

# 2017 海外イベント合同説明会



**PROJECT ANIME**

**ANIME EXPO** **AX** **2017**  
LOS ANGELES CONVENTION CENTER JULY 1ST - 4TH

SOCIETY FOR THE PROMOTION  
日本アニメーション振興会  
OF JAPANESE ANIMATION

# Society for the Promotion of Japanese Animation (SPJA)

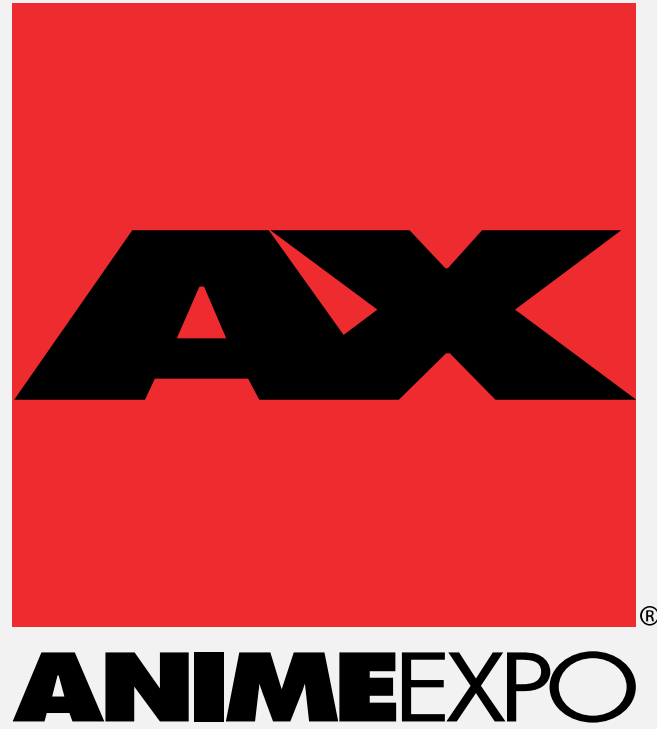
Director of Industry Relations  
松田あずさ

- \* 事業開発(プログラミング、ゲスト、スポンサーシップ)
- \* Account Management
- \* Liaison with Japanese partners
- \* Contents acquisitions for Entertainment Dept.
- \* Guest acquisitions for Entertainment Dept.



SOCIETY FOR THE PROMOTION  
日本アニメーション振興会  
OF JAPANESE ANIMATION

- Founded in 1992
- Started in college club at UC Berkeley
- HQ in Santa Ana, CA
- Non-Profit 501 (c) (6) trade organization
- Produce 16 Events per year
- Owns several conventions
  - Anime Expo
  - Cosplay Expo
  - Anime Conji
  - Project Anime (B2B)



