

# 서울 헬스쇼



2023 SEOUL HEALTH SHOW

“A Health Festival in Downtown Seoul”

Date June 13 (Tue) ~ 15 (Thu), 2023

Venue Seoul Plaza



동아일보

CHANNEL

## A Prologue to 2023 Seoul Health Show

A growing number of people are becoming more health-conscious as a result of the prolonged COVID-19 pandemic and aging.

The healthcare market is also on the rapid rise.

Although the healthcare industry grows and information abounds, little opportunity has been given to share health information and promote interaction between healthcare businesses and consumers.

In this context, Dong-A Ilbo and Channel A are organizing the 2023 Seoul Health Show, which will bring together the professionals, businesses, and consumers in the healthcare sector to share accurate information and knowledge about health and healthcare technologies.

The event will be a festival that engages consumers with a number of experience programs and exhibitions hosted by healthcare companies.

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- Phone : 02-400-2189
  - E-mail : [2023healthshow@gmail.com](mailto:2023healthshow@gmail.com)
  - Website : [www.donga.com/news/health](http://www.donga.com/news/health)

※ Confirmed participating businesses are required to submit a registration form.

S H S 2 0 2 3

2023 SEOUL HEALTH SHOW

The new wave of a more sophisticated healthcare market begins with a new message from the Seoul Health Show.

*“A Health Festival  
in downtown Seoul”*

A plaza culture for sharing  
and growing a healthy life

S H S 2 0 2 3

## A Health Festival in downtown Seoul

The 2023 Seoul Health Show will showcase the present and future of the healthcare industry with a great potential for future innovations and act as the bridge to health living for citizens. The participants will be presented with all the latest trends and new technologies in the healthcare sector.

### Show Overview

Title		2023 Seoul Health Show
Host/Organizer		Dong-A Ilbo ▪ Channel A
Sponsors		Seoul Metropolitan Government, Ministry of Health and Welfare, Ministry of Food and Drug Safety, Korea Disease Control and Prevention Agency, Ministry of Science and ICT, Ministry of Trade, Industry and Energy, Ministry of Agriculture, Food and Rural Affairs, Ministry of Culture, Sports and Tourism, Ministry of SMEs and Startups, Ministry of Oceans and Fisheries, National Medical Center, National Emergency Medical Center
Date		June 13 (Tue) ~ 15 (Thu), 2023
Venue		Seoul Plaza
Theme		Health festival in downtown Seoul
Key Programs		Healthcare Industrial Exhibition / Healthcare Plaza / Official event (opening ceremony) / Experience programs and other events
No. of Participants		30,000 (tentative)
Industrial Exhibition		Seoul Plaza granite walkway (50 companies, 100 booths)



**Healthcare foods**  
Health supplements  
Health and beauty foods  
IoT nutritional management solutions



**Smart healthcare**  
Healthcare platforms  
Healthcare apps (financial services)  
AI in healthcare



**Medical healthcare**  
Medical checkup centers  
University hospitals and specialized hospitals  
Medical information system

**Aging policy**  
Old age policy information  
Silver town information  
Numerous free-choice programs



**Fitness**  
Smart home training  
Health and fitness devices  
Beauty and fitness



**Wellness**  
Travel and health programs  
Wellness human care  
Wellness trend information





S H S 2 0 2 3

## EXHIBITION

2023 Seoul Health Show is the first exhibition held in downtown Seoul by Dong-A Ilbo that brings together all the information, knowledge, and technologies related to health.

6 healthcare sectors

A platform where health resources meet smart technologies  
**Promotion of quality products of health and smart health companies**

## PROMOTION

It offers citizens a space for healthy healing and refreshing with customized workout programs and unique experience programs.

Visitors and future consumers

Future healthcare consumers  
**A show attended by future consumers (Millennials and Generation Z) of healthcare services**

## BUSINESS

It serves as a platform for networking between domestic healthcare companies for opportunities to create synergies and share future visions.

Networking between businesses

Networking between participating businesses  
**Encounters and exchanges that will lead to a new, evolved healthcare market**

### On-site promotion

Attract visitors with a downtown festival  
Maximize on-site promotion

### Healthcare network

Offer platform for conferences and networking exchanges  
Invite workers engaged in the domestic health sector

### Online marketing support

Provide participating businesses with marketing support using the media of Dong-A Ilbo

**Healthcare experience programs and events**



Promote interest in the healthcare sector through diverse events and interactive programs

**Online/offline programs**



Support promotions and sales through on-site live commerce programs

**Business exhibitions and B2B exchanges**



Business networking and exchanges on strategies for domestic and foreign healthcare markets amid the shift to endemic

**Online promotion and marketing support**



Support business promotion for participating companies using Dong-A Ilbo's media including Dong-A Health News and broadcasts

※ The above programs are subject to change at the host's discretion depending on situations such as the number of participating businesses.

