Asia's Leading Manufacturing AX Expo

AW2027

March 3rd(Wed) – 5th(Fri), 2027

Coex, Seoul, South Korea

AW 2027 SPONSORSHIP PROGRAM

Sponsorship Program Overview

* VAT Excluded

Category		PLATINUM	DIAMOND	GOLD	SILVER
		$37,000	$22,500	$15,000	$7,500
Coex XPACE Ads	XPACE A Package (BRIDGE & BIG BRIDGE)	●	●	●	
	XPACE B Package (WIDE BRIDGE & SQUARE BRIDGE)	●	●		●
	XPACE EDGE COLUMN Ad	●			
Online· Offline Promotions	Sponsor-Exclusive Logo on Visitor Lanyard	●			
	Sponsor-Exclusive Registration Desk	●			
	Sponsor-Exclusive Ceiling Banners (2 units)	●	●	●	
	Sponsor Logo on Printed Materials & Signage	●	●	●	●
	Escalator Wrapping Ad	●	●	●	●
	Exhibition Hall Floor Stickers (4 units)	●	●		
	Exclusive Newsletter Distribution (1 time, Korean or English)	●	●	●	●
	Website STAGE Banner Ad	●	●	●	●
	Newsletter Banner Ad (2 times)	●	●	●	●
	MY PAGE Banner Ad	●	●	●	●
	AW Official Social Media Ad	●	●	●	●
	Pre-Registered Visitor SMS Distribution (1 time)	●			
	Logo Exposure & Product Introduction in Visitor Guide	●	●		
Sponsored Space	Complimentary Storage Space (Within or near the Exhibition Hall)	●			
	Conference Room (Max. 10 people)	●	●	●	

Individual Sponsorship Programs

Online Promotion Packages

* VAT Excluded

Media Type		Advertising Period	Price
Branding Package	Website STAGE Banner Ad	From Application to the End of March	$3,400
	MY PAGE Banner Ad		
Newsletter Package (Korean)	Exclusive Newsletter (Korean)	1 time	$3,000
	Newsletter Banner Ad	2 times	
Newsletter Package (English)	Exclusive Newsletter (English)	1 time	$3,000
	Newsletter Banner Ad	2 times	

Offline Promotion Packages

* VAT Excluded

Media Type	Advertising Period /QTY	Price
Sponsor-Exclusive Branded Bag (Shopping Bag)	Mar. 3 – 5 / 3,000 units	$3,700
Sponsor-Exclusive Ceiling Banners	Mar. 3 – 5 / 2 units	$2,300
Exhibition Hall Floor Stickers	Mar. 3 – 5 / 4 units	$1,500

Coex XPACE Ads (XPACE, DIGITAL MEDIA)

* VAT Excluded

Media Type		Price	Frequency
XPACE A Package (BRIDGE & BIG BRIDGE)	15 sec	$3,700	90+ times per day
XPACE B Package (WIDE BRIDGE & SQUARE BRIDGE)	15 sec	$1,200	
Edge Column	15 sec	$3,400	
Amazing Parnas	15 sec	$4,500	


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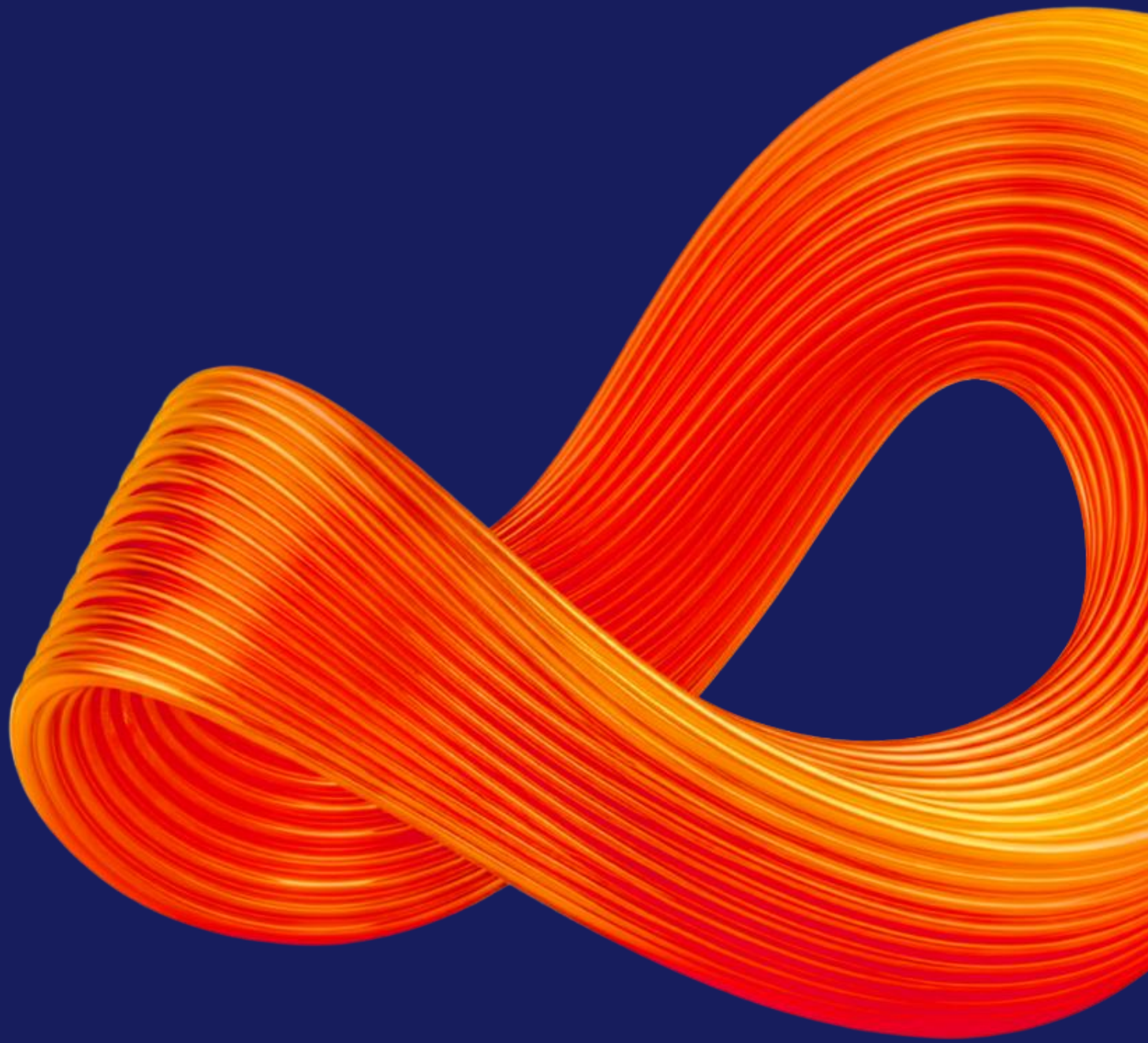
Coex, Seoul, South Korea
PLATINUM Level

PART 1
Coex XPACE Ads



COEX DIGITAL SPACE
xpace

Why XPACE?

Coex XPACE provides the most suitable space for an effective promotion of AW and exhibitors.



Xperience

Essence Of Engagement

Reach over 500 leading suppliers and 50,000+ qualified buyers through immersive brand experiences delivered by Coex's No.1 large-scale media platform in Seoul's most visited landmark, with an average daily foot traffic of 150,000 buyers.



Xplore

New Possibility

Leverage XPACE across all Coex exhibition halls (A, B, C, and D) during AW 2027 to execute data-driven targeting, measure advertising effectiveness, and deliver multi-channel campaigns with diverse creative formats and sizes.



Xpand

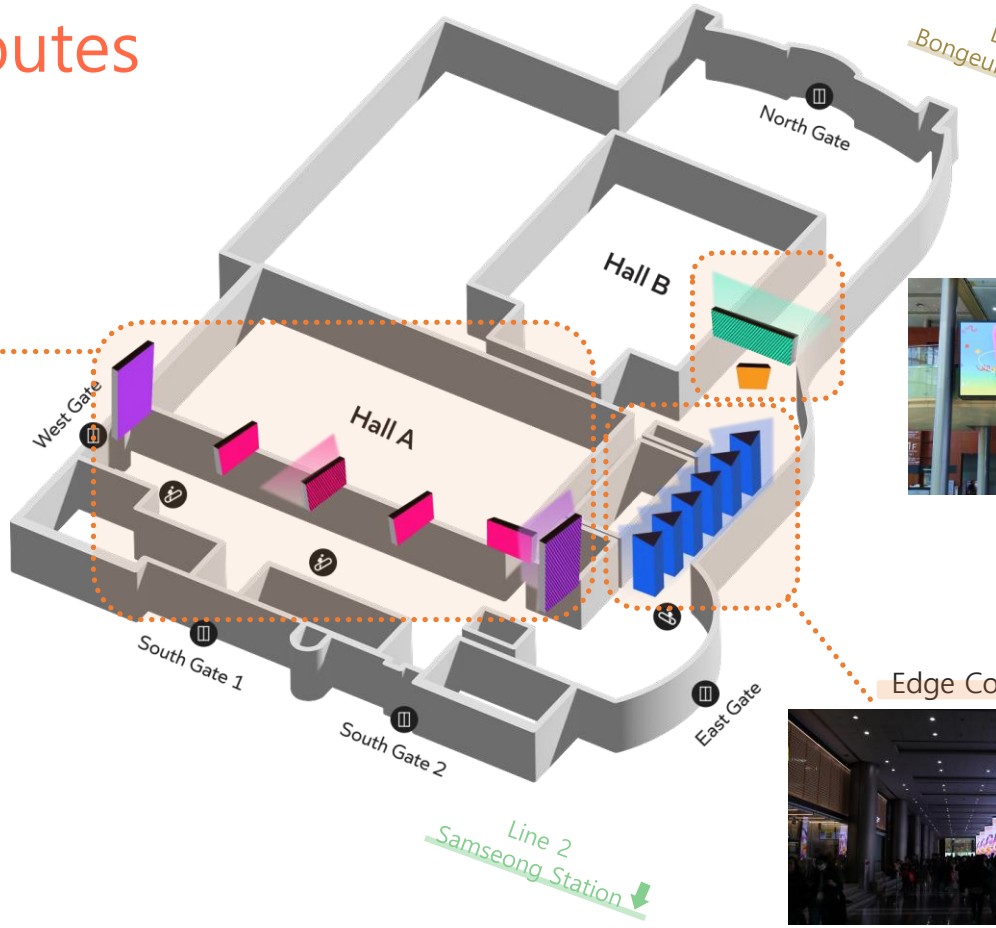
Your Space

Tap into Asia's largest-scale AW 2027 with fully customized advertising solutions, integrated campaigns, and marketing consultancy – targeting global buyers and a wide range of industry sectors with precision.

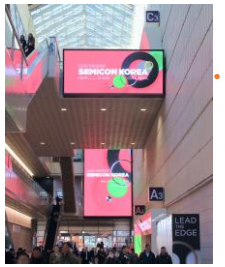
XPACE – Prime Advertising Space along Coex's Main Visitor Routes

XPACE Location Map

- Wide Bridge
- Big Bridge
- Bridge
- Edge Column
- Square Bridge



Package A



Package B

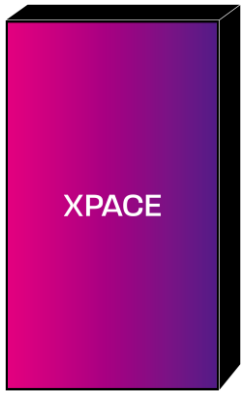




Edge Column

A Variety of Media formats to Freely Showcase your Creativity

















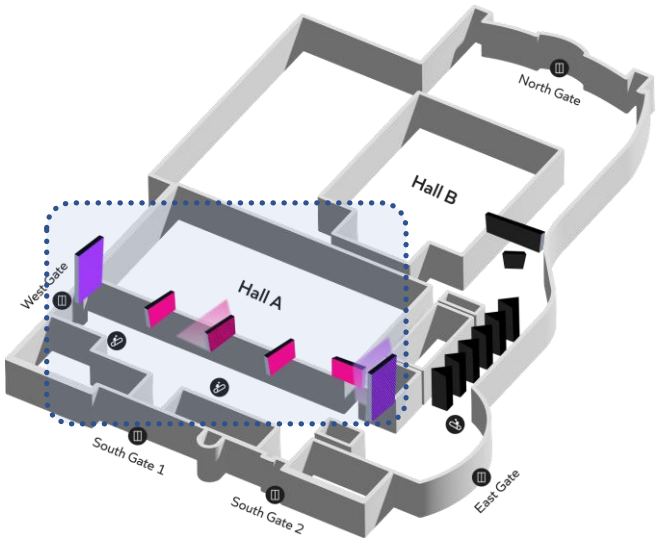
Horizontal Type

Vertical Type

Square Type

Triangular Prism Type

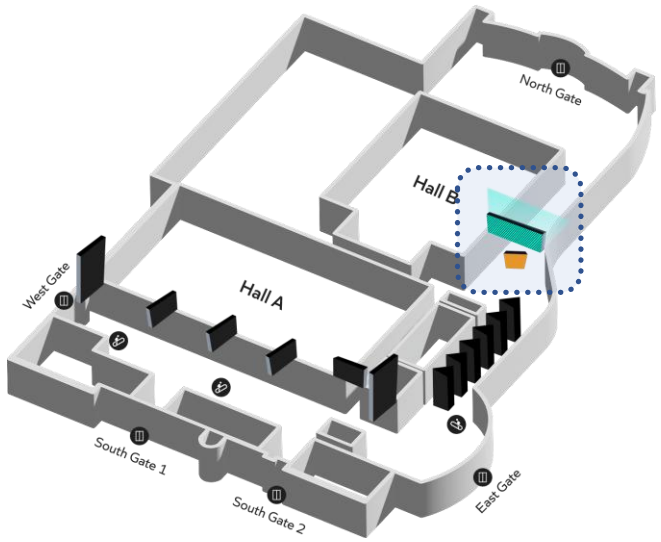
Package A



BRIDGE BIG BRIDGE

- Product covering the entrance area of Hall A
- Consists of 4 BRIDGE and 2 BIG BRIDGE

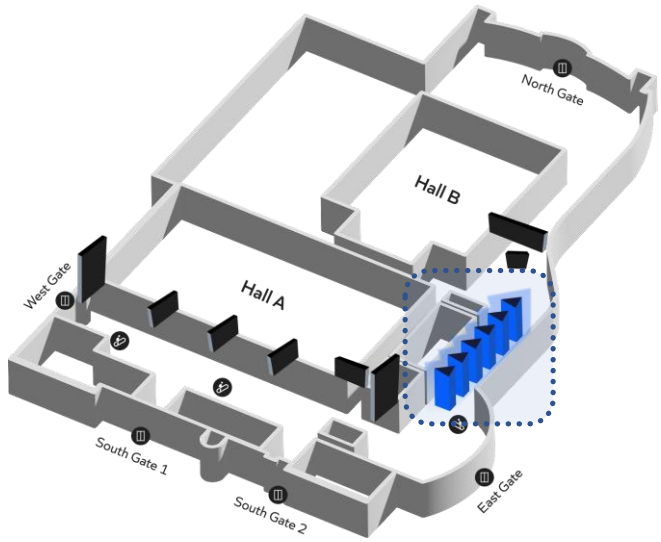
Package B



WIDE BRIDGE SQUARE BRIDGE

- Product covering the entrance area of Hall B
- Consists of 1 WIDE BRIDGE and 1 SQUARE BRIDGE

Edge Column



EDGE COLUMN

- Media located along the pathway connecting Halls A and B
- Consists of 6 Edge Columns in a triangular prism shape

Package A





BRIDGE BIG BRIDGE

- Product covering the entrance area of Hall A
- Consists of 4 BRIDGE and 2 BIG BRIDGE

Package B





WIDE BRIDGE SQUARE BRIDGE

- Product covering the entrance area of Hall B
- Consists of 1 WIDE BRIDGE and 1 SQUARE BRIDGE

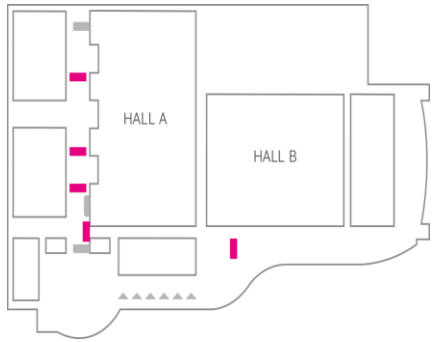
Edge Column



EDGE COLUMN

- Media located along the pathway connecting Halls A and B
- Consists of 6 Edge Columns in a triangular prism shape

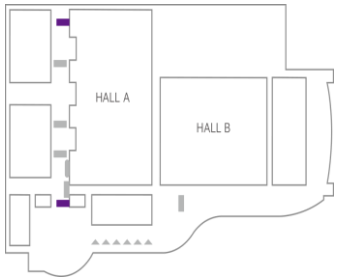
BRIDGE



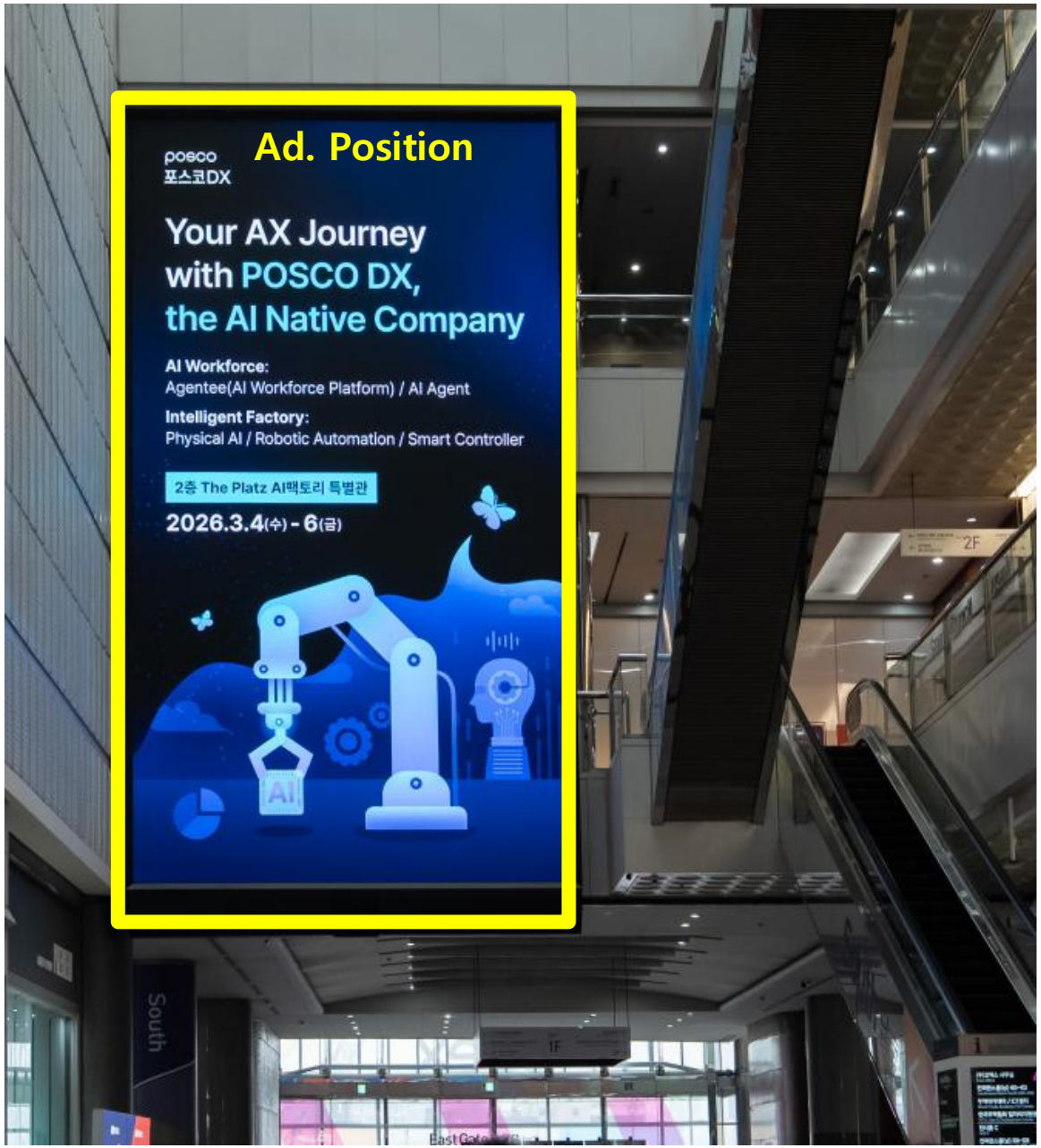


Location	In front of Hall A-C (4 units)	Frequency	90+ times per day
Size	6.7m x 2.9m	Operation	15 sec | 18 slots | 8:00 – 22:00
Resolution	1,680px x 720px	Display Period	2027. 2. 27(Sat) – 3. 5(Fri)/ 1 week

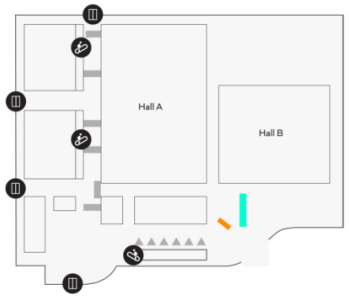
BIG BRIDGE



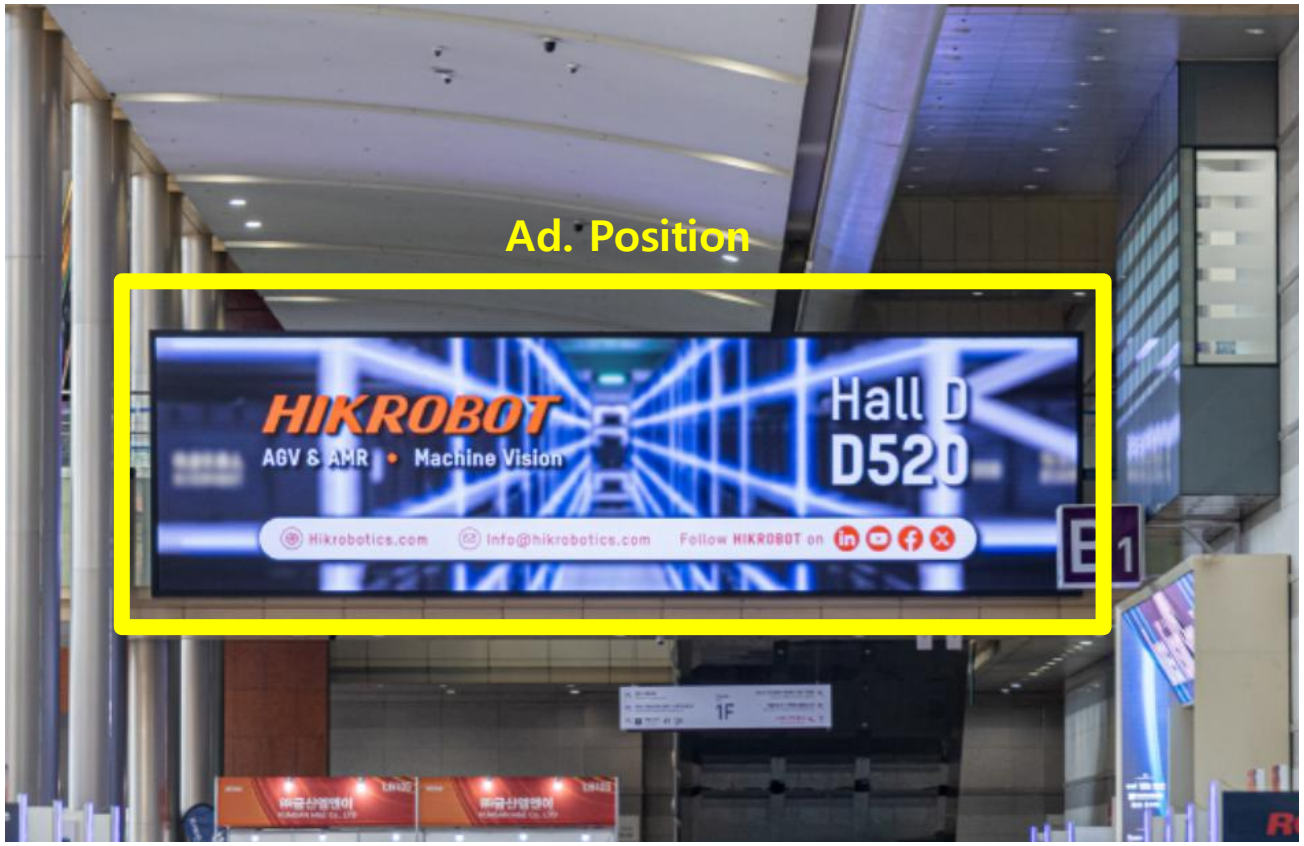
Location	Both ends of the lobby in front of Halls A & C (2 units)
Size	6.4m x 11.2m
Resolution	1,600px x 2,800px
Frequency	90+ times per day
Operation	15 sec | 18 slots | 8:00 – 22:00
Display Period	2027. 2. 27(Sat) – 3. 5(Fri) / 1 week



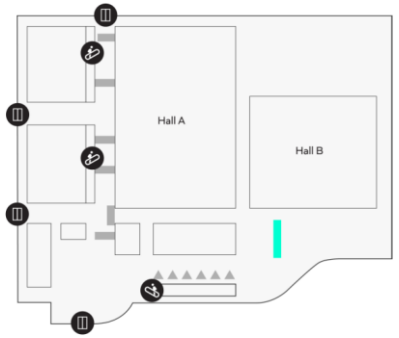
WIDE BRIDGE



Location	In front of Hall B (1 unit)
Size	13.4m × 2.9m
Resolution	3,200px x 880px (compatible with 3,840px × 1,080px)
Frequency	90+ times per day
Operation	15 sec | 18 slots | 8:00 – 22:00
Display Period	2027. 2. 27(Sat) – 3. 5(Fri) / 1 week



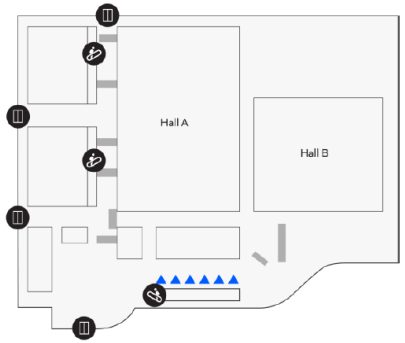
SQUARE BRIDGE



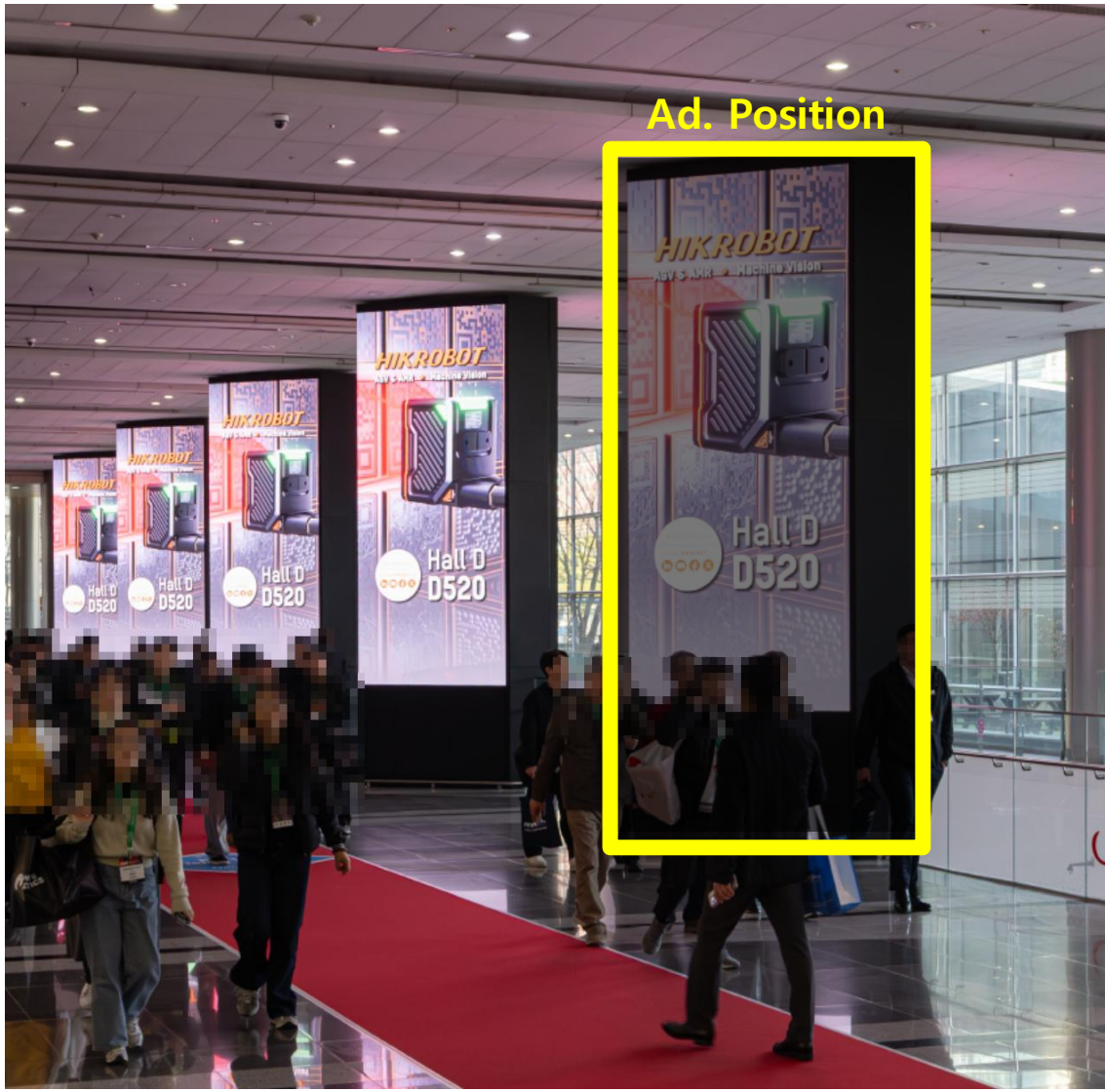
Location	In front of Hall B (1 unit)
Size	4.16m × 4.16m
Resolution	1,040px x 1,040px
Frequency	90+ times per day
Operation	15 sec | 18 slots | 8:00 – 22:00
Display Period	2027. 2. 27(Sat) – 3. 5(Fri) / 1 week



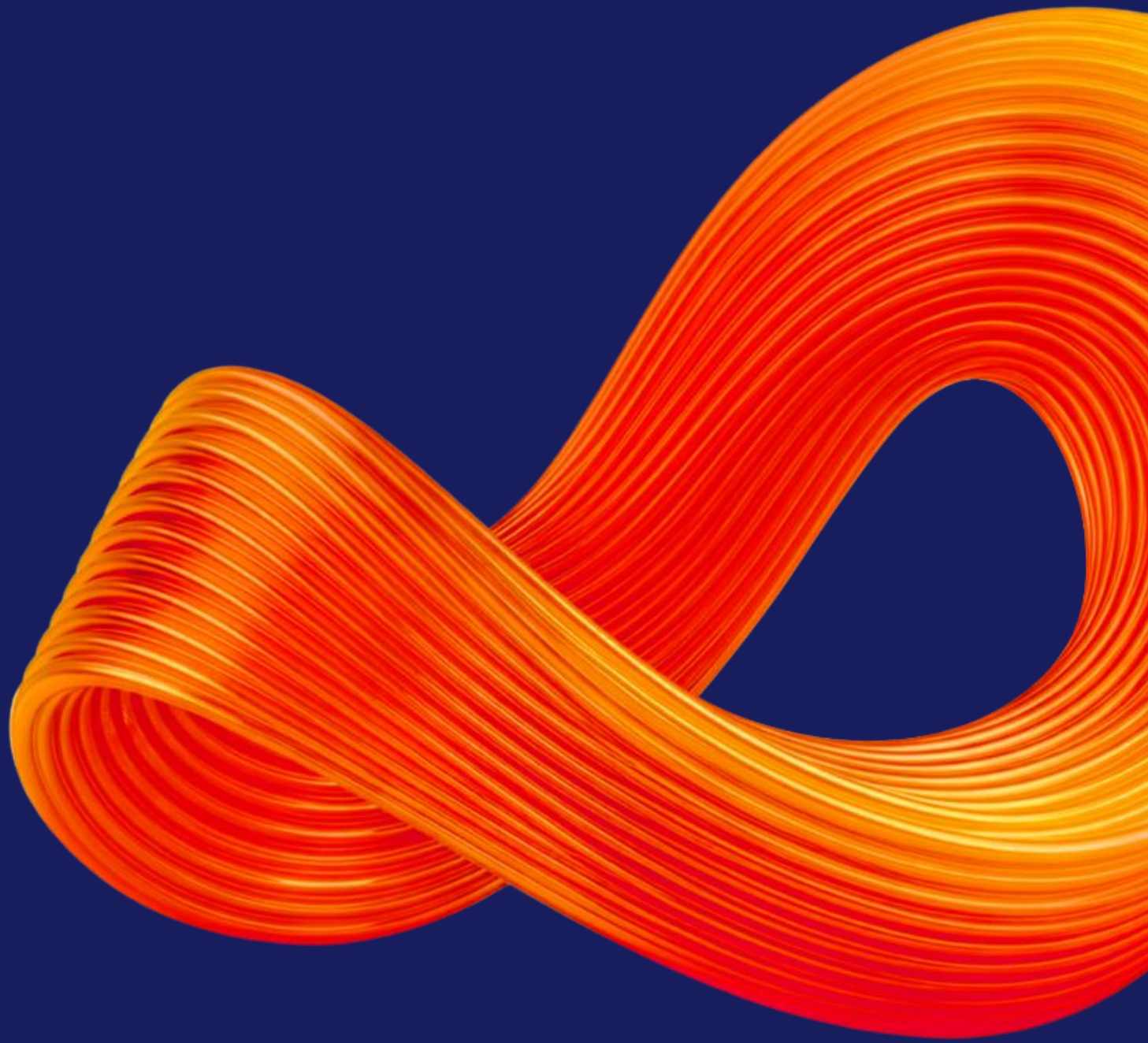
EDGE COLUMN



Location	Pathway from Hall A to Hall B (in front of *Devil's Door*) | 6 units
Size	Front - 3.8m x 4.3m (2 sides) | Back - 2.2m x 4.3m (1 side)
Resolution	2,480px x 2,160px
Frequency	90+ times per day
Operation	15 sec | 18 slots | 8:00 – 22:00
Display Period	2027. 2. 27(Sat) – 3. 5(Fri) / 1 week



PART 2
Offline Promotion



Lanyard Logo

Promote your company by printing the logo on the visitor badge lanyards.

Location	Logo printed on the visitor badge lanyards
Quantity	10,000 units
Design	Single-color printing (designated color only)
Operation	Separate order per each Platinum Sponsor







Sponsor-Exclusive Registration Desk

A dedicated registration desk featuring the sponsor's logo and exclusively available for sponsor-invited buyers.



- **Location** — Around the entrance of the sponsor's assigned hall (Details to be discussed with the Secretariat)
- **Period** — AW 2027 Exhibition Period (2027. 3. 3(Wed) – 3. 5(Fri)), 3 days
- **Operation** — Managed by 1 representative from the registration agency and 1 or more representatives from the sponsor

<Pre-registration>

1. Sponsor Visitor Registration → Admission QR Code sent via KakaoTalk 1 day before the exhibition

* (Mandatory) Sponsor visitor database registration must be completed by the pre-registration closing date.

2. Scan the QR Code at the Sponsor Registration Desk

* Not in Sponsor Database? → Verification by Sponsor Representative Required

<On-site registration>

1. Present your business card at the Sponsor Registration Desk and complete on-site registration
2. Collect your name badge after on-site registration

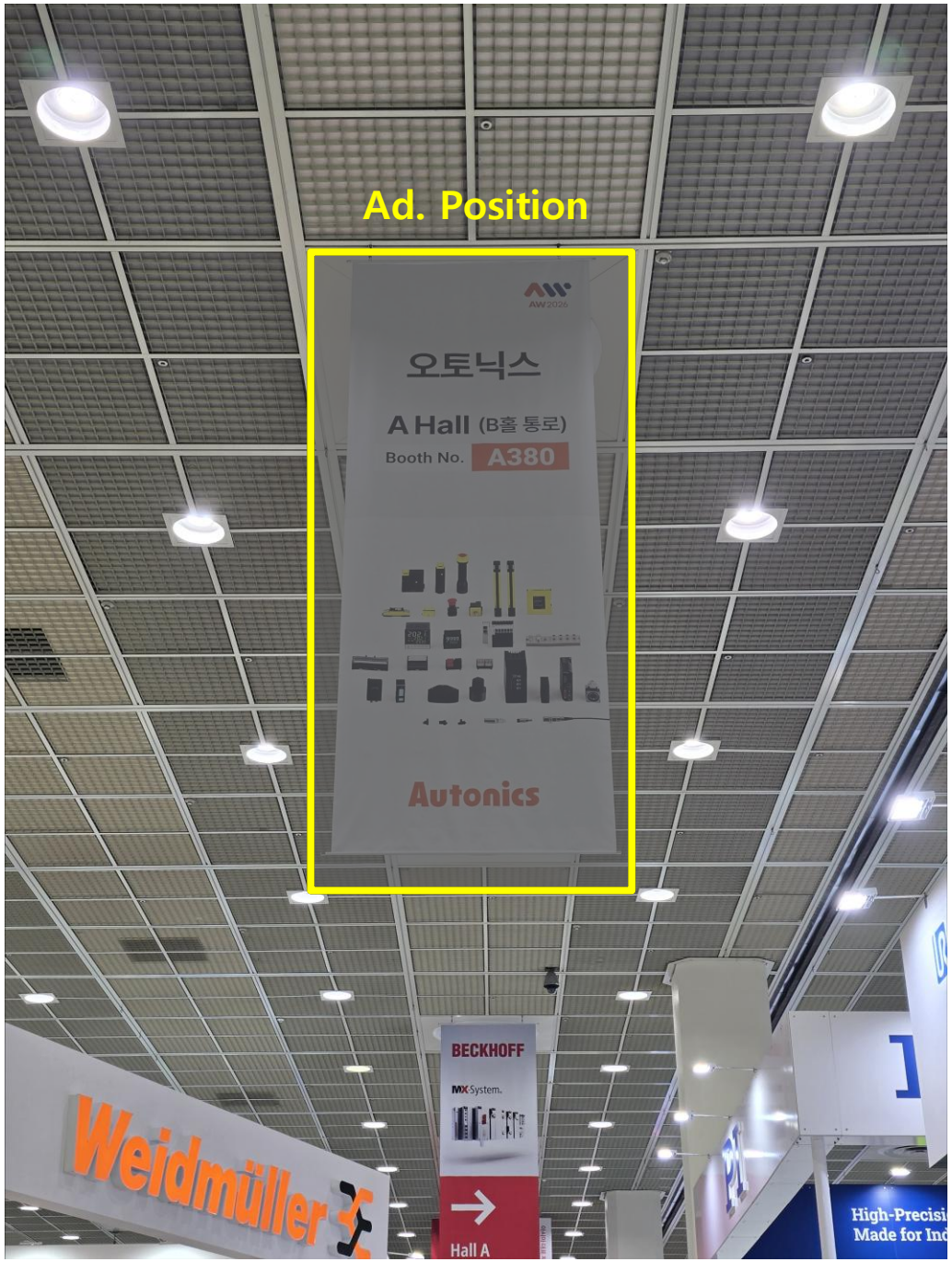
Sponsor-Exclusive Ceiling Banners

Place your ceiling banner along the main aisles to guide buyers directly to your booth and maximize visibility

- Quantity 2 units
- Size 1.5m x 4m
- Period 2027. 3. 3(Wed) – 2027. 3. 5(Fri), 3 days

Location

* Main aisles of the exhibition halls C and D
* Exact placement will be confirmed later based on the final booth layout.



