



ILLUSTRATED BY TONY

CCCG
EXPO

15-18 JULY 2021

上海世博展览馆 SHANGHAI WORLD EXPO EXHIBITION
AND CONVENTION CENTER

第十七届中国国际
动漫游戏博览会



背景介绍 Background

在中华人民共和国文化和旅游部与上海市人民政府的共同指导下，由中国国际动漫游戏博览会组委会主办，上海市文化和旅游局、(上海)国家动漫游戏产业振兴基地、上海广播电视台、上海文化广播影视集团有限公司(SMG)、东方明珠新媒体股份有限公司承办，上海文广互动电视有限公司、上海炫动汇展文化传播有限公司协办的中国国际动漫游戏博览会（以下简称CCG EXPO），迄今为止已经成功举办了十六届。自2005年首届展会成功举办以来，经过十六年的发展，年度性的CCG EXPO已形成了专业化、国际化、高层次、大规模的特点，并且确立了以商家对商家(BtoB) 为主、商家对终端用户(BtoC)为辅的特色定位。

第十七届CCG EXPO将于2021年7月在上海举办，期待动漫游戏行业的领袖和专业人士相会于浦江之滨。

- 行业政策的权威发布
- 新品新作的宣传推广平台
- 业界合作的交流交易平台
- 全民参与的互动娱乐平台

China International Comics and Games Expo (CCG EXPO) is a comprehensive exhibition of comics and games co-supported by the Ministry of Culture and Tourism of the People's Republic of China and Shanghai Municipal People's Government and co-organized by Shanghai Municipal Administration of Culture, Radio, Film and TV, (Shanghai) National Comics and Game Industry Revival Base, Shanghai Media Group. After sixteen years' development, the annual CCG EXPO has become a professional, international, high-level and large-scale event, with B2B playing a primary role and B2C playing a secondary role.

The 17th CCG EXPO will be held at Shanghai in July 2021. We sincerely invite and look forward to meeting all of the experts and professionals in the comic-cartoon-game industry by the Huangpu River.

- Authoritative release platform of industrial policies
- Publicity & promotion platform of new products
- Exchange & transaction platform of industry cooperation
- Interactive entertainment platform with all people's participation

展会信息 Exhibition Information

名称：第十七届中国国际动漫游戏博览会

时间：2021年7月15日（周四）-7月18日（周日）

地点：上海世博展览馆

面积：53,000平方米

官方网站：www.ccgexpo.cn

Name: CCG EXPO 2021

Date: July 15 (Thursday) –July 18(Sunday), 2021

Venue: Shanghai World Expo Exhibition

Scale: 53,000 sqm

Website: www.ccgexpo.cn

参展指南 Exhibitor's Guide

类型 Type	价格 Unit price	规格 Size	基本配置 Basic Equipment
标准摊位 Shell-scheme	13000 RMB	3m x 3m=9sqm	射灯2个, 楣板附赠参展商名称标准中英文字样, 咨询桌1张, 折椅2把, 10安培/220伏特单相电源插座1个 Chinese and English Name of Company on Booth Banner, 2 Daylight Lamps, 10Amp./220V single phase outlet. 1 Table 2 Folding Chairs.
光地 Space	1200 RMB/sqm	54m ² 以上限定 Min.54sqm	展商需自行搭建展位, 详细搭建规定详见参展商手册 Exhibitors need to build booth, detailed rules of booth set up, please check the Exhibitor Manual.

展会数据 Data Of CCG EXPO

5天展期超过 **241,000** 参观人次, **3.2** 万专业观众来访, **18.84** 亿意向总交易金额, 现场产品销售总额超亿元, 国内最高的动漫游戏综合类展会。
(2019年数据)

More than **241,000** visitors, **32** thousand Professional visitors, more than **1.884** billion yuan intent transaction. It is a comprehensive animation and gaming exhibition with the highest field sales revenues of over 100 million Yuan in China.
(Data of 2019)



350参展商, 来自13个国家和地区
300家行业媒体, 超30家现场采访
论坛及专业活动15场
定向配对182场
海内外优秀动漫作品提案194个



350 exhibitors from 13 countries and regions
300 industry media, more than 30 live interviews
Forum and professional activities 15
Directional pairing 182 field
Excellent animation works at home and abroad 194 proposals

