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GLOBAL GAME EXHIBITION
G-STAR 2018
15-18 NOVEMBER | BEXCO, BUSAN, KOREA




G-STAR

Game Show & Trade, All Round

What is G-STAR?

G-STAR is the largest and most important gaming exhibition in Korea. It is also the international gaming exhibition featuring all sectors and represents the entire gaming industry in Korea. The exhibition is one-stop platform for new markets and target groups, for all trends and topics, for business and contacts. Various programs and accompanying events set trends and inspire with fresh impetus which will be in the sustainable gaming industry. With numerous special events and networking platforms, the G-STAR is the central hub for the gaming industry in Asia.



High Five with G-STAR!

- 1 | Meet top decision-makers from every sector
- 2 | Connect with the global gaming professionals
- 3 | Get the full picture on the G!conomy
- 4 | Enjoy the G-STAR as a great sales opportunity
- 5 | Benefit from extensive media coverage



Meet All The Industry Key Players Under One Roof!

- Developer • Publisher • Distributor • Service Provider • Platform Provider • Localization Provider • Payment Solution Provider • Investor • Government Official • Retailer

Why is G-STAR recognized as Asia's leading and most comprehensive gaming exhibition?

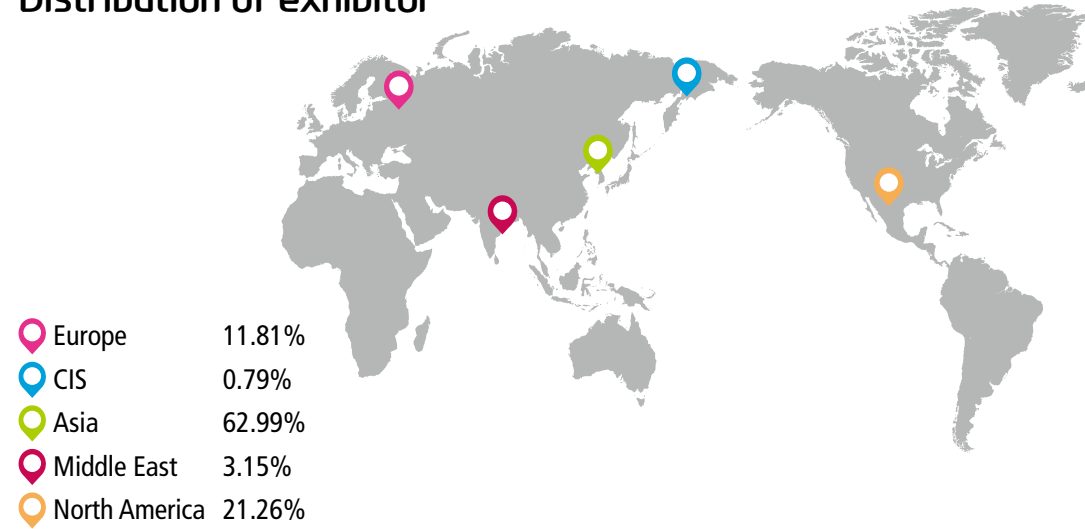
G-STAR 2017 ended on a high note, reaffirming its position as Asia's largest most comprehensive game show. Encompassing exhibition with Korea Game Award, G.CON, Game Investment Market, Game Industry Job Fair and e-sport tournaments, G-STAR 2017 provided trade public from the world with a diverse in-depth range of latest games and services. Spanned across 55,300m² and over 4 days, G-STAR 2017 welcomed 2,006 trade visitors from 773 companies, 37 countries breaking its own records in the number of exhibitors, conference attendees, general visitor, and media.

Who exhibited & visited at G-STAR 2017?

Top 10 Countries by exhibitor(BTB)

-  USA
-  China
-  Taiwan
-  Canada
-  Japan
-  Germany
-  Israel
-  Hong Kong
-  Turkey
-  Asean Centre

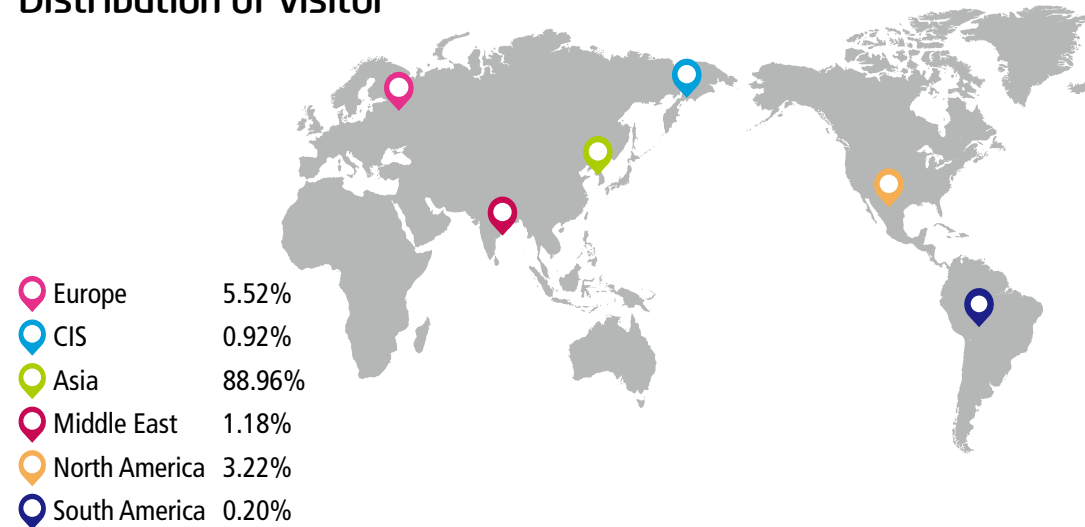
Distribution of exhibitor



Top 10 Countries by trade visitor(BTB)