Sponsor Logo on Printed Materials & Signage

Sponsor Logo on Printed Materials & Signage

Official sponsor logo featured across event structures, printed materials, signage, and online promotional materials

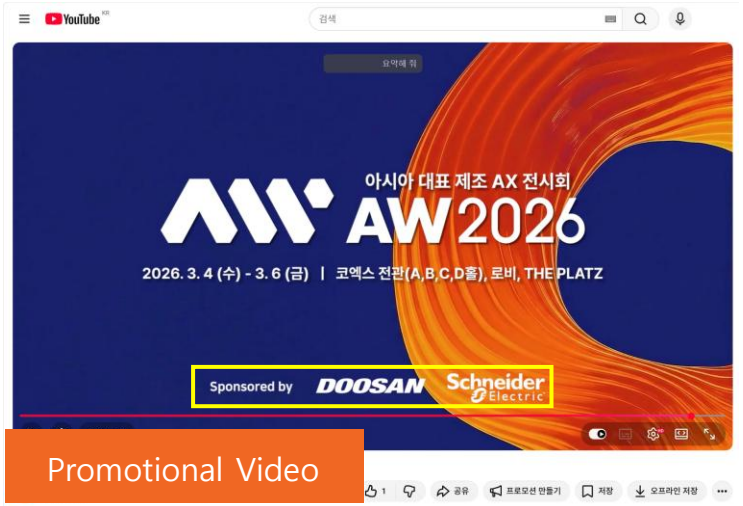
- **Location** — Printed Materials : show guides, etc.
  Event Items : registration desks, etc.
  Signage : official information boards, banners, booth layout, etc.
  Online Promotional materials : promo video, etc.
- **Period** — AW 2027 Promotion Period
  (Starting from Feb 2027)
- **Design** — Designated colors only
- **Operation**
  - If more than two Platinum Sponsors apply, the placements will be allocated side-by-side as shown below
  - Placement priority is determined in the order of application by sponsor companies

(Option 1)

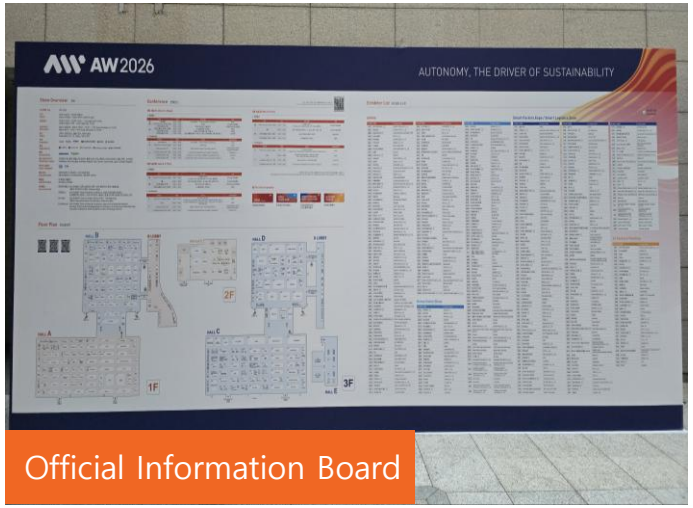


(Option 2)

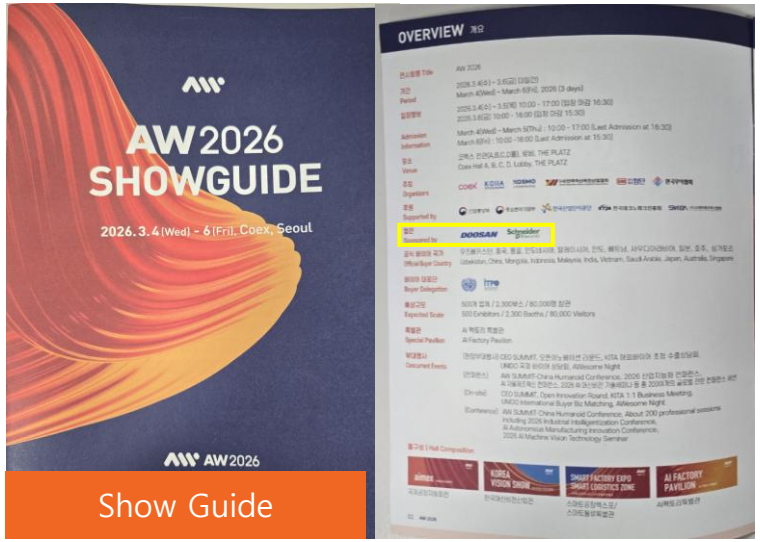




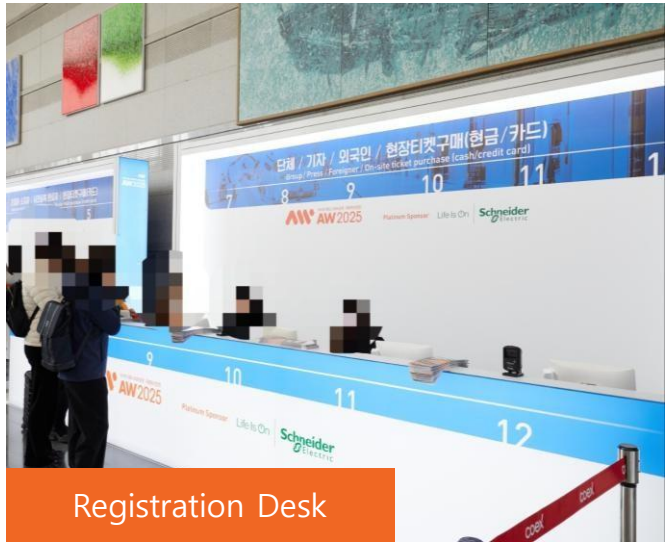
Promotional Video



Official Information Board



Show Guide



Registration Desk

Escalator Wrapping Ad

Showcase your brand on the Coex escalators connecting the 3rd floor Smart Factory Expo and the 1st floor aimex

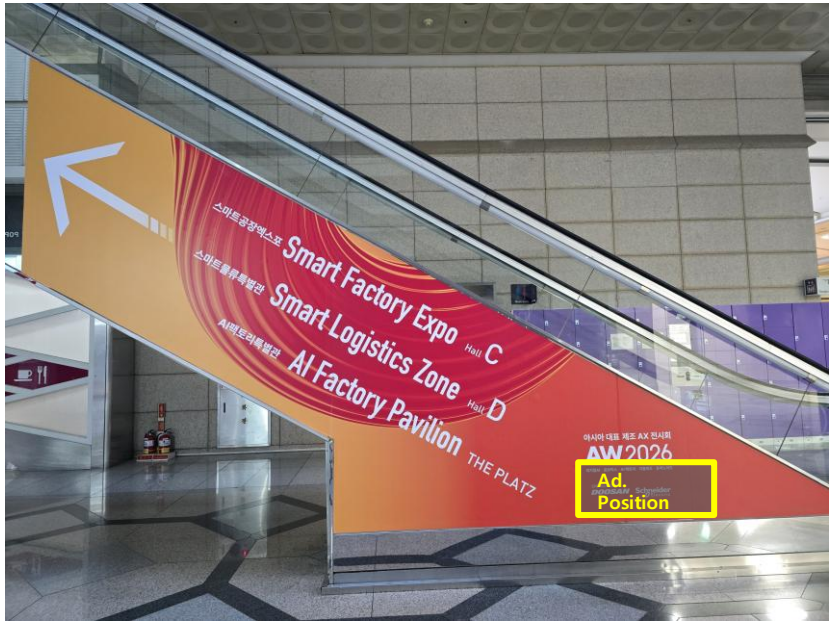
- **Location** — Up-going escalator from 1F to 3F (1 unit), Down-going escalator from 3F to 1F (1 unit)
- **Period** — AW 2027 Exhibition Period (2027. 3. 3(Wed) – 3. 5(Fri)), 3 days
- **Design** — Designated colors only
- **Operation**
  - If more than two Platinum Sponsors apply, the placements will be allocated side-by-side as shown below
  - Placement priority is determined in the order of application by sponsor companies

(Option 1)

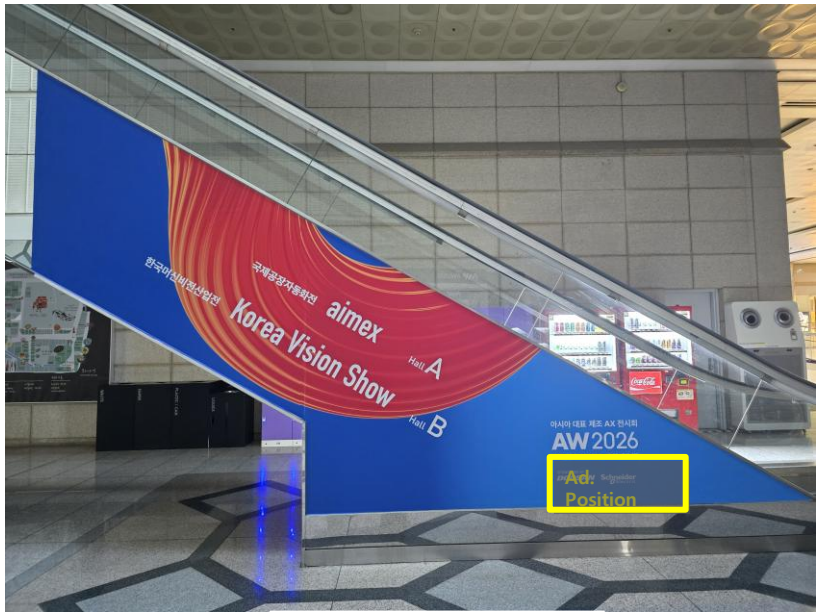


(Option 2)





[Up-going escalator]



[Down-going escalator]

Exhibition Hall Floor Stickers

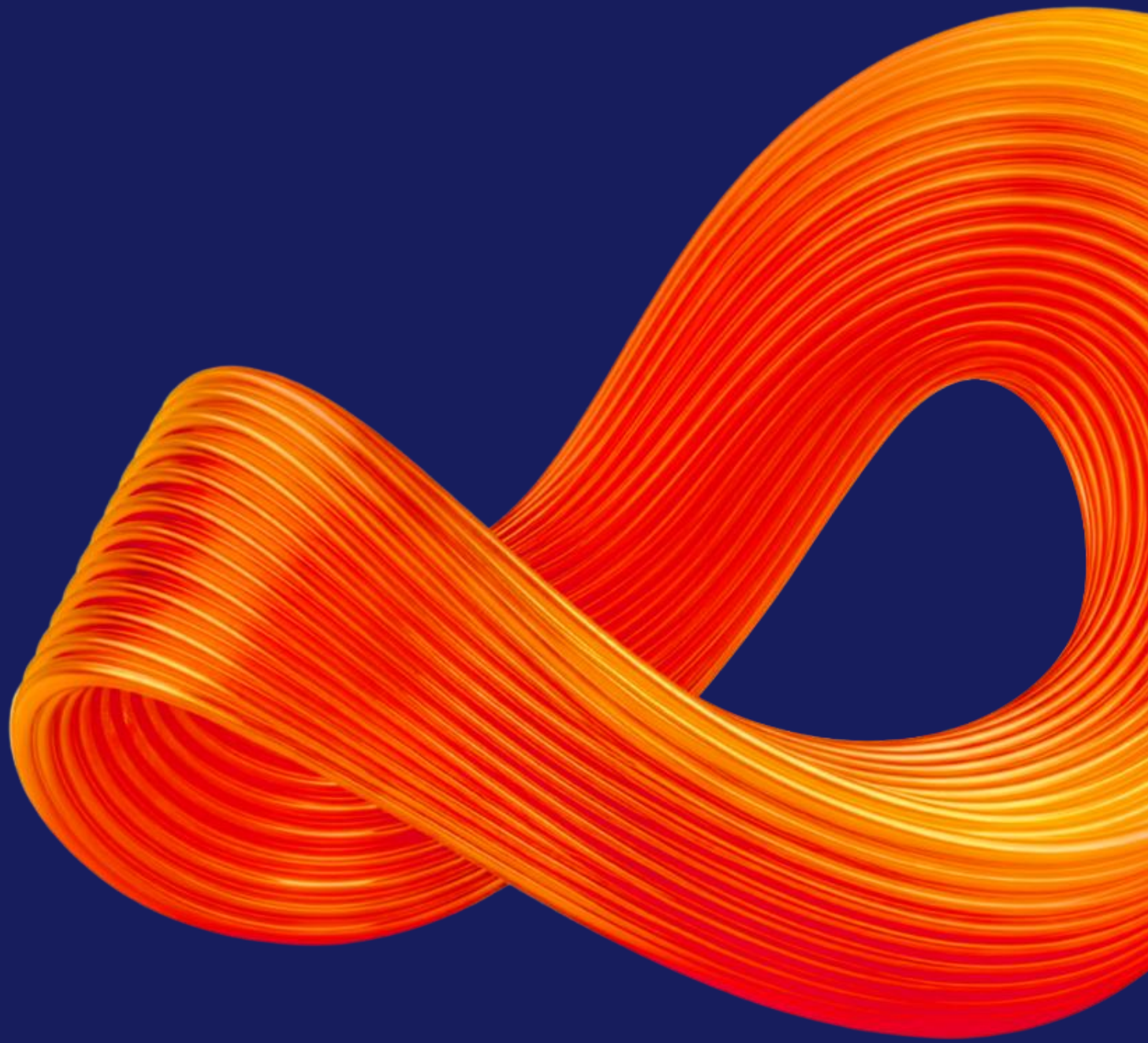
Highlight your booth number and special events through exhibition floor stickers.

- Location: Preferred floor location
  * Details to be discussed with the Secretariat
- Size: 1.5m x 1.5m
- Period: AW 2027 Exhibition Period
  (2027. 3. 3(Wed) – 3. 5(Fri)), 3 days
- Quantity: 4 units





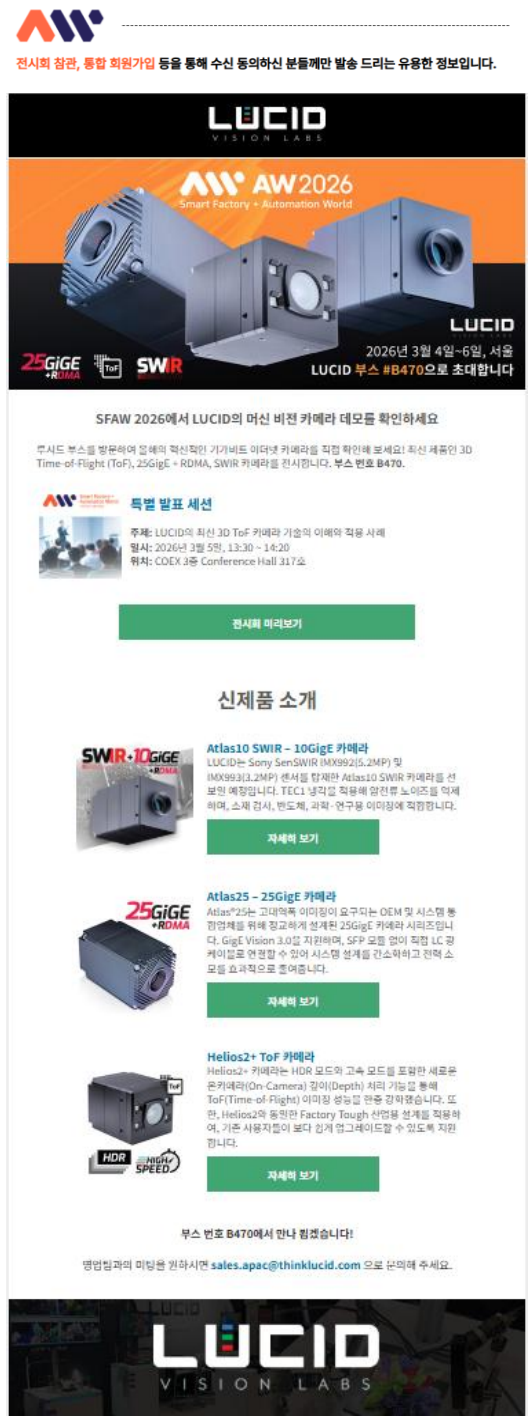
PART3
Online Promotion



Exclusive Newsletter Distribution (Korean)

Send a dedicated newsletter to 100,000 AW Korean buyers – maximizing booth traffic and boosting the impact of your event promotions.

Size	750px (W) × ~ (HTML to be created by the exhibitor and submitted to the Secretariat)
Frequency	1 time (Sending date to be coordinated with the Secretariat)
Newsletter Mailing Database	100,000 (AW 2025 & 2026 buyers)



Exclusive Newsletter Distribution (English)

Send a dedicated newsletter to 150,000 past AW buyers from abroad – maximizing booth traffic and boosting the impact of your event promotions.

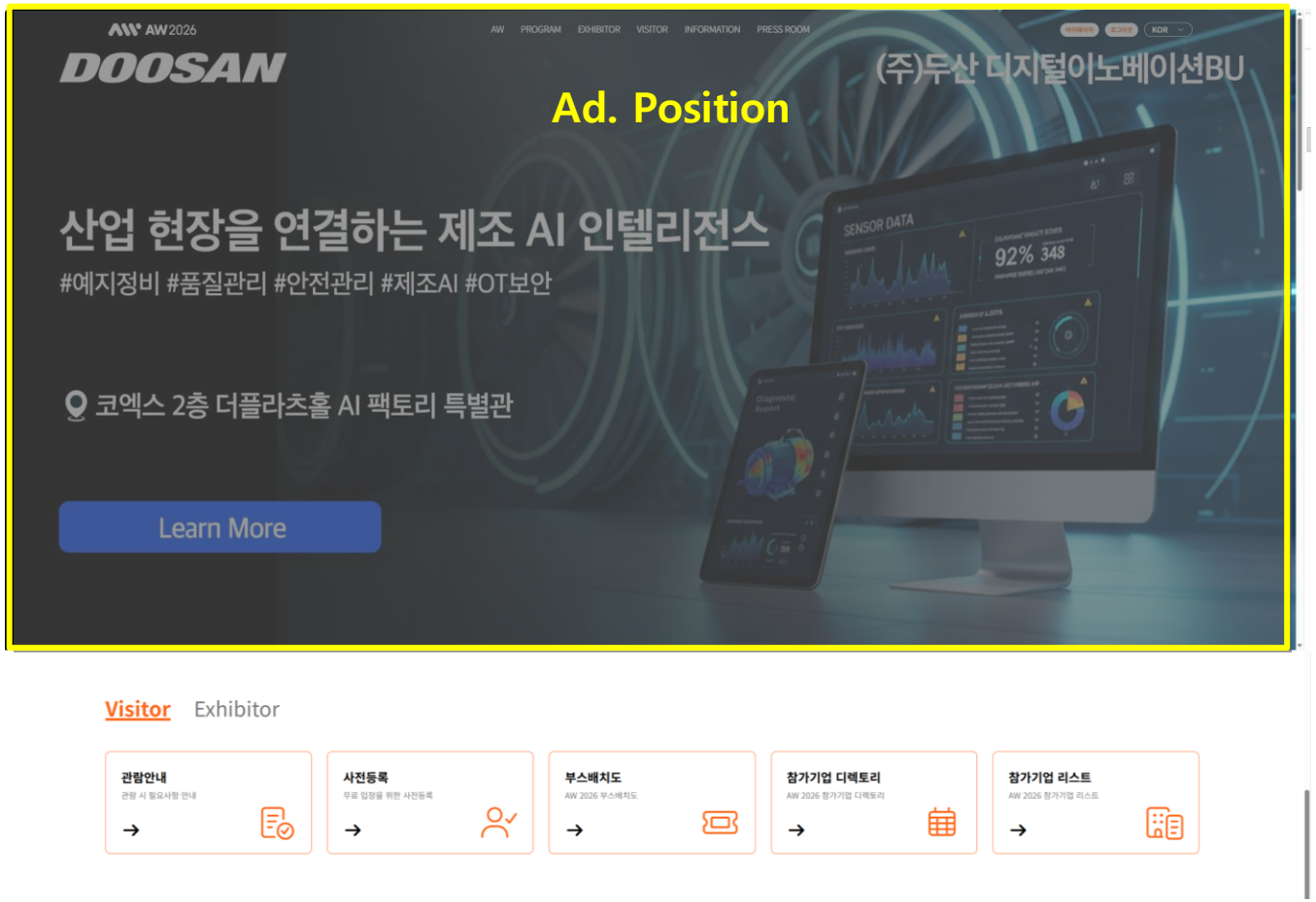
Size	750px (W) × ~ (HTML to be created by the exhibitor and submitted to the Secretariat.)
Frequency	1 time (Sending date to be coordinated with the Secretariat)
Newsletter Mailing Database	150,000 buyers (60,000 : AW 2026 online exhibition buyers / 90,000 : overseas industry-related professionals)



Website STAGE Banner Ad

Sponsor advertisements will be displayed on the homepage of the official AW website, which attracts up to 100,000 buyers per day.

Location	www.automationworld.co.kr (KR/EN/CN Rolling Banner)
Size	1,920px × 920px (PC) 768px × 789px (Mobile)
Period	From banner file submission until March 2027
Number of Visitors	Up to 100,000 buyers per day



1. Main Stage
   - First page: Official AW 2027 banner (fixed)
   - Subsequent pages: Sponsor advertisement banners (random rotation)

2. Banner Rotation Speed Adjustment
   - 2-second rolling / activate transitions between banners

Newsletter Banner Ad

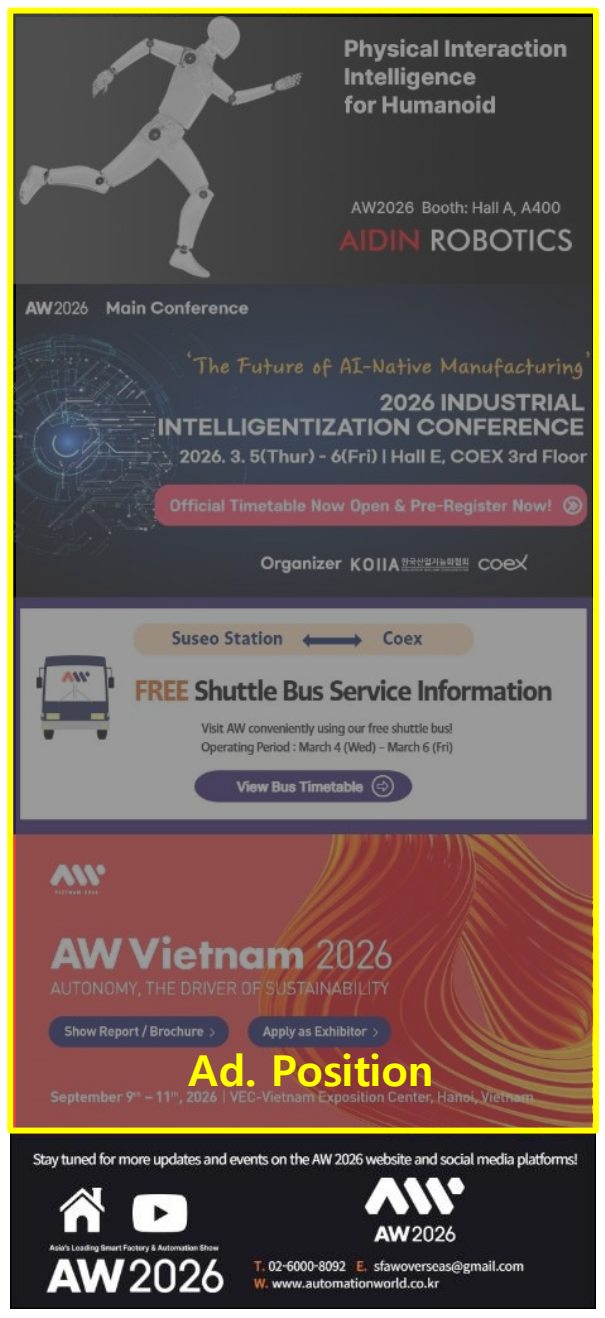
Maximize your brand exposure by placing a banner advertisement in the official AW newsletter, reaching a database of 100,000 buyers.

- **Size** — 750px (W) × 300–400px (H)
- **Frequency** — 2 times
  (Available in Korean or English; publication date to be coordinated with the Secretariat.)
- **Newsletter Mailing Database** — 100,000 buyers (AW 2025 & 2026)

Newsletter (Kor)



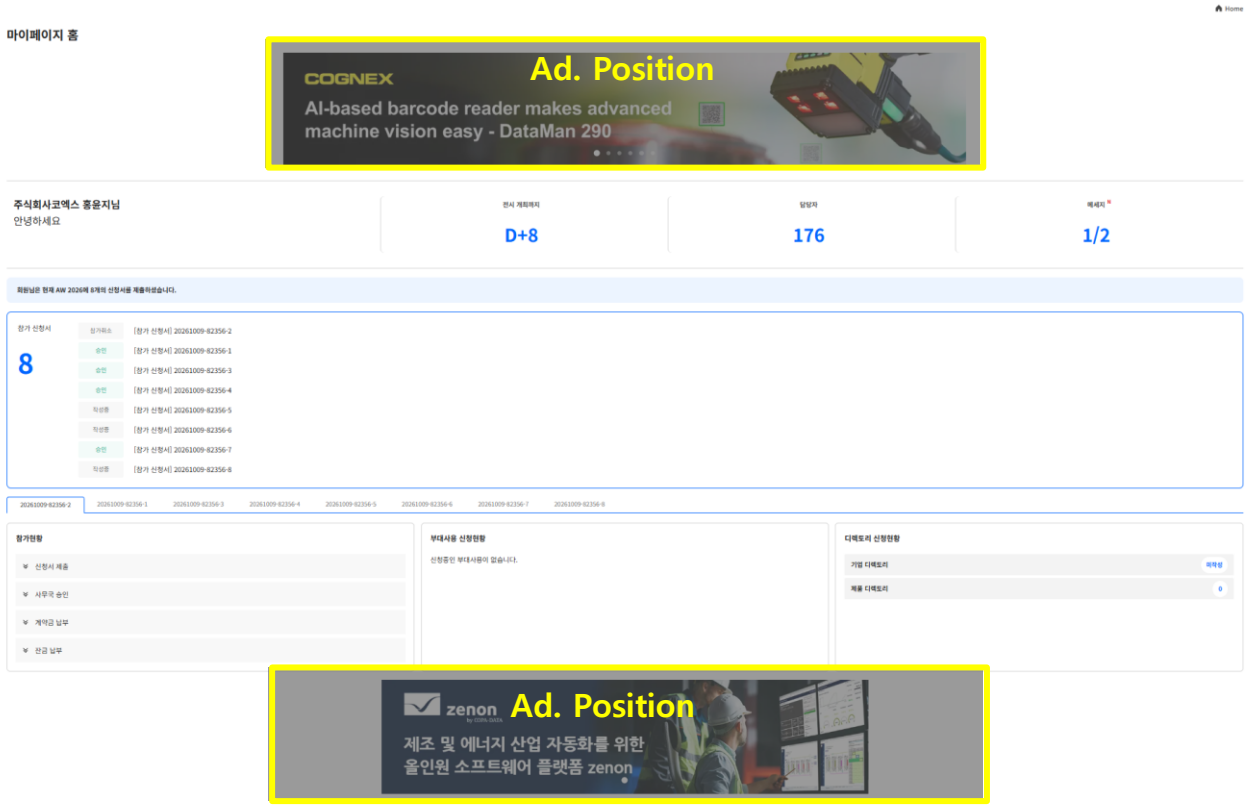
Newsletter (Eng)



MY PAGE Banner Ad

Display your banner advertisement on the “My Page” section of the official website, visible to all participating companies.

Size	1,708px × 250px
Period	From the application date to March 2027
Placement	Available on the Korean and English websites (with link) Placement: Top / Bottom (Choose 1)
Rotation	Automatic rolling every 3 seconds, repeated exposure



AW Official Social Media Ad

Feature your brand through AW's official social media channels, either as dedicated sponsor content or as part of AW's official card news.

- Format: 1:1 Ratio
- Period: From the application date to March 2027
- Placement: Official AW Social Media Channels (Instagram, LinkedIn, Facebook)
- Frequency: 1 time (Publication date to be coordinated with the Secretariat)



<AW 2026 SNS Content>

Pre-registered Visitor Ad

- Pre-registered Visitor SMS Promotion
- Visitor Show Guide Promotion

Pre-registered Visitor SMS Promotion

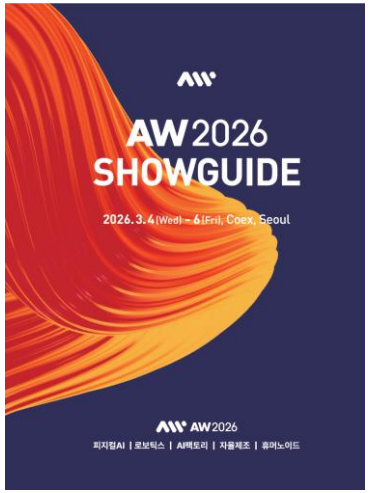
Send a promotional SMS to pre-registered buyers featuring your booth as a "MUST VISIT" destination.

Frequency	1 time (includes general announcements + sponsor promotional content)
Recipients	AW 2027 Pre-registered buyers

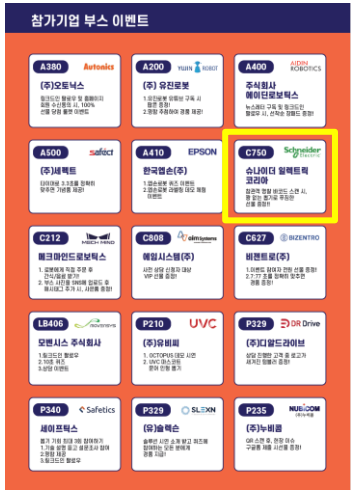
Visitor Show Guide Promotion

Feature your company's products and promotional content in the 'Visitor Show Guide' sent to all pre-registered buyers.

Promotion Method	1 dedicated page in the Visitor Guide highlighting the sponsor
Recipients	AW 2027 Pre-registered buyers





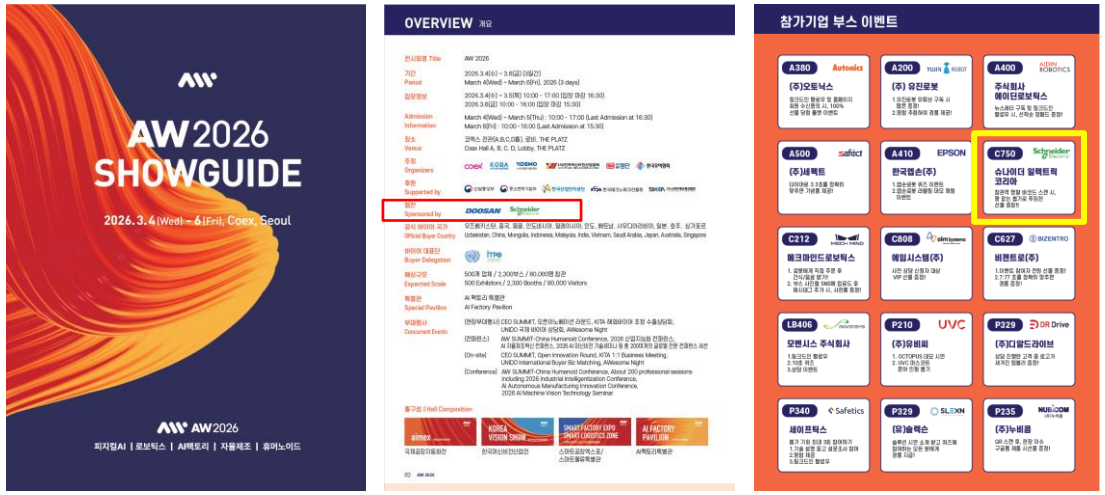


<AW 2026 Visitor Show guide>

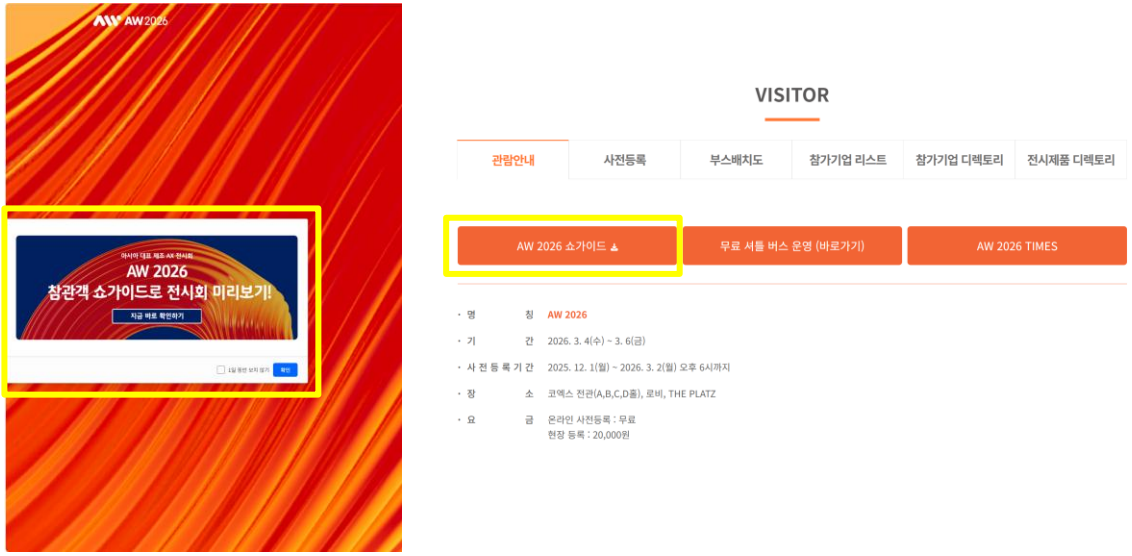
Targeted Visitor Promotion

We present the exhibition products and promotional materials of our sponsors in the visitor guide provided by the AW Secretariat.

