



**HEROES**

**ATMOSPHERE**

**ESCAPISM**

**NOSTALGIA**

**INNOVATION**

**DRESS-UP**

**CONNECTION**

**THE WHY OF HEROES**

**REAL-LIFE EXPERIENCES**

**ENTERTAINMENT**

**JOY**

**COMMUNITY**

**ART**

**FUN**

## **HEROES BELGIUM**

Intro	03
The Heroes Network	05
Advisory Board	06
Timeline	07
Trends	10

## **FACTS**

Intro	11
Celebrities	12
Facts & figures	13
Average visitor	14
A recipe for magic	15

## **MADE IN ASIA**

Intro	16
Celebrities	17
Facts & figures	18
Average visitor	19
The way forward	20

## **HEROES COMIC CON**

Time for a new adventure	21
Celebrating diversity	22
A recipe for our story	23

## **HEROES**

Let's join forces	24
Captain Planet	25
Meet our team	26



## HEROES BELGIUM

### IN THE BEGINNING...

There is a great documentary series on Netflix called The Toys That Made Us. Each episode focuses on a different icon: Teenage Mutant Ninja Turtles, LEGO, Star Wars, Hello Kitty...

If you watch the series, you'll quickly notice that there was already a "cross-media" approach in the seventies and eighties. Within the same franchise, you'd find toys, animated series, movies, comics... One reinforces the other - financially and in terms of storylines.

What to one person is a piece of plastic or a simple animated series, is to another a lifestyle. **At our events - FACTS, Made in Asia & Heroes Comic Con - we get to immerse ourselves in a world made up of different subcultures several times a year.**

For the majority of the fans, returning to these events time and time again feels like coming home. Our event dates are their days of celebration. We hope to **capture the magic of our events** in the document that follows. We are ambitious to prove, together with you, that fan culture is the future of entertainment.

**Anthony Audenaerd**  
Head of Heroes Belgium



# HEROES BELGIUM

## HEROES IS PART OF EASYFAIRS AND WAS LAUNCHED TO CREATE POP CULTURE EVENTS ALL OVER EUROPE

Nobody knows pop culture like Heroes, the branch of Easyfairs founded in 2015. What started small has grown into the largest network of pop culture events in Europe. Today we organize ten thrilling events in three countries and have a passionate community of over 350.000 fans.

Heroes is at the forefront of a wave taking the world by storm. **We pride ourselves on extraordinary innovative experiences for the fans, by the fans.** The audience is what makes Heroes grow - that's why they're at the core of everything we do. They love our events because they love the sense of belonging.

**At Heroes, we believe that escaping to a fantasy world should not be limited to a passive screen.** That's why our events are larger than life and unforgettable. It's impossible not to smile when you're visiting FACTS, Made in Asia and Heroes Comic Con! We aim to bend reality and have everyone join our geeky family. Our galactic journey is just beginning. This moment is your chance to grow with us and be part of the exciting and fantastic ride we're on!



