2027 INTER BATTERY

Single Sponsorship Proposal

Coex, Seoul, Korea

27.03.10(Wed) – 27.03.12(Fri)

2027



THE BATTERY REVOLUTION:

POWERING THE NEXT MOMENTUM

InterBattery is where leading battery companies, buyers and experts come together.
A strategic choice to extend your brand beyond the booth, across the entire exhibition hall, leave your name along every visitor’s path.

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

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INTERBATTERY 2027
SPONSORSHIP PROPOSAL

01

SINGLE SPONSORSHIP

SINGLE SPONSORSHIP

2027 INTER BATTERY

Category		Details	Price(VAT excluded)	Max. Participants
Concurrent Events	The Battery Conference	Session Presentation(30 minutes)	$15,000	6
		Promotional video screening (during coffee break)		
		Corporate advertisement in the conference booklet		
		Company leaflets displayed in Networking Lounges		
Online Promotion	Website	Logo display on booth layout (on/off materials)	$2,000	
	Newsletter	Exclusive newsletter distribution (1 edition)	$3,000	3
	Mobile Application	Mobile Application banner advertisement	$2,000	3
Show-site Promotion	Visitor Badge	Logo printed on lanyards (4,000 units)	$10,000	5
	Escalator	Wrap Advertisement	$5,000	2
	Pillar	Wrap Advertisement	$5,000	2
	Press Room	Press Kit placement in the official InterBattery Press Room	$3,000	3
	Meeting Room Rental	Meeting Room(27sqm) + Graphic Printing + Equipment Rental	$2,000	5
		Meeting Room(36sqm) + Graphic Printing + Equipment Rental	$2,500	2
		Meeting Room(54sqm) + Graphic Printing + Equipment Rental	$3,000	1
	Networking Night PR	Promotional video + Networking night toast	$3,000	1
Print Promotion	Staff Uniform	Logo imprinted on the staff uniform	$3,000	1
	Event Bag Logo Printing	Event Tote Bag Logo Printing (10,000 ea)	$10,000	1
	Show Guide Print Advertisement	Show Guide Inner Page Advertisement (1 page)	$3,000	2
Coex Site OOH	XPACE Bridge + Big Bridge	OOH advertisement in front of Hall A	$5,000	
	XPACE Wide Bridge + Square Bridge	OOH advertisement in front of Hall B	$2,000	
	XPACE Edge Column	OOH advertisement between Halls A and B	$5,000	
	COEX Media Tower	OOH advertisement in front of Coex	$5,000	
	Parnas Media Tower	OOH advertisement in front of Hyundai Department Store	$5,000	

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2027 INTER BATTERY

[The Battery Conference]

Advertisement pages can be included in
The Battery Conference brochure.
During the coffee break, promotional videos from participating companies will be displayed on a rolling basis.

Duration	March 10, 2027 – March 11, 2027 (2days)
Price	$15,000 (VAT excluded)
Max. Participants	6 Companies
Details	• Session Presentation (30 minutes) • Promotional video screening (during coffee break) • Corporate advertisement in the conference booklet • Company leaflets displayed in networking lounges

※ For sponsorship applications and inquiries for The Battery Conference:
Korea Battery Industry Association (+82-70-5097-1268)







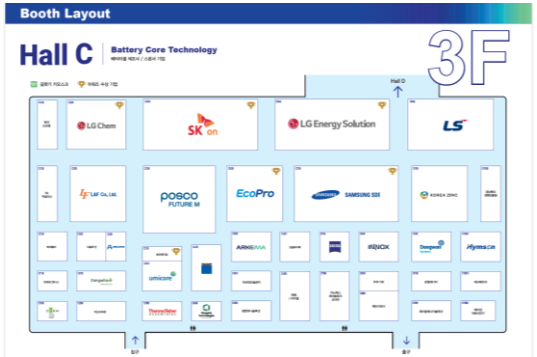


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[Logo Display on Booth Layout]