媒体支持 Media Support

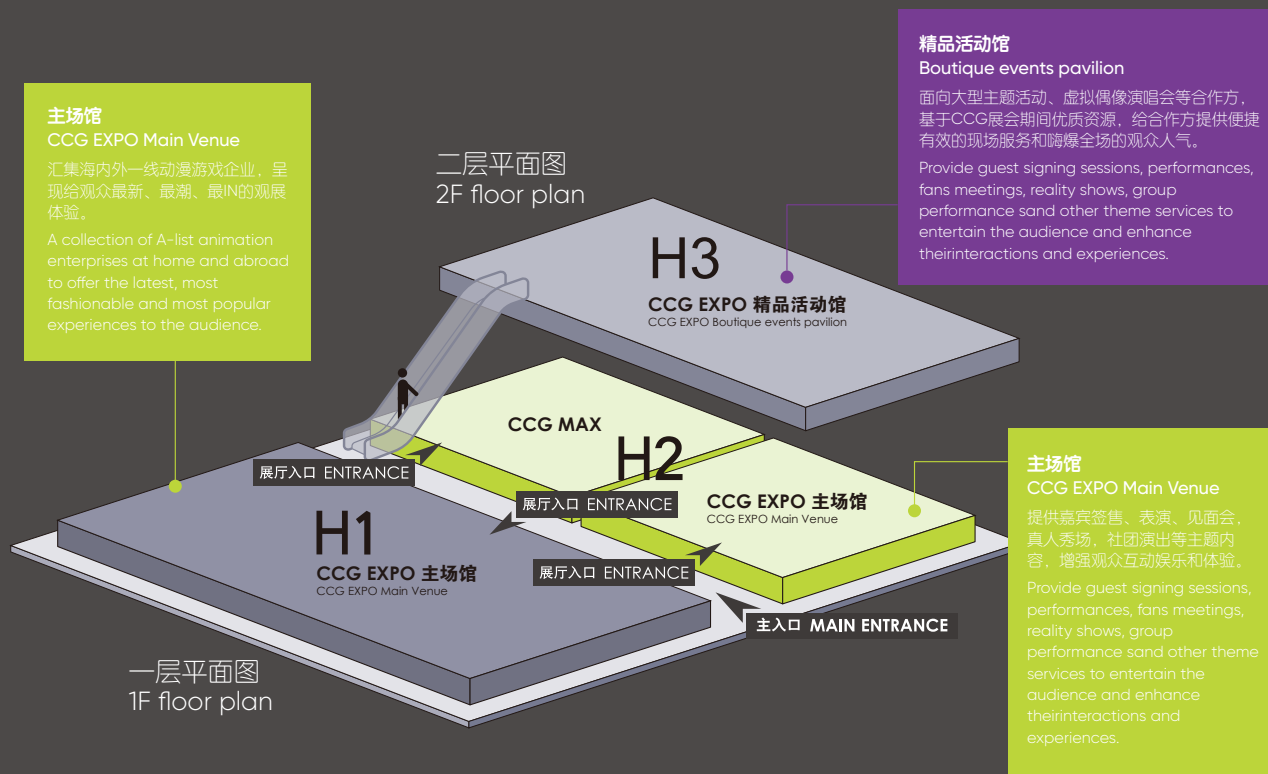
投放介质 Category	电视 TV	新媒体 New Media	平面 Printed	广播 Audio	户外 Outdoor
占有率 Occupancy rate %	15%	45%	9%	11%	20%

博览会依托SMG强大的媒体平台, 构建了包括广播、电视、平面、户外、新媒体等在内的立体化宣传网络, 不仅网罗动漫、新闻、经济、都市、时尚等主要媒体板块, 且囊括上海乃至全国 (另有部分境外) 的主要强势媒体, 将博览会信息精准、及时、有效地推送至目标人群。

Relying on the powerful media platform of SMG, the CCG has set up three-dimensional network for publicity, including radio, TV, printed material and outdoor and new media, which not only incorporates some major media sections, such as cartoon, news, finance, city and fashion, but also cooperates with some primary media groups at Shanghai and even nationwide. Therefore, the information on CCG will be sent to the target audience on a accurate, timely and efficient basis.



