

ACFIM
2023

Online Booth Registration Guide

ACFM

ACFM 2023 Introduction p.3

- p.3 ACFM 2023 Official Schedule
- p.4 Online Booth Introduction

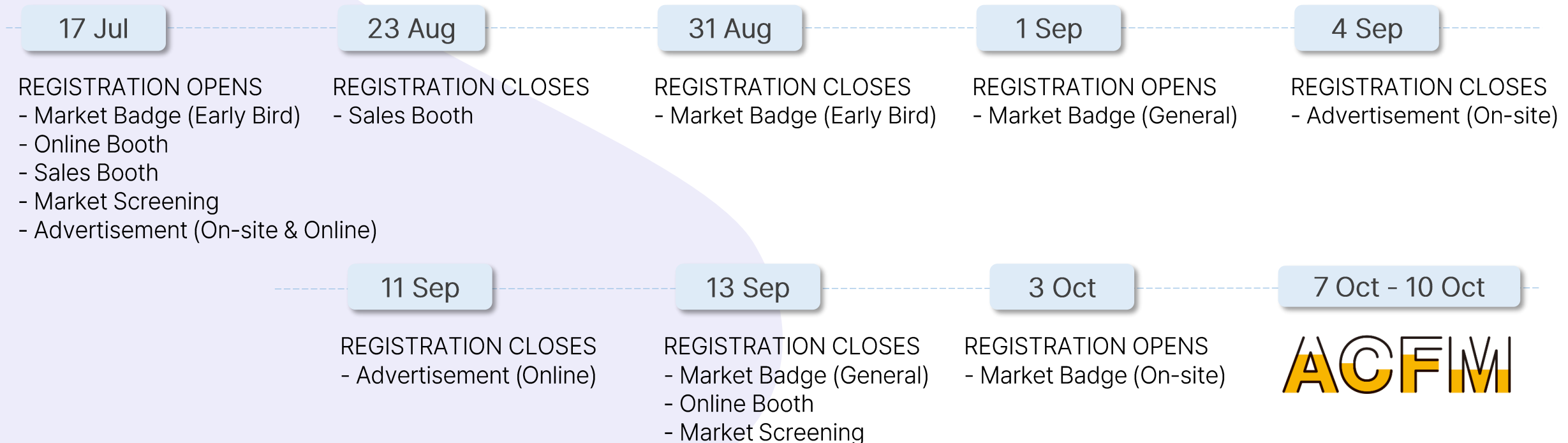
Online Booth Registration p.6

- p.6 Create an Account
- p.8 Registration
- p.13 Payment
- p.15 Booth Set Up

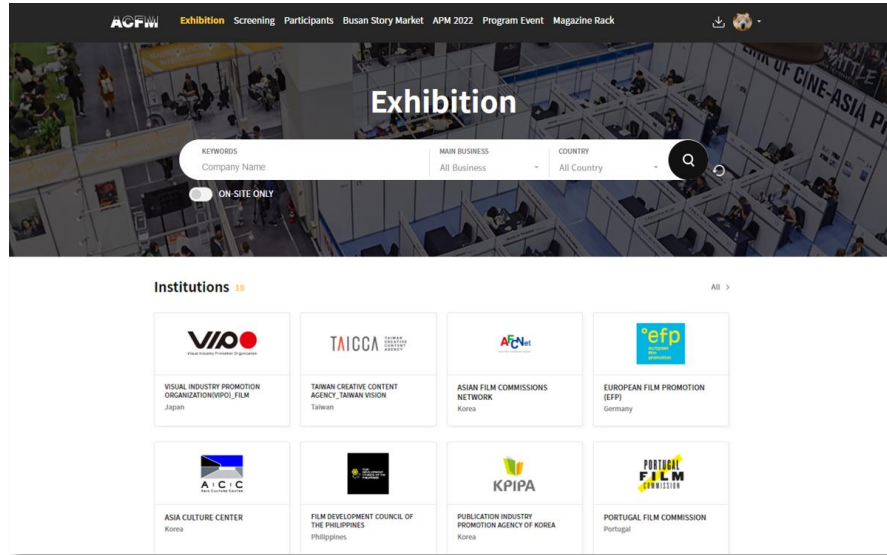
Contact p.24

ACFM 2023 Official Schedule

The Asian Contents & Film Market, also known as ACFM, concluded last year with its largest participation to date. As we navigate through the current post-COVID era, ACFM 2023, Asia's leading film & content market will take place from 7 October to 10 October on an even larger scale. We aim to provide an optimal exhibition environment that enables effective showcasing of line-ups through Sales Booth at Exhibition Center 1, BEXCO, Busan and Online Booth & Market Screening at ACFM 2023 Online Site.



Online Booth



This image may differ from the ACFM 2023 Official Website.

The ACFM 2023 Online Booth provides a convenient environment for participants to efficiently operate their businesses. Exhibitors can promote various content through Online Booth and Market Screening, and expand their business opportunities through active communication and transactions.