Promotion Method	Sponsor advertisement in the visitor guide
Target Audience for Promotion	All AW 2027 visitors and AW official website visitors
Location	Printed Materials : Entrances to each exhibition hall Online : AW official website pop-up and visitor information page
Period	Application date – March 2027

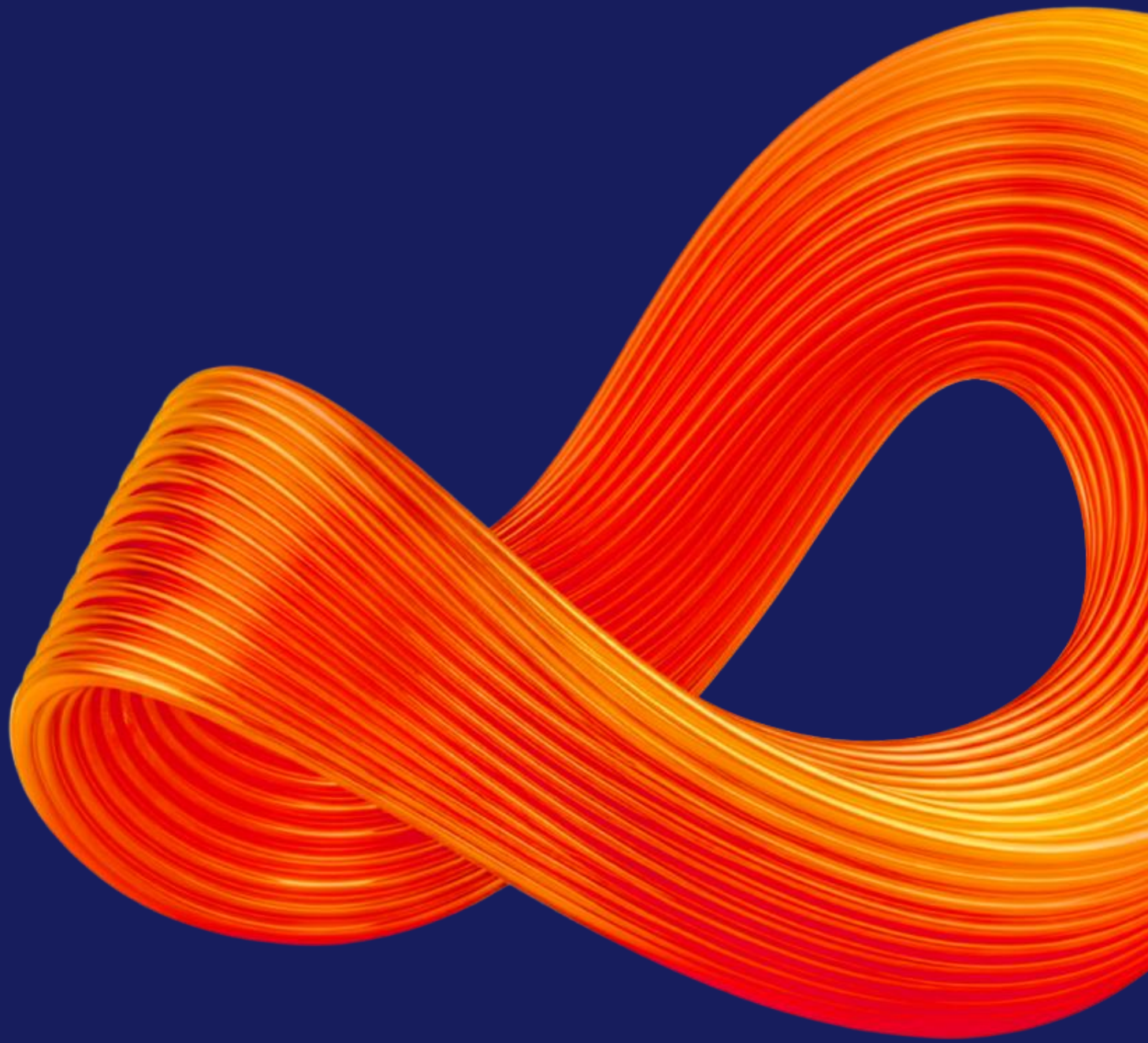


<AW 2026 Visitor Show Guide - Printed Version>



<AW 2026 Visitor Show Guide - Website Version>

PART 4
Sponsored Space



Sponsored Space

- Storage Space within the exhibition hall
- Conference Room

Storage Space within the Exhibition Hall

The sponsor will be provided with a dedicated storage space within the exhibition hall, available for flexible use during the event period.

Location	Storage within the exhibition hall near the sponsor's booth [final location to be confirmed after booth allocation]
Size	Varies by storage unit; sponsor can choose after booth location is confirmed
Availability	2027. 3. 1(Mon) – 2027. 3. 5(Fri) (5 days)

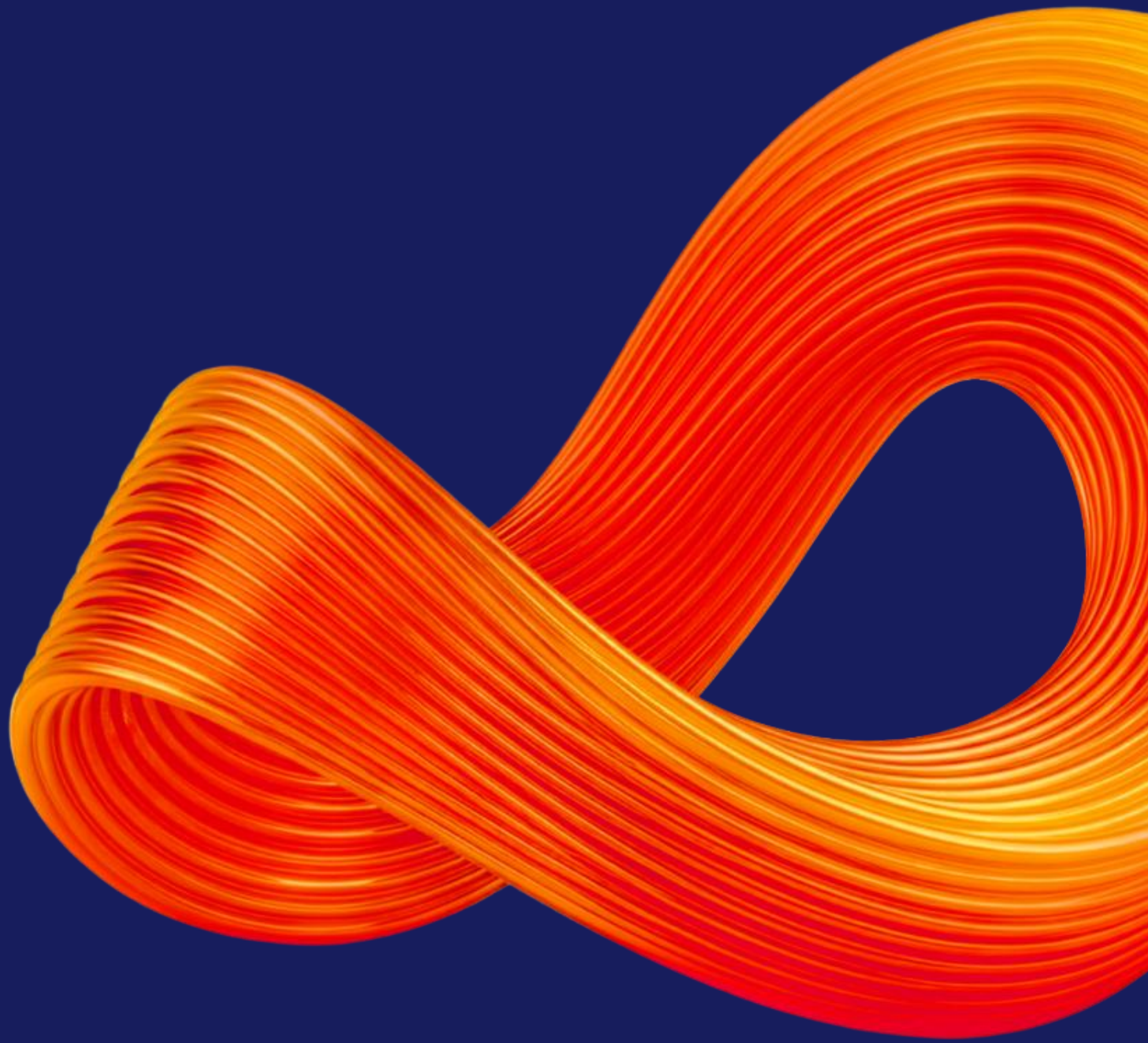
Conference Room

The sponsor will be provided with a small conference room.

Location	Coex Conference Room
Capacity	Up to 10 people
Availability	2027. 3. 3(Wed) – 2027. 3. 5(Fri) (3 days)


Asia's Leading Manufacturing AX Expo
AW2027
March 3rd(Wed) – 5th(Fri), 2027
Coex, Seoul, South Korea
DIAMOND Level

PART 1
Coex XPACE Ads



COEX DIGITAL SPACE
xpace

Why XPACE?

Coex XPACE provides the most suitable space for an effective promotion of AW and exhibitors.



Xperience

Essence Of Engagement

Reach over 500 leading suppliers and 50,000+ qualified buyers through immersive brand experiences delivered by Coex's No.1 large-scale media platform in Seoul's most visited landmark, with an average daily foot traffic of 150,000 buyers.



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New Possibility

Leverage XPACE across all Coex exhibition halls (A, B, C, and D) during AW 2027 to execute data-driven targeting, measure advertising effectiveness, and deliver multi-channel campaigns with diverse creative formats and sizes.



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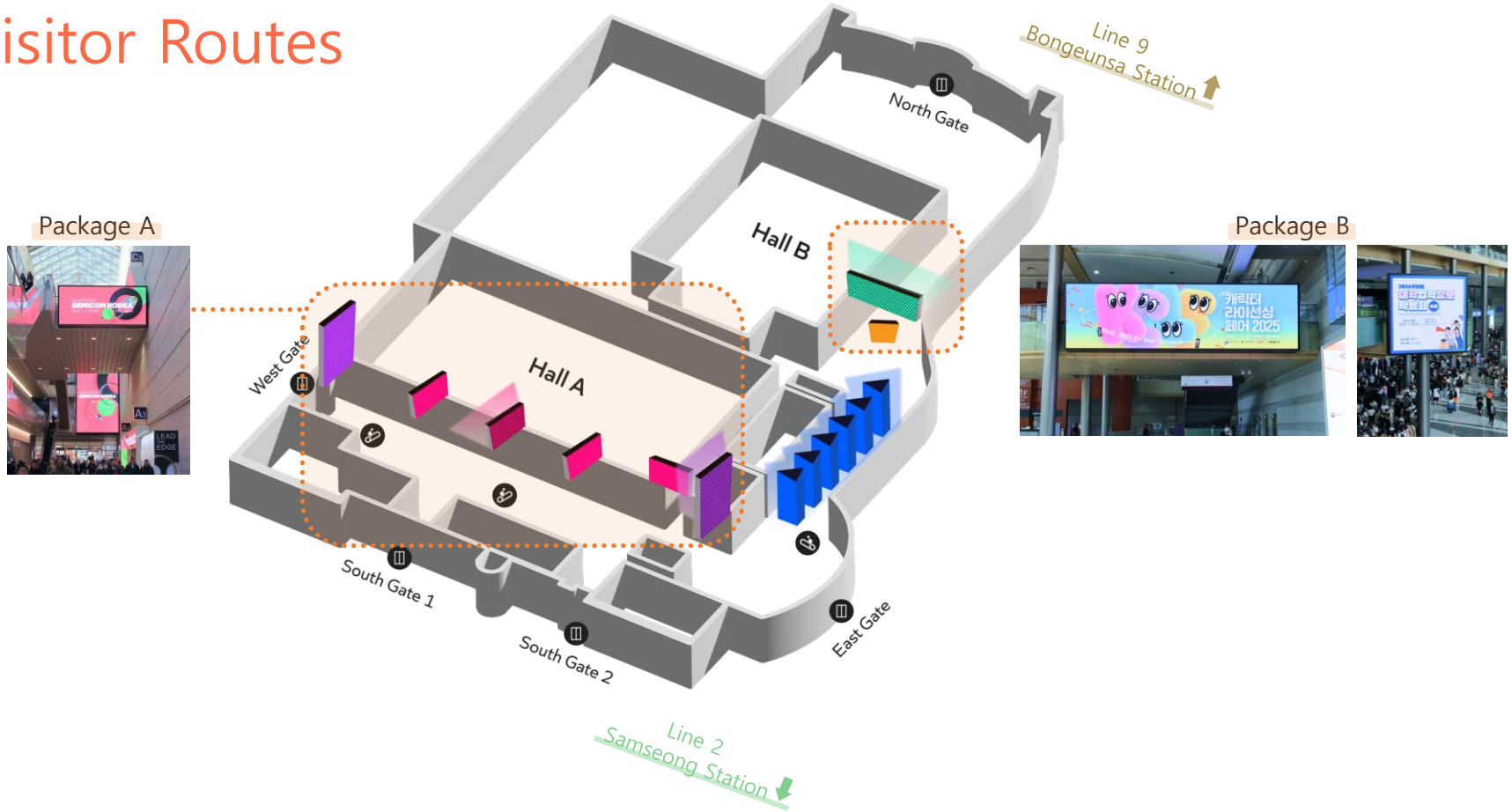
Tap into Asia's largest-scale AW 2027 with fully customized advertising solutions, integrated campaigns, and marketing consultancy – targeting global buyers and a wide range of industry sectors with precision.

XPACE – Prime Advertising Space along Coex's Main Visitor Routes

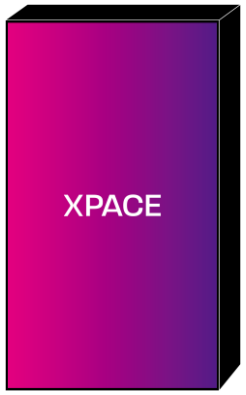
XPACE Location Map

- Wide Bridge
- Big Bridge
- Bridge
- Edge Column
- Square Bridge



A Variety of Media formats to Freely Showcase your Creativity

















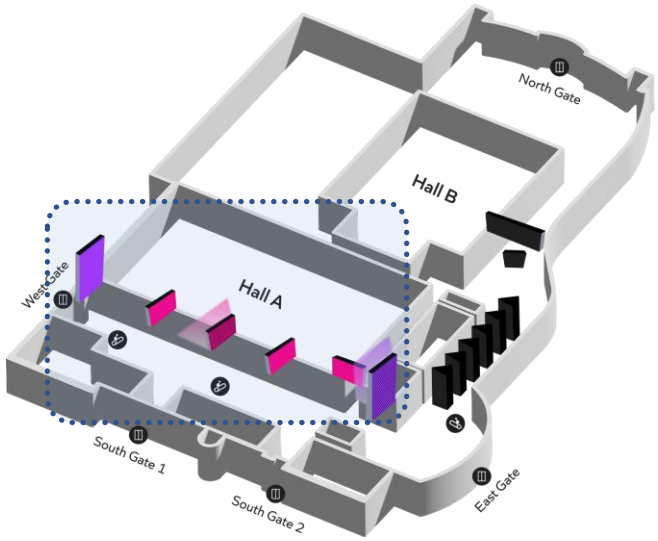
Horizontal Type

Vertical Type

Square Type

Triangular Prism Type

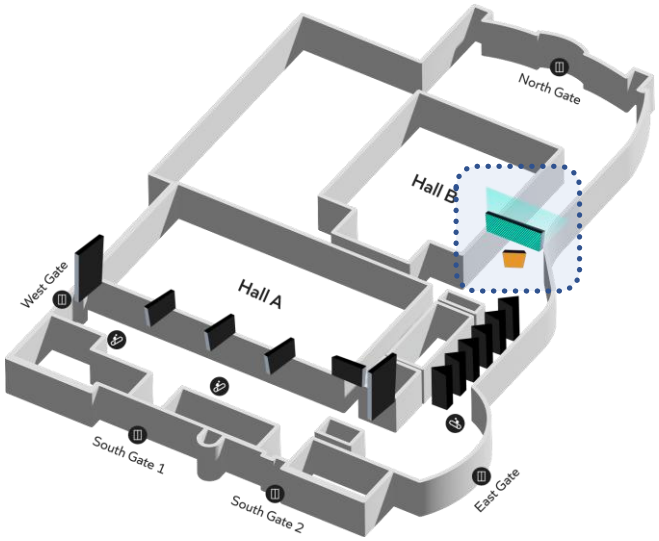
Package A



BRIDGE BIG BRIDGE

- Product covering the entrance area of Hall A
- Consists of 4 BRIDGE and 2 BIG BRIDGE

Package B



WIDE BRIDGE SQUARE BRIDGE

- Product covering the entrance area of Hall B
- Consists of 1 WIDE BRIDGE and 1 SQUARE BRIDGE

Package A





BRIDGE BIG BRIDGE

- Product covering the entrance area of Hall A
- Consists of 4 BRIDGE and 2 BIG BRIDGE

Package B

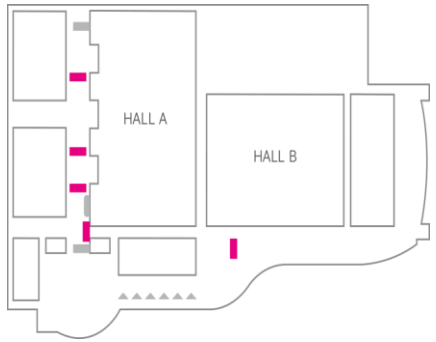




WIDE BRIDGE SQUARE BRIDGE

- Product covering the entrance area of Hall B
- Consists of 1 WIDE BRIDGE and 1 SQUARE BRIDGE

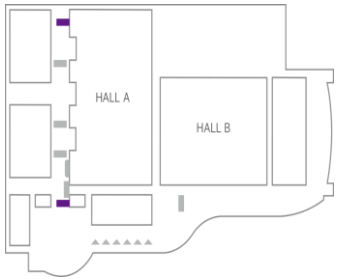
BRIDGE



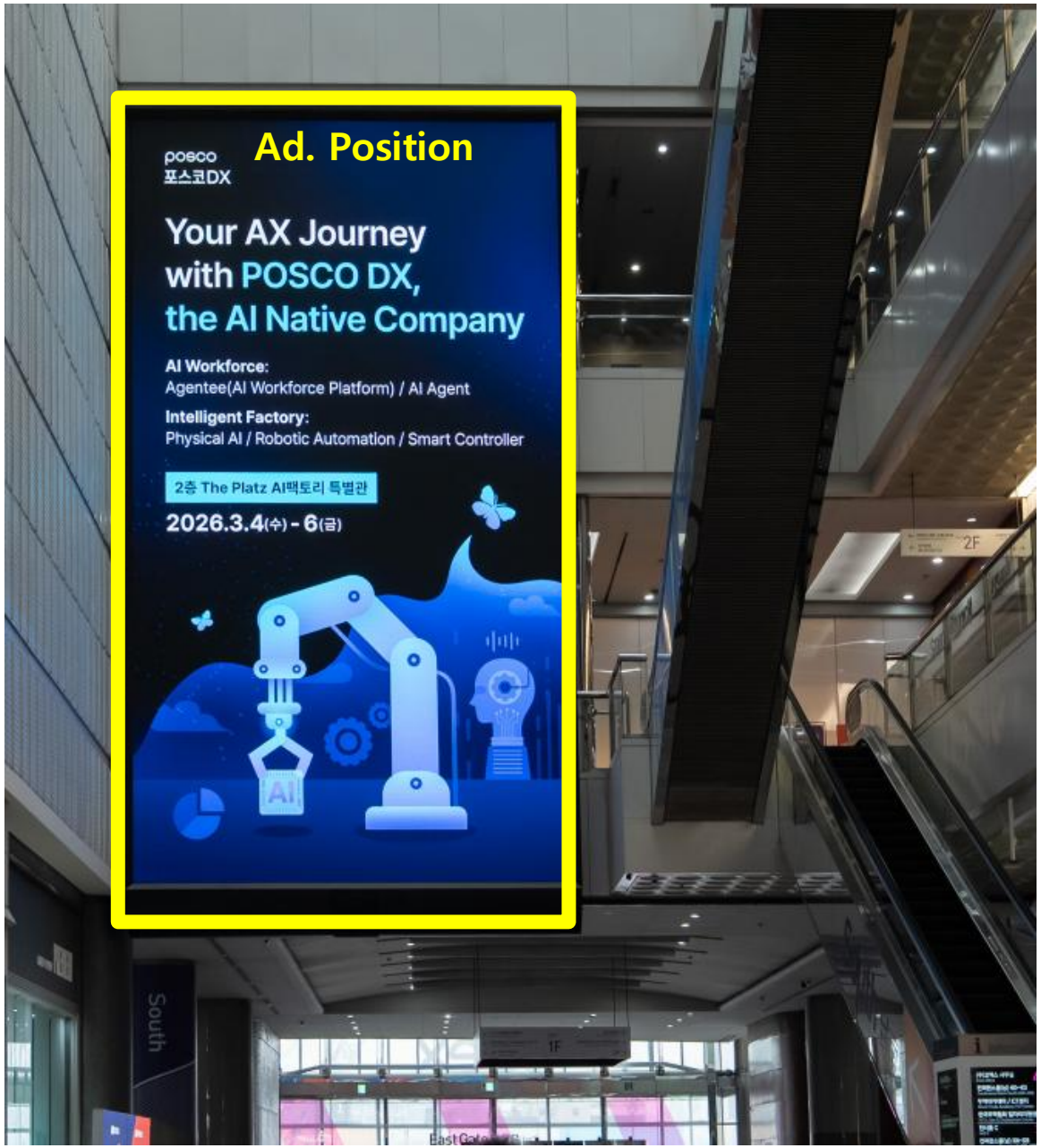


Location	In front of Hall A-C (4 units)	Frequency	90+ times per day
Size	6.7m x 2.9m	Operation	15 sec | 18 slots | 8:00 – 22:00
Resolution	1,680px x 720px	Display Period	2027. 2. 27(Sat) – 3. 5(Fri)/ 1 week

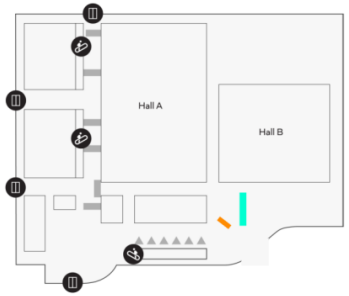
BIG BRIDGE



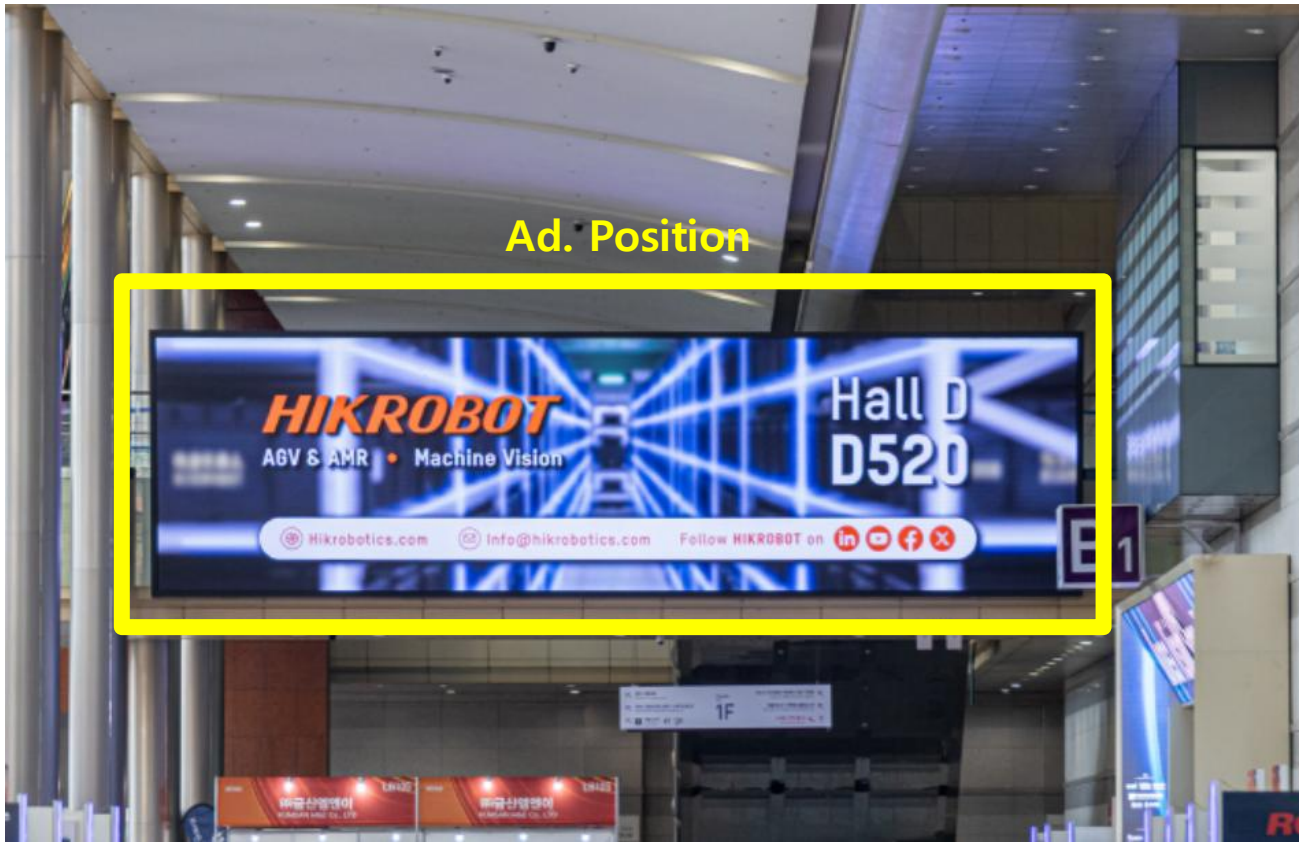
Location	Both ends of the lobby in front of Halls A & C (2 units)
Size	6.4m x 11.2m
Resolution	1,600px x 2,800px
Frequency	90+ times per day
Operation	15 sec | 18 slots | 8:00 – 22:00
Display Period	2027. 2. 27(Sat) – 3. 5(Fri) / 1 week



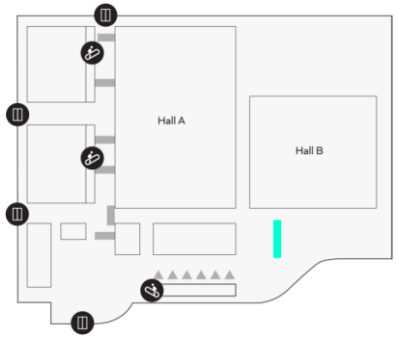
WIDE BRIDGE



Location	In front of Hall B (1 unit)
Size	13.4m × 2.9m
Resolution	3,200px x 880px (compatible with 3,840px × 1,080px)
Frequency	90+ times per day
Operation	15 sec | 18 slots | 8:00 – 22:00
Display Period	2027. 2. 27(Sat) – 3. 5(Fri) / 1 week



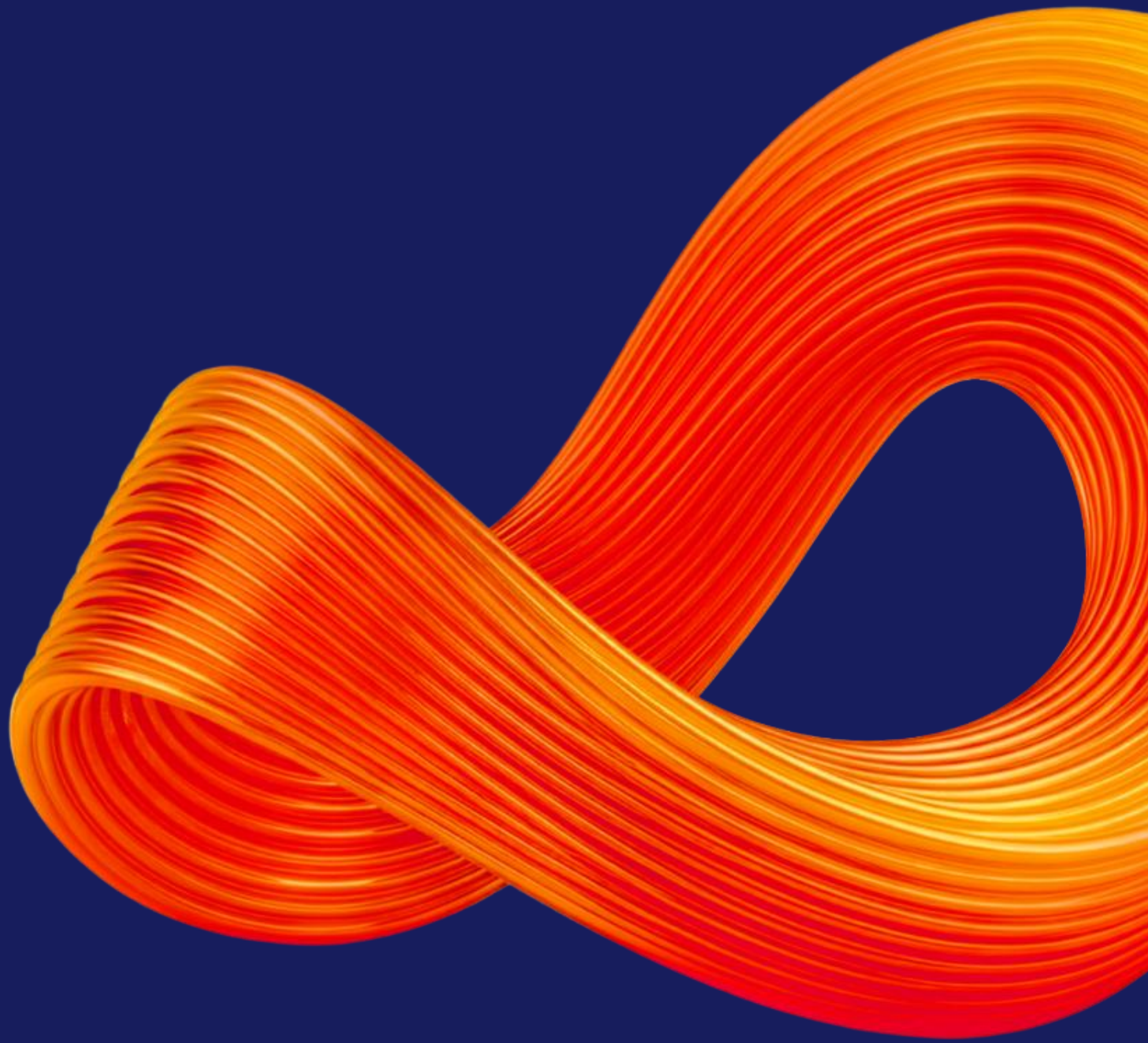
SQUARE BRIDGE



Location	In front of Hall B (1 unit)
Size	4.16m × 4.16m
Resolution	1,040px x 1,040px
Frequency	90+ times per day
Operation	15 sec | 18 slots | 8:00 – 22:00
Display Period	2027. 2. 27(Sat) – 3. 5(Fri) / 1 week



PART 2
Offline Promotion



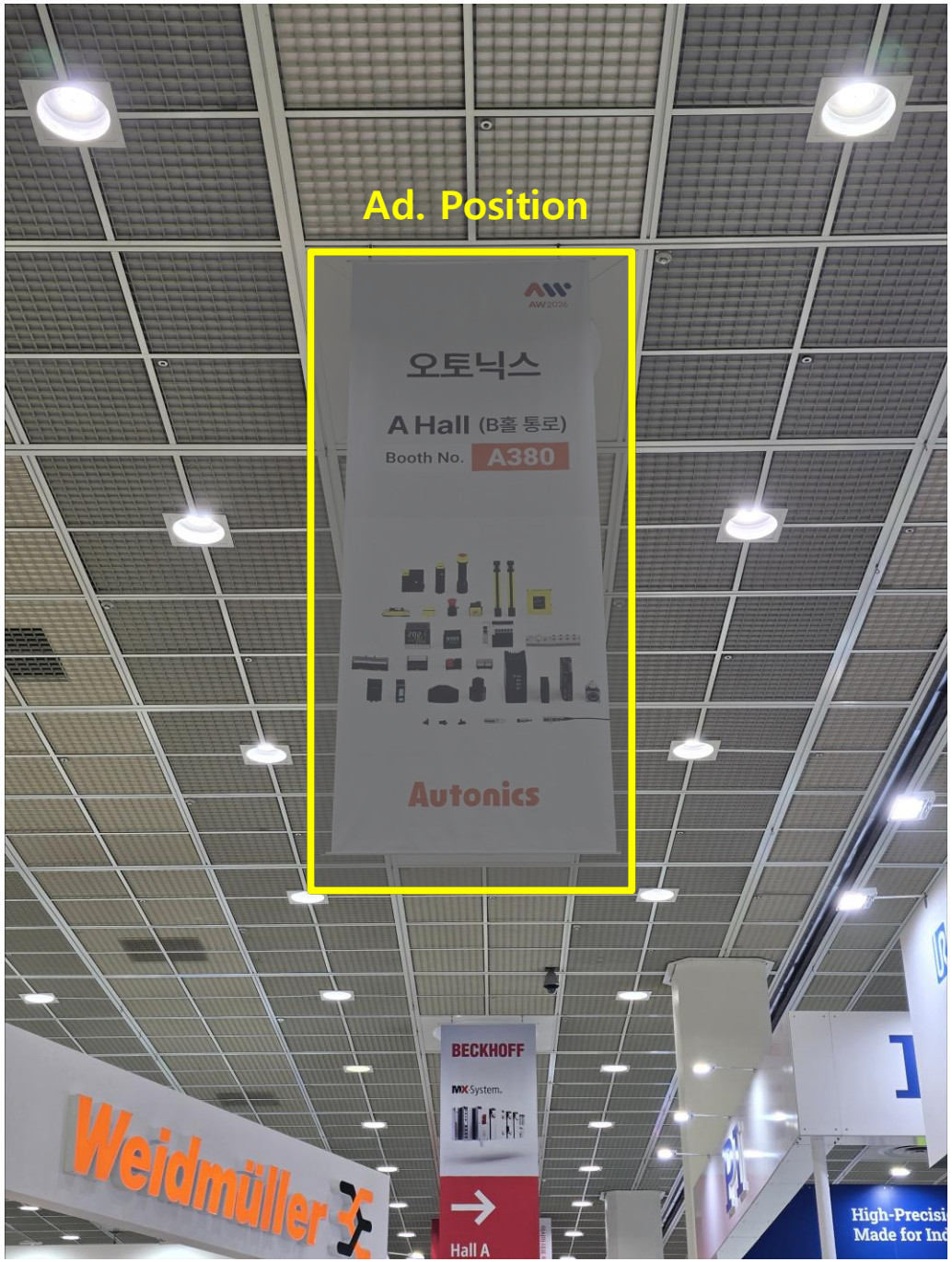
Sponsor-Exclusive Ceiling Banners

Place your ceiling banner along the main aisles to guide buyers directly to your booth and maximize visibility

- Quantity 2 units
- Size 1.5m x 4m
- Period 2027. 3. 3(Wed) – 2027. 3. 5(Fri), 3 days

Location

* Main aisles of the exhibition halls C and D
* Exact placement will be confirmed later based on the final booth layout.