展区分布 Exhibition Plan



动漫出版物	动漫衍生品	媒体&平台	动漫主题园区
Animation publication	Animation derivative	Media & platform	Animation theme park
动漫刊物出版社、IP形象、互联网文学 Animation publication press, IP image, Internet literature	动漫周边、卡通家具、动漫文具、动漫创意商品 Animation peripheral, cartoon furniture, animation stationery, creative animation product	网络媒体、移动端媒体、数字电视媒体、智能科技、演艺 Network media, mobile media, digital TV media, smart technology, performance & show	动漫乐园、游乐场、产业园区、国家动漫基地 Animation park, game ground, industrial park, national animation base

游戏展区
Game exhibition zone
游戏平台、网络游戏、手机游戏、PC单机游戏、主机游戏、独立游戏 Game platform, network game, cell phone game, PC game, host game, independent game

展会活动 Forum & Conference & Event



CCG EXPO 2021 荣耀之夜 CCG EXPO 2021 The Night of CCG EXPO

时间：2021年7月14日

每年一届的CCG EXPO开幕庆典活动，将力邀政府主管部门领导、参展企业负责人、媒体记者、合作方与赞助商共聚一堂，为在本届CCG EXPO上涌现的优秀企业以及新品、新作、新人颁发荣誉奖项，共同见证行业成长。

Date: July 14, 2021

We have the honor to have the presence of leading officials of governmental authorities and exhibitors, media journalists and representatives from our partners and sponsors in the opening ceremony of each session of CCG EXPO. They are also expected to award honors and trophies to the outstanding enterprises, new works, new creations and young professionals at this session of CCG EXPO and witness the growth of the industry together.



星秀场 Star Show

时间：CCG EXPO 2021期间

地点：世博展览馆

“星秀场”是组委会为企业和明星提供的一个面向粉丝的交流互动平台。邀请明星（漫画家、舞见、演员等）或作品的主创人员（如导演、声优等）亲临CCG现场，与粉丝们及媒体进行零距离面对面的互动交流。形式包括签售会、见面会、发布会等。

Date: During CCG EXPO 2021

Venue: Venue: Pavilion of World Expo Exhibition & Convention Center

“Star Show” is a fully new brand series activities specially planned by CCG in 2013, which is another information release and exchange platform in addition to CCG EXPO booths and main stage. The main creative personnel (such as Directors, cartoon authors, dubbers) will be invited to the CCG site and make face-to-face proactive exchange with fans and media.



CCG MAX 潮流文化馆 CCG MAX Fashion Culture Pavilion

时间：2021年7月17-18日

CCG MAX是以ACG为核心同人爱好者之间交流、贩卖自制作品的活动，包括绘本、音乐、游戏、服饰等周边产品，受众群为同人爱好者或同人社团，一般爱好者往往以消费者身份参与。活动策划主要包括ACG界知名人士签售、表演、访谈、见面会、cosplay秀场，同人乐队或社团演出，抽奖活动等。

Date: July 17-18, 2021

CCG MAX is an event where ACG lovers can exchange and sell their DIY products, including picture books, music, games, costumes and other peripheral products. The target customers are ACG lovers or groups. Normally, lovers get involved as consumers. The planned events primarily include celebrity signing, performance, interview, fans meeting, cosplay show, lover band or group performance, lucky draw, etc.



“生如夏花” Cosplay大赛 CCG EXPO Cosplay Contest

时间：CCG EXPO 2021期间

地点：世博展览馆 CCG EXPO主舞台（决赛）

作为CCG EXPO的品牌性赛事，“生如夏花”Cosplay全国精英赛一直是CCG EXPO最具人气的活动。每年的cos大赛都会吸引全国近百组社团及个人报名，最终选拔出30组团体及个人近600名coser参与决赛。每天的大赛都将吸引近千名观众驻足观看，是CCG现场的热点活动之一。

Date: During CCG EXPO 2021

Venue: CCG EXPO Main Stage (Final Contest), World Expo Exhibition & Convention Center

As a brand-name event of CCG EXPO, the “Blossom like Summer Flowers” National Cosplay Elite Contest has been the most popular event of CCG EXPO. The cosplay contest each year attracts nearly 100 groups and individuals, of which 30 groups and individuals or nearly 600 cosers participate in the final contest. As one of the hottest field events of CCG, it attracts nearly 1,000 audiences every day.