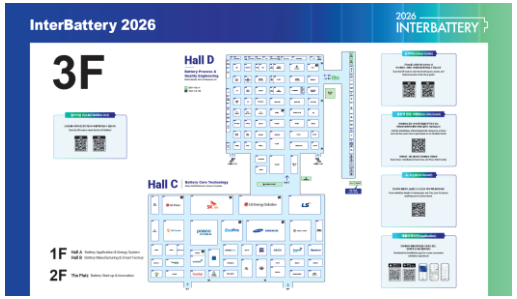
The sponsor’s logo will be included in the booth layout featured on the website, information boards, and Show Guide.

Duration	From application date to end of exhibition
Price	$ 2,000 (VAT excluded)
Details	For companies with 4 or more booths, the logo will be displayed in place of the company name on the booth layout.



[InterBattery 2026 Show Guide]





[InterBattery 2026 Directory Board]


[InterBattery 2026 Pre-view]

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[Exclusive Newsletter Distribution]

An exclusive newsletter dedicated to the sponsor will be sent to approximately 70,000 industry contacts in the InterBattery's data base.

Number of Distributions	1 time (Detailed schedule to be arranged)
Target Audience	Approximately 70,000 Industry Professionals
Price	$ 3,000 (VAT excluded)
Max. Participants	3 Companies (First-come, first-served)



This Newsletter is presented by
Economic Development Agency | Brandenburg

At this year's InterBattery, **Germany's Capital Region Berlin-Brandenburg** will be presenting itself for the second time with a joint pavilion and cordially invites you to discover its innovative strength at **booth no. A440**.



The Capital Region, with the **State of Brandenburg** as a strong industrial location, stands for excellent research, dynamic companies, and a growing battery value chain — from materials and production technologies to recycling and applications. As one of Europe's leading investment locations in the fields of electric mobility and energy storage, Brandenburg offers ideal conditions for international cooperation, particularly with Korean partners.

The following companies and institutions will be exhibiting this year:

btu Brandenburg University of Technology Cottbus - Senftenberg

The newly established Center of Excellence "High-Performance and Energy Materials and Their Recycling" at **Brandenburg University of Technology** brings together research activities from three departments and raises them to the highest international standard through investment in personnel and new experimental equipment.

Industry-oriented basic and applied research paves the way for innovative solutions and business models for recycling current and future battery technologies.

Fraunhofer IAP is a research institute focused on developing innovative and sustainable materials and technologies based on natural and synthetic polymers, covering the entire value chain from the initial idea to the industry-ready prototype.
Located in Potsdam-Golm, with several additional sites, it supports partners ranging from SMEs to global companies in fields such as the bioeconomy, energy transition, health, mobility, electronics, and optics.

LTB Lasertechnik Berlin is an innovative developer and manufacturer of short-pulse UV lasers, high-resolution spectrometers, laser-based analyzers, and automated laser material-processing systems, marketing its products worldwide.

PacTech protects what powers the future. With contact-free laser soldering, the company delivers reliable, high-precision interconnections for next-generation battery modules.

ReLioS is an association of committed companies, scientific partners, and stakeholders developing solutions for the challenges of the circular economy for lithium-ion batteries and future technologies.

Through collaboration among value chain partners across the entire battery life cycle — use, repair, reuse, and recycling — potential synergies are identified that enable a new level of efficiency while reducing environmental impact.

Visit the German Capital Region's joint pavilion in Hall A, booth A440.

In addition, as part of the Sustainability session at the Battery Insight Hub, the presentation **"Battery Innovation Made in Germany and the German Capital Region"** will take place on **March 12 (Thu), 13:30–14:00, at the Open Seminar Area, Platz Hall (2nd Floor)**.
The session highlights cutting-edge battery innovation from Germany and the German Capital Region. Visitors are warmly invited to attend and engage with representatives on site.

