

20th **ACG HK** 2018
香港動漫電玩節



www.ani-com.hk



VENUE:

**HONG KONG CONVENTION
& EXHIBITION CENTRE**

DATE:

2018/7/27-31

Friday to Tuesday

TIME:

10am-9pm (Close at 8pm on 7/31)

EXHIBITION AREA:

250,000+ sq.ft.

Organizer:  Tung Tak Enterprise Limited

Organizing Agent:  In Express Expo Limited

Associate Organizer: HK Comics & Animation Federation

Tel: 852-2344 0415

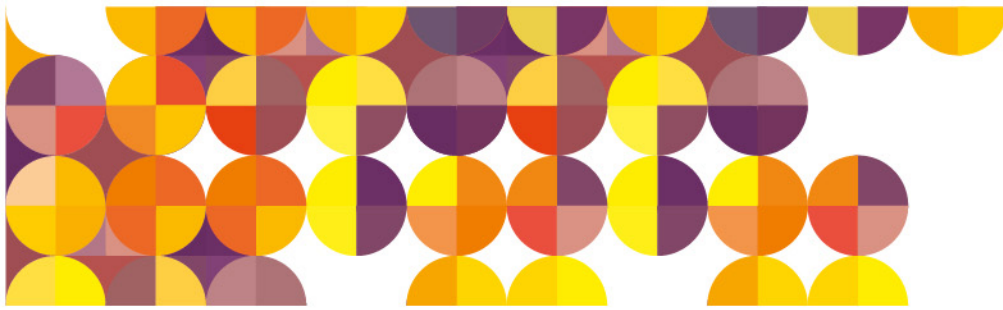
Fax: 852-2951 4142

email: info@ani-com.hk

Organizing Agent Address:

Unit 12-15, 3/F, Elite Industrial Centre,
883 Cheung Sha Wan Road, Lai Chi Kok,
Kowloon, Hong Kong





ACGHK2018
香港動漫電玩節

The Choice of Animation, Comics & Games Expo

ACGHK is the perfect platform for sales and business opportunities in the big wave of creative industry & digital entertainment development. As the most popular summer carnival in Hong Kong, ACGHK is packed with the best selection of animation, comics, games, toys, collectibles, and a variety of hit-hot performance and activities to keep spirits high.

Advantages:

- International status
- Professional management
- Wide range of activities
- Carnival ambience

Trend-leading and full of creativity, ACGHK is one of the most prominent shows & pop culture events in the Greater China Region.

The international status, professional standards of operation, the variety of events and wide range of ground-breaking products have created a strong force for industry development.

ACGHK attracts a large number of governmental organizations and commercial groups from China, Japan, Korea, Taiwan, Europe and the Americas to seek out new ventures and opportunities.



Target Visitors

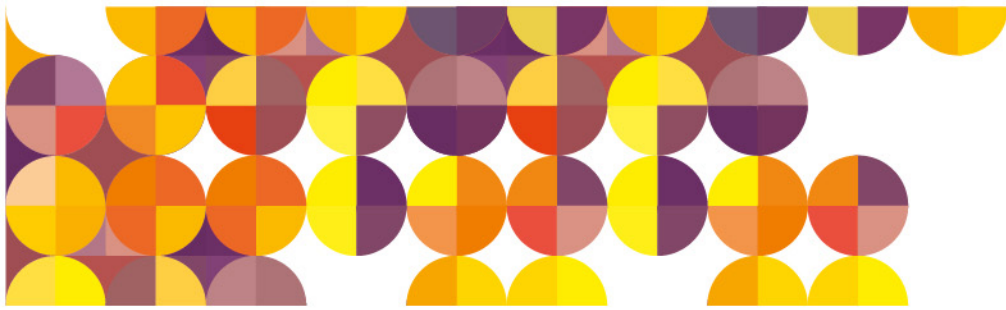
Both male and female

Age 12-30



WORLD CLASS VENUE

The Hong Kong Convention and Exhibition Centre is internationally renowned for excellence and hosting the world's greatest events. Exhibitors can consistently experience high levels of service beyond their expectations.



