

Asia's Leading Smart Factory & Automation Show



Smart Factory + Automation World 2024

Sponsorship Program Proposal



Sponsorship Program

How Has Our Program Improved?

Variety of Options for Promotions

Variety of Options for Different Corporate Budgets

STAND ALONE Programs

Sponsorship Program

*Details on the next page

PLATINUM Package

The First Three Exhibitors
Only for a Special Opportunity
to be our Platinum Sponsors!

- Coex XPACE Ads
- On-Site Promotion
- Online Promotion
- Free Meeting Rooms & Storage

25,000 USD

OKAY Package

Out-of-Home Advertising to
Maximize Your Brand Awareness!

- Outdoor Advertising
 - PARNAS Media Tower
 - COEX Media Tower
- Coex XPACE Ads
 - XPACE BRIDGE Ad
 - XPACE BIG BRIDGE Ad
 - XPACE EDGE COLUMN Ad

15,000 USD

XPACE Package

The Best Digital Marketing
Platform within the Coex
Convention Center

- Coex XPACE Ads
 - XPACE BRIDGE Ad
 - XPACE BIG BRIDGE Ad
 - XPACE EDGE COLUMN Ad

6,000 USD

ALL IN ON Package

Online Promotion to the
100,000 Buyers in the
Manufacturing Industry!

- Online Promotion
 - Exclusive Newsletter
 - Website STAGE Banner Ad
 - Newsletter Banner Ads (5 times)
 - Website MyPAGE Banner Ad

4,000 USD

Sponsorship Program Overview

Media		Platinum Package	OKAY Package	XPACE Package	ALL IN ON Package
		\$25,000	\$15,000	\$6,000	\$4,000
Coex XPACE Ads	XPACE BRIDGE Ad	●	●	●	
	XPACE BIG BRIDGE Ad	●	●	●	
	XPACE EDGE COLUMN Ad	●	●	●	
Outdoor Advertising	PARNAS Media Tower		●		
	COEX Media Tower		●		
On-site Promotion	Escalator Wraps	●			
	Visitor Lanyard Logo Printing	●			
	Hanging Banner Placement (2 Banners)	●			
	Sponsor Logo on Printings & Signage	●			
	Sponsor-exclusive Registration Desk	●			
	Floor Graphics	●			
	Sponsor-made Tote Bag Distribution	●			
Online Promotion	Exclusive Newsletter	●			●
	Website STAGE Banner Ad	●			●
	Newsletter Banner Ads (5 times)	●			●
	MyPAGE Banner Ad	●			●
	Pre-registration Confirmation Letter Banner Ads	●			
	SMS send-outs to Pre-registered Visitors	●			
	Visitor Guide Promotion	●			
Free Meeting Rooms & Storage	Storage Use (Inside or Nearby the Exhibition Hall)	●			
	Conference Room Use (Max. 10 people)	●			

PART 1 | Coex XPACE Ads

Why XPACE?

Coex XPACE provides the most suitable space for an effective promotion of Automation World and Exhibitors.

01



Smart Factory

Best Meeting Hub for
Exhibitors & Buyers

AW 2024, Korea's best meeting place for Smart Factory Exhibitors and Buyers!
500+ Exhibitors & 50,000+ Buyers targeted promotion through XPACE and Outdoor Ads during the exhibition period.

02



Space & Content

Offline Space & Online Content

An expanded experience that connects offline space and online content into one during AW 2024, which will be held in all halls A, B, C, and D of Coex.