Sponsor Logo on Printed Materials & Signage

Sponsor Logo on Printed Materials & Signage

Official sponsor logo featured across event structures, printed materials, signage, and online promotional materials

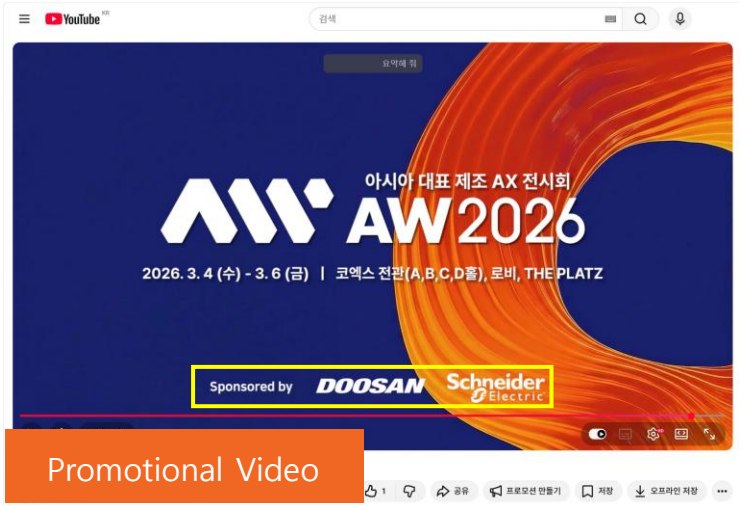
- **Location** — Printed Materials : show guides, etc.
  Event Items : registration desks, etc.
  Signage : official information boards, banners, booth layout, etc.
  Online Promotional materials : promo video, etc.
- **Period** — AW 2027 Promotion Period
  (Starting from Feb 2027)
- **Design** — Designated colors only
- **Operation**
  - If more than two Platinum Sponsors apply, the placements will be allocated side-by-side as shown below
  - Placement priority is determined in the order of application by sponsor companies

(Option 1)

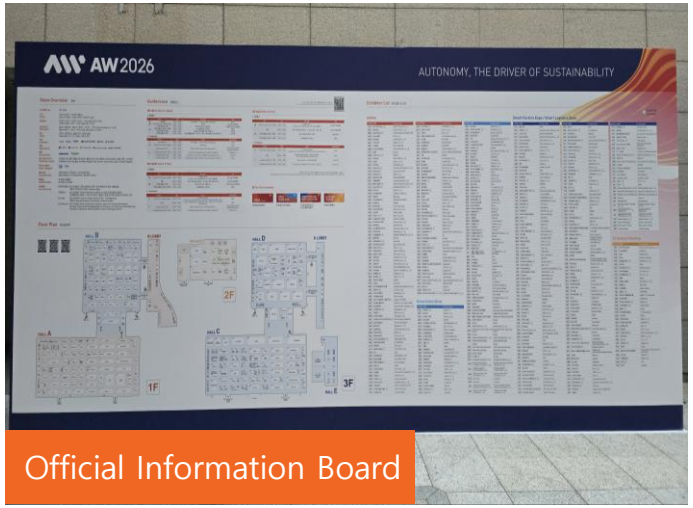


(Option 2)

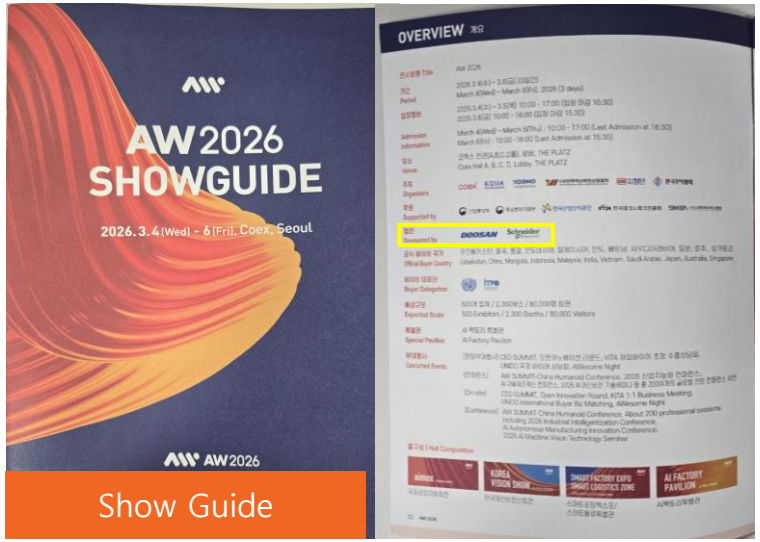




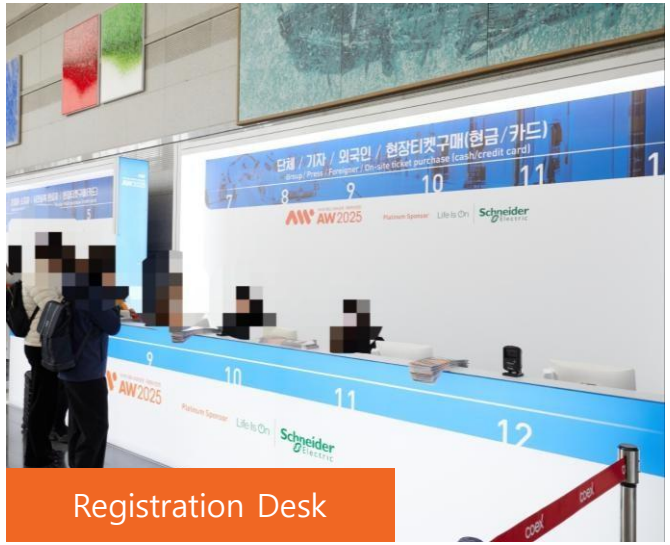
Promotional Video



Official Information Board



Show Guide



Registration Desk

Escalator Wrapping Ad

Showcase your brand on the Coex escalators connecting the 3rd floor Smart Factory Expo and the 1st floor aimex

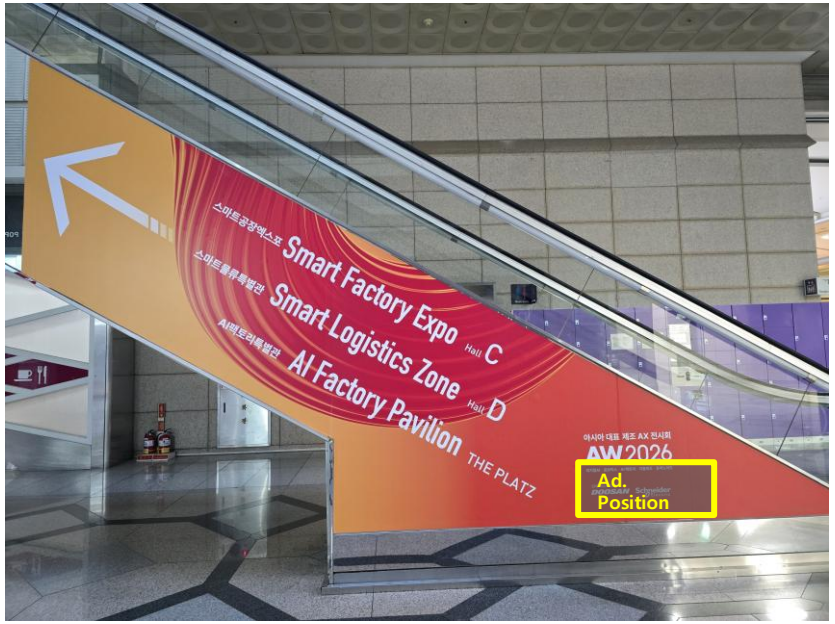
- **Location** — Up-going escalator from 1F to 3F (1 unit), Down-going escalator from 3F to 1F (1 unit)
- **Period** — AW 2027 Exhibition Period (2027. 3. 3(Wed) – 3. 5(Fri)), 3 days
- **Design** — Designated colors only
- **Operation**
  - If more than two Platinum Sponsors apply, the placements will be allocated side-by-side as shown below
  - Placement priority is determined in the order of application by sponsor companies

(Option 1)

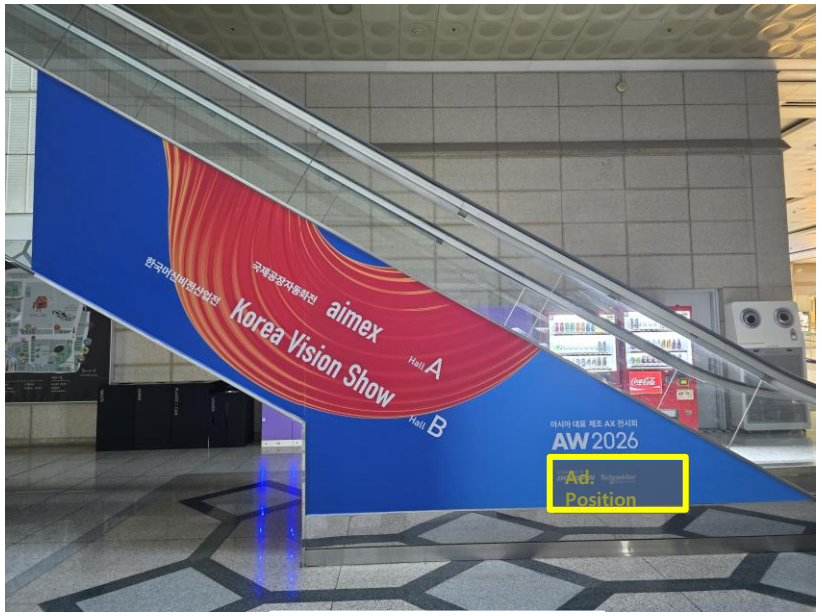


(Option 2)





[Up-going escalator]



[Down-going escalator]

Exhibition Hall Floor Stickers

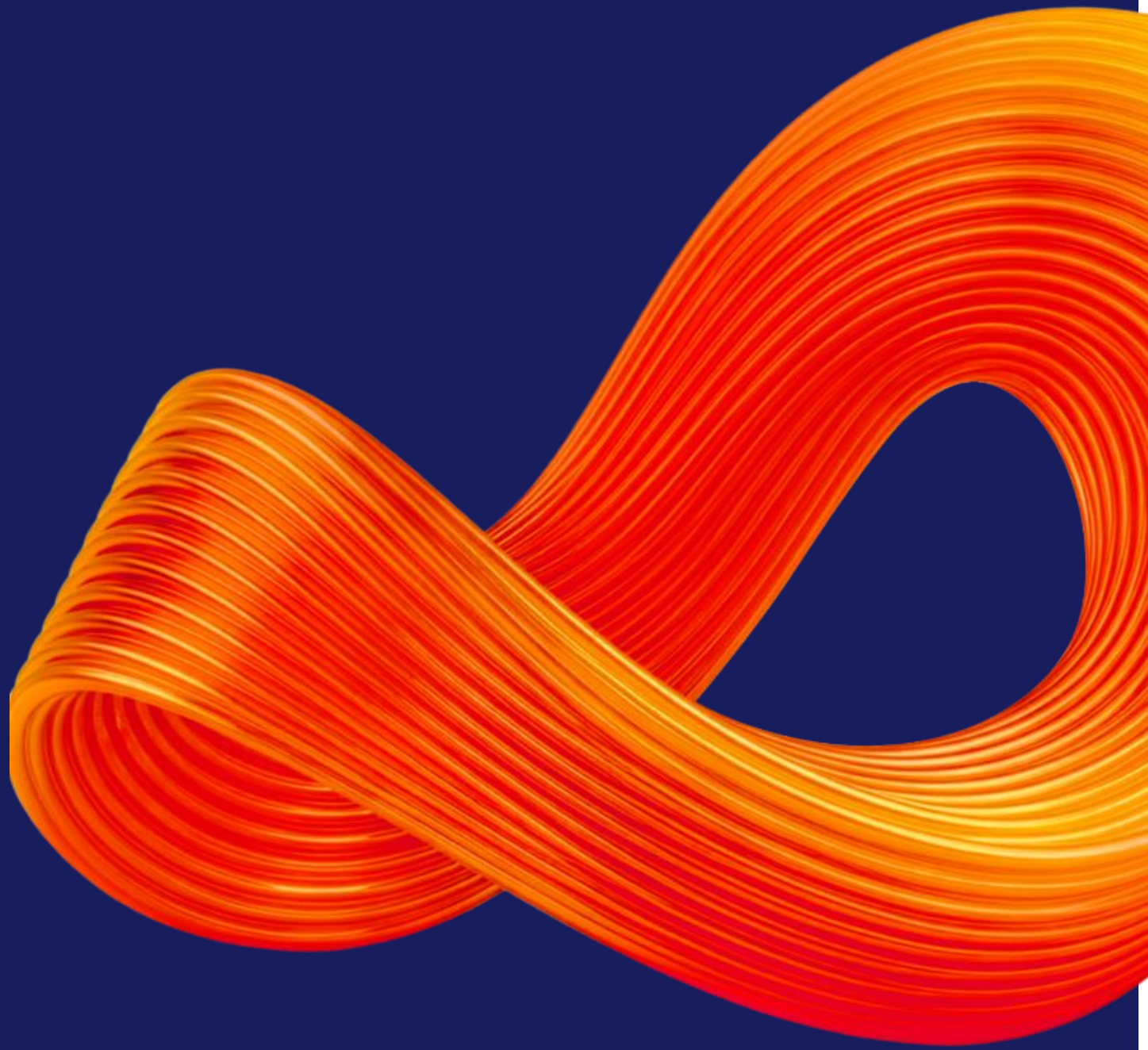
Highlight your booth number and special events through exhibition floor stickers.

- Location: Preferred floor location
  * Details to be discussed with the Secretariat
- Size: 1.5m x 1.5m
- Period: AW 2027 Exhibition Period
  (2027. 3. 3(Wed) – 3. 5(Fri)), 3 days
- Quantity: 4 units





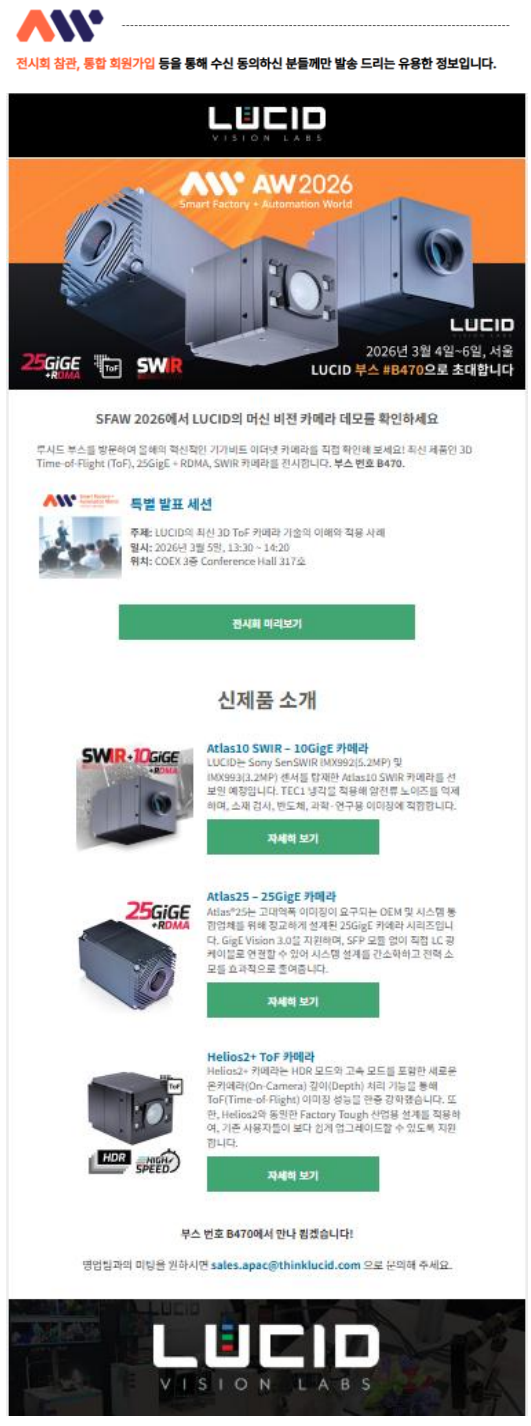
PART 3
Online Promotion



Exclusive Newsletter Distribution (Korean)

Send a dedicated newsletter to 100,000 AW Korean buyers – maximizing booth traffic and boosting the impact of your event promotions.

Size	750px (W) × ~ (HTML to be created by the exhibitor and submitted to the Secretariat)
Frequency	1 time (Sending date to be coordinated with the Secretariat)
Newsletter Mailing Database	100,000 (AW 2025 & 2026 buyers)



Exclusive Newsletter Distribution (English)

Send a dedicated newsletter to 150,000 past AW buyers from abroad – maximizing booth traffic and boosting the impact of your event promotions.

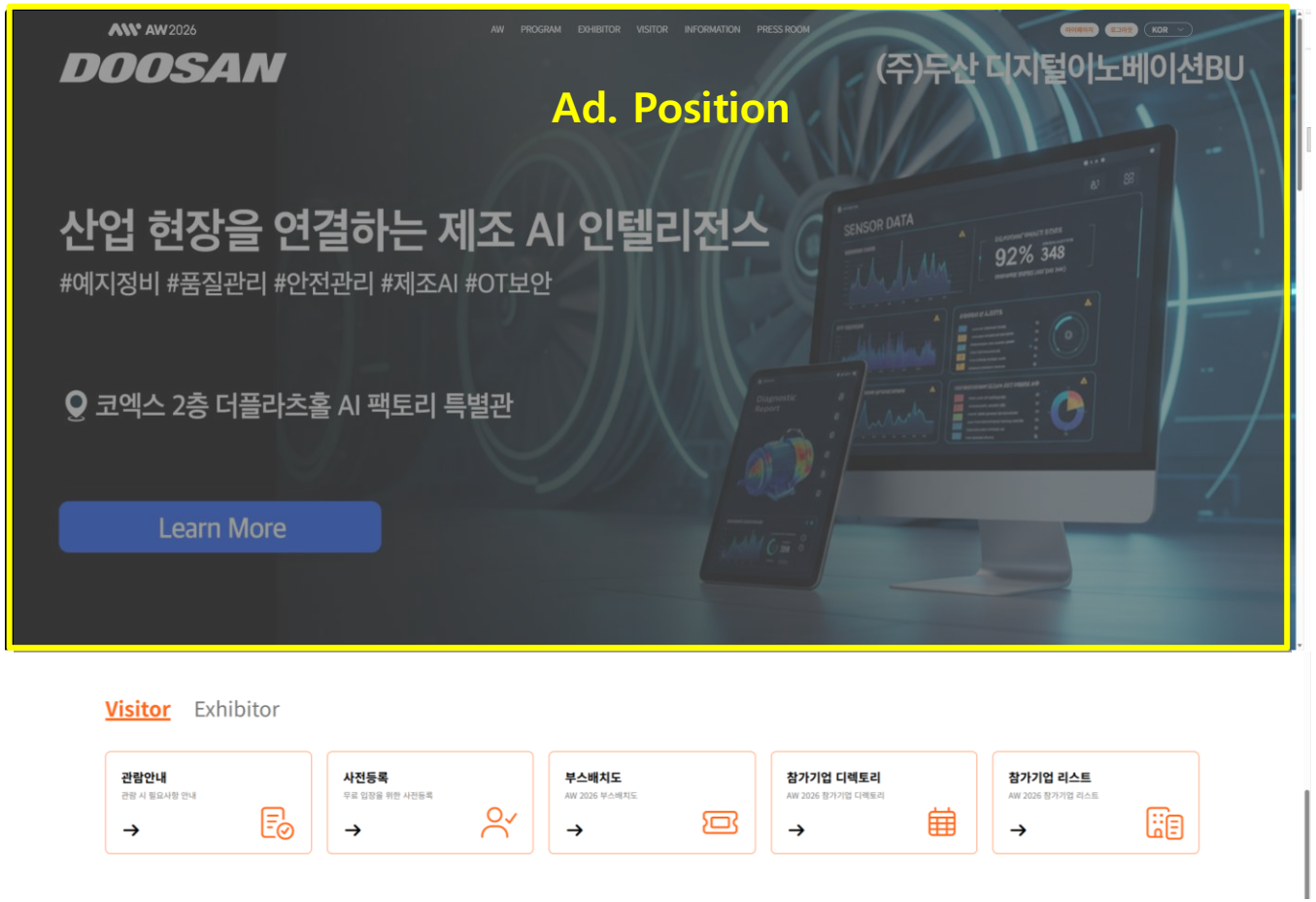
Size	750px (W) × ~ (HTML to be created by the exhibitor and submitted to the Secretariat.)
Frequency	1 time (Sending date to be coordinated with the Secretariat)
Newsletter Mailing Database	150,000 buyers (60,000 : AW 2026 online exhibition buyers / 90,000 : overseas industry-related professionals)



Website STAGE Banner Ad

Sponsor advertisements will be displayed on the homepage of the official AW website, which attracts up to 100,000 buyers per day.

Location	www.automationworld.co.kr (KR/EN/CN Rolling Banner)
Size	1,920px × 920px (PC) 768px × 789px (Mobile)
Period	From banner file submission until March 2027
Number of Visitors	Up to 100,000 buyers per day



1. Main Stage
   - First page: Official AW 2027 banner (fixed)
   - Subsequent pages: Sponsor advertisement banners (random rotation)

2. Banner Rotation Speed Adjustment
   - 2-second rolling / activate transitions between banners

Newsletter Banner Ad

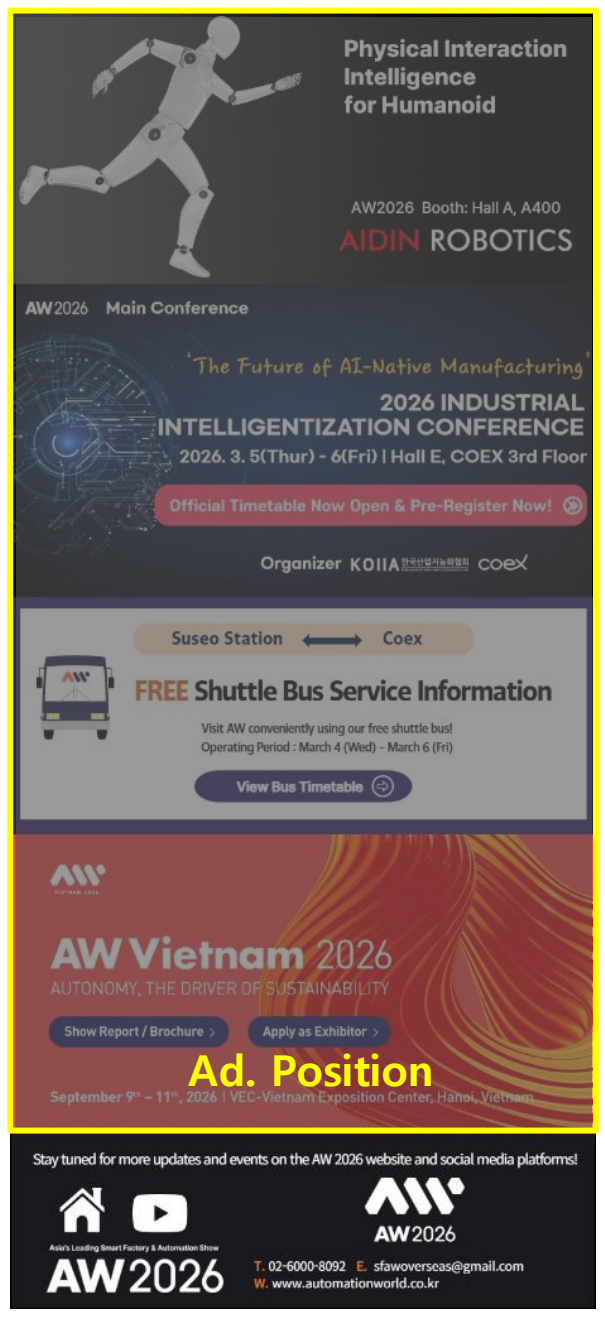
Maximize your brand exposure by placing a banner advertisement in the official AW newsletter, reaching a database of 100,000 buyers.

- **Size** — 750px (W) × 300–400px (H)
- **Frequency** — 2 times
  (Available in Korean or English; publication date to be coordinated with the Secretariat.)
- **Newsletter Mailing Database** — 100,000 buyers (AW 2025 & 2026)

Newsletter (Kor)



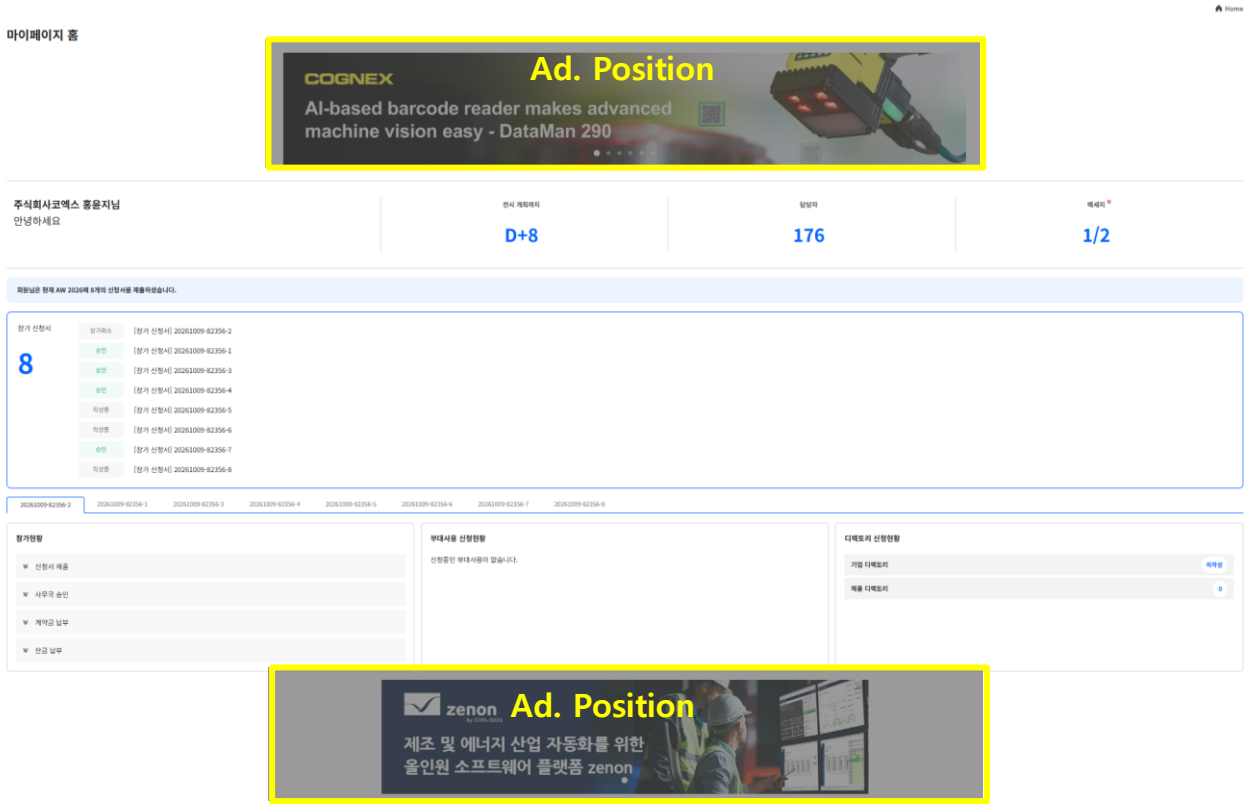
Newsletter (Eng)



MY PAGE Banner Ad

Display your banner advertisement on the “My Page” section of the official website, visible to all participating companies.

Size	1,708px × 250px
Period	From the application date to March 2027
Placement	Available on the Korean and English websites (with link) Placement: Top / Bottom (Choose 1)
Rotation	Automatic rolling every 3 seconds, repeated exposure



AW Official Social Media Ad

Feature your brand through AW's official social media channels, either as dedicated sponsor content or as part of AW's official card news.

- Format: 1:1 Ratio
- Period: From the application date to March 2027
- Placement: Official AW Social Media Channels (Instagram, LinkedIn, Facebook)
- Frequency: 1 time (Publication date to be coordinated with the Secretariat)

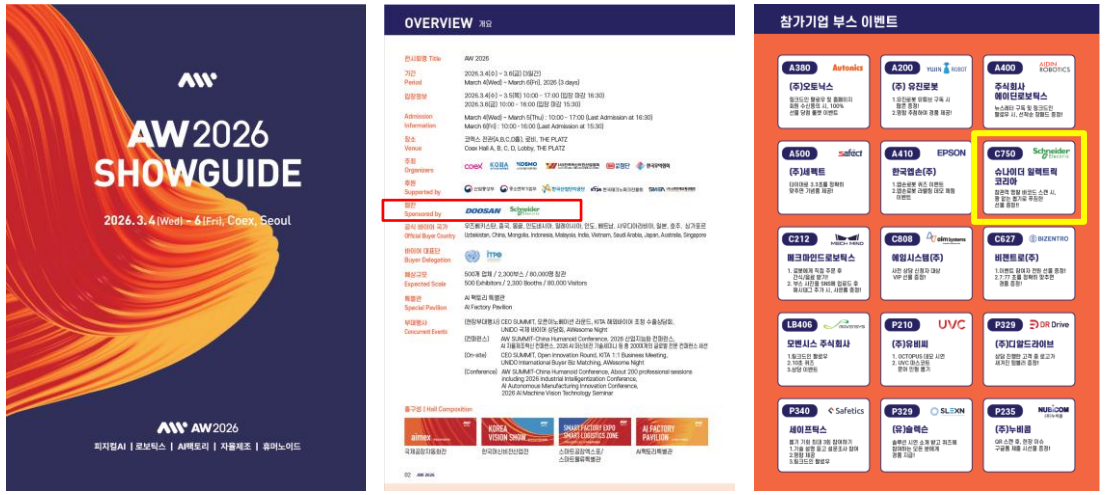


<AW 2026 SNS Content>

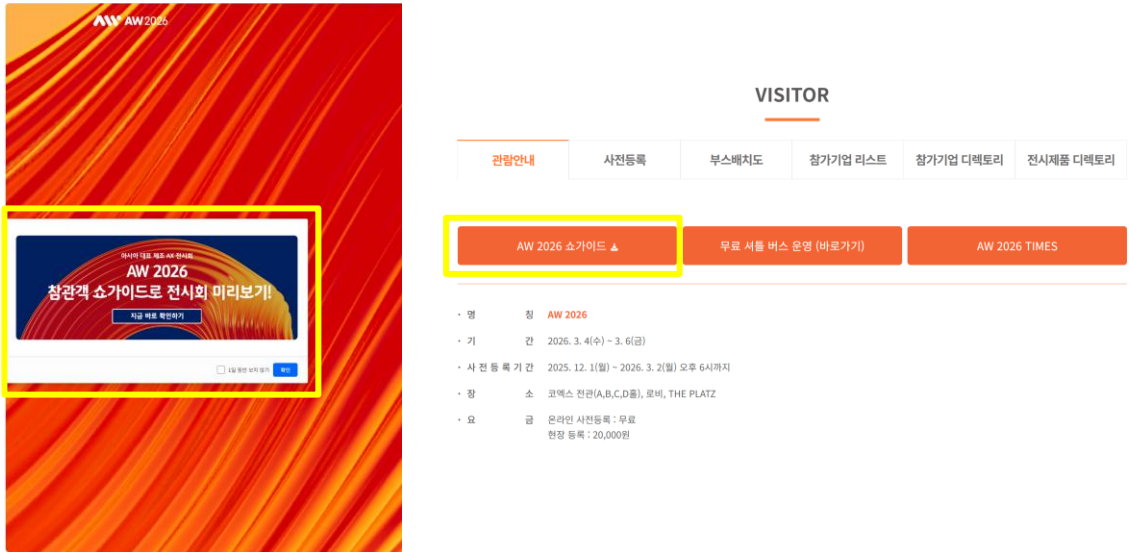
Targeted Visitor Promotion

We present the exhibition products and promotional materials of our sponsors in the visitor guide provided by the AW Secretariat.

Promotion Method	Sponsor advertisement in the visitor guide
Target Audience for Promotion	All AW 2027 visitors and AW official website visitors
Location	Printings : Entrances to each exhibition hall Online : AW official website pop-up and visitor information page
Period	Application date – March 2027

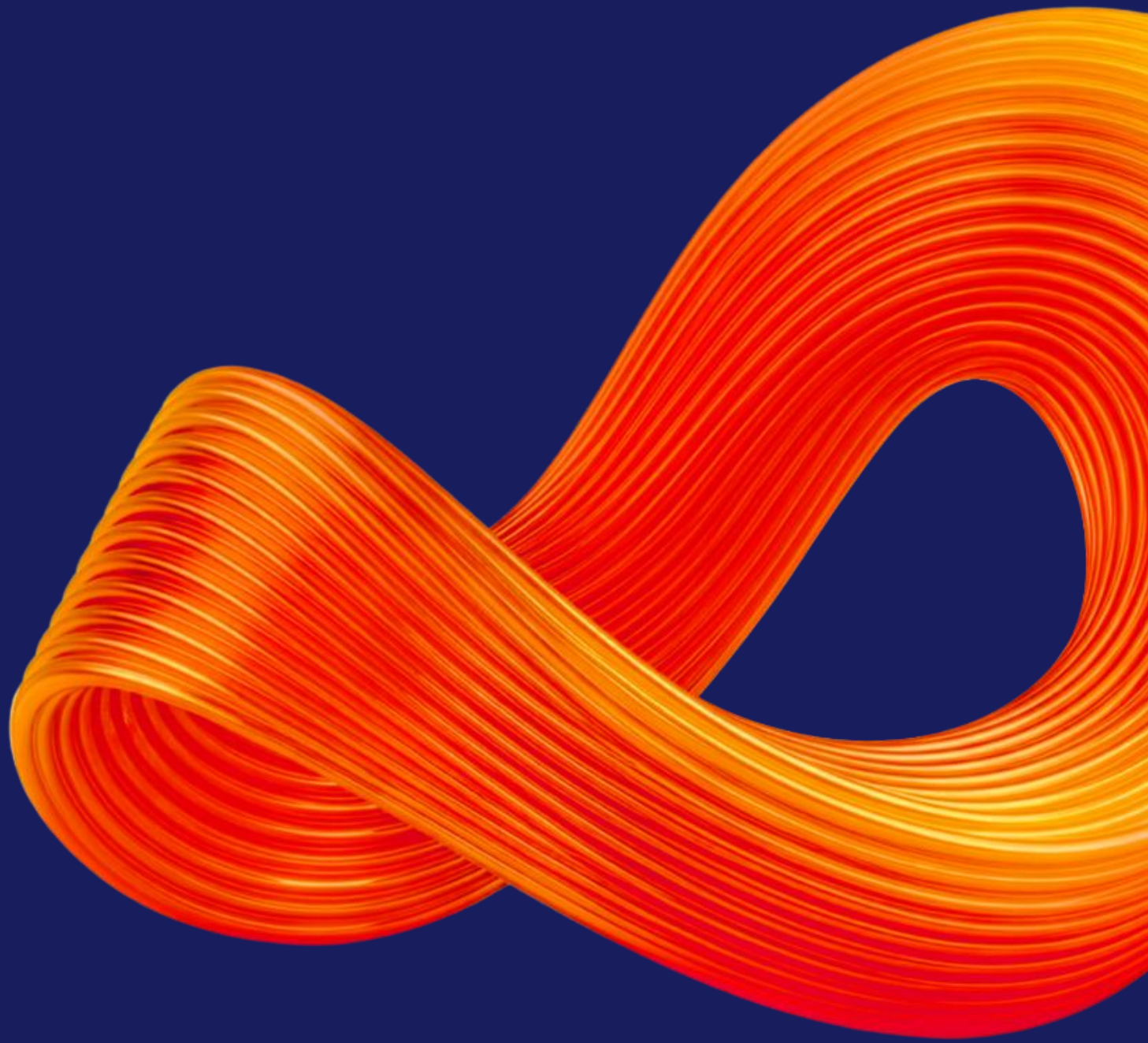


<AW 2026 Visitor Show Guide - Printed Version>



<AW 2026 Visitor Show Guide - Website Version>

PART4
Sponsored Space



Sponsored Space

We provide a small conference room that sponsors can use during the exhibition period.

Location	Coex Conference Room
Size	Small conference room for fewer than 10 people
Usage Period	AW 2027 Exhibition Period (Mar. 3(Wed) – Mar. 5(Fri), 2027), 3 days)




Asia's Leading Manufacturing AX Expo
AW2027
March 3rd(Wed) – 5th(Fri), 2027
Coex, Seoul, South Korea
GOLD Level

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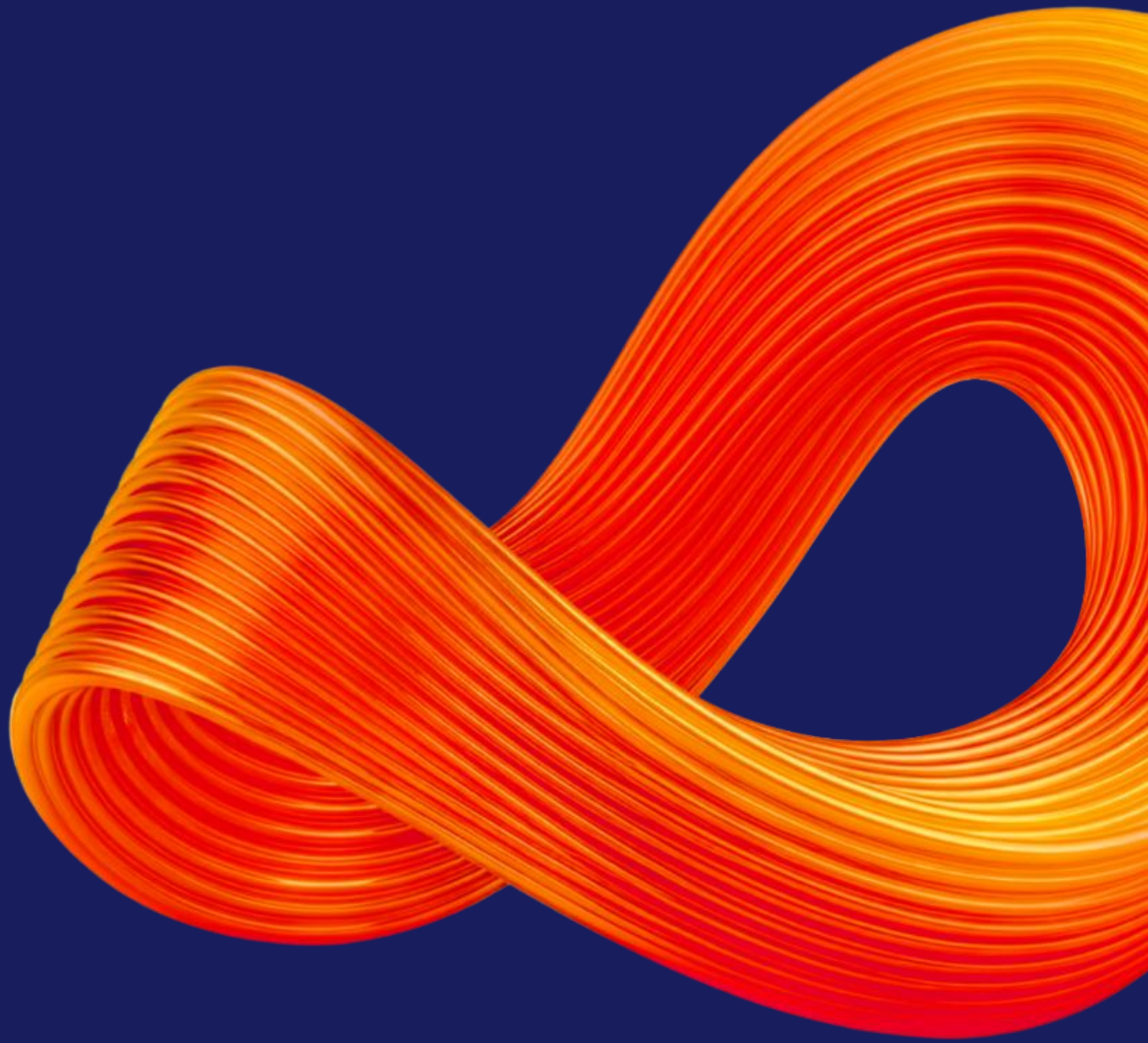
Coex XPACE Ads



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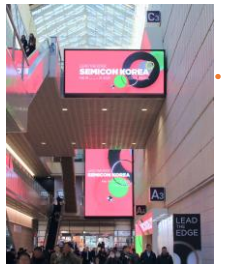
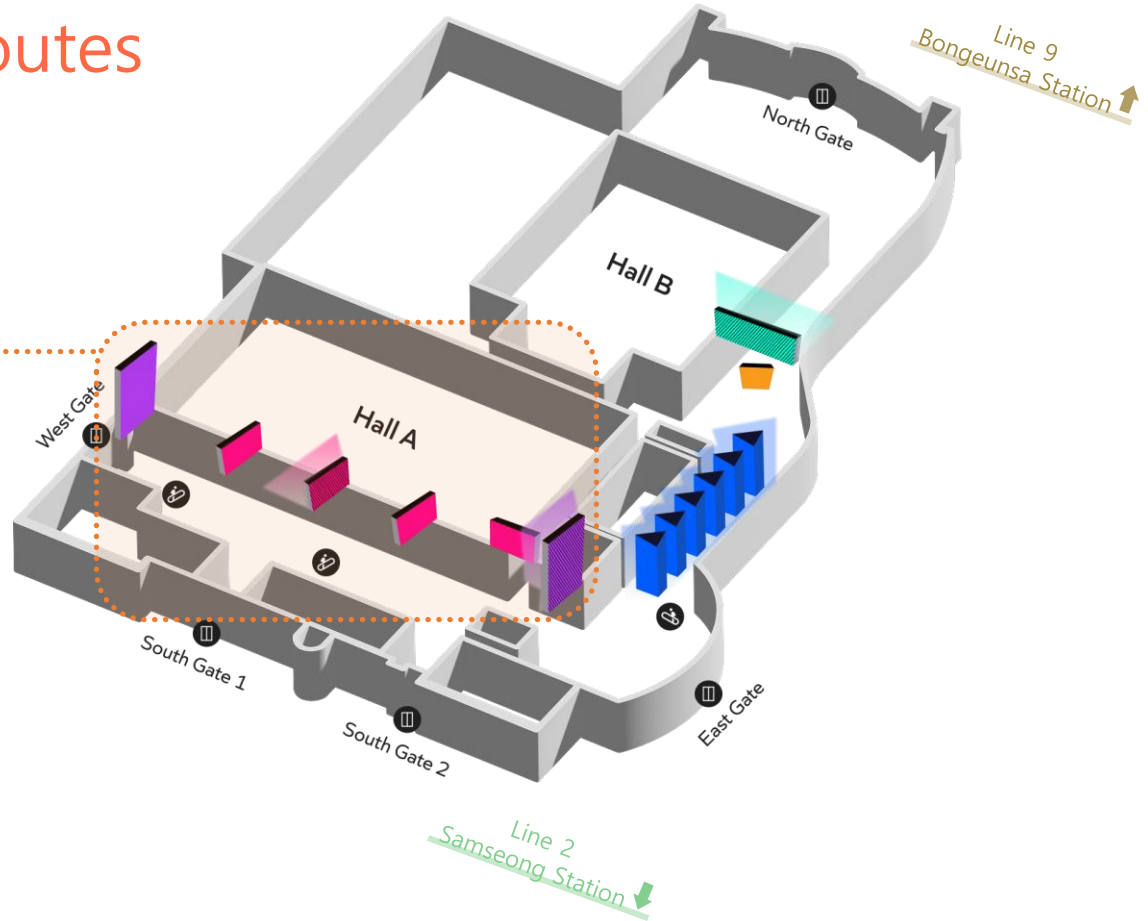
XPACE Location Map

