

International Aesthetic Symposium of  
the Association of Korean Dermatologists

# KOREA DERMA 2023

June 23-25  
The K Hotel Seoul,  
South Korea

## Sponsorship Prospectus

Sponsorship · Sponsored Lectures  
· Booth Exhibition · Program Book Ad

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[www.koreaderma.org](http://www.koreaderma.org)



### Organization Office

The Association of Korean Dermatologists

5F, 44, Seocho-daero 78-gil, Seocho-gu, Seoul, Republic of Korea

Business Registry Number : 214-82-63594

E-mail : [koreaderma@akd.or.kr](mailto:koreaderma@akd.or.kr)

Tel : +82-2-521-3141

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### Secretariat Office

Humming IMC Co., Ltd.

9F, 311, Gangnam-daero, Seocho-gu, Seoul 06628, South Korea

Business Registry Number : 107-87-11721

E-mail : [koreaderma@akd.or.kr](mailto:koreaderma@akd.or.kr)

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※ If you have any questions,  
please contact the secretariat.

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# I. OVERVIEW



<b>Title</b>	<b>KOREADERMA 2023</b> (International Aesthetic Dermatology Symposium of The Association of Korean Dermatologists)
<b>Date</b>	June 23 (Fri), 2023 ~ June 25 (Sun), 2023
<b>Venue</b>	K-Hotel Seoul, South Korea <a href="https://www.thek-hotel.co.kr">https://www.thek-hotel.co.kr</a>
<b>Expected Participants</b>	<ul style="list-style-type: none"><li>• 1,200+ Korean dermatologists</li><li>• 500+ Overseas dermatologists and equivalent qualified doctors</li><li>• 500+ Exhibitors</li><li>• 2,200 people in total. ※ Hospital staff (nurses, skin care workers, etc.) are not eligible for participation.</li></ul>
<b>Hosted by</b>	The Association of Korea Dermatologists
<b>Website</b>	<a href="http://www.koreaderma.org">www.koreaderma.org</a>