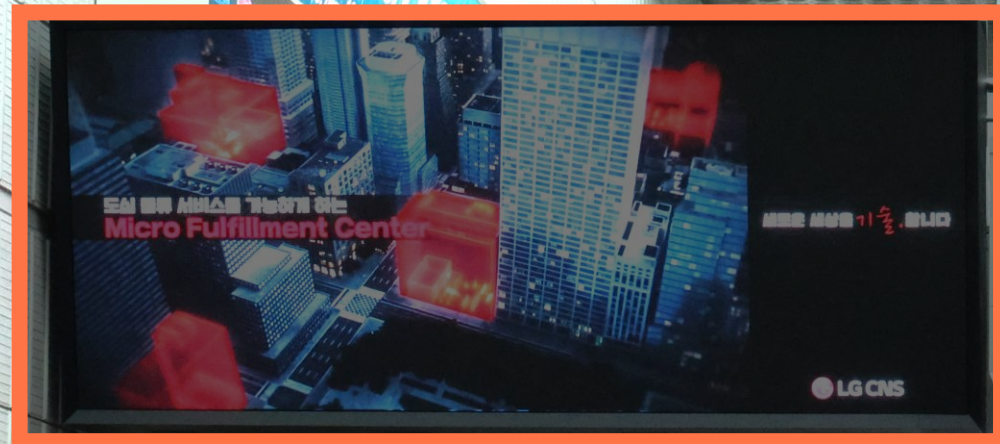
03



NO.1

Asia's Leading Smart Factory +
Automation Show

AW 2024, the largest in Asia, promotes with Ads targeting global buyers from various industries.



Ad. Position

 BRIDGE

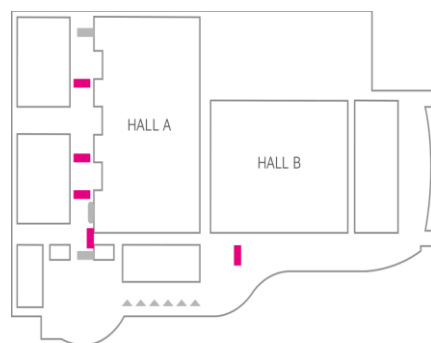
PLATINUM

OKAY

XPACE

STAND ALONE

*Information on STAND ALONE Programs & Prices available on the last page



 Size 6.7m x 2.9m | 5 Bridges

 Resolution 1,680 x 720
Ratio

 Display 1 day | 100 times

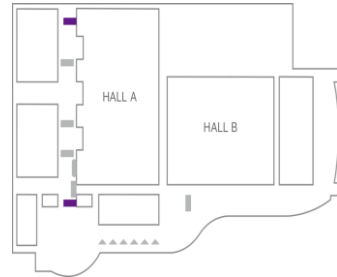
 Running Time 15 sec | 8AM - 10PM

 Period 2024. 3. 23(Sat.) - 3. 29(Fri) / 1 Week

PLATINUM

OKAY

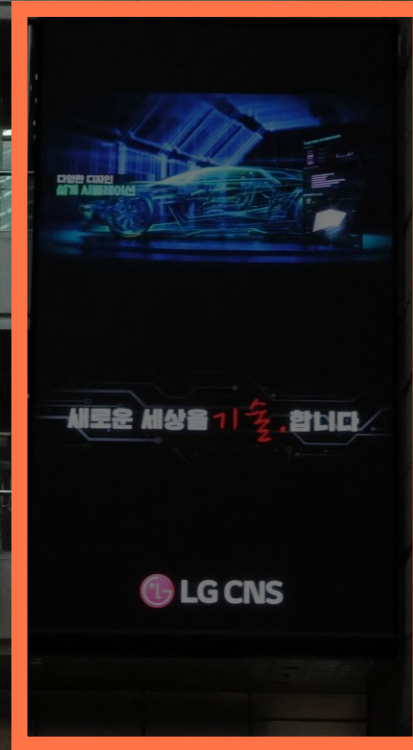
XPACE

BIG BRIDGE

- Size** 6.4m x 11.2m | 2 Bridges
- Resolution Ratio** 1,600 x 2,800
- Display** 1day | 100 times
- Running Time** 15 sec | 8AM - 10PM
- Period** 2024. 3. 23(Sat.) - 3. 29(Fri.) / 1 Week