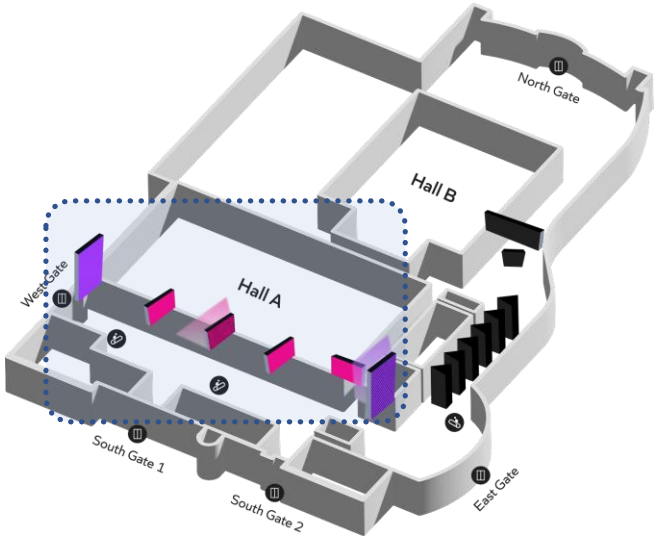
- Wide Bridge
- Big Bridge
- Bridge
- Edge Column
- Square Bridge

Package A





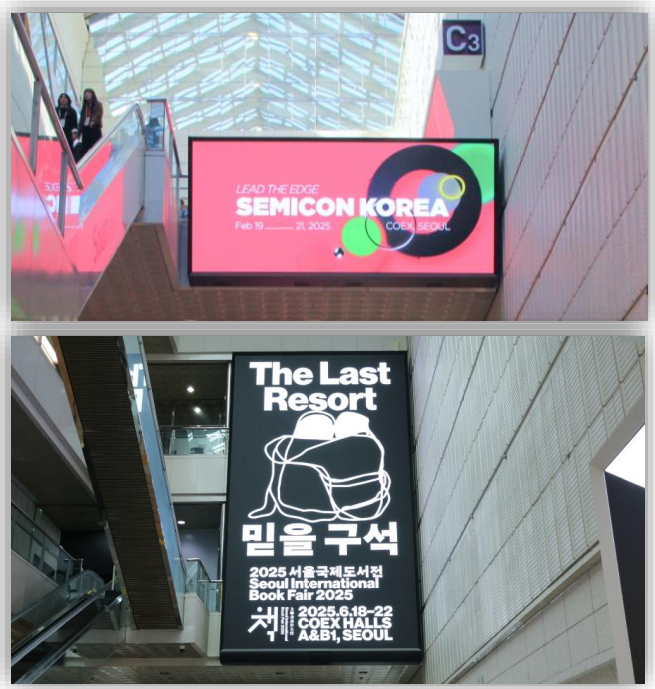
Package A



BRIDGE BIG BRIDGE

- Product covering the entrance area of Hall A
- Consists of 4 BRIDGE and 2 BIG BRIDGE

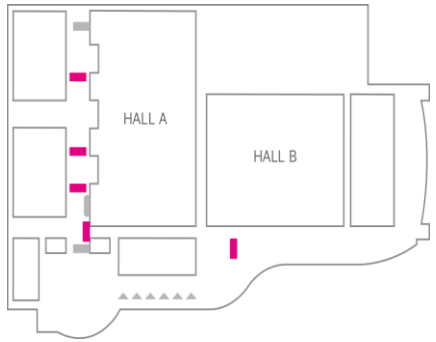
Package A



BRIDGE BIG BRIDGE

- Product covering the entrance area of Hall A
- Consists of 4 BRIDGE and 2 BIG BRIDGE

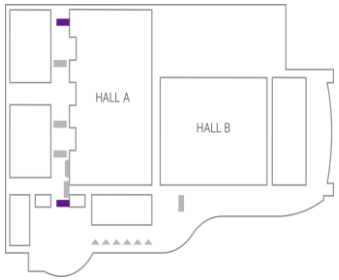
BRIDGE



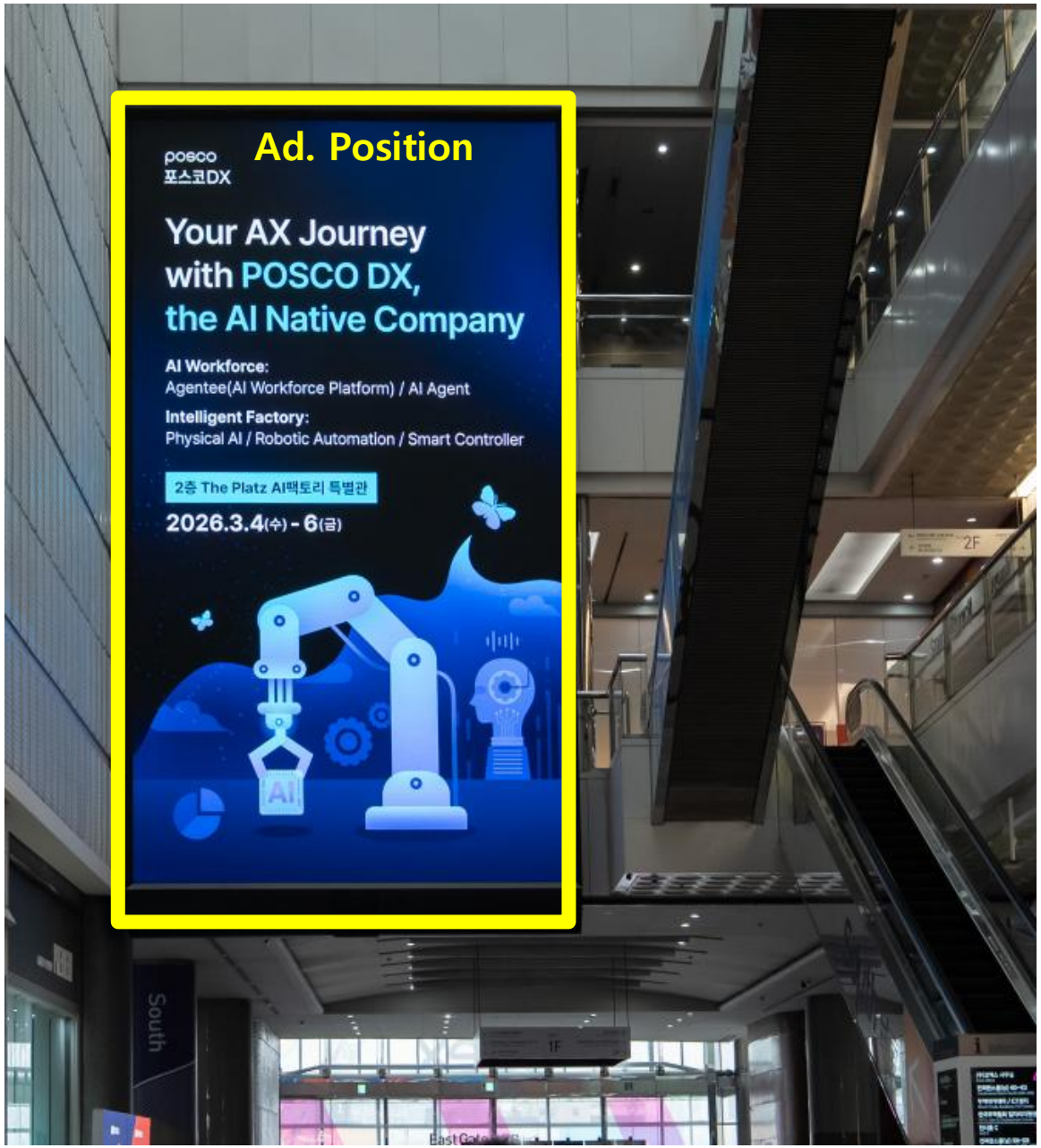


Location	In front of Hall A-C (4 units)	Frequency	90+ times per day
Size	6.7m x 2.9m	Operation	15 sec | 18 slots | 8:00 – 22:00
Resolution	1,680px x 720px	Display Period	2027. 2. 27(Sat) – 3. 5(Fri)/ 1 week

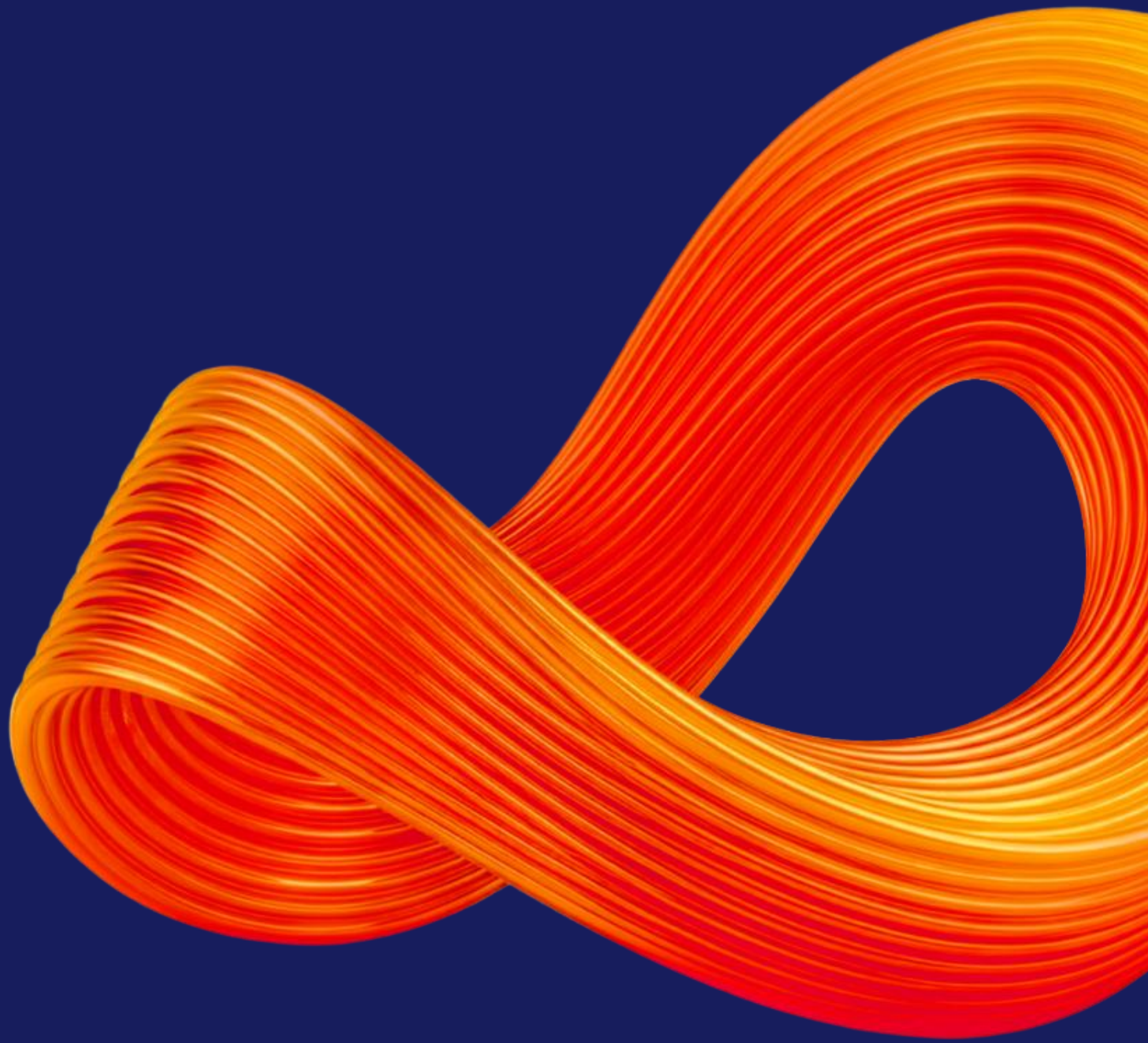
BIG BRIDGE



Location	Both ends of the lobby in front of Halls A & C (2 units)
Size	6.4m x 11.2m
Resolution	1,600px x 2,800px
Frequency	90+ times per day
Operation	15 sec | 18 slots | 8:00 – 22:00
Display Period	2027. 2. 27(Sat) – 3. 5(Fri) / 1 week



PART 2
Offline Promotion



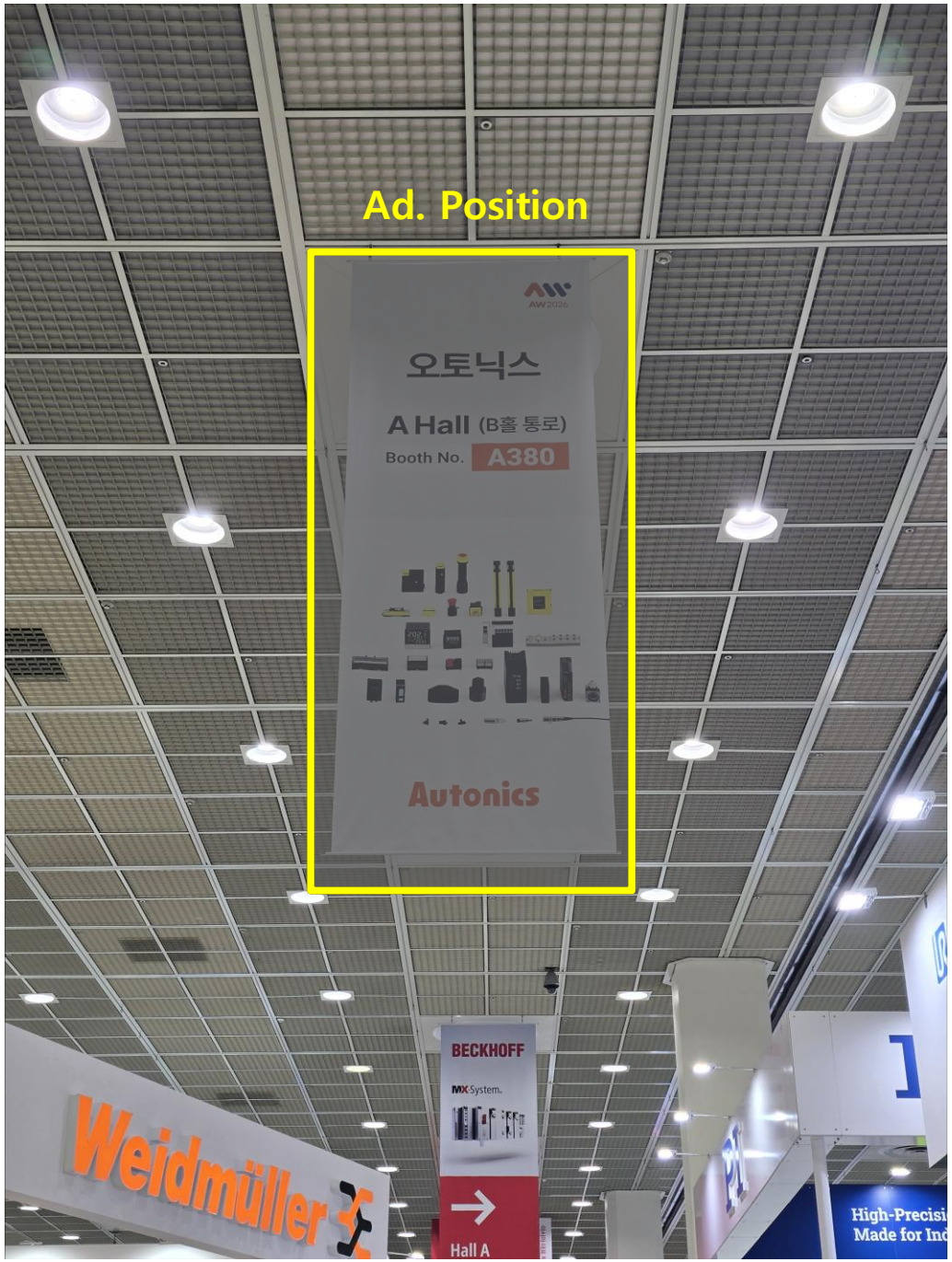
Sponsor-Exclusive Ceiling Banners

Place your ceiling banner along the main aisles to guide buyers directly to your booth and maximize visibility

- Quantity 2 units
- Size 1.5m x 4m
- Period 2027. 3. 3(Wed) – 2027. 3. 5(Fri), 3 days

Location

* Main aisles of the exhibition halls C and D
* Exact placement will be confirmed later based on the final booth layout.



Sponsor Logo on Printed Materials & Signage

Sponsor Logo on Printed Materials & Signage

Official sponsor logo featured across event structures, printed materials, signage, and online promotional materials

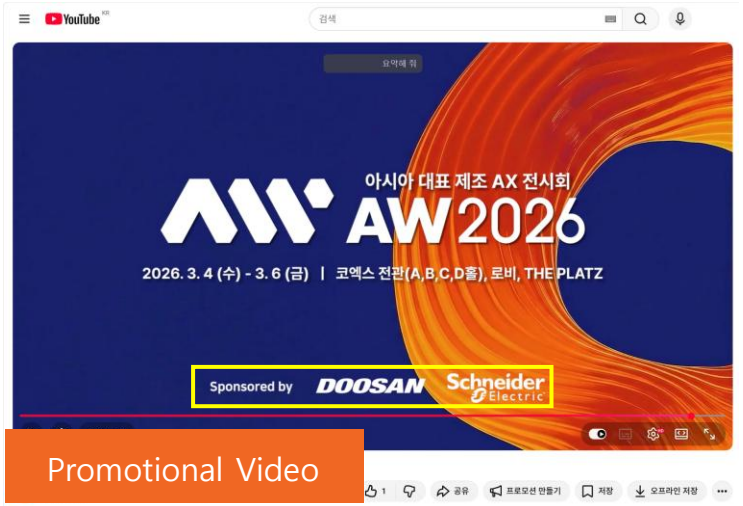
- **Location** — Printed Materials : show guides, etc.
  Event Items : registration desks, etc.
  Signage : official information boards, banners, booth layout, etc.
  Online Promotional materials : promo video, etc.
- **Period** — AW 2027 Promotion Period
  (Starting from Feb 2027)
- **Design** — Designated colors only
- **Operation**
  - If more than two Platinum Sponsors apply, the placements will be allocated side-by-side as shown below
  - Placement priority is determined in the order of application by sponsor companies

(Option 1)

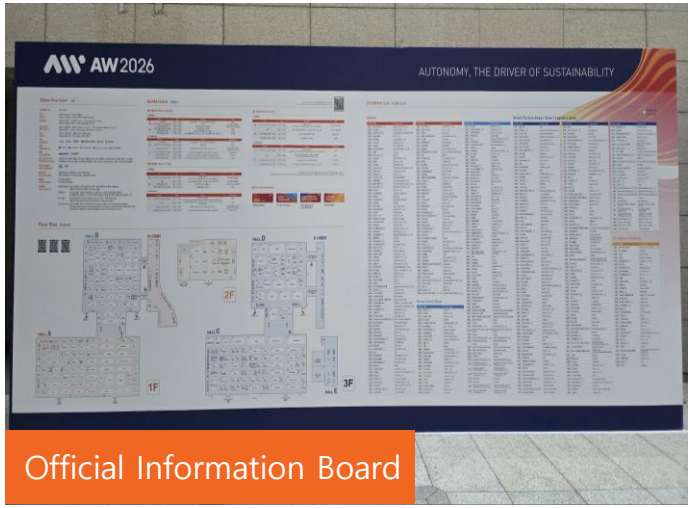


(Option 2)

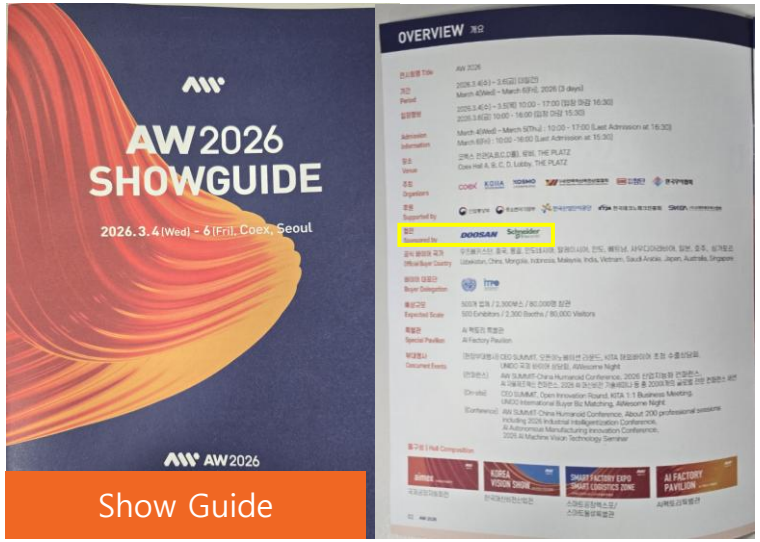




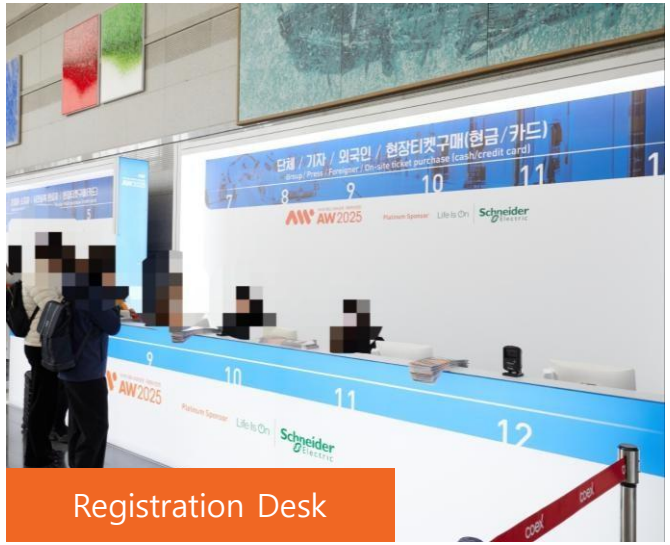
Promotional Video



Official Information Board



Show Guide



Registration Desk

Escalator Wrapping Ad

Showcase your brand on the Coex escalators connecting the 3rd floor Smart Factory Expo and the 1st floor aimex

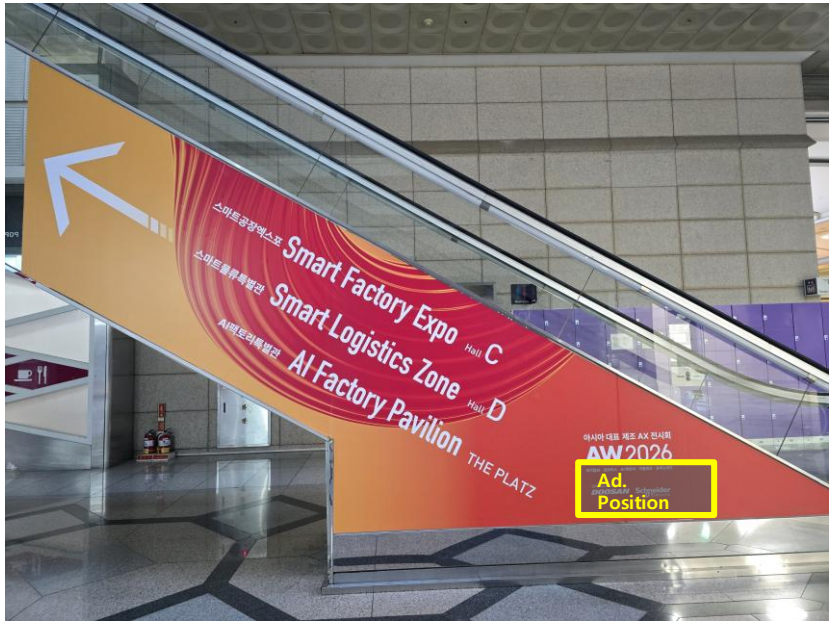
- **Location** — Up-going escalator from 1F to 3F (1 unit), Down-going escalator from 3F to 1F (1 unit)
- **Period** — AW 2027 Exhibition Period (2027. 3. 3(Wed) – 3. 5(Fri)), 3 days
- **Design** — Designated colors only
- **Operation**
  - If more than two Platinum Sponsors apply, the placements will be allocated side-by-side as shown below
  - Placement priority is determined in the order of application by sponsor companies

(Option 1)

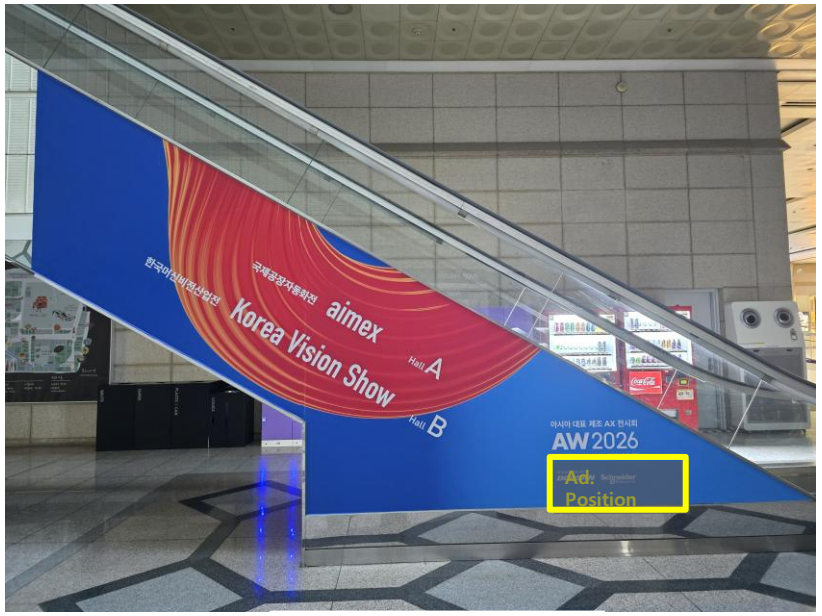


(Option 2)



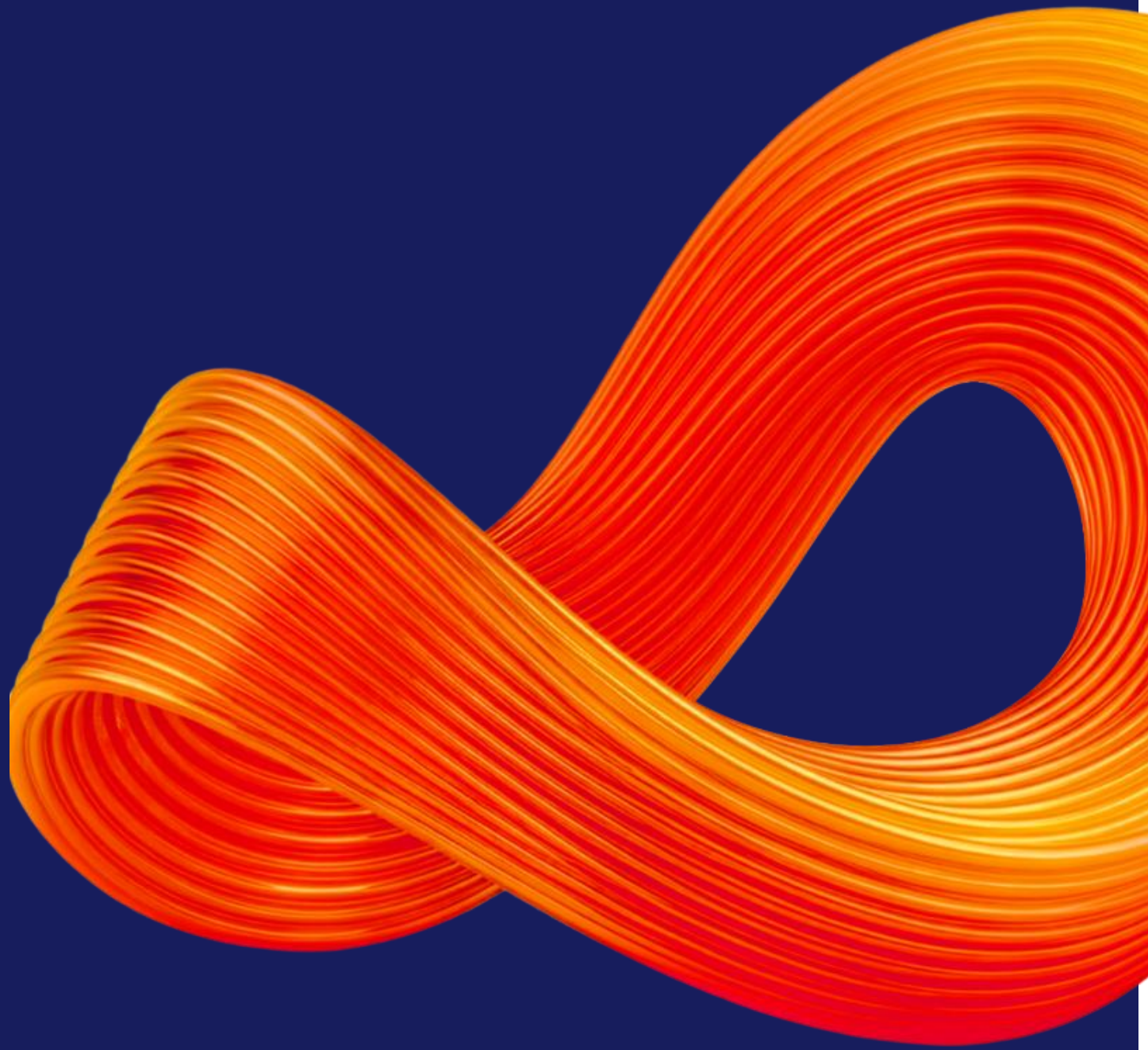


[Up-going escalator]



[Down-going escalator]

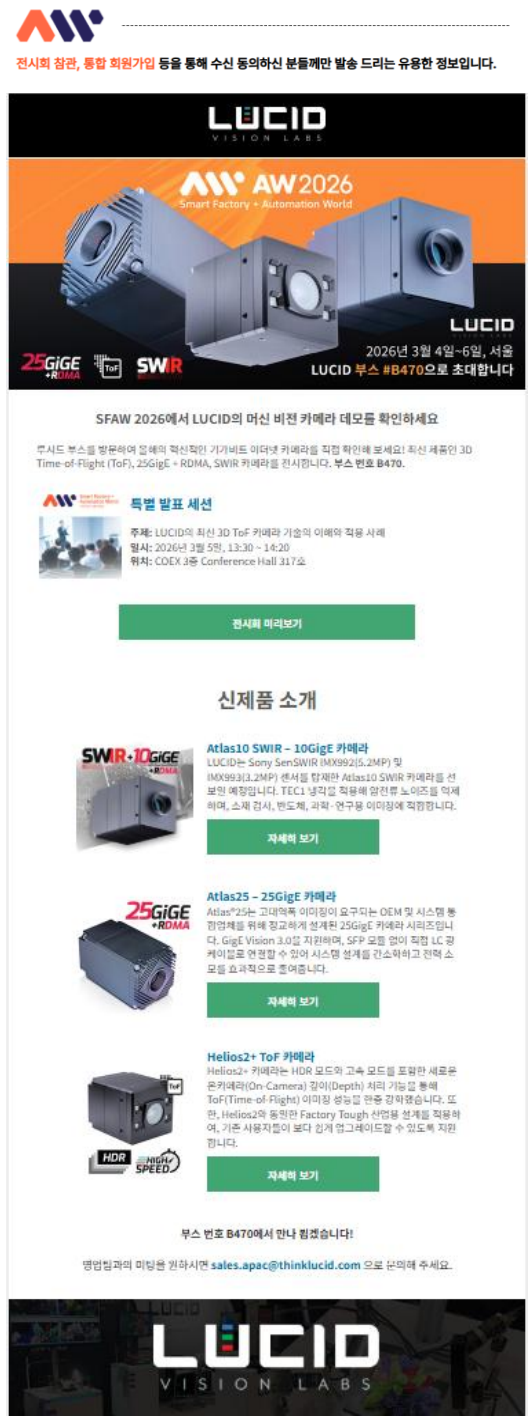
PART 3
Online Promotion



Exclusive Newsletter Distribution (Korean)

Send a dedicated newsletter to 100,000 AW Korean buyers – maximizing booth traffic and boosting the impact of your event promotions.

Size	750px (W) × ~ (HTML to be created by the exhibitor and submitted to the Secretariat)
Frequency	1 time (Sending date to be coordinated with the Secretariat)
Newsletter Mailing Database	100,000 (AW 2025 & 2026 buyers)



Exclusive Newsletter Distribution (English)

Send a dedicated newsletter to 150,000 past AW buyers from abroad – maximizing booth traffic and boosting the impact of your event promotions.

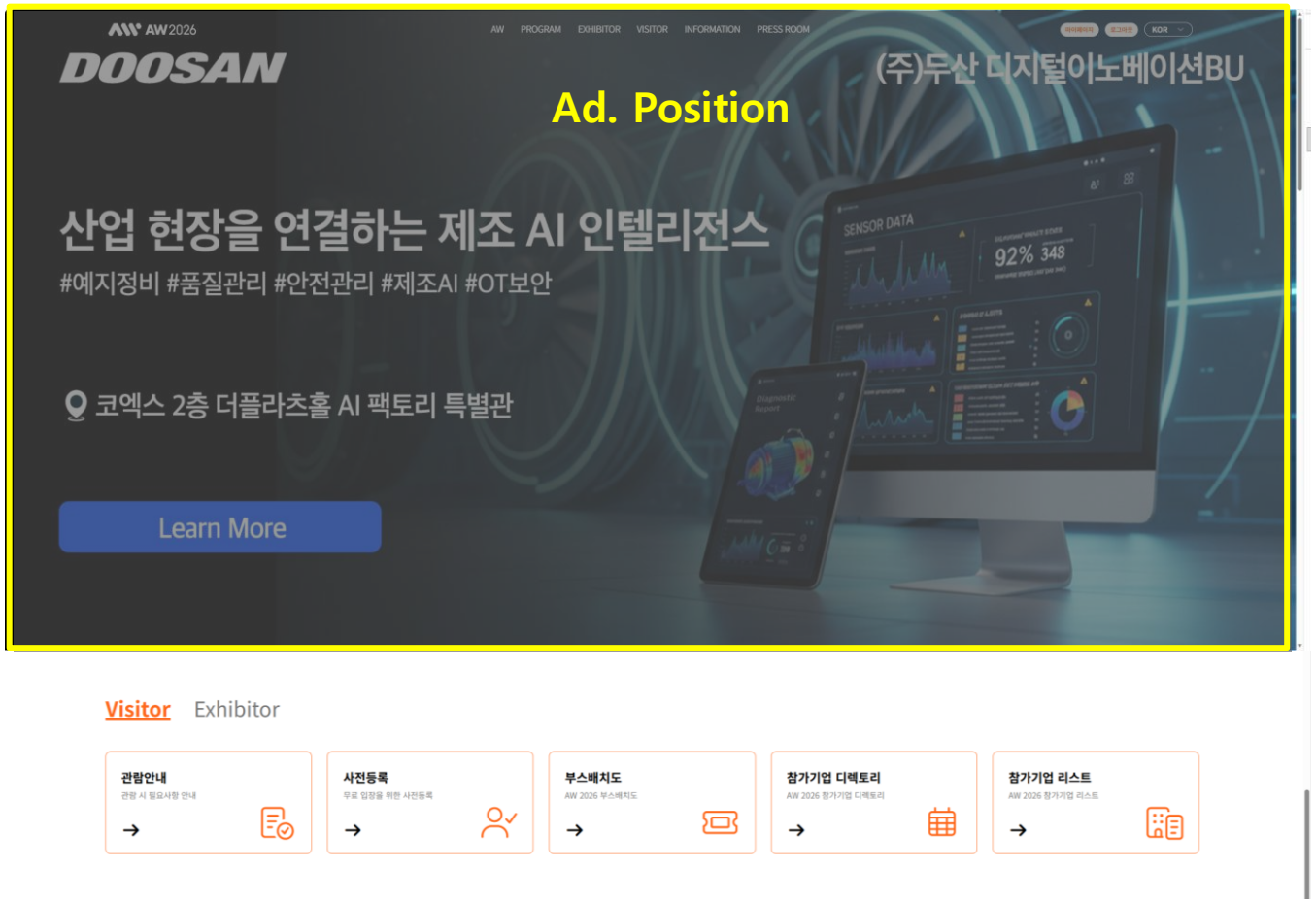
Size	750px (W) × ~ (HTML to be created by the exhibitor and submitted to the Secretariat.)
Frequency	1 time (Sending date to be coordinated with the Secretariat)
Newsletter Mailing Database	150,000 buyers (60,000 : AW 2026 online exhibition buyers / 90,000 : overseas industry-related professionals)



Website STAGE Banner Ad

Sponsor advertisements will be displayed on the homepage of the official AW website, which attracts up to 100,000 buyers per day.