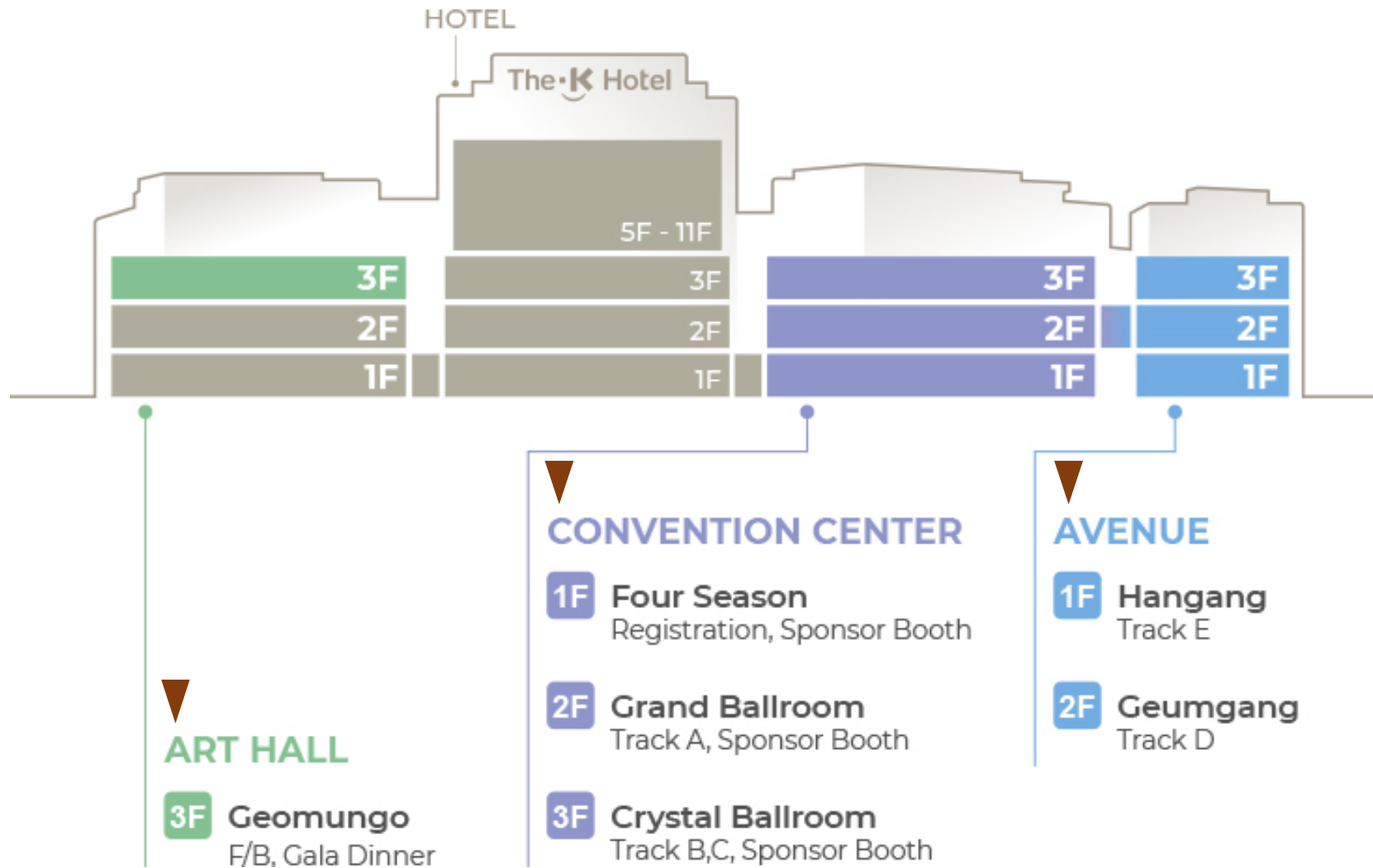
## Venue

### K-Hotel Seoul

70, Baumoe-ro 12-gil, Seocho-gu, Seoul (Exit 5 from Yangjae Citizen's Forest Station, Shinbundang Line (5 min walk))



## Floor Map



## **II. SPONSORSHIP GUIDE**





## MAIN SPONSOR LEVEL AND BENEFITS

Benefits	KRW / VAT Excluded	Platinum	Diamond	Gold	Silver	Bronze
		200,000,000	150,000,000	100,000,000	50,000,000	30,000,000
# of exhibition booths		6	6	4	4	2
# of invited lectures from overseas		4	3	2	1	1
# of sponsored lectures on Sunday (June 25)		2	1	1	1	1
Homepage advertisement @ KOREADERMA		○	○	○	○	○
Homepage advertisement @ Host Association		one year	one year	one year	one year	one year
Program book advertisement		○	○	○	○	-
VOD Service of sponsored lectures		○	○	○	○	-
Webinar lecture of Host Association education boards		○	○	○	-	-
Satellite session		○	○	○	-	-
Session room named sponsor company		○	○	-	-	-
Luncheon lecture on Sunday (June 25 (Sun))		○	-	-	-	-
Ceiling banner at hallway for sponsor		○	-	-	-	-

- The number of invited foreign speaker lectures can be determined in consultation with the host company.
- Further details of the sponsorship level will be re-announced later.

## KOREADERMA 2023

1	Application Period	February 1 (Wed), 2023 ~ March 3 (Fri), 2023
2	Application Procedures	Contact KOREADERMA 2023 Secretariat via email ( <a href="mailto:koreaderma@akd.or.kr">koreaderma@akd.or.kr</a> )
3	Payment	1) Payment Period: <b>By March 3 (Fri), 2023</b> 2) Account number: KEB Hana Bank 229-910025-74504 The Association of Korea Dermatologists
4	Cancellation	1) If you have to cancel your company' s participation for unavoidable reasons, a cancellation can be made under the following conditions. Any request for cancellation must be made in writing and a copy of the bankbook should be submitted together. - Before March 12 (Sun), 2023 : <b>50% refund</b> - After March 13 (Mon), 2023 : <b>0% refund</b>  2) Non-refundable participating fees cannot be carried over to the next conference.

- Please contact the secretariat for invoice or foreign currency deposit inquiries.

## Consultation

- The number of lectures by invited foreigners can be determined in consultation with the organization.
- Further details of the level of sponsorship will be re-announced through further consultation.

## Contact

- KOREADERMA 2023 Secretariat | Sung-Yeol Han | [koreaderma@akd.or.kr](mailto:koreaderma@akd.or.kr), T. 02-2038-4561

# **III. BOOTH EXHIBITIONS GUIDE**



**SPONSORED LECTURE  
BOOTH EXHIBITIONS  
PROGRAM BOOK AD**

# 1. IMPORTANT DATES

Category	Task	Start Date	End Date
Sponsored Lectures	Application	February 1 (Wed), 2023	March 13 (Mon), 2023
Booth Exhibitions	Application	February 1 (Wed), 2023	April 28 (Fri), 2023
	Company introduction Submission	February 1 (Wed), 2023	May 12 (Fri), 2023
	Booth Lottery	June 1 (Thu), 2023	June 1 (Thu), 2023
	Booth Installation	June 22 (Thu) 2023 at 18:00pm ~	~ June 23 (Fri), 2023 at 07:00am
	<b>Exhibition</b>	<b>June 23 (Fri), 2023 at 08:30am</b>	<b>June 25 (Sun), 2023 at 17:00pm</b>
Program Book Ad	Application	February 1 (Wed), 2023	April 28 (Fri), 2023
	Ad File Submission	March 1 (Wed), 2023	May 12 (Fri), 2023