STAND ALONE

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Ad. Position

PLATINUM

OKAY

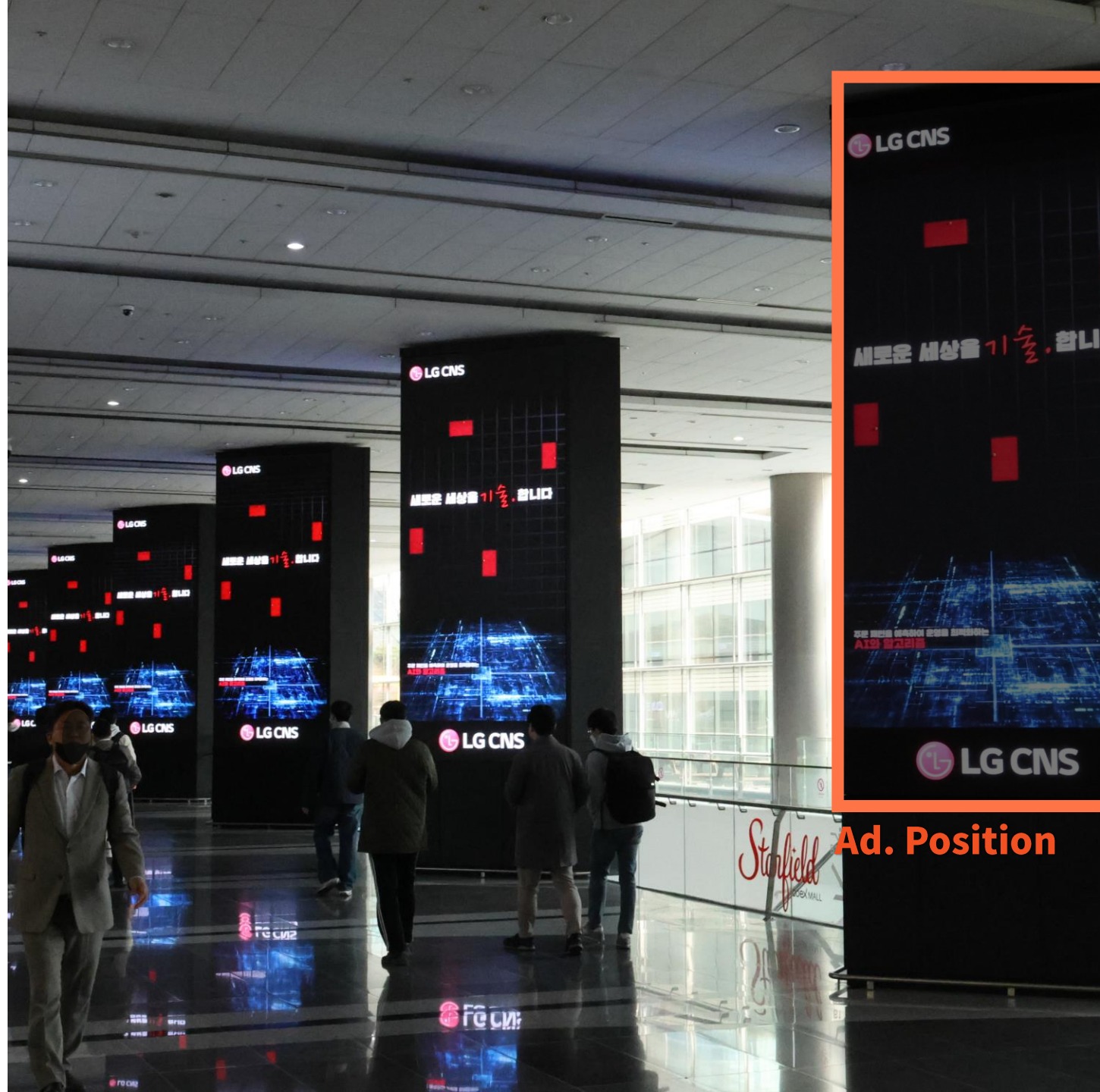
XPACE

EDGE COLUMN

- Location** 1st floor, between Hall A and Hall B
(in front of Devil's Door)
- Size** FRONT 3.8m x 4.3m (2 sides)
BACK 2.2m x 4.3m (1 side)
- Resolution Ratio** 2,480 x 2,160
- Display** 1 day | 100 times
- Running Time** 15 sec | 8AM - 10PM
- Period** 2024. 3. 23(Sat.) - 3. 29(Fri.) /
1 Week