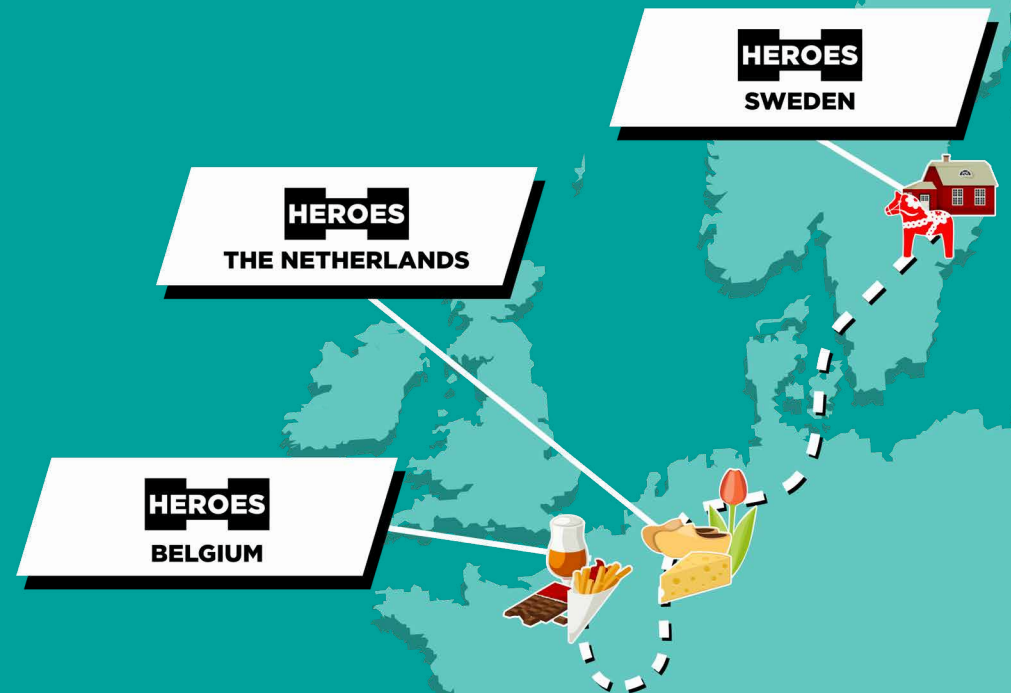


# THE HEROES NETWORK

**3 COUNTRIES**

**10 EVENTS**

**350.000+ VISITORS IN 2023**





# HEROES BELGIUM

## ADVISORY BOARD

At Heroes Belgium, we want to keep innovating. We get inspiration from what we do in our lives and from the world around us. **To challenge our ideas**, we work with an advisory board. **The people in this group are experts working in pop culture, entertainment and the media business.**

**We continuously test-run our plans with friends, fans, colleagues and – most importantly – this varied group of experts and enthusiasts.** This way, we ensure that we get to implement even our wildest ideas to their full potential and get inspiration for new and unexpected concepts in the process.

“The value of the idea lies in the using of it”

Thomas Edison (1847 - 1931)  
Inventor





## HEROES BELGIUM

### POP CULTURE: SOMETHING LIKE A PHENOMENON



**1939**

The **first sci-fi convention** ever takes place in **New York**. Writer **Isaac Asimov** is one of the attending celebrities.

**1964**

**New York** has another premiere: it hosts **the first comic con in the world**.

**1970**

**San Diego Comic Con** is founded. More than fifty years later, **the pop culture event still sets the blueprint** for all other comic cons. There are panel discussions, celebrities (Jack Kirby appears at the very first SDCC), stores, cosplayers... And premieres: the first Star Wars movie is presented at SDCC.

**1975**

The anime and manga convention **Comiket** launches in Tokyo. Seven hundred people attend the event, which grows into a gathering of 750.000 people 45 years later.



# HEROES BELGIUM

## POP CULTURE: SOMETHING LIKE A PHENOMENON



**1993**

In **Ghent**, the first edition of **FACTS** takes place. Just two tables and forty visitors, but **the beginning of something** great.

**2008**

**Made in Asia** takes place for the first time.

**2009**

**FACTS** keeps growing and moves to **Flanders Expo**.

**2016**

To meet the increasing demand, **FACTS** organizes its **first spring edition**.



The Heroes Belgium events had very humble beginnings. **FACTS** started out as a small gathering of 40 people in a tiny room above a little café in Ghent back in 1993. Today, the brand welcomes over 180.000 fans every year.



# HEROES BELGIUM

## POP CULTURE: SOMETHING LIKE A PHENOMENON

**2019**

A total of **78.822 fans** visit the **semi-annual FACTS events**, while **70.174 anime & manga lovers** attend **Made in Asia in March**.

**2021**

The **post-COVID-19** editions of FACTS and Made in Asia prove that **people are eager to attend pop culture events** more than ever.

**2022**

Heroes Belgium launches **Heroes Comic Con**, a new adventure in Brussels Expo where **East truly meets West**. Fans also get access to Made in Asia, which is held simultaneously and on the same location.

**2023**

**FACTS** celebrates its **30<sup>th</sup> anniversary** and with it provides a celebration of 30 years of progress, inspiration and **pure magic** in terms of pop culture!





## HEROES BELGIUM

FACTS, Made in Asia and Heroes Comic Con are **all about pop culture**. Many young (and old) people devote their lives to superheroes, comics, gaming and anime. According to trendwatchers all around the world, this market will only continue to grow.

COMIC BOOK SALES IN THE US ALONE  
CROSSED THE \$ 1 BILLION MARK IN 2015.

‘GEN Z LIVES IN A WORLD FUELED BY  
MEDIA AND INFUSED BY CONTENT’.

