdoor Banner

Type	Spaces	Price
Street 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

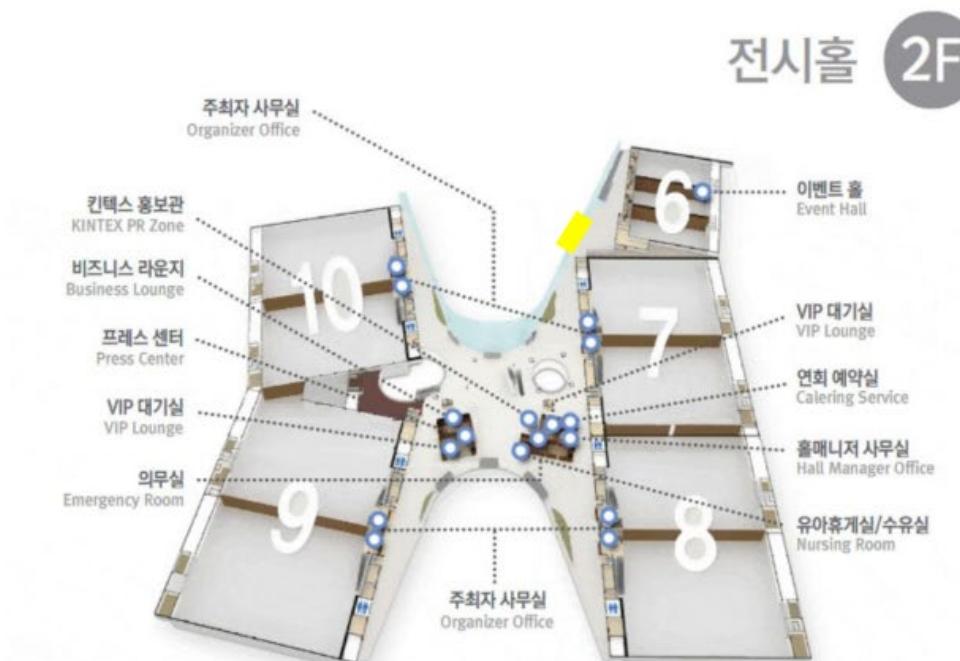
4-5. Outdoor Banner

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



