



INTERBATTERY 2026

PACKAGE SPONSORSHIP PROPOSAL

KBIA coex kotra

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SPONSORSHIP PROPOSAL

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INTERBATTERY 2026

SPONSORSHIP PROPOSAL

01

Package Sponsorship

01 PACKAGE SPONSORSHIP PROGRAM

OVERVIEW

Category		Platinum Plus	Platinum Pro	Platinum Standard	Diamond	Gold	Silver
		₩220,000,000	₩190,000,000	₩110,000,000	₩80,000,000	₩45,000,000	₩30,000,000
Booth	Booth Space	60 booths	50 booths	30 booths	20 booths	10 booths	6 booths
	Priority booth allocation (2027)	1st	2nd	3rd	4th	5th	6th
	On-site storage	●	●				
Concurrent Events	VIP Tour (Opening Ceremony)	●	●				
	VIP conference invitations	20	15	7	5	3	1
Online Promotion	Website banner ad	●	●	●	●	●	●
	Newsletter banner ad	●	●	●	●	●	●
Show Site Promotion	Dedicated registration desk	●					
	Visitor badge logo ad	●					
	Ceiling banner ad (small banner logo)	●	●	●	●	●	●
	Logo on official fixtures/signage	●	●	●	●	●	●
Print Promotion	Logo on official printed materials	●	●	●	●	●	●
	VIP invitations	50	40	30	20	10	5
	Invitation Ticket	500	400	300	200	100	50
Coex Site Promotion	XPACE ads	Bridge / Big Bridge / Edge Column	Bridge / Big Bridge / Edge Column	Bridge / Big Bridge	Wide Bridge / Square Bridge		
New Promotion	Small meeting room	●	●				
	Shuttle bus (1 during event)	●	●				

01 PACKAGE SPONSORSHIP PROGRAM

BOOTH

Platinum Plus

Platinum Pro

Platinum Standard

Diamond

Gold

Silver

[Provision of Booth Space]

Space Only booth is provided within the exhibition hall, allowing sponsors to design and build their own structure.

Specifications

Booth size: 1 booth = 3 × 3 m

Allocated Booth Space

Platinum Plus	60 booths
Platinum Pro	50 booths
Platinum Standard	30 booths
Diamond	20 booths
Gold	10 booths
Silver	6 booths



