



ICCRF

INTERNATIONAL
CHILDREN'S CONTENT
RIGHTS FAIR

INTERNATIONAL CHILDREN'S
CONTENT RIGHTS FAIR:

ICCRF

CHIANG MAI INTERNATIONAL
EXHIBITION AND
CONVENTION CENTRE

6-9 DEC 17

CHIANG MAI, THAILAND

INTERNATIONAL CHILDREN'S CONTENT RIGHTS FAIR: **ICCRF**

CHIANG MAI INTERNATIONAL EXHIBITION AND CONVENTION CENTRE

6-9 DECEMBER 2017

CHIANG MAI, THAILAND

- **Event Duration:** 4 days, 6-9 December 2017
 - **Copyrights Trade Fair:** 6-9 December 2017
 - **Optional Excursion:** 9 December 2017
- **Format:** Authors, illustrators, literary agents, licensors and licensees, publishers and booksellers meet to sell and buy copyrights, find the very best of children's publishing and multimedia production. Exhibitions, workshops and venue for conversations are available. Exhibitors can also organize their own forum on stage with their own arrangement (**advanced booking required**).
- **Venue:** Chiang Mai International Exhibition and Convention Centre (**CMECC**).



PREFACE

The International Children's Content Rights Fair (**ICCRF**) will offer publishers, rights holders, rights seekers, content creators, and all interested in children's literature a lively venue for sharing traditional and digital publishing media innovations, educational technology, and creative content development. ICCRF is an exciting opportunity for international partners to meet in a growing children's publishing scene at the center of Southeast Asia, and it also offers a wider range of opportunities for Thai and ASEAN creative professionals to develop their competitive potential in children's content creation and related technologies.



FACTS ON THAILAND

- Thailand's strategic location and advanced development makes it a primary gateway to Asia.
- Thailand has approximately 600 publishing houses, nearly 100 of which are publishers of children's books.
- Thai readers enjoy both printed and digital forms. Reading is growing in popularity as a leisure activity.
- Thailand is a sought-after MICE (Meetings, Incentives, Conventions, and Exhibitions) destination in Asia, offering the capabilities and expertise business people rely on.



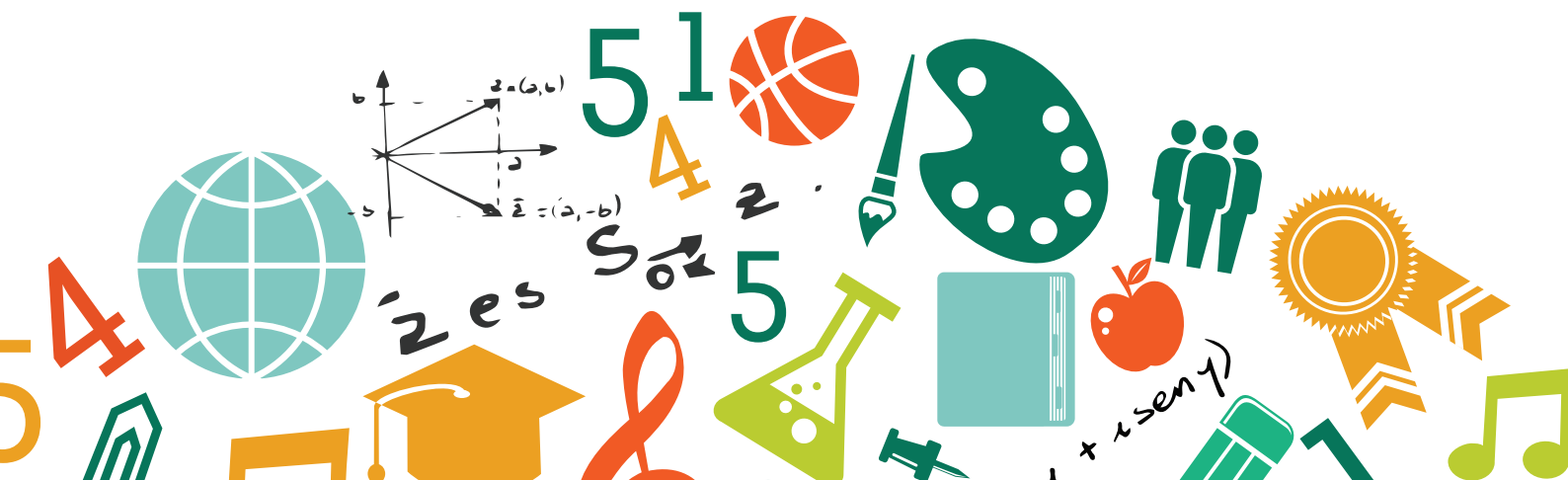
WHY CHIANG MAI?