STAND ALONE

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**Ad. Position**

PART 2 | On-Site Promotion

PLATINUM

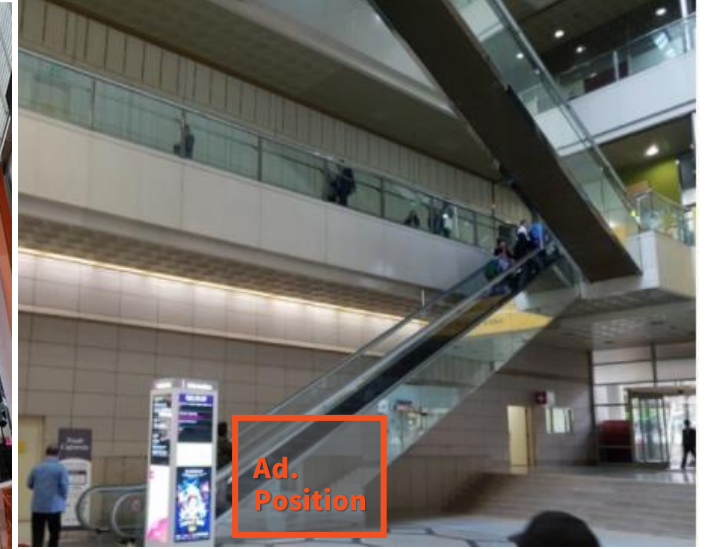
Escalator Wraps

Sponsor logos will be added on the side panels of the escalators linking the 3rd floor (Smart Factory Expo) to the 1st floor (aimex).

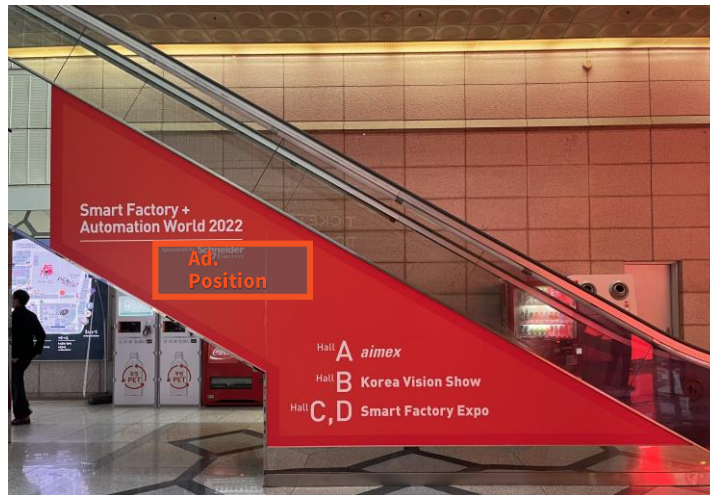
- Location Escalator ascending from 1st to 3rd floor
Escalator descending from 3rd to 1st
- Period 2024. 3. 27(Wed.) – 3. 29(Fri.) ,
3 days



[Escalator downward]



[Escalator upward]



PLATINUM

Visitor Lanyard Logo Printing

This exclusive feature puts your brand around the neck of every visitor at the event – even your competitors! Be one of the very first brands to be seen by attendees picking up their name badges.

- Method** Sponsor logo printed on Visitor Pass Lanyard
- Quantity** 40,000
- Design** Single Tone Printing
(Only designated color available)



PLATINUM

📄 Hanging Banner Placement

Hanging banners for sponsors are placed up in the main aisle of the exhibition hall to maximize the impact of sponsor promotion.