01 PACKAGE SPONSORSHIP PROGRAM

BOOTH

Platinum Plus

Platinum Pro

Platinum Standard

Diamond

Gold

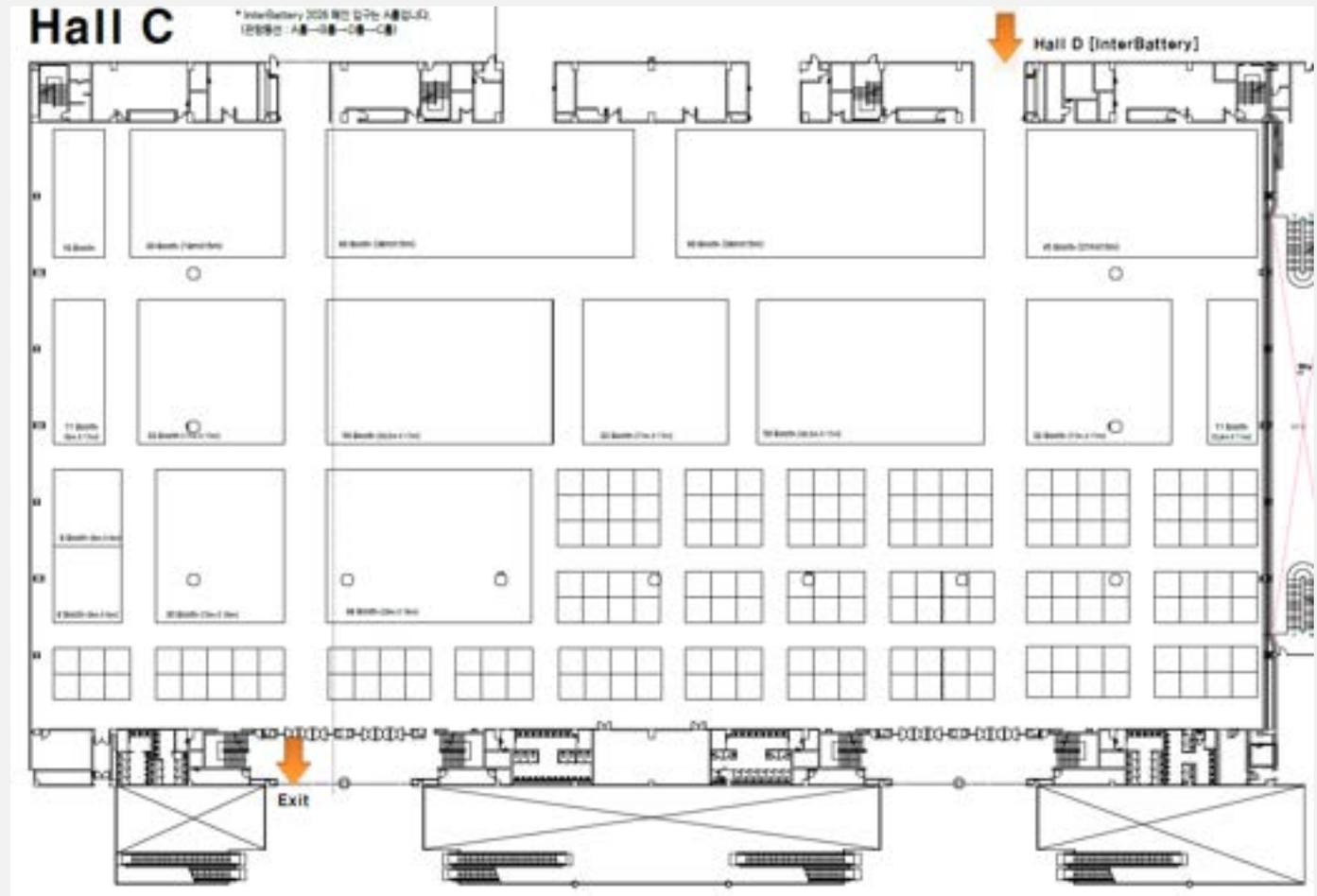
Silver

[Priority Booth Allocation]

Before the InterBattery 2026 exhibition, booth allocation for the 2027 event will take place. Sponsors will be granted priority rights to have their preferred booth locations allocated according to sponsorship tier.

Allocation Priority	Platinum Plus	1st
	Platinum Pro	2nd
	Platinum Standard	3rd
	Diamond	4th
	Gold	5th
	Silver	6th

Example: 2026 Booth Allocation



01 PACKAGE SPONSORSHIP PROGRAM

BOOTH

Platinum Plus

Platinum Pro

[On-site Storage]

Dedicated on-site storage will be provided within the exhibition hall during the event period to ensure safe keeping of exhibits and other items. Storage locations will be assigned by the organizer, taking booth locations into consideration.

Location	On-site storage in the exhibition hall
Size	Varies by storage location
Usage Period	Mar. 9–13, 2026 (5 days)



01 PACKAGE SPONSORSHIP PROGRAM

CONCURRENT EVENTS

Platinum Plus

Platinum Pro

[VIP Tour]

The VIP tour on the opening ceremony, held on the first day of the exhibition, includes visits to sponsor booths and offers an exclusive opportunity to present innovative products and services to key dignitaries and distinguished guests.

Date	March 11, 2026 (Wed)
Participants	Minister of Trade, Industry and Energy / heads of hosting organizations / industry leaders / major media representatives
Program	VIP reception → ribbon-cutting ceremony → exhibition hall tour



Platinum Plus

Platinum Pro

Platinum Standard

Diamond

Gold

Silver

[Conference VIP Invitations]

VIP invitations will be provided for The Battery Conference, an international conference exploring the vision and strategies of the future battery market.

Date	March 11-12, 2026 (2 days)	
	Platinum Plus	20
	Platinum Pro	15
Quantity	Platinum Standard	7
	Diamond	5
	Gold	3
	Silver	1



