

October 18-22, 2020
Busan city of South Korea



The 74th
World Foundry Congress
2020 *CAST THE FUTURE*

Busan Bay
The Most Beautiful port of Asia

Why ^{74th} WFC 2020 at **Busan** of South Korea ?

- *2nd Largest City in Korea with a Population of 3.7 million*
- *Korea's Maritime Capital : the World's 6th Busiest Port*
- *One of the Best Asian Destinations for Travelers*



The Best Convention City, Busan

Convention & Exhibition

Foundrymen's Night

World Ranking		
	City	Meetings
1	Singapore	959
2	Brussels, Belgium	768
3	Seoul, Korea	714
4	Vienna, Austria	533
5	Paris, France	305
6	Tokyo, Japan	275
7	Busan, Korea	239
8	Bangkok, Thailand	236
9	Barcelona, Spain	211
10	Berlin, Germany	208

Asia Ranking		
	City	Meetings
1	Singapore	959
2	Seoul, Korea	714
3	Tokyo, Japan	275
4	Busan, Korea	239
5	Bangkok, Thailand	236
6	Jeju, Korea	151
7	Dubai, U.A.E	140
8	Abu Dhabi, U.A.E	85
9	Incheon, Korea	69
10	Daegu, Korea	63

(Source: Union of International Association 2017)

The Attractive City, Busan

for your Memories

Foundrymen's Night

Convention & Exhibition



Food

Various Seafood



Beach

You can Swim in October



Tour

Lots of Places for Travelers

74th WFC 2020 Conference & Exhibition

BEXCO

Busan Exhibition & Convention Center

Auditorium
(Theater)

Exhibition Center I
(Old)

Exhibition Center II
(New)