- 📍 Location Main passage in the exhibition hall where the sponsor is located
***Details to be discussed with the secretariat**
- 📏 Quantity 2 Banners
- ⚙️ Size 1.3M * 2.5M
- 📅 Period 2024. 3. 27(Wed.) – 3. 29(Fri.) ,
3 days

STAND ALONE

*Information on STAND ALONE Programs & Prices available on the last page



PLATINUM

☐ Sponsor Logo on Printings & Signage

The sponsor logo will be exposed on all printed materials, installations, and signage produced by AW.

📍 **Location** Show Guides, etc.
Registration Desk, etc.
Status Board, Banner, Booth Layout, etc.
Promotional Video, Newsletter,
SNS contents, etc.

🕒 **Period** AW 2024 Promotion Period
(2024. 1~)



Registration Desk



Show Guide



Status Board



Ad Screen

PLATINUM

Floor Graphics

Floor graphics with the sponsor's booth location and event schedule will be displayed to promote sponsors and attract visitors.

- Location** Preferred Floor Locations by Exhibition Halls
- Size** 1.5M * 1.5M
- Period** 2024. 3. 27(Wed.) – 3. 29(Fri.), 3 days
- Quantity** 4 in total (1 in each exhibition hall)

STAND ALONE

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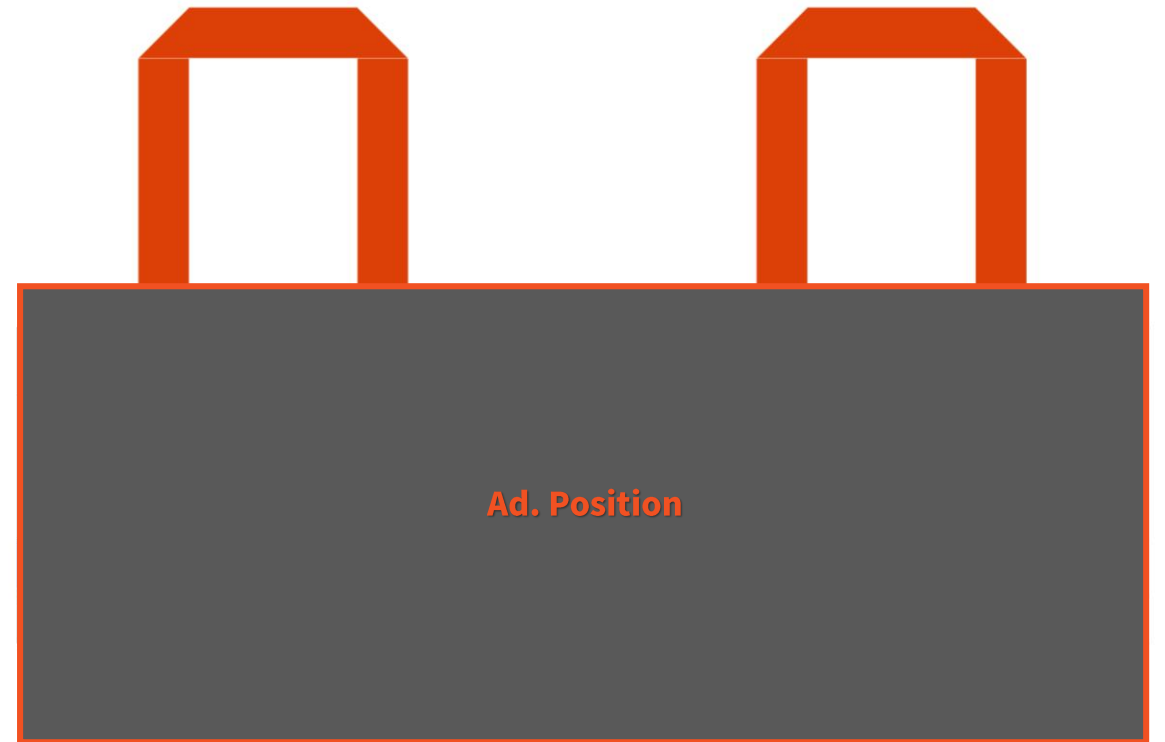
PLATINUM

📦 Sponsor-made Tote Bags Distribution

Sponsor-made tote bags will be distributed with other promotion materials to the visitors.

