



CICAF 2014
The 10th China International Cartoon & Animation
Festival Industry Exposition



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2005-2014



动漫产业交流的盛会
动漫成果荟萃的平台
www.cicaf.com





ABOUT CICAF

China International Cartoon and Animation Festival (CICAF) is the only state-level professional cartoon and animation exhibition in China, sponsored by the State General Administration of Press and Publication, Radio, Film and Television, and Zhejiang Provincial People's Government. This annual event has been held in Hangzhou since 2005, the capital of Zhejiang Province, a scenic city famed for its legendary West Lake as the World Cultural Heritage.

The 9th CICAF attracts 1.23 million visitors and 472 companies and institutions from 68 countries and regions to attend. It also sees the contract signing of 171 projects, involving 13.62 billion RMB(USD 2.16 billion), the sum of project value and on-the-site transaction value.

The 10th CICAF will mark a splendid carnival for you. Now the business registration has already started. We are looking forward to having all of the guests coming to enjoy the wonderful cartoon and animation world at the end of next April.

10
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CONTENT

1. EXHIBITION P4-P6

1.1 GENERAL INFORMATION P4

Name

Duration

Venue

Organization Structure

1.2 BOOTH RATES P5

1.3 MAJOR EVENTS & HIGHLIGHTS P6

2. ANIMATION INDUSTRY TRANSACTION FAIR P7-P9

2.1 MAJOR EVENTS & HIGHLIGHTS P7

2.2 ONE-STOP SERVICE ONLINE P8

2.3 DISCOUNTS P8

2.4 INFORMATION OBTAINING AND CONSULTATION P9

3. COMPETITION & AWARDS P9

10
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1. EXHIBITION

1.1 GENERAL INFORMATION

1.1.1 Name

The 2014 China International Cartoon & Animation Industry Exposition(CICAIE)

1.1.2 Duration

6 days (April 28--May 3, 2014)

1.1.3 Venue

Cartoon & Animation Square Exhibition Center, White Horse Lake.
Add: No.336,Changjiang Road, Binjiang District, Hangzhou, Zhejiang 310053

1.1.4 Organization Structure

Sponsor

China International Cartoon and Animation Festival Organizing Committee

Organizers

Hangzhou Municipal People's Government
Zhejiang Provincial Department of Culture
Radio Film and Television Bureau of Zhejiang Province
Radio and Television Group of Zhejiang

Executors

China International Cartoon and Animation Festival Exhibition Office
China International Cartoon and Animation Festival Exhibition CO.,Ltd

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10
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1. EXHIBITION

1.2 BOOTH RATES

1.2.1 Booth Rates

Booth Location	Booth Rates (RMB)
B1, B2 Pavilion	Unfurnished area: 650 Yuan / m ²
B2, B3 Pavilion	Standard Booth (3m x 3m): 6800 Yuan

1.2.2 Remarks

Rates for unfurnished area: total = unit rate * ordered area (m²)
The minimum rental for unfurnished area is 36 m²

1.2.3 Early Bird Special Offer

Companies that book the booth within January 1st 2014 will have a 20% -OFF Discount on the whole price of the booth.

Companies that book the booth within February 28th 2014 will have a 10% -OFF Discount on the whole price of the booth.

1.2.4 Notes

The applicant shall provide for payment, in any case, before the beginning of the Expo. The applicants' payment date shall be subject to CICAFA Organizing Committee's acceptance of the money that is paid in full.

The Early Bird Special Offer's claim shall be subject to the final issuing of the Booth Confirmation Letter from CICAFA Organizing Committee.

10
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1. EXHIBITION

1.3 MAJOR EVENTS & HIGHLIGHTS

MAJOR EVENTS

- I Business Negotiation
 - Animation Industry Transaction Fair
 - Professional Visitors' Day
- II Forum & Competition
 - 2014 International Animation Festivals Summit Forum
 - “Golden Monkey King” Award Competition
 - Core Forum, Master Class
- III Interaction Activities
 - LELE Extracurricular Activity Zone
 - Model Display: 10-years, toys with our growth
 - Celebrity Cartoonist Autograph Signing
- IV Business Cooperation
 - Small-scaled Theme Park
 - Company Theme Day
 - Advertising

WHAT'S NEW FOR 2014 EXPO

- ▲ The 1st Animation Comic and Game Exhibition (ACG)
- ▲ Animated film related events, capitals, cinemas, projects...
- ▲ Cross-Industry Trading Fair
- ▲ A brand-new online trading system

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2. ANIMATION INDUSTRY TRANSACTION FAIR

The Animation Industry Transaction Fair is one the most professional activities in CICA2014, which contains International Animation Film Transaction Fair, Investment Negotiation Fair, and Animation Derivatives Transaction Fair, etc. With its dynamic development and supportive function, this Animation Industry Transaction Fair is aiming to build the nation's largest and best cartoon and animation trading platform.

2.1 MAJOR EVENTS&HIGHLIGHTS

◆ Projects Releasing

Potential partner finding
Works displaying
Special promotions
Official promotions

◆ Cross-Industry Meetings

An opportunity for animation companies to have a close talk with companies in other related derivative industry including toys, clothing, commodity and food.

◆ Customized Business Meeting Service

Special customized business meeting service for groups or delegations from countries, cities and industries.

◆ Offline Negotiation

Provide free negotiation areas during the 10th CICA2014. Any private online appointments or system automatic matching groups could have face-to-face talks in designated areas on site within CICA2014 period. Any successful signings could apply for CICA2014 official publicities.

10
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2. ANIMATION INDUSTRY TRANSACTION FAIR

2.2 ONE-STOP SERVICE ONLINE

China International Animation Trade Net:
www.cicaf.com/hzsw/dmcyjyh

PROCEDURES ONLINE

- ◆ Registration
- ◆ Information Releasing Products/Work(s) Display
- ◆ Automatic Matching System
- ◆ Meeting Reservation
- ◆ Offline Negotiation
- ◆ Activities Applying

*Materials Submitting should be completed before deadline.

2.3 DISCOUNTS

Once booked the unfurnished Area would enjoy a **20%** discount on any of the Expo advertisement, as well as International Negotiation Fair Special Promotion Fee.

10
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2. ANIMATION INDUSTRY TRANSACTION FAIR

2.4 INFORMATION OBTAINING AND CONSULTATION

Contact Person: Miss Liao

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Fax: 00 86 (0)571 85094639

For Animation Industry Transaction Fair participation,
please find: www.cicaf.com/dmcyjyh
Information Obtaining and consultation

3. COMPETITION & AWARDS

“GOLDEN MONKEY KING” AWARD COMPETITION

Log in www.cicaf.com and find the Award-related pages, and complete entries submission by the instructions listed on the page. Please finish the whole application procedure before the specified deadline. Submission received AFTER the deadline will be automatically transferred to next year's evaluation.

Submission: Nov.15,2013- March 5,2014

Contact: Tel: 00 86 (0)571 85087374

Fax: 00 86 (0)571 85091981

E-mail: monkeyking@cicaf.com

10
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