



2018 **BLOCKCHAIN**
KOREA CONFERENCE

2018 BKC Blockchain Korea Conference Proposal
-Sponsorship Details-

행사 일정

Title	2018 BKC Blockchain Korea Conference
Date	June 7, 2018 08:00 – 18:00
Time	Part 1 (Forum): 08:00~12:30 / Part 2 (Speech): 13:40~17:30 / Part 3 (Networking): 17:30~18:00
Venue	Halla Hall, Grand Ballroom, Yongsan Dragon City
Host	Asia Economic TV
Supervisor	Ether Lab / GBIC (Global Blockchain Innovative Capital)
Participants	<ul style="list-style-type: none">- Government Officials: The Chairman of Congress, the politician who proposed a bill related to Cryptocurrency & Blockchain- International Personnel: SEC, The Japanese Ministry of Finance, Blockchain development companies, Global Blockchain Law Firms- Financial Experts: Economics professors, tax accountants, lawyers, professionals- Enterprises: Samsung SDS, Line, Kakao, IBM, Blockchain related companies- Blockchain Related Associations: Korea Blockchain Association, Director of Blockchain Research Centre, the Representatives of Exchanges

Part 1: Opening, Special Speech

Time	Schedule	Contents	Speaker	Charge	Casting
08:30~09:00	Registration	Entry registration			
09:00~09:30	Opening	Opening address	Hyun-woo, Kim	Asia Economic TV	Fixed
		Congratulatory address	Se-gyun, Jeong	The former Chairman of Congress	Fixed
			Dae-je, Jin	Korea Blockchain Association	
			Se-hyeon, Oh	A Managing Director and The Chairman of Open Blockchain Association	
LDK09:50~12:20	The special speech	Is a Crypto an Asset or a Currency?	Zachary Fallon	The former SEC Senior Counsel	Fixed
		From Regulation To Nurture, What Japan Has Learned	A team leader of the Ministry of Finance	The Japanese Ministry of Finance	Fixed
		The Future The Blockchain Will Bring	Charles Hoskinson	The CEO of Cardano (ADA)	Fixed
		Vision and future strategy for Blockchain		China	
		Prospect and Future of Blockchain	Prof. Seong-joon, Park	The Blockchain Research Center, in Dongguk Univ.	Fixed
		Regulations and Future of Blockchain: What is the ideal direction?	Shin-hye, Lee	A Panel Discussion (Part 1 Speakers attended)	
12:30~13:40	Dining				

Part 2: SECTION A (Industry/Policy)

SECTION A (Industry/Policy) The Present and the Direction of Development in Blockchain Industry in Korea			
Time	Contents	Speaker / Charge	Casting
13:40~17:30	MC	Prof. Hyeong-joong, Kim / Korea Univ.	Fixed
	Questions on how Blockchain regulates the Capital Market	Yoon-yeol, Choi / Democratic Party of Korea	Fixed
	The Future of the Shipping and Logistics Industry and Blockchain	Ki-woon, Seong Samsung SDS	
	Why Does Kakao Start Its Blockchain Service?	Kakao Team	
	Excellent project? : how to nurture a project	Seo-jun, Kim / The CEO of HASHE D	Fixed
	Truth and Problems of POW and A Forward Direction	Igor Artamanov (An Ethereum Classic Core Development)	Fixed
	The Reality of the Korean Blockchain Industry and the Overseas expansion	Jae-wook, Jeong / a lawyer at A Seoul Local Bar Association	Fixed
	The Obstacles of Blockchain Technology from the view point of the enterprises	A representative of overseas Blockchain development company	
	A Panel Discussion The Blockchain in the Enterprise and Advantages and Disadvantages of the Method of Consensus	Won-seok, Park / a former member of Justice Party of Korea	

Part 2: SECTION B (Tax/Regulation)

SECTION B (Tax/Regulation) Legalization, 'Good Regulation' to Nurture the Ecosystem of Blockchain			
Time	Contents	Speaker / Charge	Casting
13:40~17:30	MC	Ho,In / Korean Blockchain Association	
	Why Aren't the Blockchain and Cryptocurrency Separated?	Myeong-hwan, Lim / a doctor at ETRI Research Center	Fixed
	The Condition of ICO for Growing Blockchain Industry	Yi-bae, Chae / Bareun-mirae Party	Fixed
	The Crypto Regulations from the Viewpoint of Investors	Ki-jeong, Park / an accountant at EY Hanyoung Accounting Firm	Fixed
	The Present Status and the Best Direction on the Regulation of Cryptocurrency in Korea	Prof. Seung-joo, Kim / Graduate School of Information Security at Korea Univ.	Fixed
	Crypto Taxation, What Law Should It Be Settled Under?	Jeong-hee, Jo / a lawyer at the Law Firm Sejong	Fixed
	The Development of Crypto and The State of the G20	U.S. Law Firm	Fixed
	The Direction of Project Change in accordance with Regulation	Overseas Blockchain Development Company	Fixed
	A Panel Discussion Why and How to Respond to Regulations		

