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FACTBLOCK

KOREA BLOCKCHAIN WEEK 2022

SEOUL, SOUTH KOREA

AUGUST 7-14, 2022

GRAND INTERCONTINENTAL SEOUL PARNAS



Interested in getting involved?
info@koreablockchainweek.com

5TH KOREA BLOCKCHAIN WEEK

Hosted by FactBlock and co-hosted by Hashed, Korea Blockchain Week 2022 (#KBW2022) is a premier cryptocurrency and blockchain event bringing together the brightest minds of the industry to discuss, redefine, and celebrate the future of finance.

The action-packed six-day event features inspirational keynotes, panel discussions, pitch competitions, investor meet-ups, and world-class networking opportunities for crypto enthusiasts.



Founder / Host

FACTBLOCK

FactBlock is a leading blockchain consulting arm focused on accelerating blockchain adoption by connecting global companies to the Korean market. Since 2018, FactBlock has hosted the yearly Korea Blockchain Week with the aim of bringing together the greatest minds from across the globe to demonstrate the transformative potential of cryptocurrency and blockchain technology. With years of experience and expertise, FactBlock is widely recognized as one of the top blockchain media consulting companies in Korea.

Co - Host

#HASHED

Hashed is a global, multi-billion venture fund focused on backing founders pioneering the future of blockchain and cryptocurrency. Led by serial entrepreneurs and engineers, Hashed is expediting global blockchain adoption through strategic investments and community building. Based in Seoul, San Francisco, Singapore, and Bangalore, Hashed has cultivated industry-defining web3 founders around the globe by accelerating teams such as Axie Infinity, Klaytn (Kakao), Link (Line), and The Sandbox. Hashed additionally operates metaverse studio UNOPND and a digital assets custody service KODA.

Partner

**ROK
CAPITAL**

ROK Capital is a “thesis-driven” fund founded by members with long-term operational roots in Korea, seeking to accelerate crypto adoption to achieve heightened returns for investors. ROK Capital’s goal is to create a path for outsized returns for clients by investing in early-stage companies in both primary and secondary markets.