-  Korea
-  China
-  Japan
-  USA
-  Singapore
-  Germany
-  Thailand
-  Hong Kong
-  Spain
-  Israel

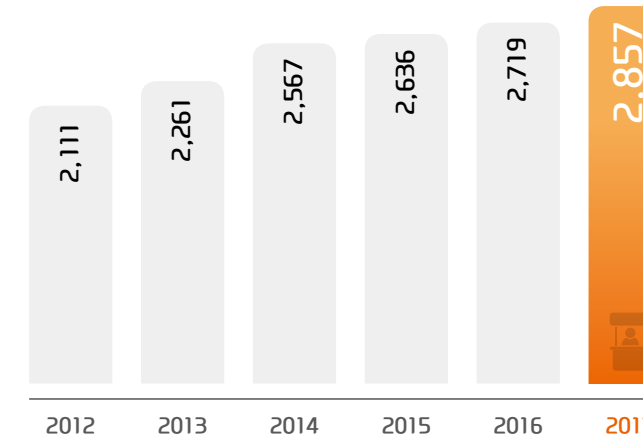
Distribution of visitor



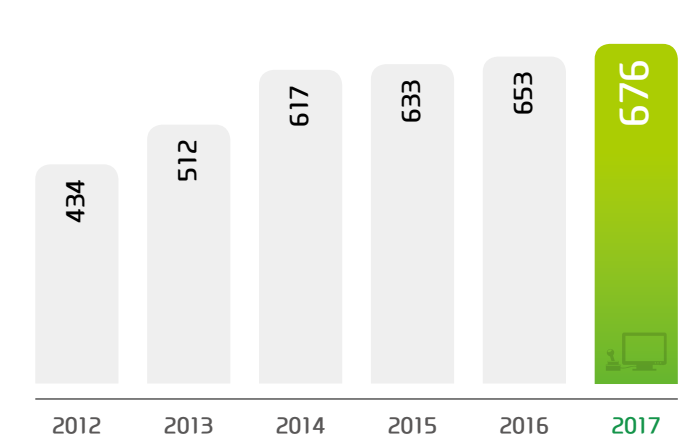
How has G-STAR been developed since 2012?

Facts & Figures

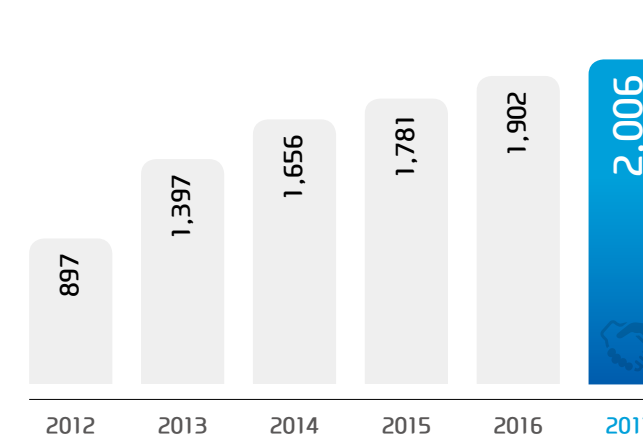
Booth



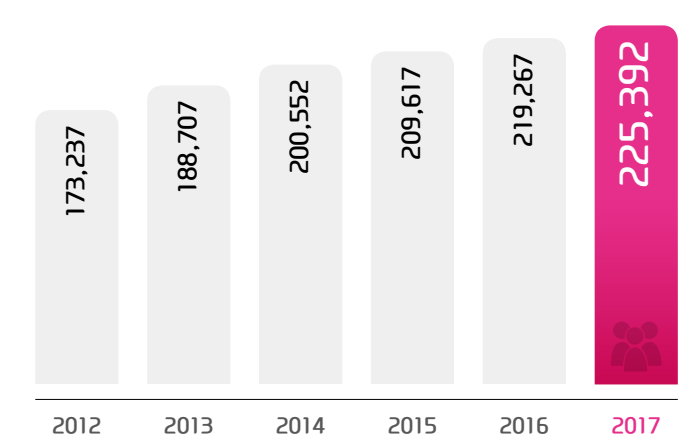
Exhibitor



Trade Visitor



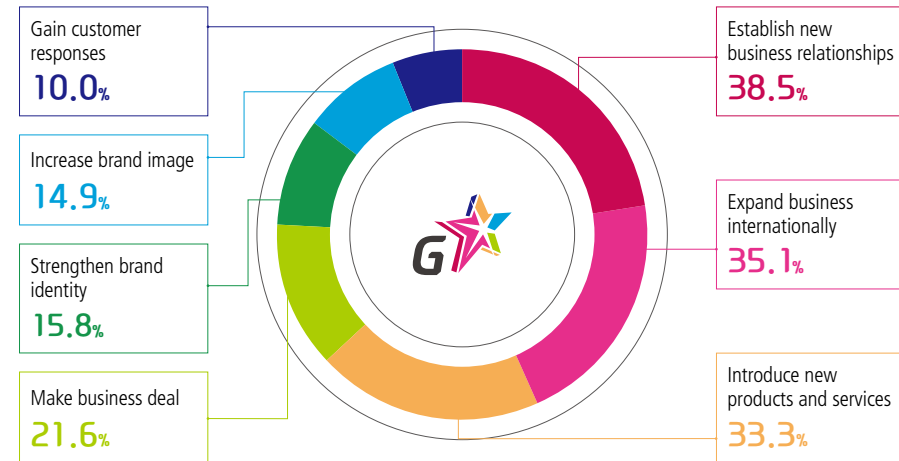
General Visitor



How did the exhibitors see G-STAR 2017?