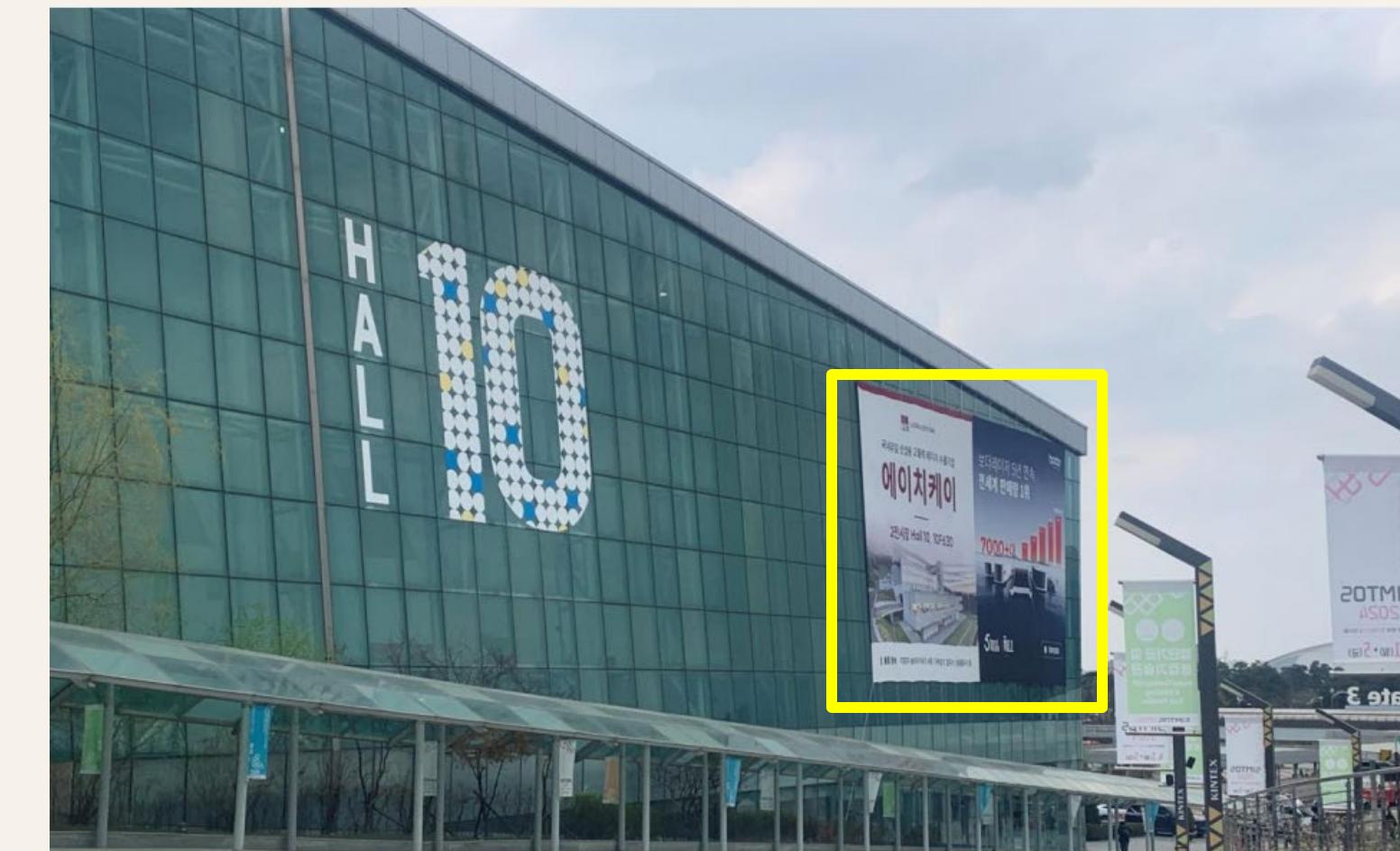
4. Onsite Promotion

4-5. Outdoor Banner

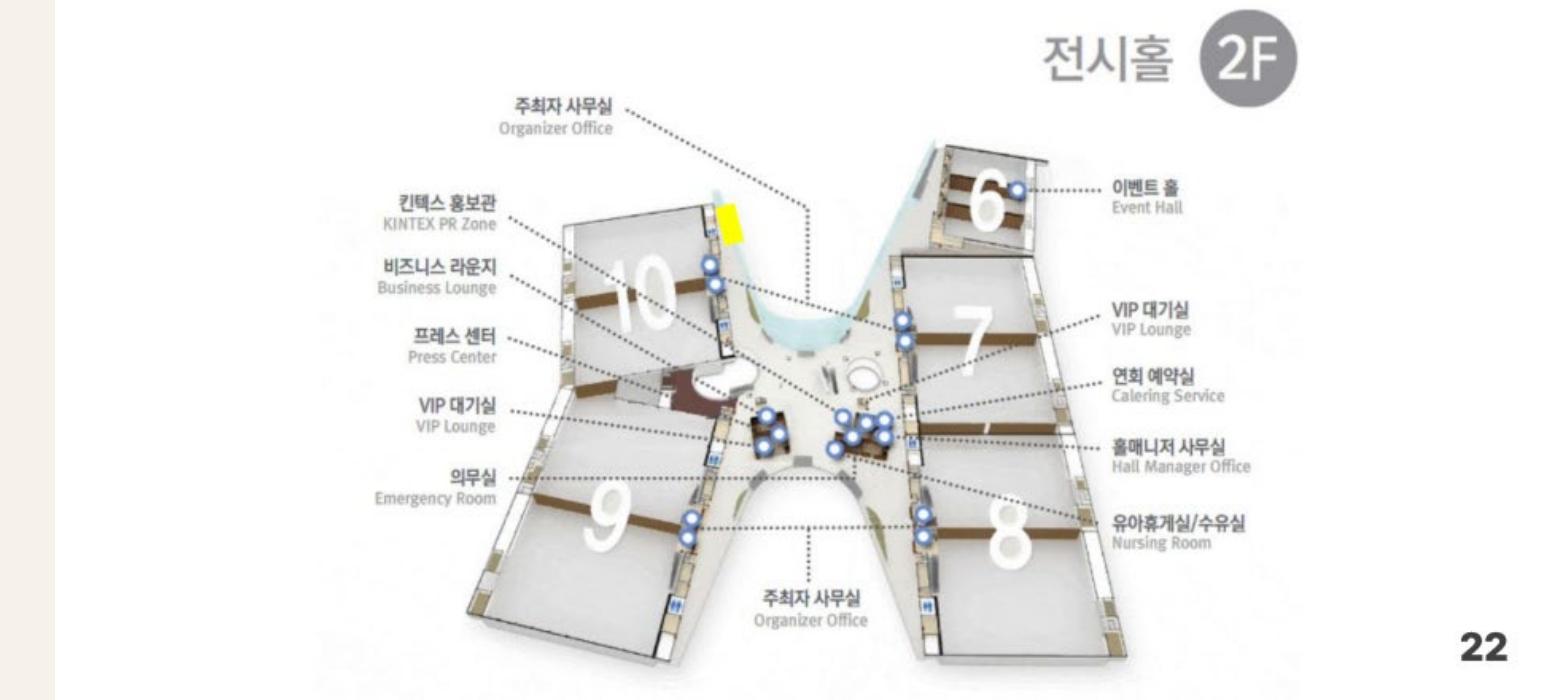
Type	Spaces	Price
Building Banner (Hall 10)	23(W) x 12(H)m	USD 5,000