Location	www.automationworld.co.kr (KR/EN/CN Rolling Banner)
Size	1,920px × 920px (PC) 768px × 789px (Mobile)
Period	From banner file submission until March 2027
Number of Visitors	Up to 100,000 buyers per day



1. Main Stage
   - First page: Official AW 2027 banner (fixed)
   - Subsequent pages: Sponsor advertisement banners (random rotation)

2. Banner Rotation Speed Adjustment
   - 2-second rolling / activate transitions between banners

Newsletter Banner Ad

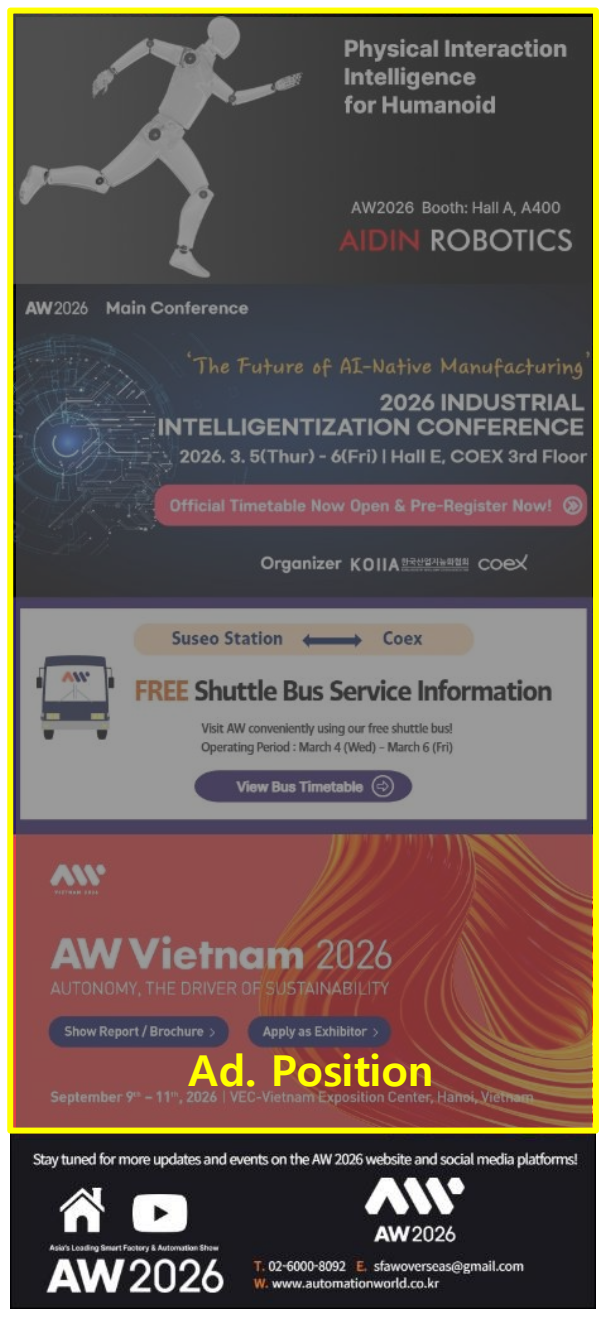
Maximize your brand exposure by placing a banner advertisement in the official AW newsletter, reaching a database of 100,000 buyers.

- **Size** — 750px (W) × 300–400px (H)
- **Frequency** — 2 times
  (Available in Korean or English; publication date to be coordinated with the Secretariat.)
- **Newsletter Mailing Database** — 100,000 buyers (AW 2025 & 2026)

Newsletter (Kor)



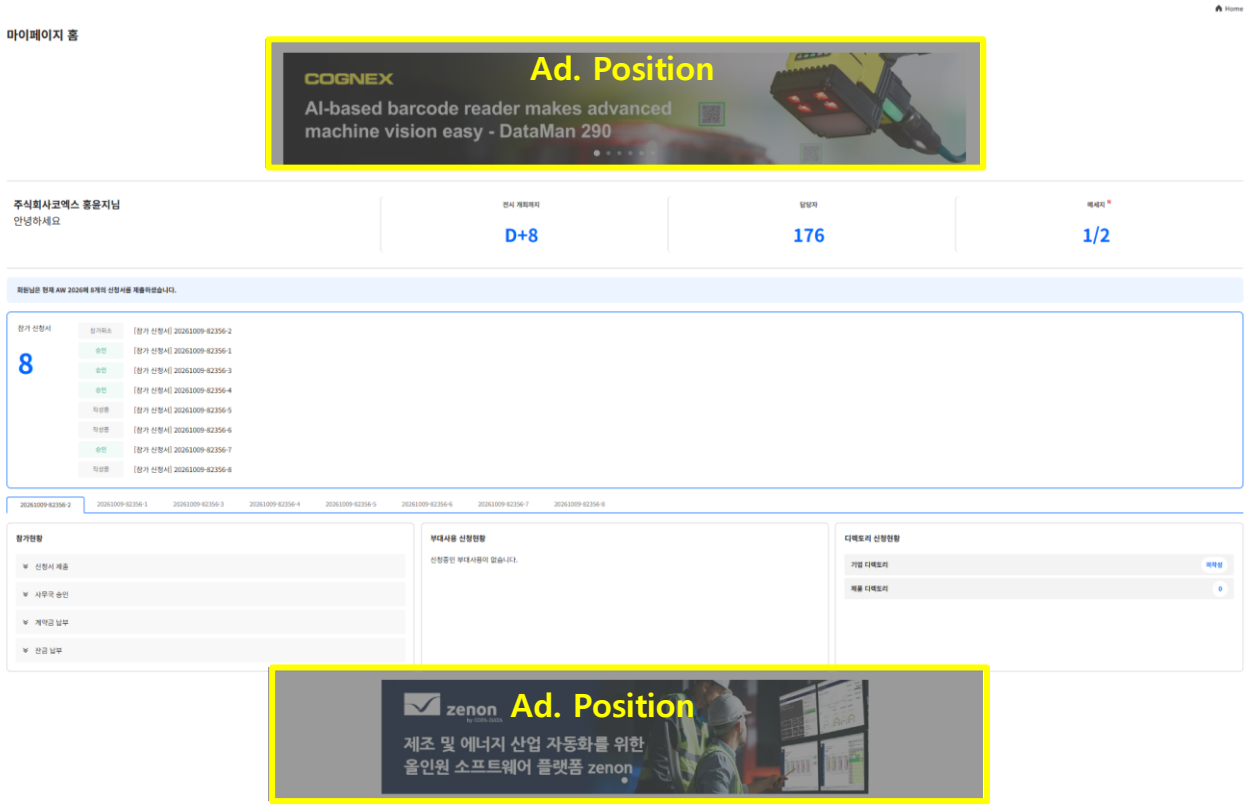
Newsletter (Eng)



MY PAGE Banner Ad

Display your banner advertisement on the “My Page” section of the official website, visible to all participating companies.

Size	1,708px × 250px
Period	From the application date to March 2027
Placement	Available on the Korean and English websites (with link) Placement: Top / Bottom (Choose 1)
Rotation	Automatic rolling every 3 seconds, repeated exposure



AW Official Social Media Ad

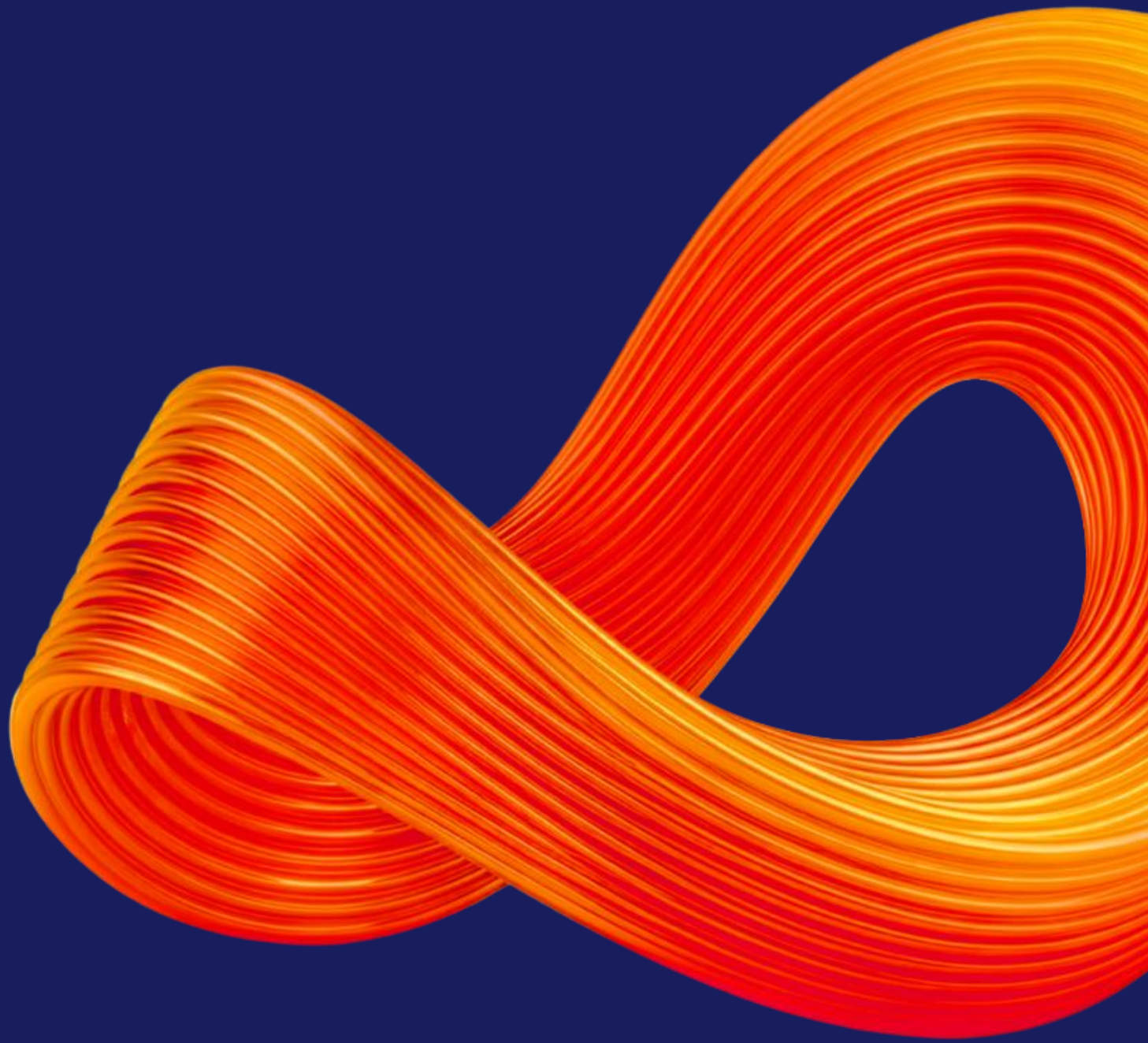
Feature your brand through AW's official social media channels, either as dedicated sponsor content or as part of AW's official card news.

- Format: 1:1 Ratio
- Period: From the application date to March 2027
- Placement: Official AW Social Media Channels (Instagram, LinkedIn, Facebook)
- Frequency: 1 time (Publication date to be coordinated with the Secretariat)



<AW 2026 SNS Content>

PART 4
Sponsored Space



Sponsored Space

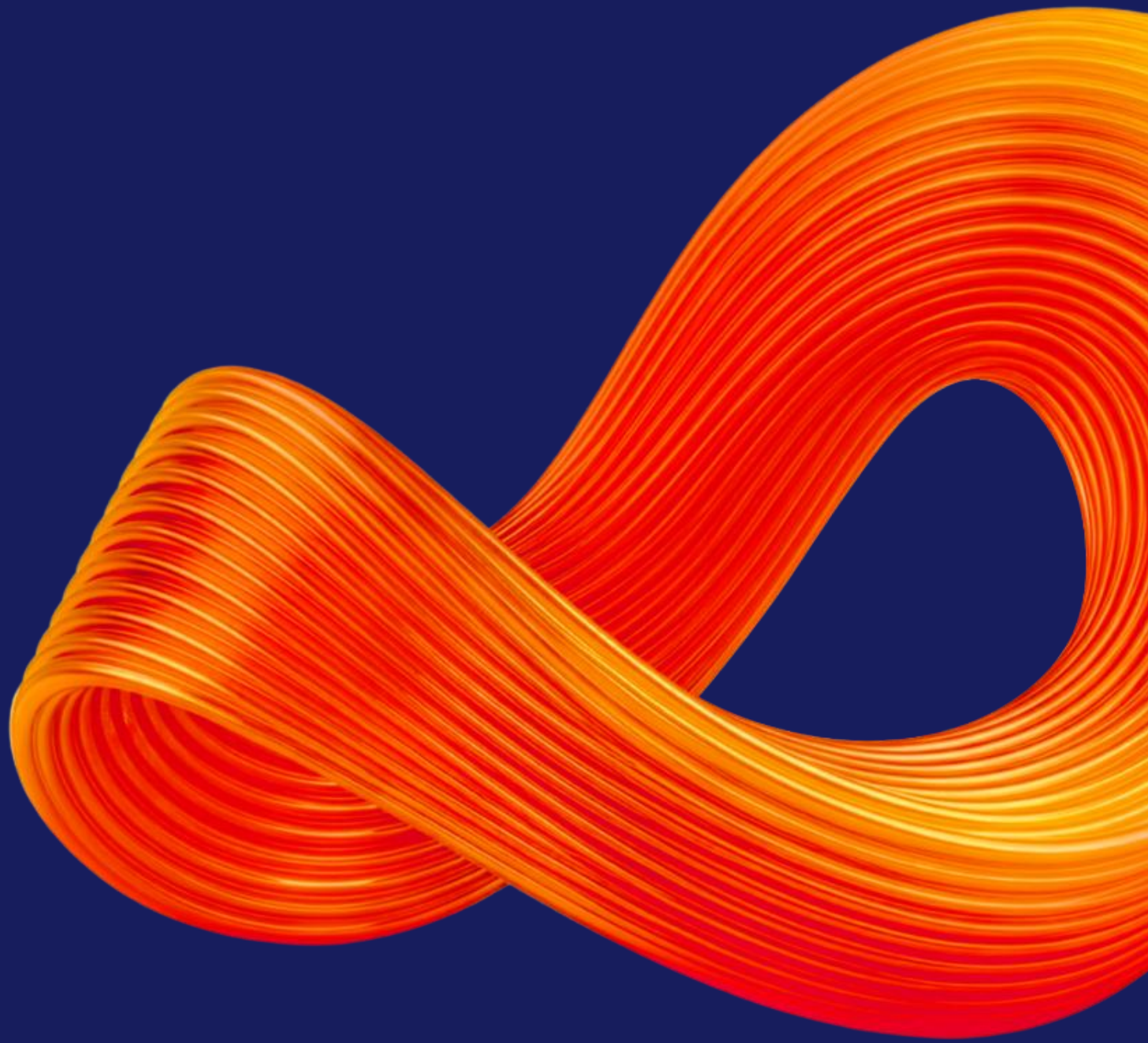
We provide a small conference room that sponsors can use during the exhibition period.

Location	Coex Conference Room
Size	Small conference room for fewer than 10 people
Usage Period	AW 2027 Exhibition Period (Mar. 3(Wed) – Mar. 5(Fri), 2027), 3 days)




Asia's Leading Manufacturing AX Expo
AW2027
March 3rd(Wed) – 5th(Fri), 2027
Coex, Seoul, South Korea
SILVER Level

PART 1
Coex XPACE Ads



COEX DIGITAL SPACE
xpace

Why XPACE?

Coex XPACE provides the most suitable space for an effective promotion of AW and exhibitors.



Xperience

Essence Of Engagement

Reach over 500 leading suppliers and 50,000+ qualified buyers through immersive brand experiences delivered by Coex's No.1 large-scale media platform in Seoul's most visited landmark, with an average daily foot traffic of 150,000 buyers.



Xplore

New Possibility

Leverage XPACE across all Coex exhibition halls (A, B, C, and D) during AW 2027 to execute data-driven targeting, measure advertising effectiveness, and deliver multi-channel campaigns with diverse creative formats and sizes.



Xpand

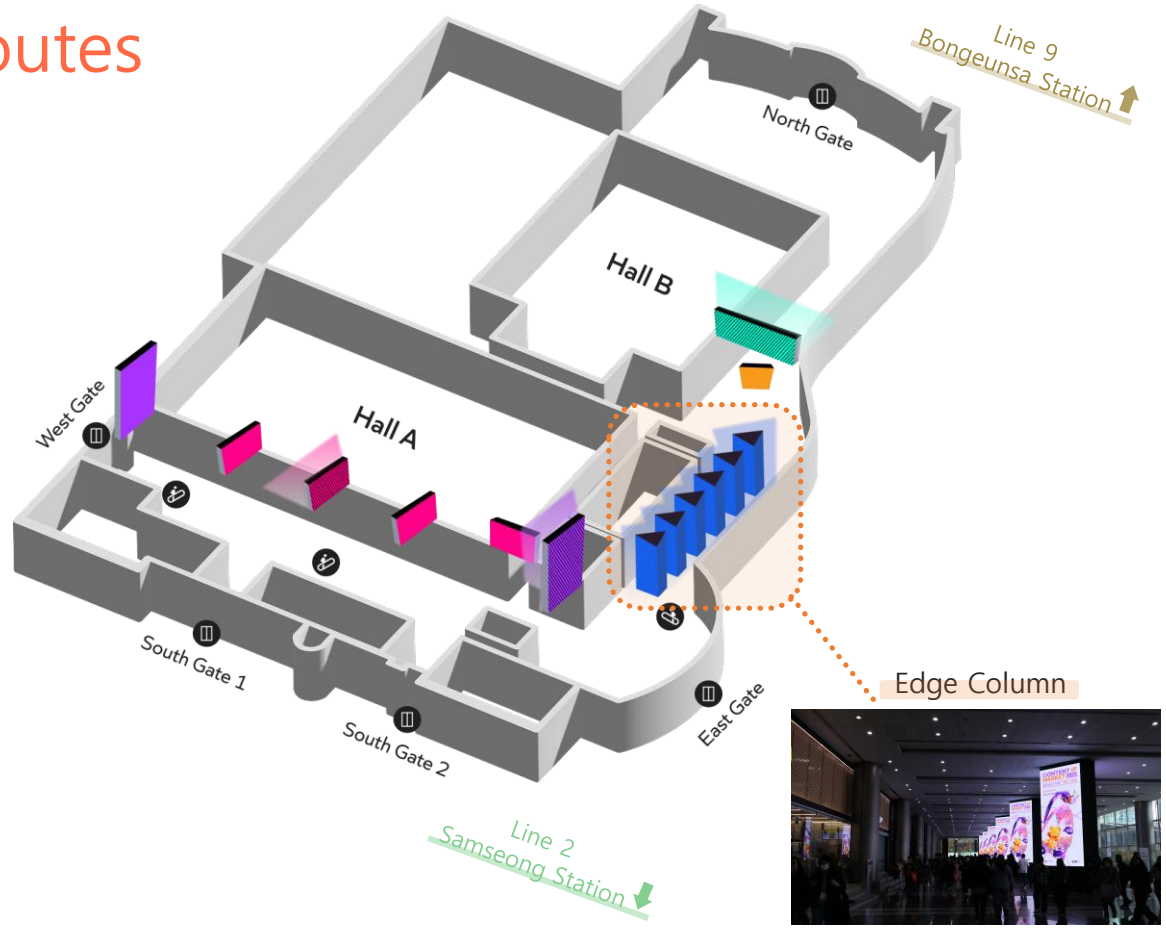
Your Space

Tap into Asia's largest-scale AW 2027 with fully customized advertising solutions, integrated campaigns, and marketing consultancy – targeting global buyers and a wide range of industry sectors with precision.

XPACE – Prime Advertising Space along Coex's Main Visitor Routes

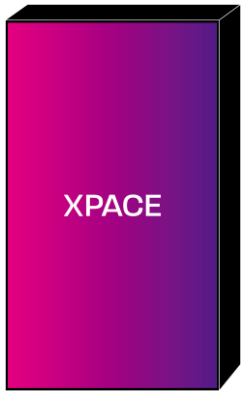
XPACE Location Map

- Wide Bridge
- Big Bridge
- Bridge
- Edge Column
- Square Bridge



A Variety of Media formats to Freely Showcase your Creativity

















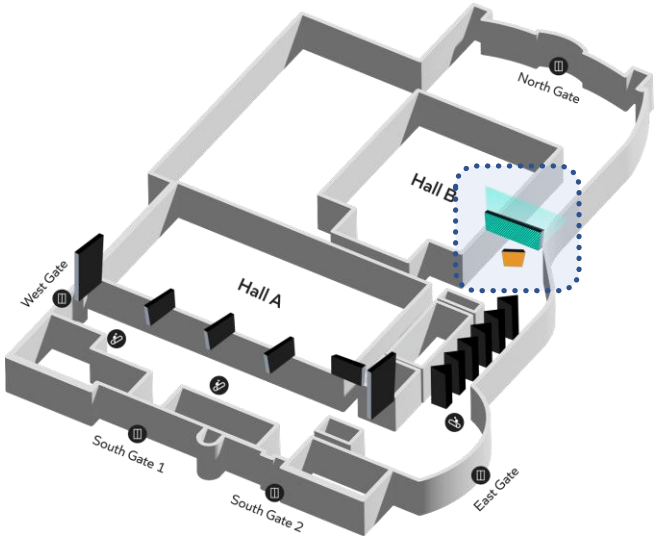
Horizontal Type

Vertical Type

Square Type

Triangular Prism Type

Package B



WIDE BRIDGE SQUARE BRIDGE

- Product covering the entrance area of Hall B
- Consists of 1 WIDE BRIDGE and 1 SQUARE BRIDGE

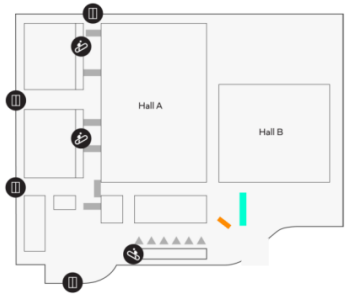
Package B



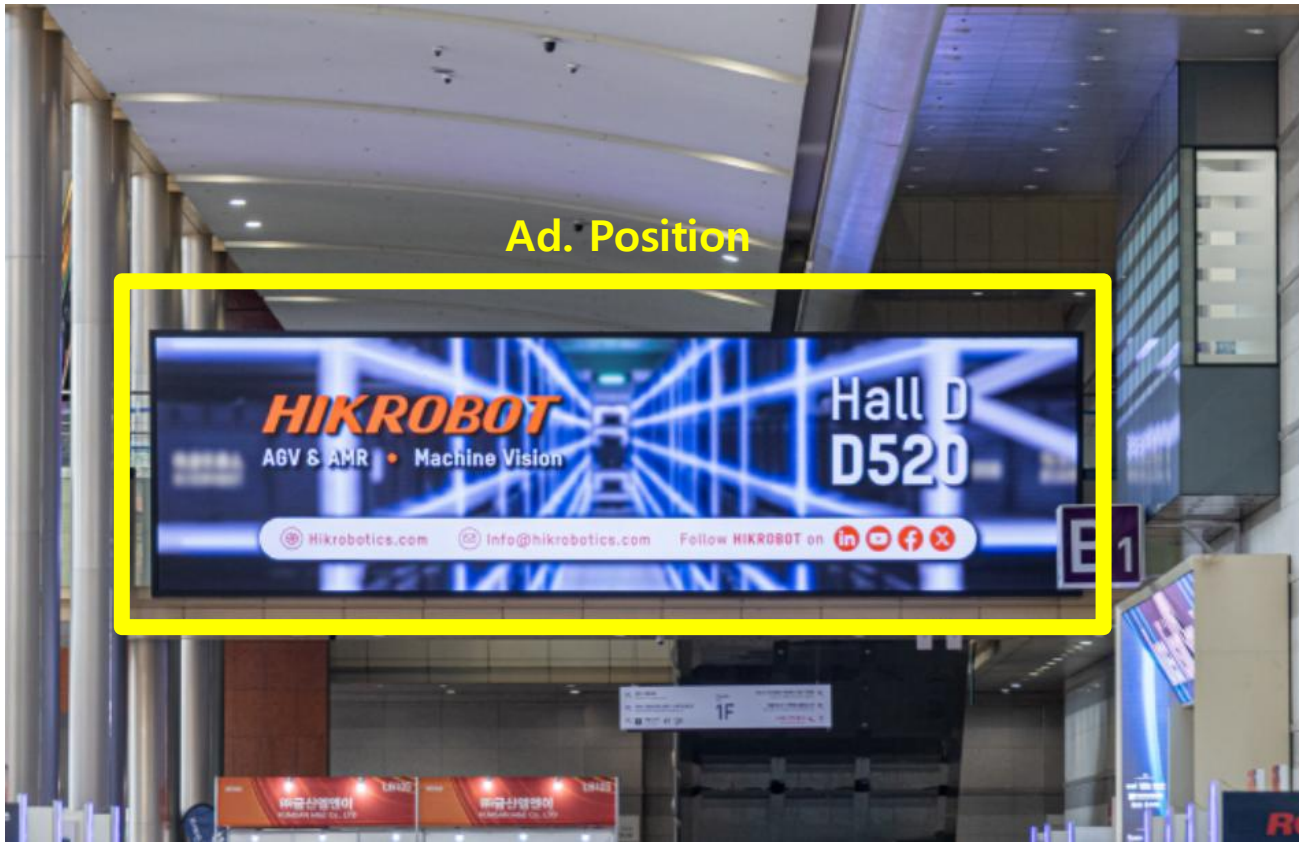
WIDE BRIDGE SQUARE BRIDGE

- Product covering the entrance area of Hall B
- Consists of 1 WIDE BRIDGE and 1 SQUARE BRIDGE

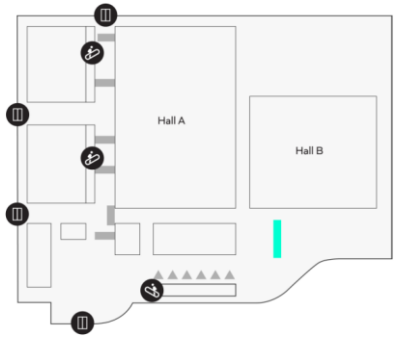
WIDE BRIDGE



Location	In front of Hall B (1 unit)
Size	13.4m × 2.9m
Resolution	3,200px x 880px (compatible with 3,840px × 1,080px)
Frequency	90+ times per day
Operation	15 sec | 18 slots | 8:00 – 22:00
Display Period	2027. 2. 27(Sat) – 3. 5(Fri) / 1 week



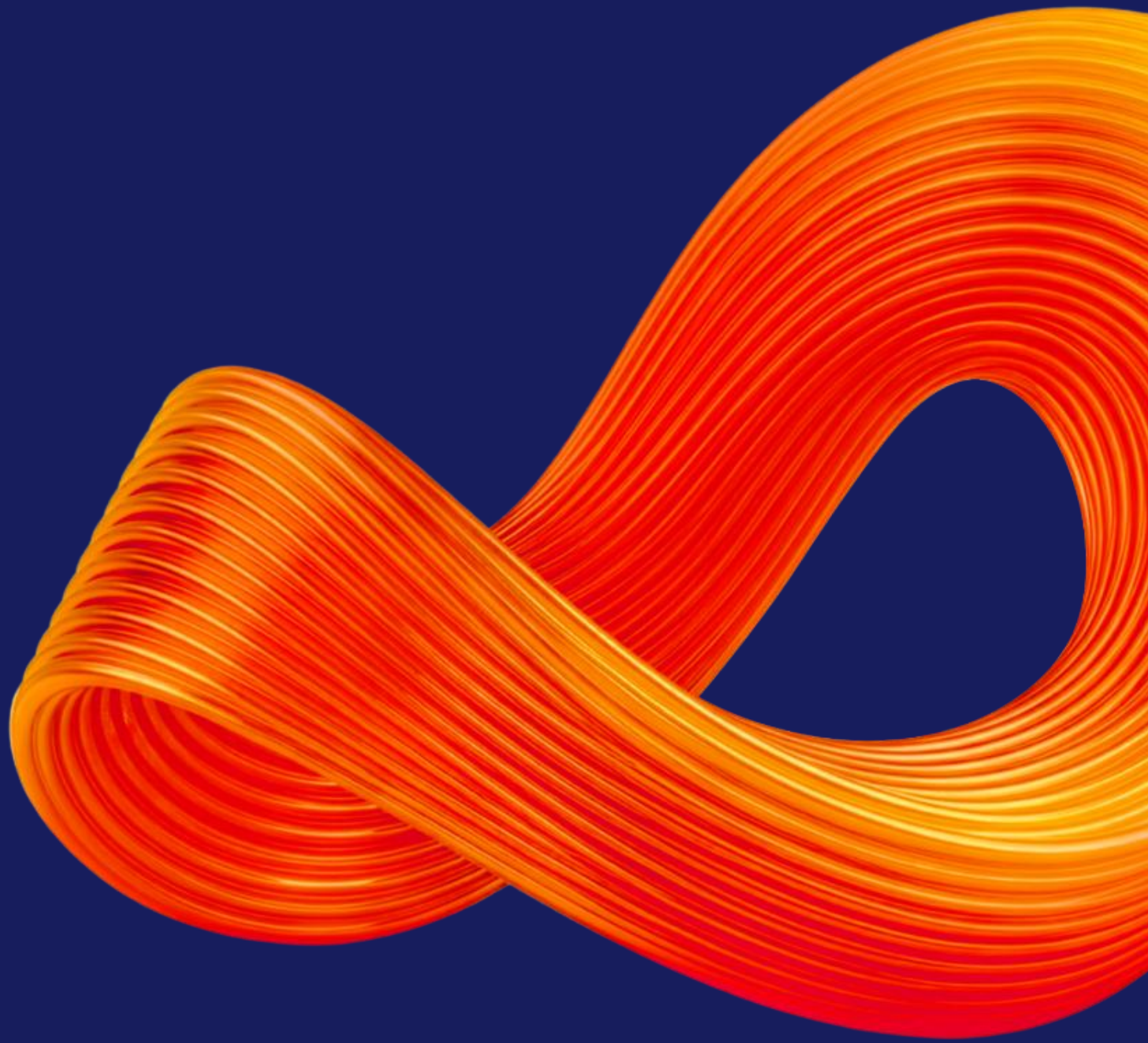
SQUARE BRIDGE



Location	In front of Hall B (1 unit)
Size	4.16m × 4.16m
Resolution	1,040px x 1,040px
Frequency	90+ times per day
Operation	15 sec | 18 slots | 8:00 – 22:00
Display Period	2027. 2. 27(Sat) – 3. 5(Fri) / 1 week



PART 2
Offline Promotion



Sponsor Logo on Printed Materials & Signage

Sponsor Logo on Printed Materials & Signage

Official sponsor logo featured across event structures, printed materials, signage, and online promotional materials

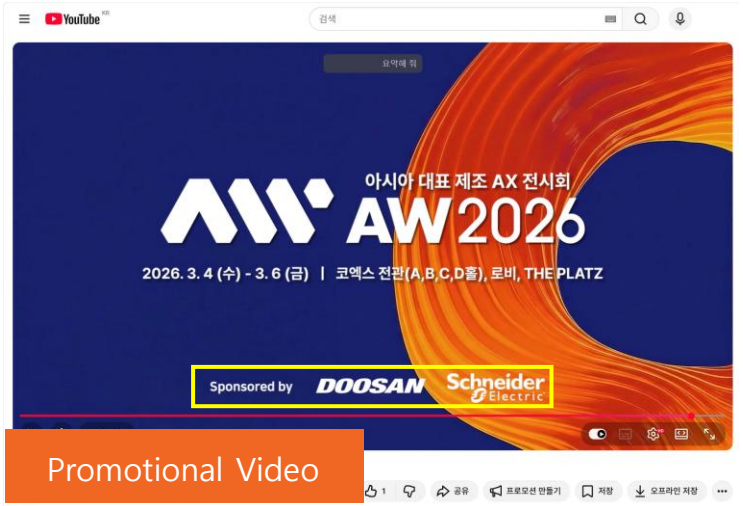
- **Location** — Printed Materials : show guides, etc.
  Event Items : registration desks, etc.
  Signage : official information boards, banners, booth layout, etc.
  Online Promotional materials : promo video, etc.
- **Period** — AW 2027 Promotion Period
  (Starting from Feb 2027)
- **Design** — Designated colors only
- **Operation**
  - If more than two Platinum Sponsors apply, the placements will be allocated side-by-side as shown below
  - Placement priority is determined in the order of application by sponsor companies

(Option 1)

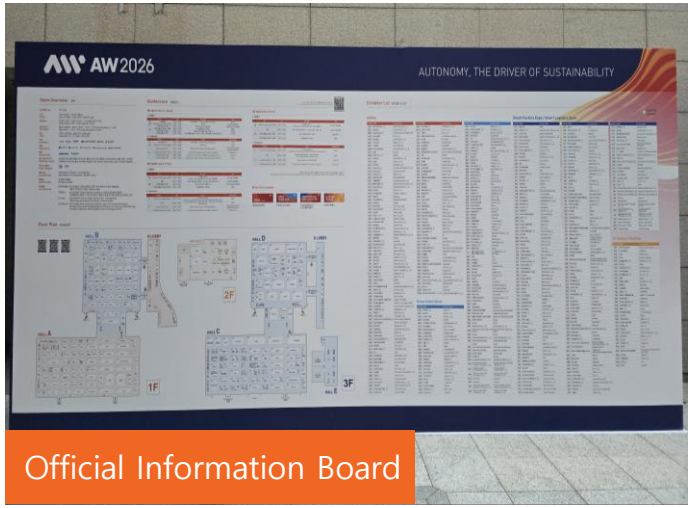


(Option 2)

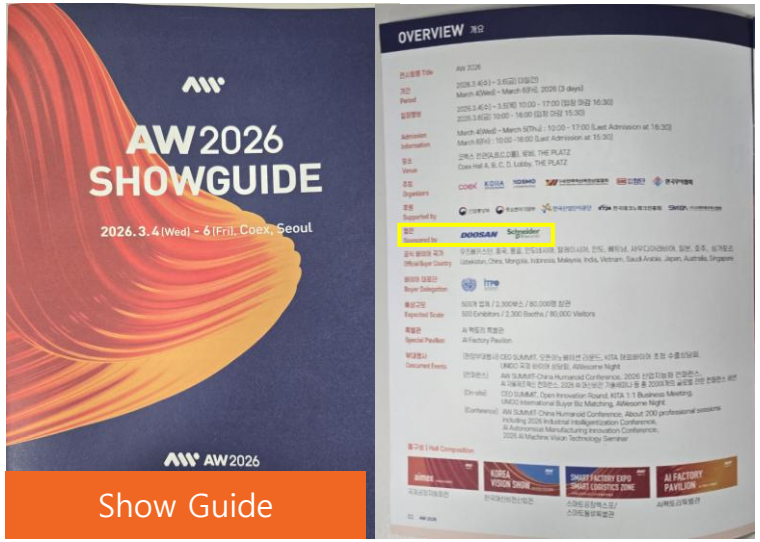




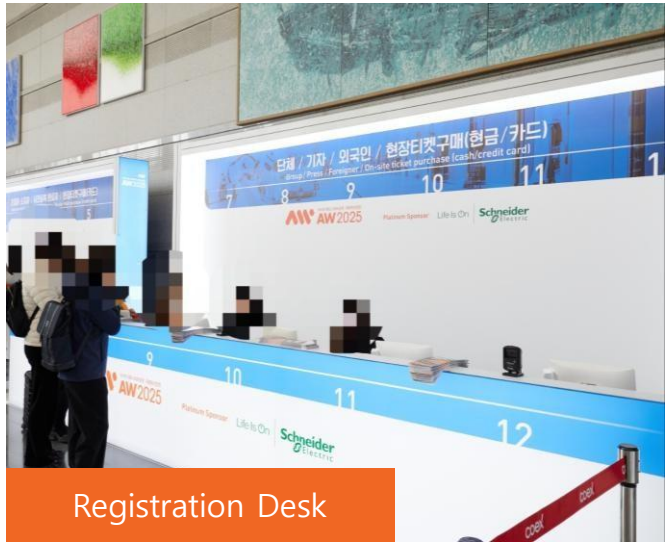
Promotional Video



Official Information Board



Show Guide



Registration Desk

Escalator Wrapping Ad

Showcase your brand on the Coex escalators connecting the 3rd floor Smart Factory Expo and the 1st floor aimex

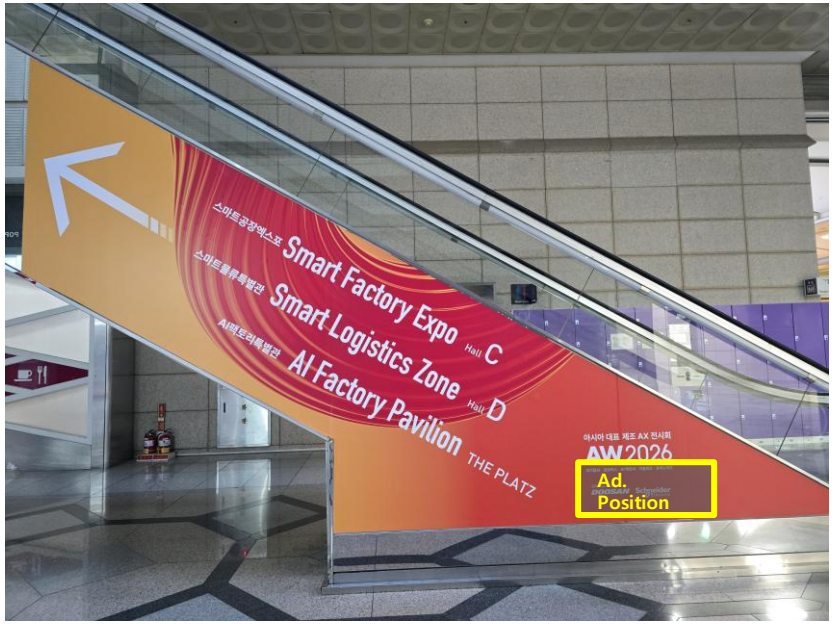
- **Location** — Up-going escalator from 1F to 3F (1 unit), Down-going escalator from 3F to 1F (1 unit)
- **Period** — AW 2027 Exhibition Period (2027. 3. 3(Wed) – 3. 5(Fri)), 3 days
- **Design** — Designated colors only
- **Operation**
  - If more than two Platinum Sponsors apply, the placements will be allocated side-by-side as shown below
  - Placement priority is determined in the order of application by sponsor companies