Registration Process



STEP1. Booth Application Registration

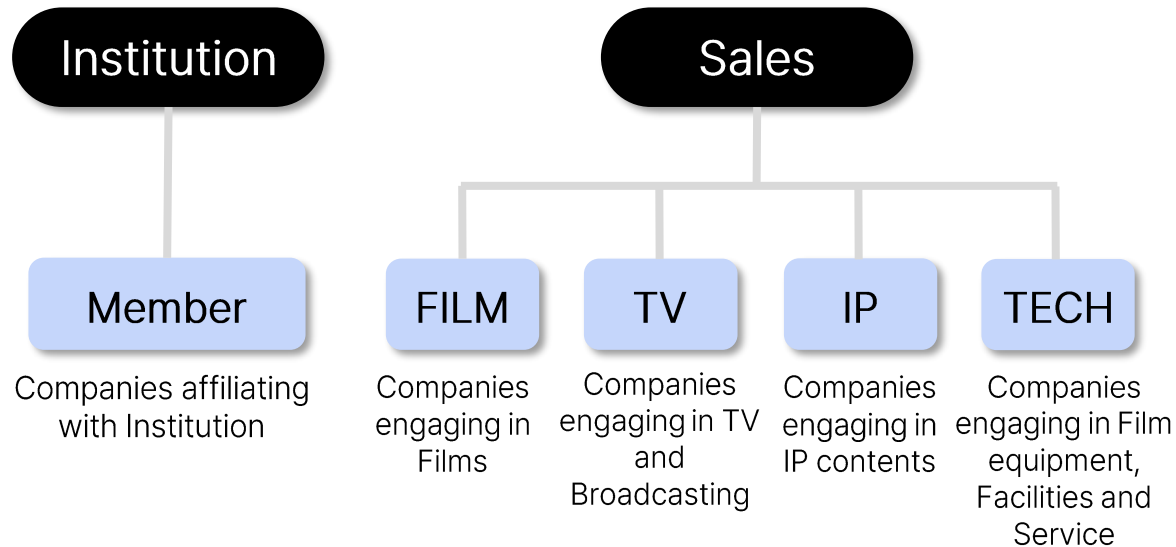


STEP2. Booth Registration

Online Booth

Booth Category

Organizations including
Members



Online Booth Types

Online Booth		
Package A	1 Market Badge + 5 Market Screenings	USD 500
Package B	3 Market Badges + 10 Market Screenings	USD 800

Additional Options		
Screening	5 Market Screenings	USD 100
Advertisement	Refer to ' Advertisement Catalogue '	

- ACFM 2023 will be held simultaneously at BEXCO and ACFM Online Site.
- Please check the '[Sales Booth Registration Guide](#)' for more information about Sales Booth.

Create an Account

1. Click on the 'Login' button located at the top right corner of ACFM Official Website. Click on 'Create an account' button at the bottom right corner of the pop-up window to create your account.

BIFF Asian Contents & Film Market APM ACF ACA PRESS service KOR ACFM 2023 Online **Login**

ACFM Asian Contents & Film Market 7-10 October 2023

About ACFM **Registration** Busan Story Market Program News Archive My Page

ACFM Asian Contents & Film Market 7-10 October 2023

E-mail

Password

Login

Forgot your E-mail?
Forgot your password?

Create an account

- You can only register 1 booth per 1 account.

2. Fill in all the provided fields and click the 'REGISTRATION' button. Please enter all the information in English.

1 2 3

All fields marked with * are mandatory and **should be written only in English.**
* 표시가 된 항목은 필수 사항이며, **영어로만 작성해주시기 바랍니다.**
Once you complete the registration, ID(E-mail) and Name cannot be changed.
이메일 계정과 이름은 등록 이후 변경이 불가능합니다.

First Name(이름) * Last Name(성) *

E-mail *

- Please note that the E-mail address will be unchangeable and used as the personal contact information for the Online Database.

Password * Re-enter password *

- At least 6 characters

By clicking REGISTRATION button, you agree and consent to the Rules and Regulation of the Asian Contents & Film Market, and receive required notices from Asian Contents & Film Market electronically.
If you would like to subscribe Newsletter for the Asian Contents & Film Market, please click!

Consent to Collect and Use of Personal Information

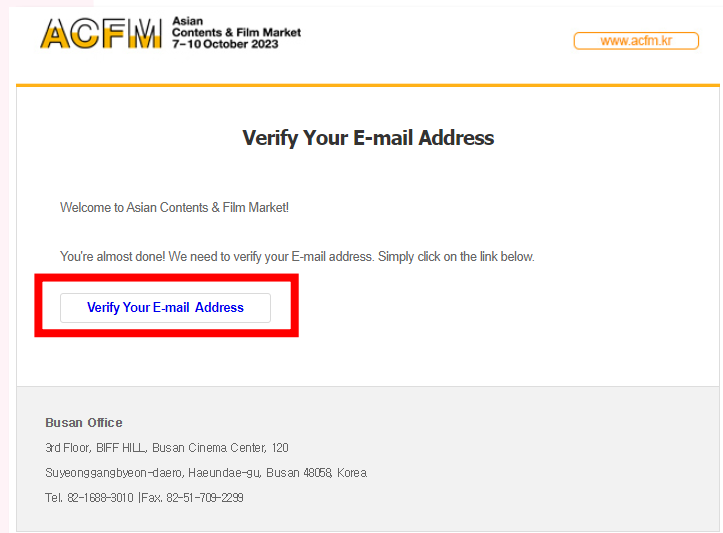
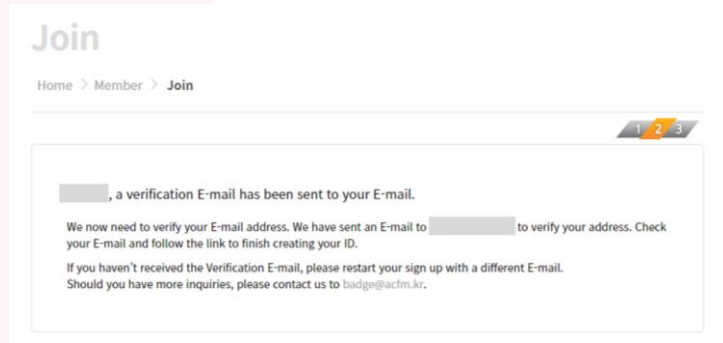
☒ For an account creation and management on the website, we collect requisite personal information(your name, email address, password). We will dispose of all personal information without delay, in accordance with the achievement of processing purpose or your disposal request.