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

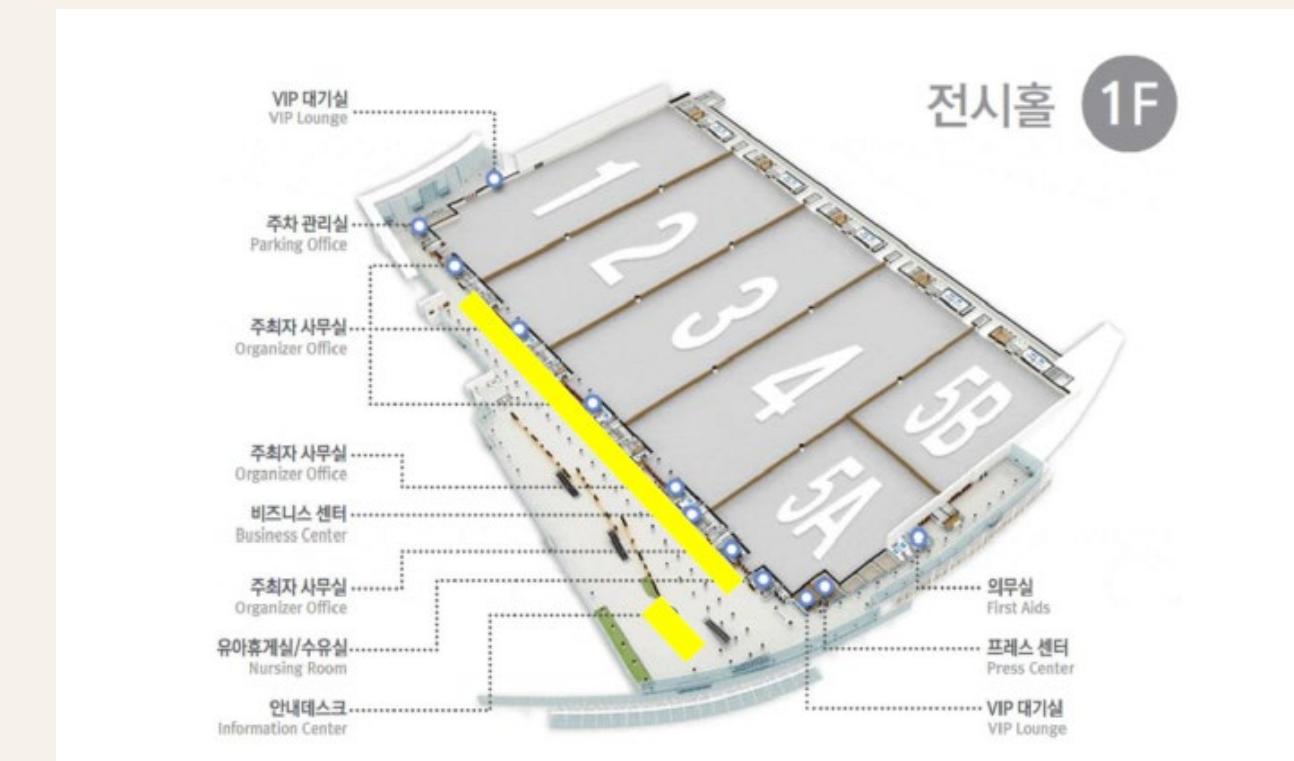
4-6. Wrapping

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.



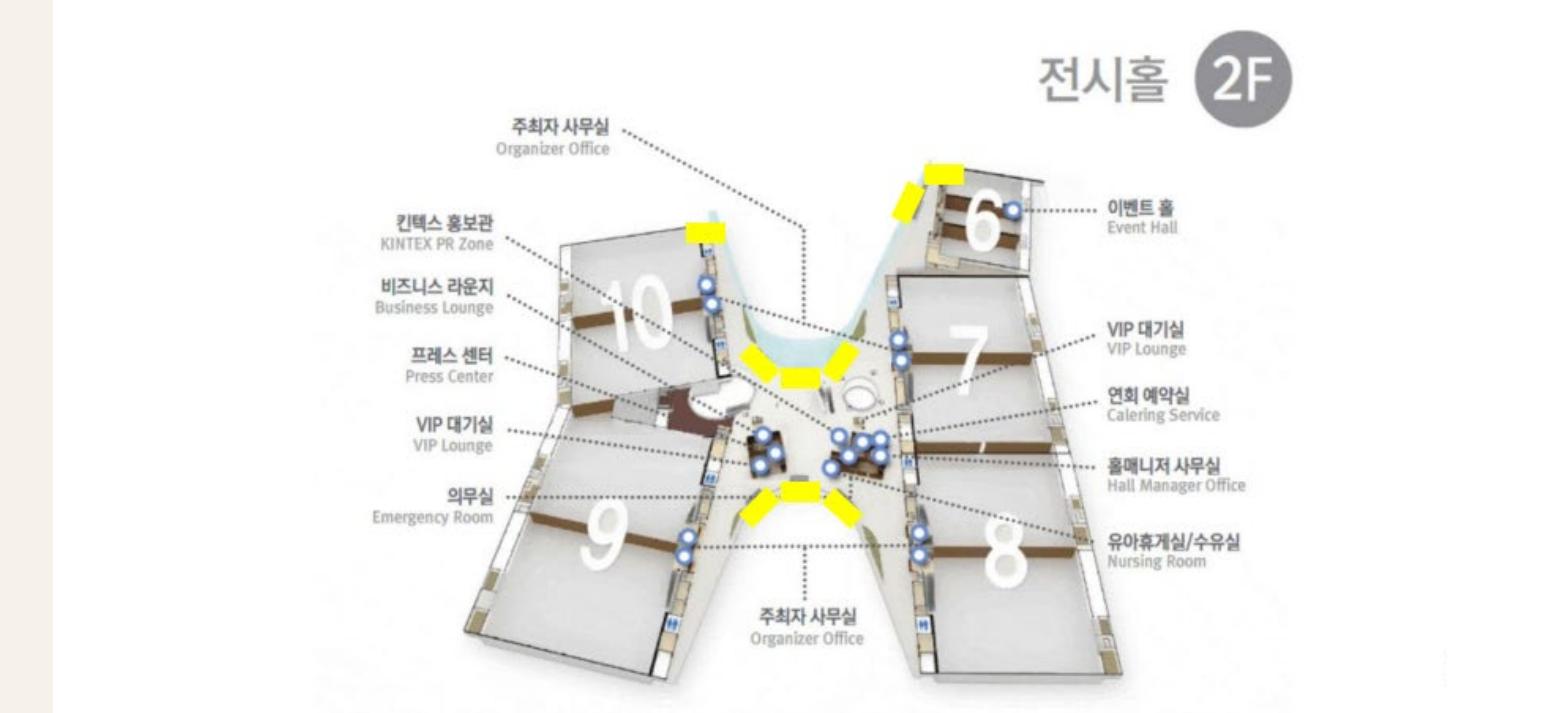
4. Onsite Promotion

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.



