

Guest Relations: Guest of Honor

Every year, AX invites a select group of professionals and creators who have made significant contributions to the Japanese content industry. ‘

Guests of Honor are requested to complete the following activities as a part of their participation in Anime Expo:



Panel

GoHs share their work with attendees in a 50-minute panel.



Press

GoHs participate in a press junket and/or press conference to promote upcoming works and participation in AX.



Social Media Promotion

GoHs get their fans excited by promoting their participation at AX.



Premier Fan Meet & Greet

GoHs meet with AX Premier Fan attendees for a Q&A or photo op in an intimate lounge setting.



Autograph Sessions

GoHs participate in three (3) autograph sessions. (Minimum 75 autographs each and are no more than 90 minutes long.)



Charity Auction Items

GoHs donate five (5) autographed items to be auctioned for charity. (Examples: Original sketches, autographed merchandise, scripts, animation frames, production/concept art, etc...)

Amenities:



Hotel

Twin or Queen Bed.



Badges

A Guest of Honor Badge and 1 Complimentary 4-Day Badge for a Staff Member.



Meals

Hotel Breakfast Vouchers and Catered Lunch in the Guest of Honor Lounge at the LACC.



Airline Ticket

Economy-class Airline Ticket, up to \$1100 Reimbursable.



Ground Transportation

GoH-only Shuttle Access Between LAX, LACC, and the Westin Bonaventure.



Professional Translators

Professional Translators for Press Sessions Only.



Guest of Honor Lounge Access

Guest of Honor Lounge Access for Guests of Honor Plus 2



Volunteer Assistance

A Handler Helps Manage Guests' Schedules and GoH Guides Help Navigate the LACC.



Promotional Opportunities

Social Media Promotion, Email Blast Inclusion, and Website Placement.

Guest of Honor: Sample Schedule



ANIME EXPO

DAY

Tuesday, July 2

Arrival

-1

0

Wednesday, July 3

Press Day (Approximately
one hour of press interviews)
Welcome Dinner (optional)

Thursday, July 4

**Premier Fan Exclusive
Appearance** (one session, up
to 30-35 minutes)
• *Depends on Premier
Fan Lounge availability*

1

2

Friday, July 5

One autograph session
One-on-one interview
with SPJA (up to 20 minutes)

Saturday, July 6

One autograph session

3

4

Sunday, July 7

One autograph session

Monday, July 6

Departure

5