



Culture Content Exhibition

GWANGJU ACE FAIR 2019

Asia Content &
Entertainment
Fair in Gwangju



9.26 **Thu** - 29 **Sun**

Kimdaejung Convention Center,
Gwangju, Korea



ABOUT



Overview



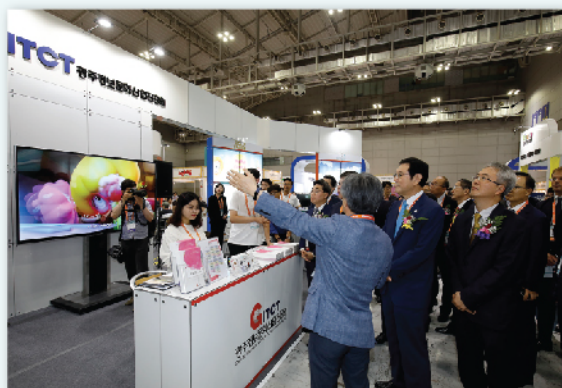
Title	Gwangju ACE Fair 2019 2019 Asia Content & Entertainment Fair in Gwangju
Date	2019. 9. 26. (Thu) – 29. (Sun) / 4 Days
Venue	Kimdaejung Convention Center
Exhibits	Broadcasting / Animation / Game / Character / Knowledge Information / Content Solutions / Culture Content Licensing
Program	Exhibition / 1:1 Business Meeting / International Forum & Seminar / Additional Events
Organizer	Ministry of Culture, Sports and Tourism Gwangju Metropolitan City

Management

Kimdaejung Convention Center(KDJ Center) /
Korea Trade-Investment Promotion Agency(KOTRA) /
Gwangju Information & Culture Industry Promotion Agency(GITCT) /
Gwangju Design Center /
Korea Cable Television & Telecommunications Association(KCTA) /
Korea Culture Content Association(KOCCA)

Sponsor

Ministry of Science, ICT & Future Planning / Ministry of Trade,
Industry & Energy / Korea Communications Commission /
Korea Radio Promotion Association(RAPA) / Korea IPTV
Broadcasting Association(KIBA) / Korea Broadcasting Channel
Promotion Association(KBCA) / Korea Character Culture Industry
Association(KCCIA) / Korea Communications Agency(KCA) / Gwangju Community Media Foundation / Korea Character Business
Association / Korea Culture Contents Licensing Association(KOCLA) / Korea ICT Interchange Association / Korea Animation
Industry Association(KAIA) / Korea Association of Boardgame Industry(KABI) / Korea Animation Producers Association



- UFI Approved International Event(2009-present)
- International Exhibition approved by Ministry of Trade,
Industry & Energy(2010-present)
- Promising Exhibition approved by Ministry of Trade Industry & Energy(2012-present)





ACE FAIR



Characteristics



B2B and B2C

B2B : Thursday & Friday

B2C : Saturday & Sunday

Comprehensive Culture Content Market

160 International Buyers. 1,622 meetings,
276 million USD in consultation value(in 2018)

Culture Content Job Fair

Connects job seekers with culture content companies
through interviews and career consultation

Events for Visitors

- VR / AR Experience Zone
- Youth Competition for Broadcasting Content
- Costume Play
- Board Game Competitions
- Character Parade
- Photo Zone
- Stamp Tour
- etc.

Exhibition Zone



Broadcasting

- terrestrial, cable, satellite
- production



Game

- production
- distribution



Animation

- production
- distribution



Character

- character creation, merchandising
- licensing for theme parks, playgrounds, etc.



Knowledge Information

- e-learning
- database
- information services
- VR



Content Solutions

- creative tools, copyright, platform, CMS, CDN, etc.
- computer graphics



Business Center

- licensing meetings
- buyer lounge



Special Events

- ACE JOB Fair for culture content careers
- National Youth Competition for Broadcasting Content
- Board Game Experience Zone
- Costume Play Festival



GUIDE

※ Apply Online Now!
www.acefair.or.kr

Exhibition Guide

Floor Space only

- Size: 3m x 6m
- Furniture and utilities NOT included; maximum height 4m

3,000 USD

Booth Packages



Standard Booth

2,000 USD

- Size: 3m x 3m
- Package : Back & side walls, Carpet, Lighting, Fascia, Power supply (1kW)
Reception counter (1), Round table (1), Chairs (3)



Premium Booth A

4,600 USD

- Size: 3m x 6m
- Package : Back & side walls, Carpet, Lighting, Fascia, Power supply (1kW)
Reception counter (1), Round table (1), Chairs (3)
Inner page advertisement in official directory (see below)



