



**G-STAR 2019**

| 14-17 NOVEMBER  
| BEXCO, BUSAN, KOREA

# Sponsorship Program Guide

## I . G-STAR 2019 Overview

<b>Title</b>	Global Game Exhibition, G-STAR 2019
<b>Period</b>	BTC Nov. 14(Thu) ~ 18(Sun), 2019 BTB Nov. 14(Thu) ~ 17(Sat), 2019
<b>Venue</b>	BEXCO, Busan, KOREA
<b>Host</b>	Korea Association of Game Industry
<b>Organizer</b>	G-STAR Organizing Committee, Busan IT Industry Promotion Agency
<b>Supporter</b>	Ministry of Culture

Classification		Contents
Main Event		Welcome Party, Opening Ceremony, G-STAR Conference, Job Fair, Invest Market
	BTC	Company Booth, Press Center, Conference Room, G-STAR Shop, Cafeteria
Booth	BTB	Company Booth, Indie Showcase, Business Center, Network Lounge, Buyer Lounge, G · CAFE, Conference Room
	Others	Outdoor Events

## II . Sponsorship Schedule

G-STAR Sponsorship program will offer you more opportunity to maximize the brand exposure to a large number of visitors as well as other exhibitors including buyers during the show.

Please feel free to contact us for more information about the G-STAR Sponsorship program which includes all-round on/offline promotion opportunity!

Dates	Remarks
7. 22(Mon)	Sponsorship Program Guide
7. 29(Mon) ~ 8. 2(Fri)	Package Sponsorship Submission
8. 5(Mon) ~ 8. 9(Fri)	Individual Sponsorship Submission
8. 13(Tue)	Notice of Sponsorship Results

### III . Sponsorship Levels and Benefits

#### 1. Levels and Benefits

	Level	Price	Details
Package Sponsor	Diamond Sponsor (Main)	\$ 300,000	Priority for Sponsorship, Exhibition Hall In/outdoor, Out-door, Printings/Materials, Others.
	Platinum Sponsor	\$ 150,000	Priority for Sponsorship, Exhibition Hall In/outdoor, Out-door, Printings/Materials, Others.
	Gold Sponsor	\$ 100,000	Exhibition Hall In/outdoor, Out-door, Printings/Materials, Others.
Individual Sponsor	Festival Sponsor	\$ 150,000	Lease Auditorium, Big Banner, Hallway Wrapping
		\$ 60,000	KNN Outdoor square, KNN outdoor big banner
		Consultaion	Around Exhibition Hall and Haeundae Area
	Rest Area Sponsor	\$ 50,000	Exhibition Hall 1 Cafe AD Branding
		\$ 30,000	Exhibition Hall 2 Cafe AD Branding (1F)
		\$ 20,000	Exhibition Hall 2 Terrace AD Branding (2F)
		\$ 50,000	Auditorium Cafe AD Branding (2F)
		\$ 30,000	Food Truck Zone AD Branding
	Program Sponsor	\$ 30,000	Welcome Reception AD Branding
		\$ 20,000	BTB Network Party AD Branding
	Event Sponsor	\$ 20,000~	Exhibition Hall Outdoor Event
		Consultation	AD Event Around Exhibition Hall Busan/Suseo Station
	Title Sponsor	\$ 30,000	On/offline AD, Logo Exposure
Media Sponsor	\$ 100,000	Provide the platform in G-STAR website for live streaming broadcasting, On/offline AD, Logo Exposure	

- ※ All Sponsors are processed in Diamond, Platinum, Gold order.
- ※ Festival Sponsor : e-Sports Event Organizer Only
- ※ 50% Extra Charge for Non-Exhibitors