Vice Media & Ontario Creates

## 6 IN 10

GEN Z SAY VIDEO GAMES ALLOW THEM TO  
FANTASIZE ABOUT THINGS THAT ARE  
OUTSIDE THEIR GRASP. THIS ACT OF  
ESCAPISM FITS WITH THEIR INCLINATION  
TOWARD ENTERTAINING CONTENT.

## THERE ARE 4.2 MILLION GAMERS IN BELGIUM

SOURCE: NEWZOO

IN 2020 NETFLIX REPORTED THAT MORE THAN 100  
MILLION HOUSEHOLDS ACROSS THE GLOBE HAD  
WATCHED AT LEAST ONE ANIME TITLE ON THE  
PLATFORM BETWEEN JANUARY AND SEPTEMBER,  
AN INCREASE OF 50 % FROM THE YEAR BEFORE.  
PLUS: ANIME TITLES HAD APPEARED IN TOP 10  
LISTS IN NEARLY 100 COUNTRIES.

‘Cosplay has been an important part of youth culture  
for some time. Anyone who wants to reach that target  
group should be present at events like Made in Asia  
and FACTS or on platforms like Twitch. That works  
just a little better than a leaflet in the library.’

**Maarten Leyts**  
Founder Trendwolves





## FACTS

# A POP CULTURE CELEBRATION

What was the world's first comic? Nobody can say for sure. What is certain is that the medium became a significant industry starting in the 1930s. Thanks to the introduction of Superman, which ushered in the Golden Age of Comic Books. Many characters introduced then are still familiar to us today: Batman, Captain America, Wonder Woman...

It's not just because of the newly published comics that we still know them. No, there are **entire media empires** created around these characters. Publishers like Marvel and DC Comics made countless film adaptations with their superheroes. With success: four of the ten most popular movies ever, for example, are part of the Marvel Cinematic Universe.

**The impact of pop culture** is also growing on other fronts. Gaming used to be something obscure, done on rudimentary PC's and consoles marketed towards children. But today, everyone is playing. Just think of mobile gaming, played on a device that is easily accessible and very widespread, which lowered the threshold immensely. Big publishers buy smaller publishers for billions of dollars, and e-sports have made a breakthrough. Not to mention the cultural impact of gaming.

**At FACTS we bring together comic books, films and games in one fantastic event.** Visitors can discover and experience pop culture. People dress up, gather at fan clubs, get to know new brands and franchises... It's a celebration for everyone who is a hero or dreams of being one.



# FACTS

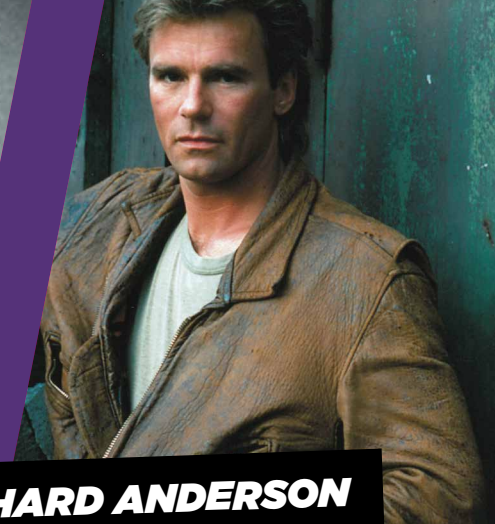
FACTS allows fans to pose questions to **international stars** during Q&A panels, or ask them for a signature or a selfie. Amazing actors of Star Wars, The Lord of the Rings, Harry Potter, The Walking Dead, Game of Thrones, Doctor Who and many more awesome series and movies are coming to FACTS to meet them.

On top of that, we always have the most **legendary artists** coming over to sign their favourite comics, like Tony Moore (The Walking Dead), Don Rosa (Donald Duck), and many more.



**CARRIE FISHER**

STAR WARS



**RICHARD ANDERSON**

MACGYVER - STARGATE SG-1



**GILLIAN ANDERSON**

THE X-FILES - SEX EDUCATION



**MADS MIKKELSEN**

JAMES BOND - DR. STRANGE - HANNIBAL



**TOM FELTON**

HARRY POTTER - THE FLASH



**LANA PARRILLA**

ONCE UPON A TIME



# FACTS

## 2024

6-7 APRIL

## 2024

01-02 NOVEMBER

## 2025

5-6 APRIL

WWW.FACTS.BE



PAGE VIEWS (ONE YEAR)

1.882.783



SESSIONS (ONE YEAR)

790.000

FACEBOOK/FACTSCONVENTION



92.985

TWITTER/FACTSCONVENTION



6.820

INSTAGRAM/FACTSCONVENTION



31.624



'FACTS' is a great way to get brand exposure to highly concentrated pop culture fans and to create a positive brand association when the audience is having fun surrounded by superheroes or fantastic creatures. FACTS is obviously "The place to be" for brands like Disney, Marvel or Star Wars.'