Voice of exhibitor

Purpose



※ Multiple citations(Land-based site survey, N=346)

Overall impression & outlook

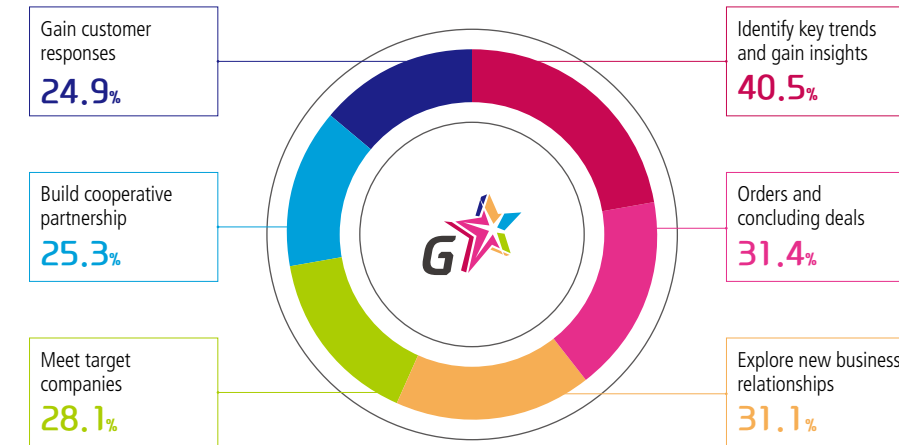
82.4%
Satisfaction rate

83.8%
Intend to return

How did the trade visitors see G-STAR 2017?

Voice of exhibitor

Purpose



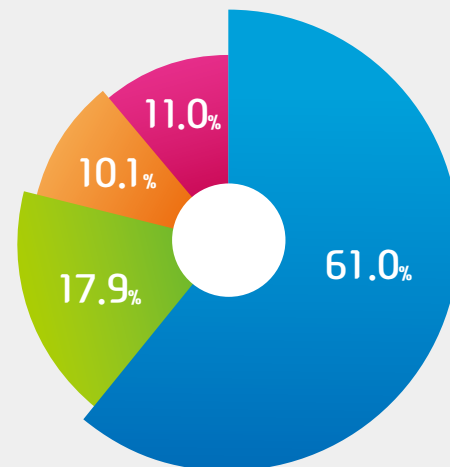
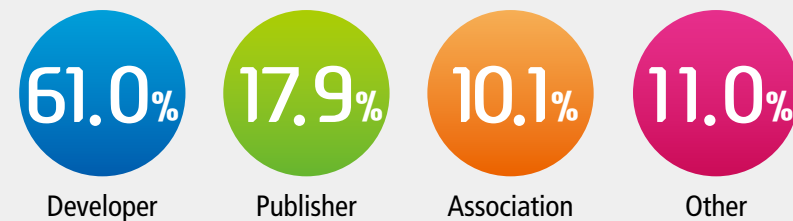
※ Multiple citations(Land-based site survey, N=1,092)

Overall impression & outlook

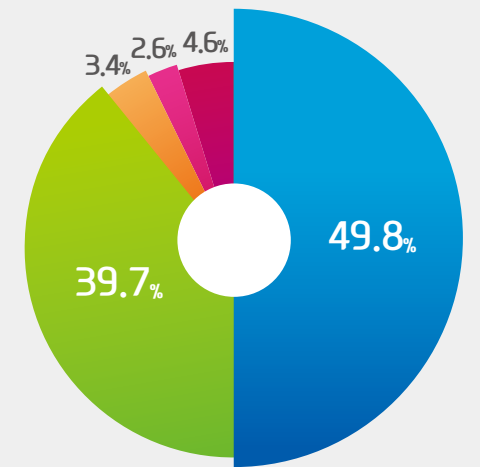
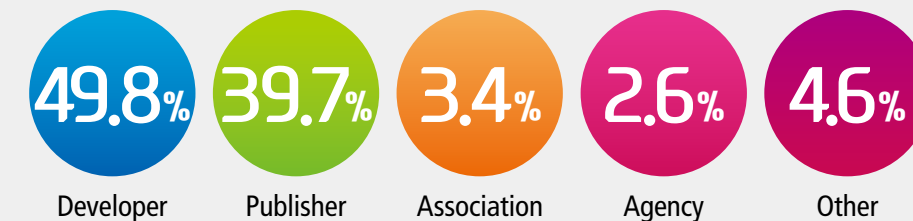
80.9%
Satisfaction rate

