

For Exhibitors

How to apply

- Download the application form from the website (www.characterfair.kr)
- Fill out the form and send it via e-mail (info@characterfair.kr)

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 : ~ 2019.2.28 (Thu.)
- Final Application Deadline : ~2019.5.31 (Fri.)

For Buyers

Biz-matching Program

Korea Character Licensing Fair 2019 officially invites executives from leading international organizations to participate in various business programs. 1:1 Biz-matching 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, Hotel Accommodation (Maximum 3 days)

- ※ The benefits will be given to hosted buyers only who has received the official invitation from KCLF secretariat.

Secretariat of Korea Character Licensing Fair 2019

TEL +82.2.6000.8572 FAX +82.2.6944.8306 EMAIL info@characterfair.kr

K O R E A C H A R A C T E R L I C E N S I N G F A I R 2 0 1 9

2019. 07. 17(Wed.)-21(Sun.)
Seoul, South Korea
Coex A, B Hall

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

2018 Results

KCLF 2018 Results

N a m e : Korea Character Licensing Fair 2018
P e r i o d : July 18 (Wed.) to 22 (Sun.), 2018
V e n u e : Coex A, B Hall & Grand Ballroom
S c a l e : 273 companies, 1088 booths
Participants : 130,000+

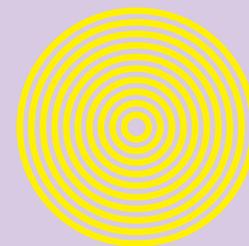
Domestic and Overseas Business Mathcing Results

Overseas : 200+ buyers from 25 countries
Domestic : 2,000+

Photos from KCLF 2018



Korea Character Licensing Fair 2019



Overview

T i t l e : Korea Character Licensing Fair 2019 (18th)
P e r i o d : July 17(Wed.) - 21 (Sun.), 2019
V e n u e : Coex A,B Hall & Grand Ballroom
Organizer : Korea Creative Content Agency / Coex
Exhibit Items : Character content, Cartoon, Animation, Game, Fashion, Entertainment, Stationery, Toys, Digital content, AR/VR, etc.



Composition of the Event

Program	Classification	Content
Exhibition	Corporate Promotion Pavilion	Exhibition of character development, manufacturing, license and distribution related to character, animation, cartoon and entertainment
	"CONCRETE" Zone	Exhibit, by individuals and university clubs with various content displays and activities, designed to foster and develop competent artists (Contents Creator Recruiting Training Zone)
	Special Zone	Specially organized booth for kidult, art toys, overseas pavilion and museum pavilion
Business Program	1:1 Business Matching	1:1 business meeting between participating companies and domestic/overseas buyers
	Project Presentation	Introduction and presentation on new industry, project and character products by exhibitors
	New Contents Launching Show	Programs under which marketability, function and design of excellent content 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
	Licensing Colloquium	Keynote speech by professionals in the industry. VIPs & Panel Discussion.
Event Program	Welcome Reception	Free style networking party for exhibitors and buyers
	Stage Performance	Stage events with characters of participating companies
	Character Parade	Parade with mascots 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.