**2016  
IN REVIEW**

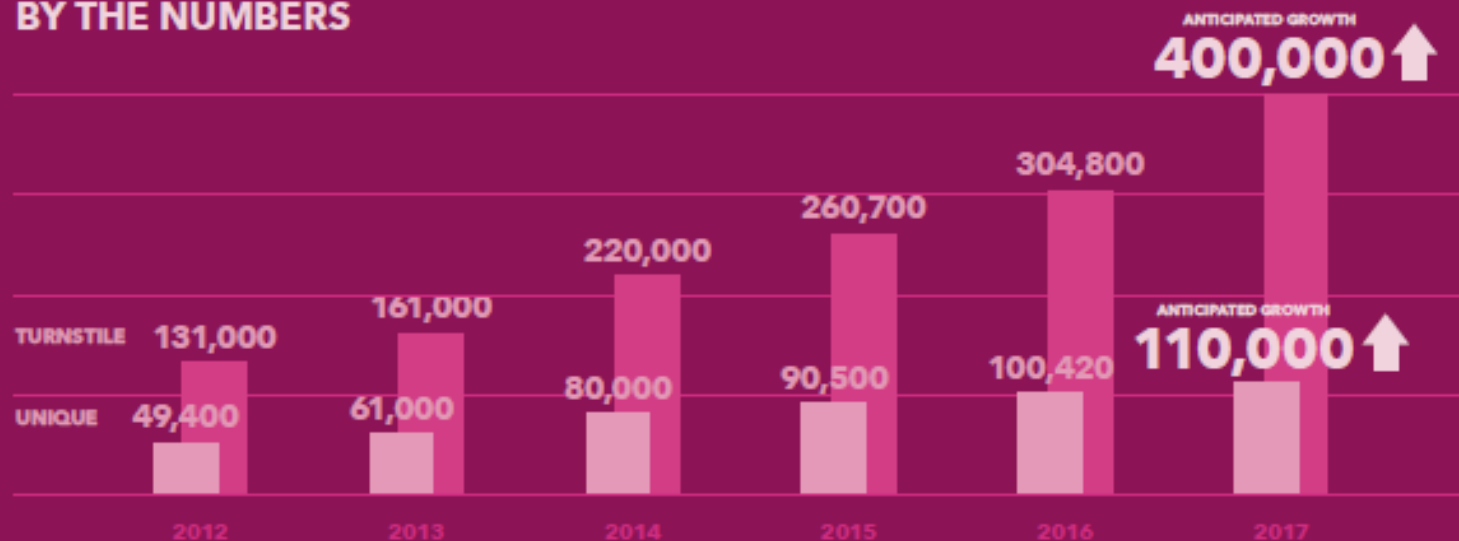


# PERFORMANCE OF AX 2016

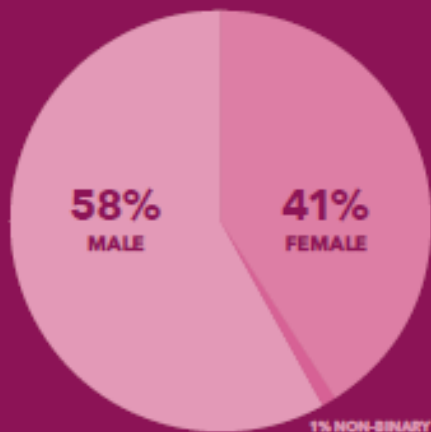
- Attendee Growth
- Exhibitor Growth
- Programming Growth
- Impressions