84.9%
Intend to return

Breakdown by type of business

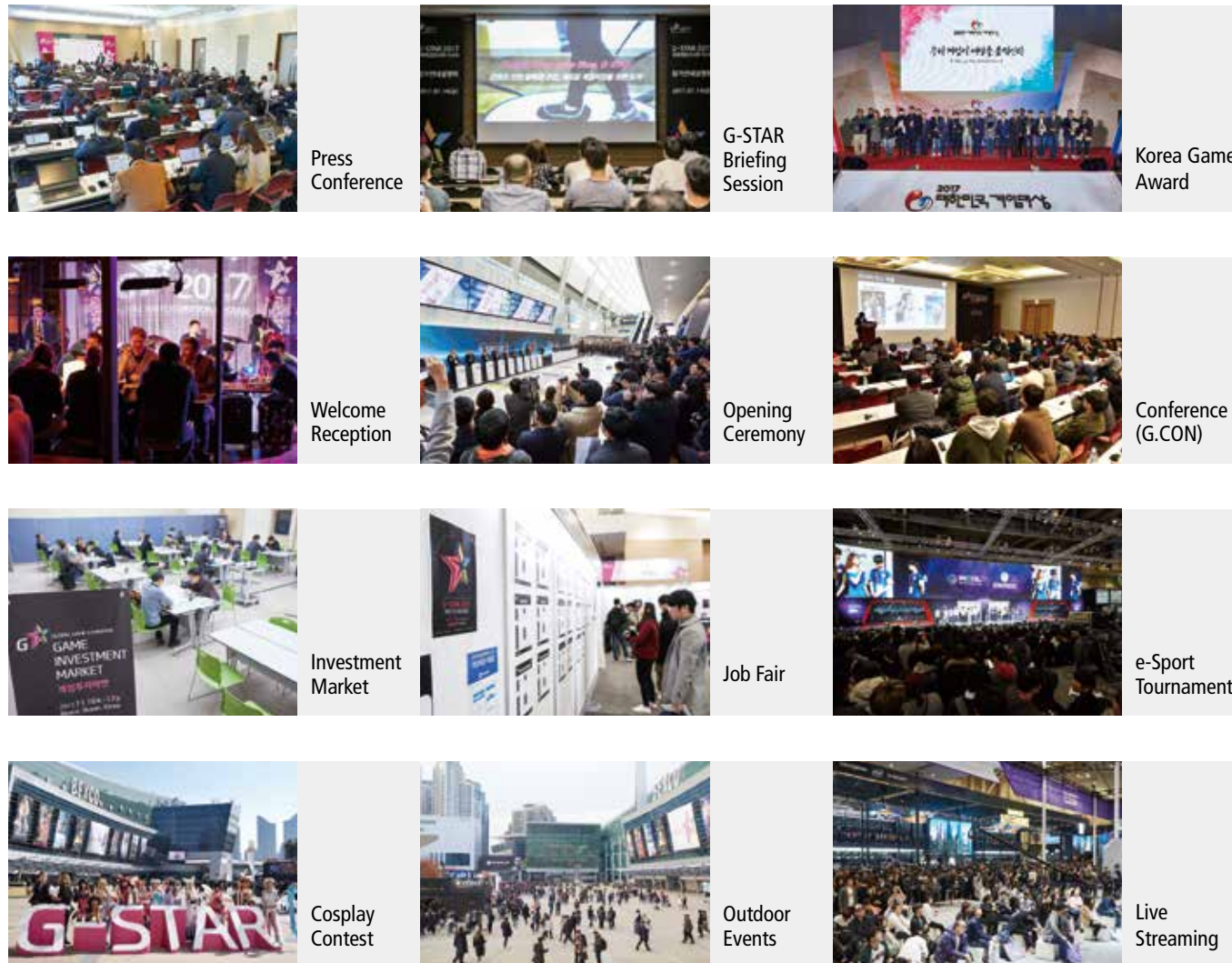


Breakdown by type of business



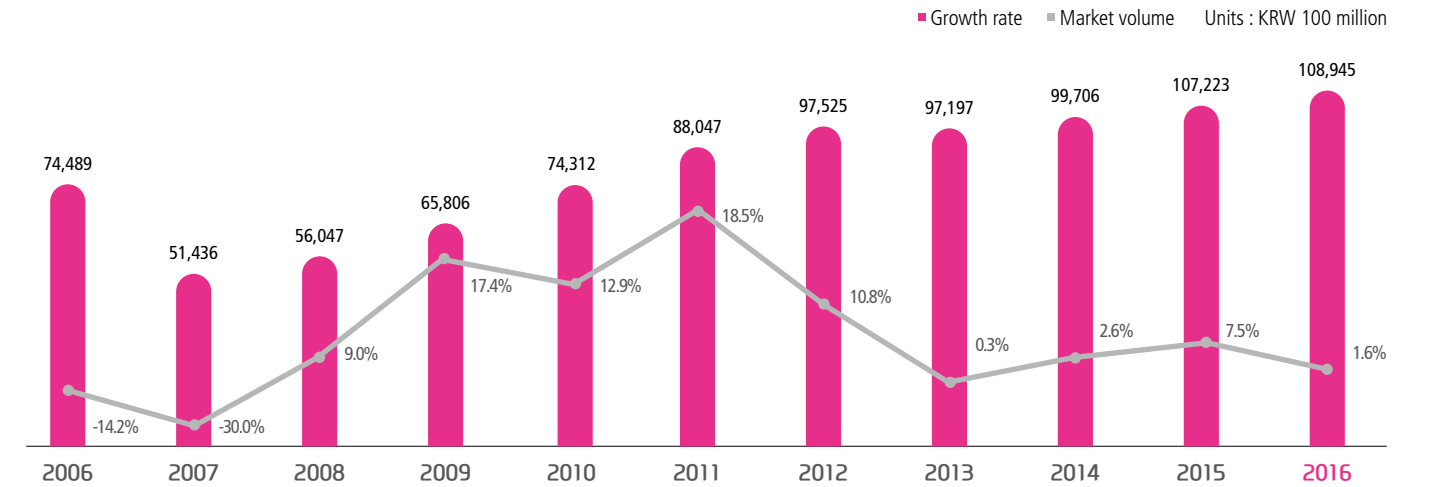
What other events were held at G-STAR 2017?

