

Our sponsor program offers numerous opportunities to showcase your company to both our membership and to all conference attendees. We have designed the sponsor program to provide you valuable exposure and the ability to reach your target audience while offering the flexibility to fit your marketing budget.

How? – ADeKo, through its active Board of Directors and its 6000 well-organized members represents expertise on Germany on a highly-professional level across a broad spectrum of disciplines including science, industry and the public sector. Expertise on Germany translates into “your ticket to Europe” – a factor of accelerating importance enabling you to secure access to European markets, to actively share European R&D potential, to build stronger ties with Europe and finally to be prepared for the new opportunities emerging from a soon expected EU-Korea Free Trade Agreement (FTA). – Often taken for granted and notoriously underestimated, yet enormously important, are the cultural factors. “The West” is a diverse planet, and ADeKo stands for the German notion. Its members provide the bridge to “the East”.

ADeKo, after having successfully launched its various theme-based committees, is proud to invite you to its first interdisciplinary conference. Internationally respected speakers will address an audience of on the order of 300 bicultural experts and professionals. – Significant media coverage is expected. – 3 different thematic panels provide additional individual sponsorship options. Your benefits include:

## Sponsorship Package

### *Platinum Sponsorship Package – 7 Mil. KRW*

#### 1. ADeKo Conference

- a. Display of your company logo (large size) on invitation
- b. Display of your company logo (large size) on stage
- c. Display of your company logo (large size) on banner
- d. Company profile within the conference kit
- e. Display of your company logo (large size) in the official conference program and the conference kit
- f. Cocktail Party (attendance of 2 persons with 2 guests)
- g. Advertisement in conference brochure (whole page)

#### 2. Website (run in Korean, German and English)

- Display of your company logo (large size) together with logos of our other sponsors for 1 year
- Display of your job advertisement

#### 3. Newsletter:

**(scope: about 6000 alumni plus a great number of Korean and German institutions)**

Display of your company logo (large size) together with logos of our other sponsors for 1 year

#### 4. Mailing Service for Promotional Activities

Provision of mailing service for promotional activities (4 times per year)

### *Gold Sponsorship Package – 5 Mil. KRW*

#### 1. ADeKo Conference

- a. Display of your company logo (large size) on invitation
- b. Display of your company logo (normal size) on stage
- c. Display of your company logo (normal size) on banner
- d. Company profile within the conference kit
- e. Display of your company logo (large size) in the official conference program and the conference kit
- f. Cocktail Party (attendance of 2 persons)
- g. Advertisement in conference brochure (half page)

#### 2. Website (run in Korean, German and English)

- Display of your company logo (normal size) together with logos of our other sponsors for 1 year
- Display of your job advertisement

#### 3. Newsletter:

**(scope: about 6000 alumni plus a great number of Korean and German institutions)**

Display of your company logo (normal size) together with logos of our other sponsors for 1 year

#### 4. Mailing Service for Promotional Activities

Provision of mailing service for promotional activities (2 times per year)

**Silver Sponsorship Package - 3,5 Mil. KRW**

**1. ADeKo Conference**

- a. Display of your company logo (normal size) on the invitation
- b. Display of your company logo (normal size) on stage
- c. Display of your company logo (normal size) on banner
- d. Display of your company logo (normal size) in the official conference program and in the conference kit
- e. Advertisement in conference brochure (1/3 page)

**2. Website (run in Korean, German and English)**

Display of your company logo (normal size) together with the logos of our other sponsors for 1 year

**3. Newsletter**

(scope: about 6000 alumni plus a great number of Korean and German institutions)

Display of your company logo (small size) together with the logos of our other sponsors for 1 year

**Bronze Sponsorship Package – 2 Mil. KRW**

**1. ADeKo Conference**

- a. Display of your company logo (normal size) on the invitation
- b. Display of your company logo (normal size) on stage
- c. Display of your company logo (normal size) on banner
- d. Display of your company logo (normal size) in the official conference program and in the conference kit
- e. Display of your company logo in conference brochure

**2. Website (run in Korean, German and English)**

Display of your company logo (small size) together with logos of other sponsors for 1 year

**Tailored agreements are available upon request.**

**Contact:**

- Deputy Chair :  
**Prof. em. Heidrun Kang**
- Secretary General:  
**Prof. Dr. Shin, Yu-Cheol**
- Deputy Secretary General:in Korea  
**Michael Paulus**
- Deputy Secretary General in Germany  
**Liane Garnatz**
- For Events and Data Acquisition:  
**Na, Ja-Young**
- For Events and PR:  
**Julia Buchholz**
- For Alumni Affairs within the German Embassy Seoul :  
**Andrea Kundrus**  
**Park, Sun-Young**

**ADeKo**  
**DAAD Information Center Seoul**  
 c/o German Office, 7<sup>th</sup> Fl. Hannam Plaza,  
 28-2, Hannam-Dong, Yongsan-Gu SEOUL, 140-884  
 Tel: 02. 3785. 0658 Fax: 02. 324. 0675  
[www.adeko.or.kr](http://www.adeko.or.kr) / [info@adeko.or.kr](mailto:info@adeko.or.kr)

Please note: All our information is produced on environmentally-friendly paper in order to protect our environment. Exercising our power to go green – saving the environment – saving our future



**ADeKo -  
 Alumninetzwerk  
 Deutschland-Korea  
 한국독일동문네트워크**

**Sponsorship Catalogue**

coordinated by



**Deutscher Akademischer Austausch Dienst  
 German Academic Exchange Service**