Bridge
between Exhibitions

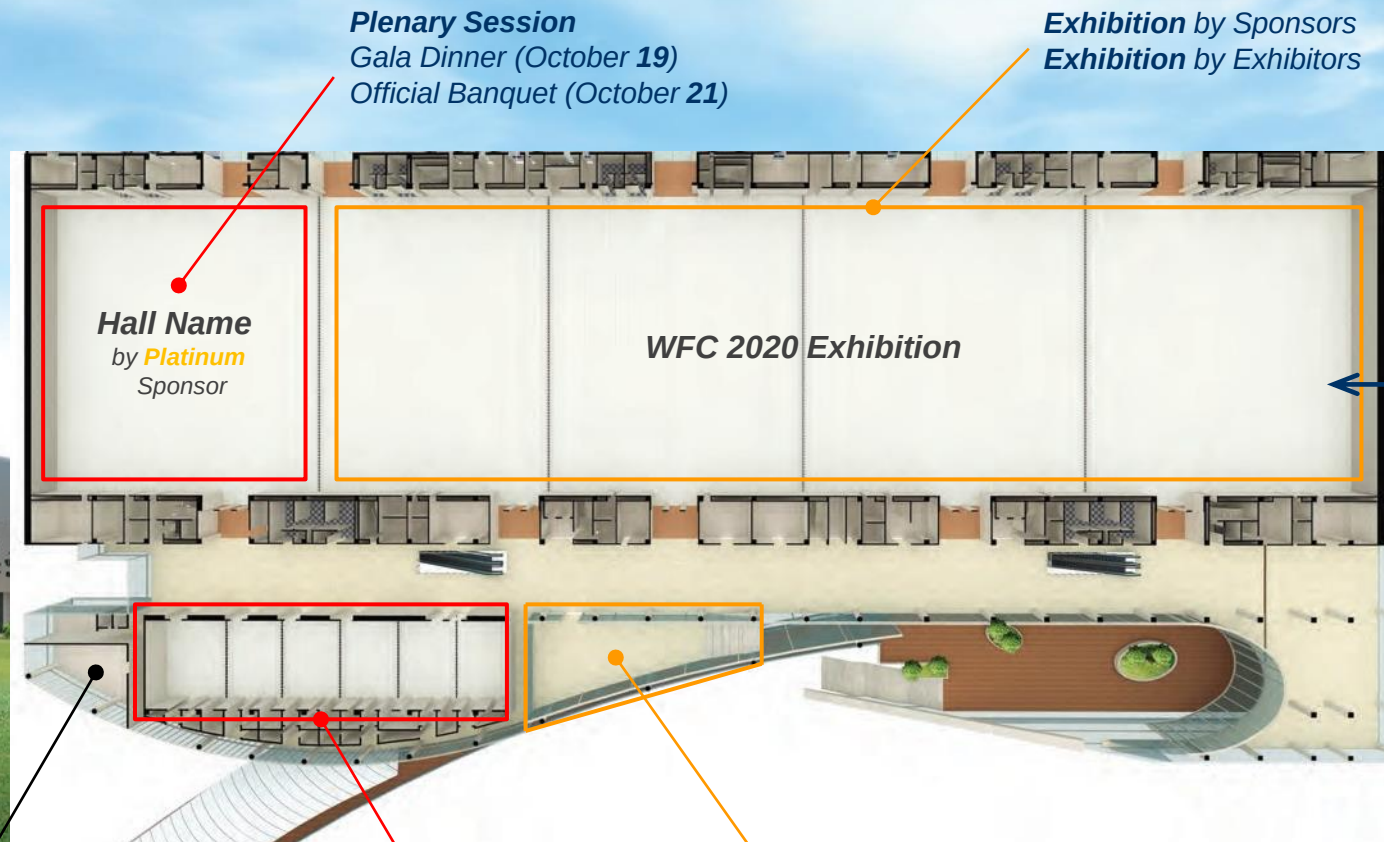
Sponsor & Exhibition
Program

WFC 2020 Venue

- Conference
- Exhibition
- Gala Dinner & Official Banquet

All Program in **One Floor (I)**

74th WFC 2020 Conference & Exhibition



Plenary Session

Gala Dinner (October 19)

Official Banquet (October 21)

Exhibition by Sponsors

Exhibition by Exhibitors

Hall Name

by **Platinum**

Sponsor

WFC 2020 Exhibition

Conference Session

Oral Presentation

Hall Name by **Gold** Sponsors

Outdoor Terrace

Welcome Reception

October 18

VIP room
WFO meetings

All Program in **One** Floor (II)

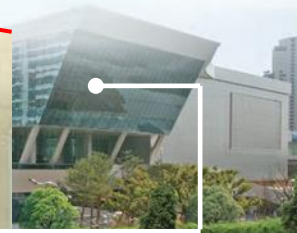
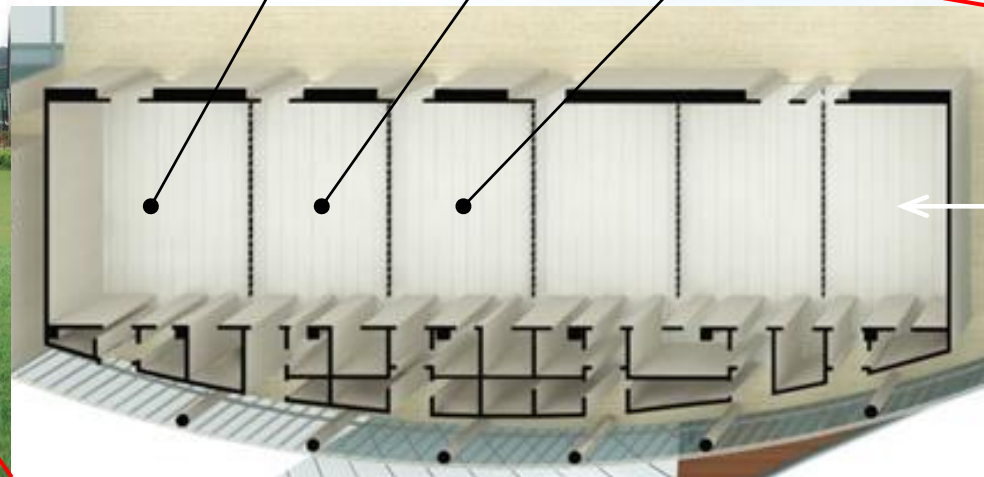
74th WFC 2020 Conference & Exhibition



Hall Name
by Gold
Sponsor #1

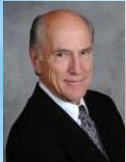
Hall Name
by Gold
Sponsor #2

Hall Name
by Gold
Sponsor #3

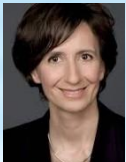


'Plenary' Speakers

74th WFC 2020 Conference



Prof. Doru Stefanescu, USA
Professor Emeritus of University of
Alabama & Ohio State University



Prof. Babette Tonn, German
TU Clausthal (Technical University of
Clausthal)



Prof. Adel Nofal, Egypt
CMRDI (Central Metallurgical Research
& Development Institute)