The additional programs enriched participants' show experiences, by giving them opportunities to network, acquire new knowledge, pick up useful tips, generate business ideas, and engage in fruitful discussions and sharing.

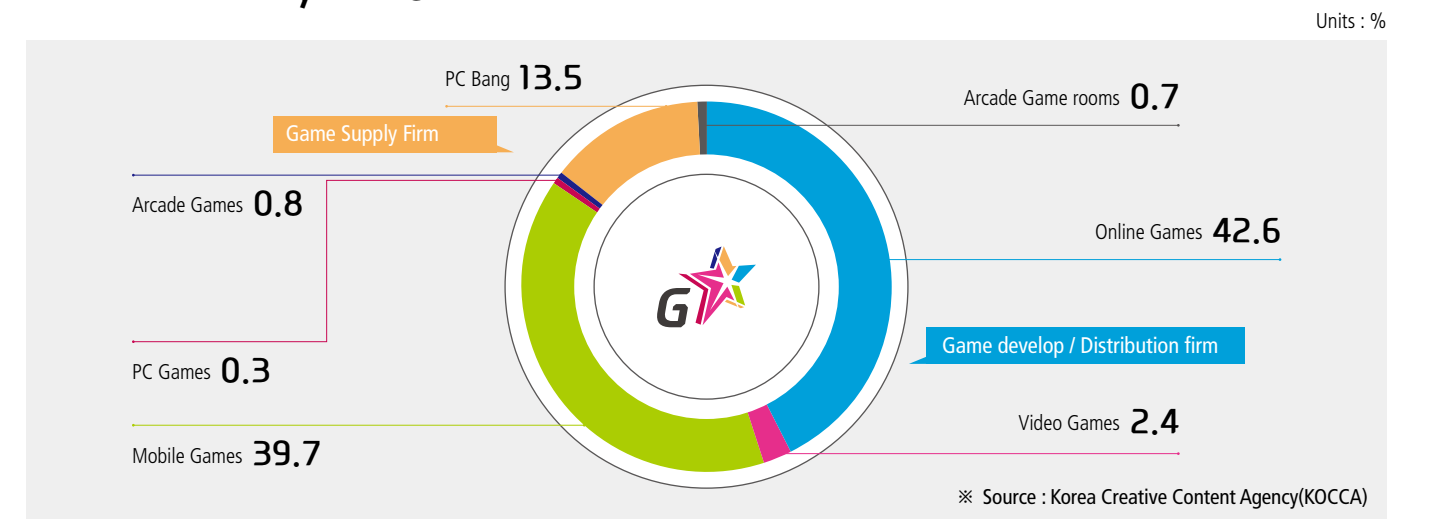


Korea Game Market

Market Volume & Growth Rate of The Korean Game Industry(2006-2015)



Market Share by Sector(2016)



Market Volume & Prospects(2015-2019)

Units : KRW 100 million

Platform	2015		2016		2017(E)		2018(E)		2019(E)	
	Market Volume	Growth Rate	Market Volume	Growth Rate	Market Volume	Growth Rate	Market Volume	Growth Rate	Market Volume	Growth Rate
Online Game	52,804	-4.7%	46,464	-12.0%	47,207	1.6%	47,821	1.3%	48,347	1.1%
Mobile Game	34,844	19.6%	43,301	24.3%	48,800	12.7%	53,143	8.9%	56,704	6.7%
Video Game	1,661	3.9%	2,627	58.1%	2,711	3.2%	2,763	1.9%	2,724	-1.4%
PC Game	379	12.5%	323	-14.8%	337	4.3%	345	2.3%	350	1.7%
Arcade Game	474	-10.3%	814	71.5%	792	-2.7%	737	-7.0%	708	-3.9%
PC Bang	16,604	35.2%	14,668	-11.7%	15,137	3.2%	15,137	1.5%	15,472	0.7%
Arcade Game Room	457	13.0%	750	63.8%	718	-4.3%	657	-8.4%	577	-12.3%
Total	107,223	7.5%	108,945	1.6%	115,703	6.2%	120,830	4.4%	124,882	3.4%

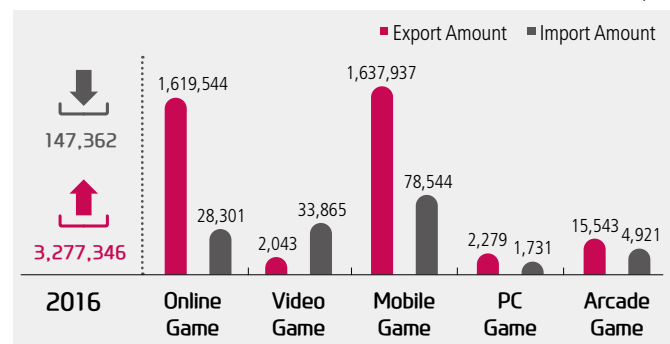
Statistics on Export & Import(2011-2016)

Unit : \$1,000

Sector		2011	2012	2013	2014	2015	2016
Export	Export Amounts	2,378,078	2,638,916	2,715,400	2,973,834	3,214,627	3,277,346
	Growth Rate	48.1%	11.0%	2.9%	9.5%	8.1%	2.0%
Import	Export Amounts	204,986	179,135	172,229	165,558	177,492	147,362
	Growth Rate	-15.5%	-12.6%	-3.9%	-3.9%	7.2%	-17.0%