# ATTENDEE GROWTH

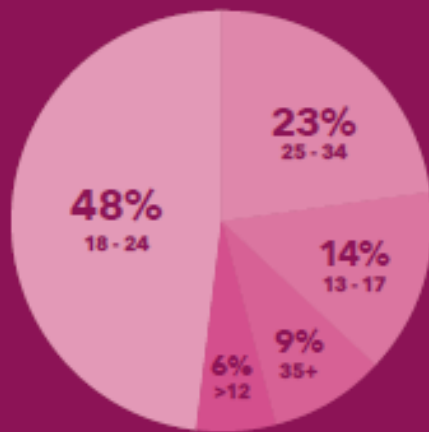
## BY THE NUMBERS



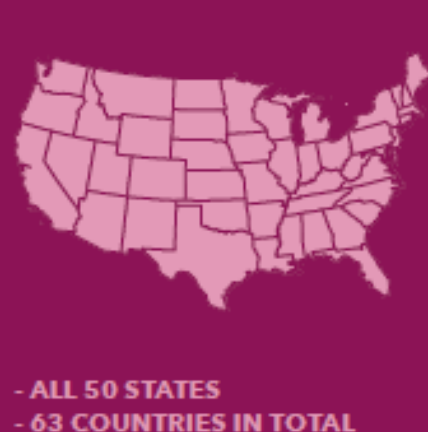
## BY GENDER



## BY AGE

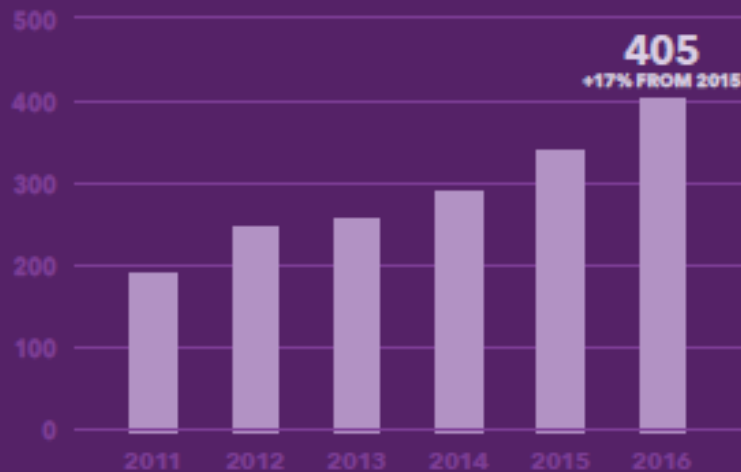


## BY LOCATION

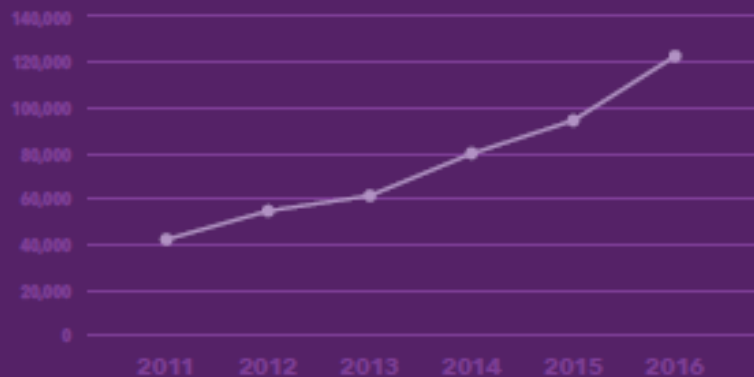


# EXHIBITOR GROWTH

## BY NUMBER OF EXHIBITORS



## BY BOOTH SQUARE FOOTAGE



## TOTAL EVENT SPACE



**720,000 ft<sup>2</sup> (67,000 m<sup>2</sup>)**

1.5X SIZE OF TOKYO DOME

# PROGRAMMING GROWTH





# IMPRESSIONS 2016

MONTH LEADING UP TO ANIME EXPO 2016 (JUNE 1 - JULY 4)



**5 MILLION+**



**2 MILLION+**



**954,649**  
TIMES MOBILE APP  
ACCESSED IN 12 DAYS



**2.3 MILLION+**  
WEBSITE PAGE VIEWS



**440,000+**  
WEBSITE USERS



**\$64 MILLION+**  
ECONOMIC IMPACT

# WHAT CAN YOU DO AT ANIME EXPO??

Programming

Guest / Talent Participations

Interactive Events

Main Events

Entertainment Hall

Gaming

Cosplay

Exhibit Hall

Artist Alley



# PROGRAMMING

## PANELS



Industry Keynotes  
Fan Discussions  
Educational Lectures  
Kid-Friendly Panels  
Guest/Talent Spotlights

## SCREENING



Anime Classics  
Latest & Greatest Series  
Premieres

## WORKSHOP



Arts & Crafts  
Cosplay Tutorials  
Model Building Demos  
Writing Workshops  
Cultural Demos

## INTERACTIVE SPACES



Karaoke  
AXDance  
eGaming  
Tabletop Gaming

# GUEST / TALENT PARTICIPATION



CONCERTS



DEMOS & LIVE DRAWINGS



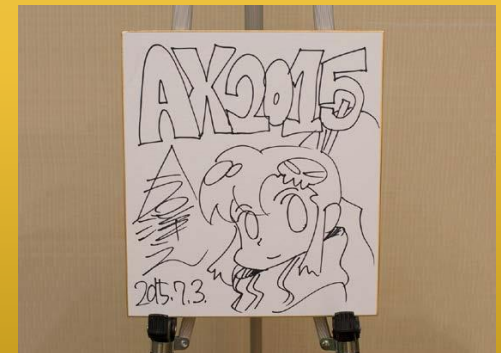
AUTOGRAPHS



MEET & GREET



PERFORMANCES



CHARITY AUCTION  
CONTRIBUTIONS

# INTERACTIVE EVENTS



AMV's



AXDANCE



BUTLER CAFE



GAMESHOWS



KARAOKE



LOUNGE 21



MAID CAFE



MANGA LOUNGE



NIGHT CAFE



QUIET ROOM

\*\* SPONSORSHIP PARTIES/DJ PERFORMANCES/MAID CAFÉ COLLABORATIONS

# MAIN EVENTS



CONCERTS



FASHION SHOW



OPENING & CLOSING CEREMONIES



SPECIAL EVENTS



CHARITY AUCTION

# EVENT VENUES



PETREE HALL (LACC)  
CAPACITY: 2000



HALL B (LACC)  
CAPACITY: 3400



THE NOVO  
CAPACITY: 2400~



MICROSOFT THEATRE  
CAPACITY: 7000

# ENTERTAINMENT HALL



## ART

Art Show  
Studio Exhibits  
Live Art  
Interactive Art Walls



## eGAMING

Arcade  
eGaming(PC/console)  
Tabletip Gaming  
(located in Kentia Hall)



## COSPLAY

Photo Sets  
Repair Station  
Cosplay Senpai



## COMMUNITY STAGE

Concerts with Fans in  
a More Intimate  
Performance  
(Past Performers include  
MICHl and Dancing Dolls)

# ENTERTAINMENT HALL

## PREVIOUS ACTIVATIONS



### STUDIO EXHIBIT

15<sup>th</sup> Anniversary Exhibit by P.A.Works featured a variety of artwork and other items used in over 15 anime productions.



