

# ACE Fair 2009

Broadcast Audiovisual Game Character Animation Edutainment Contents

September 3<sup>Thu</sup> ~ 6<sup>Sun</sup>, 2009

Kimdaejung Convention Center



## Overview

Title	ACE Fair 2009 (Asia Contents & Entertainment Industry Fair 2009)
Theme	Contents Blossom
Duration	September 3(Thu) - 6(Sun), 2009
Venue	Kimdaejung Convention Center, Gwangju, South Korea
Organizer	Gwangju Metropolitan City
Management	Kimdaejung Convention Center, Gwangju Information & Culture Industry Promotion Agency (GITCT), Korea Trade-Investment Promotion Agency (KOTRA), Honam Cable Television Association, Gwangju Design Center
Sponsors	Ministry of Culture, Sports and Tourism, Korea Culture and Contents Agency (KOCCA), Korean Cable Television Association
Exhibition Scale	9,072 m <sup>2</sup>

## Events

Opening Ceremony • Welcome Luncheon • Welcome Reception

## Exhibits

Broadcast and Audiovisual Contents • CGI · Animation Contents • Game · Character · Licensing Contents  
Edutainment Contents • Gwangju Dream Contents Zone • New Media Contents • Overseas Cultural Contents

## Conferences(Tentative)

Global Cultural Contents Technology Seminar • HD(High Density) Documentary Forum

## Export Plaza

Business Matching for Buyers and Exhibitors

## Special Events

Gwangju e-sports Game Festival • Cultural Contents Production Announcement  
The 2<sup>nd</sup> Youth Broadcast Contents Production Contest • The 3<sup>rd</sup> International Character Design Contest  
2009 ACE Contents Award • Exhibitors' Various Events, Etc.



## Transportation



<b>Aircraft</b>	gwangju.airport.co.kr		
Seoul → Gwangju	50min.	7 times a day	
Jeju → Gwangju	45min.	8 times a day	



<b>Express Bus</b>	www.kobus.co.kr www.easyticket.co.kr		
Seoul → Gwangju	3hrs. 30min.	Every 5-10min.	
Busan → Gwangju	3hrs. 30min.	Every 20min.	
Daegu → Gwangju	3hrs. 30min.	Every 40min.	
Daejeon → Gwangju	2hrs. 30min.	Every 30min.	
Jeonju → Gwangju	1hr. 20min.	Every 20min.	
Ulsan → Gwangju	4hrs. 10min.	Every 2hrs.	



**Gwangju Brand Taxi** • Tel.1577-3800 • Tel.1688-3336



• No. 1, 19, 20, 38, 62, 64, 69, 73, 270, 518, 761  
• Airport Bus No. 1000



**Private Car**

**Seoul → Gwangju** Honam Expressway → Gwangju Tollgate → Dongnim IC (to Bitgouel Rd.) → City Hall → Sangmu Crematory Daejeon, Jeonbuk) → Kimdaejung Convention Center

**Daegu → Gwangju** 88 Expressway → Donggwangju Tollgate → Dongnim IC (to Bitgouel Rd.) → City Hall → Sangmu Crematory → Kimdaejung Convention Center

**Busan → Gwangju** Honam Expressway → Donggwangju Tollgate → Dongnim IC (to Bitgouel Rd.) → City Hall → Sangmu Crematory → Kimdaejung Convention Center



<b>Train(KTX)</b>	www.korail.go.kr	
Yongsan Station(Seoul) → Gwangju Station	3hrs. 7min.	
Yongsan Station(Seoul) → Gwangju Songju Station	2hrs. 30min.	
Seodaejeon Station → Gwangju Station	2hrs.	
Seodaejeon Station → Gwangju Songju Station	1hr. 40min.	



Get off at Kimdaejung Convention Center Station, and use Exit No.5 (3 min. by walk)



## Directions



## Secretariat of ACE Fair

151, Sangmu Pyeonghwa-gil, Seo-gu, Gwangju, 502-828, South Korea  
Tel +82-62-611-2241-4 Fax +82-62-611-2245  
Homepage www.acefair.or.kr E-mail ace@acefair.or.kr