KOREA BLOCKCHAIN WEEK

BY THE NUMBERS

ATTENDEES

30,000+

SPEAKERS

200+

SIDE EVENTS

60+

MEDIA PARTNERS

70+

SPONSORS

150+

PAST SPEAKERS



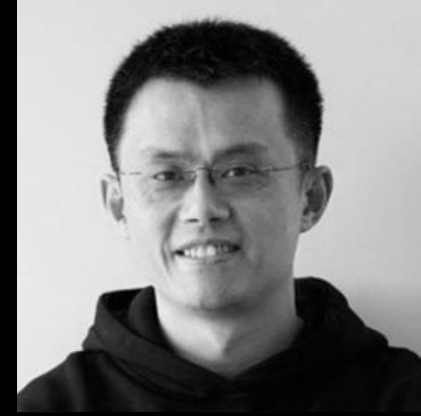
Nick Szabo
Smart Contracts



Vitalik Buterin
Ethereum



Adam Back
Blockstream



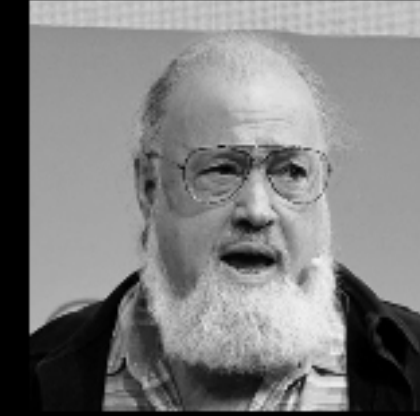
Changpeng Zhao
Binance



Sam Bankman Fried
FTX



Silvio Micali
Algorand



David Chaum
Elixir



Michael Novogratz
Galaxy Digital



Gavin Wood
Polkadot



Simon Kim
Hashed



Anatoly Yakovenko
Solana



Rune Christensen
Maker Foundation



Emin Gün Sirer
Ava Labs



Ryan Selkis
Messari



Jordan Momtazi
Synthetix



Sergey Nazarov
Chainlink



Chang Byung Gyu
KRAFTON



Nick White
Harmony



Benjamin Mincu
Elrond



Sébastien Borget
The Sandbox



Aleksander Larsen
Axie Infinity



Sam Williams
Arweave



Dominic Williams
Dfinity



Wes Levitt
Theta Labs



Caroline Malcolm
OECD



Peteris Zilgalvis
European Commission



Eric Voli Bi
UNESCO



Annabelle Huang
Amber Group



Jason Han
Klaytn



Kim Woosuk
LINE Tech Plus



Choi Sungwone
SuperTree



Stani Kulechov
AAVE

PAST COMPANIES/ORGANIZATIONS



SPONSORSHIP PACKAGE

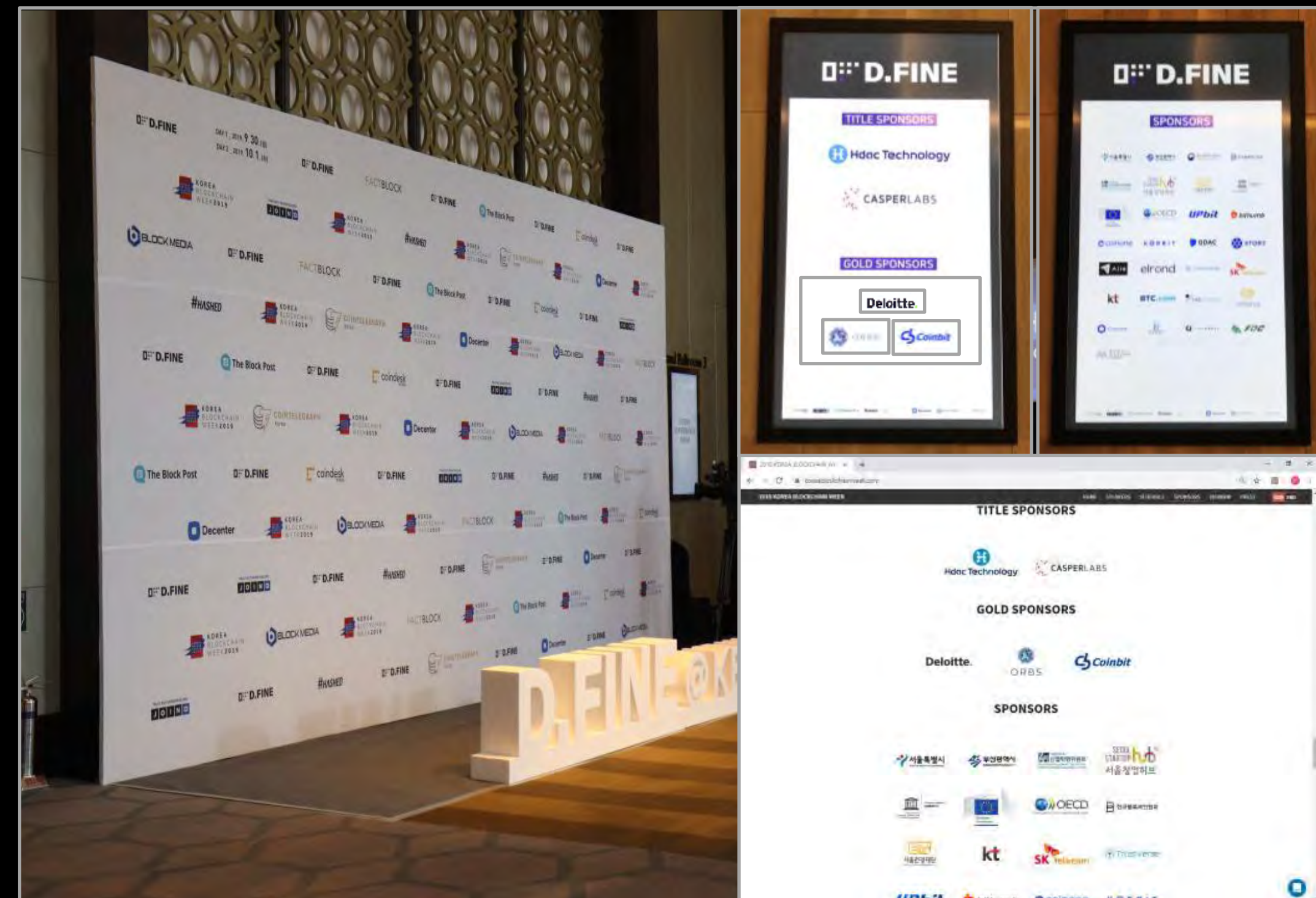
Category	Sub-Category	Bronze	Silver	Gold	Premium
		\$50,000	\$100,000	\$200,000	\$400,000
General	Speaking on JEJU Stage***	✓	✓	✓	✓
	Pre & Post-event Marketing Support	✓	✓	✓	✓
	VIP Dinner Invites	1x	1x	2x	4x
	Conference Tickets	3x	6x	8x	16x
Booth/Exhibition Area	Level & Size	N/A	Prime, 3x2m	Prime, 5x2m	Exclusive, 6x2.5m
	# of Spots	N/A	6	7	5
Logo Exposure	Stage Screen	✓	✓	✓	✓
	KBW Main Website	✓	✓	✓	✓
	Across the Venue	✓	✓	✓	✓
	E-mail Announcement	✓	✓	✓	✓
	Digital LED Billboard Advertising for 5 Days			✓	✓
	Main Event Lanyard				✓

