

**“Here is Everything about Anime”
The 5th Anniversary of AnimeJapan!
Many memorial projects planned for March 2018!
~Applications for exhibitor booths and stages open from
October 2nd (Mon)~**

5th anniversary for AnimeJapan 2018!!

AnimeJapan 2018
Here is Everything about Anime.

Tokyo Big Sight

Public Day Mar24[Sat]-Mar25[Sun]2018, East Hall 1-8, East Exhibition Hall
Business Day Mar22[Thu]-Mar23[Fri]2018, Reception Hall, Conference Tower

FAMILY ANIME FESTA 2018

Tokyo Big Sight
Mar24[Sat]-25[Sun] 2018
East Exhibition Hall 7

AnimeJapan Organization has announced the details on AnimeJapan 2018 and Family Anime Festa 2018 that will take place at Tokyo Big Sight in March 2018.

AnimeJapan will mark its 5th anniversary in March 2018. To build on the success of AnimeJapan 2017 (total number of visitors: 145,454, Main Area exhibitors: 169 companies, Business Area exhibitors: 59 companies) we are preparing various anniversary projects, such as opening to the public all of the stages (with free viewing spaces), increasing the number of stages to 5, special anniversary characters, AnimeJapan Broadcast Booth and more.

Family Anime Festa 2018 will move from East Hall 8 in which Family Anime Festa 2017 took place (11,770 visitors) to East Hall 7, expanding its area by half.

The exhibitor applications for booths and stage programs at AnimeJapan 2018 Public and Business Day and Family Anime Festa 2018 are open from October 2nd 2017 (Mon).

Please look forward to AnimeJapan 2018 and Family Anime Festa 2018 bringing you all the top Japanese and international anime companies and contents.

■ **AnimeJapan 2018** <https://www.anime-japan.jp/en/>

Public Day : March 24 (Sat) – 25 (Sun) 2018

Business Day : March 22 (Thu) – 23 (Fri) 2018

■ **Family Anime Festa 2018** <http://www.family-animefesta.jp>

March 24 (Sat) – 25 (Sun) 2018

■ **AnimeJapan 2018、 Family Anime Festa 2018 exhibitor booth / stage applications**

<http://www.anime-japan.jp/exhibition2018/>

※Application period : October 2 (Mon) 2017 – November 17 (Fri) 2017

※Application requirements : Companies and associations dealing with animation culture and having connections to the development of the Japanese industry.

※If this is your first time exhibiting at AnimeJapan or Family Anime Festa, your application will first be reviewed by the organizers.

Anniversary Characters: AJ Brothers

Special characters - the AJ Brothers were born to commemorate the 5th anniversary of AnimeJapan. You will be able to find them on Twitter in the future.
※This project is limited to the 5th anniversary only.



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AnimeJapan 2018 Contents

AnimeJapan 2018 will combine entertainment, creation and business contents, appropriate for all kinds of visitors.



※The floor plan is subject to change.

Entertainment contents (East Halls 1-8)

Main Area (East Halls 1-8) will be full of entertainment contents and attractions prepared by the organizers. Many new projects are being prepared especially for the 5th anniversary. Do not miss out on all the anime related attractions this year.

■ Organizer's projects

○ AJ Open Stage ※5th Anniversary

To commemorate the 5th anniversary of AnimeJapan all of the stages will be open for viewing*! Moreover, the number of stages will grow to 5** ! New anime announcements, talk-shows, music shows and other stage programs.

* Seats directly in front of the stage will be reserved. Same as in the past years, taking part in the lottery will be required.

** Stage capacity: 2 stages for 1000 seats, 2 stages for 500 seats, 1 stage for 250 seats.



○ Food Park

Popular Food Park will open once again at AnimeJapan 2018.

Be sure to taste our collaboration menu with popular anime characters.

Details of the menu will be announced in the future.



○ Cosplayer's World

This time Cosplayer's World will open in East Hall 8.

We will be bringing back the popular official backgrounds, but we are also preparing new contents for cosplayers to enjoy, such as the Cosplay Parade.

Cosplayer's World official Twitter account: @AnimeJapan_Cos



○ Official Goods ※5th Anniversary

We are preparing special goods for the 5th anniversary!

From the popular "Traditional Crafts x Anime" collaboration goods we will choose the ones most popular in the past 5 years and reissue them especially for this year.

AJ Gacha will be coming back as well, with pin badges with characters from popular and new titles.