# ACE Fair 2009

Broadcast | Audiovisual | Game | Character | Animation | Edutainment Contents

September 3<sup>Thu</sup> ~ 6<sup>Sun</sup>, 2009

Kimdaejung Convention Center, Gwangju, Korea

www.acefair.or.kr

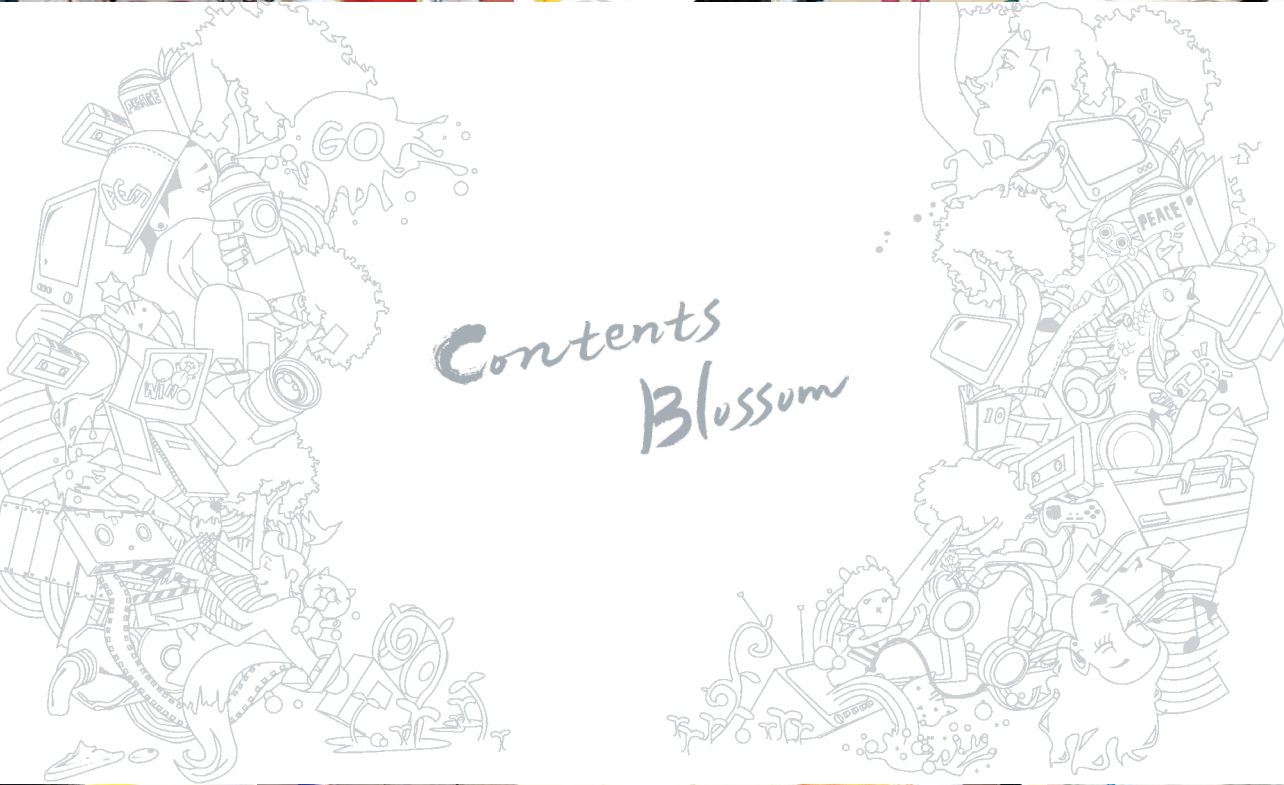
Contents Blossom

Organizer **GWANGJU CITY**

Management **Kimdaejung Convention Center** **GITCT** Gwangju Information & Culture Industry Promotion Agency **kotra** **HCTA** Honam Cable TV Association

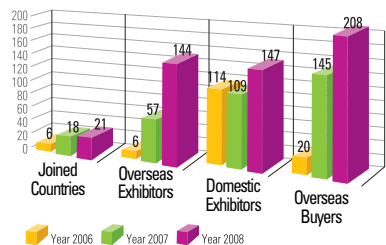
**gdc** GWANGJU design center

Support Ministry of Culture, Sports and Tourism **KOCCA** KOREA CULTURE & CONTENTS AGENCY **KCTA** Korea Cable Television Association