01 PACKAGE SPONSORSHIP PROGRAM

ONLINE PROMOTION

Platinum Plus

Platinum Pro

Platinum Standard

Diamond

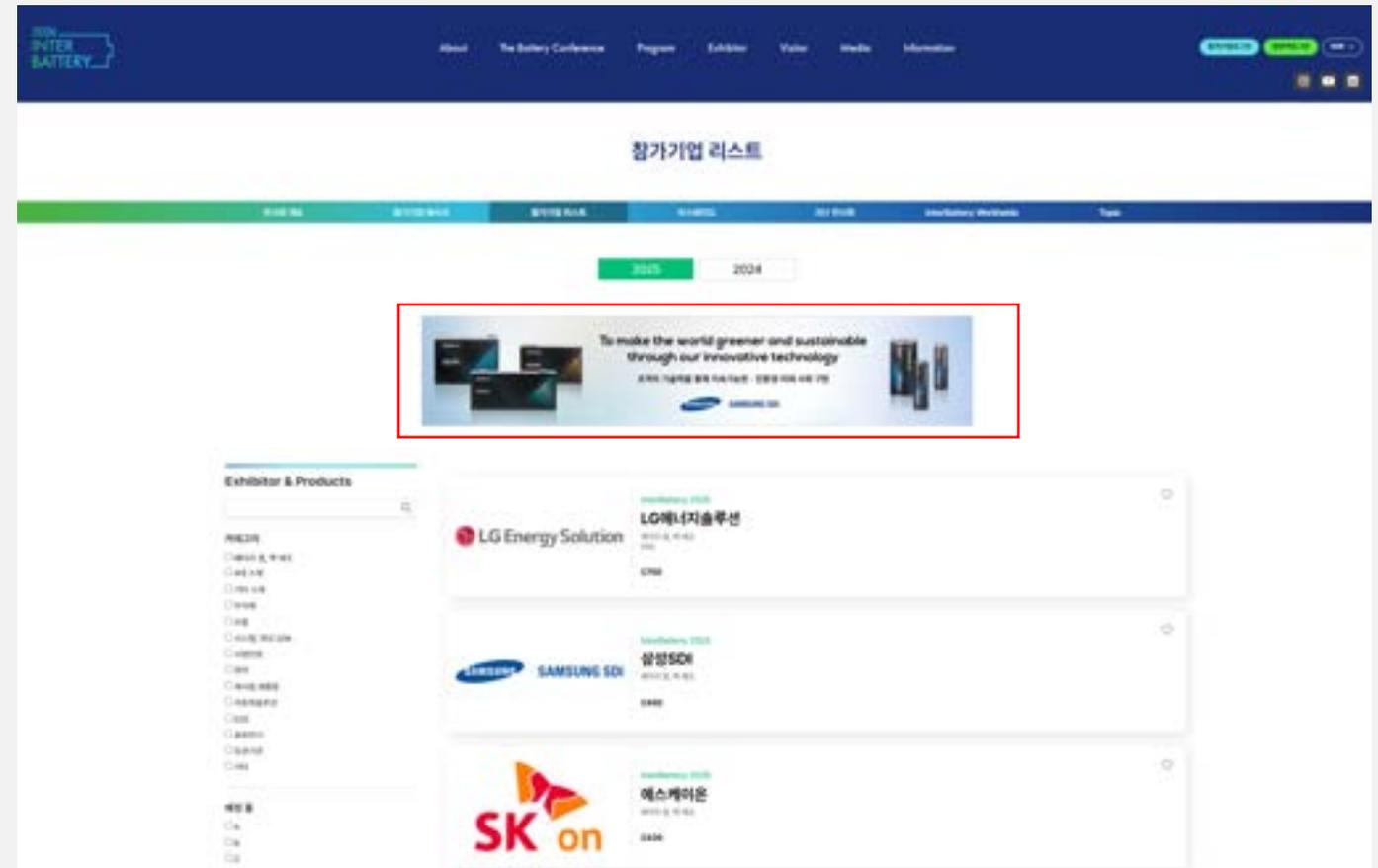
Gold

Silver

[Website banner ad]

Sponsor banners will be displayed on the official InterBattery website to promote brands and products. With an average of 3,000 daily visitors and approximately 80,000 visitors during the exhibition period, this provides excellent promotional exposure.