<b>1</b>	<b>Guide</b>	<ul style="list-style-type: none"><li>• There will be sponsored lectures for you to introduce your products to members of the Association of Korean Dermatologists and doctors from overseas joining the conference.</li><li>• If your company wants to present a lecture, please submit an application showing the subject and speaker of the lecture before the program is organized.</li></ul>
<b>2</b>	<b>Assignment</b>	<ol style="list-style-type: none"><li>1) Drugs and medical devices, the topic of your sponsored lecture, shall be submitted with their certificates granted by the Ministry of Food and Drug Safety.</li><li>2) Your lecture may not be assigned if the speaker is already booked by another company, if the content of the lecture is not appropriate, or if there are too many applications submitted.</li><li>3) The lecture time and room are determined by the organizer after considering session topics, and participating companies must follow its decision.</li><li>4) Participating companies are restricted from entering the lecture room and recording the lecture even if they have a pass for entrance. (Although the lecture is given by your company, only the lecturer can access the lecture room.)</li><li>5) Once the program session is organized, it is not possible to change the product, device or speaker of the sponsored lecture.</li></ol>

3	<b>Application Period and Procedures</b>	<p>1) Application period : <b>February 1 (Wed), 2023 ~ March 13 (Mon), 2023</b>          ※ Application will not be completed before full payment.</p> <p>2) How to apply : <a href="http://www.koreaderma.org/sponsor/apply">http://www.koreaderma.org/sponsor/apply</a> (Only online applications are received)</p>
4	<b>Cost</b>	<p>1) Sponsored lecture (June 25 (Sun), 2023): <b>KRW 5,500,000(VAT included)</b> / Separate budget for lecturer fees.          ※ This is on a first-come-first-served basis and can be limited depending on the status of applications.</p> <p>2) Luncheon lecture (June 25 (Sun), 2023): <b>Should be discussed.</b>          ※ As it may change depending on circumstances, please contact the Secretariat.</p>
5	<b>Cancellation</b>	<p>1) If you have to cancel your company' s participation for unavoidable reasons, a cancellation can be made under the following conditions. Any request for cancellation must be made in writing and a copy of the bankbook should be submitted together.</p> <ul style="list-style-type: none"> <li>- Before March 12 (Sun), 2023 : <b>50% refund</b></li> <li>- After March 13 (Mon), 2023 : <b>0% refund</b></li> </ul> <p>2) Non-refundable participating fees cannot be carried over to the next conference.</p>

1	Guide	<ol style="list-style-type: none"> <li>1) Drugs and medical devices, you want to exhibit, shall be submitted with their certificates granted by the Ministry of Food and Drug Safety.</li> <li>2) If you want to exhibit medical devices that are not reported or approved, you must submit an official letter to the local office of Food and Drug Safety. [Reference_Guidelines on medical devices for the exhibition]</li> </ol>
2	Assignment	<ol style="list-style-type: none"> <li>1) Applications for booth exhibitions will be closed on a first-come-first-served basis. If it is considered inappropriate or different to the purpose of the conference, it may be difficult to reserve a booth.</li> <li>2) The list of booth exhibitors will be determined after the screening process, and booth locations will be determined by lot.</li> <li>3) The organizer will provide information on the lottery in advance. ※ Information will be delivered via email and text messages.</li> </ol> <p>A. Scheduled date of the lottery: <b>June 1 (Thu), 2023 at 10:00am</b>          B. Lottery : <b>Online, Assignment of seats by drawing lots from the Secretariat.</b></p> <ol style="list-style-type: none"> <li>4) Exhibitors must participate in the booth draw at the date and time determined by the organization.</li> <li>5) If exhibitors don't show up in the lottery, the organizer will randomly assign a booth from among those remaining.</li> <li>6) Locations may vary depending on the area for each category (pharmaceutical, medical devices and cosmetics) and the number of applications.</li> <li>7) The organizer may change the booth location that is already assigned without prior notification and the exhibitors are not able to make an objection or demand compensation for the change.              ※ ex) If the booth at the entrance becomes available due to cancellation after the lottery, the entire location will move forward for the exhibitors who applied first.</li> </ol>