## 2. Sponsor Details ①

Classification	Code	Details	QT	Price
Exhibition Hall 1	Outdoor	A-1 Big Banner	8 ea	\$ 15,000
		A-2 Outdoor Booths (Square) (9X9)	8 ea	\$ 20,000
		A-3 Stair Wrapping	1 set	\$ 15,000
		A-4 Outdoor LED Video Looping[30"]	-	\$ 5,000
	Indoor	A-5 Lobby Banner	1 set(9 ea)	\$ 15,000
		A-6 Rest Area	1 ea	\$ 20,000
		A-7 Lobby Rail Banner	1 set(6 sides)	\$ 30,000
		A-8 Escalator Wrapping	1 set(2 sides)	\$ 10,000
		A-9 Rail Wrapping Conference Room 2F Rail	1 set(12 sides)	\$ 10,000
		A-10 Restroom Sticker (1F)	1 set	\$ 20,000
Hallway	Indoor	B-1 Ceiling Banner	2 set(6 ea/1 set)	\$ 20,000
		B-2 BTB Gate wrapping (Hall 1 way)	1 set(both sides)	\$ 10,000
		B-3 BTB Gate wrapping (Hall 2 way)	1 set(both sides)	\$ 10,000
		B-4 Floor Wrapping	1 set(10 ea)	\$ 10,000
Exhibition Hall 2	Outdoor	C-1 Outdoor Big Banner	4 ea	\$ 15,000
		C-2 Outdoor Booth (4x4)	2 ea	\$ 10,000
		C-3 Stair & rail wrapping	1 ea	\$ 15,000
		C-4 Outdoor Pillar branding	1 set(3 ea)	\$ 10,000
		C-5 Outdoor Bridge banner	4 set(2 ea/1 set)	\$ 5,000
	Indoor	C-6 Network Lounge (3F)	1 ea	\$ 20,000
		C-7 Rail Banner (1F)	1 set(6 ea)	\$ 10,000
		C-8 Lobby Ceiling Banner (3F)	1 set(2ea/both sides)	\$ 10,000
		C-9 Outdoor Terrace (3F)	1 ea	\$ 15,000
		C-10 Floor Wrapping	1 set(3 ea)	\$ 15,000
		C-11 Restroom Sticker (1,3F)	1 set	\$ 20,000
		C-12 Rail Banner (2F)	1 set(2 ea)	\$ 5,000
		C-13 Escalator Banner (3F)	1 set(2 ea)	\$ 15,000
		C-14 Glass Wall banner (3F)	1 set(3 ea)	\$ 10,000
Out-door	Centum Hotel	D-1 Front Outside Wrapping	1 set	\$ 20,000
		D-2 Entrance Wrapping	1 set	\$ 10,000
	Haeundae	D-3 Haeundae AD Board★	4 set(10 ea/1 set)	\$ 30,000
	Shuttle bus	D-4 Wrapping	1 set(20 ea)	\$ 20,000
	Busan Station	D-5 Elevator	2 set(4 sides/1 set)	\$ 20,000
	Auditorium	D-6 Auditorium Convention Hall Hallway Wrapping (Subway Side)	1 set	\$ 30,000
		D-7 Out-door Structure	2 set(10 ea/1 set)	\$ 30,000
	Centum City Station	D-8 Entrance Top Banner	1 set	\$ 15,000
		D-9 Entrance Stairs	1 set	\$ 20,000
		D-10 Exit 1 AD Board	1set(12 ea)	\$ 10,000
	Main Subway Conference	D-11 Pillar AD	1 set	\$ 50,000
		D-12 Screen Door AD	1 set	\$ 30,000
		D-13 Branding	Consultations	\$ 30,000