Prof. Qingyan Xu, China
Tsinghua University



Prof. Akira Sugiyama, Japan
Osaka Sangyo University



Prof. Wilson Luiz Guesser, Brazil
UDESC (State University of Santa
Catarina) & Tupy Foundry

Title, '**Cast the Future**' 13 Topics

- Ferrous Casting
- Non-Ferrous Casting
- Simulation
- Casting Process
- Die Casting
- New Materials
- Mold and Core Making
- Smart Factory, 3D Printing
- Ecology, Strategy, Management, Education
- Quality Control
- Solidification
- Open Related Subjects
- Special - Tutorial

200 Papers expected

1,300 Attendants expected

Sponsorship Category

74th WFC 2020 Conference & Exhibition

▼ **Main** Sponsor Platinum, Gold, Silver, Bronze

▼ **Meal** Sponsor

October 18	October 19	October 20	October 21	October 22
	Morning Session	Morning Session	Morning Session	Work Visits
	Lunch	Lunch	Lunch	
	Afternoon Session	Afternoon Session	Afternoon Session	
Welcome Reception	Gala Dinner	Foundrymen's Night	Official Banquet	

▼ **Goods** Sponsor Conference Bag
Conference Badge



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‘Platinum’ Sponsor Benefits

Main Sponsor 1/4

Item	Description	Economic Effect (USD)
Free Entry Pass	• Registration fee for 9 members is free of charge	6,300
Free Exhibition Booth	• 12 exhibition booths provided free of charge	42,000
Free Advertise in Proceeding	• 2 pages of advertisements posted free of charge in the conference proceeding	2,000
Exposed to Worldwide as ‘Platinum’	• Naming of sponsor in the <u>plenary session hall</u> • Name & logo of sponsor exposed at every print (program) • Name & logo exposed at homepage, every e-mail & file • Name & logo exposed to news & social media, youtube	Exposed to 10 ⁵ people 450,000
Preferential at Conference as ‘Platinum’	• Name & logo displayed at all common hall & corridor • Name & logo displayed at LCD, guide, boards • Promotional materials of sponsor displayed at reception	Displayed to 10 ³ people 100,000
Joint Press Conference with organizing committee	• Name & logo direct exposed to int’l news media	60,000
Sponsorship Evaluation	• You are more profitable, as much as 660,000 - 100,000 = 560,000 USD	Benefit Total 660,000
Sponsorship Fee	USD 100,000	

'Gold' Sponsor Benefits

Main Sponsor 2/4

Item	Description	Economic Effect (USD)
Free Entry Pass	• Registration fee for 5 members is free of charge	3,500
Free Exhibition Booth	• 6 exhibition booths provided free of charge	21,000
Free Advertise in Proceeding	• 1 page of advertisements posted free of charge in the conference proceeding	1,000
Exposed to Worldwide as 'Gold'	• Naming of sponsor in the <u>conference session hall</u> • Name & logo of sponsor exposed at every print (program) • Name & logo exposed at homepage, every e-mail & file • Name & logo exposed to news & social media, youtube	Exposed to 10 ⁵ people 300,000
Preferential at Conference as 'Gold'	• Name & logo displayed at all common hall & corridor • Name & logo displayed at LCD, guide, boards • Promotional materials of sponsor displayed at reception	Displayed to 10 ³ people 52,000
Joint Press Conference with organizing committee	• Name & logo direct exposed to int'l news media	31,000
Sponsorship Evaluation	• You are more profitable, as much as 410,000 - 50,000 = 360,000 USD	Benefit Total 410,000
Sponsorship Fee	USD 50,000	

‘Silver’ Sponsor Benefits

Main Sponsor 3/4

Item	Description	Economic Effect (USD)
Free Entry Pass	• Registration fee for 3 members is free of charge	2,100
Free Exhibition Booth	• 4 exhibition booths provided free of charge	10,500
Free Advertise in Proceeding	• 1 page of advertisements posted free of charge in the conference proceeding	1,000
Exposed to Worldwide as ‘Silver’	• Name & logo of sponsor exposed at every print (program) • Name & logo exposed at homepage, every e-mail & file • Name & logo exposed to news & social media, youtube	Exposed to 10 ⁵ people 200,000
Preferential at Conference as ‘Silver’	• Name & logo displayed at all common hall & corridor • Name & logo displayed at LCD, guide, boards	Displayed to 10 ³ people 37,000
Sponsorship Evaluation	• You are more profitable, as much as 250,000 - 30,000 = 220,000 USD	Benefit Total 250,000
Sponsorship Fee	USD 30,000	