动画电影展映嘉年华 Animation Film Carnival

时间：CCG EXPO 2021期间

地点：商业影院、学校及其他公共文化场所

动画电影展映嘉年华（AFC），前身为CCG优秀电影展映活动。自2011年以来，CCG优秀动画电影展映活动就成为全国为数不多的国际级动画电影展映专项活动，多年来，来自中国、日本、韩国、美国、泰国、法国和西班牙等地的近百部优秀动画电影与粉丝们见面。

Date: During CCG EXPO 2021

Venue: Cinemas, schools and other public cultural venues

Animation Films Carnival (AFC), formerly known as CCG Animation Films Screening Event (CAFSE). From 2011, CAFSE was one of the few special campaigns of international animation films screening event in China, all those years, more than 100 brilliant works from China, Japan, South Korea, US, Thailand, France and Spain has been showed to fans.



“花YOUNG年华” 舞蹈大赛 CCG EXPO Dancing Contest

时间：CCG EXPO 2021期间

地点：世博展览馆 CCG EXPO主舞台（决赛）

由CCG EXPO企划的专业舞蹈赛事。大赛面向全国，旨在挖掘二次元未来的男神舞见和女神舞姬。大赛报名人数累计超过1000人，全网话题总阅读量超过2000w，是网络热度及流量最高的官方赛事。

Date: During CCG EXPO 2021

Venue: CCG EXPO Main Stage (Final Contest), World Expo Exhibition & Convention Center

As a professional dancing contest designed by CCG EXPO, this event is a national event aiming to mine the future dancing idols of boys and girls in the 2-dimensional world. It attracted more than 1000 applicants who were enrolled for the event, with a total of over 2000w article readings on the Internet. It thus becomes an official event with the highest popularity and traffic on the Internet.



“群音会” 声配大赛、翻唱表演 CCG EXPO Dubbing Contest

时间：CCG EXPO 2021期间

地点：世博展览馆 CCG EXPO主舞台（决赛）

群音会是组委会面向声音爱好者，举办的翻唱及声配方向的赛事及表演活动。2019年举办的是声配大赛，由CCG EXPO与上海电影译制厂联合主办。报名渠道分为唱吧及网易云两个通道，初赛1个月就吸引了超四千组投稿，并得到手游、电影、动画、虚拟偶像等开发公司的大力支持。

Date: During CCG EXPO 2021

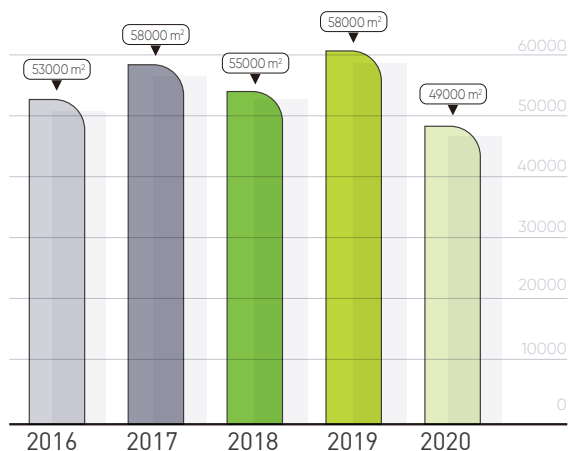
Venue: CCG EXPO Main Stage (Final Contest),

Designed for vocal enthusiasts, the “Vocal Masters” is a contest and a performance event for covering and dubbing. A dubbing contest was held and co-sponsored by CCG EXPO and Shanghai Film Dubbing Studio in 2019. The applications were filed via two channels, i.e. Chang Ba and AYMIDE. The preliminary contest attracted over 4,000 contributions in just 1 single month. Strong supports were also received from developers of mobile game, film production, animation, virtual idol and so on.