## 3. BOOTH EXHIBITIONS

3	Cost	KRW 3,300,000 (VAT included)	[Booth location] Convention Center 1F~3F Inside the room or lobby
4	Specification	<ol style="list-style-type: none"> <li>1) Booth Size : 3M X 2M (WxL)</li> <li>2) Height of the location : 1F (Four Season) 7M   2F(Grand Ballroom A) 7M   2F and 3F (Lobby) 7M</li> <li>3) Exhibits and other items must be displayed inside the designated area and not block neighboring exhibits and entrances. Furthermore, they should not block visitors' paths and cannot be located nearby hallways, elevators or escalators. If not, the organizer may demand the movement of your booth.</li> <li>4) Please install your booth at the time and location as determined by the lot. Association will mark the location of each booth.</li> </ol>	
5	Installation time and delivery route	<ol style="list-style-type: none"> <li>1) Installation time : June 22(Thu), 2023 at 18:00 pm ~ June 23(Fri), 2023 at 07:00 am</li> <li>2) Delivery of equipment and booths <ul style="list-style-type: none"> <li>- Unload and bring them in on the 1F of the Convention Center. (The parking space for delivery vehicles is located behind the building.)</li> <li>- Walk along the path between the Convention Center and Avenue, turn left after the building, and use the freight elevator. (Move and park delivery vehicles after unloading.)</li> <li>- Walk along the path between the Convention Center and Avenue, go straight after turning left, and use the 2 freight elevators next to the incinerator. (Move and park delivery vehicles after unloading.)</li> </ul> </li> </ol>	

6	<p><b>Installation of X-banner stands outside the booth area</b></p>	<ol style="list-style-type: none"> <li>1) Exhibitors cannot install X-banner stands outside the designated booth area.</li> <li>2) If you want to install outside the designated area (in front of an elevator, hallway at the lobby, etc.), you must submit an application in advance and attach a sticker given by the Association. In the case of any unauthorized installation (no sticker attached to your banner stand) the organizer can remove it without prior notification. (Exhibitors cannot demand compensation.)</li> <li>3) Cost of X-banner stands outside the designated booth area: <b>KRW 330,000 / per 1ea (VAT included)</b></li> <li>4) Size limits of X-banners : <b>88cm x 220cm (WxH)</b></li> </ol>
7	<p><b>Electronic guestbook barcode system</b></p>	<ol style="list-style-type: none"> <li>1) All exhibitors must use the electronic guestbook barcode system. ※ The use of handwritten guestbooks is prohibited.</li> <li>2) Cost of using the electronic guestbook barcode system : <b>KRW 330,000 / for 3 days (VAT included)</b></li> <li>3) Deadline for wire transfer &amp; account number: A week before the conference, <b>Woori Bank 1005-401-370403 HummingIMC</b></li> <li>4) Applications and inquiries : <a href="mailto:koreaderma@akd.or.kr">koreaderma@akd.or.kr</a></li> <li>5) Provision of electronic guestbooks: Will be delivered via email a week after the end of the conference</li> </ol>
8	<p><b>Use of electricity inside booths</b></p>	<ol style="list-style-type: none"> <li>1) The basic capacity of electricity per booth is 2kW.</li> <li>2) 2kW of electricity is available for each booth. Note that you cannot use more electricity than you previously applied for. If you need additional electricity, please submit an online application form.</li> </ol> <p>※ If an excessive amount of electricity is used, all booths may lose power supply during the exhibition. ※ Additional power is free of charge, but multi-taps are not provided.</p>

## 3. BOOTH EXHIBITIONS

		Category	Exhibitor with 1 booth	Exhibitor with 2 booth	In case of additional purchase / per 1 ticket
9	Pass and Meal ticket	Pass	For 5	For 8	KRW 10,000
		Meal ticket	For 3	For 5	KRW 60,000
		※ Exhibitors are restricted from entering lecture rooms regardless of whether they have a pass. ※ Meal tickets are provided only for Sunday, not for Friday and Saturday.			
10	Application Period and Procedures	1) Application Period : February 1 (Wed), 2023 ~ April 28 (Fri), 2023 ※ Applications will be closed after the allotted number of applicants transferred their application fees or the organizer completed the screening process. 2) How to apply: <a href="http://www.koreaderma.org/sponsor/apply">http://www.koreaderma.org/sponsor/apply</a> (Only online applications are received.) 3) Account number: KEB Hana Bank 229-910025-74504 The Association of Korea Dermatologists			
11	company introduction	To help exhibitors promote their company activities, company introductions will be included in the program book.  1) Length: About 500 words 2) How to submit: Fill in on an online application form or send it via email. ( <a href="mailto:koreaderma@akd.or.kr">koreaderma@akd.or.kr</a> ) 3) Deadline: May 12 (Fri), 2023 ※ If the company introduction is not received by the due date, only the company name and phone number will be provided in the program book.			