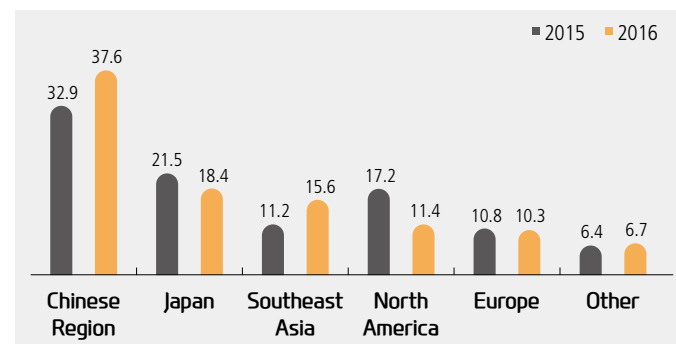
Export & Import by Platform(2016)

Unit : \$1,000



Export & Import by Destination(2015-2016)

Unit : %



※ Source : Korea Creative Content Agency(KOCCA)

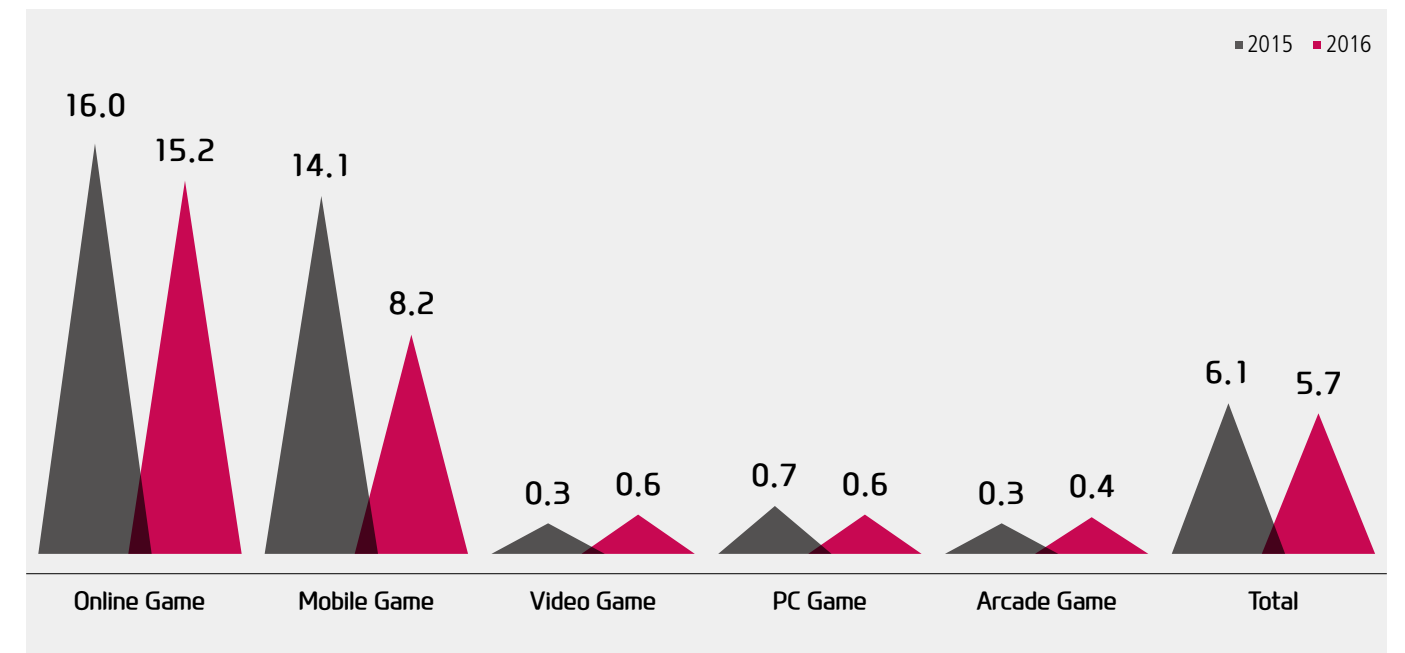
Korean Game Industry's Market Share in the Global Market(by Sales, 2016)

Unit : \$1 million, %

Platform	Online Game	Mobile Game	Video Game	PC Game	Arcade Game	Total
Global Game Market	26,417	45,489	35,434	5,044	30,431	142,814
Domestic Game Market	4,004	3,731	226	28	134	8,124
Shares	15.2	8.2	0.6	0.6	0.4	5.7