Premium Booth B

10,000 USD

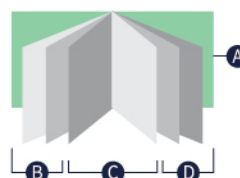
- Size: 6m x 6m
- Package : Back & side walls, Carpet, Lighting, Fascia, Power supply (1kW)
Reception counter (1), Round table (1), Chairs (3)
Inner page advertisement in official directory (see below)

Booth Utility Service

Category		Requirements	Unit Price
Electricity	Daytime Only	Single Phase220V	60 USD / kW
		Three Phase220V	
		Three Phase380V	
	24 Hours	Single Phase220V	70 USD / kW
		Three Phase220V	
		Three Phase380V	
Internet Line			90 USD / set

※ VAT excluded for all prices
Booth design subject to change

Directory Advertisement



- (A) Back Cover : 3,000 USD
- (B) Back page of cover – 20p : 1,500 USD (750 USD per page)
- (C) Back page of back cover – 10p : 1,000 USD (500 USD per page)
- (D) Inner pages : 500 USD (250 USD per page)



GUIDE

Transportation Information



By Airplane

	Gimpo Airport	Gwangju Airport	Taxi: 10 mins
	▼	▼	Bus: #1000
	Gwangju Airport 55mins	KDJ Center	Subway: 5 mins

By Train

	Yongsan (KTX)	Gwangju-Songjeong Station	Taxi: 20 mins
	▼	▼	Bus: #2, #19, #1000
	Gwangju-Songjeong Station 1 hr 30 mins	KDJ Center	Subway: 10 mins

By Bus

	Incheon Airport	Gwangju Express Bus Terminal(U · Square)	Taxi: 15 mins
	▼	▼	Bus: #1, #64, #518, #1000
	Gwangju Express Bus Terminal(U · Square) 4 hr	KDJ Center	

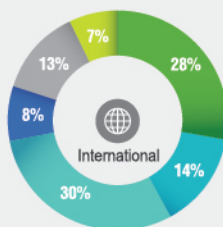
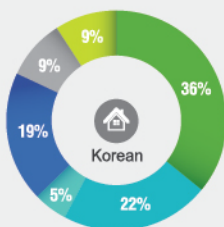
Please visit the following websites for the most accurate information.

- Incheon International Airport : www.airport.kr
- Gimpo International Airport : [www.airport.co.kr / gimpoeng / main.do](http://www.airport.co.kr/gimpoeng/main.do)
- Korea Railroad (KORAIL) : www.letskorail.com
- Intercity Bus (TxBus) : www.txbus.t-money.co.kr / Incheon Airport -> Gwangju
- Integrated Express Bus (Kobus) : www.kobus.co.kr Gwangju -> Incheon Airport

Review of 2018

Purpose of Attendance

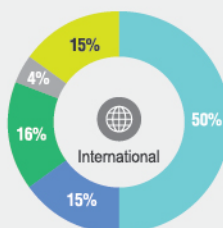
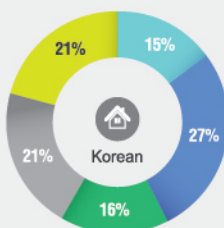
67.5% of participants attended to search for new opportunities, sign contracts, and obtain the latest industry information.



- to find a new business partner
- to sign a contract
- to obtain the latest industry information
- to increase brand awareness
- to maintain a previous business relationship
- etc.

Business Category

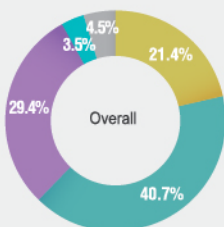
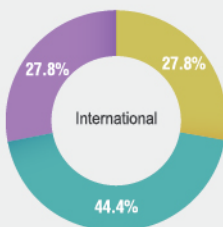
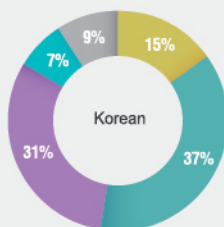
Balanced participation from various culture content industries



- Broadcast & Audiovisual
- Animation
- Character
- Game
- VR/3D, etc.

Participant Satisfaction

91.5% of participants content or satisfied



- Very satisfactory
- Satisfactory
- Neutral
- Unsatisfactory
- Very unsatisfactory





Pre-scheduled appointments based on preference

Networking Events

MOU / Agreement Ceremony

Review of 2018



International Exhibitors: 170



Korean Exhibitors: 230



International Buyers: 160



Consultation Value:
276 million USD



Visitors: 67,205





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Kimdaeng Convention Center