***Pitching stage for sponsors. See floor plan on page 26 for details.

BRONZE SPONSOR

USD \$50,000

- ✓ Speaking on JEJU stage*
- ✓ Logo on main stage screen
- ✓ Dedicated email announcement
- ✓ 1x VIP dinner invite
- ✓ Logo displayed as Bronze Sponsor on website
- ✓ Logo featured across the venue
- ✓ (LED Screens, Photo Wall)
- ✓ 3x Conference tickets

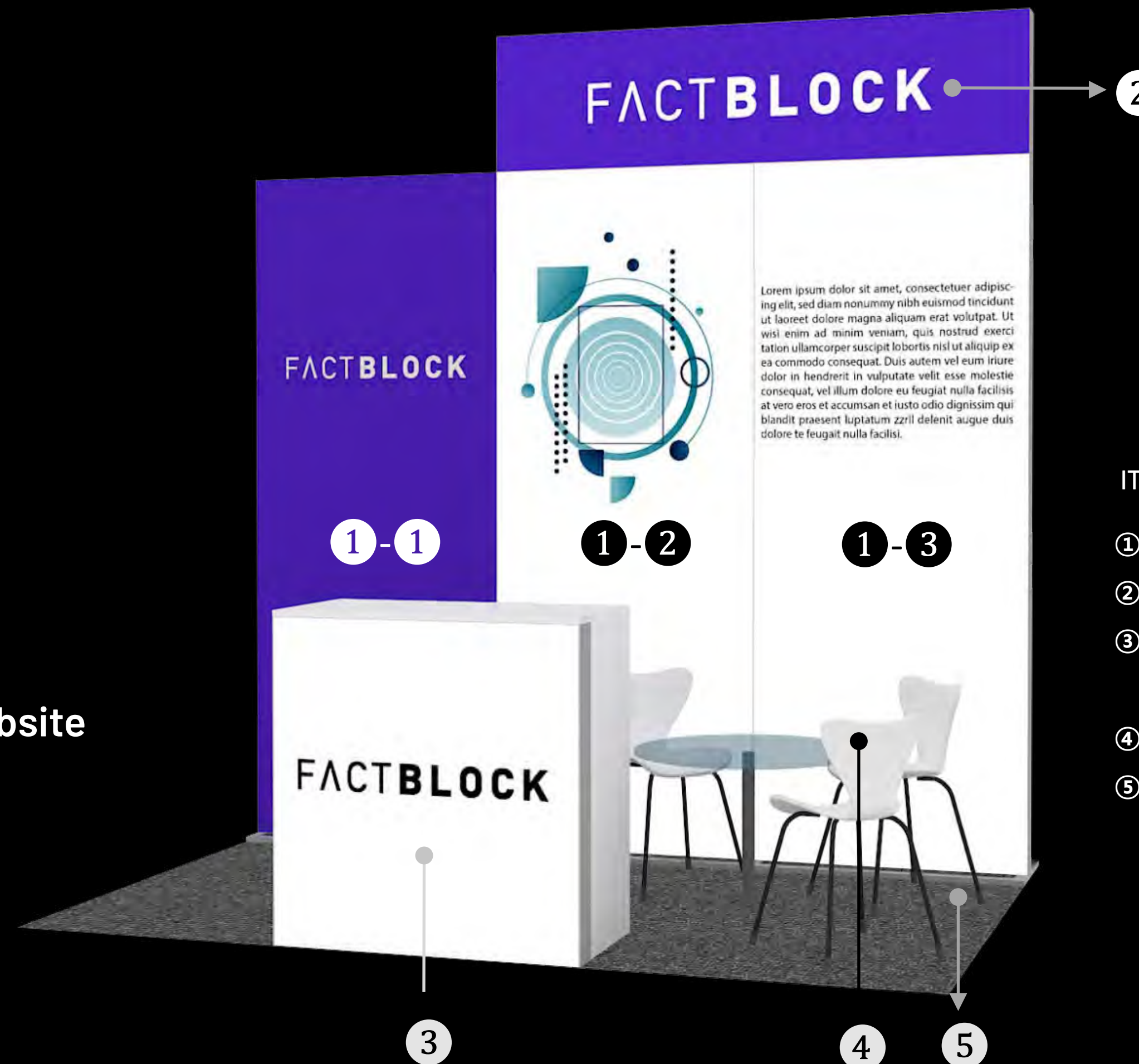


*Pitching stage for sponsors. See floor plan on page 26 for details.