12	Field operation precautions	<ol style="list-style-type: none"> <li>1) When entering the exhibition venue, you must wear the pass distributed by the organizer. If not, your entrance will be restricted. It can be issued at the registration desk on the first floor of the Convention Center on the morning of the event day.</li> <li>2) Exhibitors have to display the items specified in their application form and deploy full-time staff.</li> <li>3) Exhibitors must complete all preparations for the exhibition within the specified period, including the booth installation at the designated location and the delivery of exhibit items.</li> <li>4) Promotional activities outside your booth are prohibited.             <ul style="list-style-type: none"> <li>- Promotional activities, such as the distribution of pamphlets or questionnaires, are only allowed inside the booth and cannot be conducted outside the exhibition space.</li> <li>- Promotional activities, including the distribution of promotional materials, outside the booth are prohibited in principle. If necessary, you must obtain approval from the organizer.</li> <li>- Given that it is an international conference, all promotional materials should be written in English.</li> </ul> </li> <li>5) It is the exhibitors' responsibility to manage exhibition items and/or relevant equipment. The organizer has no liability for any property damage caused by various accidents, including but not limited to objection, theft, fire and breakdown. Exhibitors should take out insurance for exhibition items if necessary.</li> <li>6) After the end of the exhibition, exhibitors must dismantle all items and equipment within the dismantling period. If not, they have to bear the cost of dismantling by a third party.</li> </ol>															
13	Cancellation	<ol style="list-style-type: none"> <li>1) If you have to cancel your company's participation for unavoidable reasons, a cancellation can be made under the following conditions. Any request for cancellation must be made in writing and a copy of the bankbook should be submitted together.</li> <li>2) Non-refundable participating fees cannot be carried over to the next conference.</li> </ol> <table border="1" data-bbox="443 1062 2491 1338"> <thead> <tr> <th data-bbox="443 1062 1684 1115">Date of receipt of cancellation request</th> <th data-bbox="1684 1062 2086 1115">Cancellation fee</th> <th data-bbox="2086 1062 2491 1115">Refund</th> </tr> </thead> <tbody> <tr> <td data-bbox="443 1115 1684 1168">Before May 22 (Mon), 2023 / 1 month before the conference</td> <td data-bbox="1684 1115 2086 1168">10%</td> <td data-bbox="2086 1115 2491 1168">90%</td> </tr> <tr> <td data-bbox="443 1168 1684 1232">Between May 23 (Tue), 2023 ~ June 8 (Thu), 2023 / 2 weeks before the conference</td> <td data-bbox="1684 1168 2086 1232">30%</td> <td data-bbox="2086 1168 2491 1232">70%</td> </tr> <tr> <td data-bbox="443 1232 1684 1285">Between June 9 (Fri), 2023 ~ June 21 (Wed), 2023</td> <td data-bbox="1684 1232 2086 1285">50%</td> <td data-bbox="2086 1232 2491 1285">50%</td> </tr> <tr> <td data-bbox="443 1285 1684 1338">After June 22 (Thu), 2023</td> <td data-bbox="1684 1285 2086 1338">100%</td> <td data-bbox="2086 1285 2491 1338">0%</td> </tr> </tbody> </table>	Date of receipt of cancellation request	Cancellation fee	Refund	Before May 22 (Mon), 2023 / 1 month before the conference	10%	90%	Between May 23 (Tue), 2023 ~ June 8 (Thu), 2023 / 2 weeks before the conference	30%	70%	Between June 9 (Fri), 2023 ~ June 21 (Wed), 2023	50%	50%	After June 22 (Thu), 2023	100%	0%
Date of receipt of cancellation request	Cancellation fee	Refund															
Before May 22 (Mon), 2023 / 1 month before the conference	10%	90%															
Between May 23 (Tue), 2023 ~ June 8 (Thu), 2023 / 2 weeks before the conference	30%	70%															
Between June 9 (Fri), 2023 ~ June 21 (Wed), 2023	50%	50%															
After June 22 (Thu), 2023	100%	0%															

1	Circulation	2,000		
2	Cost	Ad Type	Cost (Tax exemption)	
		Back Cover	KRW 2,000,000	
		Inside Back Cover	KRW 1,000,000	
		Inside Front Cover	KRW 1,500,000	
		Full Page	KRW 700,000	
※ Applications are closed on a first-come, first-served basis depending on the type of advertisement.				
3	Application Period and Procedures	1) Application Period : February 1 (Wed), 2023 ~ April 28 (Fri), 2023 ※ Applications will be closed after the allotted number of applicants transferred their application fees 2) How to apply : <a href="http://www.koreaderma.org/sponsor/apply">http://www.koreaderma.org/sponsor/apply</a> (Only online applications are received.) 3) Account number: KEB Hana Bank 229-910025-74504 The Association of Korea Dermatologists		
4	Ad file Submission	Size & Format	Deadline	Upload Process
		Size: 188 X 257 mm Format: PDF or AI	May 12 (Fri), 2023	① To access a page ( <a href="http://www.webhard.co.kr">www.webhard.co.kr</a> ) ID: akd2006 / PW: 5213141 ② To access a folder 1) 초록광고(규격 188x257mm) 2) KOREADERMA 2023 국문 초록광고 ③ Upload a file after creating a company name folder