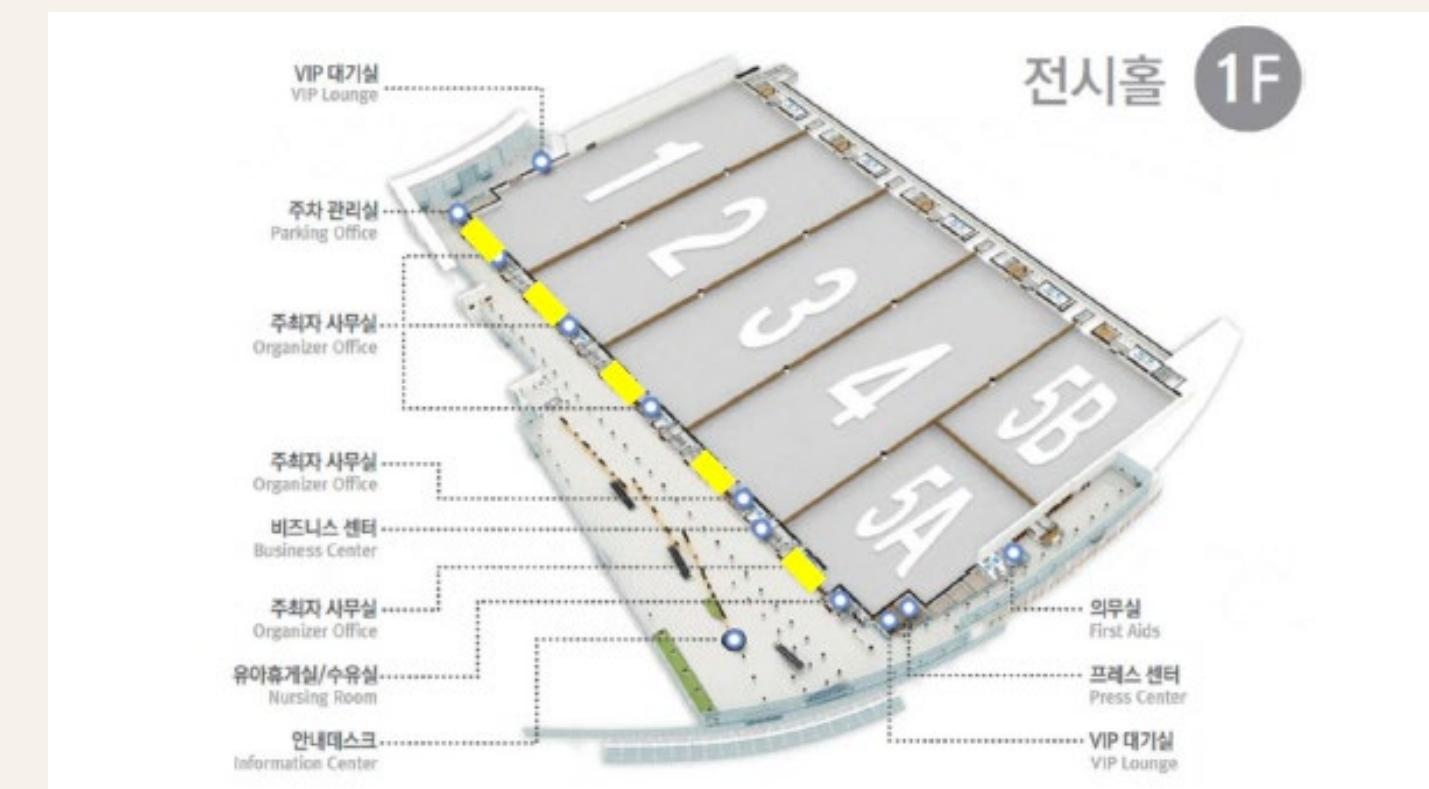
5. Onsite-Media Promotion

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 Submission Deadline : 10 May 2026