‘Bronze’ Sponsor Benefits

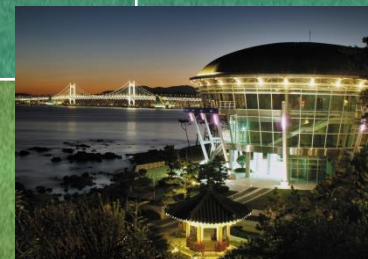
Main Sponsor 4/4

Item	Description	Economic Effect (USD)
Free Entry Pass	• Registration fee for 2 members is free of charge	1,400
Free Exhibition Booth	• 2 exhibition booths provided free of charge	7,000
Free Advertise in Proceeding	• 1 page of advertisements posted free of charge in the conference proceeding	1,000
Exposed to Worldwide as ‘Bronze’	• Name & logo of sponsor exposed at every print (program) • Name & logo exposed at homepage, every e-mail & file • Name & logo exposed to news & social media, youtube	Exposed to 10 ⁵ people 140,000
Preferential at Conference as ‘Bronze’	• Name & logo displayed at all common hall & corridor • Name & logo displayed at LCD, guide, boards	Displayed to 10 ³ people 21,000
Sponsorship Evaluation	• You are more profitable, as much as 170,000 - 20,000 = 150,000 USD	Benefit Total 170,000
Sponsorship Fee	USD 20,000	

'Dinner' Sponsor Benefits

Meal Sponsor 1/3

Item	Description	Economic Effect (USD)
Free Entry Pass	• Registration fee for 3 members is free of charge	2,100
Free Exhibition Booth	• 4 exhibition booths provided free of charge	10,500
Free Advertise in Proceeding	• 1 page of advertisements posted free of charge in the conference proceeding	1,000
Exposed to Worldwide as ' Dinner Organizer '	• Name & logo of sponsor exposed at every print (program) • Name & logo exposed at homepage, every e-mail & file • Name & logo exposed to news & social media	Exposed to 10 ⁵ people 130,000
Preferential at Conference as ' Dinner Organizer '	• Name & logo displayed at 'Dinner Place' (Big Size) • 5 Min. Speech as Dinner Organizer	Displayed to 10 ³ people 137,000
Sponsorship Evaluation	• You are more profitable, as much as 280,000 - 30,000 = 250,000 USD	Benefit Total 280,000
Sponsorship Fee	USD 30,000 for Gala Dinner or Official Banquet USD 40,000 for Foundrymen's Night	



'NURI MARU'
Foundrymen's Night

‘Lunch’ Sponsor Benefits

Meal Sponsor 2/3

Item	Description	Economic Effect (USD)
Free Entry Pass	• Registration fee for 2 members is free of charge	1,400
Free Exhibition Booth	• 2 exhibition booths provided free of charge	7,000
Free Advertise in Proceeding	• 1 page of advertisements posted free of charge in the conference proceeding	1,000
Exposed to Worldwide as ‘Lunch Organizer’	• Name & logo of sponsor exposed at every print (program) • Name & logo exposed at homepage, every e-mail & file • Name & logo exposed to news & social media	Exposed to 10 ⁵ people 30,000
Preferential at Conference as ‘Lunch Organizer’	• Name & logo displayed at ‘Lunch Place’ (Normal Size) • Promotional materials of sponsor displayed	Displayed to 10 ³ people 31,000
Sponsorship Evaluation	• You are more profitable, as much as 70,000 - 10,000 = 60,000 USD	Benefit Total 70,000
Sponsorship Fee	USD 10,000	

‘Welcome Reception’ Sponsor Benefits

Meal Sponsor 3/3

Item	Description	Economic Effect (USD)
Free Entry Pass	• Registration fee for 2 members is free of charge	1,400
Free Exhibition Booth	• 2 exhibition booths provided free of charge	7,000
Free Advertise in Proceeding	• 1 page of advertisements posted free of charge in the conference proceeding	1,000
Exposed to Worldwide as ‘Welcome Reception Organizer’	• Name & logo of sponsor exposed at every print (program) • Name & logo exposed at homepage, every e-mail & file • Name & logo exposed to news & social media	Exposed to 10 ⁵ people 30,000
Preferential at Conference as ‘Welcome Reception Organizer’	• Name & logo displayed at ‘Lunch Place’ (Normal Size) • Promotional materials of sponsor displayed • Sponsor of the first meal to those who attend conference	Displayed to 10 ³ people 31,000
Sponsorship Evaluation	• You are more profitable, as much as 70,000 - 10,000 = 60,000 USD	Benefit Total 70,000
Sponsorship Fee	USD 10,000	