Ariane Verrier

Senior Marketing Manager Motion Pictures, The Walt Disney Company

### TOP REASONS OUR VISITORS GIVE FOR ATTENDING FACTS:



HEROES  
presents  
**FACTS**  
YOUR BELGIAN COMIC CON



**FACTS**

## A RECIPE FOR SUCCESS



FACTS has a strong tie with its fans: 83 % of all visitors plans to attend the following edition.

**58.000 M<sup>2</sup>**

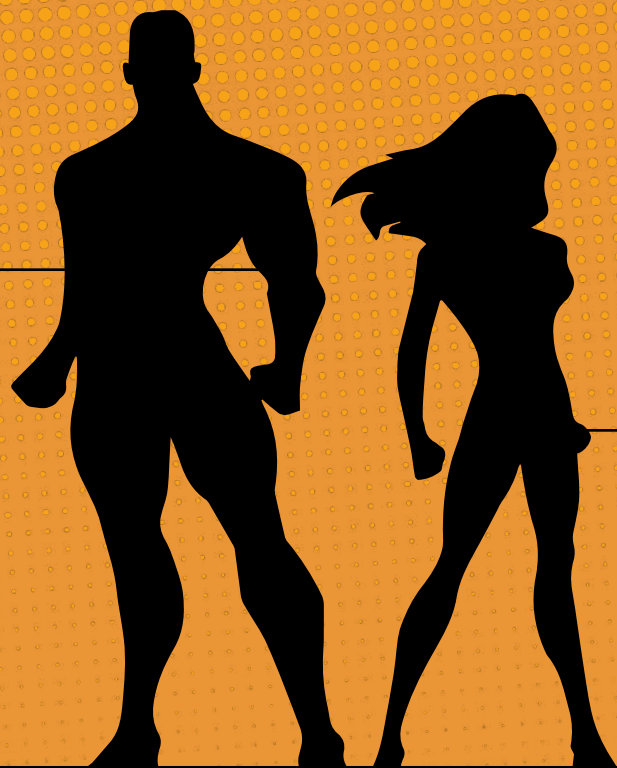
**45.628**

VISITORS AT FACTS FALL 2023

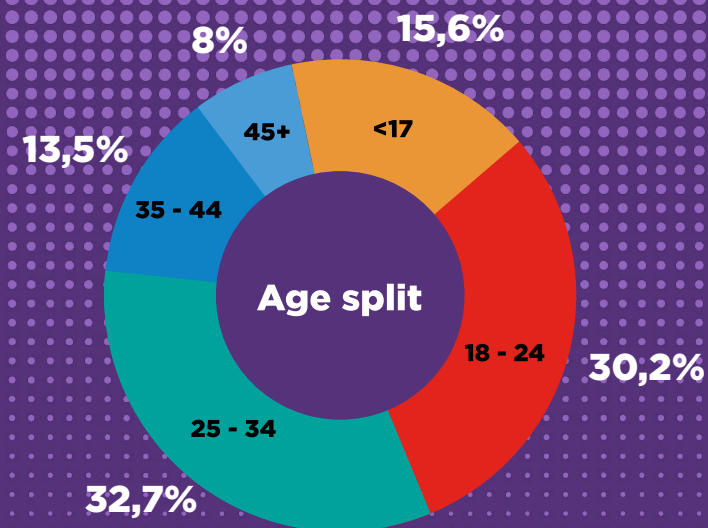
**32.328**

VISITORS AT FACTS SPRING 2023

**56%**  
MALE  
VISITORS



**40%**  
FEMALE  
VISITORS



**€142.85**

AVERAGE SPEND PER VISITOR AT  
EXHIBITOR BOOTHS ALONE



# FACTS

## A RECIPE FOR MAGIC

FACTS is more than just a place where you can buy merchandise and watch a few shows. It's a total experience that deliberately aims to bring out the best in pop culture fans and to create a safe haven for them to celebrate fiction in their own way. In short, the goal consists of 5 distinct pillars.

