

KCON

World's Largest
Korean Culture
Convention &
Music Festival

"One of the largest conventions
dedicated to K-Pop is going global."
- The Hollywood Reporter



ABOUT

KCON is the one place where every element of Hallyu encompassing pop music, TV dramas, movies, fashion, food, and beauty can be experienced and celebrated. At KCON, you can encounter your favorite stars, stimulating panels, interactive workshops, and countless booths of fun dedicated to putting the world of Hallyu at your fingertips.

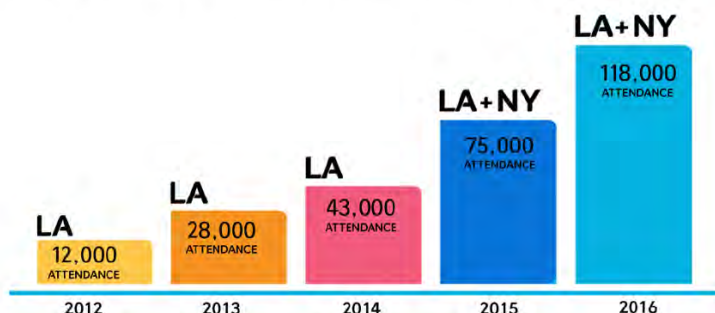
KCON began as an one day event in 2012 in LA. After four years of exponential growth, KCON has become a truly global event, expanding not only from Los Angeles to New York, but also reaching across the world to destinations like Japan, Abu Dhabi, and Paris.

KCON 2016 attracted an impressive number of 180,000 attendees across the globe. In 2017, KCON continues to expand globally, presenting the first KCON Mexico which took place at the Mexico City Arena.

KCON GOING GLOBAL



KCON USA MILESTONE



"KCON a mini-Coachella for
Korean pop music."
- August Brown, The LA Times



“Really it’s an all in one package: K-drama, K-food, K-beauty... It really grows into one and you start slowly, maturely kind of getting into the entire K-culture.” – Jeff Benjamin, Billboard



WHAT YOU EXPERIENCE AT KCON

All things Korean culture:

- K-Pop, K-Dramas & Movies, K-Beauty, K-Pop Concerts, K-Artist M&G, E-Sports, K-Pop Dance, K-Technology, K-Food, Games, and more!

WHO WILL YOU MEET AT KCON

- Multicultural: 60% of the attendees are Non-Asian American
- Millennials Rule: 48% between ages 18-24
- Girls’ Power: 79% female
- Fanatics: 75% traveled from outside the city