REGISTRATION

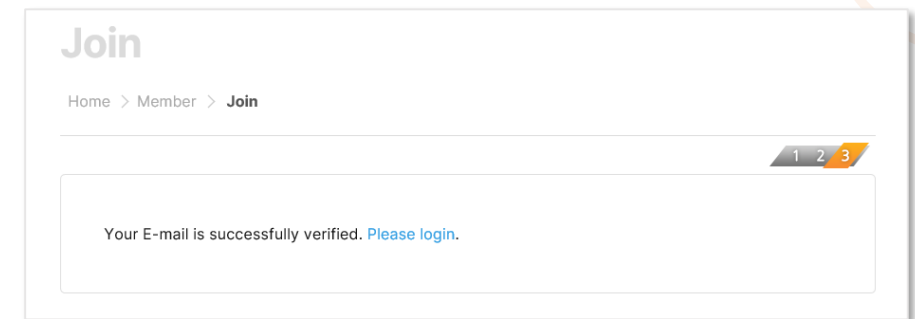
- You must agree to 'Consent to Collect and Use of Personal Information' to register an account.

Create an Account

3. An email for self-verification will be sent to the email address you provided. Click on the 'Verify Your E-mail Address' button in the email.

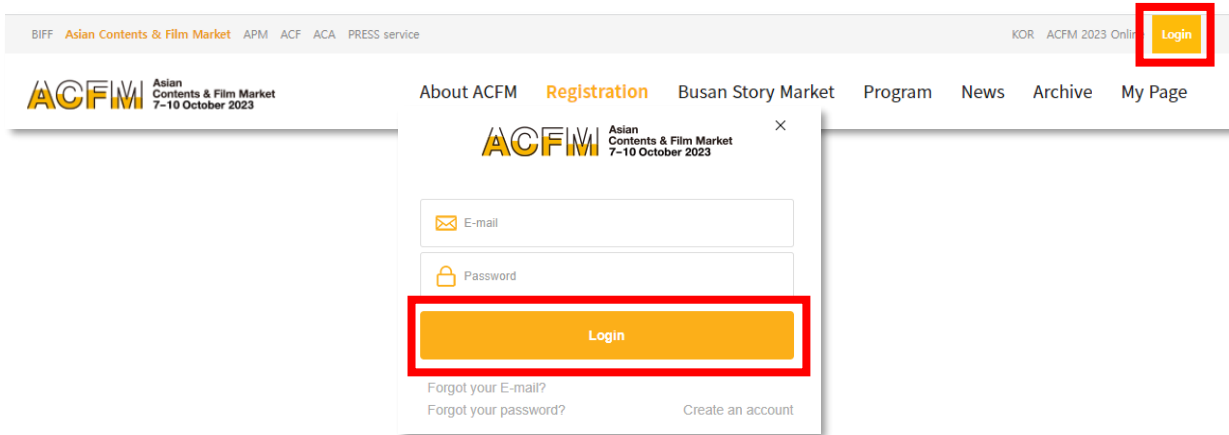


4. After completing the self-verification, your account registration will be completed.

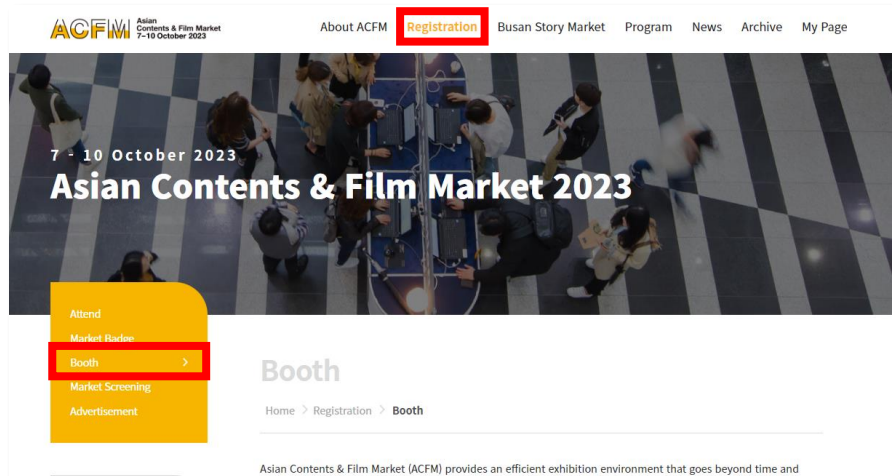


Registration

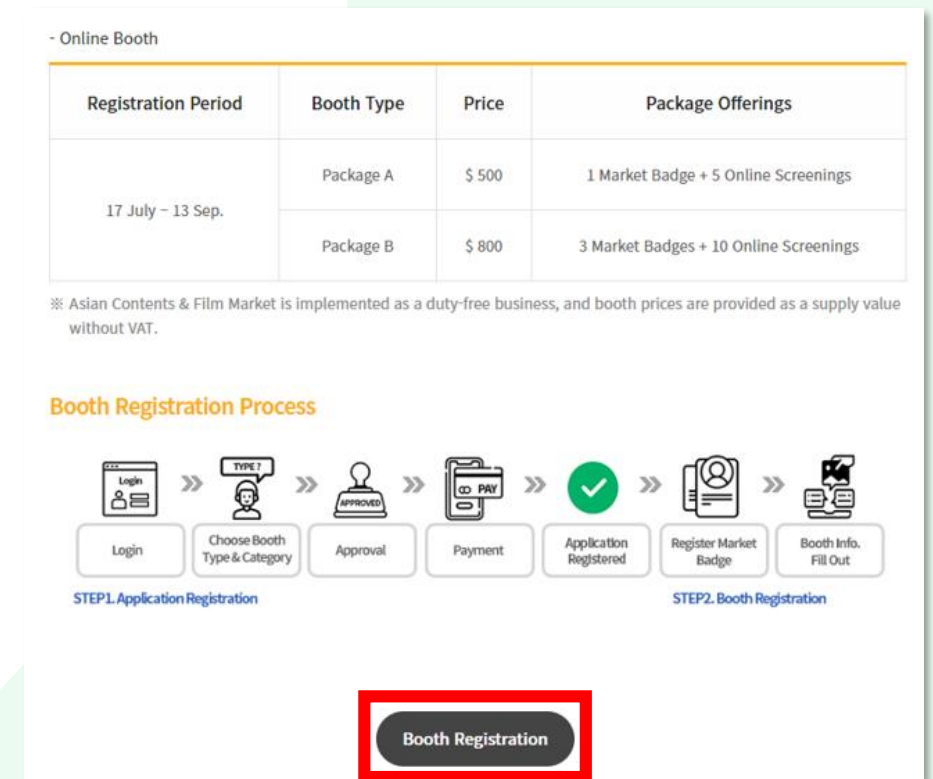
1. Click on the 'Login' button located at the top right corner of ACFM Official Website.