### *Inclusive*

FACTS merely provides a place where people can **express themselves freely** without judgment, while striving towards **body positivity, gender equality,** and looking past color.

### *Fun*

The careful construction of everything geeky makes sure that all your **fandom funny bones get tickled**, from **fantasy and sci-fi** to forgotten childhood heroes, all reappearing in front of you.

### *Everlasting*

The moment a fan exits FACTS, they'll always have a **physical souvenir** in their pockets or an **unforgettable memory** etched in their minds.

### *Expertise*

Whether it's new releases of movies, developments in tech, or popularity spikes in pop culture fields, FACTS knows what, who, where and how.

### *Community*

The FACTS feeling is a movement that celebrates being yourself and the many worlds of fiction in incredibly creative ways, together.





## MADE IN ASIA

## MADE IN ASIA

When Hokusai sketched a series of scenes from daily life in 1814, he had no idea that his work would influence pop culture. It laid the foundation for a concept Kitazawa Rakuten refined in 1902: manga. Japanese comics, nowadays an international phenomenon.

**Anno 2024, we can no longer imagine a world without Dragon Ball, Sailor Moon and One-Punch Man.** Manga is not the only successful Asian export product. Think of anime, K-pop, games like Tekken or Super Mario...

On the other hand, many media companies are making a move to Asia. The biggest franchises are introducing Asian characters or film scenes in Korea, Japan, India and China. This move is no coincidence: cinema is **booming business** there. The most lucrative movie of (the unusual year) 2020 was the Chinese film The Eight Hundred, which grossed 461 million dollars worldwide.

**The East is changing the world of pop culture - and you can experience it at every edition of Made in Asia.**



# MADE IN ASIA

At Made in Asia, fans can meet their favourite mangakas, anime animators, cosplayers, musicians, authors and illustrators. They sit down for Q&A panels, hand out autographs or take selfies with fans.

Apart from that, the YouTube area of the Made in Asia festival is home to many gaming, YouTube and streaming artists.

**'This event is great! It gives me the opportunity to see my community in perfect conditions!'**

Furious Jumper, YouTuber



**SILENT JILL**

447 K FOLLOWERS



**LE JOUEUR DU GRENIER**

3,65 M FOLLOWERS



**REDKILL**

1,28 M FOLLOWERS



**JEAN-FILS**

2,52 M FOLLOWERS



**MISSJIRACHI**

746 K FOLLOWERS



**FURIOUS JUMPER**

3,99 M FOLLOWERS



# MADE IN ASIA

## OMAMORI (LUCKY CHARM) FOR SUCCESS

**2024**

**1-3 MARCH**

**2024**

**19-20 OCTOBER**

**2025**

**7-9 MARCH**



WWW.MADEINASIA.BE



PAGE VIEWS (ONE YEAR) **1.704.365**



SESSIONS (ONE YEAR) **790.129**

FACEBOOK/LESALONMADEINASIA



**113.300**

INSTAGRAM/SALON\_MADEINASIA



**28.974**



### TOP REASONS OUR VISITORS GIVE FOR ATTENDING MADE IN ASIA:

- |  |     |
|--|-----|
| 1. To be immersed in the Made in Asia universe | 67% |
| 2. To hang out with friends                    | 56% |
| 3. To buy something                            | 47% |
| 4. Cosplay                                     | 42% |
| 5. The Asian food courts                       | 35% |
| 6. To meet people who share my passions        | 29% |
| 7. To meet artists & guests                    | 24% |
| 8. Little Asia and manga activities            | 22% |



# MADE IN ASIA

## THE FORMULA FOR OUR STORY



The gaming market will grow with a healthy +8.7 % per year to reach \$ 218.7 billion in 2024, surpassing the \$ 200-billion threshold in 2023.  
(Source: Newzoo)

