



SEOUL INTERNATIONAL AEROSPACE &
DEFENSE EXHIBITION
Seoul Airport | Seoul, Korea

October 15-20, 2019



Branding Opportunities

We invite you to be a part of the **USA Partnership Pavilion's Sponsorship Program**. We are pleased to offer you a selection of specific ways to engage your target audience and increase the return-on-investment you achieve from your Seoul ADEX 2019 budget. Among the **Official USA Partnership Pavilion** programs we have available are:



- USA Partnership Pavilion Exhibitor Meeting Point
- VIP Welcome Reception & Opening Ceremony
- Advertising in the *USA Partnership Pavilion Visitors Guide*



This document gives details of the programs we are offering to help you raise your company's profile and meet your marketing goals at Seoul ADEX 2019. If you would like to book one of these sponsorship packages, or, if you would like us to design a custom package for you, please contact us today.

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Opening Ceremony Sponsorship

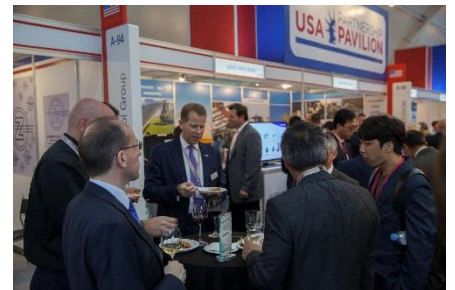
As the official USA presence at Seoul ADEX, the USA Partnership Pavilion has its own opening ceremony attended by the highest-ranking U.S. government officials and invited international guests.

The ceremony itself consists of the playing the national anthem, brief remarks by top U.S. government representatives (who will recognize the sponsors of the ceremony) and the pavilion organizer, and then the cutting of the ceremonial ribbon indicating the pavilion is open for business.



What it includes:

- Logo on the invitation cards distributed to VIP “distinguished visitors” inviting them to the Welcome Reception and Opening Ceremony at the USA Partnership Pavilion.
- Recognition signage displayed at either side of a podium platform erected for the opening ceremony.
- Mention of Sponsor during Welcome Speech.
- Full Page Advertisement in the *USA Partnership Pavilion Visitors Guide*
- Recognition in print and electronic pre-show promotional materials mentioning sponsors.
- Recognition on the Kallman Worldwide website



SPONSORSHIP PACKAGE: \$5,000

USA Partnership Pavilion Meeting Point

Positioned at the heart of the USA Partnership Pavilion, the Meeting Point is used repeatedly throughout every day of the show as a meeting and rest and relaxation area for USA Partnership Pavilion exhibitors and their invited guests. A range of beverages and light snacks are available and the Meeting Point is staffed at all times.

Through the course of the week many hundreds of exhibitors and visitors will have spent a considerable amount of time in the Meeting Point, retaining a lasting impression of the branding information that is displayed in the facility on signage.

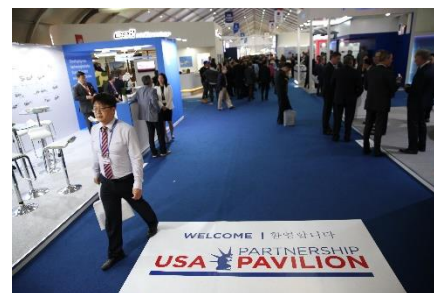
SPONSORSHIP PACKAGE: \$6,000





Advertising in the USA Partnership Pavilion Visitors Guide

The USA Partnership Pavilion publishes an interactive electronic edition of the *USA Partnership Pavilion Visitors Guide* and then distributes this Guide to designated buyers throughout the world in the lead-up to the show. At the show itself we distribute print editions of the Directory to Pavilion visitors.



Options available:

Ad Location	Price	Dimensions
Inside Front Cover	\$ 1,500	8.75" x 5.75"
Inside Back Cover	\$ 1,500	8.75" x 5.75"
Outside Back Cover	\$ 2,000	8.75" x 5.75"
Full Page Ad	\$ 1,250	8.75" x 5.75"
Half Page Ad	\$ 650	3.875" x 5.0"



If you would like to book one of the sponsorship packages above, or, if you have your own idea for events / activities / locations / facilities / promotions you would like to suggest to help you further engage visitors to the USA Partnership Pavilion at Seoul ADEX 2019, please contact us today and we will be happy to work with you.

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