

MCM LONDON COMIC CON INTERNATIONAL COSPLAY LEAGUE 2025 ONLINE UK DUO QUALIFIER RULES



GENERAL INFORMATION

The International Cosplay League (“**ICL**”) is a global cosplay competition for cosplayers, selected in their home countries, to participate in the International Cosplay League Final held at Japan Weekend Madrid, Spain. The competition finals are organised by JOINTO ENTERTAINMENT S.L.

The ICL 2025 online qualifier competition to select the duo to represent the UK (“**the ICL Qualifier**”) will be operated online (“**the Event**”), which Event is organised and staged by MCM Comic Con, a division of Reed Exhibitions Limited also known as ReedPop UK (“**ReedPop**”). One duo of cosplayers will be selected from the submitted video material by a panel of judges to represent the United Kingdom as “Team UK” in the competition final, to take place 20th - 21st September 2025.

Rules

1. All entrants must be 18 or older on 18th June 2025 to compete in the ICL qualifier at the Event.
2. Registration is open to registered citizens or permanent residents of the UK. All entrants must have either proof of permanent residence in the UK or a UK Passport. If an entrant has previously represented another country in a global cosplay competition within 5 years of the competition final, notwithstanding any changes in their place of residence or nationality, such entrant will not be eligible to participate in the ICL Qualifier. *Please see the ICL rulebook linked in the appendix for further information.*
3. Employees, staff, crew, partners or contractors of the Event or Reed Exhibitions Limited or any associated company and their immediate families, and any persons connected with the competition, e.g. prize sponsors or judges and their agents, are not eligible to enter the ICL 2025 Team UK qualifier competition.
4. Registrations must be received between **18th June - 4th July 2025**.
5. The deadline for submission of materials for the qualifier is **9am BST Wednesday 16th July 2025**. The ReedPop team will provide guidance on submission process following receipt of eligible registration. Failure to provide the information required by the deadline will result in disqualification from the competition.
6. Entries must provide the following information for assessment by the judging panel:
 - a. One (1) good quality photograph, suitable for promotional use, of each member of the duo wearing their completed costume and one (1) good quality photograph as a duo.
 - b. Up to five (5) additional costume views per person as high quality individual image files. These images should not be heavily edited to ensure the images are as true to life as possible
 - c. One (1) complete reference image for each character showing all major parts of the design. Further images can be added to the costume report.
 - d. A costume report in PDF format, including detailed photographs and explanations of the costume creation process. This should include at least twenty images showing the different parts of the costume, including all key elements such as wig, shoes, props, and accessories. (This can include the previously listed images to be provided separately)
 - e. A Costume presentation video of 5 - 8 minutes
 - i. It is not required that both members of the duo appear in the same camera shot but both must equally present about their work on the costumes as part of the presentation.
 - ii. The entrant may present the costume on a mannequin or similar for the majority of the presentation but presentations must include a non edited

MCM LONDON COMIC CON
INTERNATIONAL COSPLAY LEAGUE 2025
ONLINE UK DUO QUALIFIER RULES



- clip of the costume worn on the body of a minimum of 20 seconds to demonstrate how it fits and adapts to their body and moves.
- f. A high quality video recording in MP4 format of the performance, representing the skit that would be presented at the finals. The video must clearly show the contestants performing together.
 - i. The audio file for the performance must also be submitted as a separate file.
 - ii. The background video to be used for the Finals (if successful) must also be submitted.
 - iii. If a duo has previously performed the skit at another event they are allowed to submit a video recording of that performance as part of the selection process providing that said performance aligns with the ICL rules for the final, and it was not performed at a competition final or was awarded a prize.
 - 7. The judging criteria at the ICL Qualifier is as follows:
 - a. For DUO entries –
 - i. Resemblance to reference; Precision, quality and techniques used in construction – 40%
 - ii. Performance, acting and staging – 60%
 - 8. The following criteria apply for performances:
 - a. The performance must last between 1 minute and 30 seconds (1:30) and 3 minutes (3:00). No exceptions will be made regarding these time limits.
 - b. Cosplayers may appear alone temporarily during the performance if required by the storyline. However, joint absence from view must not exceed 15 seconds under any circumstances. Cosplayers must be visible for at least 80% of the total performance time, whether individually or together. Both members of the duo must be present together for at least 50% of the total performance time.
 - c. Contestants must direct and choreograph their own performances without external creative input.
 - d. Any dialogues used during the performance must be pre-recorded and included in the submitted media.
 - e. Dancing or lipsyncing may not exceed 30 seconds in total. Performances based solely on choreography or singing are not allowed.
 - f. If dialogue is included, it must be cleanly recorded and free of background noise. Only English or Spanish will be accepted for the finals; subtitles will be added to the background screen by ICL. External voice actors may be used for pre-recorded dialogue, provided the content is chosen or written by the contestants themselves.
 - g. It is allowed to use music, videos or dialogues from the original source for the finals but it is recommended to use royalty free music to avoid issues streaming.
 - h. Costume change is allowed: it must be from the same source, but the character can be different. Basing the performance solely on costume changes that don't follow the storyline will have a penalty in the performance score.
 - i. Preparation time for stage props must not exceed 40 seconds. The performance will automatically begin once the solo interview has ended and the duo is introduced by the host.
 - j. Stage props, if used, are considered part of the performance score and will not be evaluated during pre-judging. Stage props must be at least 50% made by the contestants.