### VEHICLE DISPLAY

Groups and individuals showed off their cars and motorcycles full of love and passion for their favorite characters.



### FIGURE DISPLAY

Good Smile Company showed their 500 Nendoroid Exhibition, which was displayed for the first time in North America at Anime Expo.



### PACHINKO DEMO

Attendees were able to try out pachinko machines for the first time in the U.S.



### HISTORY OF VIDEO GAMING EXHIBIT

Complete collection of 100+ gaming consoles ranged from iconic classics to one-hit-wonders to current hits.



# GAMING



ARCADE



CONSOLE/PC



MOBILE



TABLETOP



VR

## PAST PARTICIPANTS



**72** FREEPLAY



**86** LEARN-TO-PLAY



**23** PC GAMING



**19** TOURNAMENT

### TABLE TOP

- Bushiroad
- Cascade Games
- Cryptozoic
- Force of Will
- Japanime Games
- Konami

### eGAMING

- Bandai Namco
- IBuyPower
- NIS America
- Riot Games
- Sega

# COSPLAY

## MASQUERADE

One of Anime Expo's longstanding traditions, running for over 20 years, the Masquerade is a cosplay and performance competition with one of the largest cash prizes in the country.

AX Masquerade is one of our most famous events with many event sponsorship opportunities to present their brand to a very targeted and engaged audience.



### KEY INFO

- \* 3000+ people watch Masquerade each year
- \* Prizing sponsorship opportunities
- \* Longer activation (pre-con announcements, ticket sales, program guide placement, and exposure during the show.

# COSPLAY

## COSPLAY SETS & PHOTO OPPORTUNITIES

- Over 10 professionally-built sets for photo opportunities
- Additional photo opportunities include professional portrait services, purikura, and unique branded photo stations.



## SENPAI PROGRAM

Cosplay is for EVERYONE!!  
Working with Cosplayers who believes and supports our mission are invited to come and promote fun, passion and acceptance within the Cosplay community through panels and discussions.

## COSPLAY REPAIR CENTER

Plenty of seating and supplies to help attendees touch up or mend their cosplay at no cost to them.

## GATHERINGS

- Hosted by the fans themselves.
- 140+ cosplay gathering in AX16



# EXHIBIT HALL

## EXHIBITOR GROWTH

### BY NUMBER OF EXHIBITORS



### BY BOOTH SQUARE FOOTAGE



**36% TOYS & COLLECTIBLES**



**19% CLOTHING**



**8% GAMES**



**17% ART**



**12% DVDs & MANGA**



**8% OTHER**



# ARTIST ALLEY

- 500+ Artist Participations
- 80,000+ attendee interaction throughout the event
- Opportunity for targeted distribution and promotion
- Connect with artist influencers
- Discover new talents



# MARKETING OPPORTUNITIES



- ❖ Interior and exterior banners
- ❖ Shuttle wraps/Colum wraps
- ❖ Party sponsor
- ❖ Graphics: Escalators, stairs, door entrance, floors etc.
- ❖ Rooms: Manga Lounge, Main Events Room, Quiet Room
- ❖ Events: Fashion Show, Masquerade, Maid/Butler Café
- ❖ Premier Fan Experience
- ❖ Concerts
- ❖ eGaming
- ❖ Artist Alley
- ❖ Hotel Key Cards
- ❖ Mobile App
- ❖ Digital Signage
- ❖ Program Guide Ads
- ❖ Lanyards
- ❖ Attendee bags



**For more information:  
Contact:  
[sponsor@spja.org](mailto:sponsor@spja.org)**

# SEE YOU AT AX 2017

VENUE

Los Angeles Convention Center  
1201 S. Figueroa St, Los Angeles, CA 90015

DATES

June 30 to July 4

AX WEBSITE

[www.anime-expo.org](http://www.anime-expo.org)

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# PROJECT ANIME





# PROJECT ANIME

TOKYO & LOS ANGELES



**EXPAND  
YOUR  
REACH**



**CONNECT WITH  
CONVENTIONS  
AROUND THE WORLD**



**BUILD  
NEW  
PARTNERSHIPS**

## TESTIMONIALS

### ALBERTA SOCIETY FOR ASIAN POPULAR ARTS



*Vlad Pohnert, President*

"Based on several discussions with industry representatives [at Project Anime], we were able to take a more decisive stance on bootleg merchandise in our vendor room."