Chiang Mai, at the center of Northern Thailand, is a vibrant blend of fresh, technologically savvy creativity and history grounded in centuries of tradition. Surrounded by spectacular mountains and lush countryside, Chiang Mai has long been an ideal crossroads for people, products, and ideas.



ABOUT ICCRF

- Thailand's first event on copyrights and content for children and youth's media.
- A copyrights and content-exchange trade fair for children's book authors, illustrators, literary agents, licensors and licensees, publishers, and booksellers to expand their roles in the Thai, ASEAN, and Asian markets.
- Opportunities for networking, conversations, and discussion on new trends, creative innovations, and successful practices in product development.
- A knowledge and experience exchanging platform for professionals in the Children's publishing industry and other media fields including copyrights trade, drawing, and illustration, and technology development.





DESCRIPTION	INTENDED TARGETS
Theme	Children's Content Rights Fair / Copyrights Trade
Venue	Chiang Mai International Exhibition and Convention Centre (CMECC)
Area	3,000 Sq.m.
Date	6-9 December 2017
Schedule	4 days: - Copyrights Trade Fair for 4 days - 1-day excursion (optional)
Number of Booths	100 booths
Visitors	20,000 visitors
Special Programs	- ASEAN Illustration Contest - "2017 Bologna Illustrators Exhibition", curated by Bologna Children's Book Fair/BolognaFiere - Excursion
Side Event(s)	- Chiang Mai Maker Party by Chiang Mai Maker Club

Copyrights Trade Fair: A trade show on copyrights and content for publishing media and technology for children and youth in the form of B2B among prospective publishing houses and other related parties. This is also a networking platform for entrepreneurs and industry professionals and an opportunity to trade and exchange content and copyrights in publishing media and technology.

Shared Forum & Workshop: Organized to be a platform for exchanging knowledge and sharing experience in the making of books and advancement of technology for children and youth. Internationally and nationally recognized keynote speakers will share their experience, knowledge and ideas on various topics. This will also encourage the audience and event attendees to further their professional development in the industry.

ASEAN Illustration Contest: The illustration contest provides a chance for Thai and ASEAN illustrators to submit and present their work, talents, and creativity to a wider public at the international level with awards.

Chiang Mai Maker Party by Chiang Mai Maker Club: A well-known community of students, instructors, entrepreneurs, professionals and those with creative minds interested in fusing engineering, art, design and technology into innovative products and media. They will showcase their innovative creations for ICCRF participants to ignite inspiration and encounter new ideas to further develop their businesses.

"2017 Bologna Illustrators Exhibition", curated by Bologna Children's Book Fair/BolognaFiere: The illustration gallery features award-winning illustrations from Bologna Children's Book Fair/BolognaFiere. The gallery aims to showcase creative minds that inspire all of us through their works, and encourage Thai and ASEAN illustrators to create more work and infuse creativity into their daily life.

Cultural Excursion: This is organized for interested event participants who want to know more about our event destination, Chiang Mai, which is ranked among the top destinations in Thailand for its richness in beautiful culture.



EXHIBITION APPLICATION FORM

ICCRF – International Children’s Content Rights Fair 2017
6-9 December 2017, Chiang Mai, Thailand

Please complete this form in clear **CAPITAL LETTERS** or typed letters and send the filled form back to **iccrfthailand@gmail.com**

EXHIBITOR CONTACT INFORMATION

Company Name:		Contact Person:
Address:		Contact Person’s Title:
		E-mail:
		Tel:
City:	Mobile:	Website:
Country:		

Exhibition Package

- Standard Exhibition Package
- Raw Space Exhibition Package Square Meters

Type of Business

- Publisher
- Literary Agent
- Association
- Government Representative(s)
- Multimedia
- Other, please specify:

Company/Institution Profile (max 150 words)

Advertising Opportunity

- Advertisement in Program Book/Directory Full Page (THB 50,000) Half Page (THB 30,000) Quarter Page (THB 20,000)

Note: Reservations for exhibition package will be handled on a first-come-first-served basis. After receiving the form, the organizer will contact you for further perusal and provide you with necessary information for further action.