MCM LONDON COMIC CON
INTERNATIONAL COSPLAY LEAGUE 2025
ONLINE UK DUO QUALIFIER RULES



- k. A maximum of 3 stage props are permitted and they must not exceed two meters in height individually. The combined total width of all stage props must not exceed four meters. Each stage prop must not weigh more than 10 kilograms.
 - l. A background video is mandatory for the final and must be provided for the online qualifier. It may consist of a static image or a fully produced video but must contribute to the visibility of the performance. Excessively flashy or bright videos are forbidden, as they can cause backlighting problems affecting audience and streaming visibility.
- 9. The costumes presented in the online qualifier must be the same ones that will be used for the ICL Final and must be complete at time of final submission.
- 10. Costumes for the ICL Qualifier and ICL Final must represent an existing or recognisable character from an official commercial source and must have an official reference picture with a full design that has been officially published.
- 11. Characters from Comic, Manga, Books, Cartoons, Anime, Movies, TV-movies, Musicals, and Videogames are eligible. Designs represented in merchandising (posters, dolls, artbooks...) are allowed if the design is officially approved and commercialized by the original source. Original Character designs by the established artists Sakizo and Hannah Alexander are allowed.
- 12. If a cosplayer wishes to represent a customizable character, the official design provided by the official media must be portrayed. Skins of the same character are allowed if those can't be edited by the cosplayer.
- 13. Characters must have an official design and the cosplayer must adapt to the official design. Fan Art, genderswap or gijinka are not allowed from any source.
- 14. For Duo entries the characters must be from the same individual source, not from across series of similar works e.g. two characters from Final Fantasy 7 would be acceptable, one character from Final Fantasy 7 and one character from Final Fantasy 9 would not be eligible.
- 15. Entrants must have made the costume they are using in the ICL Qualifier and the Final by themselves. All significant visible costume elements that can safely be made without assistance must have been constructed entirely by the entrants. If it is impossible or unsafe for a single person to make a costume element, assistance for simple tasks such as holding things in place is acceptable. It is also acceptable to use bought wigs, shoes and accessories such as spectacles etc but unmodified prefabricated items must not account for more than 20% of the costume. Any customisation such as styling a wig or modifying shoes must be the work of the entrants.
- 16. The costume should not exceed two (2) metres in any one dimension, the entrant must be able to safely move in the costume with limited assistance and the costume must not impede the finalist's ability to get on and off stage. The ReedPop team reserve the right to intervene should they believe a costume is not safe to participate on stage.
- 17. All costumes should provide enough coverage to be worn in public and should be in good taste and appropriate for a family-friendly Event. Costumes cannot be obscene or offensive, including insensitive or unnecessary use of makeup, nor endorse any form of hate or any hate group. Gore, graphic violence or other objectionable elements may also be grounds for disqualification as determined by the judges or ReedPop. Costumes must not defame, misrepresent or contain disparaging remarks about the Event, ReedPop, Reed Exhibitions Limited and their products, or other people, products or companies, or communicate messages or images inconsistent with the positive images and/or goodwill with which ReedPop intends to associate the ICL Qualifier within the Event. Costumes cannot be in violation of any applicable law.