5	Cancellation	<p>1) If you have to cancel your company's participation for unavoidable reasons, a cancellation can be made under the following conditions. Any request for cancellation must be made in writing and a copy of the bankbook should be submitted together.</p> <p>2) Non-refundable participating fees cannot be carried over to the next conference.</p>		
		Date of receipt of cancellation request	Cancellation fee	Refund
		Before May 22 (Mon), 2023 1 month before the conference	10%	90%
		Between May 23 (Tue), 2023 ~ June 7 (Wed), 2023 2 weeks before the conference	30%	70%
		After June 8 (Thu), 2023	100%	0%
<p>※ Please note that cancellation is not possible after June 8 (Thu), 2023 due to editing and printing the Program Book.</p>				

<b>1</b>	<b>Compliance with manuals, supplementary rules and regulations</b>	<ol style="list-style-type: none"><li>1) The organizer must develop and provide manuals necessary for the exhibition.</li><li>2) If necessary, the organizer may establish detailed guidelines in addition to the existing ones, and exhibitors must follow supplementary rules as well as these regulations.</li></ol>
<b>2</b>	<b>Interpretation of regulations</b>	<ol style="list-style-type: none"><li>1) If the regulations are interpreted in different ways between the organizer and exhibitors, exhibitors must follow the organizer's interpretation and decision.</li></ol>

## IV. Booth Layout



※ This layout is for reference in determining the location of booths in the venue, and the final number of booths and layout may vary.

