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TAKUTHON

Festival d'anime ★ Anime Convention

MEDIA GUIDE 2023





ABOUT OTAKUTHON

Since its first edition in 2006, Otakuthon has been a non-profit fan-run convention organized entirely by volunteers driven by the passion for promoting modern Japanese culture, such as anime, manga, and cosplay.

Every summer, we grow tremendously in various attractions, such as bringing high-profile Japanese guests, artists, and exhibitors from across the globe. Our activities range from video gaming to premiere title screenings, various entertaining panels, and our highly popular Masquerade skit show.

The convention is an all-age, family-friendly event. We offer a wide range of new activities for our longtime fans as well as an illuminating experience for first-time visitors.

In 2022, Otakuthon celebrated its 17th edition and set a new record for its attendance with over 29,409 participants. The convention's unwavering focus on delivering an immersive and engaging experience for attendees has resonated with fans, contributing to its growing reputation as one of Canada's premier anime conventions and a must-attend event for anyone interested in anime and Japanese culture.

ABOUT ANIME, MANGA AND JAPANESE CULTURE

Anime, a form of Japanese animation, is inspired by Walt Disney productions that were popularized in the 1970s. The 70s saw a surge in the popularity of manga, many of which were later turned into anime. Following the airing of a few popular anime series on American and Canadian television networks, anime and manga have gained popularity and acceptance in North America, leading to an influence of Japanese archetypes and styles on American animated series, such as *The Legend of Korra*, *Avatar: The Last Airbender*, and *Young Justice*.

Anime and manga come in every genre and variety, ranging from science-fiction stories influenced by Western works, such as *Star Trek* and *Star Wars*, to heart-wrenching dramas related to Shakespeare and Dickens. Today, anime and manga target all ages and are an artistic influence for many related industries: video gaming, literature, and arts. As a sign of its mainstream acceptance in Japan and overseas, travel agencies have been offering anime tours since 2003. The Japanese government has made them an integral part of its foreign export policies.



HIGHLIGHTS OF OTAKUTHON

MASQUERADE

One of the defining attractions of Otakuthon, the Masquerade, is an anime character costume contest featuring the best of our attendees' sense of fashion and design. As the most popular event of the convention, massive line-ups easily fill our main events room of over 2,700 seats to watch the biggest show of the convention.

EXHIBITION HALL

The exhibition hall is a 108,600 square foot room that features hundreds of dealers and artists hailing from all corners of North America. Thousands of anime and manga-related items, art crafts, and clothes are on sale in this massive hall. The exhibition hall is a staple of any convention and many participants attend largely to visit the stalls of artists.

OTAKUTHON ALL-STARS

Otakuthon Idol evolved in 2022 to showcase even more talent! Otakuthon All-Stars is an event that extends the stage to all talented performance artists, including singers, dancers, musicians, drag queens, jugglers, impersonators, and anything in between!

TABLETOP GAMING ROOM

The Tabletop Gaming Room is an 8,000 square foot space and is reserved for board gaming, trading card games, roleplaying games, and wargames. With a dedicated team to help attendees discover new games and entertain them, the Tabletop Gaming Room is one of the most popular areas of the convention.

WORLD COSPLAY SUMMIT

Since 2014, Otakuthon has been home to the Canadian national preliminaries of the World Cosplay Summit (WCS). Started in 2003 as an invitational event hosted by TV Aichi, WCS included a competition where countries sent representatives to compete in the Cosplay Championship to promote Japanese youth culture. Today, the event involves participants from over 25 regions and nations.

LIVE EVENTS

Otakuthon's live events rooms host shows ranging from concerts of world-renowned Japanese musicians, such as FLOW and angela, to cosplay competitions like the World Cosplay Summit. The lighting, sound, and equipment of these rooms render them the best stages for all live events.



MANGA LIBRARY

The Manga Library is a quiet area where attendees come and relax while reading a large variety of mangas from Otakuthon's ever-growing library of French and English titles. Several child-friendly activities are also organized at the Manga Library.

GAMING EVENTS

The video game room is home to our video gaming tournaments on PCs and all major consoles. Attendees can play a variety of games, ranging from role-playing games and first-person shooters to rhythm games.

OTAKUDANCE

Cosplay dances on Friday and Saturday evenings mark the end of the day of the convention. Animated by talented DJs and complete with club-like lighting and sound systems, attendees enjoy the party atmosphere until dusk.

VIDEO ROOMS

From cozy rooms with a small projector on a portable screen to a giant cinema with seating for over 450 attendees, the video rooms have been a staple of the convention since its beginnings, providing a great place to enjoy old favorites and the latest anime releases.

PANELS AND WORKSHOPS

Over 100 onsite workshops and panels are hosted by local and international experts. From guest Q&As to panels on light novels, these activities engage and intrigue our participants.

COSPLAY CAFE

As the food court of the convention with costumed hosts and hostesses, the Cosplay Cafe features Japanese and Asian fusion cuisine, such as sushi, takoyaki balls, and bubble tea, with thematic music and activities.



GENERAL INFORMATION

MEDIA BADGES

Badges will be available for pickup at the special badge counter. Your photo ID will be required. Badges are non-exchangeable and must be worn at all times to ensure access to convention function spaces and media access areas. Lost badges must be promptly reported to the media office, though a fee may be required for replacement. Media representatives are expected to comply with the convention policies and media guidelines. Failure to do so will result in the loss of media privileges and possible expulsion from the convention.