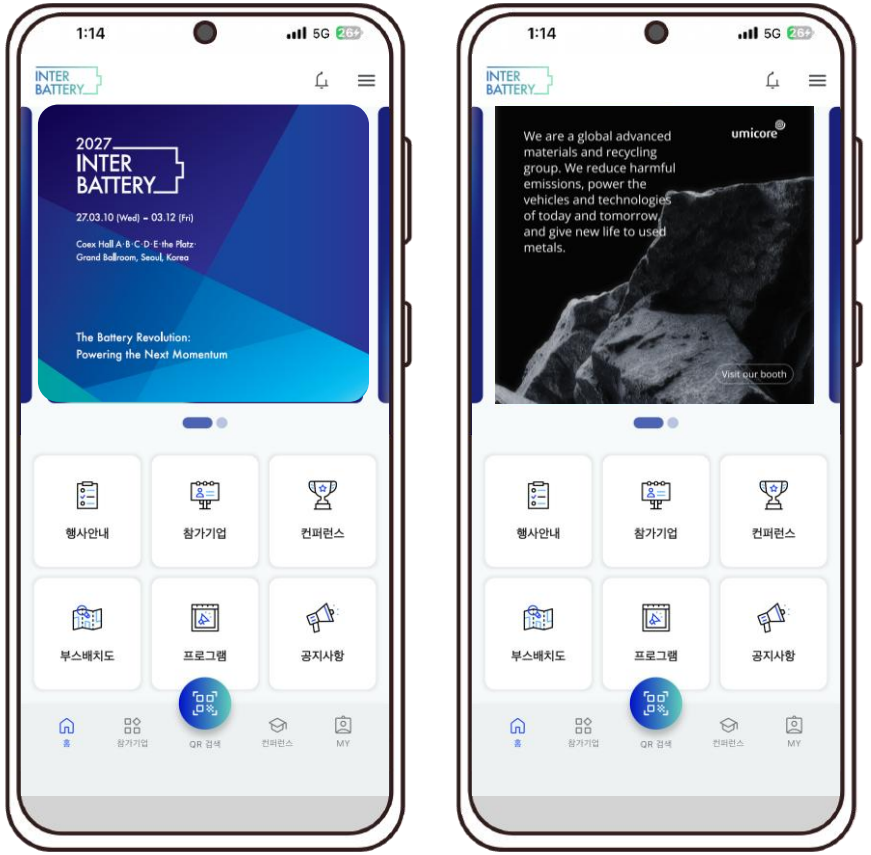
InterBattery 2026 Secretariat
Coex **T.** 02 - 6002 - 7370 | **E.** connect@interbattery.kr
Korea Battery Industry Association **T.** +82-70 - 5097- 6472 | **E.** mason@k-bia.or.kr

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[Application Advertisement]

The sponsor’s logo will be displayed on the main page Banner of the InterBattery mobile application.

Duration	February ~ March , 2027 (7 weeks)
Price	$ 2,000 (VAT excluded)
Max. Participants	3 Companies (First-come, first-served)
Details	The sponsor’s logo will be displayed in rotation on the banner of the InterBattery mobile application



[Visitor Badge Logo Printing]

The sponsor’s logo will be printed on the lanyards attached to visitor badges distributed to exhibition attendees.

Quantity	4,000
Price	$ 10,000 (VAT excluded)
Specifications	Logo printing design, color, and size will be determined through consultation
Max. Participants	5 Companies (First-come, first-served)
Details	The sponsor’s logo will be printed on the lanyards of visitor badges







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[Escalator Wrap Advertisement]

Sponsor advertisements will be wrapped on escalators connecting all halls at Coex, providing promotional exposure to attendees.

Price	$ 5,000 (VAT excluded)
Max. Participants	2 Companies (First-come, first-served)
Details	Sponsor advertisements will be wrapped on one selected escalator among the following options: - Coex 1st Floor to 3rd Floor (upward escalator) - Coex 3rd Floor to 1st Floor (downward escalator)





[Pillar Wrap Advertisement]

Sponsor advertisements will be wrapped on banners placed around the pillars located in the Coex Hall A lobby, providing promotional exposure to attendees.