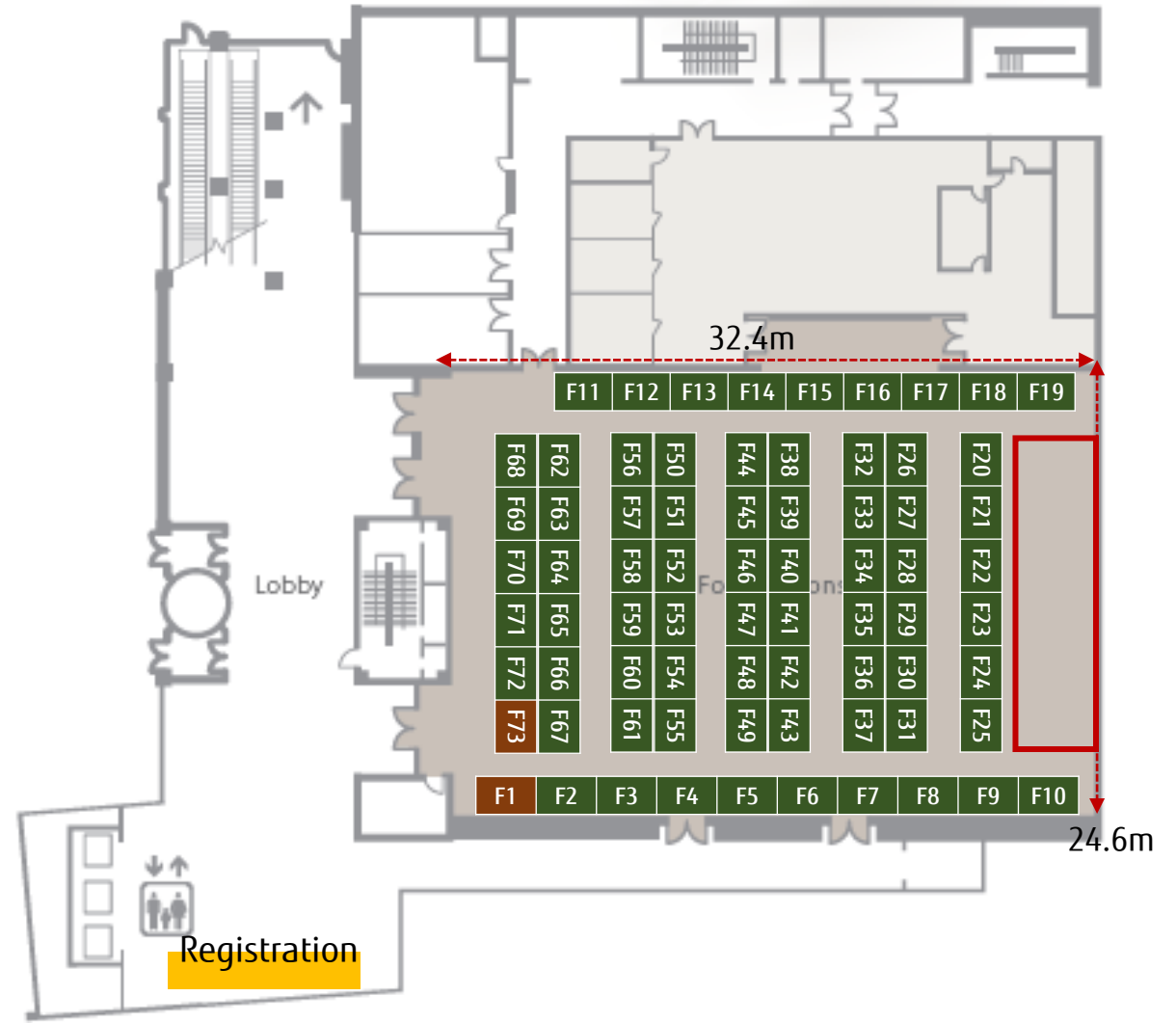


# 1. EXHIBITION BOOTH QUANTITY

Venue	Floor	Room	Location	# of Booths	Numbering
Convention Center	1F	Four Season	Inside	73	F1 ~ F73
	2F	Grand Ballroom	Inside (B)	66	G1 ~ G66
			Lobby	32	GL1 ~ GL32
	3F	Crystal Ballroom	Lobby	14	CL1 ~ CL14
Total				185	

### Convention Center Four Season (1F)

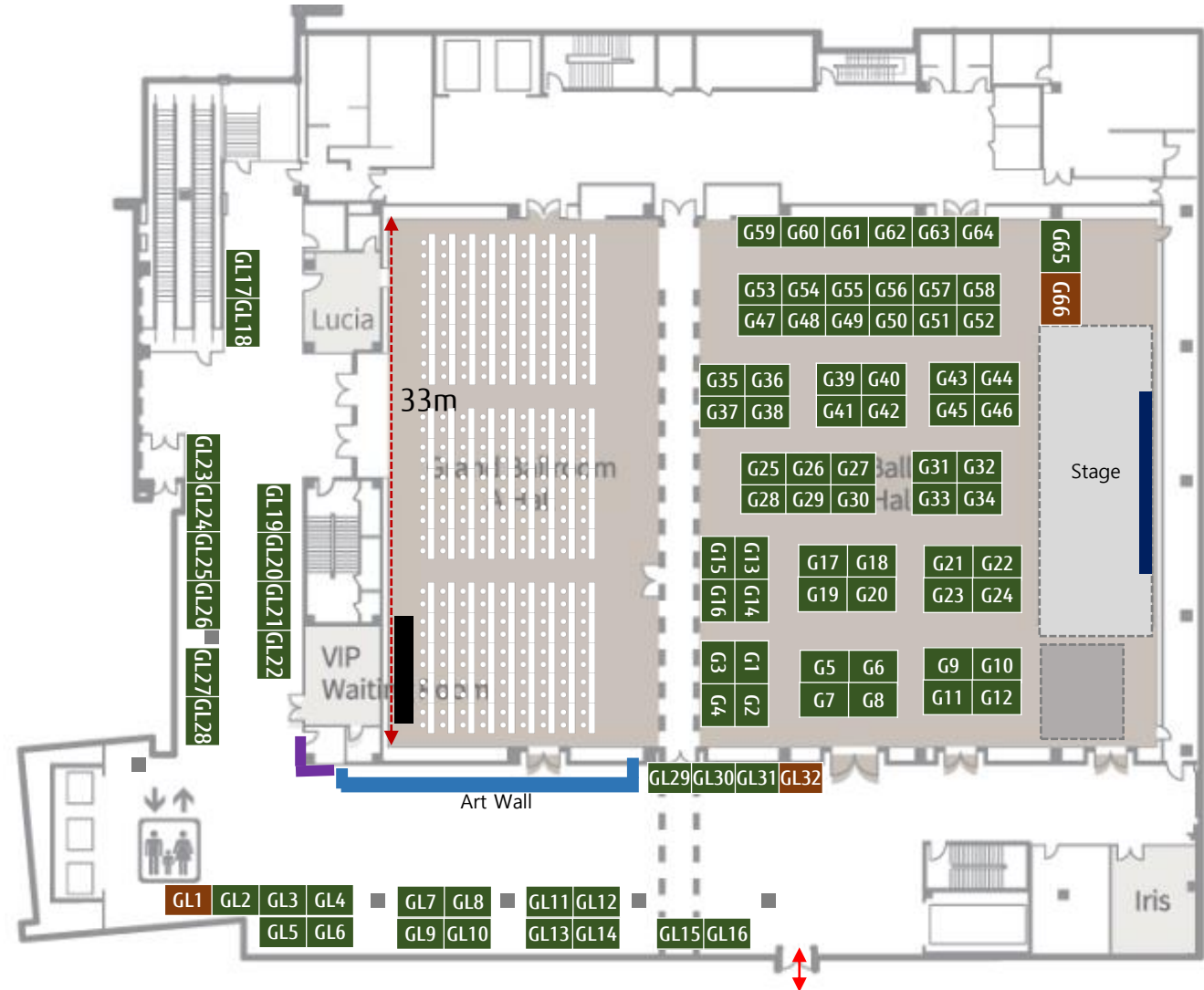
- Inside : Sponsor Booth(F1 ~ F73)
- Lobby : Register and lounge