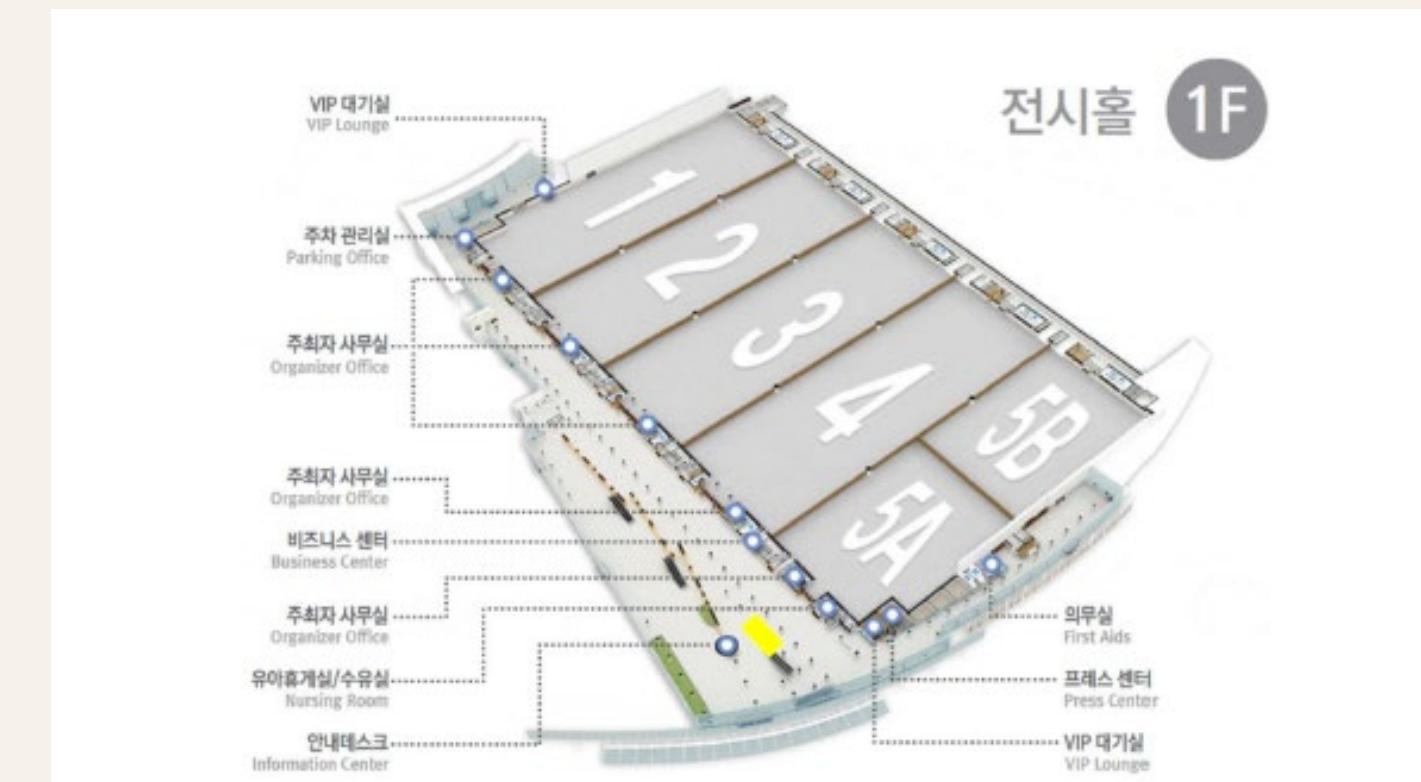
5. Onsite-Media Promotion

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