2. Click on the 'Registration' tab and then select the 'Booth' option.



3. Click on the 'Booth Registration' button below.



Registration

4. Select either 'Package A' or 'Package B'.

Booth Type - Sales Booth

Pop-up stand

\$1,000

Reservation Now

9 SQM standard
3m × 3m

\$1,600

Reservation Now

18 SQM standard
3m × 6m

\$2,800

Reservation Now

36 SQM standard
6m × 6m

\$5,000

Reservation Now

54 SQM standard
6m × 9m

\$6,500

Reservation Now

Raw space
1m × 1m

\$100/sqm

Reservation Now

Booth Type - Online Booth

Package A
Online Booth

\$500

Reservation Now

Package B
Online Booth

\$800

Reservation Now

For Previously
Participated Companies :

5. If your company has participated in ACFM before, please enter your company's name in the 'Company Name' field. Search your company's name in the search box and click on it.

Booth

Home > Registration > Booth

Company Information

Company Name *

ASIAN CONTENTS & FILM M

X

ASIAN CONTENTS & FILM MARKET

Country *

파일 선택

선택된 파일 없음

※ The most suitable size for the company profile picture is 300px by 120px. If the image size exceeds this limit, it will be automatically cut off and uploaded.

※ The country will be automatically selected based on the company's information.

※ For first-time participating companies: Click the 'First Time Participation' button to submit your company's information to ACFM database. Once your company information is verified, a confirmation email will be sent your account's email. From then on, you can search your company name from the list.

Contact Information

Name *

E-mail *

Position *

Phone *

+ -

Registration

For First-time
Participants :

5-1. If your company is participating in ACFM for the first time, click on the 'First Time Participation' button.

The screenshot shows the 'Booth' registration page. The breadcrumb trail is 'Home > Registration > Booth'. A progress bar at the top right indicates steps 1 through 5, with step 2 highlighted. The 'Company Information' section contains a 'Company Name *' field, a 'Country *' dropdown, and a 'First Time Participation' button highlighted with a red box. Below these fields is a file selection area with a red note: '※ The most suitable size for the company profile picture is 300px by 120px. If the image size exceeds this limit, it will be automatically cut off and uploaded. ※ The country will be automatically selected based on the company's information. ※ For first-time participating companies: Click the 'First Time Participation' button to submit your company's information to ACFM database. Once your company information is verified, a confirmation email will be sent your account's email. From then on, you can search your company name from the list.' The 'Contact Information' section includes fields for 'Name *', 'E-mail *', 'Position *', and 'Phone *'.

5-2. After entering your company information, click on the 'SEND' button. After receiving an approval email for the new company registration, proceed with the registration application again.

This screenshot shows the continuation of the registration form. It includes fields for 'Address', 'City', 'Country' (with a '-- Select below --' dropdown), 'Company Main Tel.' (with a '+' sign and a dropdown), 'Company Main Email', and 'Main Business 1 * Please select your Main Business 1 (mandatory)' (with a '--' dropdown). Below these is a 'Company Profile' text area (Max. 500 characters with spaces) and a note: 'For first time registering companies, please contact us first : exhibition@acfm.kr'. The 'Attachment' section (Max. 15MB) includes a file selection button and a red note: '※ The country will be automatically selected based on the company's information. ※ For first-time participating companies: Click the 'First Time Participation' button to submit your company's information to ACFM database. Once your company information is verified, a confirmation email will be sent your account's email. From then on, you can search your company name from the list.' At the bottom right, there are 'CANCEL' and 'SEND' buttons, with the 'SEND' button highlighted by a red box.

- Please ensure to enter your company name accurately as it cannot be modified afterwards.
- The company name you provide cannot be changed and will be displayed on your Online Booth.

Registration

6. Enter your company information in 'Contact Information'. In 'Booth Category', select either Sales or Institutions. If you choose 'Sales', you will need to select one of the following options: FILM/ TV/ IP/ TECH. No additional selection is required for Institutions.

Contact Information

Name *

E-mail *

Position *

Phone *

Booth Category

☒ Sales
☒ FILM
☐ TV
☐ IP
☐ TECH
☐ Institutions

※ The Online Booth Registration deadline is 13th September (KST).

※ Once the form is submitted, the submitted information cannot be changed.

7. If you are not a Member, please select 'No' and proceed with the booth registration. If your sales company is affiliated with an Institution, select 'Yes' and search for your affiliated Institution.

- A "Member" refers to a company that participates alongside an Institution.

Are you a Member affiliated with Institution?

Please confirm that the company is affiliated with the institution.