SILVER SPONSOR (6 Spots)

USD \$100,000

- ✓ Customizable exhibition space (3x2m)
- ✓ Speaking on JEJU stage
- ✓ Logo on main stage screen
- ✓ Dedicated email announcement
- ✓ 1x VIP dinner invite
- ✓ Logo displayed as Silver Sponsor on website
- ✓ Logo featured across the venue
- ✓ 6x Conference tickets



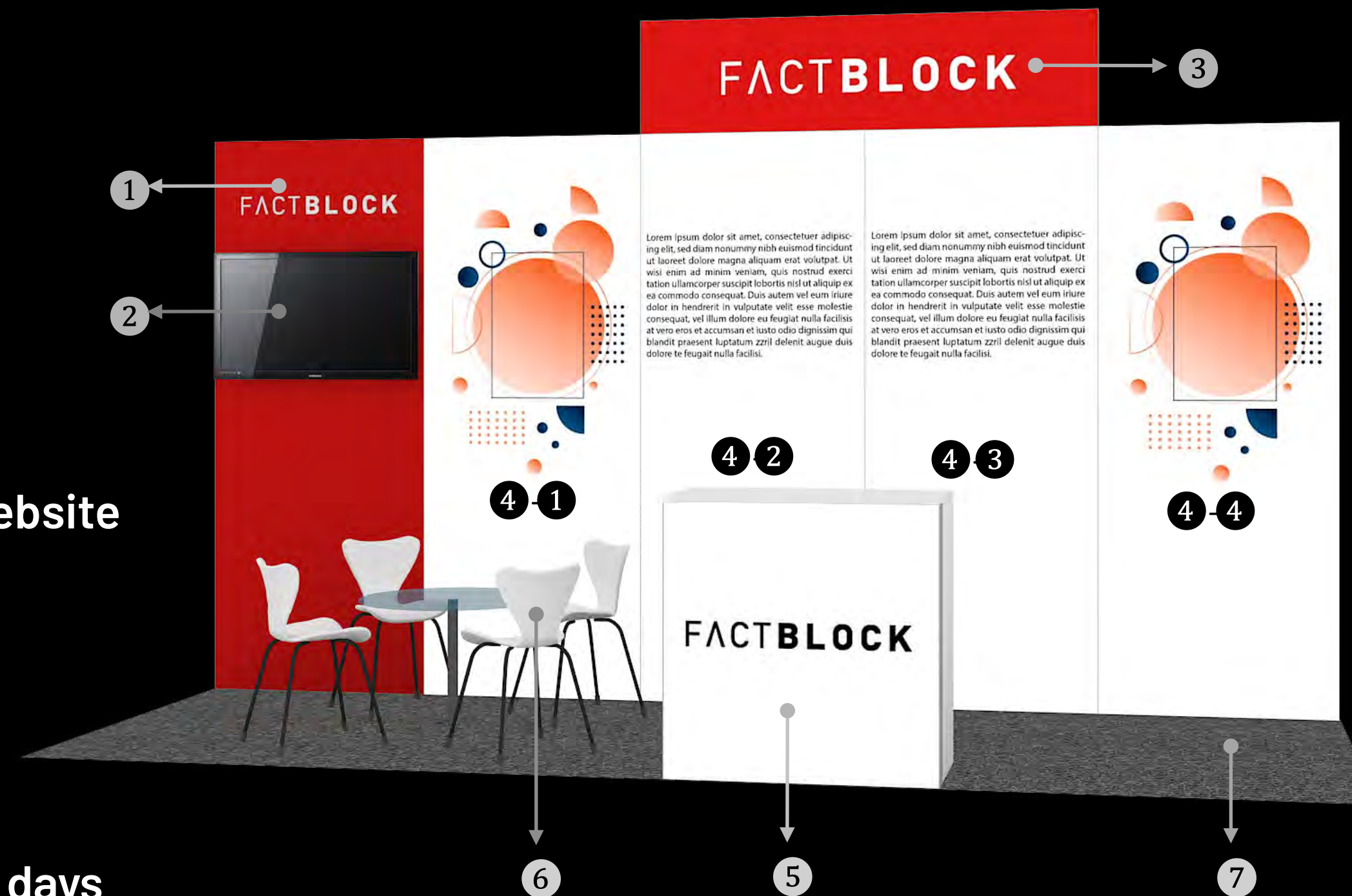
ITEMS

- ① Back Wall A - w100 x h250 (cm) * 3ea
- ② Sign - w200 x h50 (cm) * 1ea
- ③ Information Desk - w100 x h100 x d50 (cm) * 1ea
Desk Graphic - w100 x h96.7 (cm)
- ④ Table set - 1set
- ⑤ Floor - w300 x d200 (cm)

GOLD SPONSOR (7 Spots)