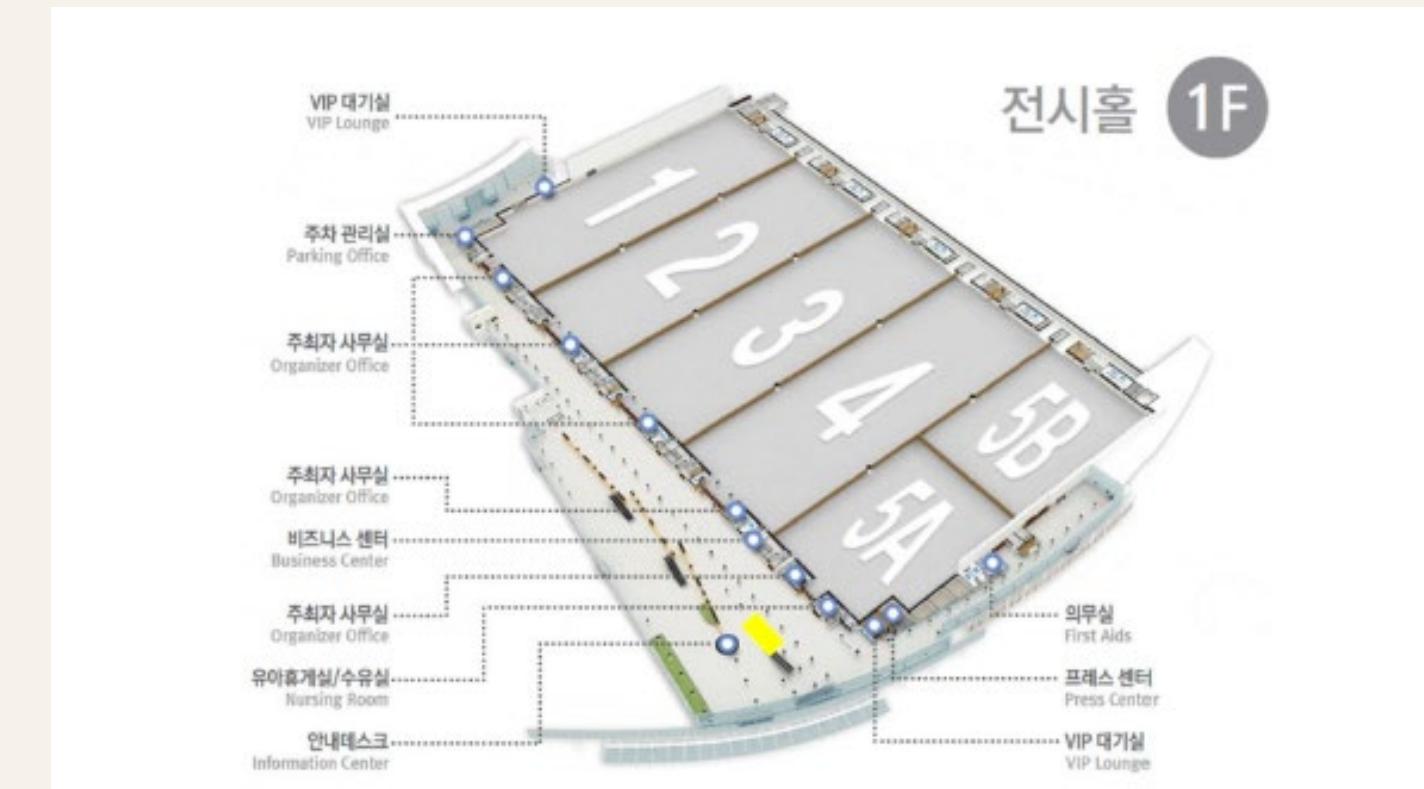
5. Onsite-Media Promotion

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



