

# 2026 WFDSA World Congress Logo public contest

## Purpose

As Incheon, Korea, was selected as the venue for the 18th WFDSA World Congress in 2026, Korea DSA would like to promote the hosting of the 18th World Congress in Incheon, Korea, and invite logos to be used for official web site, brochures, and souvenirs in Korea and abroad to spread the enthusiasm for participation in World Congress early.

## the method of public contest

With reference to the attached logos of the previous WFDSA World Congress, the 18th WFDSA World Congress will be held in Incheon, Korea, in 2026, including buildings or symbols that can represent Korea or Incheon.

Based on the basic design, various logo designs such as vertical and horizontal shapes are submitted in two types: JPG file and illustration (.ai) file. (Within 30M per piece)

Submit a brief description of the purpose and direction of the logo design

## criteria for examination

aesthetics	creativity	Scalability	popularity	<b>Total</b>
25%	25%	25%	25%	<b>100%</b>

## Period of public contest and how to receive it

Period: From April 22nd to May 24th, 2024, midnight (Korean time)

Review period: May 27th to May 31st

Final announcement date of award-winning works: first week of June (changeable)

○ Method: official web site([www.wfdsa2026korea.com](http://www.wfdsa2026korea.com)) or official e-mail([wfdsa2026@gmail.com](mailto:wfdsa2026@gmail.com)) accepted only. (Not allowed thru mail)

○ For inquiries: 82-2-508-5114, [timkim@kdsa.or.kr](mailto:timkim@kdsa.or.kr)

Eligibility of participation: General public and university students who can work on design

Prize details: Total award of KRW 20 million(≒USD 15,000)

○ The first, second, and third places were selected by the "2026 WFDSA World Congress Organizing Committee" and announced to the media

sortation	Number of selected works	a prize money
First place	1	KRW 10 million(≒USD 7,500)
Second place	2	KRW 3 million(≒USD 2,250) each
Third place	4	KRW 1 million(≒USD 750) each

\* 4.4% of tax and utility charges will be paid by the winner

Other (Note)

○ If multiple works of the same person are awarded, only one work corresponding to the highest prize and prize money will be awarded.

○ Examination scores are kept private and no objections can be made to the results of the examination.

○ The number of awards may be adjusted or there may be no award-winning works depending on the number of entries or the level of the screening results.

○ The attachment for entry shall not indicate the identity of the applicant and shall be excluded from the examination if found.

○ The entry must be a pure creation that has never been published domestically or abroad and will be liable for cancellation of the award and all related legal responsibilities in the event of any of the following disqualification reasons.

(If submitted and awarded in other domestic and international competitions / If recognized as plagiarizing other works / If it does not conform to the specifications of the entries specified in this notice / If there are legal disputes under relevant domestic and international laws such as patent rights, utility model rights, trademark rights, design rights, copyrights, etc. / If it is a creation created using artificial intelligence (AI) programs.)

○ If similar ideas are submitted at the same time (same level premise), priority will be processed in the order of receipt.

○ All designs received for the contest will not be returned.

○ Regardless of whether it is selected or not, all ownership rights, including intellectual property rights of all designs received by the public contest, will be held by the Korea Direct Selling Industry Association and the World Federation of Direct Selling Association.

○ The selected logo may be partially modified and used by the Korea Direct Selling Industry Association and the World Federation of Direct Selling Association without any prior consultation with the original author.

○ The tax process related to the award will be paid after withholding.

○ The prize money is paid in Korean currency (won), but if the selected person is a foreigner, it is paid in the relevant national currency according to the exchange rate on the day of the award payment, and all fees and taxes related to exchange rates and currency exchange are deducted from the prize money and paid.

[Attachment 1] Logos from previous WFDSA World Congress

	year	location	logo
12th	2005	London, England	
13th	2008	Singapore	
	2011	Istanbul, Turkey <sup>1</sup>	
14th	2014	Rio de Janeiro, Brazil	
15th	2017	Paris, France	
16th	2021 <sup>2</sup>	Bangkok, Thailand	
17th	2023	Dubai, UAE	

<sup>1</sup> Istanbul, Turkey is not included in the World Congress because it is held as a regional conference, not a World Congress

<sup>2</sup> Thailand's Bangkok World Congress was scheduled to be held in 2020, but due to the COVID-19 outbreak, it was held thru on-line in 2021