### 3. Sponsor Details ②

Classification	Code	Details	QT	Price	
Printing/ Others	Official Directory	AD①★	1 side	\$ 5,000	
		AD②★	1 side	\$ 4,000	
		AD③★	1 side	\$ 4,000	
		Inside★	1 side	\$ 2,000	
	G-STAR Daily	E-2	AD★	Inside	\$ 3,000
	Buyer/Press	E-3	Lanyard★	3,000ea/set	\$ 20,000
	Invitation Card	E-4	AD★	300,000ea/set	\$ 20,000
	G-STAR Map	E-5	AD★	200,000ea/set	\$ 5,000
	Leaflet	E-6	AD★	50,000ea/set	\$ 5,000
	Ticket	E-7	AD★	250,000ea/set	\$ 20,000
Festival	Auditorium	F-1	Lease Auditorium	1 ea	\$ 150,000
		F-2	Auditorium Outer Wall (Square)	1 set	\$ 10,000
		F-3	Auditorium Convention Hall Hallway	1 set	\$ 30,000
	KNN	F-4	Lease Outdoor Square	1 ea	\$ 40,000
		F-5	Outdoor Big Banner	2 set	\$ 5,000
	Others	F-6	Around Exhibition Hall and Haedundae Area	Consultation	Consultation
Rest Area	Exhibition Hall 1	G-1	Cafe Branding	1 ea	\$ 50,000
	Exhibition Hall 2	G-2	Cafe Branding	1 ea	\$ 30,000
		G-3	Terrace Branding (2F)	1 ea	\$ 20,000
	Auditorium	G-4	Cafe Branding	1 ea	\$ 50,000
	Food Truck Zone	G-5	AD Branding	1 ea	\$ 30,000
Program	Welcome Reception	H-1	Branding	1 ea	\$ 30,000
	Network Party	H-2	Branding	1 ea	\$ 20,000
Event	Exhibition Hall	J-1	Outdoor Event	* Needs to consultation according to time, place and scale	\$ 20,000~
	Around Exhibition Hall	J-2	Busan Cinema Center		
		J-3	Haeundae Beach		
		J-4	Gunamro		
		J-5	Landmarks in Busan	Consultation	Consultation
	Others	J-6	Square Platform in Busan Station		
		J-7	Suseo Station		
Title Logo Exposure	Printing	L-1	Directory, Daily, Map, Leaflet, Invitation Card		
	Video	L-2	Promotion/Result Video		
	Online	L-3	Official Homepage, SNS		\$ 30,000
	Structure	L-4	Status Board, Press Room		
	Out-door	L-5	G-STAR In/Out-door Advertisement		

- ※ All Sponsors are processed in Diamond, Platinum, Gold order.
- ※ Festival Sponsor : e-Sports Event Organizer Only
- ※ 50% Extra Charge for Non-Exhibitors
- ※ ★ represent as Included production costs

## 4. Sponsor Spot Details

### A Spot



[A-1] Big Banner  
\$ 15,000 8 ea



[A-2] Outdoor Booths  
\$ 20,000 8 ea



[A-3] Stair Wrapping  
\$ 15,000 1 ea



[A-4] Outdoor LED Video  
\$ 5,000



[A-5] Lobby Banner  
\$ 15,000 1 set (9 ea)



[A-7] Rail Banner  
\$ 30,000 1 set(6 ea)



[A-8] Escalator  
\$ 10,000 1 set(2 ea)

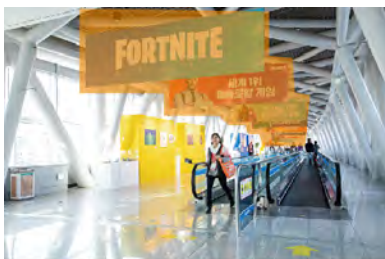


[A-9] Rail wrapping 2F Rail  
\$ 10,000 1 set(12 ea)

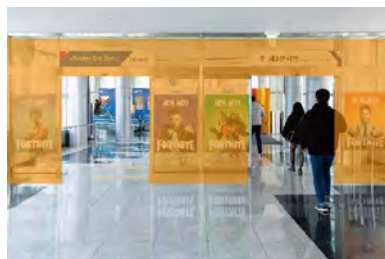


[A-10] Restroom Sticker  
\$ 20,000 1 ea

### B Spot



[B-1] Ceiling Banner  
\$ 20,000 2 set(6 ea/1 set)



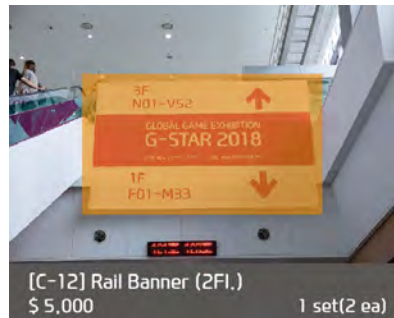
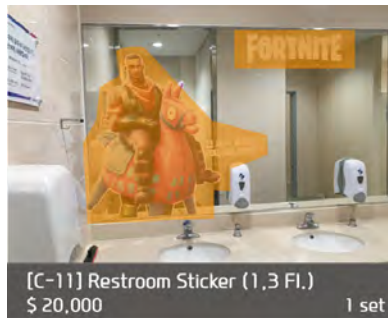
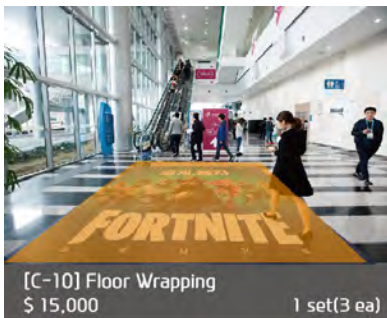
[B-2] [B-3] BTB Gate wrapping  
\$ 10,000 each 1 ea(both sides)