(Option 1)

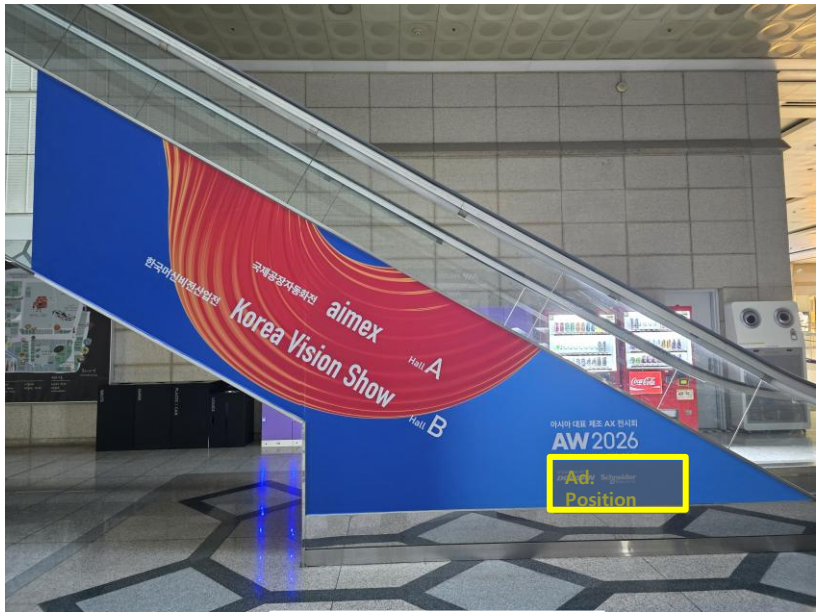


(Option 2)



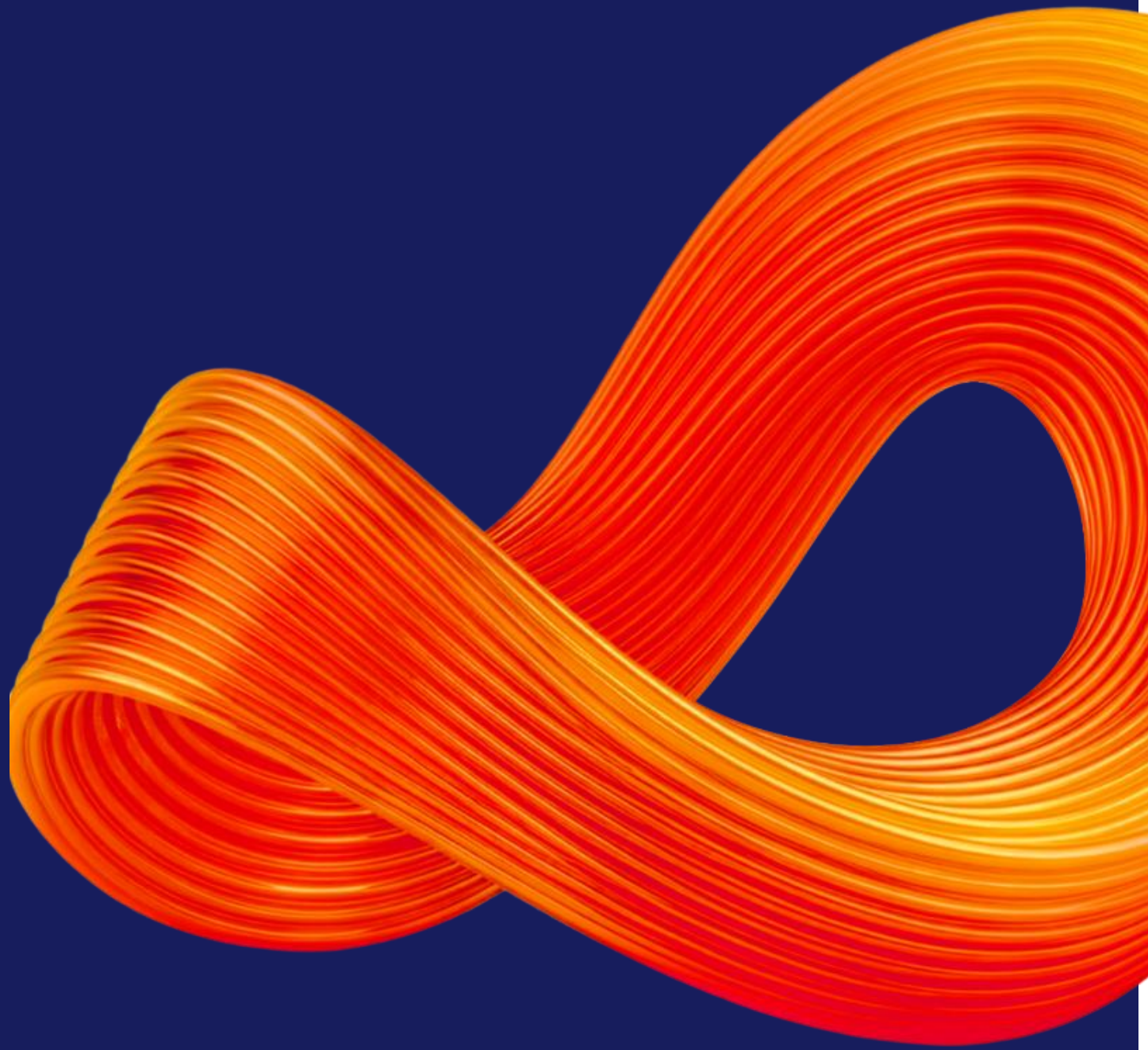


[Up-going escalator]



[Down-going escalator]

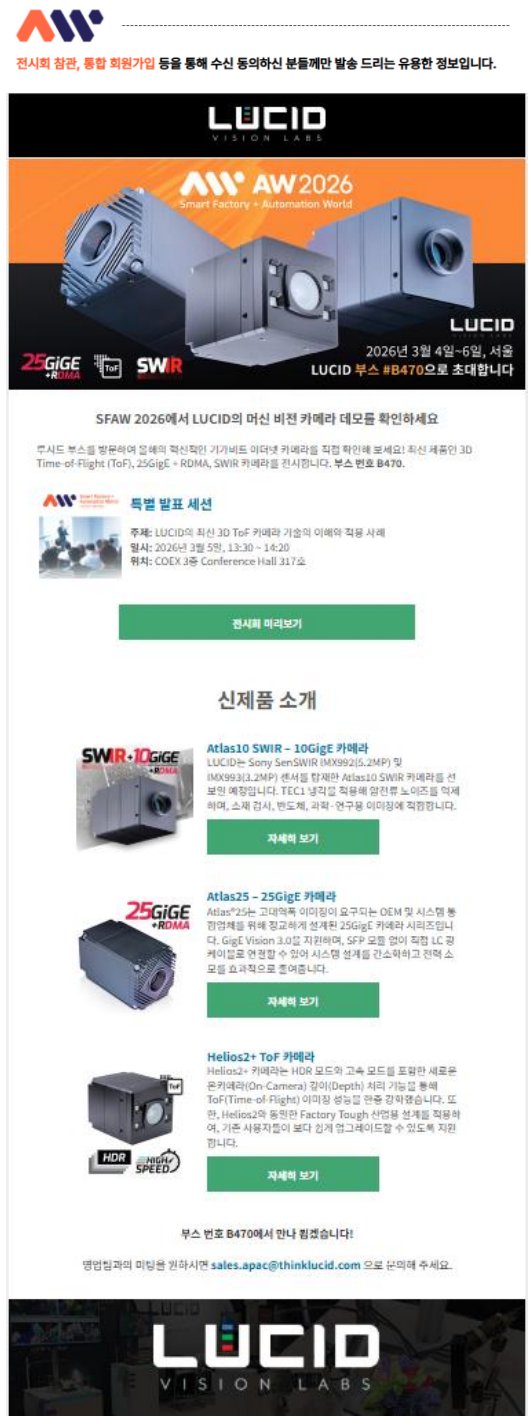
PART 3
Online Promotion



Exclusive Newsletter Distribution (Korean)

Send a dedicated newsletter to 100,000 AW Korean buyers – maximizing booth traffic and boosting the impact of your event promotions.

Size	750px (W) × ~ (HTML to be created by the exhibitor and submitted to the Secretariat)
Frequency	1 time (Sending date to be coordinated with the Secretariat)
Newsletter Mailing Database	100,000 (AW 2025 & 2026 buyers)



Exclusive Newsletter Distribution (English)

Send a dedicated newsletter to 150,000 past AW buyers from abroad – maximizing booth traffic and boosting the impact of your event promotions.

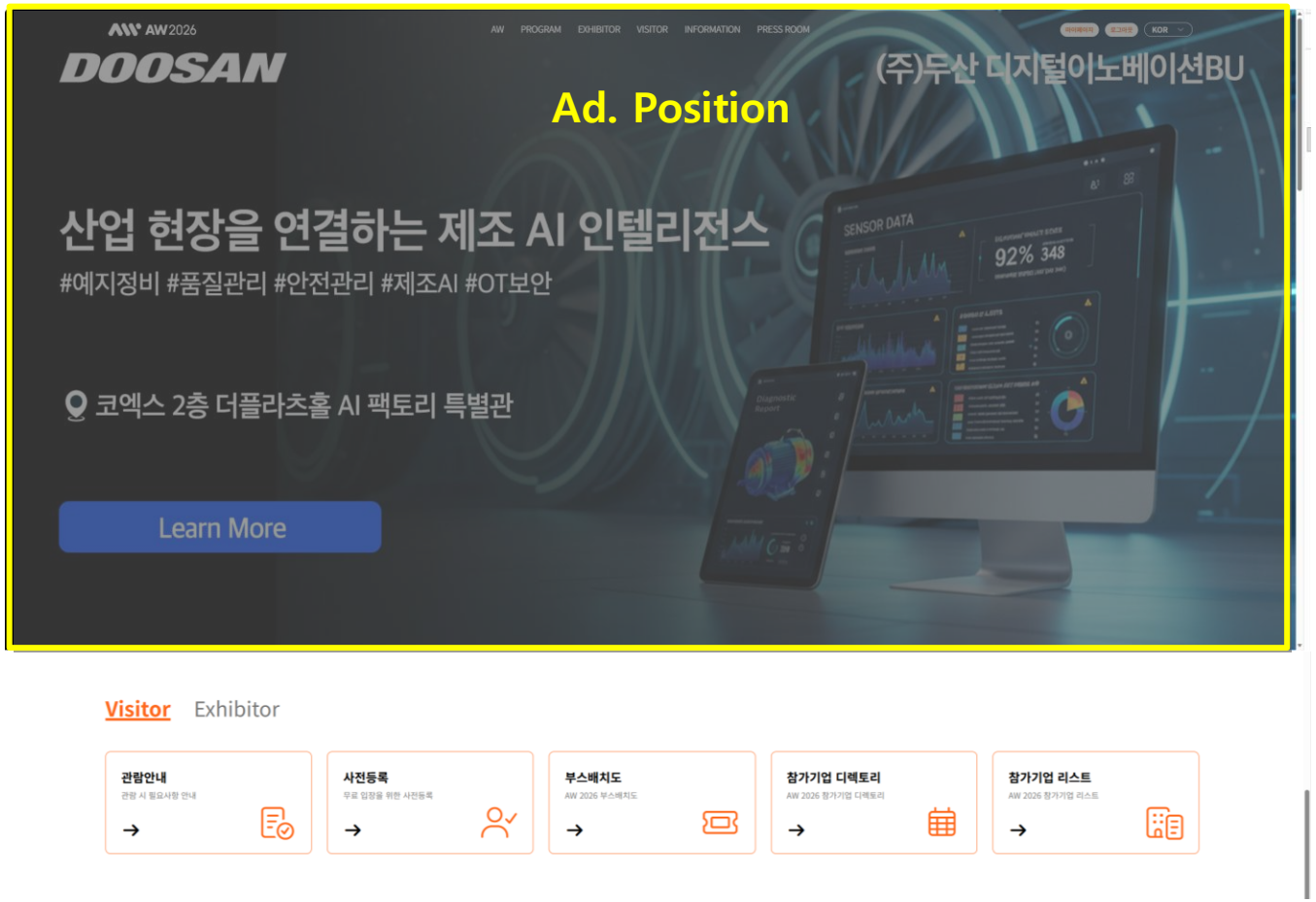
Size	750px (W) × ~ (HTML to be created by the exhibitor and submitted to the Secretariat.)
Frequency	1 time (Sending date to be coordinated with the Secretariat)
Newsletter Mailing Database	150,000 buyers (60,000 : AW 2026 online exhibition buyers / 90,000 : overseas industry-related professionals)



Website STAGE Banner Ad

Sponsor advertisements will be displayed on the homepage of the official AW website, which attracts up to 100,000 buyers per day.

Location	www.automationworld.co.kr (KR/EN/CN Rolling Banner)
Size	1,920px × 920px (PC) 768px × 789px (Mobile)
Period	From banner file submission until March 2027
Number of Visitors	Up to 100,000 buyers per day



1. Main Stage
   - First page: Official AW 2027 banner (fixed)
   - Subsequent pages: Sponsor advertisement banners (random rotation)

2. Banner Rotation Speed Adjustment
   - 2-second rolling / activate transitions between banners

Newsletter Banner Ad

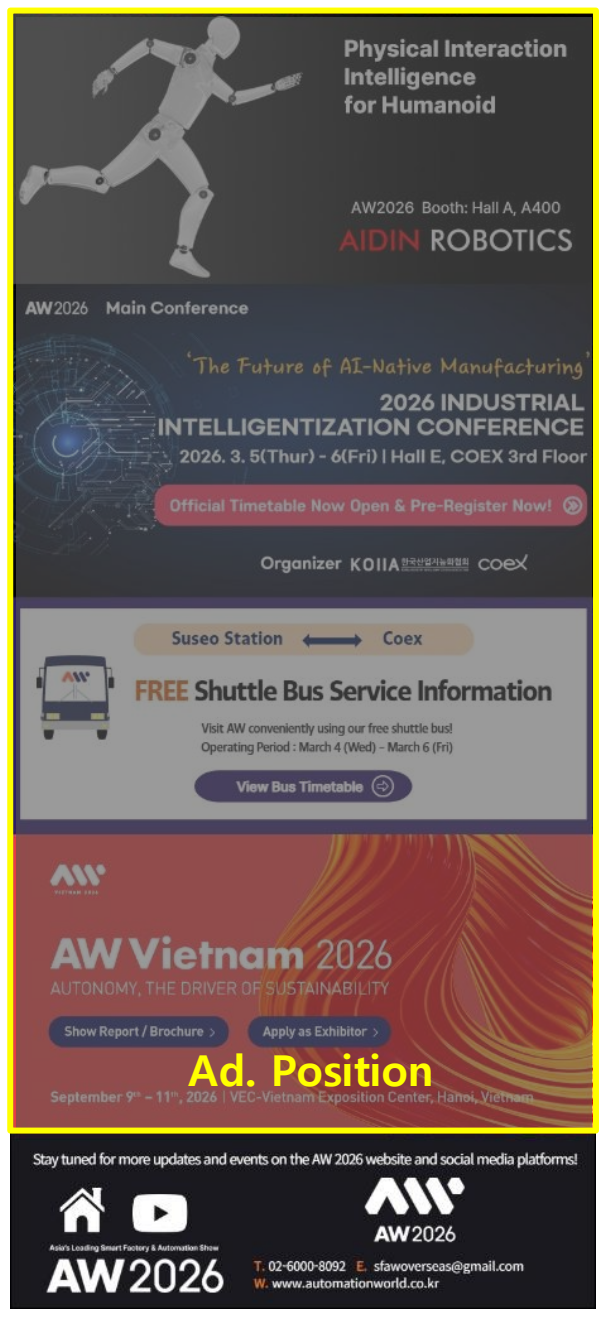
Maximize your brand exposure by placing a banner advertisement in the official AW newsletter, reaching a database of 100,000 buyers.

- **Size** — 750px (W) × 300–400px (H)
- **Frequency** — 2 times
  (Available in Korean or English; publication date to be coordinated with the Secretariat.)
- **Newsletter Mailing Database** — 100,000 buyers (AW 2025 & 2026)

Newsletter (Kor)



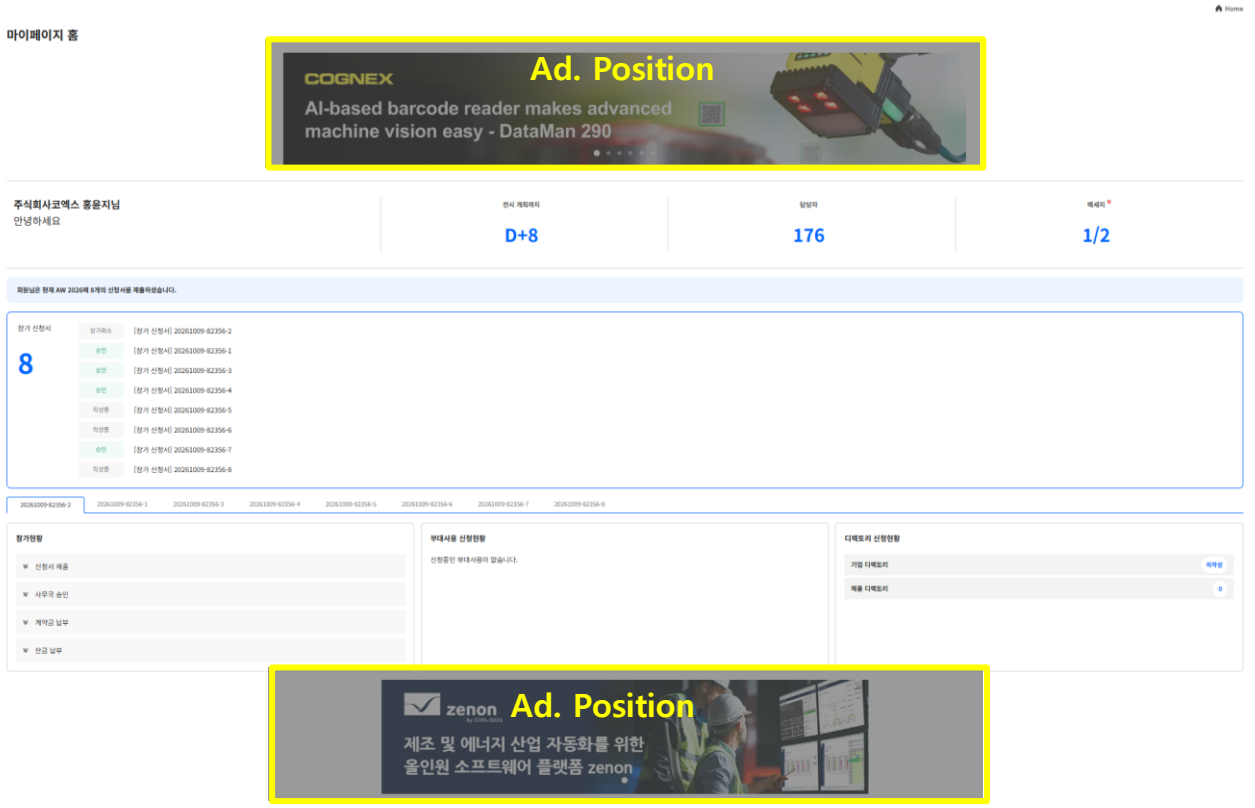
Newsletter (Eng)



MY PAGE Banner Ad

Display your banner advertisement on the “My Page” section of the official website, visible to all participating companies.

Size	1,708px × 250px
Period	From the application date to March 2027
Placement	Available on the Korean and English websites (with link) Placement: Top / Bottom (Choose 1)
Rotation	Automatic rolling every 3 seconds, repeated exposure



AW Official Social Media Ad

Feature your brand through AW's official social media channels, either as dedicated sponsor content or as part of AW's official card news.

- Format: 1:1 Ratio
- Period: From the application date to March 2027
- Placement: Official AW Social Media Channels (Instagram, LinkedIn, Facebook)
- Frequency: 1 time (Publication date to be coordinated with the Secretariat)



<AW 2026 SNS Content>


Asia's Leading Manufacturing AX Expo
AW2027
March 3rd(Wed) – 5th(Fri), 2027
Coex, Seoul, South Korea
SINGLE PROGRAM & PACKAGE

Individual Sponsorship Programs

Online Promotion Packages

* VAT Excluded

Media Type		Advertising Period	Price
Branding Package	Website STAGE Banner Ad	From Application to the End of March	$3,400
	MY PAGE Banner Ad		
Newsletter Package (Korean)	Exclusive Newsletter (Korean)	1 time	$3,000
	Newsletter Banner Ad	2 times	
Newsletter Package (English)	Exclusive Newsletter (English)	1 time	$3,000
	Newsletter Banner Ad	2 times	

Offline Promotion Packages

* VAT Excluded

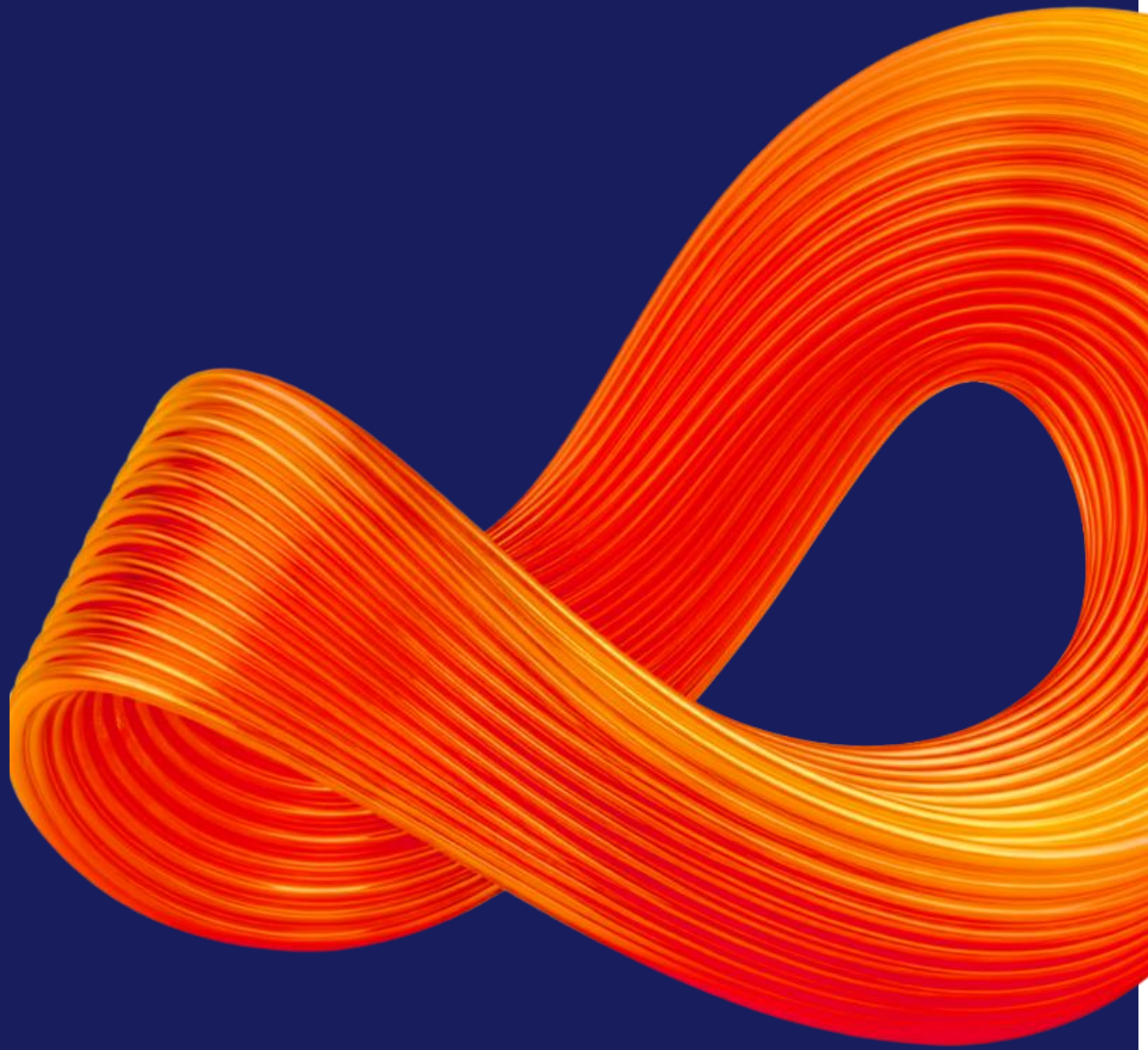
Media Type	Advertising Period /QTY	Price
Sponsor-Exclusive Branded Bag (Shopping Bag)	Mar. 3 – 5 / 3,000 units	$3,700
Sponsor-Exclusive Ceiling Banners	Mar. 3 – 5 / 2 units	$2,300
Exhibition Hall Floor Stickers	Mar. 3 – 5 / 4 units	$1,500

Coex XPACE Ads (XPACE, DIGITAL MEDIA)

* VAT Excluded

Media Type		Price	Frequency
XPACE A Package (BRIDGE & BIG BRIDGE)	15 sec	$3,700	90+ times per day
XPACE B Package (WIDE BRIDGE & SQUARE BRIDGE)	15 sec	$1,200	
Edge Column	15 sec	$3,400	
Amazing Parnas	15 sec	$4,500	

PART 1
Online Promotion Packages

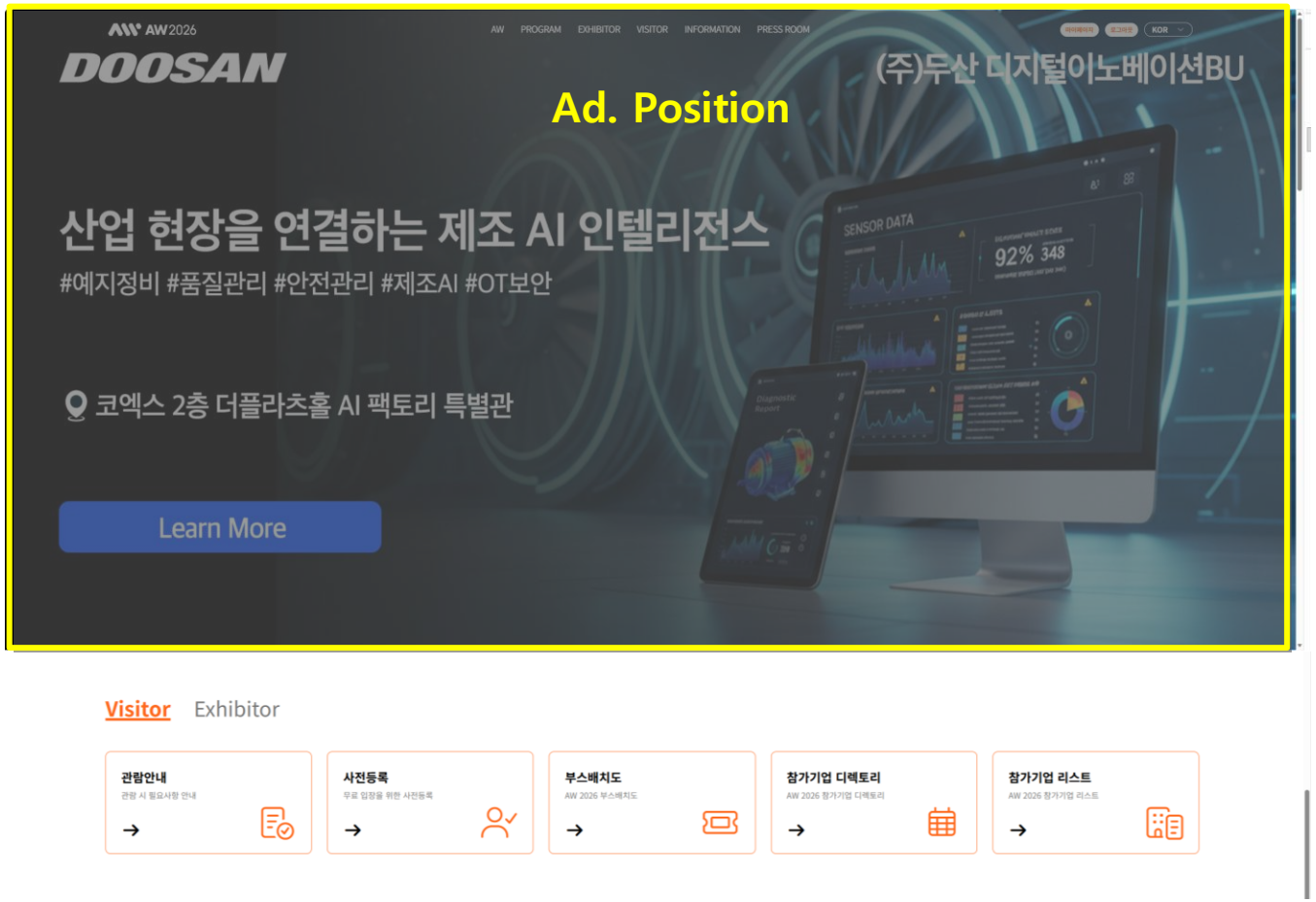


Branding Package : Website STAGE Banner Ad

Website STAGE Banner Ad

Sponsor advertisements will be displayed on the homepage of the official AW website, which attracts up to 100,000 buyers per day.

Location	www.automationworld.co.kr (KR/EN/CN Rolling Banner)
Size	1,920px × 920px (PC) 768px × 789px (Mobile)
Period	From banner file submission until March 2027
Number of Visitors	Up to 100,000 buyers per day



1. Main Stage
   - First page: Official AW 2027 banner (fixed)
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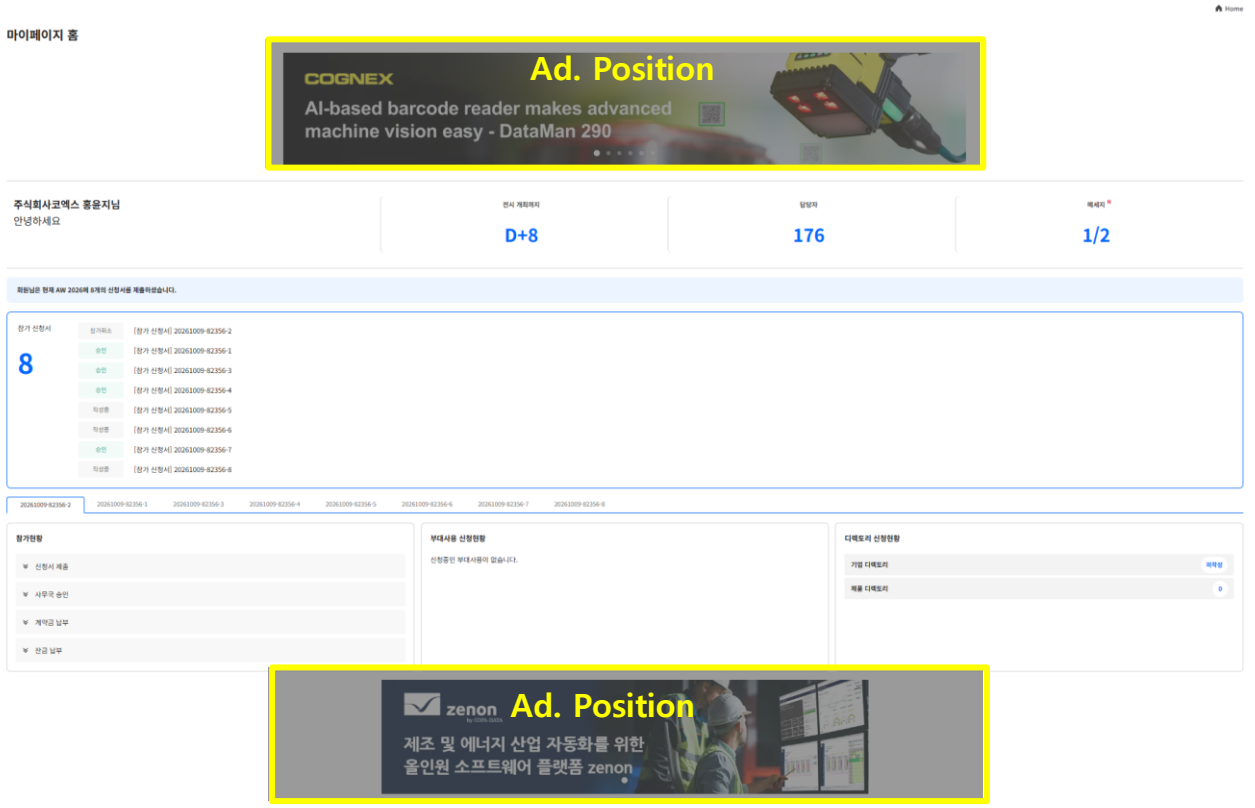
2. Banner Rotation Speed Adjustment
   - 2-second rolling / activate transitions between banners

Branding Package : MY PAGE Banner Ad

MY PAGE Banner Ad

Display your banner advertisement on the “My Page” section of the official website, visible to all participating companies.

Size	1,708px × 250px
Period	From the application date to March 2027
Placement	Available on the Korean and English websites (with link) Placement: Top / Bottom (Choose 1)
Rotation	Automatic rolling every 3 seconds, repeated exposure



Exclusive Newsletter Distribution (Korean)

Send a dedicated newsletter to 100,000 AW Korean buyers – maximizing booth traffic and boosting the impact of your event promotions.

Size	750px (W) × ~ (HTML to be created by the exhibitor and submitted to the Secretariat)
Frequency	1 time (Sending date to be coordinated with the Secretariat)
Newsletter Mailing Database	100,000 (AW 2025 & 2026 buyers)



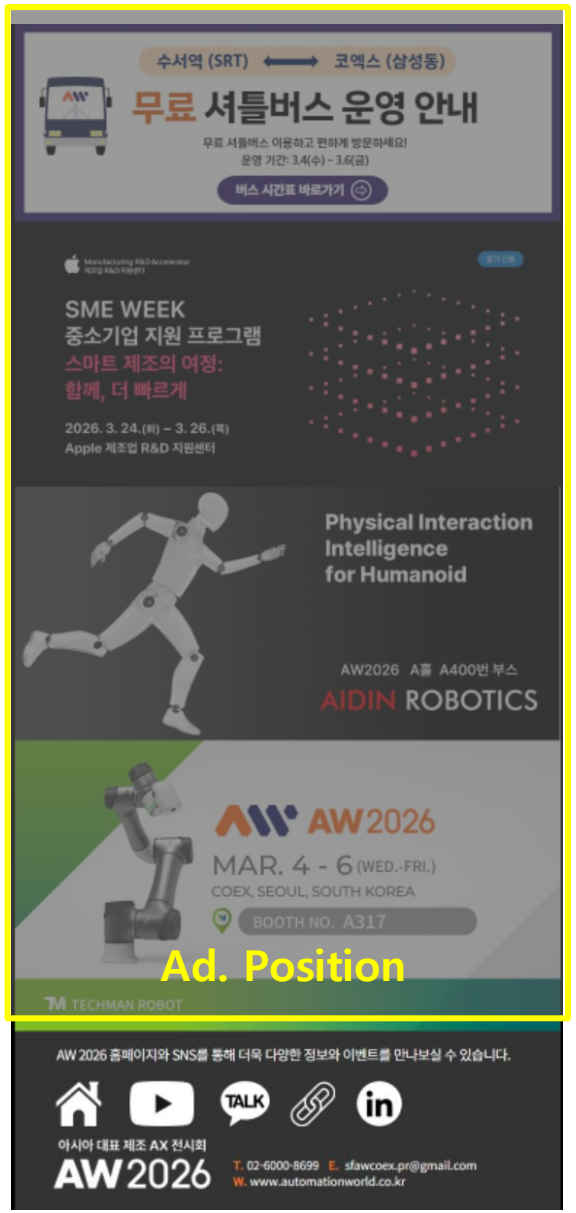
Newsletter Package : Newsletter Banner Ad (Kor)

Newsletter Banner Ad

Maximize your brand exposure by placing a banner advertisement in the official AW newsletter, reaching a database of 100,000 buyers.

Size	750px (W) × 300–400px (H)
Frequency	2 times (Available in Korean or English; publication date to be coordinated with the Secretariat.)
Newsletter Mailing Database	100,000 buyers (AW 2025 & 2026)

Newsletter (Kor)



Exclusive Newsletter Distribution (English)

Send a dedicated newsletter to 150,000 past AW buyers from abroad – maximizing booth traffic and boosting the impact of your event promotions.