Part 2: SECTION C (The Law, The Order and The Exchanges)

SECTION C (The Law, The Order and The Exchanges) Crypto Exchanges, How to Complement?			
Time	Contents	Speaker / Charge	Casting
13:40~17:30	MC	Prof. Seong-joon, Park / The Blockchain Centre at Dongguk Univ.	Fixed
	The Future of Blockchain Continent and Korea	Ha-jin, Jeon / The Chairman of the Autonomous Regulatory Committee at Korea Blockchain Association	Fixed
	The Trend of the Global Exchanges and the Features of the Korean Market	A representative of UNBLOCK (Line)	
	SEC's view of the problems in the exchange	Zachary Fallon / The former SEC Senior Counsel	Fixed
	Security in which Crypto Prepares for Secure Transactions	Exchange Union (XUC)	Fixed
	The Standard Security Conditions for The Secure Exchange	Joon-haeng, Lee / a representative of Gopax	Fixed
	A Proposal Direction for the Protection of Crypto Investors	Jong-hyun, Won / National Assembly Research Service	
	A Panel Discussion "What Should We Do with Policy on the Exchanges?"	Speakers	

Sponsorship Benefit

MAIN Sponsor (Exchanges)

– Sponsorship Exposure –

1. A large banner in the venue
2. company logo in photo zone
3. standing banners
4. BKC2018 website PR

– Advertisement –

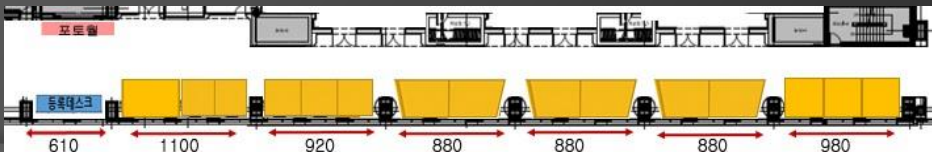
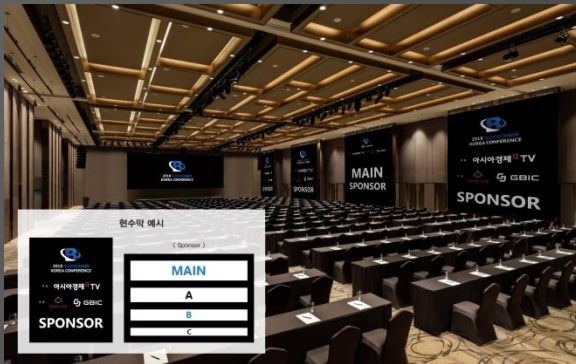
Main sponsor exposure in all of the BKC 2018 on/offline advertising areas

– Booth –

5m x 2m next to the registration desk
Sign, and side attachments included (designs provided by sponsors),
Info table(2ea), light(4ea), table(1ea), chair(4ea), leaflet stand(1ea)
(Additional installation can be deployed)

– Benefit –

A speaking opportunity in Part 2
VIP tickets (10ea), General tickets (10ea), tickets for Part 2 (20ea)



Sponsorship Benefit

MAIN Sponsor (Enterprises)

– Sponsorship Exposure –

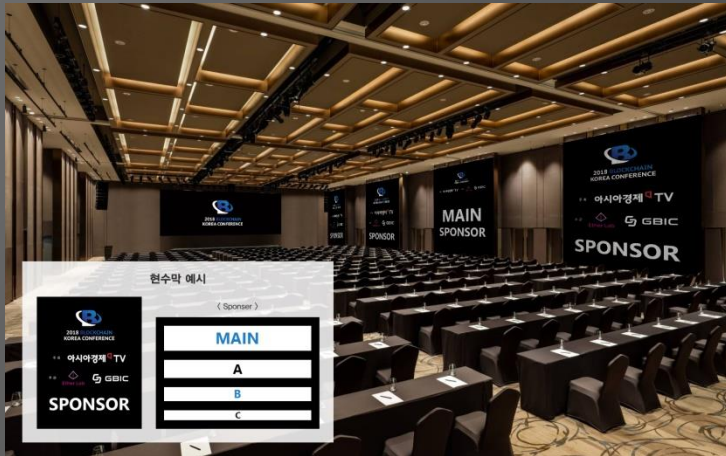
1. A large banner in the venue
2. company logo in photo zone
3. standing banners
4. BKC2018 website PR

– Advertisement –

Main sponsor exposure in all of the BKC 2018 on/offline advertising areas

– Benefit –

A speaking opportunity in Part 2
VIP tickets (10ea), General tickets (10ea), tickets for Part 2 (20ea)



Sponsorship Benefit

A- Gold Sponsor (\$30,000)

– Sponsorship Exposure –

1. A large banner in the venue
2. standing banners
3. BKC2018 website PR

– Advertisement –

Main sponsor exposure in all of the BKC 2018 on/offline advertising areas

– Booth –

4m x 2m the front of the seminar hall entrance
Sign, and side attachments included (designs provided by sponsors)
Info table (2ea), light (3ea), table (1ea), chair (4ea), leaflet stand (1ea)
(Additional installation can be deployed)