**56.089 M<sup>2</sup>**

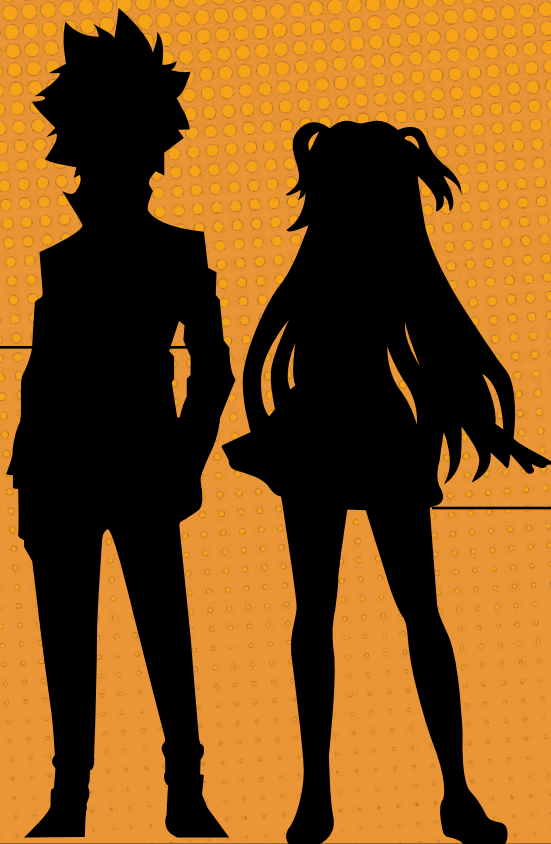
**69.832**

VISITORS AT MADE IN ASIA SPRING 2023

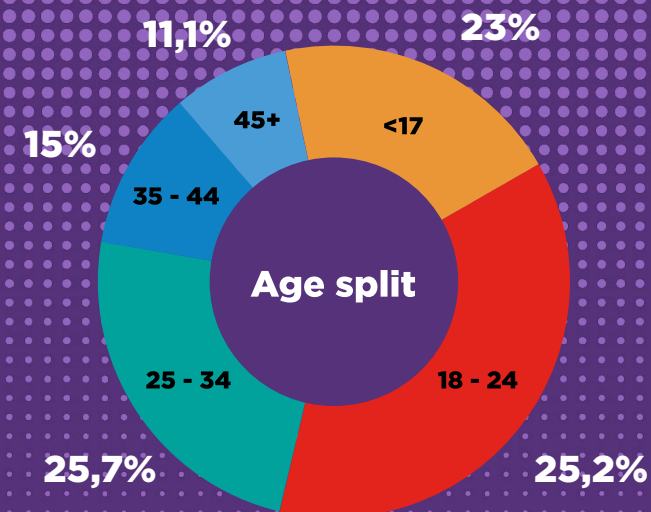
**59.314**

VISITORS AT MADE IN ASIA  
& HEROES COMIC CON FALL 2023

**50%**  
MALE  
VISITORS



**47%**  
FEMALE  
VISITORS



**€ 156**

AVERAGE SPEND PER VISITOR AT  
EXHIBITOR BOOTHS ALONE



# MADE IN ASIA

## THE WAY FORWARD

Bringing a piece of The Orient to Brussels in a great way is no small feat, so it is highly important to stand on firm values and pillars. With these goals in mind, Made in Asia can move forward confidently, knowing that it is delivering the best experience to a very dedicated community.

### Culture

Made in Asia is determined to highlight all aspects of the **Japanese, Korean and general Asian cultures** and respectfully present them to a European audience. From **anime and manga to K-pop, Nintendo** games and freshly made **onigiri**.

### Celebration

All **Asia-oriented interests and niches are celebrated** in one place, creating a unique experience.

### Connection

Coming to this show doesn't only mean celebrating your own passions, but also **joining thousands of others** who are doing the same, **across generations**.

### Integrity

Made in Asia's quality label guarantees that every edition is a **safe haven** in terms of **psychological belonging** and in terms of entertainment value.

### Discovery

Focused educational efforts such as **workshops and lectures by experts**, shows and showcases of **cosplays and Asian traditions**, the discovery of new pop culture phenomena and YouTube stars and much more!



# HEROES COMIC CON

## TIME FOR A NEW ADVENTURE

The Heroes events already have huge communities of loyal and passionate pop culture fans, but even with decades of experience, we felt like we could cater to even more with a different approach. That is why we launched the brand-new **Heroes Comic Con** in **Brussels Expo**, in **2022**: to appeal to an even broader audience than ever before.

The goal for Heroes Comic Con was to **add another layer over the known comic con formula** and take it to new horizons. It will also be the ultimate experience for anyone who loves well-made series and movies. With the **rising demand** for actors of non-geeky franchises and the enormous success of mainstream series and movies on streaming platforms, we were positive that **this new layer would attract** a sizeable number of new visitors to the show.