USD \$200,000

- ✓ Customizable exhibition space (5x2m)
- ✓ Speaking on JEJU stage
- ✓ Logo on main stage screen
- ✓ Dedicated email announcement
- ✓ 2x VIP dinner invites
- ✓ Logo displayed as Gold Sponsor on website
- ✓ Logo featured across the venue
- ✓ 8x Conference tickets
- ✓ Digital LED Billboard advertising for 5 days



ITEMS

- ① Back Wall A - w100 x h250 (cm) *1ea
- ② 43inch LED TV - w997 x h615 (cm)
- ③ Sign - w200 x h50 (cm) *1ea
- ④ Back Wall B - w100 x h250 (cm) *4ea
- ⑤ Information Desk - w100 x h100 x d50 (cm) *1ea
- ⑥ Table set - 1set
- ⑦ Floor - w500 x d200 (cm)

PREMIUM SPONSOR (5 Spots)

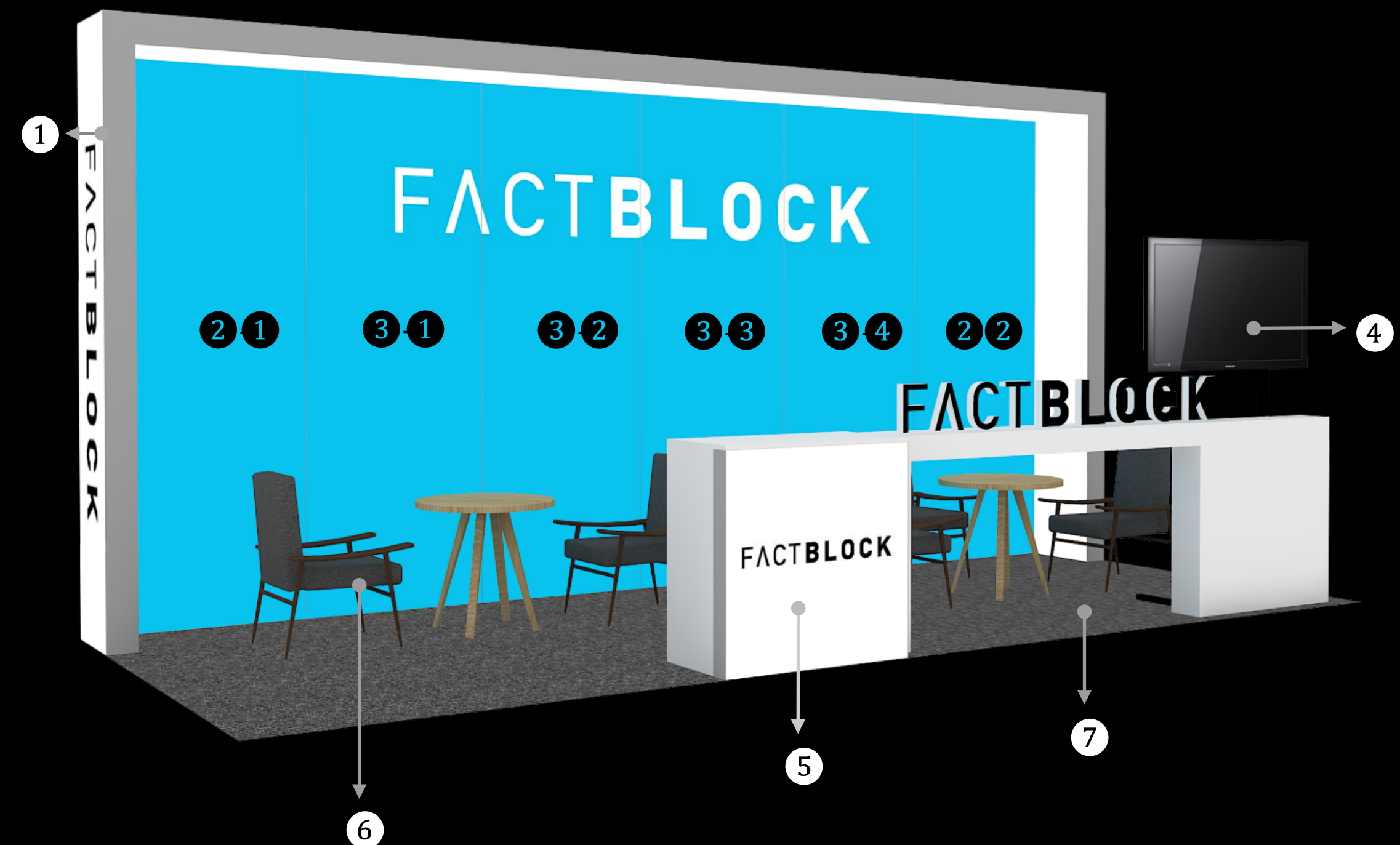
USD \$400,000

- ✓ Customizable exhibition space (6x2.5m)
- ✓ Speaking on JEJU stage
- ✓ Logo on main stage screen
- ✓ Dedicated email announcement
- ✓ 4x VIP dinner invites
- ✓ Logo displayed as Premium Sponsor on website
- ✓ Logo exposure on the official main event lanyard
- ✓ Logo featured across the venue
- ✓ 16x Conference tickets
- ✓ Digital LED Billboard advertising for 5 days