### GREEN MUSTARD ENTERTAINMENT

*Tom Croom, CEO*

"Project Anime does a fantastic job of connecting convention runners with industry specialists to help create cohesion not only with each other - but with the fan community as a whole."

**2017  
EVENTS**

**TOKYO | March 21-22**

**LOS ANGELES | June 28-29**

**PROJECTANIME.ORG**

**PANELS**

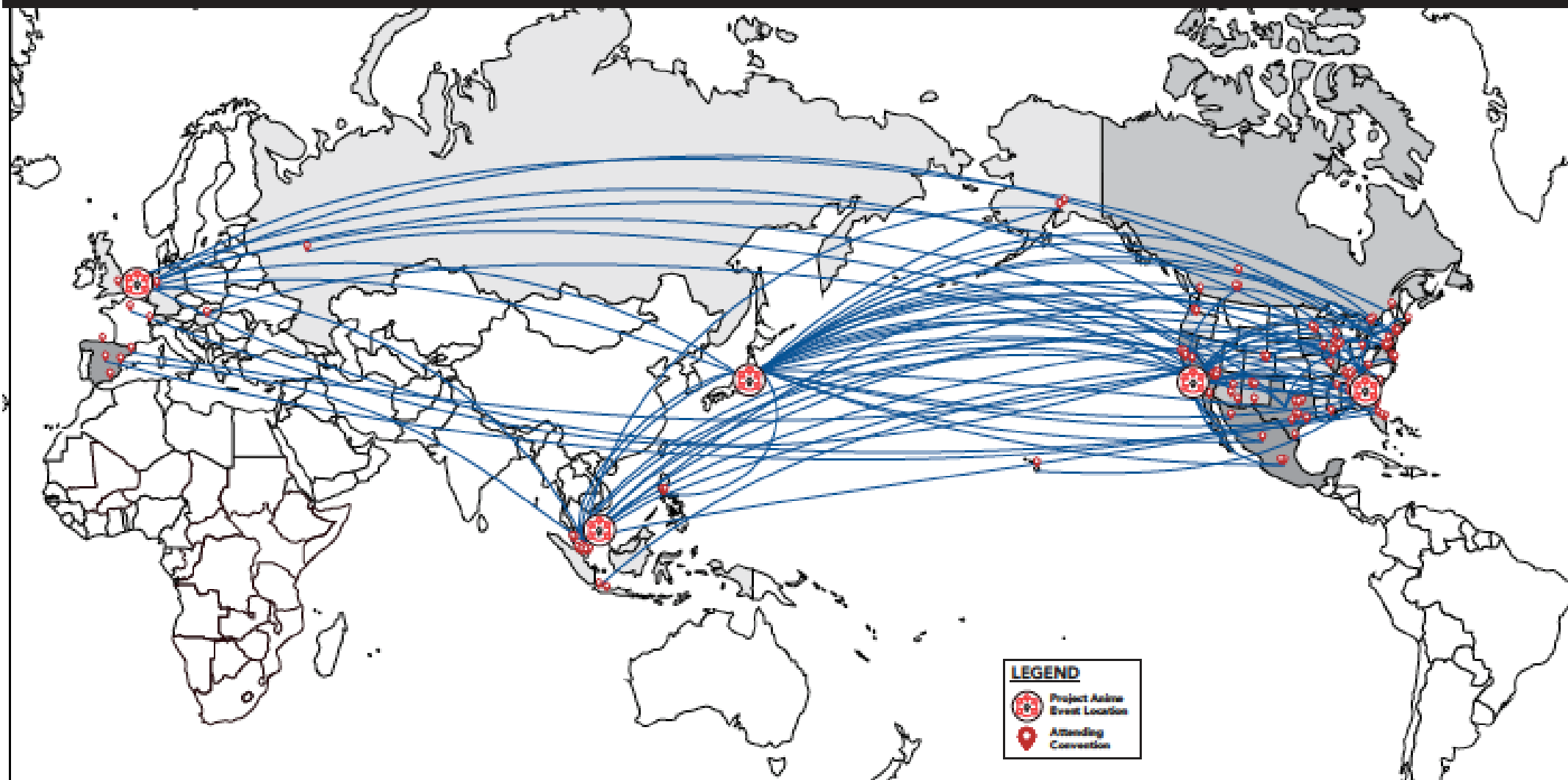


**NETWORKING EVENTS**



**DISCUSSIONS**





CONNECTING 115 CONVENTIONS FROM 16 COUNTRIES

**THANK YOU!**

**AZUSA MATSUDA**

azusa.matsuda@spja.org