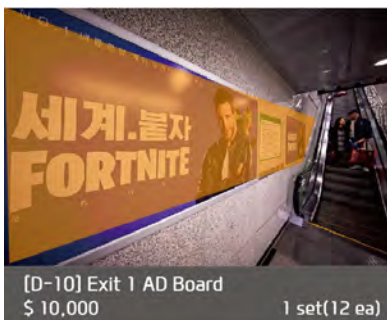
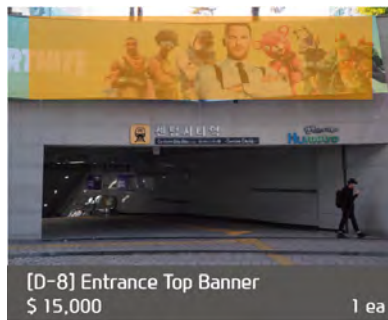
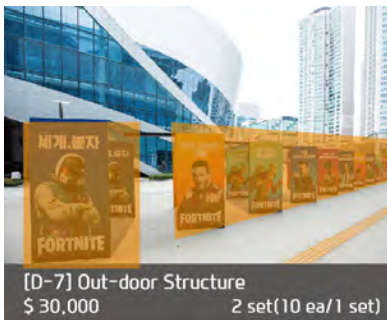
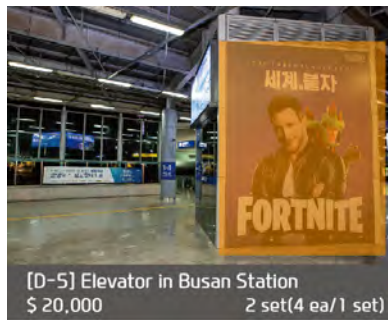
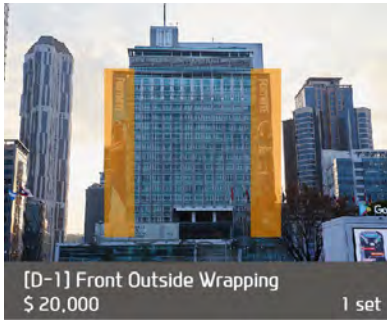
[B-4] Floor wrapping  
\$ 10,000 1 set(10 ea)

# G-STAR 2019 Sponsorship Opportunity

## C Spot



D Spot





## IV . Application

### 1. Type of Sponsors

Classification	Detail
Diamond(Main) Sponsor	<ul style="list-style-type: none"> <li>· Each items should be chosen within the due date.</li> <li>· Plural application will be selected by the rules and conditions and announcing.</li> </ul>
Platinum Sponsor	<ul style="list-style-type: none"> <li>· Non-selected items will be released to individual sponsorship</li> <li>· Applicants can not cancel the application</li> <li>· Organizer have adjustment period after the application period and offer the applicants the priority for individual sponsorship</li> </ul>
Gold Sponsor	
Festival Sponsor	<ul style="list-style-type: none"> <li>· e-Sports Event Organizer Only</li> </ul>
Rest Area Sponsor	
Program Sponsor	<ul style="list-style-type: none"> <li>· Application will be accepted after Diamond(Main), Platinum, Gold, Festival Sponsorship.</li> </ul>
Event Sponsor	
Individual Sponsor	

※ Some Expenses for Installation and Production are Excluded.

### 2. Rules and Conditions for Selecting

#### A. Package Sponsorship (Diamond, Platinum, Gold)

- 1) Priority 1 : Participation Scale in G-STAR 2019
- 2) Priority 2 : Quantities of Selection
- 3) Priority 3 : Quantities of Additional Selection
- 4) Priority 4 : Participation Scale in G-STAR 2018
- 5) Priority 5: The Number of Participating in G-STAR
- 6) Priority 6 : The Date of Application in G-STAR 2019
- 7) Drawing for winners if the other priority would be the same.

