

## For Exhibitors

### How to apply

- Download the application form from the website ([www.characterfair.kr](http://www.characterfair.kr))
- Fill out the form and send it via e-mail ([info@characterfair.kr](mailto:info@characterfair.kr))
- ※ Contact / Korea Character Licensing Fair 2018 Secretariat

Tel: +82-2-6000-8572 / Fax: +82-2-6944-8306

### Participation Fee

Classification	Unit Price	Unit Price (for LIMA Members, Early Applicants)
Space Only (9 sq.m/ 3m x 3m)	US \$2,500 / Booth	US \$1,500 / Booth
Space Plus Shell Stand (9 sq.m/ 3m x 3m)	US \$2,800 / Booth	US \$1,800 / Booth

- Check the website for utility options and additional facility fees.
- Early Application Deadline: ~2018. 2. 28 (Wed.)
- Final Application Deadline: ~2018. 5. 31 (Thu.)

## For Buyers

### Biz-matching Program

Korea Character Licensing Fair 2018 officially invites executives from leading international organizations to participate in various business programs such as Biz-matching meetings. Biz-matching program is a great opportunity to make global connections and business deals with international buyers and local Korean companies.



### How to register

- Step 1.** Add your information at <http://biz.characterfair.kr/por/index.do>
  - Step 2.** You may be proceeded with the verification based on the information you have registered on the website.
  - Step 3.** The validation period is approximately two weeks, and you will be notified of the approval decision via e-mail. A URL link will be sent for final confirmation.
  - Step 4.** Click on the URL link for using KCLF 1:1 biz-matching service freely.  
(You can check exhibitors list and ask for meetings at 1:1 biz-matching service.)
- ※ Information may be subject to change. Check our website for updates.

### KCLF Secretariat will support below to overseas buyer after verification process:

- Round Trip Ticket, Five Star Hotel Accommodation (Maximum 3 days)
- ※ Hosted buyer will be contacted from the KCLF secretariat.

Secretariat of Korea Character Licensing Fair 2018

TEL +82.2.6000.8572 FAX +82.2.6944.8306 EMAIL [info@characterfair.kr](mailto:info@characterfair.kr)

# KOREA CHARACTER LICENSING FAIR 2018

2018. 07. 18(Wed.) - 22(Sun.)  
Seoul, South Korea  
Coex A, B Hall

Hosted by Ministry of Culture, Sports and Tourism  
Managed by Kocca coex  
www.characterfair.kr



## 2017 Results

### KCLF 2017 Results

**N a m e :** Korea Character Licensing Fair 2017  
**P e r i o d :** July 12 to July 16, 2017, 5days  
**V e n u e :** Coex A, B Hall & Grand Ballroom  
**S c a l e :** 320 companies, 1123 booths  
**P a r t i c i p a n t s :** 120,000+

### Domestic and Overseas Business Matching Results

**Overseas :** 200+ buyers from 17 countries  
**Domestic :** 2,000+

### Photos from KCLF 2017



## Korea Character Licensing Fair 2018

### Overview

**T i t l e :** Korea Character Licensing Fair 2018 (17th)  
**P e r i o d :** July 18(Wed.) to 22 (Sun.), 2018, 5days  
**V e n u e :** Coex A,B Hall & Grand Ballroom  
**O r g a n i z e r :** Korea Creative Content Agency, Coex  
**E x h i b i t I t e m s :** Character contents, cartoon, animation, game, boradcasting, stationary, toys, 3D printer, AR/VR. IoT, etc.



### Composition of the event

Program	Classification	Contents
Exhibition	Corporate Promotion Pavilion	Exhibition of character development, manufacturing, license and distribution related to character, animation, cartoon and entertainment
	NeWave Zone	Exhibition room for individual artist and club members to identify and develop capable artists
	Special Zone	Specially organized booth for kidult, art toys, overseas pavilion and museum pavilion
Business program	1:1 business matching	1:1 business counseling between participating companies and domestic/overseas buyers
	Project presentation	Introduction and presentation on new industry, project and character products to domestic and overseas buyers
	Review on excellent contents	Programs under which marketability, function and design of excellent contents are reviewed and assessed by experts and bloggers
	Licensing master class	Conference focusing on major issues and overseas cases for participating companies and those who want to enter licensing business
	Start-up audition	Programs to review the possibility of grabbing market in Korea and assess contents of new start-up companies
Event program	LIMA Licensing University	Education program that provides comprehensive subjects from global market trend to international licensing marketing
	Opening Conference	Keynote speech at the opening ceremony by famous speaker
	Welcome reception	Free style networking party for exhibitors and buyers
	Stage performance	Stage events with characters of participating companies
	Character parade	Parade with people wearing mascot costumes of participating companies around Coex Mall
	Additional events	Side events focusing on experience (drawing contest, costume play contest)

※ The programs above may be subject to change without prior notice.