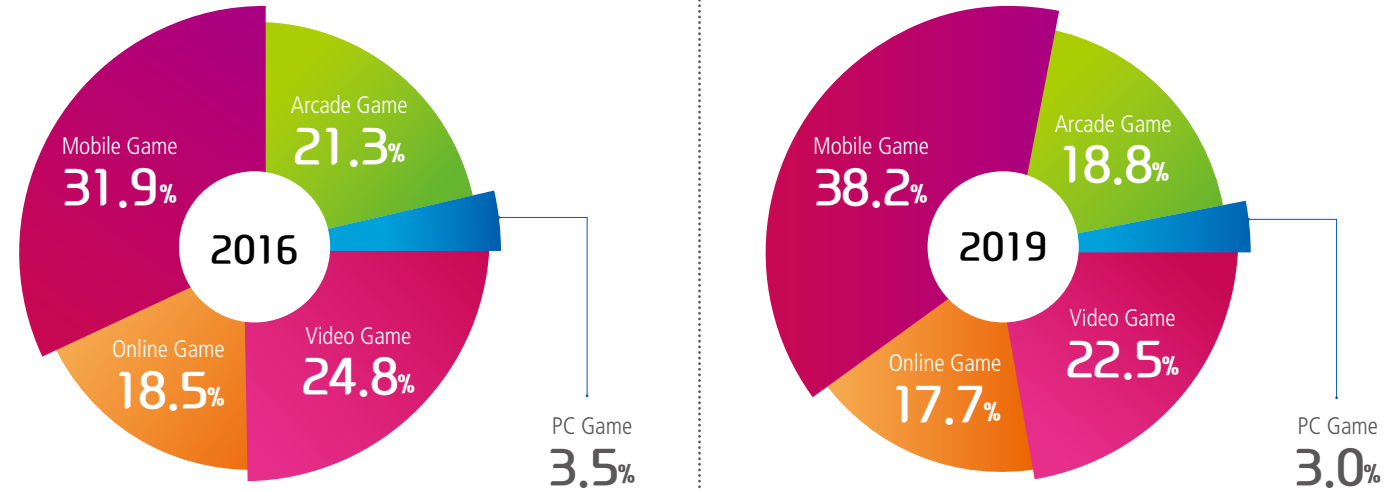
Korean Game Industry's Market Share in the Global Market(by Sales, 2016)

Unit : %



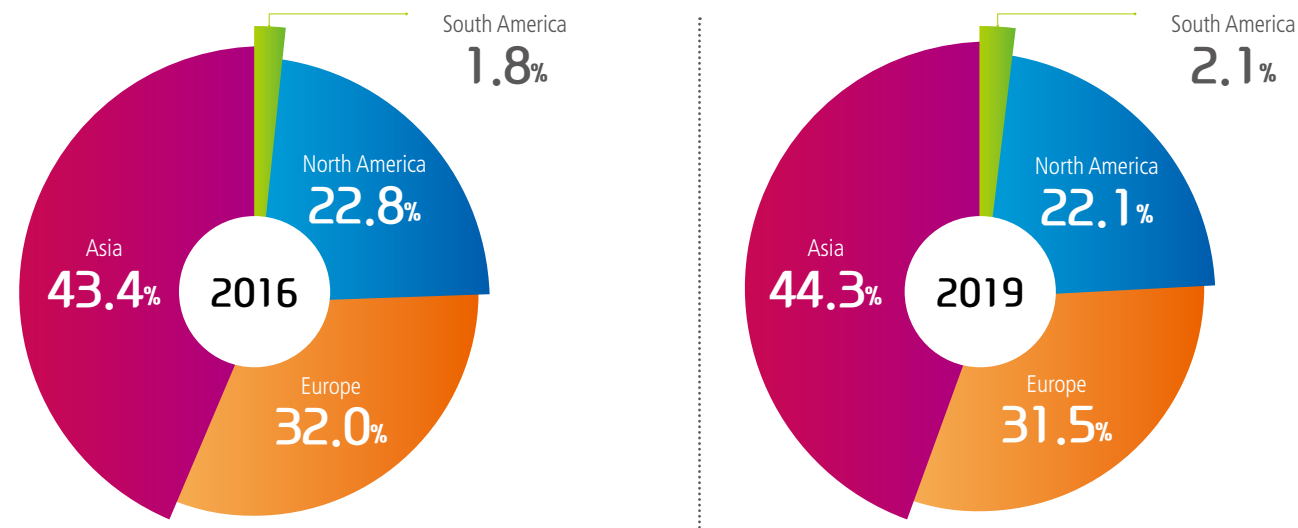
※ Source : Korea Creative Content Agency(KOCCA)

Global Market Share by Platform(2016/2019)



※ Data : PwC 2017, Enterbrain 2017, JOGA 2017, iResearch 2017, Playmeter 2016, NPD 2017.

Global Market Share by Regions(2016/2019)



※ Data : PwC 2017, Enterbrain 2017, JOGA 2017, iResearch 2017, Playmeter 2016, NPD 2017.

G-STAR 2018 (Game Show & Trade, All Round)

Overview

Title	G-STAR 2018(Game Show & Trade, All-Round)
Period	[BTC] 15-18 November 2018(4 Days, 10:00-18:00) [BTB] 15-17 November 2018(3 Days, 10:00-18:00)
Venue	Bexco, Busan, Korea
Organized by	K-GAMES(Korea Association of Game Industry)
Managed by	G-STAR Organizing Committee, Busan IT Industry Promotion Agency
Supported by	MCST(Ministry of Culture, Sports and Tourism)
Concurrent Event	Korea Game Award, Welcome Reception, Opening Ceremony, G-CON, Game Investment Market, Game Industry Job Fair, e-Sports

Exhibitor Profile



Visitor Profile



Set The Stage



Sponsorship Opportunities

Already exhibiting? Take it to the next level and become an official sponsor.

With a variety of sponsorship opportunities available, we can help you find the sponsorship that will suit your needs. Our sponsorship opportunities include an assessment of options, ranging from digital and physical to learning and thought leadership that can highlight you to your desired target.

Sponsorship Level

Category	Qualification
Main Sponsor	BTC exhibitor only applied over 40 booths
Premier Sponsor	G-STAR Exhibitor Only
Festival Sponsor	e-Sport Event Organizer Only
Outdoor Sponsor	G-STAR Exhibitor and Non-Exhibitor
Individual Sponsor	G-STAR Exhibitor and Non-Exhibitor

For more information on sponsor opportunities please contact us at mk@gamek.or.kr and/or info@gstar.or.kr.