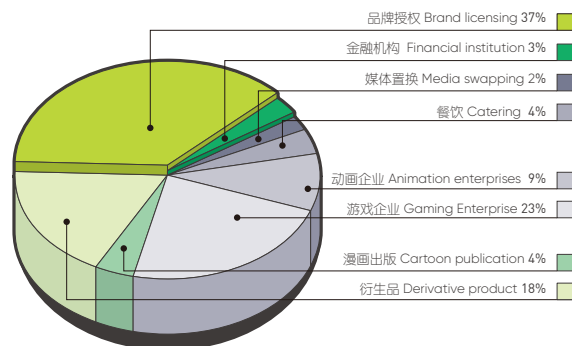
展会活动 Forum & Conference & Event



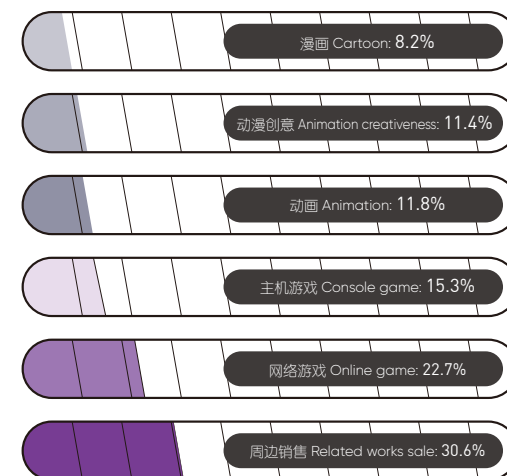
展馆面积对比 Exhibition area comparison



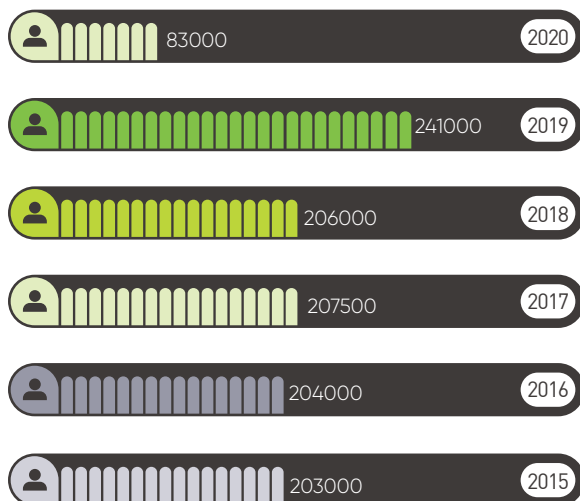
展示内容分类比例 Proportion of Exhibition contents



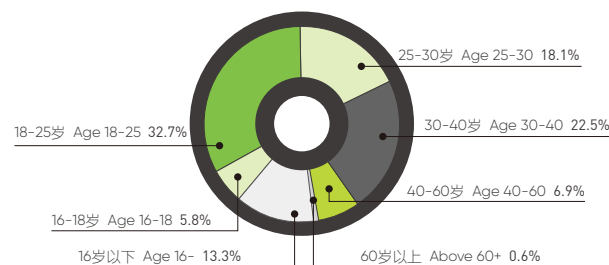
最受观众欢迎的展区 Exhibition zone most favored by visitors



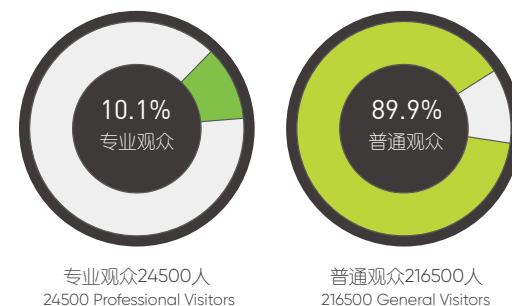
参观人数统计 Visitor Data



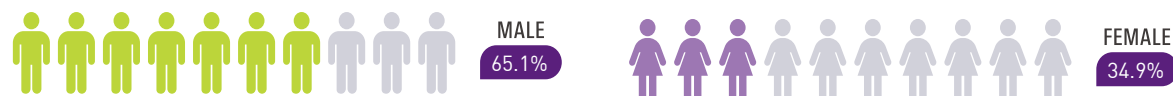
观众年龄比例 Age Proportion of Visitors



观众成分比例 Visitor Component Proportion



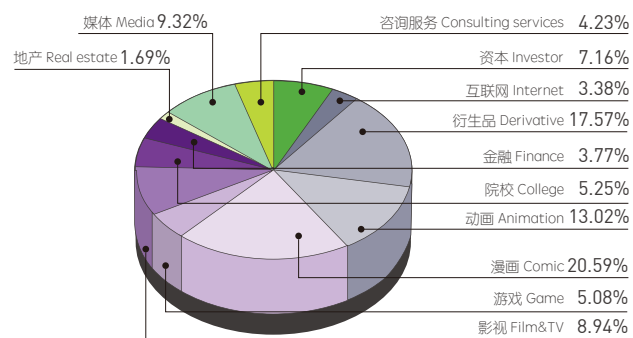
观众性别比例 Proportion of Male and Female Visitors