Program at a Glance

Date & Time	June 13 (Tue)	June 14 (Wed)	June 15 (Thu)	
Venue	Center stage	Center stage	Center stage and green lawn	
10:00 – 11:00		Doctor Helicopter & CPR Class (medical helicopter service & CPR competition)	Open Library and side events	
11:00 – 12:00	Opening ceremony			
	Fitness Candy			
12:00 – 13:00		K-pop cover dance competition		
	Event for employees (Group jump rope)			
13:00 – 14:00				
14:00 – 15:00	Steel Troops CrossFit	Zumba/line dance festival		
15:00 – 16:00				
	Amateur b-boy competition			
16:00 – 17:00				
		Golf lessons and autograph signings by a PGA Tour player		
17:00 – 18:00	Healing yoga program with andar			
18:00 – 19:00	Busking in the plaza	Busking in the plaza		
Side events (always-on)	Giveaway events			
	© Activity zone: Inbody scan experience, long drive golf competition, street soccer, arm wrestling, rock-climbing			
	© Relax zone: Sleep experience, Caricature painting, free photoshoots by Life’s Four Cut			
	Live commerce			



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downtown Seoul”



**Date** June 13 (Tue) ~ 15 (Thu), 2023

**Venue** Seoul Plaza

With the Citizens × 서울헬스쇼



**Day 1 / June 13**

**Fitness Candy**

June 13 (Tue), 2023  
11:30 am

**Day 1 / June 13**

**Steel Troops  
CrossFit**

June 13 (Tue), 2023  
2:00 pm

**Day 1 / June 13**

**Healing yoga program  
with andar**

June 13 (Tue), 2023  
5:00 pm

**Day 2 / June 14**

**Doctor Helicopter  
& CPR Class**

June 14 (Wed), 2023  
10:00 am

**Day 2 / June 14**

**K-pop cover dance  
competition**

June 14 (Wed), 2023  
12:30 pm

**Day 2 / June 14**

**Golf lessons and  
autograph signings  
by a PGA Tour player**

June 14 (Wed), 2023  
4:30 pm

Host | 동아일보



Sponsors | 서울특별시 | 보건복지부 | 식품의약품안전처 | 질병관리청 | 과학기술정보통신부 | 산업통상자원부 | 농림축산식품부 | 문화체육관광부 | 중소벤처기업부 | 해양수산부 | 국립중앙의료원 | 중앙홍급의료센터



## Site plan

- 01 Main stage
- Opening ceremony
  - Performances
  - Side events

- 02 Business booths
- Tent booths
  - Premium container booths

- 03 Information Center
- Guide and freebie distribution

- 04 Resting space
- Cafeteria
  - Health Management Center
  - Sleep Zone



## Health and healthcare businesses



**Healthcare foods**  
Health supplements  
Health and beauty foods  
IoT nutritional  
management solutions



**Smart healthcare**  
Healthcare platforms  
Healthcare apps  
(financial services)  
AI in healthcare



**Medical healthcare**  
Medical checkup centers  
University hospitals and  
specialized hospitals  
Medical information system

**Aging policy**  
Old age policy information  
Silver town information  
Numerous free-choice  
programs



**Fitness**  
Smart home training  
Health and fitness  
devices  
Beauty and fitness



**Wellness**  
Travel and health programs  
Wellness human care  
Wellness trend information



Type	Price (VAT excluded)	Remarks
Single Booth	KRW 4,000,000 / 3X3 booth	9m <sup>2</sup> area + regular portable booth (booth and supplies provided)
Double Booth	KRW 7,000,000 / 3X6 booth	18m <sup>2</sup> area + regular portable booth (booth and supplies provided)
Premium Booth	KRW 10,000,000 / 3X6 booth	18m <sup>2</sup> area + container booth (booth and supplies provided)

Regular portable booth



3m width x 3m length = 9m<sup>2</sup> area (single booth)

Mongolian tent (3X3), a company name signage (wooden), Pytex floor, 1 spotlight, 3 chairs, 1 round table, 1 information desk, 1 leaflet stand, 1KW electricity, a wired Internet line

\* Other equipment for rental must be inquired with the secretariat.

Premium booth



3m width x 6m length = 18m<sup>2</sup> area (single booth)

Container booth (3X6), a company name signage (wooden), Pytex floor, 1 spotlight, 3 chairs, 1 round table, 1 information desk, 1 leaflet stand, 1 50-inch TV, 2KW electricity, a wired Internet line

\* Other equipment for rental must be inquired with the secretariat.

Promotion support process

\* Booth price included

Level	Health Show Fan	Health Show Maniac	Health Show Friend	Remarks
Sponsored Amount	KRW 4 million or more	KRW 7 million won or more	KRW 10 million or more	Sponsorship can be offered in other forms

Support Detail	Fan	Maniac	Friend
Uploading of sponsor logos and homepage URLs to the sponsor and partner list on the official homepage	0	0	0
Ad exposure of sponsors on official social media pages	0	0	0
Sponsor logo exposure on the event poster	0	0	0
Recognition of sponsors and partners in outdoor ads, photo zones, banners, etc. and online news coverage	0	0	0
Newspaper ad exposure		0	0
Special coverage on Dong-A Health News			0

01 Submit registration forms

Show registration forms must be submitted by email at 2023healthshow@gmail.com by no later than May 15, 2023.

\*Participation will be limited if booths run out.

02 Pay registration fees

Booth costs must be fully paid by May 15, 2023.

Participation will be confirmed only after the fee payment.

\*Booths will not be available in case of payment failures.

03 Book booth facilities and services

Booth facilities such as electricity and Internet services must be pre-booked.

Applications for conference attendance and other services must be submitted by email at 2023healthshow@gmail.com.

04 Participate in the Show

Host a booth and join the events at the three-day 2023 Seoul Health Show from June 13 to 15, 2023.