

# Guest Relations: Guest Programming

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

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



ANIME EXPO



## Panel

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



## Interviews

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



## Social Media Promotion

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



## Welcome/Closing Ceremony

Guests participate in the welcome and closing ceremony to greet and bid farewell to attendees.



## Autograph Sessions

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



## Charity Auction Items

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

## Amenities:

Amenities include but are not limited to the following:



## Lodging

Up to 6 Nights at the Westin Bonaventure LA.



## Badges

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



## Meals

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



## Getting In

Roundtrip Airfare.



## Ground Transportation

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



## Professional Translators

Professional Translators for Guest Participation.



## Guest Lounge Access

Guest Lounge Access for Guest and +1.



## On-Site Assistance

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



## Promotional Opportunities

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

# Guest: Sample Schedule



ANIME EXPO

DAY

**Tuesday, June 30**

Arrival

**-1**

**0**

**Wednesday, July 1**

Charity Auction Items  
Signing

**Thursday, July 2**

Welcome  
Ceremony  
Participation

**1**

**2**

**Friday, July 3**

Autograph Session # 1  
AX Lite Interview

**Saturday, July 4**

Autograph session # 2

**3**

**4**

**Sunday, July 5**

Closing Ceremony Participation  
Autograph session #3

**Monday, July 6**

Departure

**5**