○ AnimeJapan Broadcast Booth ※5th Anniversary

As a special project for the 5th anniversary we will be setting up the AnimeJapan broadcasting booth, streaming from the venue, providing you with all the important details of the event, talking to special guests and more.



○ "Manga we want to see animated" Library

At AnimeJapan 2018 we will once again present the selection of manga titles that are waiting to be turned into an anime.



Creation contents

Only at AnimeJapan you can enjoy anime not only by watching, but also learning more about people and processes behind creating anime. Yet again we will delve deep into the anime creation process through various projects.

■ Organizer's projects

○ Production Works Gallery

"Admiration for Anime Creation"

Production Works Gallery is a corner that shows the technologies and processes behind anime production in the form of a gallery. This time we will concentrate on CG Anime and show you some of the latest examples. Please look forward to an even more educational and interesting Production Works Gallery.



○ Presentation Stage

The presentation stage will hold workshops led by active creators, giving the viewers a chance to directly ask advice from professionals.



○ ROAD TO ANIME INDUSTRY

For those interested in creating anime, or those wanting to try their luck in the anime industry we will prepare something educational that will lead them in the right direction. Details will be announced later.

Business contents (Conference Tower 1F, Reception Hall)

The ever popular Business Area of AnimeJapan will once again open on two week days.

Setting the growth of anime related business as our primary goal we aim to prepare an even better meeting environment and projects helpful for developing business.

We present our visitors with a place useful for developing new business chances, focusing both on setting up space for meetings with overseas buyers, as well as helping the development of the local anime contents business.

■ Organizer's projects

○ Anime Business Concierge

Yet again we will be setting up the Anime Business Concierge corner popular every year.

The staff will answer all your questions about anime business, from basic questions from people outside of the industry to more complex enquiries.



○ Domestic Business Projects

Projects directed towards domestic business and those who are planning to start business connected to the anime industry.

○ Overseas Business Projects

Great chance to meet with many influential buyers from outside of Japan.



※Contents are subject to change. ※Pictures from the previous edition.

Family Anime Festa 2018 Contents

As always, Family Anime Festa 2018 is the family oriented area, free for primary school students and younger, with their guardians. Additionally, the area will be moved from East Hall 8 to East Hall 7, expanding in size by half.

■ Corners · Stage

○ Play Corners

Unique corners for playing, taking pictures and having fun.

○ Kid's Workshop Corner

Workshops where children try their luck in creating anime and original goods with popular anime characters.

○ Family Stage

Anime characters popular among the kids will make an appearance on the stage.

○ Character Greeting

A chance to take pictures together with the popular characters.

○ Family Food Park

Special menu filled with warm and delicious food. Same as last year an area where you can take off your shoes and relax will also be available.



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AnimeJapan 2018 Outline

- Event Name : AnimeJapan 2018
- Venue : Tokyo Big Sight (3-11-1 Ariake, Koto-ku, Tokyo, JAPAN 135-0063)
East Exhibition Halls 1-8 [Public Day]
Reception Hall (1F Conference Tower) [Business Day]
- Public Day : March 24 (Sat) ・ 25 (Sun) 2018 10:00~17:00
Business Day : March 22 (Thu) ・ 23 (Fri) 2018 10:00~17:00
- Organizer : AnimeJapan Organization
Supporter : The Association of Japanese Animations
- Contents : ●Public Day
Exhibition booths (displays, sales)/AJ Open stage/Organizer's projects and more
●Business Day
Exhibition boots/meetings ※Reception Hall (1F Conference Tower)
- Tickets : On sale form January 2018
※To enter the Business Area a separate business registration is required.
- Official Website : <http://www.anime-japan.jp/en/>
Official Twitter : @animejapan_aj (hashtag : #animejapan)
- Administrator : AnimeJapan Administrative Office [Sony Music Communications Inc.]

※Family Anime Festa 2018 Outline

- Event Name : Family Anime Festa 2018
- Venue : Tokyo Big Sight (3-11-1 Ariake, Koto-ku, Tokyo, JAPAN 135-0063)
East Exhibition Hall 7
- Time : March 24 (Sat) ・ 25 (Sun) 2018 10:00~17:00
- Organizer : AnimeJapan Organization
Supporter : The Association of Japanese Animations
- Contents : Exhibition booths (displays, sales, events) / Play corners /Family food park /
Kid's workshops corner / Family stage and more
- Tickets : Free entry ※only for primary school students and below, with their guardians
- Official Website : <http://www.family-animefesta.jp/en/>
Official Twitter : @famianifesta
- Administrator : AnimeJapan Administrative Office [Sony Music Communications Inc.]