B2B数据分析 B2B Data Analysis



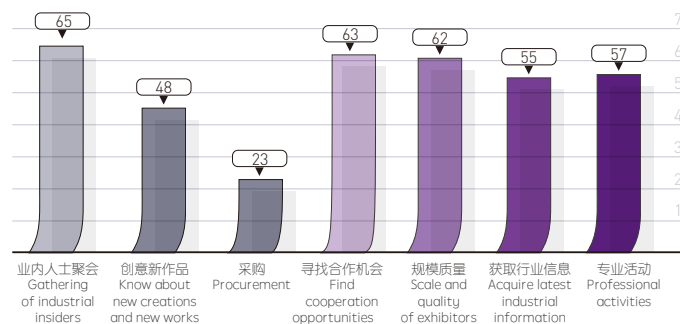
专业观众所属行业比例 The Industries of Particular Visitors



本次受访人员种, 传统动画人员最多, 仍是产业链中的主要组成部分。

Of the interviewees, those working in traditional animation sector are the most, indicating that traditional animation is still the main component of the industrial chain

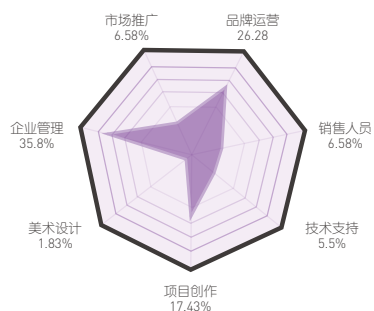
专业观众参展目的 Purpose of Participating of Visitors



调查显示, 展商参与 CCG EXPO 商洽会需求比较多元化, 主要以寻求商务合作为主。

Investigation shows that exhibitors have diversified goals to attend CCG EXPO, primarily looking for business opportunities.

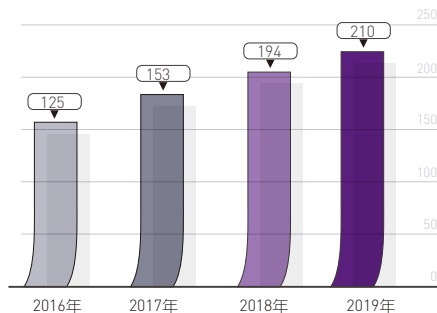
专业观众所属岗位比例 Post Proportion of Professional Visitors



管理层人员所占比例最大, 说明企业对于CCG的关注重视度越来越高。

The proportion of the management personnel is the largest, which shows that the enterprises pay more and more attention to CCG.

往年参会IP数量 Number of IP



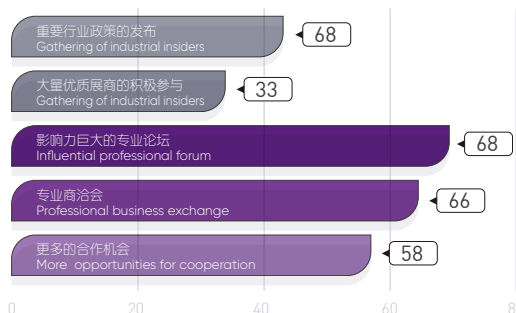
调查显示, CCG商务板块IP数量每年都在稳步增长。

Investigation shows that the number of IP has grown stably in the commercial sector of CCG each year.

CCG EXPO与同类展会相比的优势 Compared with the advantages of similar exhibition

相比行业中其他展会, CCG最大的优势一线在大量优质展商及媒体的汇集以及各类专业论坛的举办, 显示出CCG高效的平台作用。

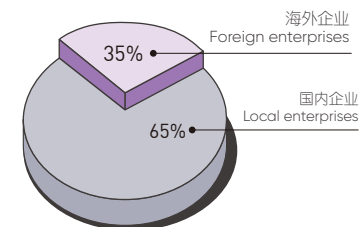
Compared with other expos in the trade, CCG's greatest advantages lie in gathering a large number of quality exhibitors & media, holding professional forum, illustrating CCG's efficient platform role.



上届参展企业构成比例 Proportion of Exhibitors

调查显示, CCG商务板块展商主要以国内企业为主。

Investigation shows that exhibitors in the commercial sector of CCG primarily include domestic enterprises.