Venue & Booth Packages



BEXCO is right at the heart of the BUSAN's central business and leisure district. Located in the southeast region of the Korean peninsula, Busan's outstanding hotels, entertainment options, shopping and beaches make it a prime leisure destination. These benefits naturally give business visitors extra incentive to attend G-STAR and to stay in the city for longer, giving you more time to connect with them.



Shell Scheme Package

- 3m×3m×2.5m(H)
- Walls(White Panels)
- Fascia Board
- Info Desk & Chair : 1 set
- Round Table & Chair : 1 set
- Electricity : 1kw
- Spot Light : 5 ea
- Internet : 1 LAN



Open Type



Closed Type

6 Booths Package

- 6m×9m×2.5m(H)
- Walls(White Panels)
- Fascia Board & Partition
- Info Desk & Chair : 1 set
- Round Table & 4 Chairs : 1 set
- PC Table & Chair : 2 sets
- Bar Table & Chair : 2 sets
- Table & Sofa : 1 set
- Table & 8 Chairs : 1 set
- Electricity : 6 kw
- Spot Light : 30 ea
- Internet : 6 LAN



Open Type



Closed Type

9 Booths Package

- 9m×9m×2.5m(H)
- Walls(White Panels)
- Fascia Board & Partition
- Info Desk & Chair : 1 set
- Round Table & 4 Chairs : 1 set
- PC Table & Chair : 2 sets
- Bar Table & Chair : 2 sets
- Table & Sofa : 1 set
- Table & 8 Chairs : 1 set
- Electricity : 9 kw
- Spot Light : 45 ea
- Internet : 9 LAN



Open Type



Closed Type

※ Features and specifications are subject to change without notice.
 ※ Additional fee of USD 500(KRW 500,000) will be charged for close type. Features and specifications are subject to change without notice .

Price & Exhibitor Benefit

Stand Packages

Type	Raw Space	Shell Scheme	6 Booths Package	9 Booths Package
BTC (Public)	\$1,000/9m ² ₩950,000/9m ²	\$1,800/9m ² ₩1,700,000/9m ²	\$16,000/54m ² ₩13,400,000/54m ²	\$23,500/81m ² ₩18,300,000/81m ²
BTB (Business)				

- ※ VAT is excluded for domestic exhibitors.
- ※ Maximum size to apply for raw space in BTC is 900m²(100 booths).
- ※ Maximum size to apply for raw space in BTB is 180m²(20 booths).
- ※ Registration will be closed once all of the exhibit spaces have been filled.

Discount

Type	Rate	Description	Remark
Early Bird	10%	Applicable based on submission date	~July 27(Fri)
Loyalty		Returning exhibitors only since 2016	
Scale		Under BTC 20 booths	BTC Only
Membership		Organization and association in Korea authorized by the Ministry of Culture, Sports and Tourism	Approval letter required

- ※ Maximum discount rate is up to 30% and is applied up maximum 540m²(60 booths).

Exhibitor Benefit

Category	BTB	BTC	Remark
Internet & Electricity	1 LAN & 1kW per booth		
Accommodation & Translator	1 Hotel Room(3 nights) 1 Translator (3 days) for over 2 booths confirmed	Based on confirmed exhibit space & booth size	Early Bird Applicant Only Optional choice between accommodation and translator support for BTB 1 booth exhibitors
Pass	Based on confirmed exhibit space & booth size		

- ※ The details of accommodation & translator and pass distribution will be informed after registration period ends.

Contact

Demand is extremely high and floor space is booking up fast. To inquire about a stand or get more information about sponsorship and branding opportunities please contact us today.



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Assistant Manager
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Price & Exhibitor Benefit

부스 유형

구분	독립부스	조립부스	패키지(6부스)	패키지(9부스)
BTC (Public)	\$1,000/9m ² ₩950,000/9m ²	\$1,800/9m ² ₩1,700,000/9m ²	\$16,000/54m ² ₩13,400,000/54m ²	\$23,500/81m ² ₩18,300,000/81m ²
BTB (Business)				

- ※ BTC 독립부스 최대 신청 규모 : 100 부스
- ※ BTB 독립부스 최대 신청 규모 : 20 부스
- ※ VAT 별도(국내사업자 기준)

할인 유형

구분	할인율	내용	비고
조기 할인	10%	참가신청 접수일 기준	7월 27일(금)
연속참가 할인		최근 2년간 1회 이상 참가기업	2016 & 2017
규모 할인		BTC관 20부스 미만 참가시	BTC관에 한함
협회·단체할인		문화체육관광부 인가 협/단체	증빙서류 제출

※ 단, 최대 중복할인 30%. 할인율은 60부스까지 적용

참가기업 지원

구분	BTB	BTC	비고
인터넷 & 전기	부스 당 1회선 / 1kW		
숙박 및 통역	2부스 이상 신청시 1개사 1객실(3박), 통역 1인(3일)지원	참가 규모별 차등 지원	조기신청 참가기업에 한함 BTB 1부스 신청기업의 경우 숙박, 통역 중 택 1 지원
출입증	참가 규모별 차등 지원		

※ 참가기업 숙박 지원 세부 내용 및 출입증 지원 등은 참가 확정기업 대상으로 안내 예정

문의하기

도움이 필요하신가요?



전화문의



온라인문의



방문 문의하기

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정승우 대리
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신속하고 친절하게 안내해드리겠습니다.



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