## B. Individual Sponsorship

- 1) Priority 1 : Participation Area(BTB or BTC) in G-STAR 2019
  - 2) Priority 2 : Participation Scale
  - 3) Priority 3 : Selected Quantities of Individual Sponsorship
  - 4) Drawing for winners if the other priority would be the same.
- ※ All Sponsors are processed in Diamond, Platinum, Gold order.  
※ Non-exhibitors should contact G-STAR Secretariat first.

## 3. Application Process

### A. Application

- 1) Requesting Application form to G-STAR Secretariat.
- 2) Filling and submitting application form via e-mail with the official signature or stamp.
- 3) Caution
  - Keeping the due date.
  - Confirm with the G-STAR Secretariat after applying.

### B. Confirmation

- 1) Approval - Issuing Invoice - Paying the Participation Fee
  - \* Following sponsorship participation rules and regulations for G-STAR 2019
- 2) Location for sponsorship would be discussed with the applicants when there are plural applicants in such item otherwise drawn to determine.

### [Submitting Application]

E-mail : [sponsorship@gstar.or.kr](mailto:sponsorship@gstar.or.kr)

### [Contact]

Jason Kim, Team Manager of Korea Game Industry Association

Tel : +82-2-6203-1996

Jongwan Kim, General Manager of G-STAR Secretariat

Tel : +82-2-6203-4004



**G-STAR 2019**

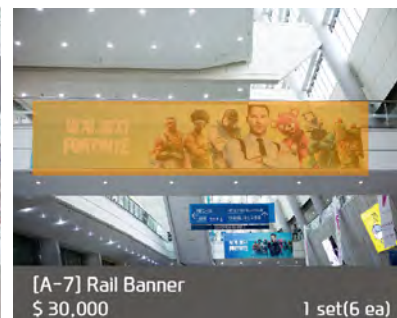
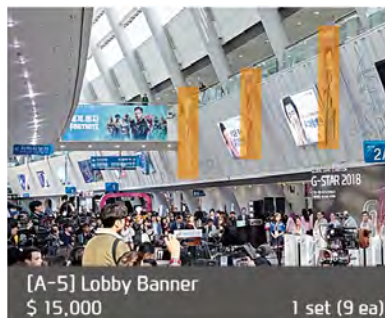
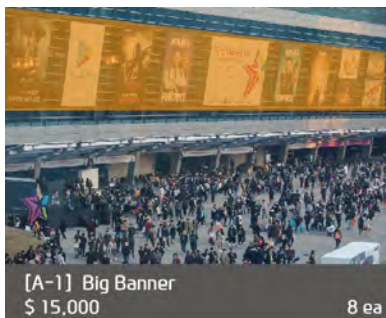
| 14-17 NOVEMBER  
BEXCO, BUSAN, KOREA

# Sponsorship Program Guide

- Diamond(Main) Sponsor
- Platinum Sponsor
- Gold Sponsor
- Festival Sponsor

[ Diamond Sponsor (Main) ]

Classification		Details	
<b>Media &amp; Broadcasting</b>	<b>Media</b>	Priority for TV , Newspaper interviews (National & International), Appearance on Special programs	
<b>Exhibition Hall 1</b>	<b>Outdoor</b>	[A-1] Big Banner	[A-3] Stair Wrapping
		[A-2] Outdoor Booths	[A-4] Outdoor LED Video
	<b>Indoor</b>	[A-5] Lobby Banner	[A-8] Escalator Wrapping
		[A-7] Lobby Rail Banner	[A-10] Restroom Sticker (1F)
<b>Hallway</b>	<b>Indoor</b>	[B-1] Ceiling Banner	[B-4] Floor wrapping
<b>Exhibition Hall 2</b>	<b>Indoor</b>	[C-8] Lobby Ceiling Banner (3F)	[C-11] Restroom Sticker (1,3F)
		[C-10] Floor wrapping	
<b>Others</b>	<b>Out-door</b>	[D-1] Centum Hotel Front Outside Wrapping	[D-4] Shuttle bus Wrapping
		[D-2] Centum Hotel Entrance Wrapping	[D-5] Busan Station Elevator
		[D-3] Haeundae AD Board	[D-7] Auditorium Out-door Structure
	<b>Printing/ Others</b>	[E-1] Official Directory	[E-5] G-STAR Map
		[E-2] G-STAR Special Edition	[E-6] Leaflet
		[E-3] Lanyard	[E-7] Ticket
		[E-4] Invitation Card	
<b>Logo Exposure</b>	Bus/Taxi station, Pedestrian Overpass, Street Banner, City hall, expressway, Billboards, Hotel Banners in Busan city(Centum hotel, Grand Hotel), etc.		