⚙️ Method Distributed at the entrance of the exhibition

📅 Period 2024. 3. 27(Wed.) – 3. 29(Fri.), 3 days



PART 3 | Online Promotion

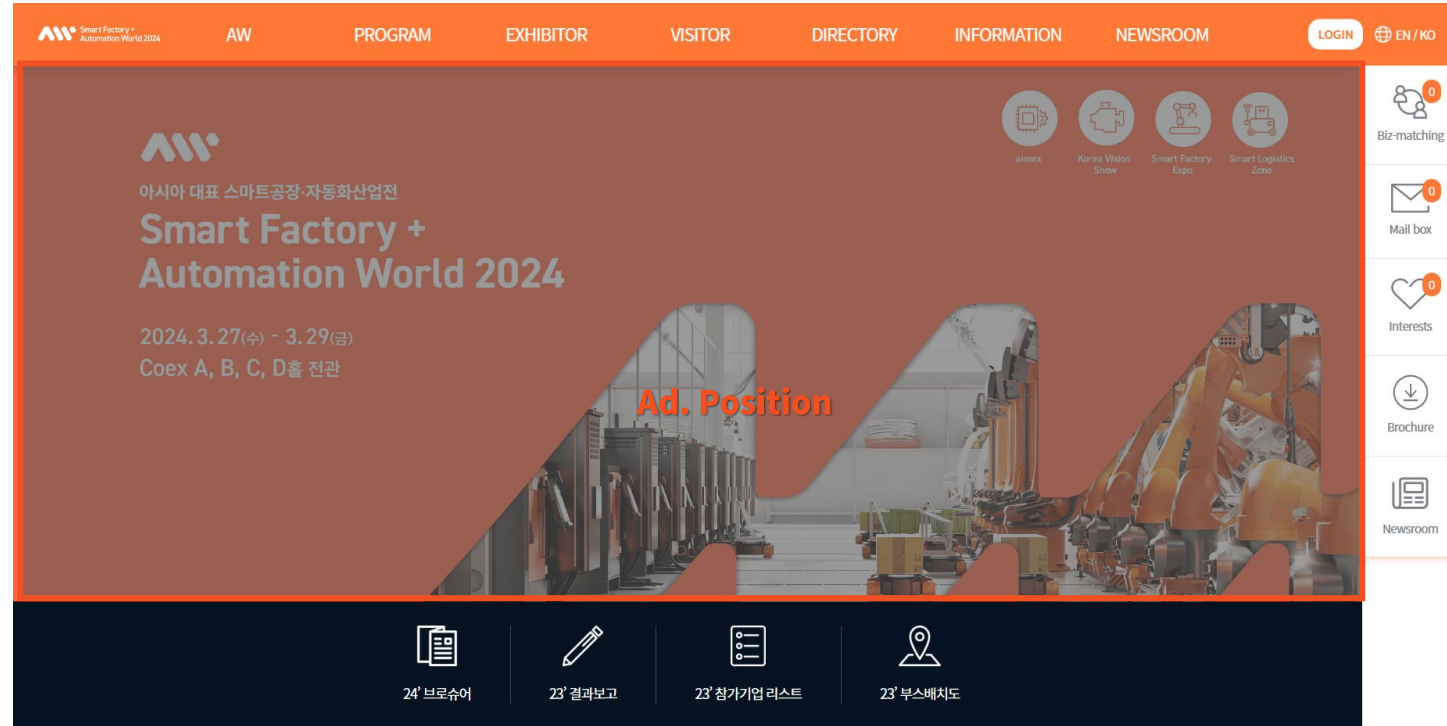
PLATINUM

ALL IN ON

Website STAGE Banner Ad

Sponsor Ads will be exposed on the landing page of the AW official website with a maximum of 40,000 daily visitors.

