2027 INTER BATTERY

Package Sponsorship Proposal

Coex, Seoul, Korea

27.03.10(Wed) – 27.03.12(Fri)

2027

INTERBATTERY 2027
SPONSORSHIP PROPOSAL

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PACKAGE SPONSORSHIP

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PACKAGE SPONSORSHIP



THE BATTERY REVOLUTION:

POWERING THE NEXT MOMENTUM

InterBattery is where leading battery companies, buyers, and industry experts come together.
Go beyond the booth and extend your brand's presence throughout the exhibition hall,
making a lasting impression at every visitor touchpoint.

Discover InterBattery Sponsorship.
Expanding your brand's presence across the entire show.

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Category		Platinum Plus	Platinum Pro	Platinum Standard	Diamond	Gold	Silver
		$235,000	$205,000	$120,000	$88,000	$50,000	$33,000
Booth	Booth Space	60 booths	50 booths	30 booths	20 booths	10 booths	6 booths
	Priority Booth Allocation 2028	1st	2nd	3rd	4th	5th	6th
	On-site Storage	●	●				
Concurrent Events	VIP Tour (Opening Ceremony)	●	●				
	VIP Conference Invitation	20	15	7	5	3	1
Online Promotion	Website Banner AD	●	●	●	●	●	●
	Newsletter Banner AD	●	●	●	●	●	●
Show Site Promotion	Dedicated Registration Desk	●					
	Visitor Badge Logo AD	●					
	Small Meeting Room	●	●				
	Shuttle Bus (1 bus during event)	●	●				
	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 Tickets	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		
Post Show Analysis	ROI Analyzed Report	●	●	●	●	●	●

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[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







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[Priority Booth Allocation]

Before the InterBattery 2027 exhibition,
booth allocation for the 2028 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



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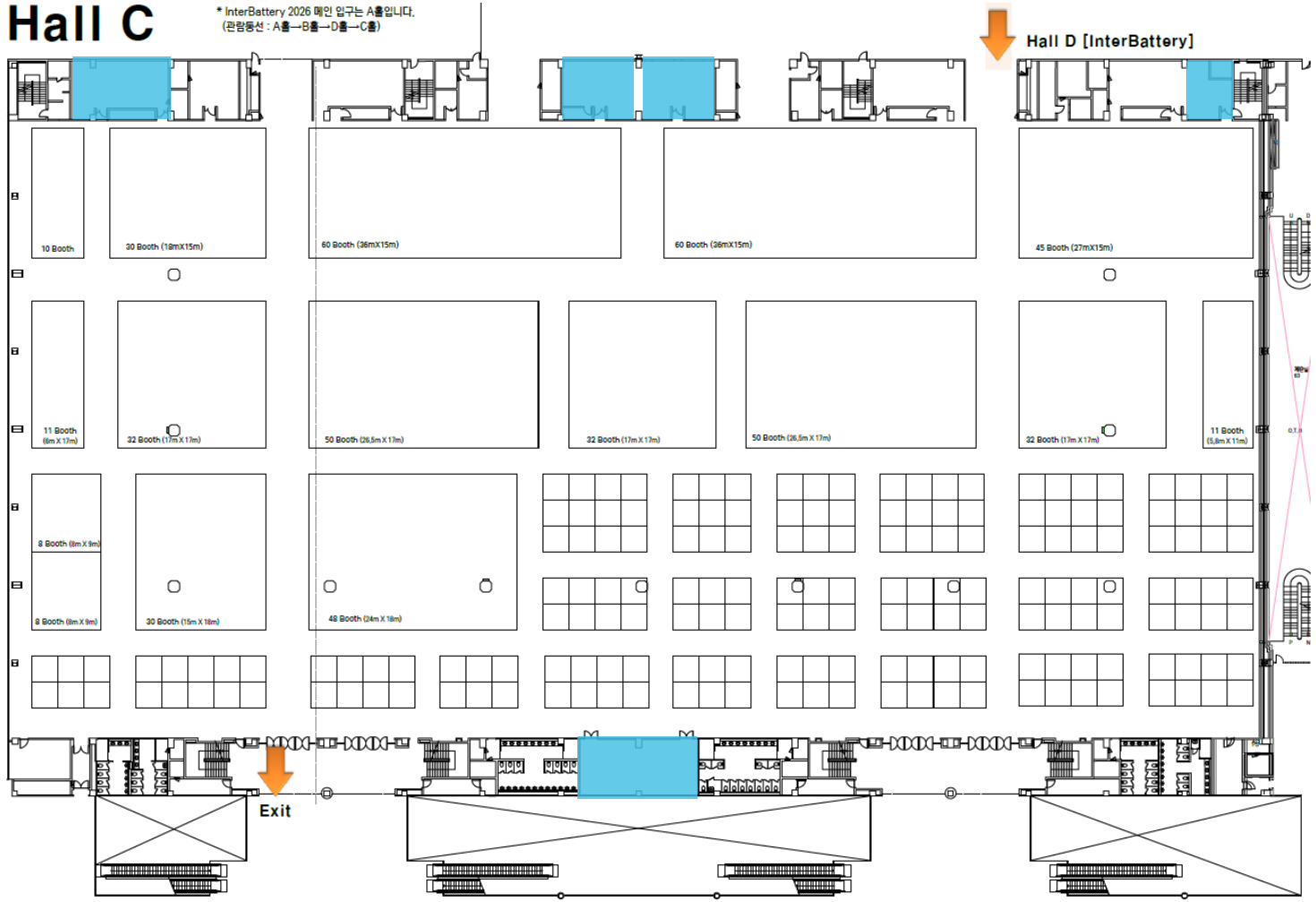
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Platinum Plus | Platinum Pro