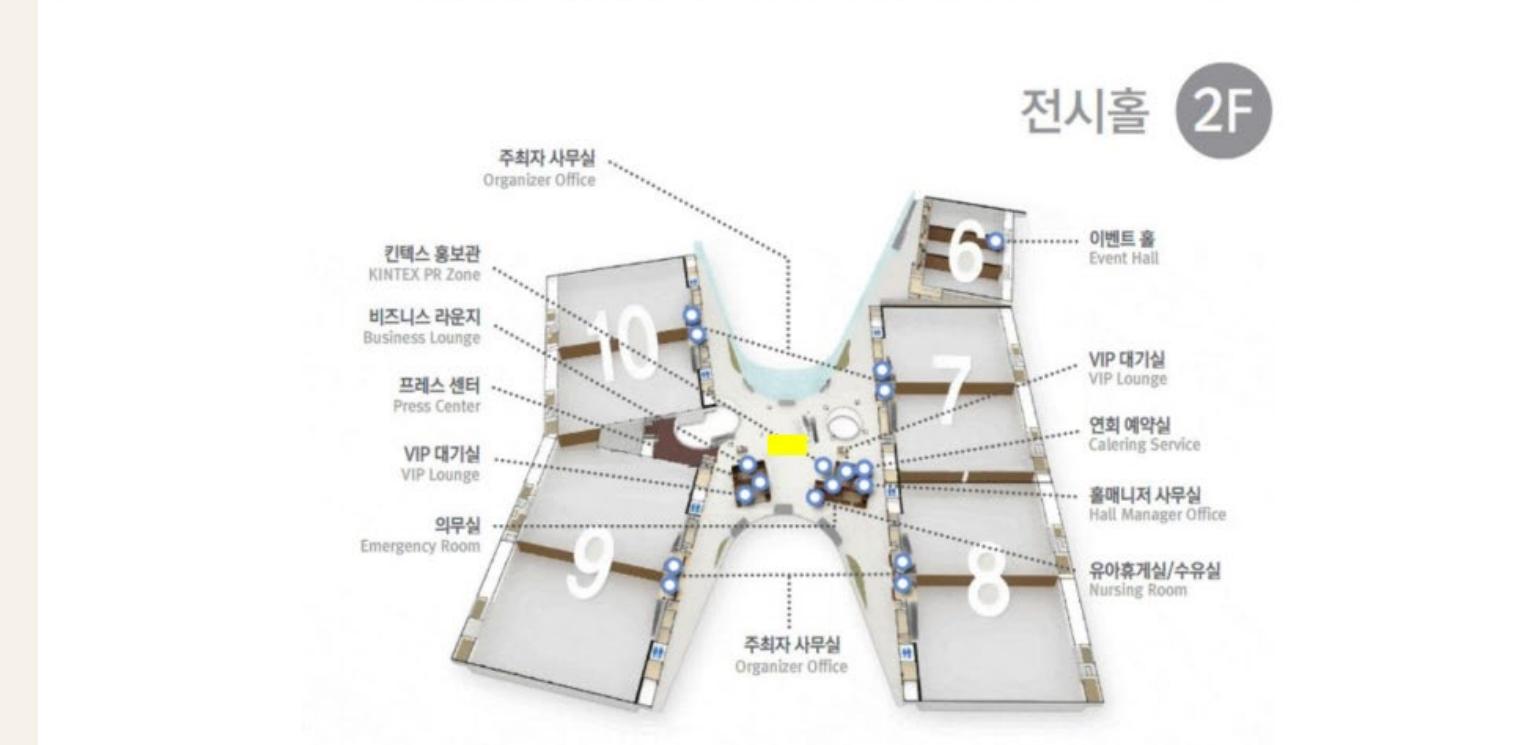
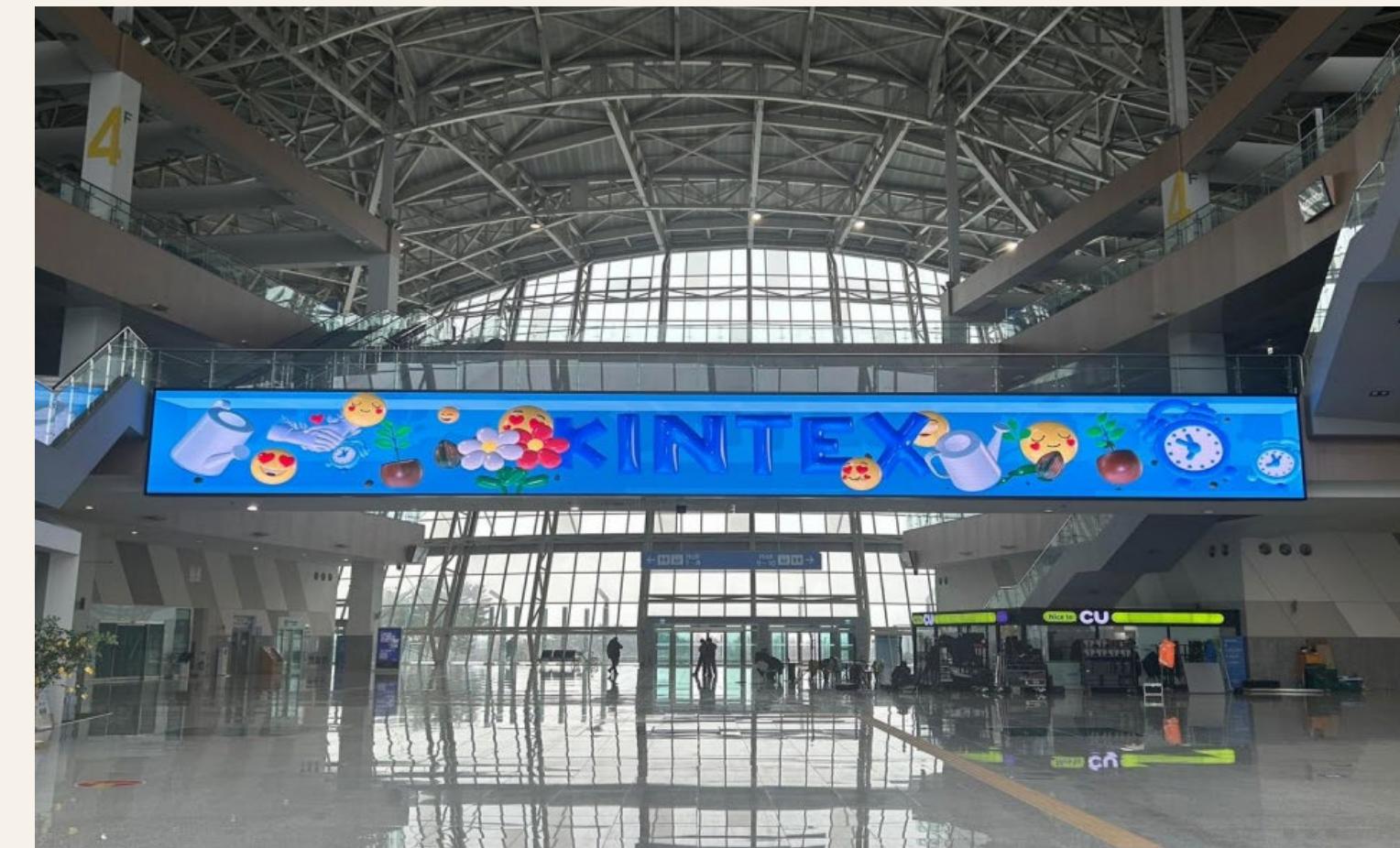
5. Onsite-Media Promotion