## G-STAR 2019 Sponsorship Opportunity



[A-8] Escalator  
\$ 10,000 1 set(2 ea)



[A-10] Restroom Sticker  
\$ 20,000 1 ea



[B-1] Ceiling Banner  
\$ 20,000 2 set(6 ea/1 set)



[B-4] Floor wrapping  
\$ 10,000 1 set(10 ea)



[C-8] Lobby Ceiling Banner (3 Fl.)  
\$ 10,000 1 set(2 ea)



[C-10] Floor Wrapping  
\$ 15,000 1 set(3 ea)



[C-11] Restroom Sticker (1,3 Fl.)  
\$ 20,000 1 set



[D-1] Front Outside Wrapping  
\$ 20,000 1 set



[D-2] Entrance Wrapping  
\$ 10,000 1 ea



[D-3] Haeundae AD Board  
\$ 30,000 4 set(10 ea/1 set)



[D-4] Shuttle Bus Wrapping  
\$ 20,000 1 set(20 ea)



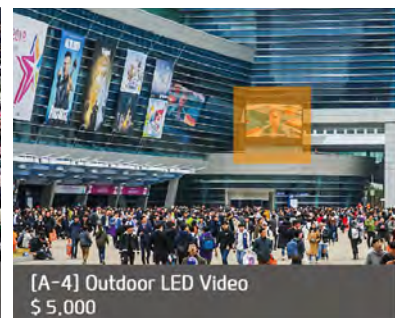
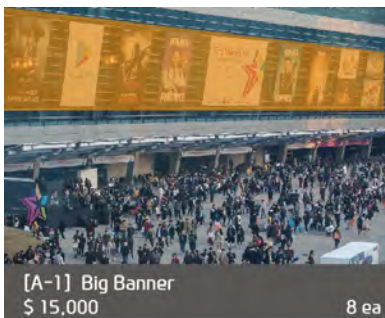
[D-5] Elevator in Busan Station  
\$ 20,000 2 set(4 ea/1 set)



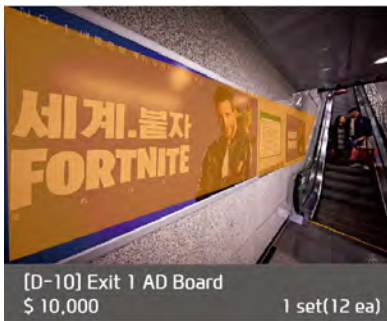
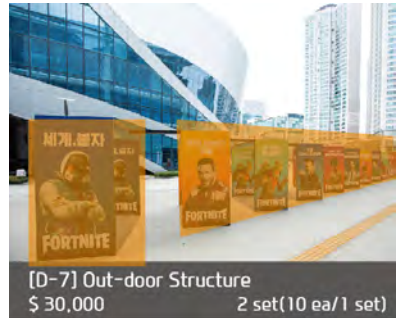
[D-7] Out-door Structure  
\$ 30,000 2 set(10 ea/1 set)

[ Platinum Sponsor ]