- Location** www.automationworld.co.kr
Rolling Banner
- Size** 1,800 * 760 pixel
- Period** Time of apply ~ 2024. 3
- # of Visitors** Maximum of 40,000 daily visitors



STAND ALONE

*Information on STAND ALONE Programs & Prices available on the last page

PLATINUM

ALL IN ON

Exclusive Newsletter

Sponsor Exclusive Newsletter will be sent out to 100,000 visitors to maximize the effect of sponsors events.

- ⚙️ **Size** Details to be discussed with the Secretariat
- 📄 **# of Send-outs** 1 time
- 🗺️ **Receivers** 100,000 (AW 2022, 2023 Buyers & Visitors)

STAND ALONE

*Information on STAND ALONE Programs & Prices available on the last page

coex

전시회 참관, TICKGO 회원가입 등을 통해 수신동의하신 분들께만 발송 드리는 유용한 정보입니다.



SIEMENS Smart Factory Automation World 2023

스마트 공장·자동화 산업전 2023 지멘스 부스에 초대합니다!

2023년 3월 8일 (수) - 10일 (금)
코엑스 C홀 (3층) 부스번호 #C248

코엑스 C홀 3층 지멘스 전용 등록 데스크에서 빠른 체크인 가능

[지금 등록하기](#)

한국지멘스 디지털 인더스트리 (DI)가 오는 3월 8일부터 코엑스에서 열리는 아시아 최대 산업자동화 전시회 '스마트공장·자동화산업전 2023'에 참가합니다. 4년 만에 참가하는 이번 전시회 현장에서 디지털 전환과 관련된 다양한 하이라이트를 만나 보실 수 있습니다.

PLATINUM

ALL IN ON

Newsletter Banner Ad

Sponsor Banner Ad will be exposed in the newsletter sent out once a week to 100,000 visitors.

- Size: Details to be discussed with the Secretariat
- # of Send-outs: 5 times (Date TBC)
- Receiver: 100,000 (AW 2022, 2023 Visitors)



Ad. Position

STAND ALONE

*Information on STAND ALONE Programs & Prices available on the last page

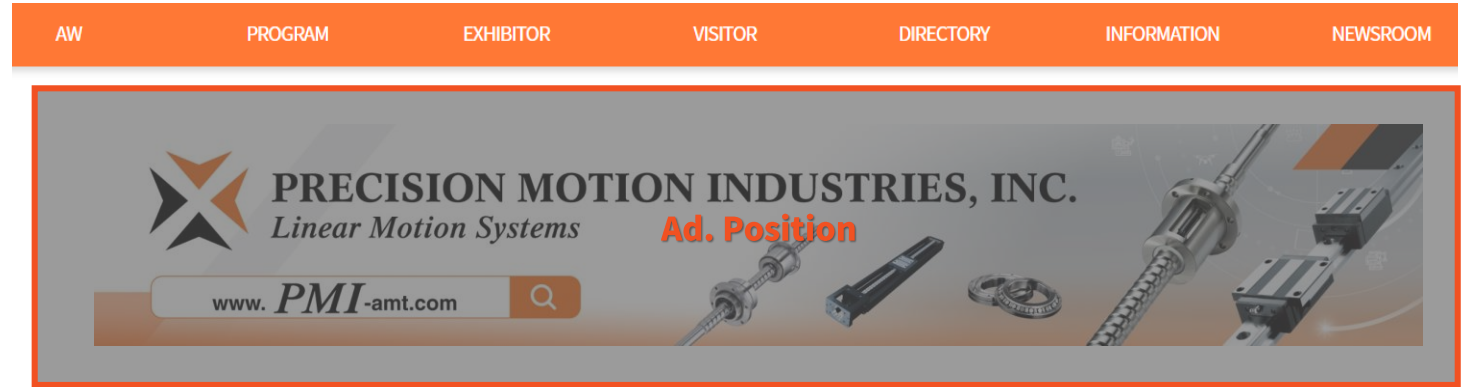
PLATINUM

ALL IN ON

MyPAGE Banner Ad

Sponsor Banner Ad will be displayed on the AW official website MyPAGE Banner.