MCM LONDON COMIC CON
INTERNATIONAL COSPLAY LEAGUE 2025
ONLINE UK DUO QUALIFIER RULES



18. No costume or performance may include harmful or potentially harmful materials, including, but not limited to, water, cigarettes, fireworks, silly string, or any other substance that can be fired, launched, or dripped. Items that can litter the stage, such as glitter or confetti or anything that will make the stage slippery, including bubbles, are not allowed. Methods of creating or causing a naked flame, explosion, arcs of electricity or smoke are forbidden.
19. The results of the selection will be announced online via MCM Comic Con social media channels on **Monday 21st July**.
20. The judges' decisions are final and no further negotiation is permitted. There is no obligation on ReedPop or the judges to provide feedback.
21. All entrants are expected to behave with good conduct and respect towards each other and the judges.
22. The duo selected by the judges as the winners of the ICL Qualifier will receive the following prize:
 - a. A return flight from a UK airport to the airport designated by ICL, to be booked by ReedPop for each of the two (2) team members, inclusive of up to two (2) standard pieces of hold baggage each for costume transportation.
 - i. All participants must arrive at Madrid-Barajas Airport (MAD) on Thursday before 16:30. On Sunday, the last official activity ends around 17:00, departure will be planned to accommodate that
 - ii. Any further baggage costs and any oversize charges are the sole responsibility of the team members.
 - b. Hotel accommodation for will be provided by ICL for the Event duration.
 - i. Hotel will be provided for Thursday to Sunday.
 - ii. Basic room cost will be covered. Any incidentals are the responsibility of the team members.
 - iii. Any extension to this stay is the sole responsibility of the finalist team and ReedPop or ICL cannot assist in those arrangements. Any other costs relating to travel are the responsibility of the selected finalist team, including changes to existing bookings, insurance, transport to and from departure airport, meals not provided by ICL and any visa related costs.
 - c. ICL will also provide dinner on Thursday, three meals on Friday and Saturday, breakfast and lunch on Sunday, transportation during the activities of ICL, and a convention, backstage and green room pass.
23. By accepting the prize, the entrants in the team selected agree they will:
 - a. attend the International Cosplay League, at Japan Weekend Madrid, Spain 20th - 21st September 2025 and participate in all the activities organized by Japan Weekend, before and after the competition.
 - b. hold a valid passport with adequate validity at the time of travel to the final in Madrid;
 - c. be bound by the ICL committee's rules and procedures for the ICL Final;
 - d. pro-actively work with the ReedPop team to learn the expectations and responsibilities for national teams set out by the ICL committee regarding the Championship Final and all linked events as part of Japan Weekend Madrid;
 - e. assist the ReedPop team in promotion of ICL and Team UK by meeting the expectations of any sponsors (ReedPop will advise on these requirements, if necessary);
 - f. provide all information requested by the ICL committee, for administration of the competition and production of the Final and linked events, in accordance with deadlines given by ICL;