商务馆系列活动 Business Event

CCG EXPO 2021 高峰论坛 Summit forum

CCG EXPO 2021 高峰论坛 CCG EXPO 2021 Summit forum

时间: 2021年 7月 15-16日
地点: 上海世博展览馆

两天论坛, 跨界融合, 聚焦当下, 放眼未来。论坛将邀请数十位国内外动漫游戏领域资深人士, 分享并探讨动漫行业的新思潮和新合作。通过高峰论坛, IP与人工智能碰撞, VR与创意联合, 动漫与其他产业将会激荡出跨界的火花, 在未来创造巅峰内容, 也给产业带来更大的发展空间和盈利能力。

Date: July 15 to 16, 2021
Venue: Hotel Intercontinental Shanghai Expo

The three-day forum is expected to be a gathering of interdisciplinary professionals where they would focus on current issues and foresee the future. Several tens of senior domestic experts in the comic and game industry will be invited to share their insights into and discuss on the new concepts and new partnerships in the industry. Through the summit forum, there will be more interactions between IP and artificial intelligence, between VR and creative union and between animation and other industries. It will bring greater development room and profit potentials for the industry in the future.

CCG EXPO 2021 商务大会 CCG EXPO Businesses Matching Meeting

时间: 2021年 7月 15-16日
地点: 上海世博展览馆

本届商务大会除了提供标准展示, 还将通过沙龙活动和定向配对, 满足企业商务洽合作的需求。企业还可进入网络上的专有平台, 在CCG EXPO结束后享受商务洽服务。在不断提升商务平台功能的同时, 商务大会可以丰富参展企业和专业观众的商务行程, 帮助企业收获发展机遇和业务成果。

Date: July 15 to 16, 2021
Venue: Hotel Intercontinental Shanghai Expo

Other than standard exhibitions, this fair also includes salons and oriented pairing activities to satisfy the business needs of exhibitors. An enterprise may also access a special online platform and enjoy negotiation services after conclusion of CCG EXPO. While improving its functionality as a business platform continuously, the fair will also enrich the business agenda of the exhibitors and professional visitors and help enterprises acquire development opportunities and achievements.



新生力量动漫原创大赛 CCG EXPO New Power Creation Contest

新生力量大赛通过网络征集项目, 邀请业内的专业评审打分评选后决出最重要的动画、漫画、游戏及其他类别奖项。IP创投大赛则需要参赛方在递交项目后参加线下路演活动, 现场展示项目, 赢得行业大咖的支持后才能胜出。

The New Power Contest solicits projects online and invites professional judges of the industry to score and determine the most important award winners in animation, comic, game and other categories. IP venture investment contest requires the contestants to attend offline road shows and display their projects after submission of projects. The winners have to gain the support of industrial experts.

高峰论坛 Summit forum

聚焦动漫游戏行业的新动向和新发展, 分享经验、促进交流, 激发大家在各个领域的激情和创造力。

Focus on the new development trends of the comic and game industry, share experience, promote exchange and inspire all participants' passions and creativity in all fields.

定向路演 Special Roadshow

根据项目需求, 定向邀请评审嘉宾, 为优质路演项目提供专项扶持通道。

According to the needs of the projects, invite the evaluation guests to provide special support channels for high-quality roadshow projects.

CCG官方衍生品合作 CCG Official Derivative cooperation

授权合作、共同开发、限定品发售。

Authorized cooperation, joint development and designated product sales

沙龙和宣讲区 Salon and launch area

为企业和优秀项目提供舞台, 进行项目宣讲发布和专场交流。

Provide a stage for enterprises to introduce and launch excellent projects, as well as to communicate with each other.

大赛活动 Competition&Event

多个原创大赛品牌。新生力量动漫游戏大赛、Good Smile 原型大赛。

Multiple original competition event brands, New Power animation & game competition, Good Smile prototype competition.

类型 Type	价格 Unit price	规格 Size
收费项目 Pay Items	展位8000元/个	6m ²
B2B展位 B2B Booth	8000元/个	商务区展位
企业宣讲 Preach	20000元起	场地、舞台、搭建
配套服务 Supporting service		
<ul style="list-style-type: none"> 洽谈配对场所 Negotiation and meeting venue 现场广告露出 Advertisement in the field 配套媒体宣传 Media publicity 现场交流沙龙 Field salon for exchanges 全年信息支持 Information support in the year 项目跟踪传递 Project tracing and transmission 		



媒体宣传 Media Publicity



现场图片 Site Pictures



主舞台观众区 Main Stage



主场馆 Entertainment Area



中央大厅 CCG EXOP Central Hall



CCG 超·现场



舞台演出 Stage Performance



粉丝见面会 Fans Meeting

第十七届中国国际动漫游戏博览会组委会

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