Price	$ 5,000 (VAT excluded)
Scale	1 unit, 3,900 x 2,500 (mm)
Max. Participants	2 Companies (First-come, first-served)
Details	Four pillars near the Hall A lobby on the 1st floor of Coex (Pillar locations to be determined in consultation with the Secretariat)



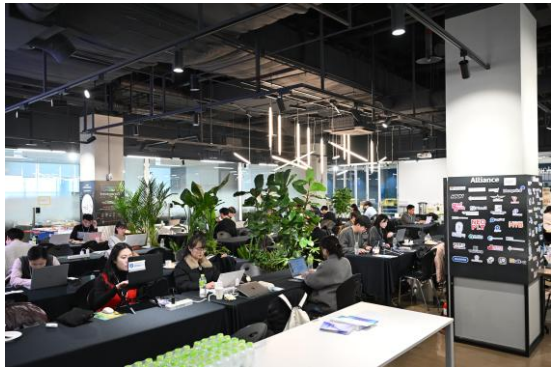


[Press Kit Placement in the Official InterBattery Press Room]

The sponsor's press kit will be displayed in the Press Center operating throughout the exhibition period, providing direct exposure to major domestic and international media outlets and journalists.
This offers a valuable promotional opportunity targeting industry-focused media, effectively enhancing brand credibility and recognition.

Price	$ 3,000 (VAT excluded)
Max. Participants	3 Companies (First-come, first-served)
Details	Press Kit Placement in the Official InterBattery Press Room



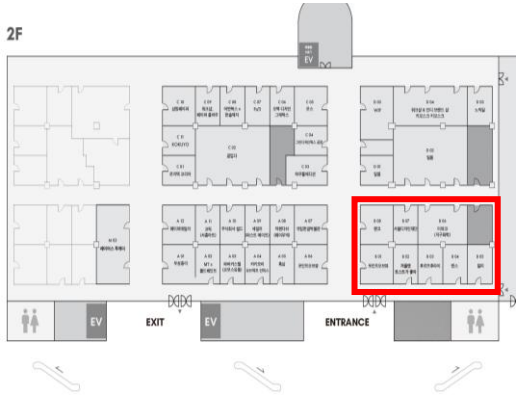


[Meeting Room Rental]

A dedicated space separate from your booth, including meeting rooms and the organizer's office. Located next to The Platz on the 2nd floor, it is ideal for focused meetings with clients and partners.

Size	27sqm	36sqm	54sqm
Price (VAT excluded)	$2,000	$2,500	$3,000
Max. Participants	5 companies	2 companies	1 company
Details	Meeting room rent on the 2nd floor Available during the event, 9:00 – 18:00		









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[Networking Night PR]

Promotional videos are screened before and after the start and end of the Networking Night.
Also a congratulatory speech lets you greet attendees in person.

Price	$3,000(VAT excluded)
Max. Participants	1 company (First-come, First-served)
Details	Promotional video screened Congratulatory speech or toast at the Networking Night(within 10 minutes)