'Conference Bag' Sponsor Benefits

Goods Sponsor 1/2

Item	Description	Economic Effect (USD)
Free Entry Pass	• Registration fee for 3 members is free of charge	2,100
Free Exhibition Booth	• 4 exhibition booths provided free of charge	10,500
Free Advertise in Proceeding	• 1 page of advertisements posted free of charge in the conference proceeding	1,000
Exposed to Worldwide	• Name & logo of sponsor exposed at every print (program) • Name & logo exposed at homepage, every e-mail & file • Name & logo exposed to news & social media	Exposed to 10^5 people 130,000
Preferential During & After Conference	• Name & logo displayed at conference bag, and it will also remain visible when return to each country • Promotional material can be provided through the bag	Displayed to 10^3 people 127,000
Sponsorship Evaluation	• You are more profitable, as much as 270,000 - 30,000 = 240,000 USD	Benefit Total 270,000
Sponsorship Fee	USD 30,000	



A Well-Made Bag will be provided (This is a sample)

‘Conference Badge’ Sponsor Benefits

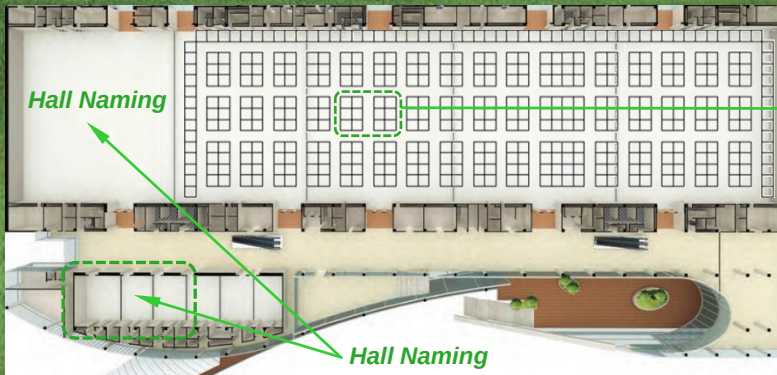
Goods Sponsor 2/2

Item	Description	Economic Effect (USD)
Free Entry Pass	• Registration fee for 2 members is free of charge	1,400
Free Exhibition Booth	• 2 exhibition booths provided free of charge	7,000
Free Advertise in Proceeding	• 1 page of advertisements posted free of charge in the conference proceeding	1,000
Exposed to Worldwide	• Name & logo of sponsor exposed at every print (program) • Name & logo exposed at homepage, every e-mail & file • Name & logo exposed to news & social media	Exposed to 10 ⁵ people 90,000
Preferential at Conference	• Name & logo displayed at conference badge & string • Name & logo displayed at reception hall	Displayed to 10 ³ people 81,000
Sponsorship Evaluation	• You are more profitable, as much as 180,000 - 20,000 = 160,000 USD	Benefit Total 180,000
Sponsorship Fee	USD 20,000	

Sponsor's Name & Logo
(This is a sample)

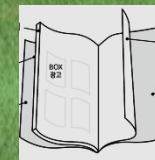


Summary of Sponsor Benefits



- Free Entry Pass
- Free Exhibition Booth
- Free Advertise in Proceeding

Front inside
& inside page



Back inside
& inside page



Gala Dinner &
Official Banquet at
Plenary Session Hall



Foundrymen's Night
at 'NURI MARU'



- Exposed to Worldwide (Exposed to 10^5 people)
Hall Naming, All Prints,
Homepage, E-mail, File, News & Social media
- Preferential at Conference (Exposed to 10^3 people)
 - ▶ Main Sponsor in Reception & Hall
 - ▶ Meal Sponsor in Meal Place (Dinner & Lunch)
 - ▶ Goods Sponsor in his Goods (Bag & Badge)

Exhibition **Category**

74th WFC 2020 Conference & Exhibition



Basic Booth

USD 4,000 per 3m x 3m space (Tax Excl.)