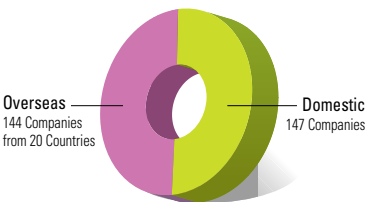


## Review of ACE Fair 2008

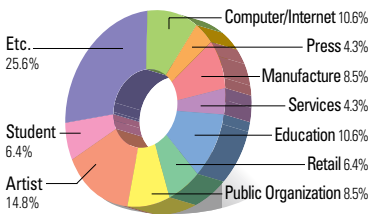
### The Scale of Exhibition



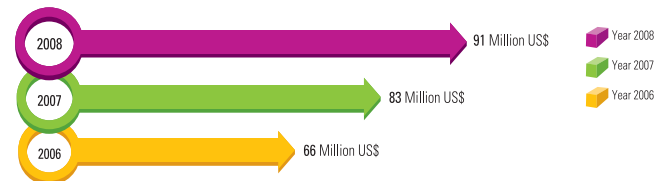
### Exhibitors by Countries



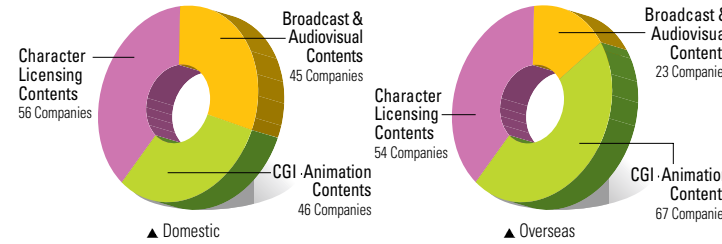
### Visitor Analysis by Jobs



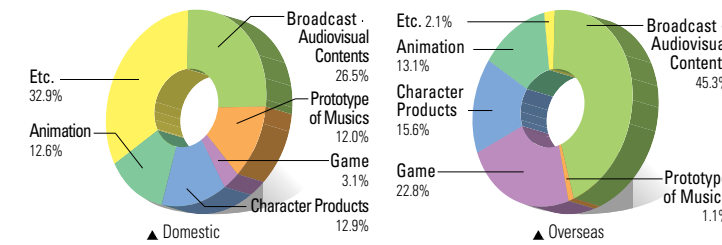
### Sales Amount



### Exhibitors by Business Items



### Visitor Analysis by Interest



## Exhibition Guidelines

### Application Fee

Category	Size	Fee	Note
Space Only	3m x 3m (9 m <sup>2</sup> )	US\$ 1,300 / Booth	Space only
Shell Scheme	3m x 3m (9 m <sup>2</sup> )	US\$ 1,500 / Booth	Space and basic installing tools

- Shell Scheme Booth, Security Service and Directory Publication (Korean & English, color, 2pages per company, 160mm x 240mm Size) Charge included
- Minimum Participation Unit : 1 Booth (9m<sup>2</sup>, 3m x 3m)
- Early Bird Fee : 20% discount of the application fee by May 30, 2009

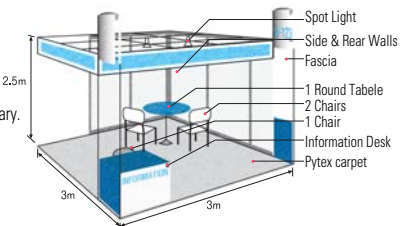
### Payment Method

Schedule	Category	Fee	Duration
	Earnest Fee	50% of application fee charges for utility services and directory advertisements	When you register
	Remaining Fee	The rest of the 50% of application fee	By Friday, July 31, 2009

Bank Information	Bank	Account Information
	Kwangju Bank	055-127-000151 (Beneficiary : Kimdaejung Convention Center / Swift Code : KWABKRSE)

### Shell Scheme Booth Information

- Side & Rear Walls : Plywood painted white with aluminum frame (2.5m high x 1m wide).
- Ceiling : An open aluminum structure (1m module) will be fitted over the entire stand area (2.5m high).
- Fascia : Fascia board set at a height of 2.2m will be erected at each open frontage. The fascia will carry the exhibitor's english name and stand number.
- Light : Four spot lights (100w) and one fluorescent tube (40w) will be supplied intermediate points as necessary.
- Floor Covering : Pytex carpet will be laid over the entire stand area.
- Electricity Outlet : One set for each exhibitor.
- Information Desk & One Chair : One set for each exhibitor.
- One Round Table & Two Chairs : One set for each exhibitor.



### Directory Advertisement

Category	Description	Unit Price
Cover	Back Cover	US\$ 600/Page
P2	2 <sup>nd</sup> cover page & facing page	US\$ 400/Page
P2 <sup>nd</sup>	3 <sup>rd</sup> cover page & facing page	US\$ 400/Page
P3	Inside Pages	US\$ 200/Page
P3 <sup>rd</sup>		

\* If exhibitors wish to advertise, please apply to the Directory Advertisement category in the Application for Utility Services & Directory Advertisement.