☒ Yes
☐ No

Affiliated Institution Company:

Member

※ Members are companies that are affiliated with Institutions.

※ Institutions would have noticed you in advance if you are a Member company that affiliates with them.

Reservation Details

Booth Type	Code	Rate	Quantity
Package B	PB	\$800	1

Total : \$800

Previous

Reserve

Registration

8. Your application for booth registration has been completed.

Booth

Home > Registration > Booth

1 2 3 4 5

Your request has been successfully submitted.

Thank you for sending us your request for Online Booth.
We will reply to you as soon as possible by your E-mail

Reservation Details

Booth Type	Online Booth : Package B
Reservation Date	

Contact Person

Company Name	
Country	
Name	
Position	
E-mail	
Phone	

Previous

My page

9. Once your application is complete, you will be able to check a confirmation email for the Online Booth reservation.

ACFIM Asian Contents & Film Market 7-10 October 2023

www.acfm.kr

Confirmation for Online Booth Reservation

Dear

Thank you for the order for [Package A](#) Online Booth. The order has been reserved successfully.

Once your booth is approved, a payment request email will be sent to you.

[Online Booth Guide](#) for Online Booth Configuration Settings will be sent separately to the applicant after the opening of ACFM.

You can check the status and manage your booth application through visiting [My Page](#) on Asia Contents & Film Market Official Website.

ON-SITE
ONLINE

Badge Holders!
Advertise With Us!

CLICK HERE

Payment

1. Once your application is approved, you will receive a payment page link by email. Please proceed with the payment by following the link (*You will be redirected to the payment page after logging in).

2. Select your payment method.

Booth

Home > Registration > Booth

1 2 3 4 5

Booth Type	Code	Rate	Quantity
Package B	CodePB	₩800,000	1

Total : ₩800,000

Company Information

Company Name

Country Korea

Contact Information

Name

Position

Payment Methods

In order to proceed with your payment, please choose one of the options below.
The International remittance fee must be paid by the sender.

☐ Domestic Payment (국내결제) ☒ Overseas Payment (해외결제)

※ Please note that changing the payment method is not allowed once you have made the payment.

Credit Card
Bank Transfer

Invoice Download(PDF)

Payment

- If you choose to make a bank transfer, you will receive a payment instruction email.
- Please note that changing the payment method is not allowed once you have made the payment.

Payment

- When the payment is successfully completed, a payment confirmation email will be sent you. Please use the promotion code provided to proceed with Market Badge registration.

ACFIM Asian Contents & Film Market 7-10 October 2023 www.acfm.kr

Guide to Online Booth Payment -Bank Transfer

Dear

Thank you for the order for [Package A](#) Online Booth.

The registration will be completed upon the confirmation of payment. If payment is not made within 1 week from the order date, the order will be automatically cancelled.

Once you have made the bank transfer for this order, please send the confirmation of remittance to exhibition@acfm.kr.

Use the following bank account for the payment.

Name of the Bank	Busan Bank		
Branch Name	HAEUNDAE	Account Holder's	BIFF
SWIFT Code	PUSBKR2P	Account Number	032-13-000644-2
Address of the Bank	1378-6, Jung 1-dong, Haeundae-gu, Busan, 612-847, Korea		

[My Page](#)

- Check the payment instruction email.
- Please note that if the payment is not made within 1 week, your registration will be automatically cancelled.

ACFIM Asian Contents & Film Market 7-10 October 2023 www.acfm.kr

Confirmation for Online Booth Payment

Dear

The registration for the [Package A](#) Online Booth has been successfully confirmed.

This email contains promotion codes for Market Badges.

Enter the promotion code below to register Market Badge.

Promotion Code	
1	ABCD-EFGH-IJKL-NMOP

[Go to Market Badge Registration](#)

Make sure to register the promotion code by 13th Sep.

[The deadline for completing the entering information of Online Booth is 13th Sep]

It is not allowed to register a Market Badge after 13th Sep (KST).

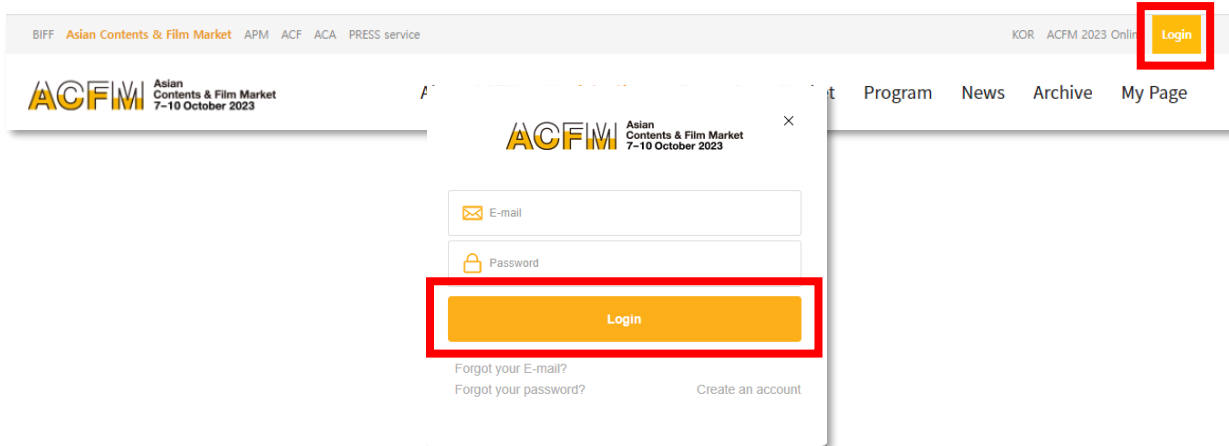
[My Page](#)

- Please note that Market Badge registration is mandatory in order to open an Online Booth and upload screenings.
- If you have more than one promotion code, create a new account and proceed with Market Badge registration by using the remaining promotion codes.