MCM LONDON COMIC CON
INTERNATIONAL COSPLAY LEAGUE 2025
ONLINE UK DUO QUALIFIER RULES



- g. ensure that costumes and performance meet the necessary criteria and quality for the ICL Final; and
 - h. ensure in advance that any costumes and props fit within airline hold baggage dimensions and are appropriately packaged and legal to travel with.
- 24. Should any of the team reject the obligations or become unable to fulfil them as part of ICL Team UK, ReedPop will take steps to ensure that these obligations can be fulfilled and ReedPop may, at its discretion, order the replacement of a team member; or transfer of Team UK status to the runner ups in the ICL Qualifier; in addition, Reedpop may, subject to the circumstances or timing of any withdrawal by the selected finalist team, seek to recoup the costs of any necessary cancellations or booking alterations from the finalist team originally selected.
- 25. For the avoidance of doubt, there is no cash prize alternative or substitute available in lieu of the prize(s) outlined in Clause 17 above, but, in the event that the team commits to attending ICL 2025 and either Japan Weekend Madrid ceases to operate or ICL 2025 is cancelled or postponed for a reason outside the control of ReedPop, ReedPop will provide the sum of £400 (Four Hundred pounds) per team member in lieu of the original prize.
- 26. **USE OF DATA:** Each Participant's information will be collected and used by Reed Exhibitions Limited in accordance with the Privacy Policy ("the Privacy Policy") posted on <https://privacy.reedexpo.com/en-us.html>, which is incorporated herein by this reference. By entering the Qualifier event, each Participant agrees and acknowledges that he or she has read, understood and agrees to be bound by (i) these Official Rules; and (ii) the Privacy Policy, each as may be amended by Reed Exhibitions Limited. All Participants are expected to review the Privacy Policy carefully before participating in the Qualifier event and each Participant acknowledges that, in the event of a conflict or inconsistency between the terms of these Official Rules and the terms of the Privacy Policy, the terms of the Privacy Policy shall prevail, govern and control. In addition, Reed Exhibitions Limited may engage third party entities to administer certain aspects of the Qualifier event, including, without limitation, the collection of Participant information. Notwithstanding anything to the contrary in the Privacy Policy, Reed Exhibitions Limited may share Participant's information with third party entities to the extent needed to perform their duties and functions in connection with the Qualifier event or otherwise in accordance with their own independent privacy practices.
- 27. **PUBLICITY:** Except where legally prohibited, participation in the Qualifier event constitutes such Participant's grant of permission (and agreement to confirm such grant in writing) for Reedpop to use such Participant's name, voice, likeness, photograph, video, testimonials, biographical information, and/or statements made by Participant in all media now known or hereafter discovered, worldwide, without additional notice, approval, or compensation and in perpetuity. Each winner's name may be included in a publicly available winners' list.
- 28. **LIMITATION ON LIABILITY; FORCE MAJEURE:** Each Participant agrees that Reed Exhibitions Limited shall not be responsible or liable for, and is hereby released from, any and all claims, costs, injuries, losses or damages of any kind, relating to any of the following: (a) incomplete, inaccurate, lost, late, misdirected or illegible entries, winner notifications, Prize claims, or Winner Forms or the failure to receive same due to any cause, including without limitation human or technical problems, failures, or malfunctions of any kind, whether originating with Participant, Reed Exhibitions Limited or otherwise, that may prevent or limit any Participant's ability to participate in the Qualifier event or send or receive messages requiring action or response by such Participant; (b) any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, hacks, unauthorised access, delayed computer transmissions or network connections in connection with the Qualifier event; (c) any problems or technical malfunction of any network or lines, servers or providers, equipment or software, including any injury or damage to Participant or Participant's property resulting from participation in the Qualifier event; (d) the awarding, acceptance, possession, use, misuse, loss or misdirection of any Prize or participation in any Prize related activities or any inability of any winner to accept a Prize for any reason; (e) any Participants who do not comply with or who violate the Official Rules or who have committed fraud or deception in participating in the Qualifier event or in claiming a Prize; or (f) any delays or disruptions as a result of a Force Majeure (as defined herein).
- 29. Reed Exhibitions Limited reserves the right to modify, suspend, extend or terminate the Qualifier event or any part thereof if Reed Exhibitions Limited determines, in its sole discretion, that the Qualifier event is technically impaired or corrupted or that infection by computer virus, bugs, tampering, unauthorised intervention, fraud, technical problems, failures, malfunctions or other causes have destroyed, corrupted or undermined the administration, security, fairness, integrity or feasibility of the Qualifier event or any portion thereof as contemplated herein. In the event Reed Exhibitions Limited is prevented from continuing with the Qualifier event or awarding any Prizes by any event beyond its control, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Reed Exhibitions Limited's control (each a "Force Majeure"

MCM LONDON COMIC CON INTERNATIONAL COSPLAY LEAGUE 2025 ONLINE UK DUO QUALIFIER RULES



event or occurrence), Reed Exhibitions Limited shall have the right to modify, suspend, extend or terminate the Qualifier event at its sole discretion or to select a winner from entries received prior to such Force Majeure or as otherwise deemed fair and appropriate by Reed Exhibitions Limited.

30. Although Reed Exhibitions Limited shall attempt to ensure the integrity of the Qualifier event, Reed Exhibitions Limited is not responsible for the actions of Participants in connection with the Qualifier event, including any Participant's attempt to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity, or proper conduct of the Qualifier event. Reed Exhibitions Limited reserves the right, in its sole discretion, to disqualify any Participant and/or revoke any Prize award to any Participant whom Reed Exhibitions Limited finds to be (a) tampering with the entry process or the operation of the Qualifier event, or with any website promoting the Qualifier event; (b) acting in violation of the Official Rules; or (c) entering or attempting to enter the Qualifier event through the use of any robotic or automated devices to submit entries. Once a decision on disqualification or revocation has been made or notified to the Participant, it cannot be appealed in any way.
31. **In the event of any dispute arising, these Rules, which were last updated on 17th March 2025, are to be interpreted in accordance with the laws of England and Wales.**

APPENDIX

Prospective entrants are encouraged to consult the ICL Rules for the Final prior to application and consider any differences between the qualifier rules and Finals rules carefully:

[Rulebook – ICL – International Cosplay League](#)