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



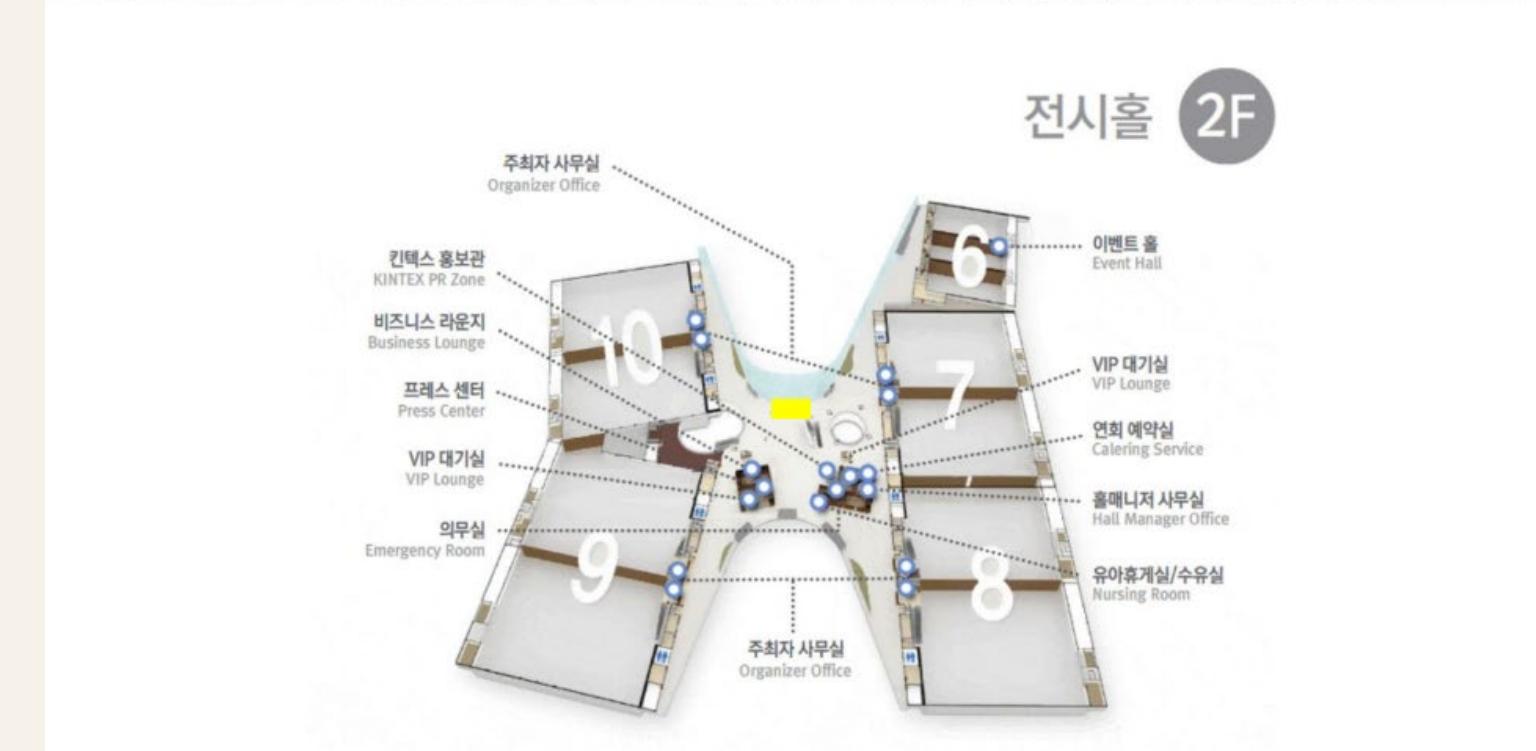
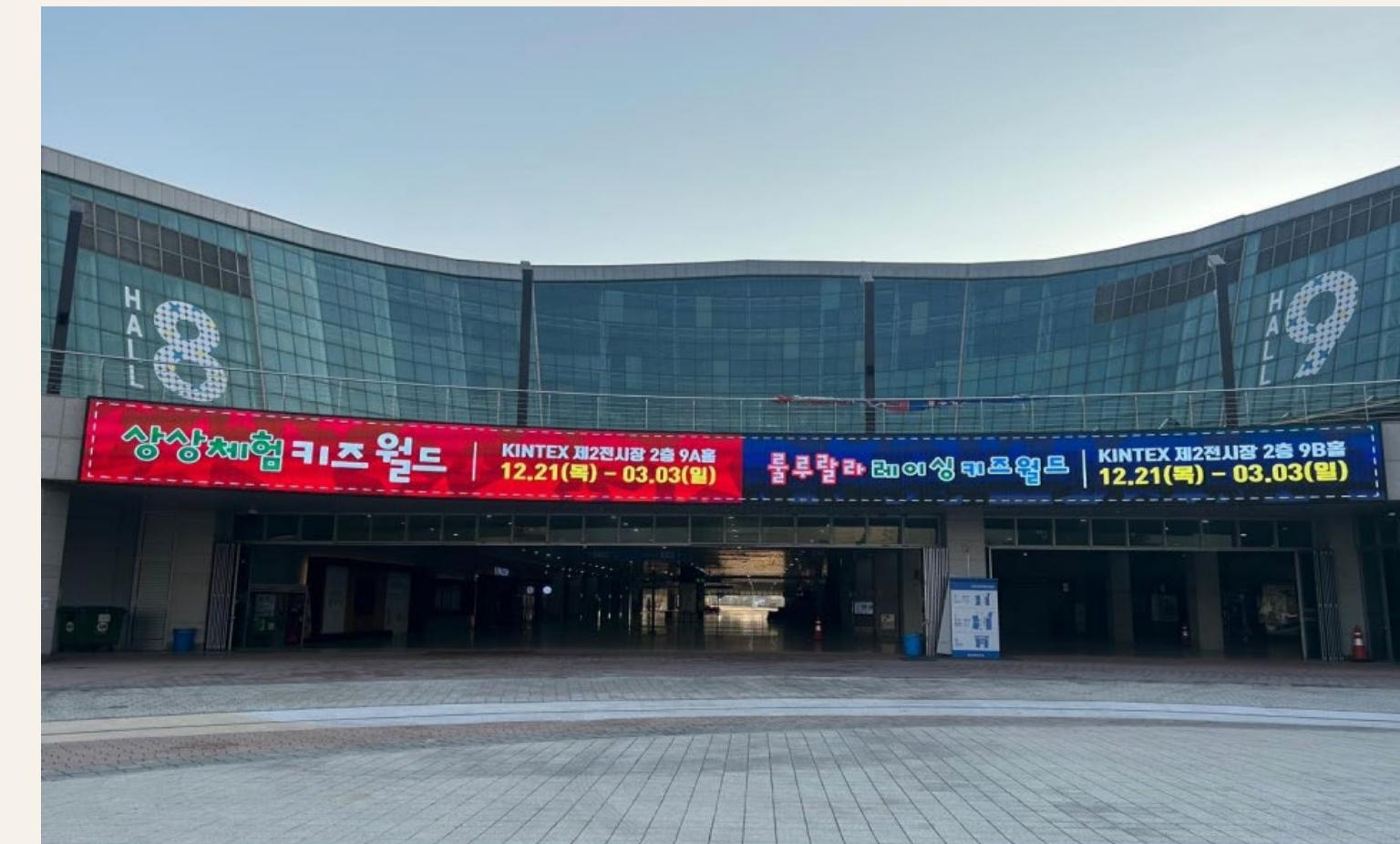
5. Onsite-Media Promotion

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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Tel. +82 - 2 -6715 -5425

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.

