

G-STAR 2014

GLOBAL GAME EXHIBITION

NOV. 20^{THU} – 23^{SUN}

BTB NOV. 20^{THU} – 22^{SAT}

BEXCO, BUSAN, KOREA



Family Game Exhibition Guide

www.gstar.or.kr



Advanced Cyber Entertainment GmbH



Complete Your Imagination!

G* 2014
Global Game Exhibition

20(Thu) ~ 23(Sun) NOVEMBER, 2014

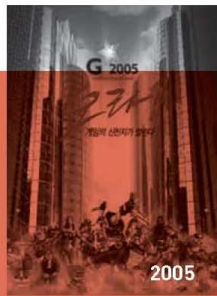
[BTB] 20(Thu) ~ 22(Sat) NOVEMBER, 2014

BEXCO, BUSAN, KOREA

Hosted by : Korea Internet & Digital Entertainment Association (K-IDEA)



Advanced Cyber Entertainment GmbH



GLOBAL TOP GAME TRADE SHOW,
HISTORY OF THE GAME INDUSTRY

G-STAR



Advanced Cyber Entertainment GmbH

Family Game Exhibition



- First time in GSTAR, special exhibition of family games in B2C area is planned.
- All developers and publishers who have game that is appropriate for family are be invited.
 - All genre
 - All platform
- It is great opportunity to showcase the newly developed family games to Asian/Korean market and get feedback from potential consumers.



Condition



- GSTAR will provide infrastructure for free;
 - space (c.a.3x3m)
 - hardware (PC, mobile, pad/tab)
 - internet, electricity, etc.
- The developer/publisher should provide the game(s) and brandings at their own expenses.
- Of course developer/publisher can explain on site in person with their own expenses.
- Korean translation is desired but not mandatory
- Feedback will be monitored



Important Dates



- Application: 30.09.2014
 - Submit your game name, platform, home page
 - Submit explanation of your game in one page
- Selection until 15.10.2014
- Submit logo and branding until 25.10.2014
- If anybody from your company wants to visit GSTAR, please inform for registration asap.



Contact



- For those who are interested in participating this great opportunity, please contact;
- Advanced Cyber Entertainment
- Don S. Kim
- dskim@ac-entertainment.com
- +49 6196 64081 00
- +49 172 688 9782

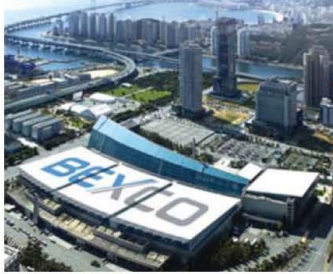
- Exhibition Home Page
- www.gstar.or.kr



Exhibition Environment



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Exhibition Center

BEXCO

- Total Exhibition Hall Size : 45,872m²
- Outdoor Exhibition Size: 13,223m²
- Conference rooms & Grand ballroom(2,400 seats)
- Auditorium : 4,002 seats

Support Facilities

Busan Cinema Center

- 1 story below and 9 floors above ground, 54,335m²
- Outdoor performance hall (4,000 seats),
Multi-purpose performance hall
(one 800 seats, one 400 seats, two 200 seats) etc.

Nurimaru APEC House

- 3 floors above ground, 2,994m²
- Conference rooms & outdoor Banquet facilities, etc

Surrounding Environment

Transportation

- International Direct flights :
10 countries, 26 cities, 482 flight/week (Round-trip)
- Local flights :
Gimpo, Jeju & Incheon 732 flights/week (Round-trip)
- KTX : 94 trains/day (2hrs 10min from Seoul)
- Express bus : 57 buses/day (4hrs from Seoul)
- Intercity bus : 882 buses/day (47 routes)

Accommodation ※G-STAR 2014 special Rate offered.

16 accommodations and 5,038 rooms are available within 10 km from BEXCO

- Deluxe hotel : 7 accommodations and 2,487 rooms
- Business hotel : 5 accommodations and 1,474 rooms
- Condo / Youth Hostel : 4 accommodations and 1,077 rooms

Culture & Convenience

Several culture and convenience facilities are available nearby BEXCO

- Culture facilities : Museum of art, Theme aquarium, park etc.
- Convenience facilities : Department stores, Wholesale marts etc.



Participation and Booth Configuration



For further Venue Information
 Call : +82-51-740-7300

Participation and Booth Configuration

06

BTC		BTB	
Game Experience Hall	Main Events	Main Events	Business Support Facilities
<ul style="list-style-type: none"> • Online game zone • Mobile game zone • Console game zone • Arcade game zone • Board game zone 	<ul style="list-style-type: none"> • E-sports event • G-STAR conference • Game job fair • Press center • New game release • Game competition 	<ul style="list-style-type: none"> • Global export meeting • G-STAR investment market • Opening reception • Network party • G-STAR night 	<ul style="list-style-type: none"> • Business center • Networking lounge • Seminar Hall



Shell Scheme 1 Booth Details

- Booth Size : 3mx3mx2.5m(H)
- Assembly system wall (Basic : opened type)
- Company Signboard
- Info Desk & Chair : 1 set
- Round Table & 4 chairs : 1 set
- Lighting & Electric Power : 1kW
- Internet : 1 line

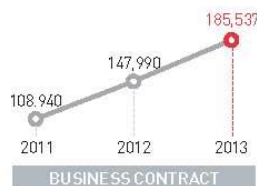
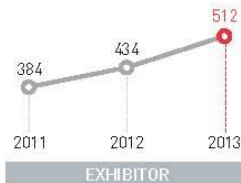
※ The design is subject to change



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Review G-STAR 2013



G-STAR 2013 Overview

- Title : Global Game Exhibition G-STAR 2013 (Game Show & Trade, All-Round)
- Period : **[BTC]** 14th (Thu) ~ 17th (Sun), November, 2013, 4 Days (10:00 ~ 18:00)
[BTB] 14th (Thu) ~ 16th (Sat), November, 2013, 3 Days (10:00 ~ 18:00)
- Organized by : Korea Internet & Digital Entertainment Association
- Venue : BEXCO, Busan, Korea
- Support : Ministry of Culture, Sports and Tourism
- BTC : Online Game Zone, Mobile Game Zone, Arcade Game Zone, Board Game Zone, Console Game Zone, Event Stage, Playroom for Kids, etc.
- BTB : Game company booth for trade meeting, Overseas pavilion, Business Matching program
- Concurrent Event : G-STAR Reception, Opening Ceremony, G-STAR Conference, G-STAR Night, Business Network Party, Game Industry Job Fair, G-STAR Invest Market etc.

G-STAR 2013 Main Results

- Exhibitor scale : 512 companies and 2,261 booths from 32 countries
- Participant scale : BTC - 188,707 / BTB - 1,397 (Paid Buyer)
- Business achievement : 4,144 meetings and 185 million USD contracts made
- Main Exhibitors
 - Domestic : ACTOZ SOFT, CJ E&M, COM2US, Daum, GAMEVIL, Hungry App, INCROSS, JOYCITY, KAKAO, MGAME, NAVER, NEOWIZ GAMES, NEXON, NHN Entertainment, NURISTARDUCKS, SK Networks Service, Smilegate, SUNDAYTOZ, UNITY TECHNOLOGIES KOREA, WeMade Entertainment, etc.
 - Overseas : 17173.com, Blizzard Entertainment, Changyou.com, Chukong Technologies, Gameforge, Giant Interactive, Nintendo, NVIDIA, Oculus VR, SEGA, Shanda, Sony, Tencent, Ubisoft, Wargaming.net, Xsolla, etc.





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