[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. 8–12, 2027 (5 days)



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Platinum Plus | Platinum Pro

[VIP Tour]

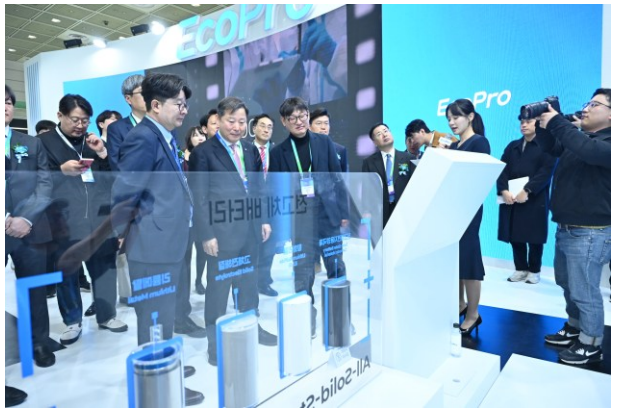
The VIP tour on the opening ceremony, held on the first day of the exhibition, includes visits to sponsor booths and offers an exclusive opportunity to present innovative products and services to key dignitaries and distinguished guests.

Date	March 10, 2027 (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









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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 10–11, 2027 (2 days)	
Quantity	Platinum Plus	20
	Platinum Pro	15
	Platinum Standard	7
	Diamond	5
	Gold	3
	Silver	1



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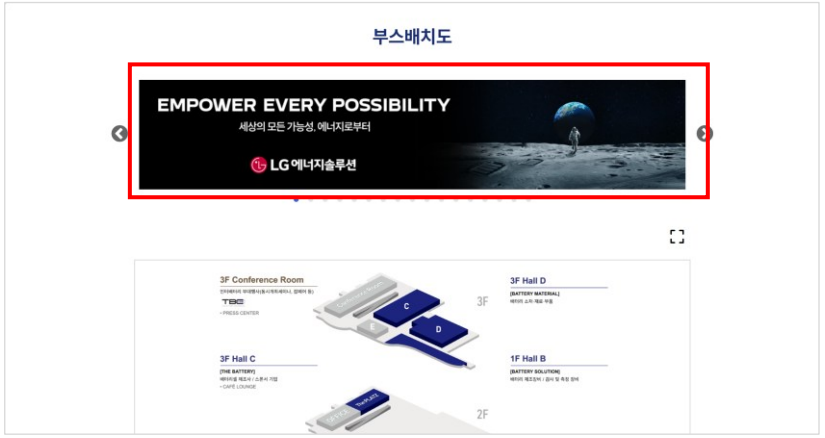
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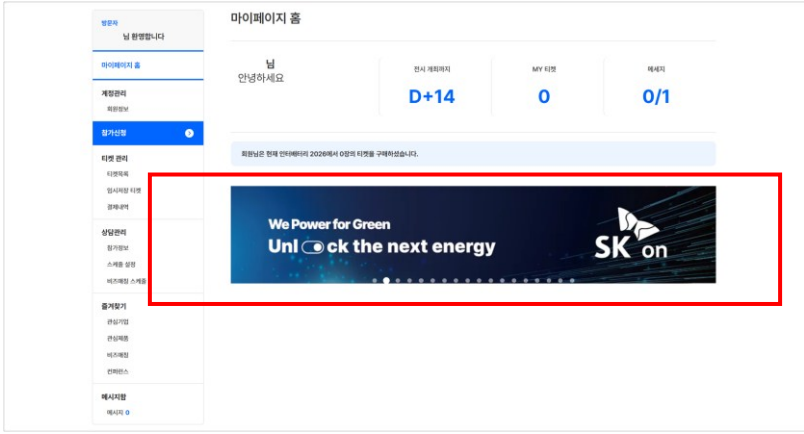
Platinum Plus | Platinum Pro | Platinum Standard | Diamond | Gold | Silver