(See details on next page)

ITEMS

- ① Gate - w50 x h300 (cm) * 2ea (left, right)
- ② Back Wall A - w85 x h285 (cm) * 2ea
- ③ Back Wall B - w100 x h285 (cm) * 4ea
- ④ 55inch LED TV - w124.5 x h72.5 (cm)
- ⑤ Information Desk - w100 x h100 x d50 (cm) * 1ea
Desk Graphic - w100 x h96.7 (cm)
- ⑥ Table set - 2 set
- ⑦ Floor - w600 x d250 (cm)



Digital LED Billboard Advertising for **PREMIUM** and **GOLD SPONSOR**

Term: Aug 8th-12th

Number of times: More than 90 times per day

Premium: Exposure on 2 Digital LED Billboards

Gold: Exposure on 1 Digital LED Billboard

Location: Major Business District in Korea (Around the conference venue)

****Details subject to change**



NFT/METaverse SPONSOR

INQUIRE FOR PRICING

- ✓ Customizable NFT Gallery space
- ✓ LED screens
- ✓ Logo on main stage screen
- ✓ Dedicated email announcement
- ✓ 1x VIP dinner invite
- ✓ Logo displayed as NFT/Metaverse Sponsor on website
- ✓ Logo featured across the venue
- ✓ 3x Conference tickets



The NFT gallery offers customizable space within the venue where sponsors can exhibit their creative digital artpieces.

ADDITIONAL SPONSORSHIP

SPONSORSHIP	DESCRIPTION	Price (USD)	VIP dinner invites	Conference tickets (2 days)
Lunch Sponsor (2days)	Increase your brand exposure by sponsoring the conference lunch session. Branded signage will be displayed on all food and drink materials and on signage throughout the lunch venue.	\$35,000	1	6
Coffee Break Sponsor (2days)	Possibly the greatest branding exposure at KBW2022 as attendees are constantly searching for their next cup of coffee. Branding will include full-colored signage at all coffee stations, and on branded napkins and coffee sleeves.	\$25,000	1	3
Beer/Ice Cream Station (2 days)	Our beer and ice cream stations offer the ultimate refreshment during the hot summer days. Your brand will be displayed on banners, cups, and napkins throughout these popular locations.	\$25,000	1	3
Branded Charging Pods (2 days)	Our branded charging stations will ensure participants stay juiced throughout KBW2022. Your custom design will be displayed on the charging stand which includes the desk and back wall.	\$25,000	1	3
After Party Sponsor	KBW2022 attendees are invited to network with their industry peers, enjoy live entertainment and celebrate their achievements together. Your brand will be featured on the venue of our after party and across email, social, signage and more.	TBD	1	6

TIMELINE

KOREA BLOCKCHAIN WEEK 2022



FACTBLOCK VIP NIGHT

Aug 7th

Private event
(Invitation Only)

KBW2022 kicks off with FACTBLOCK VIP NIGHT, an exclusive networking event held at one of Seoul's most prestigious private lounges. Invited attendees will have the unique opportunity to connect with keynote speakers, sponsors, and leaders from the blockchain industry.

MAIN EVENT KBW2022 IMPACT

Aug 8th-9th

Grand InterContinental Seoul Parnas

Our main event, KBW2022 IMPACT will feature world-class speakers and industry experts across a variety of thought-provoking panels, keynotes, workshops, and fireside chats on the current state of blockchain, cryptocurrency, NFT, Metaverse, DeFi, Web3, and more.

IMPACT AFTERPARTY

Aug 9th

LOCATION: TBD

This year, we have lined up some of the world's famous DJs to perform at our exciting official after party.

For VIP tickets, table reservations & sponsorship opportunities, please e-mail:

info@koreablockchainweek.com

SIDE EVENTS

Aug 7th-12th

More than 30 side events have been held during KBW every year. This year, we also expect that top global projects, organizations, and startups will voluntarily hold various side events to fill the KBW2022 festival.

APPLY FOR THE OFFICIAL SIDE EVENTS DURING KBW2022 VIA THE KBW WEBSITE.