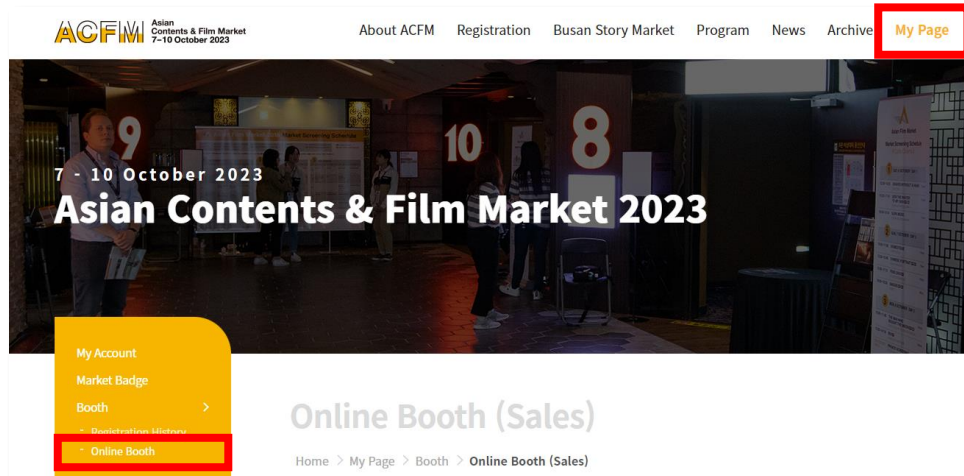
Booth Set Up - Institution

Deadline for Booth Set Up :
Fri, 15 September, 23:59 (KST)

1. Click on the 'Login' button located at the top right corner of ACFM Official Website.



2. Click on 'My Page' > 'Booth' > 'Online Booth' tab.



3. Below are the detailed information for each category:

<COMPANY>

- Settings for company information, company's image and main page artwork.

The screenshot shows the 'Company' settings page. The 'Company' tab is selected. The page includes a 'Save Company' button. Below it, the 'Company Information' section contains a list of instructions:

- * Your Booth Category is **Institution**.
- * Company information can be modified at Edit My Badge until 13 September.
- * Please note that modifying Online Booth information will not be allowed after 13 September.

 The 'Company Information' section has fields for 'Company Name', 'Country', 'Address', and 'City'. Below these fields is a section for 'Main Page Artwork' with a 'Main Page Artwork(1920x620)' field. At the bottom, there are fields for 'Company Main Email', 'Company Main Tel.', 'Activity', and 'Company Profile'.

Booth Set Up - Institution

<CONTACT>

- Set the contact information that will be displayed in the Online Booth.

Online Booth (Institutions)

Home > My Page > Booth > Online Booth (Institutions)




Company
Contact
Members
Screening
Gallery

Save Contact

Contact Information

Add your company's contact information.

- **Only Market Badge Holders** who registered for same Company will appear.
- You can place the contact info in the order you clicked.

Company Website

<MEMBERS>

- You can search and add Member companies. Click on 'Search Company' to list the Member companies who have purchased the booths.

Online Booth (Institutions)

Home > My Page > Booth > Online Booth (Institutions)

Company
Contact
Members
Screening
Gallery

Save Members

Members Information

Find Members by clicking 'Search Company' and link them under your company.

- **Only Members registered in Booth** will appear on the search bar.
- Please double-check not to add irrelevant companies.

Search Company

No.	Company Name	Country	Delete
1			✕

Search Company

Booth Set Up - Institution

<SCREENING>

- Upload Screening files.

Online Booth (Institutions)

Home > My Page > Booth > Online Booth (Institutions)

Company Contact Members **Screening** Gallery

Add Screening

Screening Status

No	Type	Order Number	Film Count
1	Online Booth	168843862452175 (2023-07-04 오전 11:43:47)	5

- Total Film Count 5Films.

Screening Information

Full Movie Clip Rough Cut Trailer

No	Film Image	Film Details	Status	Actions
NO DATA				

Add Screening

- Please refer to the '[Market Screening Registration Guide](#)' for detailed information on uploading Market Screenings and purchasing additional screenings.

<GALLERY>

- You can upload materials such as text, images, and video.

Online Booth (Institutions)

Home > My Page > Booth > Online Booth (Institutions)

Company Contact Members Screening **Gallery**

Upload Image **Upload Video**

Company's Gallery

Technical Specification Guide KOR ENG

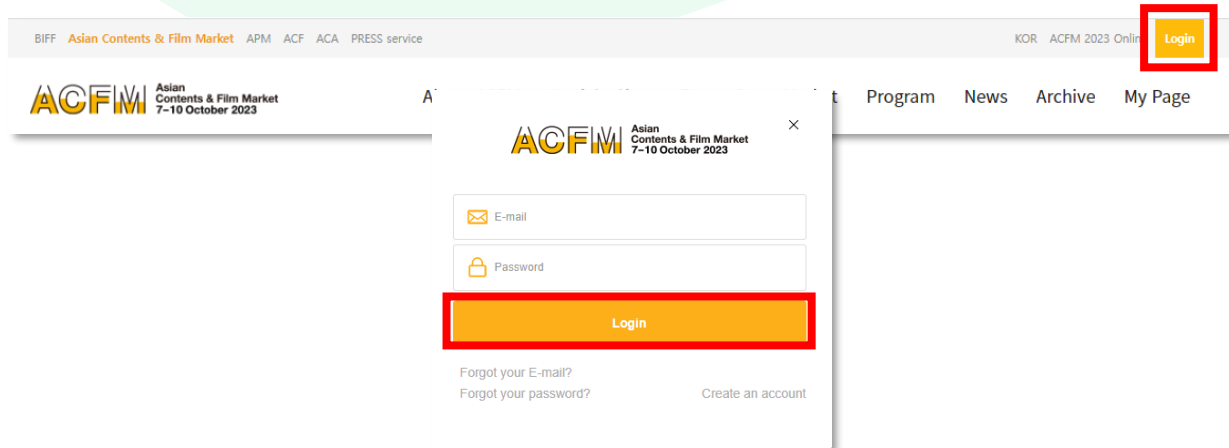
You can upload images that contain company's information or activities in your gallery.