– Benefit –

A speaking opportunity in Part 2
VIP tickets (3ea), General tickets (7ea), Tickets for Part 2 (10ea)

1. TV Programs Broadcasted by Asia Economic TV:

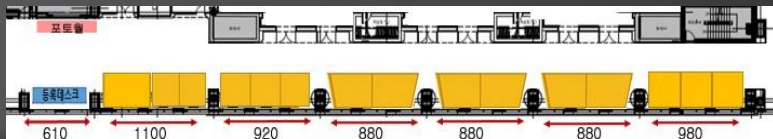
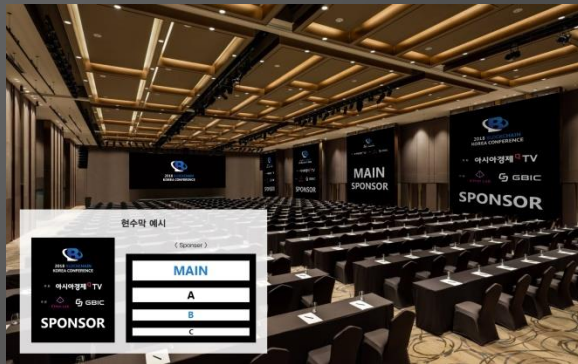
- Today's Coin: Introduction of the project (2 mins allocation in a ten minutes program, one-time)
- Coin Story: Introduction of the project by a Blockchain expert (15 mins, one-time)
 - Coin Interview: One-on-one interview of the project (20 mins, one-time)
- CoinCast: Publish a promotional video of the project on CoinCast YouTube Channel
- Filming an event

2. Support for Offline Meetup:

Hold an extra offline event with projects in Korea

3. Additional advertising and media coverage:

5 news articles, 5 blog postings, 50 community postings regarding the project



Sponsorship Benefit

B- Silver Sponsor (\$30,000)

– Sponsorship Exposure –

1. A large banner in the venue
2. standing banners
3. BKC2018 website PR

– Advertisement –

Main sponsor exposure in all of the BKC 2018 on/offline advertising areas

– Booth –

3m x 2m the right side of the seminar hall entrance
Sign, and side attachments included (designs provided by sponsors)
Info table(1ea), light(2ea), table(1ea), chair(2ea), leaflet stand(1ea)
(Additional installation can be deployed)

– Benefit –

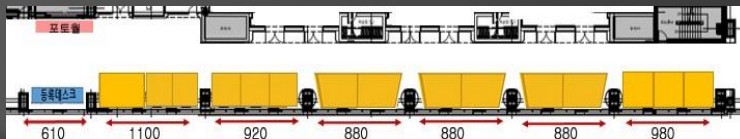
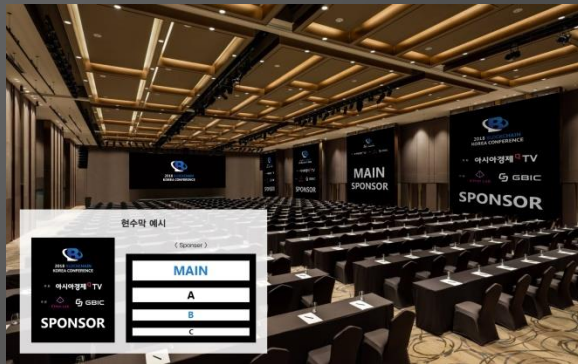
A speaking opportunity in Part 2
VIP tickets (5ea), General tickets (10ea), Tickets for Part 2 (10ea)

1. TV Programs Broadcasted by Asia Economic TV:

- Today's Coin: Introduction of the project (2 mins allocation in a ten minutes program, one-time)
- Coin Interview: One-on-one interview of the project (20 mins, one-time)
- CoinCast: Publish a promotional video of the project on CoinCast YouTube Channel
 - Filming an event

2. Additional advertising and media coverage:

3 news articles, 3 blog postings, 20 community postings regarding the project



Sponsorship Benefit

C- General Sponsor (\$10,000)

– Sponsorship Exposure –

1. A large banner in the venue
2. standing banners
3. BKC2018 website PR

– Advertisement –

Main sponsor exposure in all of the BKC 2018 on/offline advertising areas

– Booth –

3m x 2m the right side of the seminar hall entrance

Sign, and side attachments included (designs provided by sponsors)
Info table(2ea), light(4ea), table(1ea), chair(2ea), leaflet stand(1ea)

(Additional installation can be deployed)

– Benefit –

VIP tickets (2ea) , General tickets (3ea) , Tickets for Part 2 (5ea)

1. TV Programs Broadcasted by Asia Economic TV:

- Today's Coin: Introduction of the project (2 mins allocation in a ten minutes program, one-time)
- CoinCast: Publish a promotional video of the project on CoinCast YouTube Channel
 - Filming an event

2. Additional advertising and media coverage:

2 news articles, 5 community postings regarding the project