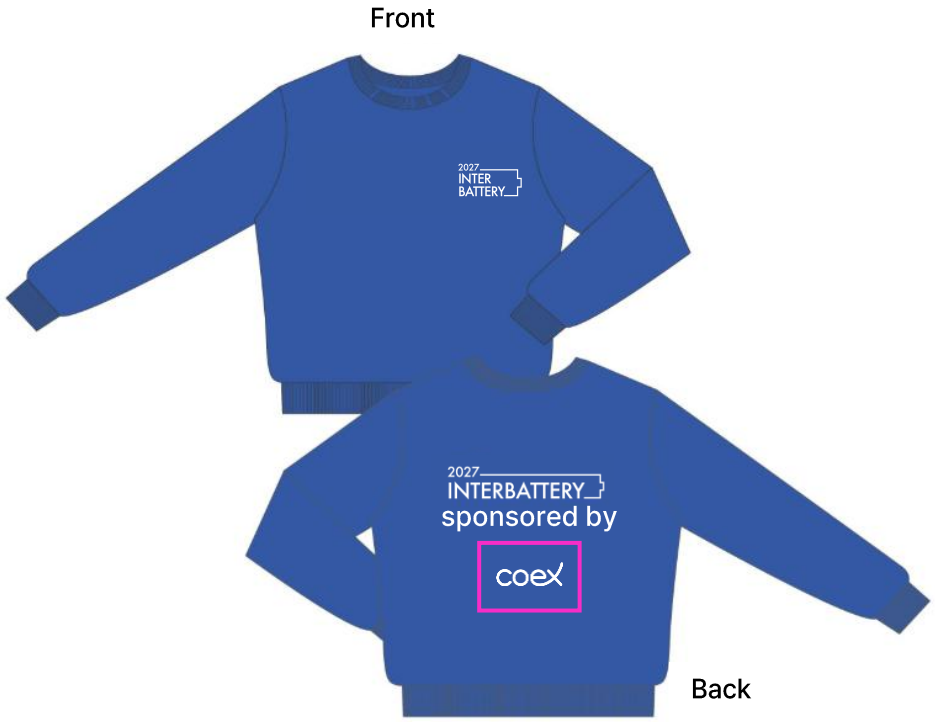


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[Staff Uniform]

Since staff are stationed throughout the exhibition hall and are the people visitors encounter most, your brand is naturally exposed along every visitor route, delivering strong advertising impact.

Price	$3,000 (VAT excluded)
Max. Participants	1 Company (First-come, first-served)
Details	Logo imprinted on the staff uniform



※ This image is an example.

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[Exclusive Logo Printing on Event Bags]

Sponsors' logo will be exclusively printed on InterBattery non-woven bags, which will be distributed as souvenirs to attendees.

Quantity	10,000 units
Price	$ 10,000 (VAT excluded)
Max. Participants	1 Company (First-come, first-served)
Details	Sponsor's exclusive logo will be printed on souvenir bags distributed to attendees.

※ Sponsor logo on the front, InterBattery logo on the back



※ This image is an example.

[Show Guide Print Advertisement]

The sponsor's advertisement will be featured in the official Show Guide distributed on-site, ensuring direct exposure to all visitors. As the guide is provided alongside key information such as the exhibition map and program schedule, it offers high visibility and sustained promotional impact.

Price	$ 3,000 (VAT excluded)
Max. Participants	2 Companies (First-come, first-served)
Details	Show Guide Inner Page Advertisement (1 page)