- The gallery images may contain a brief description of your company.
- You can upload **only one video file**.
- Please download the [Technical Specification Guide] at the top for further details.

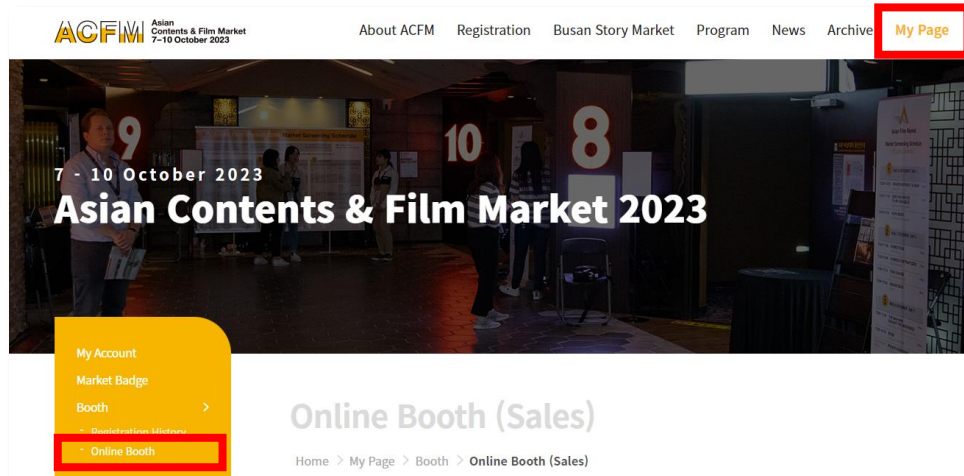
Type	Image	Image Date	Video	Video Date
Institutions	Upload		Upload	-

Booth Set Up - Sales > FILM/ TV/ IP/ TECH

1. Click on the 'Login' button located at the top right corner of ACFM Official Website.



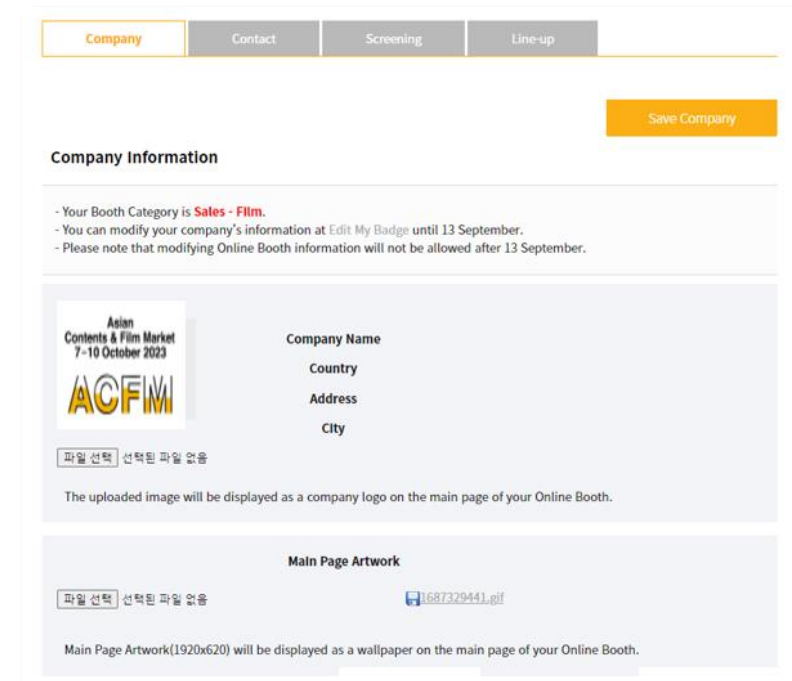
2. Click on 'My Page' > 'Booth' > 'Online Booth' tab.



3. Below are the detailed information for each category:

<COMPANY>

- Settings for company information, company's image and main page artwork



Deadline for Booth Set Up :
Fri, 15 September, 23:59 (KST)

Booth Set Up - Sales > FILM/ TV/ IP/ TECH

<CONTACT>

- Set the contact information that will be displayed in the Online Booth.

Online Booth (Sales)

Home > My Page > Booth > Online Booth (Sales)

Company
Contact
Screening
Line-up

Save Contact

Contact Information

Add your company's contact information.

- Only Market Badge Holders who registered for same Company will appear.
- You can place the contact info in the order you clicked.

<SCREENING>

- Upload Screening files.

Online Booth (Sales)

Home > My Page > Booth > Online Booth (Sales)

Company
Contact
Screening
Line-up

Add Screening

Screening Status

No	Type	Order Number	Film Count
1	Online Booth		5

- Total Film Count 5 Films.

Screening Information

Full Movie
Clip
Rough Cut
Trailer

No	Film Image	Film Details	Actions
NO DATA			

Add Screening

- Please refer to the ['Market Screening Registration Guide'](#) for detailed information on uploading Market Screenings and purchasing additional screenings.

Booth Set Up - Sales > FILM

<LINE-UP>

- Upload film trailers and film information.
- Click on the 'Add Line-up' button and fill in the provided fields. After that, click on the 'Save and Next' button.

