

2022 GWANGJU ACE FAIR

Asia Content Entertainment
Fair in Gwangju

www.acefair.or.kr



9.22.^{THU} - **9.25.**^{SUN}

Kimdaejung Convention Center
Gwangju, Republic of Korea



ABOUT



Overview



Title Gwangju ACE Fair 2022
(2022 Asia Content & Entertainment Fair in Gwangju)

Date September 22nd(Thur) – 25th(Sun) / 4 Days

Keyword ACE Fair (www.google.com)

Venue Kimdaejung Convention Center

Exhibits Broadcasting, Animation/Character, Digital Content (Game, VR · AR · XR, Etc.)

Program Exhibition / 1:1 Online Business Meeting / International Forum & Seminar / Additional Events

Host Ministry of Culture, Sports and Tourism
Gwangju Metropolitan City

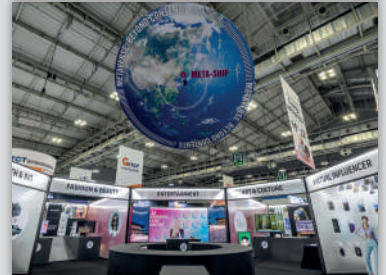
Organizer

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

Sponsor

- Ministry of Science and ICT Ministry of Trade
- Industry & Energy Korea Communications Commission

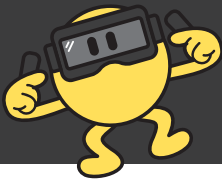
(As of 2021)



Exhibition Certification Status

- 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



Comprehensive Culture Content Market

171 International Buyers, 501 online meetings, 188 million USD in consultation value (in 2021)

Contents Developer Conference (CDC)

TOPIC : "Metaverse Beyond Contents",
· Big Speakers form Facebook, Microsoft and other main companies, Over 200 participants (in 2021)







Events for Visitors

- Metaverse / VR / AR Experience Zone
- Board Game Experience
- Cording Education, Job consulting
- Star illustrator lecture
- National Youth Broadcasting Contents Contest

Hybrid Exhibition

Online(Virtual) & Offline(In-person) service

Exhibition Zone

 <p>Digital Content</p>	<ul style="list-style-type: none"> · Metaverse · 5G, AR/VR, Hologram · AI Content and Entertainment Service Online/Mobile Game, Game SW/Tech · Online Mobile Game, Software, Tech 	 <p>Broadcasting</p>	<ul style="list-style-type: none"> · Terrestrial, Wired, Satellite Broadcasting · Broadcast channel, Production content · Media Platform Service · OTT Service
 <p>Animation Character</p>	<ul style="list-style-type: none"> · Animation & Character Production, Distribution 	 <p>Overseas Content</p>	<ul style="list-style-type: none"> · Overseas Culture & Digital Content, Animation Production, Distribution
 <p>Business center</p>	<ul style="list-style-type: none"> · K-Broadcasting Content Export Consultation · Licensing Consultation · Buyer Lounge 	 <p>Special Events</p>	<ul style="list-style-type: none"> · National Youth Competition for Broadcasting Content Production · Board Game Experience Zone · CDC(Contents Developer Conference), Co-hosting many other conference · Illustration Fair



GUIDE



Registration Fee

※ Apply Online Now! www.acefair.or.kr
※ All prices are indicated with VAT excluded

Floor Space Only

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

3,400 USD

Booth packages



Standard Booth(Wood)

2,200 USD

- Size : 3m × 3m
- Package : Back & Side Walls, Carpet, Lighting, Fascia, Power Supply (1kW), Reception counter (1), Round Table (1), Chairs (3)



Premium Booth

10,800 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)

Type A (Online Only)

300 USD

- Package
 - Coverage in E-Newsletter
 - Business Matching (Online Exhibition)
 - Forum & Seminar Full Pass
 - Business Consultation