I am authorized to sign this application form on behalf of the company listed below and acknowledge that the company will be responsible for all costs to be incurred for exhibiting and/or advertising as per the selected package detailed in this application form and agree to be bound by and comply with the guidelines, rules, regulations and policies as outlined in other documents (e.g. Exhibitor’s Manual, Exhibition Contract, Advertising contract and etc.) to be provided by the Organizer at later stages.

Name:

Company:

Signature: Date of Application:

Please complete this form in clear **CAPITAL LETTERS** or typed letters and send the filled form back to **iccrfthailand@gmail.com**



EXHIBITION PACKAGE

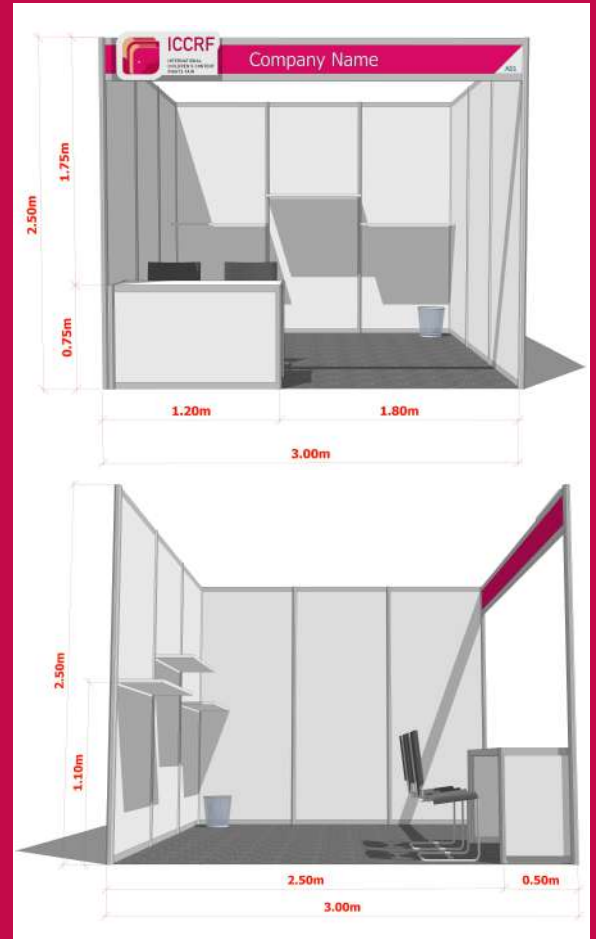
STANDARD BOOTH EXHIBITION'S PACKAGE

- EARLY BIRD (*by 15 October 2017*) THB 49,000 (USD 1,400)
- STANDARD THB 63,000 (USD 1,800)



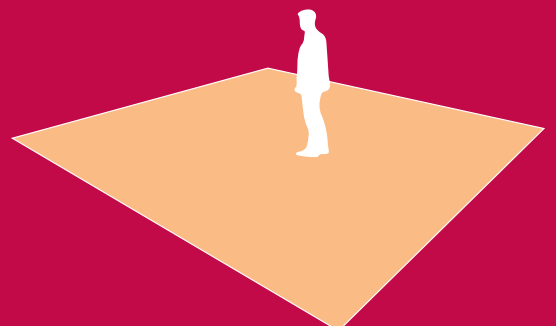
PACKAGE INCLUDES

- Standard booth (3m x 3m).
 - Fully carpeted (grey)
 - 1 reception table (50x100x75cm)
 - 2 chairs
 - 1 waste basket
 - Overhead lighting
 - 1 power socket (5 Amp/220V/50Hz)
 - Fascia board with exhibitor's name
- 2 exhibitor badges
- 4 night-accommodation in a twin room (two person per room) at the designated 4-star hotel (during 5-9 December 2017)
 - Check-in: 5 December 2017
 - Check-out: 9 December 2017
- Shuttle services between Chiang Mai International Airport and the hotel
- Shuttle services between the hotel and the venue



RAW SPACE EXHIBITION PACKAGE

DIMENSIONS	SQM	RAW SPACE (USD)		EXHIBITOR BADGES INCLUDED
		Early Bird	Standard	
1 X 1	1	250	275	-
3 X 3	9	500	600	2



Raw Space (Space Only) Stand Package means that the Exhibitor rents space only and it does not include carpet/flooring, partitions, and electricity, furniture and booth cleaning.

For more information:

ICCRF's Secretariat Office

Queen Sirikit National Convention Center
60 New Rachadapisek Road, Klongtoey, Bangkok 10110 Thailand.



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