WEBTOON Entertainment Returns to New York Comic Con With an Immersive FOG LAND Experience, Creator Signings, Exclusive Collectibles, and Can’t-Miss Panels

September 17, 2026

WHERE STORIES START
WEBTOON POG LAND ©POGO. All rights reserved.

Fans can step into the world of hit series FOG LAND, meet the Creators behind some of WEBTOON’s biggest stories, collect limited-edition merchandise, and get a first look at what’s next from WEBTOON Entertainment

LOS ANGELES – WEBTOON Entertainment (Nasdaq: WBTN), a global entertainment company and home to some of the world’s most popular storytelling platforms, is returning to New York Comic Con (October 8–11) with an immersive fan experience celebrating the Creators, stories and communities at the heart of WEBTOON.

At the WEBTOON booth (#2335), fans will be able to immerse themselves in the epic world of *FOG LAND*, the breakout action series from creator POGO. Inspired by the series’ distinctive worldbuilding and art style, the WEBTOON booth will feature an immersive photo zone and giant gacha machine with a chance to win exclusive prizes.

The booth will also feature a selection of *FOG LAND* merchandise and collectibles, including character plushes, apparel, and accessories. There will also be exclusive giveaways, including a free WEBTOON show bag featuring *FOG LAND* and other WEBTOON hits, and prizes for fans to discover throughout the weekend. NYCC VIP attendees will receive a special WEBTOON Unscrolled gift bag featuring a selection of books and merchandise.

The WEBTOON experience will extend beyond the booth and into the streets of New York City. Outside the convention, *FOG LAND*-inspired activations will bring elements of the series into the streets of New York, with performers appearing in character around the city.

Fans will have the opportunity to meet *FOG LAND* creator POGO at the WEBTOON booth, as well as the Creators behind some of their favorite WEBTOON series, including: amyahue! (*The Egg Project*), Punko (*Cinderella Boy, Stagtown*), Shen (*Bluechair*), ToniRenea (*Osora*), and Ucheomaaa (*Vibe Check!*).

Attendees can also join WEBTOON for a full slate of programming designed to celebrate the stories, genres, and fandoms that make WEBTOON unique.

WEBTOON Entertainment’s full panel programming is as follows:

- **That Time Deadpool Fell into a WEBTOON Panel** *(Friday, October 9 at 12:15 pm ET)* — Featuring Susan Cheng, Senior Managing Producer, WEBTOON; Erik Kozura, Managing Producer, WEBTOON; Jon-Michael Ennis, Director of Digital Publishing, Marvel Comics; Ucheomaaa,*That Time Deadpool Fell Into WEBTOON*, writer previewing the upcoming original Marvel series coming to WEBTOON. Moderated by Maggie Lovitt, Collider.
- **Ship Happens: A Romance Trope Showdown** *(Friday, October 9 at 3:15 pm ET)* — Featuring amyahue!,*The Egg Project* creator; Punko, *Cinderella Boy* and *Stagtown* creator; Anna Todd, Wattpad author of *After*; Alessandra Ferreri, Head of Content, Wattpad; and Casey McQuiston, #1 *New York Times* bestselling author, in a conversation about the romance tropes that keep fans hooked. Moderated by Crystal Bell, Digital Culture Editor, Mashable.
- **Beyond Borders: Global Comics in the Digital Age** *(Friday, October 9 at 4:30 pm ET)* — POGO,*FOG LAND* creator; ToniRenea, *Osora* creator; and Susan Cheng, Senior Managing Producer, WEBTOON, will explore the increasingly global world of digital comics, and the creators bringing stories to audiences around the world. Moderated by Allegra Frank, Senior Editor, The Atlantic.
- **Inside WEBTOON Entertainment: What’s Coming Next** *(Saturday, October 10 at 3:15 pm ET)* — Sonia Tagari, Senior Editor, WEBTOON; Erik Kozura, Managing Producer, WEBTOON; Ryan Lee, Head of Content, WEBTOON; and WEBTOON Creators will offer a look at the stories, creators and projects shaping what’s next for WEBTOON Entertainment. Moderated by Palmer Haasch, WEBTOON.
- **The Villain Verdict *(Sunday, October 11 at 12:15 pm ET)*** — Shen,*Bluechair* creator; Alessandra Ferreri, Head of Content, Wattpad; Connor Goldsmith, Host of the *CEREBRO* podcast; and Jacoby Salcedo, artist on *No Gods, No Masters* (BOOM! Studios) will take on the villains, antiheroes and complicated characters that keep audiences coming back for more. Moderated by Tamara Fuentes, Entertainment Editor, Cosmopolitan.

Creator signings at the WEBTOON booth (#2335) include:

Thursday, October 8

- 1:00 pm - 2:00 pm ET: ToniRenea (*Osora*)

Friday, October 9

- 1:00 pm - 2:00 pm ET: amyahue! (*The Egg Project*)
- 5:00 pm - 6:00 pm ET: Punko (*Cinderella Boy, Stagtown*)

Saturday, October 10

- 1:00 pm - 2:00 pm ET: POGO (*FOG LAND*)
- 3:00 pm - 4:00 pm ET: Shen (*Bluechair*) and Ucheomaaa (*Vibe Check!*)

Sunday, October 11

- 1:30 pm - 2:30 pm ET: ToniRenea (*Osora*)

Dates, times, and locations for all WEBTOON panels are also available on the New York Comic Con website. Stay up to date on WEBTOON’s NYCC schedule by following WEBTOON on X and Instagram.