KBW2022 CLOSING PARTY

Aug 12th

LOCATION: TBD
TENTATIVE

SEOUL FESTA 2022 GLOBAL K-POP FESTIVAL

Aug 10th

LOCATION: TBD

Don't miss out on this exciting opportunity to see your favorite K-pop idols perform at Seoul Festa 2022. Taking place just minutes away from the KBW2022 venue, the festival will feature various K-wave contents including K-Pop, K-Beauty, K-Food and more.

2022 WORLD DJ FESTIVAL

Aug 11th-13th

LOCATION: SEOUL OLYMPIC AUXILIARY STADIUM

Relieve your stress and enjoy the three-day music extravaganza featuring the world's hottest DJ's. This star-studded event is one that every music lover should attend!

FORMULA E WORLD CHAMPIONSHIP SEOUL E-PRIX 2022 FINAL R15/R16

Aug 12th–14th

LOCATION:

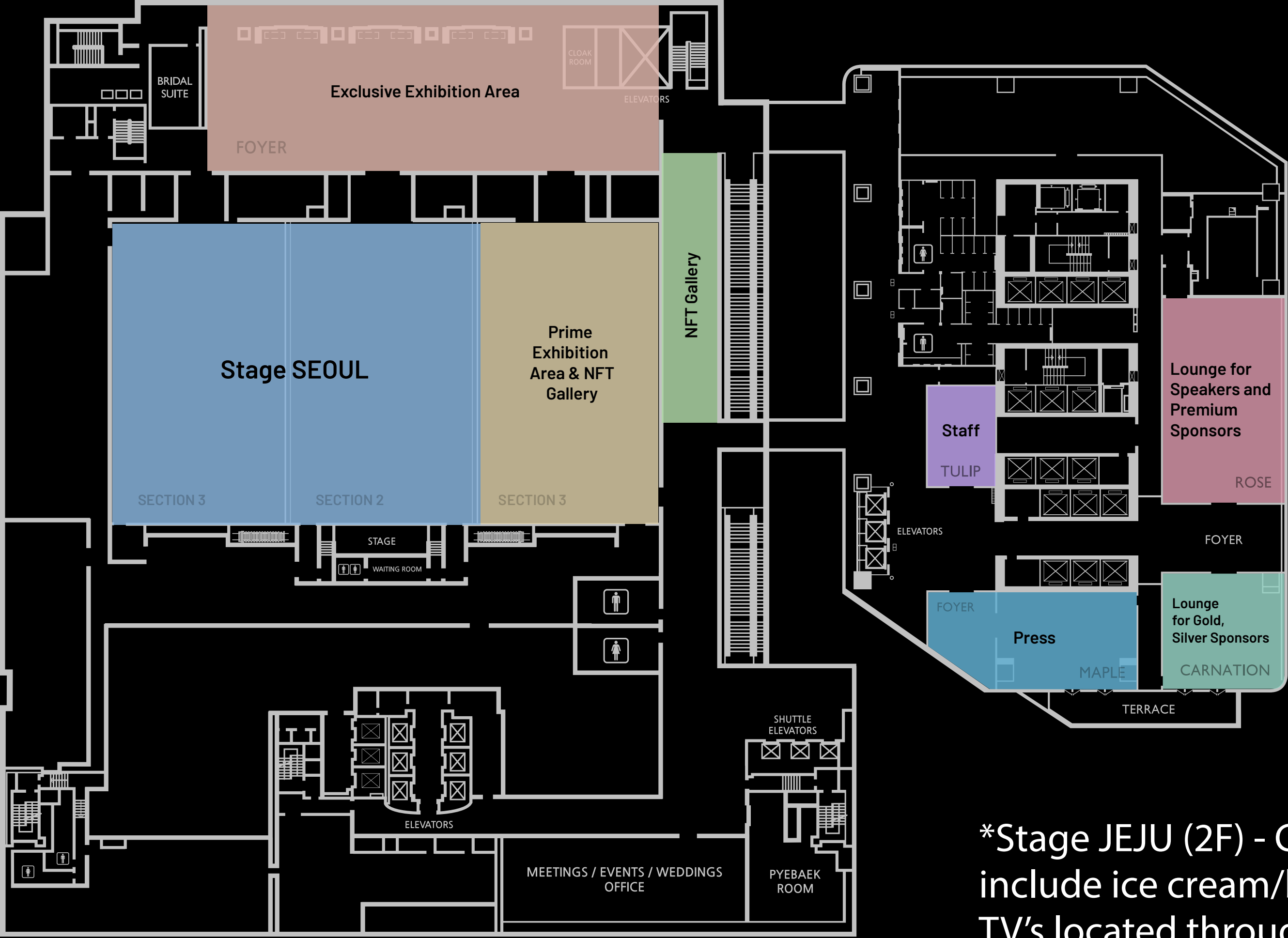
Seoul Street Circuit around Jamsil Sports Complex

See the world's most talented drivers take the fastest cars around the most fascinating circuits! The atmosphere will be electric as drivers race in front of fans in Korea's first ever Formula E World Championship.