Running Time minutes

Genre * ☐ Action ☐ Adventure ☐ Animation ☐ ...
If you can't find the genre you are seeking, please type in directly.

Production company

Stage of Production

Credit

Synopsis *
* English synopsis only.

Online Booth (Sales)

Home > My Page > Booth > Online Booth (Sales)

Company Contact Screening **Line-up**

Film Line-up Information

- Upload trailers by clicking 'ADD Line-up' button.
- Please note that you CANNOT upload a Full Movie file in your Line-up.
- There is no limit to the number of contents you can upload to your Line-up.

No.	Type	Title	Action	Show in Line-up
1	Film Line-up	TTT	<input type="button" value="Edit"/> <input type="button" value="Delete"/> <input type="button" value="Video Upload"/> <input type="button" value="Gallery Upload"/>	<input checked="" type="checkbox"/>

- After submitting Line-up information, you can upload additional materials for the Line-up by uploading 'Trailer' and 'Gallery'.

Booth Set Up - Sales > TV

- In 'Original Work's Title' field, enter the original title of the content. (Leave it blank if there is no primary source material such as novels or cartoons)
- In the 'No. of Episodes' field, enter the total number of episodes.

Online Booth (Sales)

Home > My Page > Booth > Online Booth (Sales)

Company
Contact
Screening
Line-up

TV Line-up Information

Please fill in the information below.

- All information must be entered in English.
- Required fields(*) must be filled in.
- Please note that your title must not include any special characters. (e.g. ?@'!%*)

English Title *

Production Country

☐ Korea
☐ Afghanistan
☐ Albania
☐ Algeria
 If you can't find the country you are seeking, please type in directly.

Production Year

Running Time

minutes

Original Work's Title

No. of Episodes

Save and Next

Online Booth (Sales)

Home > My Page > Booth > Online Booth (Sales)

Company
Contact
Screening
Line-up

Add Line-up

TV Line-up Information

- Upload trailers by clicking 'ADD Line-up' button.
- Please note that you CANNOT upload a Full Movie file in your Line-up.
- There is no limit to the number of contents you can upload to your Line-up.

☒ Full Movie
☒ Clip
☒ Rough Cut
☒ Trailer

No.	Type	Title	Action	Show in Line-up
1	TV Line-up	S	<div>Edit Delete</div> <div>Video Upload Gallery Upload</div>	<input checked="" type="checkbox"/>

- After submitting Line-up information, you can upload additional materials for the Line-up by uploading 'Trailer' and 'Gallery'.

Booth Set Up - Sales > IP

- In 'Other Works by the Author' field, enter the major works by the author. Leave it blank if there are no relevant works.

Online Booth (Sales)

Home > My Page > Booth > Online Booth (Sales)

Company
Contact
Screening
Line-up

IP Line-up Information

Please fill in the information below.

- All information must be entered in English.
- Required fields(*) must be filled in.
- Please note that your title must not include any special characters. (e.g. ?@!%*)

English Title *

Other Works by the Author

Genre *

- ☐ Adventure
- ☐ Animation
- ☐ Drama

If you can't find the genre you are seeking, please type in directly.

Save and Next

Online Booth (Sales)

Home > My Page > Booth > Online Booth (Sales)

Company
Contact
Screening
Line-up

Add Line-up

IP Line-up Information

- Upload trailers by clicking 'ADD Line-up' button.
- Please note that you CANNOT upload a Full Movie file in your Line-up.
- There is no limit to the number of contents you can upload to your Line-up.

Full Movie
Clip
Rough Cut
Trailer

No.	Type	Title	Action	Show in Line-up
1	IP Line-up		Edit Delete Video Upload Gallery Upload	<input checked="" type="checkbox"/>

- After submitting Line-up information, you can upload additional materials for the Line-up by uploading 'Trailer' and 'Gallery'.

Booth Set Up - Sales > TECH

- In 'Technical Fields', enter the field of expertise that your company has worked in (e.g. Editing, Keying, Composition, Wire Facility, etc.)

Online Booth (Sales)

Home > My Page > Booth > Online Booth (Sales)

Company Contact Screening **Line-up**

Tech Line-up Information

Please fill in the information below.

- All information must be entered in English.
- Required fields(*) must be filled in.
- Please note that your title must not include any special characters. (e.g. ?@!%*)

English Title *

Production Country

Production Year

Running Time

minutes

Technical Fields

Save and Next

Online Booth (Sales)

Home > My Page > Booth > Online Booth (Sales)

Company Contact Screening **Line-up**

Add Line-up

Tech Line-up Information

- Upload trailers by clicking 'ADD Line-up' button.
- Please note that you CANNOT upload a Full Movie file in your Line-up.
- There is no limit to the number of contents you can upload to your Line-up.

Full Movie Clip Rough Cut Trailer

No.	Type	Title	Action	Show in Line-up
1	Tech Line-up	S	Edit Delete Video Upload Gallery Upload	<input checked="" type="checkbox"/>

- After submitting Line-up information, you can upload additional materials for the Line-up by uploading 'Trailer' and 'Gallery'.

ACFM

2023

ACFM Asian
Contents & Film Market
7-10 October 2023

Oeun KWON Online Booth

+82 51 709 2228
screening@acfm.kr

Rylie NAM Online Booth

+82 51 709 2229
screening@acfm.kr

Max GOO Sales Booth

+82 51 709 2223
exhibition@acfm.kr

Soomin SEO Sales Booth

+82 51 709 2224
exhibition@acfm.kr

Eunbit JO Sales Booth

+82 51 709 2226
exhibition@acfm.kr

**Asian
Contents & Film Market
7–10 October 2023**

ACFIM