[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 2027
Method	Displayed in a rolling banner format





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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





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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 10–12, 2027 (3 days)
Operation	One staff member assigned by the registration company ※ An additional staff member should be assigned to assist sponsor personnel





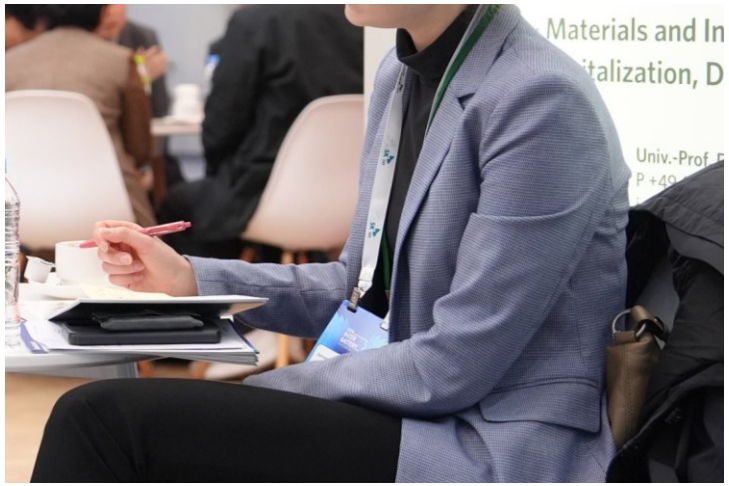
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Platinum Plus

[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





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Platinum Plus | Platinum Pro | Platinum Standard | Diamond | Gold | Silver

[Ceiling Banner AD]

Small banners with sponsor logos and booth numbers will be displayed at the bottom of ceiling banners inside the InterBattery exhibition hall. This provides strong brand exposure and helps drive visitor traffic to sponsor booths.

Location	Exhibition hall aisle where the sponsor is located
Period	March 10–12, 2027 (3 days)



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[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 10–12, 2027 (3 days)







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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 10–12, 2027 (3 days)



InterBattery 2026 Pre-view



InterBattery 2026 Showguide



InterBattery 2026 Invitation

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[VIP Invitations]

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

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 2026 VIP Invitation



InterBattery 2026 VIP Lounge

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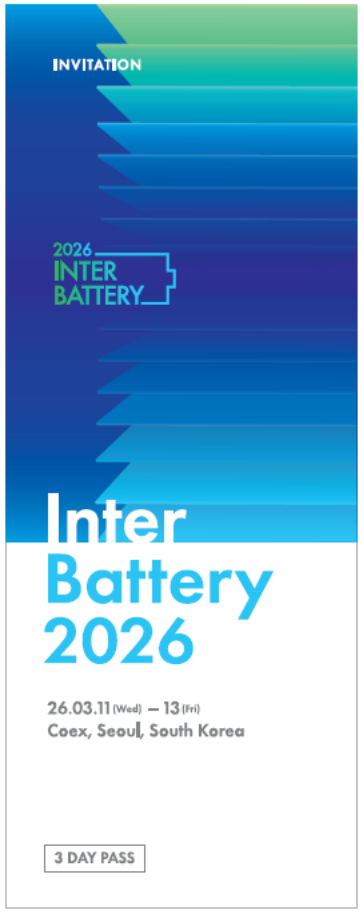
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Platinum Plus	Platinum Pro	Platinum Standard	Diamond	Gold	Silver

[Invitation Ticket]

We provide printed invitation tickets valid for 3-day admission to InterBattery 2027.