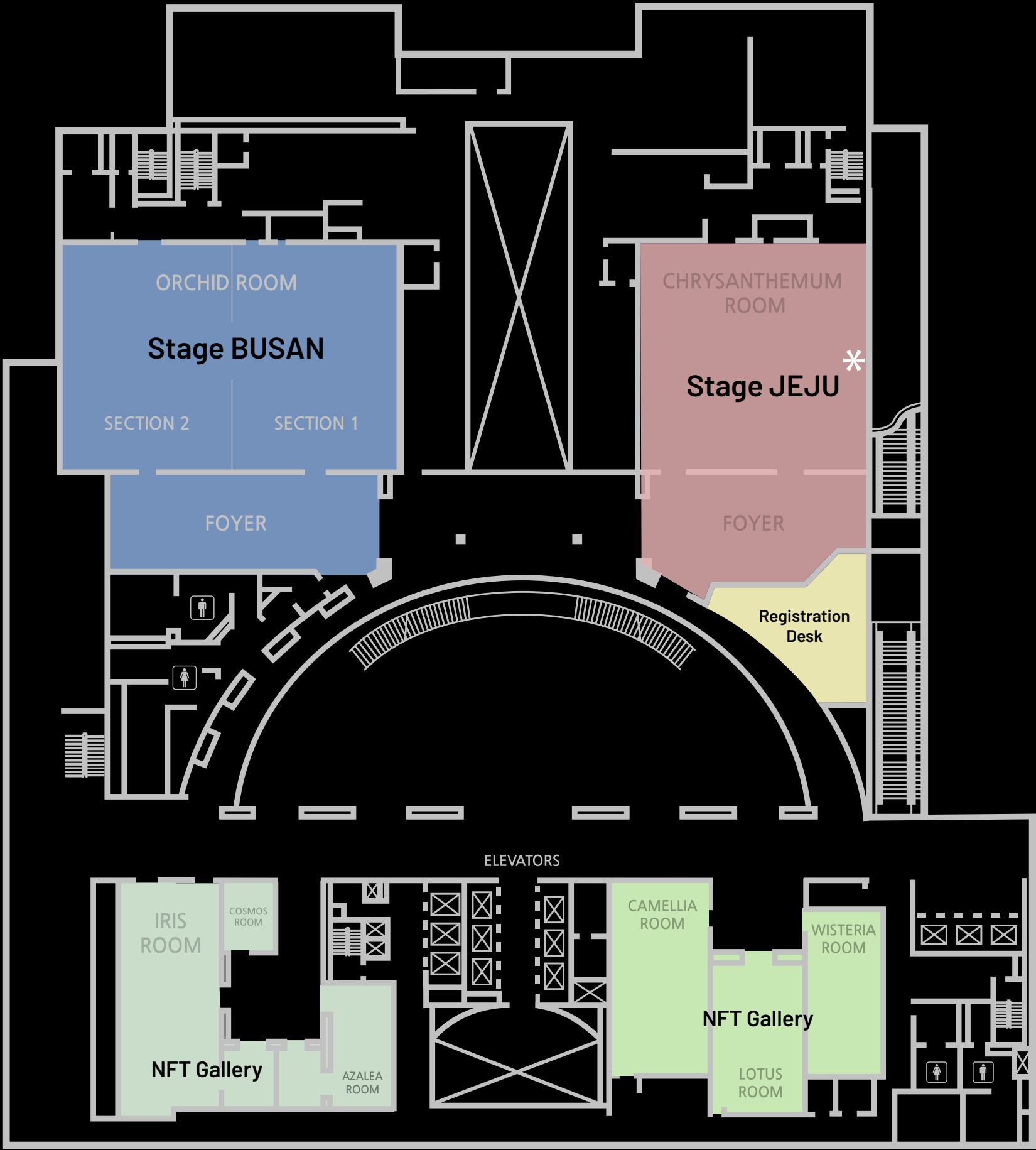


FLOOR PLAN

5F



2F



*Stage JEJU (2F) - Capacity of 75 people after room decorations. Stage JEJU to include ice cream/beer station & all speeches to be broadcast live outside on TV's located throughout the venue.



CONFERENCE VENUE

GRAND INTERCONTINENTAL SEOUL PARNAS

SEOUL, SOUTH KOREA
AUGUST 8-9, 2022

THANK YOU

✉ sponsor@koreablockchainweek.com

✉ speaker@koreablockchainweek.com

✉ media@koreablockchainweek.com

🌐 koreablockchainweek.com