ACGHK2018
香港動漫電玩節

Brand Leaders' Party

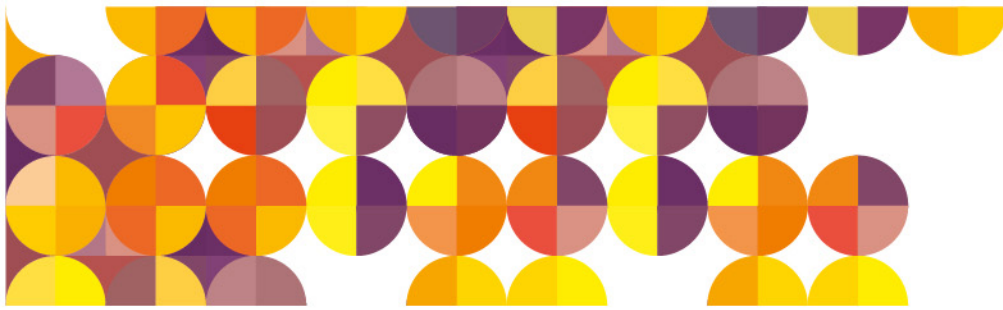


2018
Top Hit:



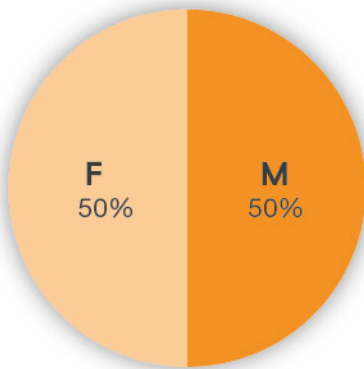
**ESPORTS
CARNIVAL**



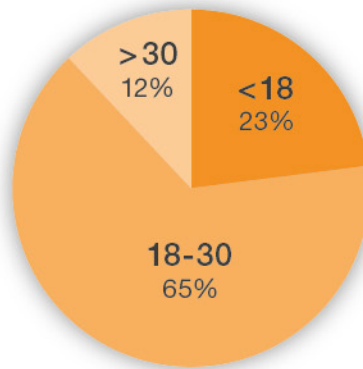


Visitor Profile

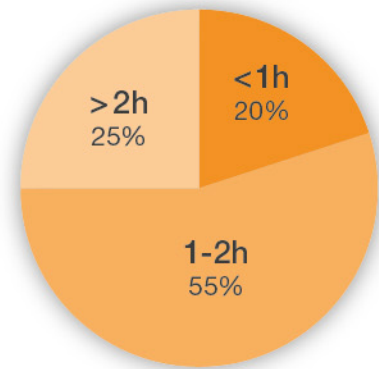
Gender



Age

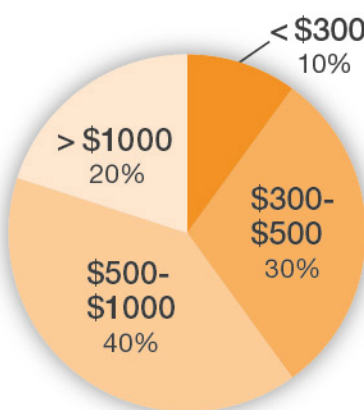


Length of stay (hour)



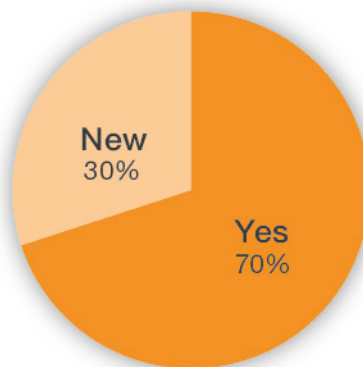
Average about 2 hours

Spending (HK\$)