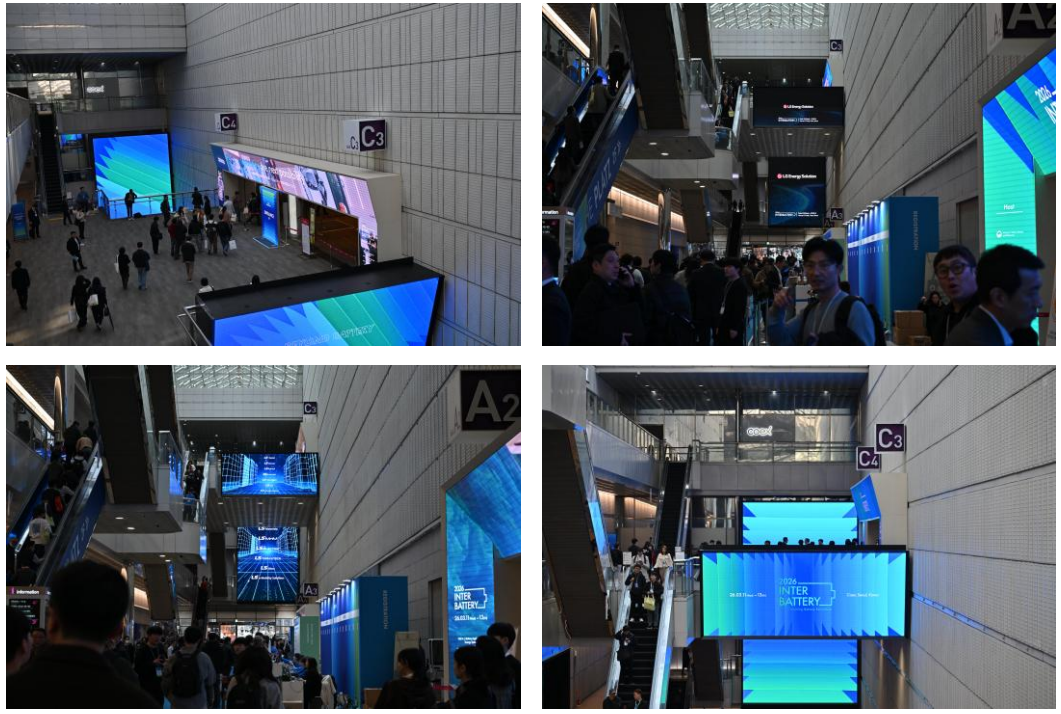


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[XPACE Bridge + Big Bridge]

The horizontal large-format media and the 12-meter-tall vertical big media, equipped with directional speakers, are installed in the busiest area—the lobby in front of Hall A—maximizing promotional impact.

Price	$ 5,000 (VAT excluded)
Location	Hall A/C Lobby
Specifications	Bridge: 6.7 x 2.9m Big Bridge: 6.4 x 11.2m
Number of Displays	15 seconds, minimum 90 displays per day per slot
Display Period	March 6 ~ 12, 2027 (7 days)



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[XPACE Wide Bridge + Square Bridge]

The large horizontal media and the newly introduced square-shaped media effectively reach attendees near Hall B.

Price	$ 2,000 (VAT excluded)
Location	1st Floor Hall B Lobby
Specifications	Wide Bridge: 13.4 × 2.9m, 1 unit Square Bridge: 4.16 × 4.16m, 1 unit
Number of Displays	15 seconds, minimum 90 displays per day per slot
Display Period	March 6 ~ 12, 2027 (7 days)



