

# 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:



ANIME EXPO



## Panel

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



## Interviews

GoHs will participate in an interview set up by the SPJA to be Live-Streamed or by the Media.



## Social Media Promotion

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



## Opening/Closing Ceremony

GoHs participate in the opening and closing ceremony to greet and bid farewell to attendees.



## Autograph Sessions

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



## Charity Auction Items

GoHs may donate up to five (5) autographed items to be auctioned for charity.

## Amenities:



## Lodging

Up to 6 Nights at the Westin Bonaventure LA



## 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.



## Getting In

Roundtrip Airfare



## Ground Transportation

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



## Professional Translators

Professional Translators for GoH Participation.



## GoH Lounge Access

Guest of Honor Lounge Access for Guests of Honor Plus 1



## On-Site 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

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**Wednesday, July 3**

Charity Auction Items  
Signing

**Thursday, July 4**

Opening Ceremony  
Participation

1

2

**Friday, July 5**

Autograph session #1  
AX Lite interview

**Saturday, July 6**

Autograph session #2

3

4

**Sunday, July 7**

Closing Ceremony Participation  
Autograph session #3

**Monday, July 8**

Departure

5