Location	InterBattery official website (main page, exhibitor list, booth map)
Period	Until March 2026
Method	Displayed in a rolling banner format



Platinum Plus

Platinum Pro

Platinum Standard

Diamond

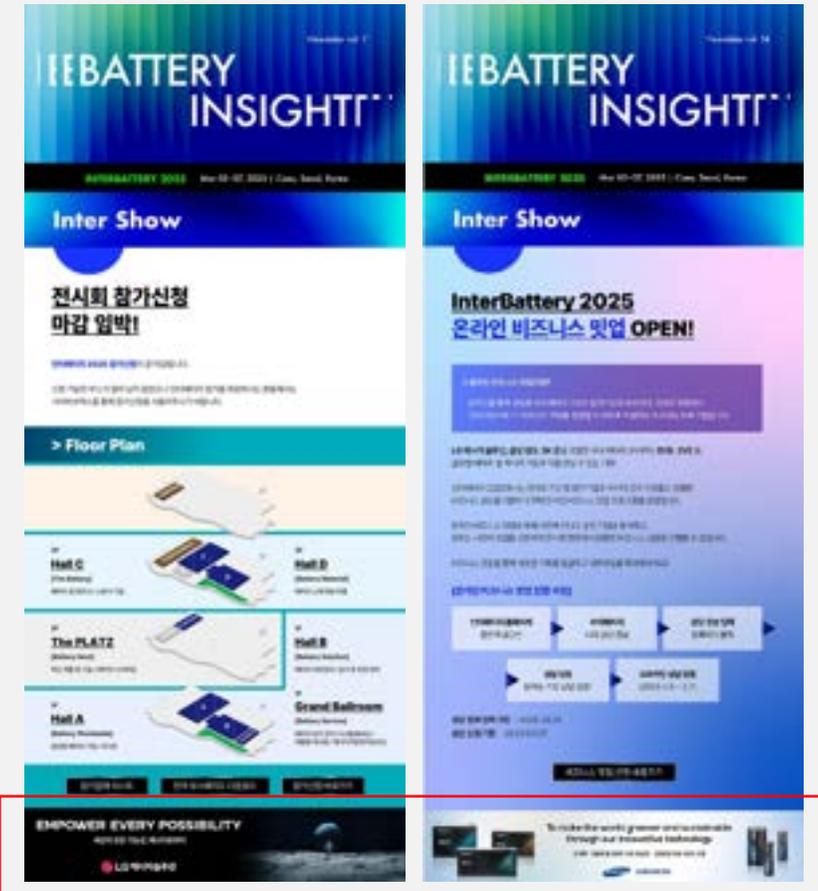
Gold

Silver

[Newsletter Banner Ad]

The InterBattery newsletter is issued in both Korean and English approximately 20 times a year, reaching key target audiences including battery industry professionals, participating companies, and visitors. It delivers exhibition news, industry trends, and exhibitor information, effectively showcasing the sponsor's brand and message.

Location	Sponsor advertising section within the newsletter
Frequency	20 times per year
Recipients	Approximately 100,000 recipients, including battery industry professionals, participating companies, and visitors



Platinum Plus

[Dedicated Registration Desk]

A dedicated registration desk will be operated for sponsor staff, VIPs, and invited guests, enabling quick and convenient registration without congestion at the venue.

Location	Coex Hall C Lobby
Period	March 11–13, 2026 (3 days)
Operation	One staff member assigned by the registration company * An additional staff member should be assigned to assist sponsor personnel



Platinum Plus

[Visitor Badge Logo Ad]

Sponsor logos will be printed on the lanyards of visitor badges distributed to exhibition attendees, maximizing brand visibility.

Quantity 2,000 units

Specifications Logo printing and color to be determined through mutual agreement



Platinum Plus

Platinum Pro

Platinum Standard

Diamond

Gold

Silver

[Logo on official fixtures/signage]

During the InterBattery exhibition, sponsor logos will be displayed on official fixtures and signage installed throughout the venue, enhancing brand exposure.

Location Venue entrance gates, photo walls, backdrops, etc.

Period March 11–13, 2026 (3 days)



Entrance Gate Video



Photo Wall



Hall Directory & Layout Board

01 PACKAGE SPONSORSHIP PROGRAM

PRINT PROMOTION

Platinum Plus

Platinum Pro

Platinum Standard

Diamond

Gold

Silver

[Logo on official printed materials]

Sponsor logos will be printed on various official promotional materials produced by InterBattery, increasing brand exposure. Logos will be featured on key items such as invitations, brochures, and guidebooks.

Location Venue entrance gates, backdrops, invitation cards, etc.

Period March 11–13, 2026 (3 days)



InterBattery 2025 Invitation



InterBattery 2025 Preview



InterBattery 2025 Showguide

01 PACKAGE SPONSORSHIP PROGRAM

PRINT PROMOTION

Platinum Plus

Platinum Pro

Platinum Standard

Diamond

Gold

Silver

[VIP invitations]

VIP invitations include access to the VIP registration desk and VIP lounge, and grant entry to InterBattery for three days.