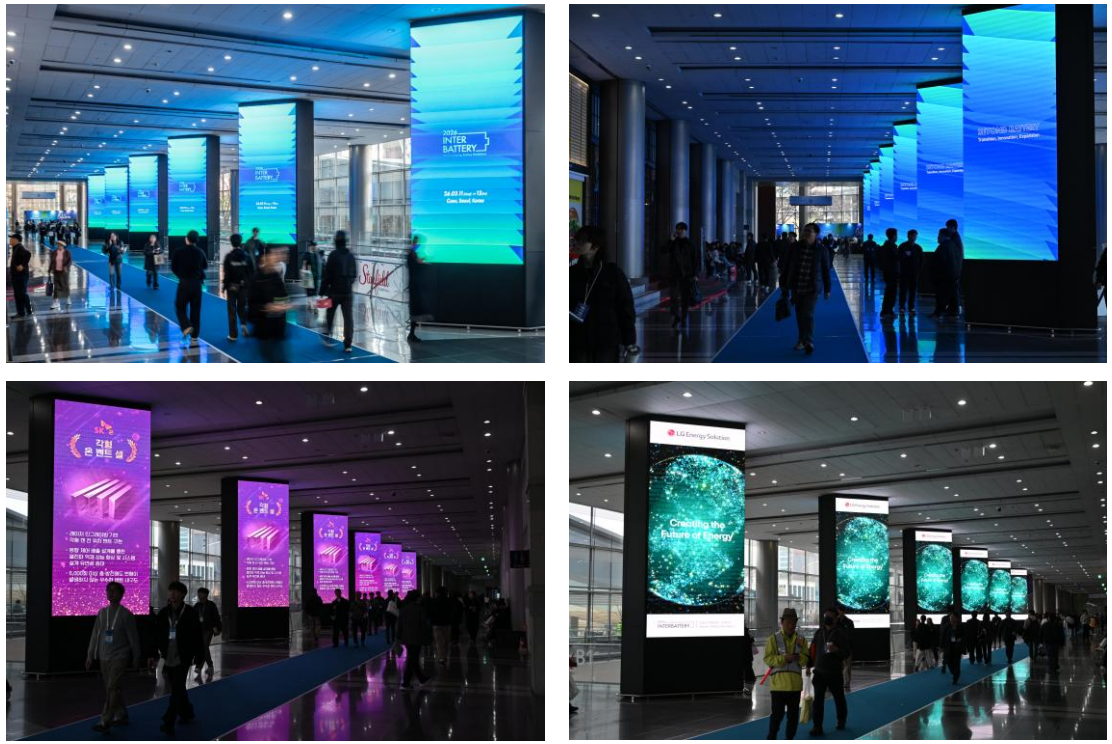


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[XPACE Edge Column]

Equipped with built-in speakers, the Edge Column consists of six pillars with three display surfaces each. Positioned along the main pathway to Hall B, it captures the attention of attendees effectively.

Price	$ 5,000 (VAT excluded)
Location	1st Floor Pathway from Hall A to Hall B (in front of Devil's Door)
Specifications	Front: 3.8 × 4m Back: 2.2 × 4.3m, total 6 units
Number of Displays	15 seconds, minimum 90 displays per day per slot
Display Period	March 6 ~ 12, 2027 (7 days)



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[Coex Media Tower]

The Media Tower located at the Coex East Gate Plaza effectively reaches both pedestrians and vehicles traveling along Yeongdong-daero. Videos are displayed on two panels, providing impactful exposure.

Price	$ 5,000 (VAT excluded)
Location	Coex East Gate Plaza (ASEM Tower)
Specifications	10.7 x 29.6m
Number of Displays	15 seconds, minimum 90 displays per day per slot
Display Period	March 6 ~ 12, 2027 (7 days)



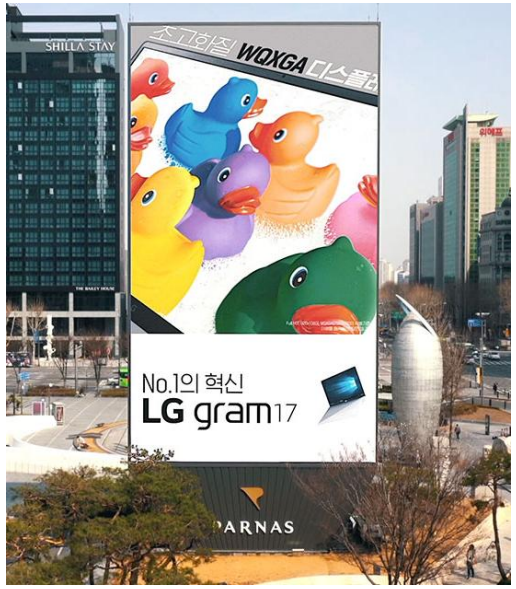
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[Parnas Media Tower]

The Parnas Media Tower, installed at the hotel entrance, is effectively exposed to pedestrians and vehicles traveling along Teheran-ro.
Its dual-sided panels cover both directions toward Samseong Station and Seolleung Station.

Price	$ 5,000 (VAT excluded)
Location	In front of Hyundai Department Store, Trade Center Branch
Specifications	12.3 x 26m
Number of Displays	15 seconds, minimum 90 displays per day per slot
Display Period	March 6 ~ 12, 2027 (7 days)





02

Contact Points

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THANK YOU

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