Size	750px (W) × ~ (HTML to be created by the exhibitor and submitted to the Secretariat.)
Frequency	1 time (Sending date to be coordinated with the Secretariat)
Newsletter Mailing Database	150,000 buyers (60,000 : AW 2026 online exhibition buyers / 90,000 : overseas industry-related professionals)

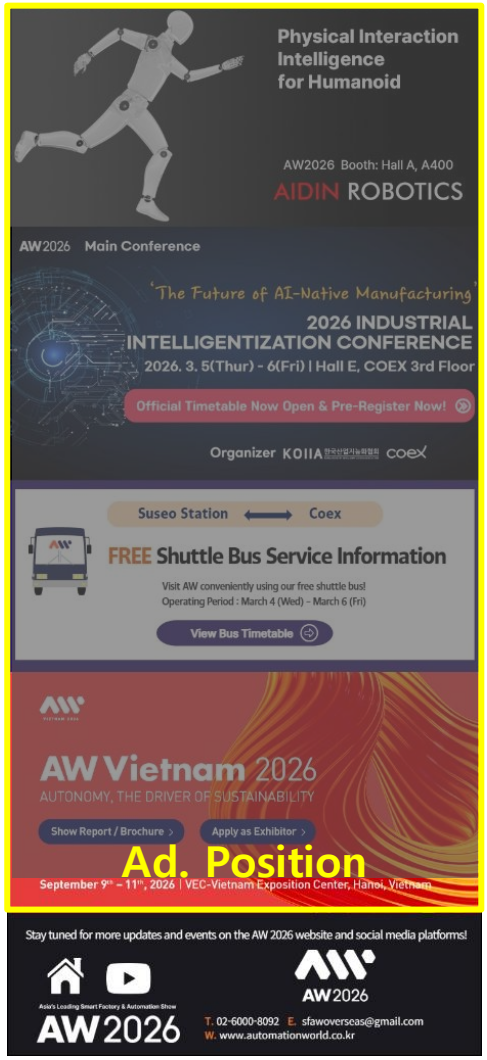


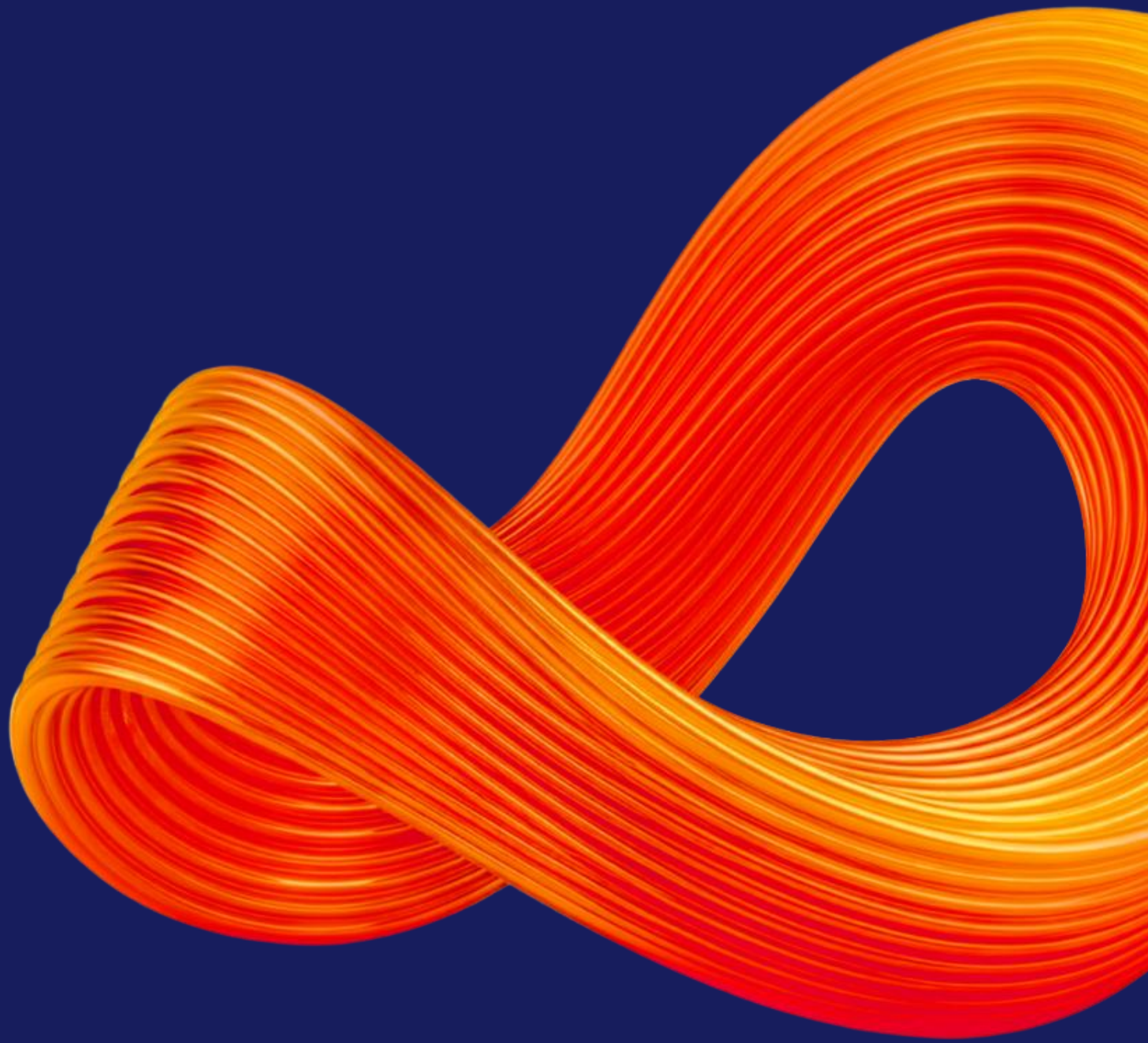
Newsletter Banner Ad

Maximize your brand exposure by placing a banner advertisement in the official AW newsletter, reaching a database of 100,000 buyers.

- Size: 750px (W) × 300–400px (H)
- Frequency: 2 times
  (Available in Korean or English; publication date to be coordinated with the Secretariat.)
- Newsletter Mailing Database: 100,000 buyers (AW 2025 & 2026)

Newsletter (ENG)





PART 2
Offline Package Program

Sponsor-Exclusive Branded Bag

Sponsor-Exclusive Branded Bag

We produce branded bags exclusively for sponsors to promote your company to visitors.

- Production Quantity: 3,000 units
- Size: 35 x 40 x 13cm (TBD)
- Period: 2027. 3. 3(Wed) – 3. 5(Fri), Distributed for 3 days



Distribution Location

Exhibition Hall Entrance

* Exact location details to be provided at a later date.

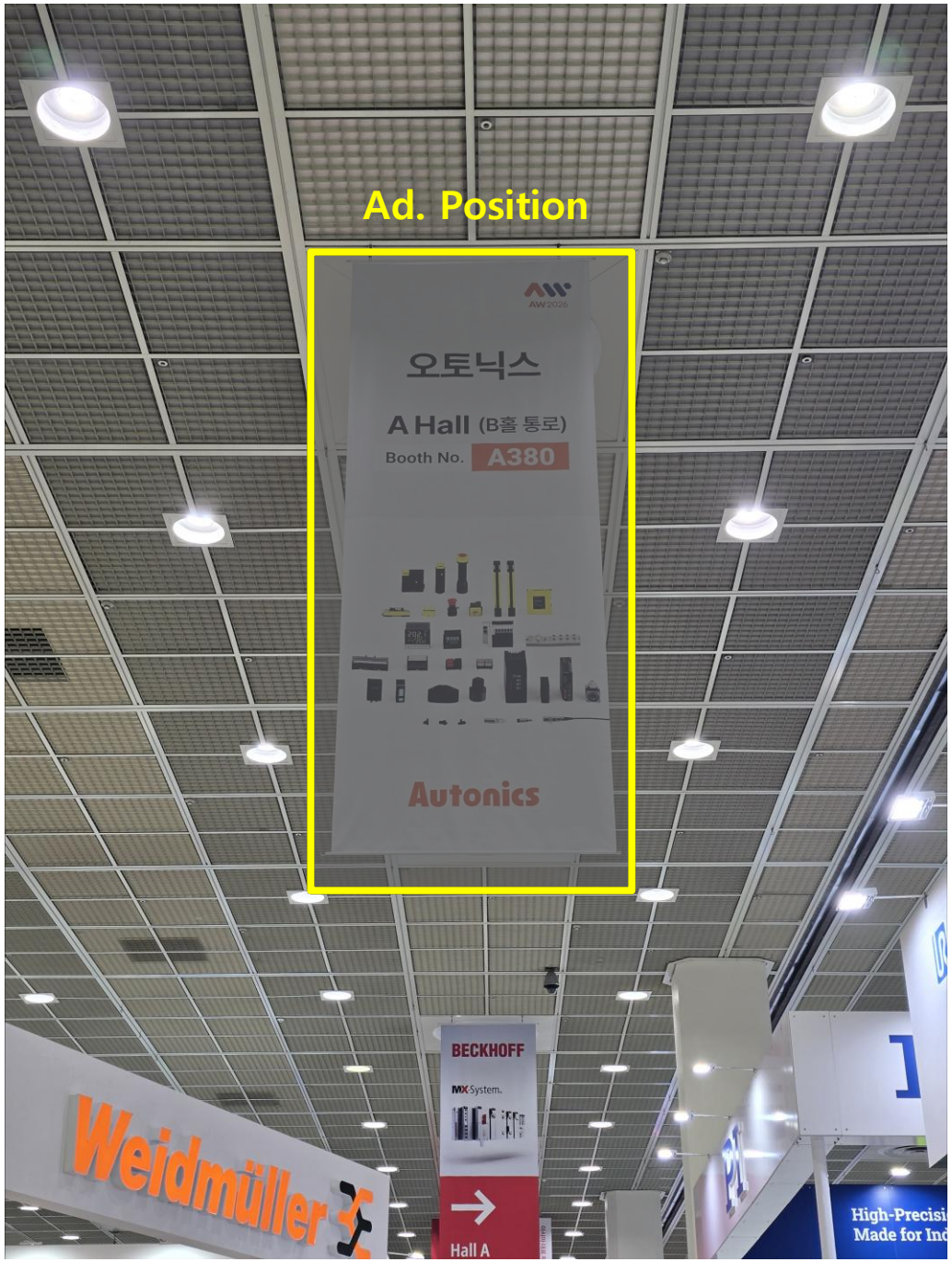
Sponsor-Exclusive Ceiling Banners

Place your ceiling banner along the main aisles to guide buyers directly to your booth and maximize visibility

- Quantity 2 units
- Size 1.5m x 4m
- Period 2027. 3. 3(Wed) – 2027. 3. 5(Fri), 3 days

Location

* Main aisles of the exhibition halls C and D
* Exact placement will be confirmed later based on the final booth layout.



Exhibition Hall Floor Stickers

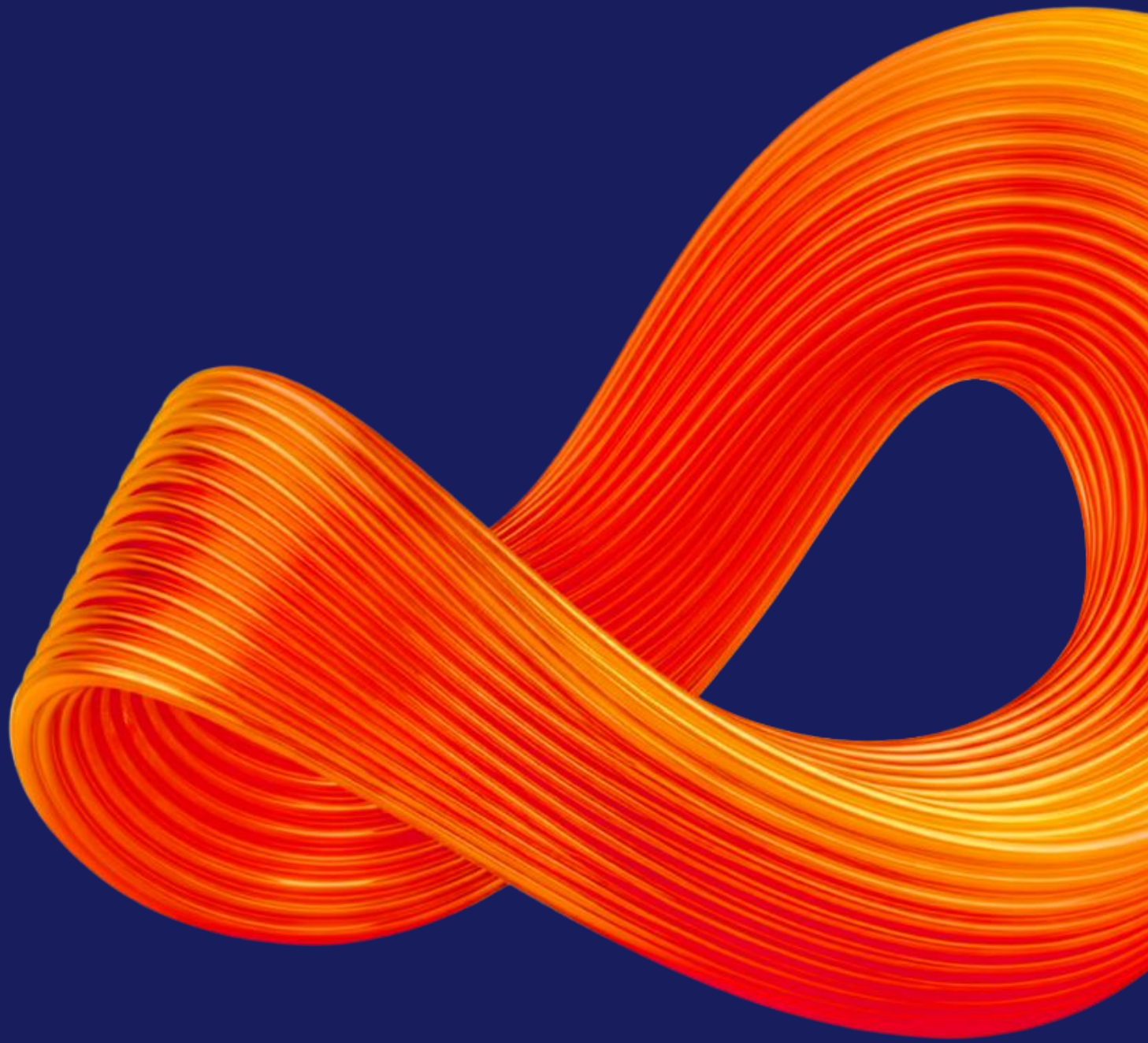
Highlight your booth number and special events through exhibition floor stickers.

Location	Preferred floor location * Details to be discussed with the Secretariat
Size	1.5m x 1.5m
Period	AW 2027 Exhibition Period (2027. 3. 3(Wed) – 3. 5(Fri)), 3 days
Quantity	4 units





PART 3
Coex XPACE Ads



COEX DIGITAL SPACE
xpace

Why XPACE?

Coex XPACE provides the most suitable space for an effective promotion of AW and exhibitors.



Xperience

Essence Of Engagement

Reach over 500 leading suppliers and 50,000+ qualified buyers through immersive brand experiences delivered by Coex's No.1 large-scale media platform in Seoul's most visited landmark, with an average daily foot traffic of 150,000 buyers.



Xplore

New Possibility

Leverage XPACE across all Coex exhibition halls (A, B, C, and D) during AW 2027 to execute data-driven targeting, measure advertising effectiveness, and deliver multi-channel campaigns with diverse creative formats and sizes.

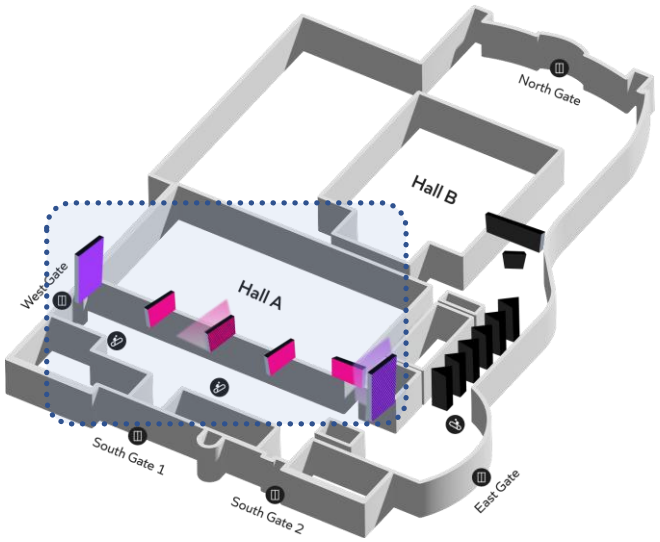


Xpand

Your Space

Tap into Asia's largest-scale AW 2027 with fully customized advertising solutions, integrated campaigns, and marketing consultancy – targeting global buyers and a wide range of industry sectors with precision.

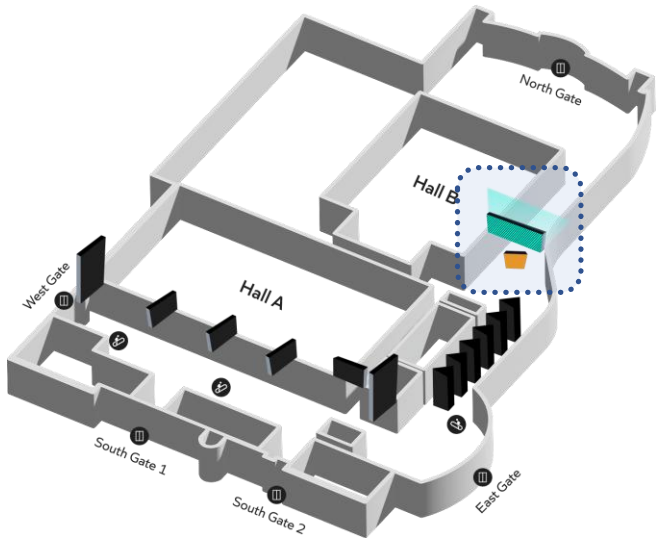
Package A



BRIDGE BIG BRIDGE

- Product covering the entrance area of Hall A
- Consists of 4 BRIDGE and 2 BIG BRIDGE

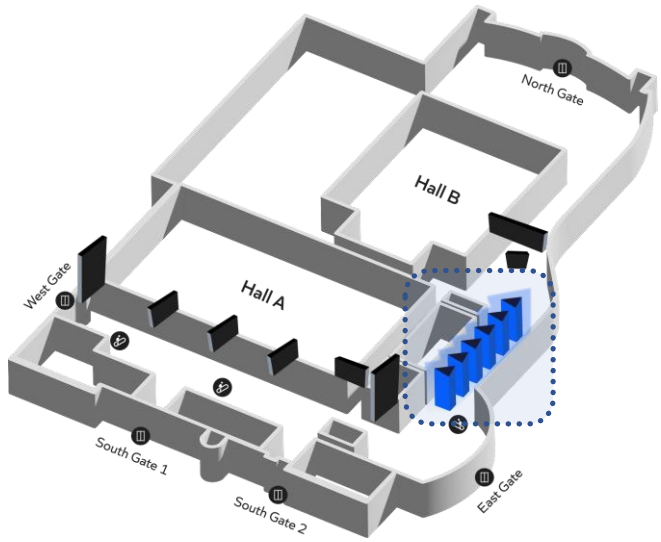
Package B



WIDE BRIDGE SQUARE BRIDGE

- Product covering the entrance area of Hall B
- Consists of 1 WIDE BRIDGE and 1 SQUARE BRIDGE

Edge Column



EDGE COLUMN

- Media located along the pathway connecting Halls A and B
- Consists of 6 Edge Column in a triangular prism shape

Package A





BRIDGE BIG BRIDGE

- Product covering the entrance area of Hall A
- Consists of 4 BRIDGE and 2 BIG BRIDGE

Package B





WIDE BRIDGE SQUARE BRIDGE

- Product covering the entrance area of Hall B
- Consists of 1 WIDE BRIDGE and 1 SQUARE BRIDGE

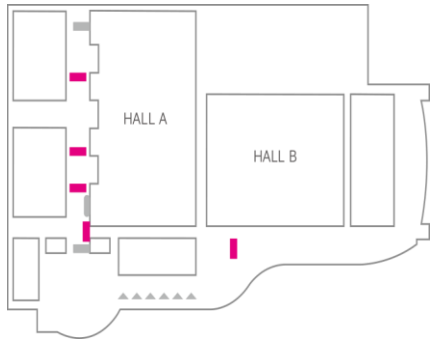
Edge Column



EDGE COLUMN

- Media located along the pathway connecting Halls A and B
- Consists of 6 EDGE COLUMN in a triangular prism shape

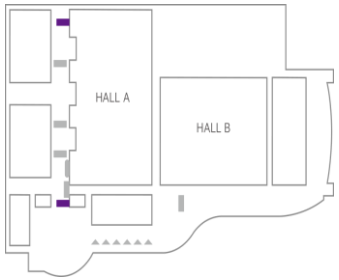
BRIDGE



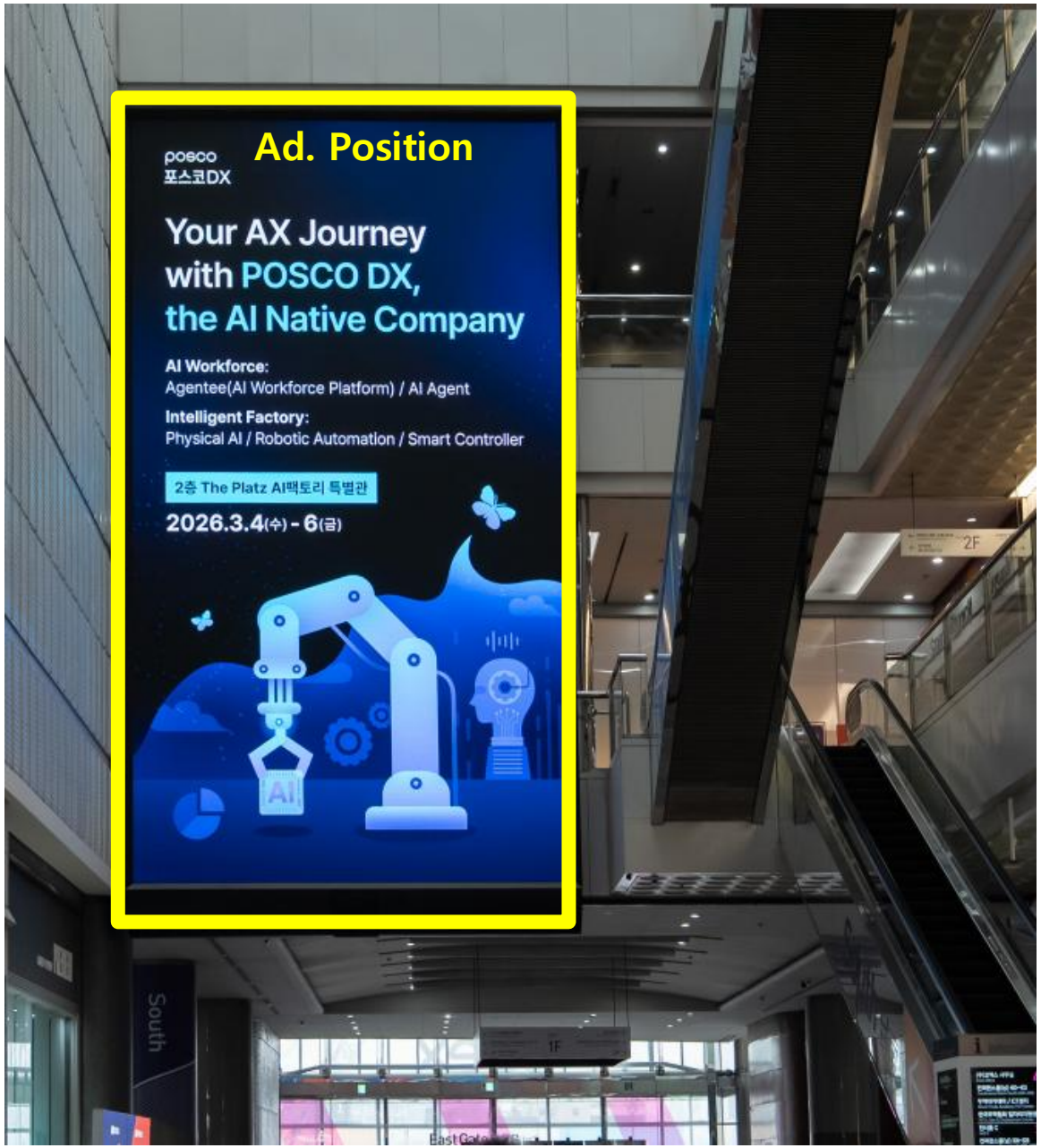


Location	In front of Hall A-C (4 units)	Frequency	90+ times per day
Size	6.7m x 2.9m	Operation	15 sec | 18 slots | 8:00 – 22:00
Resolution	1,680px x 720px	Display Period	2027. 2. 27(Sat) – 3. 5(Fri)/ 1 week

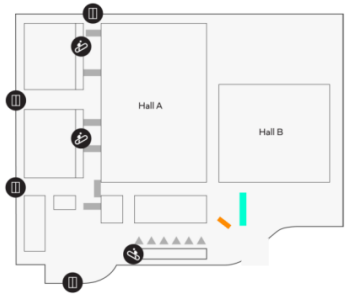
BIG BRIDGE



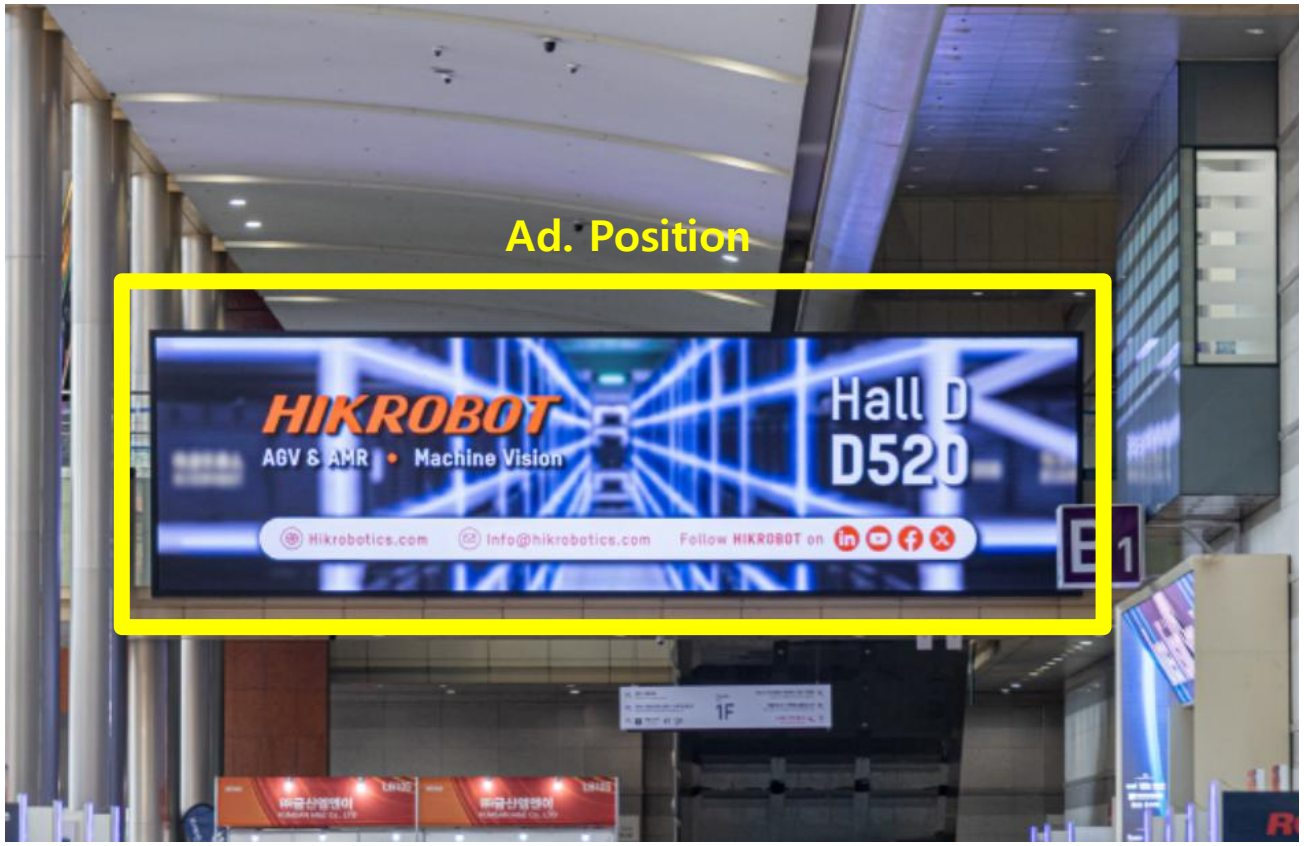
Location	Both ends of the lobby in front of Halls A & C (2 units)
Size	6.4m x 11.2m
Resolution	1,600px x 2,800px
Frequency	90+ times per day
Operation	15 sec | 18 slots | 8:00 – 22:00
Display Period	2027. 2. 27(Sat) – 3. 5(Fri) / 1 week



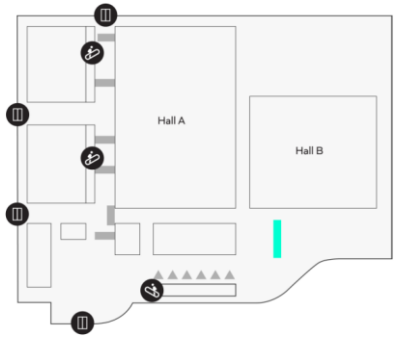
WIDE BRIDGE



Location	In front of Hall B (1 unit)
Size	13.4m × 2.9m
Resolution	3,200px x 880px (compatible with 3,840px × 1,080px)
Frequency	90+ times per day
Operation	15 sec | 18 slots | 8:00 – 22:00
Display Period	2027. 2. 27(Sat) – 3. 5(Fri) / 1 week



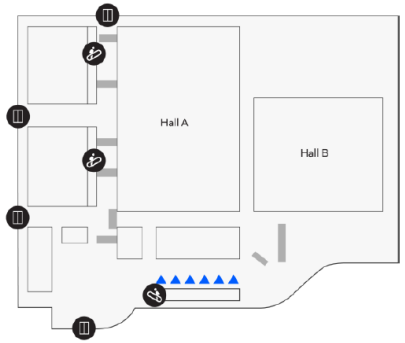
SQUARE BRIDGE



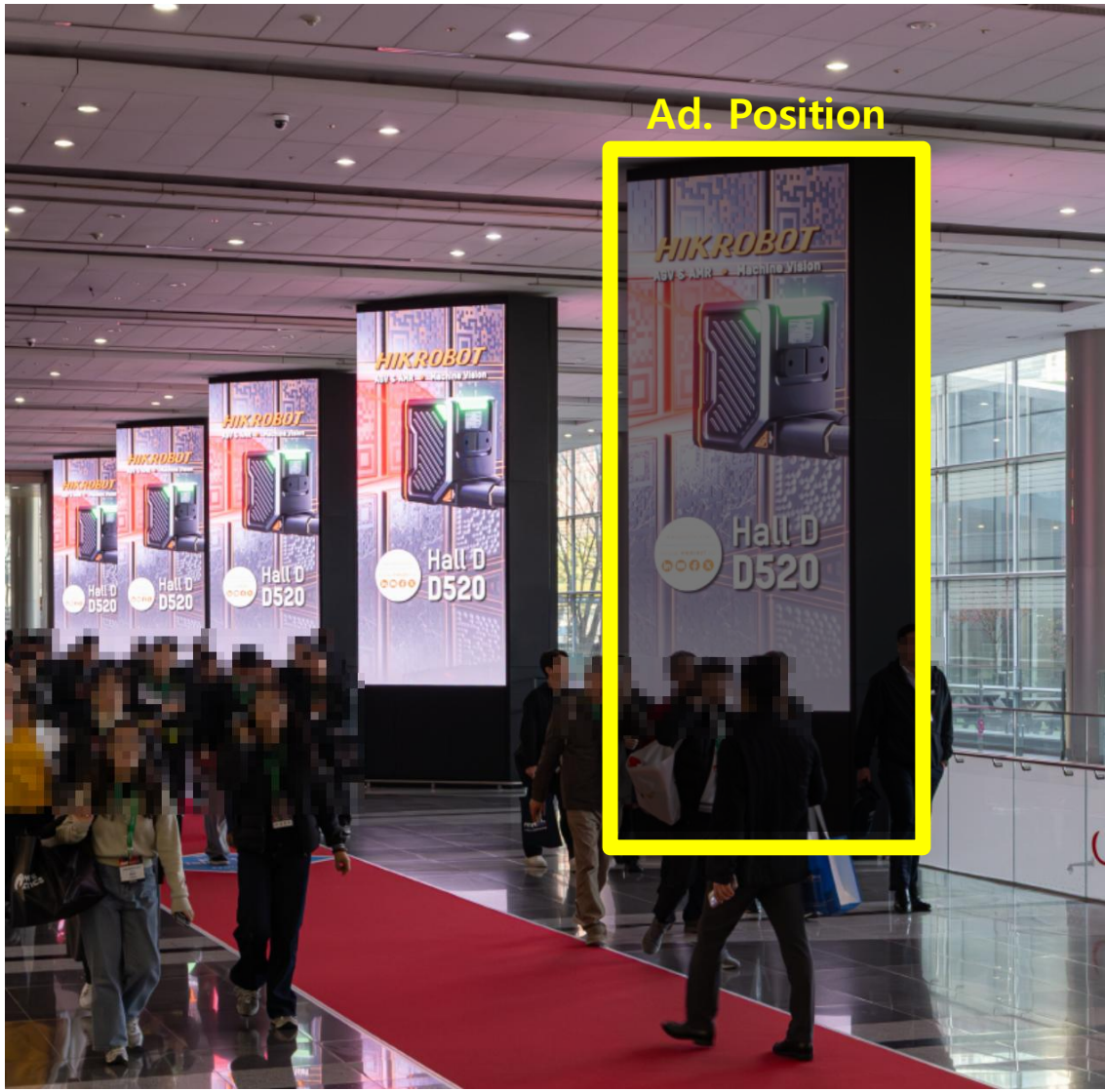
Location	In front of Hall B (1 unit)
Size	4.16m × 4.16m
Resolution	1,040px x 1,040px
Frequency	90+ times per day
Operation	15 sec | 18 slots | 8:00 – 22:00
Display Period	2027. 2. 27(Sat) – 3. 5(Fri) / 1 week



EDGE COLUMN



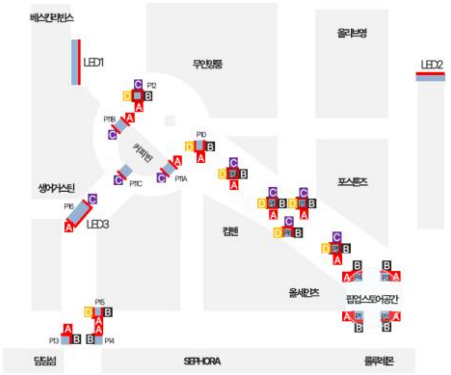
Location	Pathway from Hall A to Hall B (in front of *Devil's Door*) | 6 units
Size	Front - 3.8m x 4.3m (2 sides) | Back - 2.2m x 4.3m (1 side)
Resolution	2,480px x 2,160px
Frequency	90+ times per day
Operation	15 sec | 18 slots | 8:00 – 22:00
Display Period	2027. 2. 27(Sat) – 3. 5(Fri) / 1 week

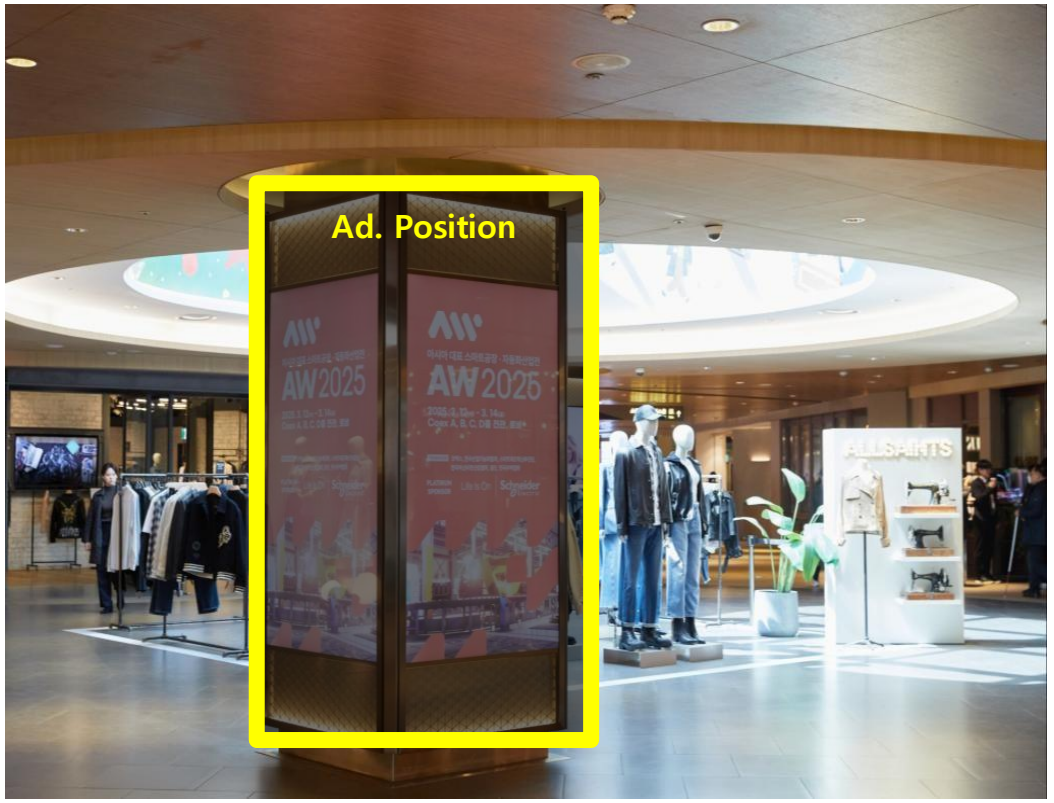


Amazing Parnas Media Pillars

Sponsor ads are promoted to the general public via media pillar displays along the route from Samseong Station to the Starfield Library.

Location	18 pillars within Parnas Mall / 1-4 faces per pillar
Size	1.26m × 3.08m / 1.43m × 2.99m
Resolution	7,680px × 2,160px
Frequency	80+ times per day (7:00 AM – 11:00 PM)
Operation	15sec
Display Period	Feb. 27 (Sat) – Mar. 5 (Fri), 2027 / 7 days






Asia's Leading Manufacturing AX Expo
AW2027
March 3rd(Wed) – 5th(Fri), 2027
Coex, Seoul, South Korea
AW 2027 SPONSORSHIP PROGRAM