Information Desk(1EA),
Chair(1EA), Carpet, Lights(White),
Power Connection (2 Sockets, 220V)



Space Only

USD 3,500 per 3m x 3m space (1 unit)

USD 7,000 per 3m x 6m space (2 units)

USD 10,500 per 3m x 9m space (3 units)

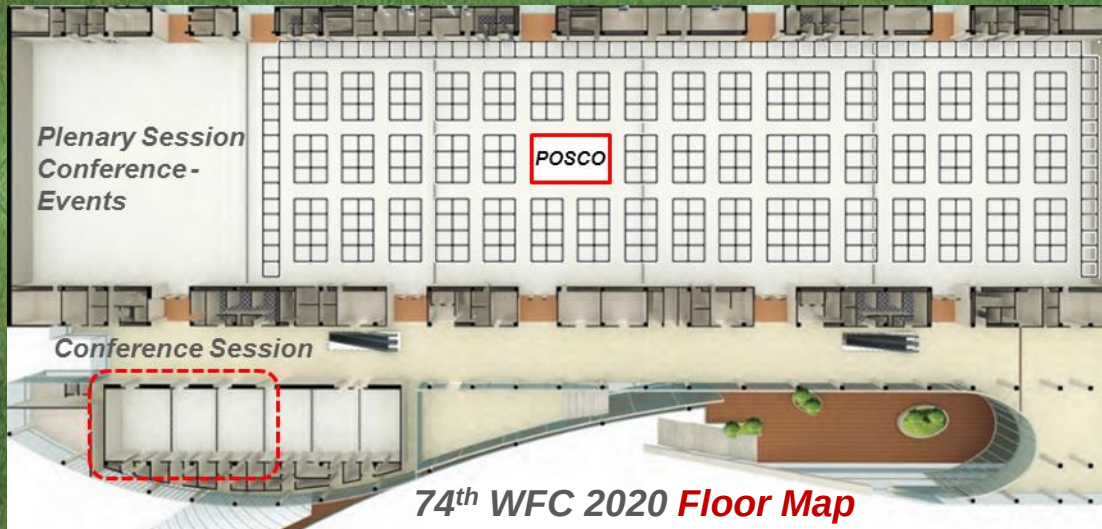
Exhibition **Benefits**

74th WFC 2020 Conference & Exhibition

Item	Description	Economic Effect (USD)
Free Advertise in Proceeding	1 page of advertisements posted free of charge in the conference proceeding	1,000
Exposed to Worldwide (Floor Map & Name List)	- Name & logo of exhibitor exposed at every prints (program) - Name & logo exposed at homepage, every e-mail & file - Name & logo exposed to news & social media	Exposed to 10^5 people $20,000 \times$ No. of Booth
Preferential at Conference (Floor Map & Name List)	- Name & logo of exhibitor displayed at all common hall & corridor (Floor map & Exhibitor list) - Allocate time for visiting exhibitor in conference program	Displayed to 10^3 people $10,000 \times$ No. of Booth
Exhibition Effect Evaluation	You are more profitable, as much as $30,000 - 3,500 = 26,500 \text{ USD} \times \text{No. of Booth}$	Benefit Total $30,000 \times$ No. of Booth
Exhibition Fee	USD 3,500 or 4,000 $\times$ No. of Booth	

Exhibition **Floor Map** (not Fixed)

74th WFC 2020 Conference & Exhibition



74th WFC 2020 Exhibitor List

POSCO (example)
Samsung Electronics (example)
LG Electronics (example)

...
...

- Name & logo of exhibitor displayed **at every common hall & corridor** (Floor map & Exhibitor list)
- Allocate time for visiting exhibitor in conference program

Contact Point for Sponsor & Exhibition

1. **Homepage** : <http://www.74wfc.com>

2. **Movie File** : <https://youtu.be/inZKkqWMYTc> (Please click, just 3 min.)

3. **E-Mail** : exhibition@74wfc.com (74th WFC 2020, Organizing Committee)

- Application & Inquiry about Sponsorship & Exhibition
- Official response for Sponsorship & Exhibition

4. **Responsible Officers** :

- Mr. Sang-Duk Lee / Chairperson of Sponsor & Exhibition of 74th WFC 2020
- Dr. Sung-Bin Kim / Vice Chairperson of 74th WFC 2020 Committee
- Dr. Sang-Mok Lee / Chairperson of 74th WFC 2020 Committee





See You

Sponsor & Exhibition
Program

at Busan, Korea
October 18~22, 2020