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 2026 Invitation Ticket

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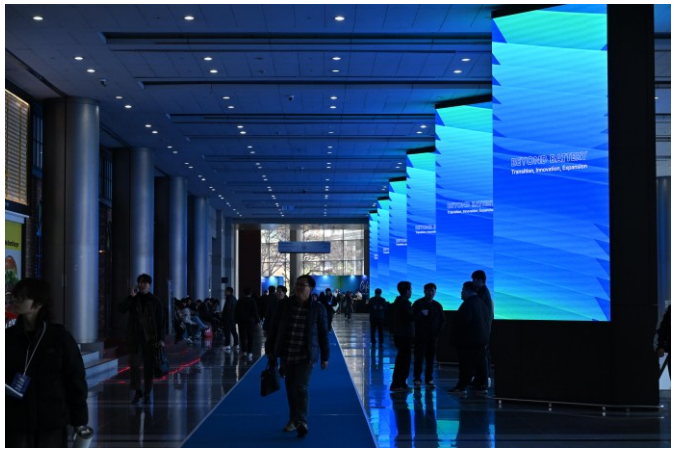
Platinum Plus | Platinum Pro

[XPACE Edge Column]

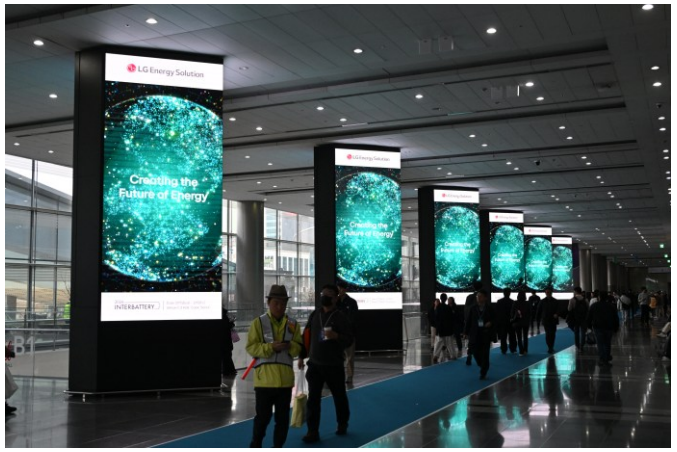
Featuring an internal speaker, six pillars, and three-sided signature media screens, the XPACE Edge Column is located along the main passage leading to Hall B, ensuring maximum visibility and capturing the attention of visitors.

Location	Coex 1F, Passage between Halls A and B (in front of the Devil's Door)
Specifications	Front: 3.8m × 4.3m Back: 2.2m × 4.3m
Display Frequency	Over 90 times per day per column
Display Period	March 6–12, 2027 (7 days)









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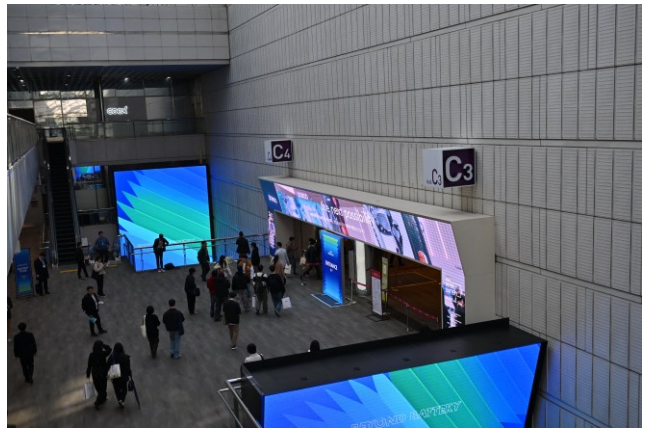
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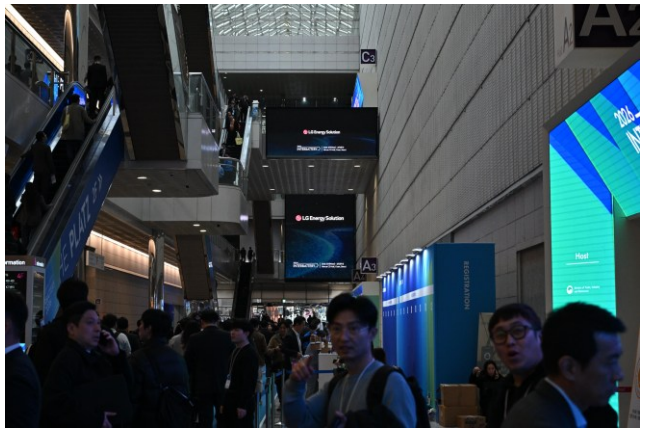
Platinum Plus | Platinum Pro | Platinum Standard

