Guest Relations: Guest Programming

ANIME EXPO

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:

Panel

Guests share their work with attendees in a 50-80 minute panel.

Interviews

Guests will participate in a pre-recorded interview produced by the SPJA to be promoted on the AX Lite Livestream.

Social Media Promotion

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

Welcome/Closing Ceremony

Guests may participate in the Welcome and/or 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 for our annual Charity Auction.

Amenities:

Amenities are subject to change but may include 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.

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

Handlers are available to help manage Guests' SPJA-scheduled events and provide navigation at the Show.

Promotional Opportunities

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

Guest:
Sample Schedule

ANIME EXPO

DAY

Wednesday, June 30 **-1**

Arrival

0 **Thursday, July 1**

Charity Auction Items
Signing

Friday July 2 **1**

Welcome
Ceremony
Participation

2 **Saturday, July 3**

Autograph Session # 1
AX Lite Interview

Sunday, July 4 **3**

Panel
Autograph Session # 2

4 **Monday, July 5**

Autograph Session #3
Closing Ceremony Participation

Tuesday, July 6 **5**

Departure