- Size** 1200*200px
- Period** Time of apply ~ 2024. 3. 29
- Method** Both KOR & ENG versions [Link included]
- Display** Rolling banner changing every 3 sec



2024 참가 신청 온라인 에디션 제품 등록 온라인 비즈 매칭

□ 참가 신청 현황 인보이스 발행요청

부스 참가비	부대시설	기타	할인	합계(VAT 별도)
0 원	0 원	0 원	0 원	0 원

PLATINUM

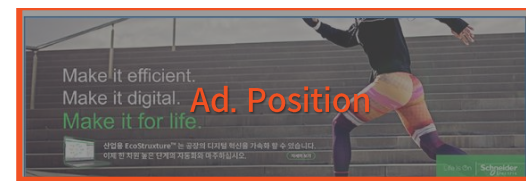
Promotion to Pre-registered Visitors

- Pre-registration Confirmation Letter Banner Ads
- SMS send-outs to Pre-registered Visitors
- Visitor Guide Promotion

Pre-registration Confirmation Letter Banner Ads

The sponsor banner will be exposed in the body of the pre-registration confirmation letter.

Location	At the bottom of the pre-registration confirmation email
Size	700 * 230 pixel
Receiver	Pre-registered visitors & Website register members



SMS send-outs to Pre-registered Visitors

Promotional SMS conveying the sponsors as the 'MUST VISIT Booth' will be sent to pre-registered visitors.

# of Send-outs	1 time (Secretariat Notice + Sponsor Promotional Content)
Receiver	Pre-registered visitors

Visitor Guide Promotion

Sponsor exhibits and promotional contents will be introduced in the 'Visitor Guide' sent out to pre-registered visitors.

Method	Sponsor promotion on 1 page of the Visitor Guide
Receiver	Pre-registered visitors



PART 4 | Free Meeting Rooms & Storage

PLATINUM

Free Meeting Rooms & Storage

- Storage Use

- Conference Room Use

Storage Use

AW offers a storage for sponsor-use only to freely use as its own space.

Location	Storage in the exhibition hall where the sponsor is located [Final location TBC]
Size	Different storage sizes available, so sponsor may choose which storage to use after its booth location is confirmed
Period	3.25 ~ 3.29 (5 days)

Conference Room Use (Small-sized only)

AW offers a small-sized conference room for sponsors to freely use during the exhibition period.

Location	Coex Conference Room (Floor may vary)
Size	For 10 people
Period	3.27 ~ 3.29 (3 days)

PART 5 | Outdoor Advertising

OKAY

Out-of-Home Advertising

Strategically placed in well-traveled locations on COEX streets, Our Out-of-Home advertising reaches millions of valuable pedestrians at key moments of influence throughout the day.

Average Monthly Foot Traffic Analysis **3,721,839 people**

[Coex Media Tower]



[Parnas Media Tower]



Media	Coex Media Tower	Parnas Media Tower
Location	Yeongdong-daero	Teheran-ro
Size	10.7m x 29.6m	12.3m x 26m
Running Time	90 times per day 06:00~24:00	90 times per day 06:00~24:00

PART 6 | STAND ALONE Programs

STAND ALONE Program & Price

Online Promotion

Media	Period / Quantity	Price (VAT excluded)
Website STAGE Banner Ad	Time of apply - 2024.3	1485 USD
Newsletter Banner Ad	5 times	1485 USD
Exclusive Newsletter	1 time	1485 USD

On-site promotion

Media	Period / Quantity	Price (VAT excluded)
Hanging Banner	3.27 - 3.29/2 EA	1485 USD
Floor Graphics	3.27 - 3.29/4 EA	1485 USD

Coex XPACE Ads (XPACE, Digital Media)

Media	Price (VAT excluded)	Display
Bridge(Floor included)	15 sec 1855 USD	
Big Bridge	15 sec 1855 USD	100+ per day
Edge Column	15 sec 2965 USD	

STAND ALONE

*Information on STAND ALONE Programs & Prices available on the last page