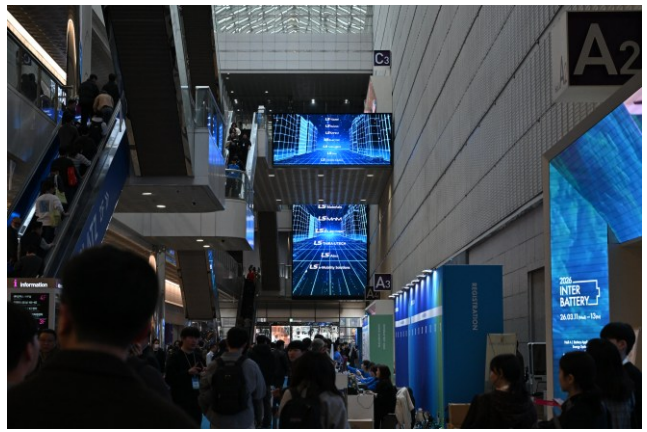
[XPACE Bridge, Big Bridge]

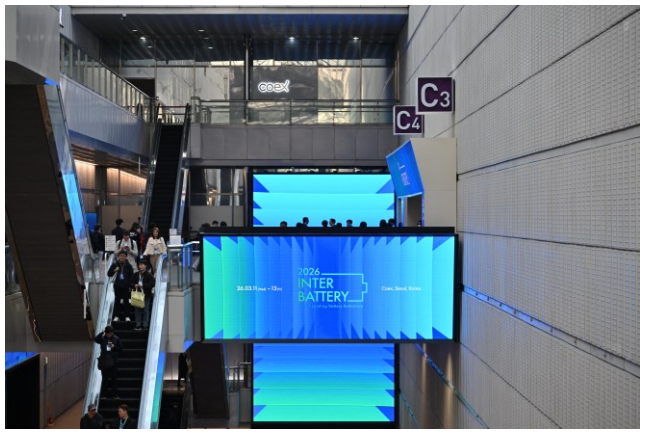
Located on the railing between the 2nd and 3rd floors of Coex, the ‘Bridge’ media display and the 12m-high vertical big media display ‘Big Bridge,’ both equipped with ultra-high-definition speakers, deliver promotional videos to visitors during the exhibition period. Positioned in the Hall A lobby, which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

Location	Coex Hall A/C Lobby
Specifications	Bridge: 6.7 × 2.9m Big Bridge: 6.4 × 11.2m
Display Frequency	Over 90 times per day per column
Display Period	March 6–12, 2027 (7 days)









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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: 13.4 × 2.9m Square Bridge: 4.16 × 4.16m
Display Frequency	Over 90 times per day per column
Display Period	March 6–12, 2027 (7 days)





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[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. 09 – Mar. 12, 2027 (4 days)
Operating Hours	9:00 AM – 6:00 PM





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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. 10–12, 2027 (3 days)
Scale	1 bus (2 trips per day)
Schedule	To be confirmed in advance with the secretariat



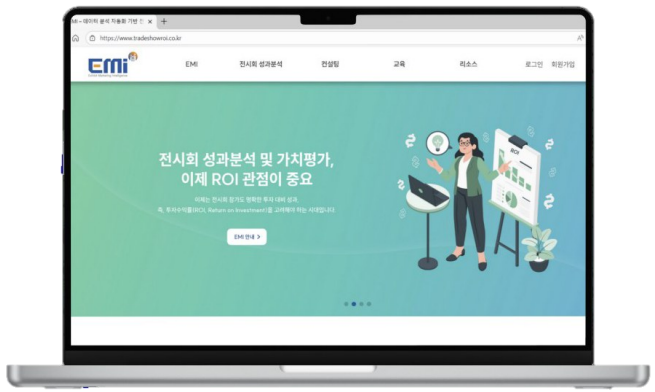
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Platinum Plus | Platinum Pro | Platinum Standard | Diamond | Gold | Silver

[ROI Analyzed Report]

Provides performance and ROI analysis based on
actual data after your participation in InterBattery 2027.





[Cover]



Key Performance Summary



Sales Performance



Investment Performance

02

Contact Points

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THANK YOU

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