Start & Last Booth Number

### Convention Center Grand Ballroom (2F)

- Inside(A) : Session 1
- Inside(B) : Sponsor Booth(G1 ~ G66)
- Lobby : Sponsor Booth (GL1 ~ GL32)

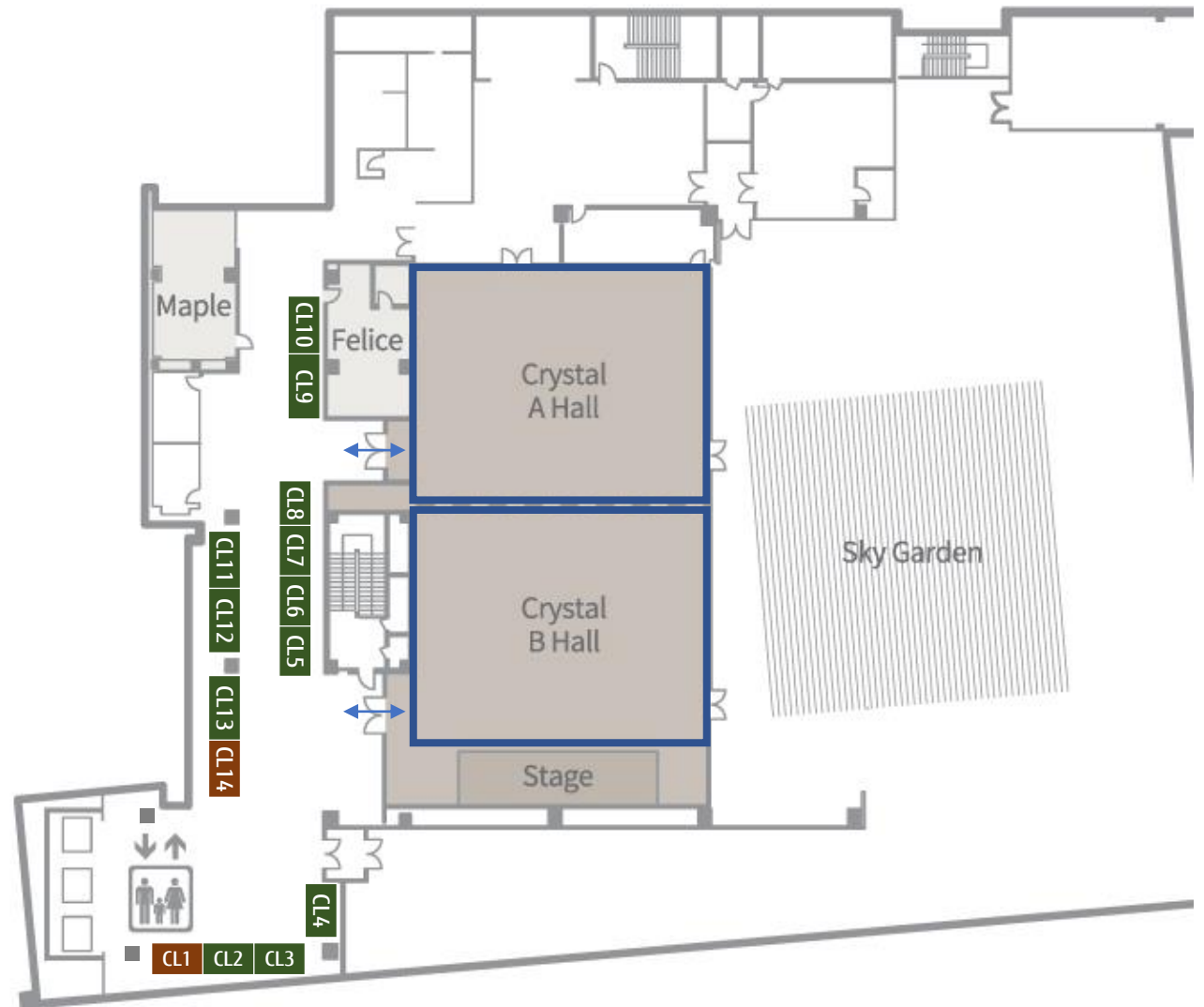


■ Start & Last Booth Number

### Convention Center Crystal Ballroom (3F)

- Inside (A) : Session 2
- Inside (B) : Session 3
- Lobby : Sponsor Booth(CL1 ~ CL14)

Start & Last Booth Number



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