This event was **fused with Made in Asia**, with the **same date & location**. Anyone who bought a ticket to Heroes Comic Con also got access to the 55.000+ m<sup>2</sup> of Made in Asia and vice versa, creating the feeling of a world tour of East & West for the fans. This mutually beneficial situation brought smiles to the faces of **59.314 visitors** during only its second edition!

**Heroes Comic Con  
returns next fall:**

**2024**

**19-20 OCTOBER**





# HEROES COMIC CON

## CELEBRATING DIVERSITY

The visuals of Heroes Comic Con's marketing campaigns reflect the aim to have multiple types of fans at the event.

From the board gaming 20-somethings to the veteran 80's movie fans and from the streaming platform watchers to the figurine collectors, they'll all get to meet their heroes and have a wonderful comic con weekend.

Apart from bringing a fantastic pop culture experience, we also want to celebrate diversity. Anyone is welcome. We wish to unify those who identify as 'geeks' with those who sit down for a historical drama series, and everyone in between, to join a great festival where their interests are being put on a pedestal. If they've ever pressed play, this is where they'll want to stay.





# **HEROES COMIC CON**

## **A GREATER STORY UNFOLDS**



**BRUSSELS EXPO IS THE BIGGEST EXPO SPACE IN THE BENELUX. AND THIS MEGA-EVENT TAKES UP ALMOST ALL OF ITS HALLS, TOGETHER WITH MADE IN ASIA.**

## **BRUSSELS**

**BRUSSELS IS THE BIRTHPLACE OF THE FRANCO-BELGIAN COMICS GENRE, WHICH STANDS PROUDLY AS A SUCCESSFUL MARKET NEXT TO JAPANESE MANGA AND AMERICAN COMICS.**

**WITH RENOWNED SERIES LIKE TINTIN AND THE SMURFS FIRMLY ROOTED IN THE BELGIAN DNA AND TOURIST ATTRACTIONS LIKE THE COMICS MUSEUM AND THE MANY HUGE 'COMIC ART WALLS' ALL AROUND THE CITY, BRUSSELS HAS A STRONG CONNECTION TO COMICS.**

**IN OTHER WORDS: THE COMIC CON CONCEPT IS A PERFECT MATCH.**

**OUR AMBITION IS TO MAKE HEROES COMIC CON THE BIGGEST BELGIAN COMIC CON FESTIVAL WITH MORE THAN 80.000 VISITORS.**

## **CAPITAL OF BELGIUM & EUROPE**

**Heroes Comic Con takes place in the capital of Belgium, but also of Europe. With many European institutions housed in this region and its numerous historic monuments, this city attracts people from all over the world.**

**Heroes Comic Con and Made in Asia  
together occupied**

# **75.940 M<sup>2</sup>**

**in Brussels Expo.**

**That's about the size of 3 football fields!**



The background of the entire page features a dark, high-contrast image of two men in profile, facing each other. A large, semi-transparent white 'X' is superimposed over the image, with its arms extending towards the corners. The lighting is dramatic, with strong highlights and deep shadows, giving it a cinematic or industrial feel.

# **LET'S JOIN FORCES AND CHANGE THE WORLD OF POP CULTURE**

As a **partner of FACTS, Made in Asia and Heroes Comic Con** you reach a **large audience** and, above all, the right target group. Visitors to our events are curious, vocal and passionate. If anyone wants to learn about new products or services, it's them! The numbers don't lie: they like to spend money on what they love.

**Working together, we'll figure out how to give you the stage you deserve.**  
Contact us to see how we can strengthen each other!



# CAPTAIN PLANET

Like real superheroes, we want to protect the world. From evil forces, of course, but also from climate change. That's why Easyfairs signed the pledge for "Net Zero Carbon Events". The pledge is the result of global collaboration throughout the event industry.

By signing the pledge, Easyfairs is committing to publish our pathway to achieve net zero by 2050 at the latest, with an interim target in line with the Paris Agreement's requirement to reduce global GHG emissions by 50 % by 2030.



On the roofs of the Flanders Expo halls are **53,000 m² of solar panels**, accounting for 40 % of FACTS' total power consumption.



We **collect rainwater** from our roofs and use it to flush the toilets. In this way, we save thousands of liters of drinking water.



Electric driving is the future. We have **12 charging stations** at the parking lots of our Belgian venues.



We strive to **consume less meat**. We opt for locally produced food.



At Flanders Expo Ghent, we **separate waste streams** and thus reduce the total amount of waste.



Internal transport is runs **on green energy** whenever possible.

# MEET OUR TEAM



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