Classification	Details	
<b>Media &amp; Broadcasting</b>	<b>Media</b>	Priority for TV , Newspaper interviews (National & International), Appearance on Special programs
		[A-1] Big Banner
<b>Exhibition Hall 1</b>	<b>Outdoor</b>	[A-2] Outdoor Booths (9 X 9) [A-4] Outdoor LED Video Looping[30"]
	<b>Indoor</b>	[A-9] Rail wrapping Conference Room 2F Rail
<b>Hallway</b>	<b>Indoor</b>	[B-1] Ceiling Banner
<b>Exhibition Hall 2</b>	<b>Outdoor</b>	[C-1] Outdoor Big Banner [C-2] Outdoor Booth (4×4)
	<b>Indoor</b>	[C-7] Rail Banner (1F) [C-9] Outdoor Terrace (3F)
		[D-3] Haeundae AD Board [D-5] Busan Station Elevator
	<b>Out-door</b>	[D-7] Auditorium Out-door Structure [D-10] Exit 1 AD Board
<b>Others</b>		[D-12] Screen door AD
	<b>Printing/Others</b>	[E-1] Official Directory [E-2] G-STAR Special Edition [E-5] G-STAR Map [E-6] Leaflet

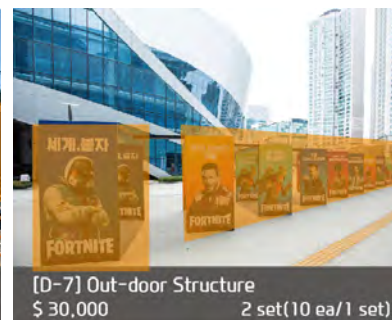
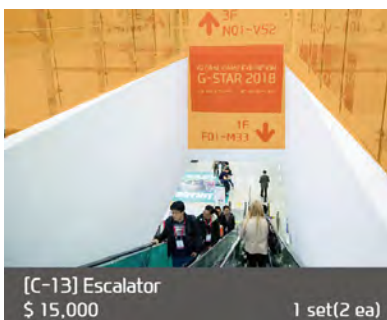
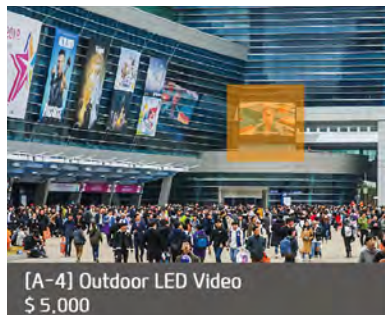


# G-STAR 2019 Sponsorship Opportunity



[ Gold Sponsor ]

Classification		Details
<b>Media &amp; Broadcasting</b>	<b>Media</b>	Priority for TV , Newspaper interviews (National & International), Appearance on Special programs
<b>Exhibition Hall 1</b>	<b>Outdoor</b>	[A-2] Outdoor Booths
		[A-4] Outdoor LED Video Looping[30"]
<b>Exhibition Hall 2</b>	<b>Indoor</b>	[C-12] Rail Banner (2F)
		[C-13] Escalator Banner (3F)
<b>Others</b>	<b>Out-door</b>	[D-3] Haeundae AD Board
		[D-7] Auditorium Out-door Structure





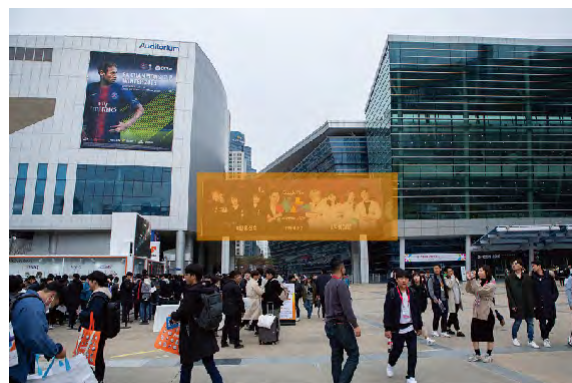
[ Festival Sponsor ]

Classification		Details
Auditorium	Indoor	[F-1] Lease Auditorium
	Outdoor	[F-2] Auditorium Outer wall (Square)
		[F-3] Auditorium Convention Hall Hallway
KNN	Indoor	[F-4] Lease Outdoor Square
	Outdoor	[F-5] Outdoor Big Banner
Others	Outdoor	[F-6] Around Exhibition Hall and Haedundae area



[F-2] Auditorium Outer Wall  
\$ 10,000

1 ea



[F-3] Hall Hallway Wrapping  
\$ 30,000

1 ea



[F-4] KNN Outdoor Square  
\$ 40,000

1 ea



[F-5] KNN Outer Wall Big Banner  
\$ 5,000

2 ea