InterBattery 2025 VIP Invitation

Dispatch Date	One month prior to the event	
Quantity	Platinum Plus	50
	Platinum Pro	40
	Platinum Standard	30
	Diamond	20
	Gold	10
	Silver	5



InterBattery 2025 VIP Lounge

01 PACKAGE SPONSORSHIP PROGRAM

PRINT PROMOTION

Platinum Plus

Platinum Pro

Platinum Standard

Diamond

Gold

Silver

[Invitation Ticket]

We provide printed invitation tickets valid for 3-day admission to InterBattery.

Dispatch Date	1 month prior to the event	
Quantity	Platinum Plus	500
	Platinum Pro	400
	Platinum Standard	300
	Diamond	200
	Gold	100
	Silver	50



InterBattery 2025 Invitation

Platinum Plus

Platinum Pro

[XPACE Edge Column]

Featuring an internal speaker, six pillars, and three-sided signature media screens, the XPACE Edge Column is located along the main passage leading to Hall B, ensuring maximum visibility and capturing the attention of visitors.



Location COEX 1F, Passage between Halls A and B (in front of the Devil's Door)

Specifications Front: 3.8m x 4.3m (960 x 2,160px)
Back: 2.2m x 4.3m (560 x 1,000px)

Display Frequency Over 90 times per day per column

Display Period March 7-13, 2026 (7 days)

01 PACKAGE SPONSORSHIP PROGRAM

COEX SITE PROMOTION

Platinum Plus

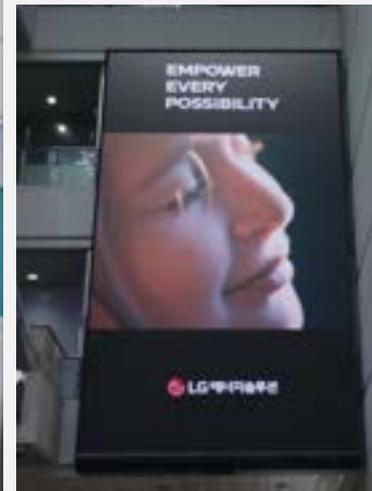
Platinum Pro

Platinum Standard

[XPACE Bridge & Big Bridge]

Located on the railing between the 2nd and 3rd floors of COEX, the 'Bridge' media display and the 12m-high vertical big media display 'Big Bridge,' both equipped with ultra-high-definition speakers, deliver promotional videos to visitors during the exhibition period. Positioned in the A Hall lobby, which has the highest foot traffic, these displays maximize advertising effectiveness.

Location	COEX 2-3F Bridge (Railing)
Specifications	Bridge: 6.7 × 2.9m (1,680 × 720px) Big Bridge: 6.4 × 11.2m (1,600 × 2,800px)
Display Frequency	Over 90 times per day per column
Display Period	March 7-13, 2026 (7 days)



Diamond

[Wide Bridge & Square Bridge]

Located near the COEX Grand Ballroom, Hall B, and Hall D entrance, the 'Wide Bridge' (approx. 13m large horizontal screen) and square-shaped 'Square Bridge' are installed along the main passage to capture attendees' attention and deliver strong promotional effects.

Location	1F Hall B Lobby
Specifications	Wide Bridge: 12.8 × 3.5m (3,200 × 880px) Square Bridge: 4.16 × 4.16m (1,040 × 1,040px)
Display Frequency	Over 90 times per day per column
Display Period	March 7–13, 2026 (7 days)



Platinum Plus

Platinum Pro

[Small Meeting Room]

During the exhibition, small meeting rooms inside COEX are provided for sponsors' business meetings, consultations, and internal discussions. The location and allocation of meeting rooms will be designated by the Secretariat, and you may use the assigned space according to the pre-event guidelines.

Location	Coex 3F Conference Room
Usage Period	Mar. 10 – Mar. 13, 2026 (4 days)
Operating Hours	9:00 AM – 6:00 PM



Platinum Plus

Platinum Pro

[Shuttle Bus]

Provides one dedicated shuttle bus for sponsors during the exhibition. Operates twice daily, connecting the venue and designated major travel routes for convenient transportation of staff, VIP guests, and invitation ticket holders.

Operation Period	Mar. 11–13, 2026 (3 days)
Scale	1 bus (2 trips per day)
Schedule	To be confirmed in advance with the secretariat



02

Contact Points

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Thank you