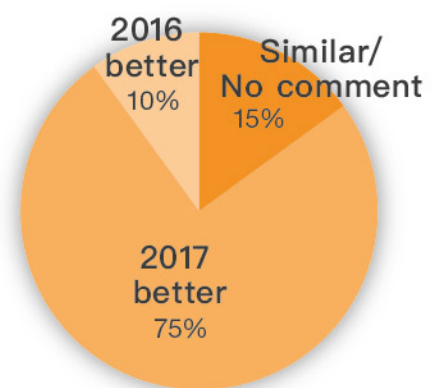


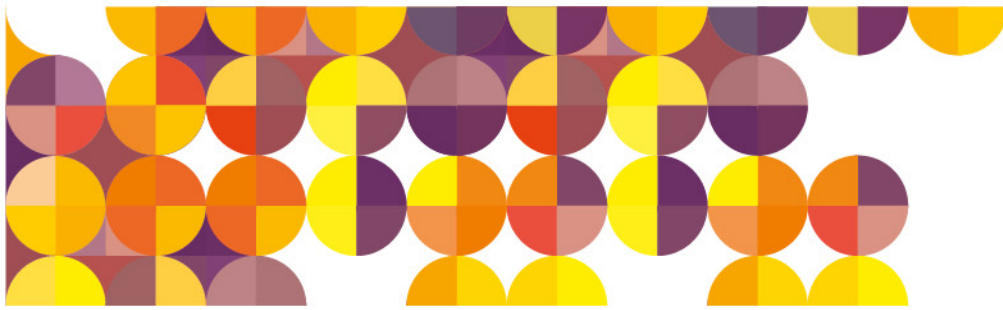
Average about \$800

Repeated visitor



2017 vs 2016 Impression





ACGHK2018
香港動漫電玩節

Extensive Media Coverage

- Online advertising & marketing
- Social Media
- Television promotion
- Radio promotion
- Youth Magazines

- Popular ACG Magazines
- Ads & Adverts
- Newspapers
- PR Events



We provide extensive media coverage and marketing promotions in different media with value in the millions. In our previous events, hundreds of press members attended and thousands of media impressions were generated. It's a good chance to get your brand & product exposure in major media and enjoy unmatched opportunities!

ACGHK Highlights

- Designers' art toys exhibition
- Stars and celebrities participation
- Independent Comic Artists' Exhibition
- GUNPLA Builders World Cup (Organized by ACGHK & BANDAI)
- Fun Fun Show (Organized by ACGHK & Animation International)
- Variety of stage events



HK Figure Design Competition



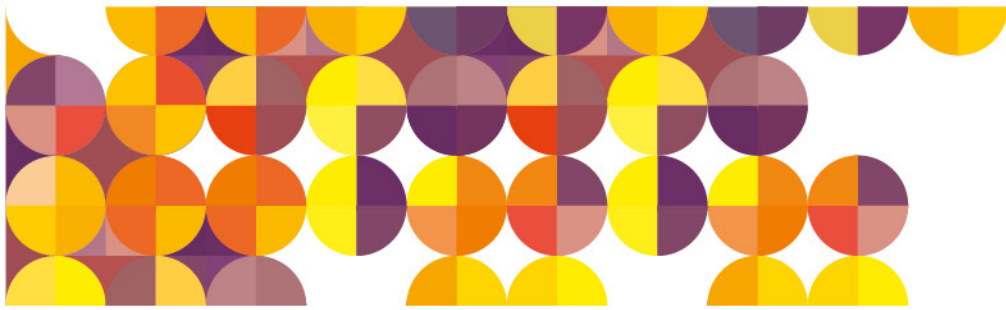
Comics Competition



International Cosplay Carnival & ACG Cosplay Contest



ACG Music Show



ACGHK2018
香港動漫電玩節

Range of Exhibits

- Animation & Comics
- Animation & Comics related products
- Digital games / Apps
- Toys / Models / Figures
- Stationery / Collectibles / Audio-Visual
- Web and Telecom products



HALL 3

Concurrent Exhibitions
at Hall 3



5th Creative Paradise

ACGHK is the most popular exhibition in Hong Kong, especially for the young population aged below 30. It is well-known as the yearly event for hobby shopping and enjoyment of a festival of pop culture.

With its large number of visitors, ACGHK is the best platform for launching of new events targeting at young people. In 2014, ACGHK started its first co-event named Creative Paradise, which is meant for the showing of creativity by amateur artists, also known as Doujin comics in Japan.

Creative Paradise is such a huge success that its number of exhibitors has increased from 100 in 2014 to 300 in 2017.



Inflatables

3D Selfie Zone

VR Movie Zone

Capsule Machine

Mascots
Interactive Zone

Workshops



2nd Kids' Fun Fair

This will be an area designated for visitors aged below 15 with great potential to develop a more focused area for younger children and hope to expand their participation in the coming years.

The Organizer reserves the right to amend, revise or delete the information. In case of any dispute, the Organizer reserves the right of final decision and interpretation.