Type B (Online + Offline) + Type A package

2,500 USD

- Package
 - Offline Booth & Operating Personnel
 - Booth Promotion Service
 - Equipment Supply (for online meeting)
 - Promotion Leaflet

Type C (Online + Offline + YouTube Promotion) + Type B package

3,500 USD

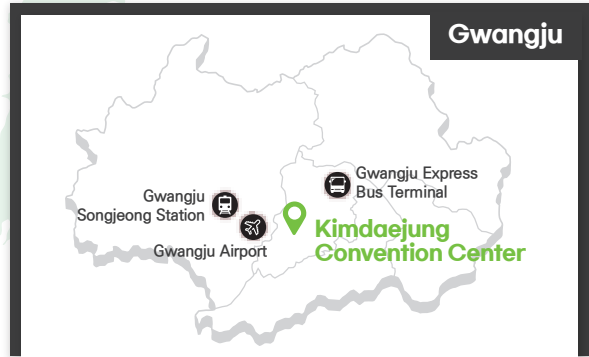
- Package
 - YouTube Promotion
 - * YouTuber with at least Gold Button (over 1 million subscribers)




GUIDE





Transportation Information



From Incheon Airport to KDJ Center

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

	Incheon Airport	Gwangju Airport ▼ KDJ Center	Taxi : 10 mins
	Gimpo Airport		Bus : #2, #19, #38, #73
	Gwangju Airport 55mins		Subway : 5 mins

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

NEW From Muan Airport to KDJ Center

	Muan Airport	Gwangju Express Bus Terminal(U · Square) ▼ KDJ Center	Taxi : 15 mins
	Gwangju Express Bus Terminal(U · Square) 40 mins		Bus : #1, #64, #518

Available Airport : China (Yanji, Zhangjiajie, Pudong, Sanya), Taipei, Vietnam (Danang), Philippines (Cebu), Thailand (Bangkok)

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
- Muan International Airport : www.airport.co.kr/muaneng/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

Benefits for participating companies

Content Business Consultation (On&Offline)

- Business consultation for two weeks (Circumstances can be changed due to the pandemic)
- One to one pre-scheduled appointments based on preference



Online Exhibition Zone

- Running our own virtual exhibition platform with effective content marketing & PR



Promotion support

- Online promotion including Webpage, SNS, Newsletter, Press release, etc.

2021 in Review



Participants

30 countries, 351 exhibitors,
444 booths
(Korean 310, Oversea 41)



Buyers

171 buyers
(Korean 50, Oversea 121)



Consultation Value

187 million USD



Visitors

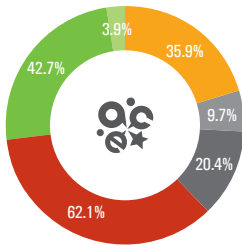
319,960
(Offline 22,760, Online 297,200)



2021 in Review

Purpose of Attendance

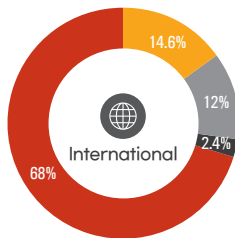
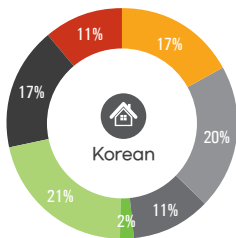
58% of participants attended for actual business



- To find a new business partner
- To sign a contract
- To obtain the latest industry info
- To increase brand awareness
- To maintain a business relationship
- Etc.

Business Category

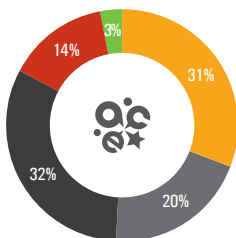
Balanced participation in the various sectors of cultural content industries



- Broadcast & Audiovisual
- Animation & Character
- Game
- Realistic contents / AI
- Metaverse
- Etc.
- Illustration

Participant Satisfaction

Over 80% of all responses were higher than 'Neutral'



ACE FAIR Satisfaction

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



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Fair in Gwangju

ACE Fair Secretariat

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