SCHEDULE

Otakuthon runs on a very tight schedule. Expect events to happen where and when they are scheduled, barring unforeseen circumstances. Any updates or changes will be posted publicly outside every function room. The schedule cannot be altered to accommodate the needs or wishes of media representatives.

FILMING

Formal camera crews must be escorted by Otakuthon media staff at all times without exception. Convention policies allow for photography and filming of events by the public within certain guidelines. Any attempt to curtail or prevent convention attendees from legitimately doing so will be dealt with promptly by the staff of Otakuthon.

BEHAVIOR

Media representatives are allowed into function spaces during panels, workshops, and special events as observers only. Any media representative who is deemed disruptive will be required to leave if asked by the event coordinator. Access to media-only seating, interview time, and other media privileges is at the discretion of the Otakuthon media staff and may be revoked at any time for violations of convention policies or media guidelines. Any media representative who has had their privileges revoked will be required to hand over their media badge and leave the convention space.

RESPONSIBILITY AS A MEMBER OF THE PRESS

Otakuthon media badges are given to members of the media to facilitate their ability to disseminate information about the convention, along with certain privileges. This includes reserved seating and opportunities to interview the guests. Media representatives are expected to act professionally and courteously towards the Otakuthon staff, guests, and attendees at all times.

Abuse of media privileges may result in the loss of said privileges and possible expulsion from the convention. Examples include but are not limited to harassing a guest, requesting autographs or sketches during interviews, and bringing a guest with you to sit in the seating area reserved for media members.

INTERVIEWS

INTERVIEW TIME

Interview times will be announced closer to the convention once all appearances and event times are finalized. If you are unavailable at the announced times, please contact media@otakuthon.com for possible alternate days. Please contact your media representative in advance to make arrangements.

GUESTS

Due to their tight schedules, guests' free time is limited, and their Otakuthon-related guest appearances will be given priority. Media representatives are asked not to approach them while they are moving between events. Interviews must be arranged before the convention dates by applying to the media liaison. On-the-spot interviews with guests are not allowed during the convention.

ATTENDEES

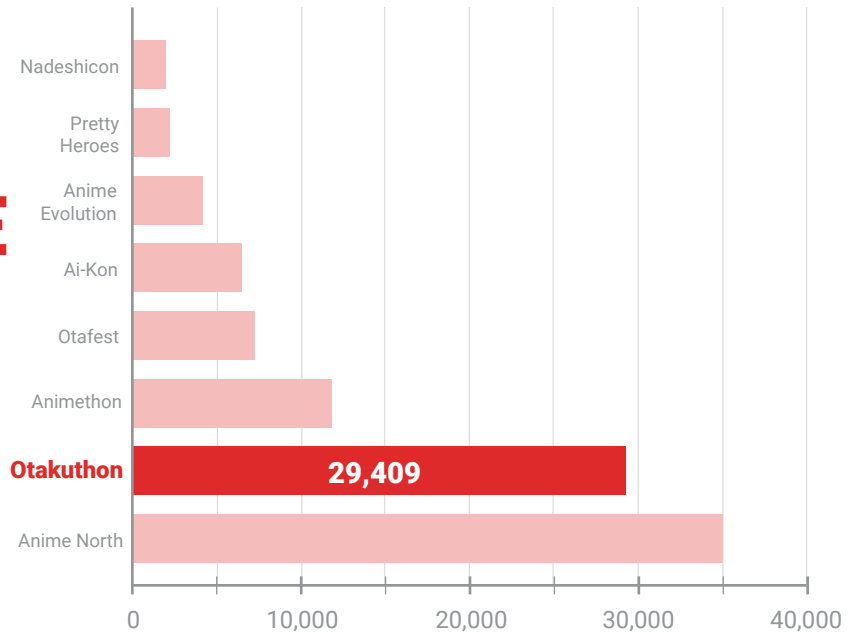
Otakuthon attendees have paid to enjoy their weekend in peace and have the right to refuse to be filmed or interviewed. Interviews and filming must be done with minimal disruption to traffic flow and nearby activities. Please follow the media map in the welcome kit to locate the assigned areas to interview attendees. Opportunities will be provided to photograph the masquerade contestants and other costumed attendees in a safe and organized setting.



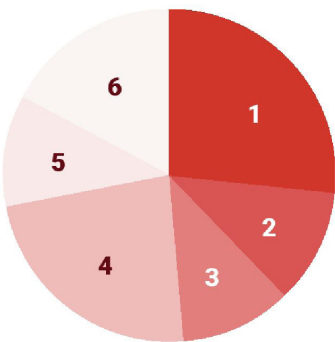
OTAKUTHON IS THE SECOND LARGEST ANIME CONVENTION IN CANADA!

YEARLY ATTENDANCE 2022

Badges: **29,409**
Turnstile: **125,917**

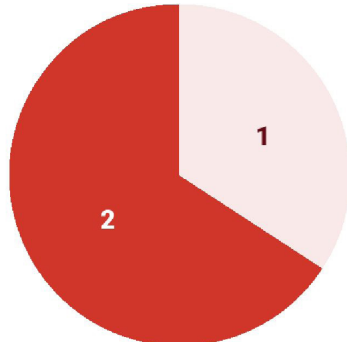


EXHIBITION HALL DEALER AREA



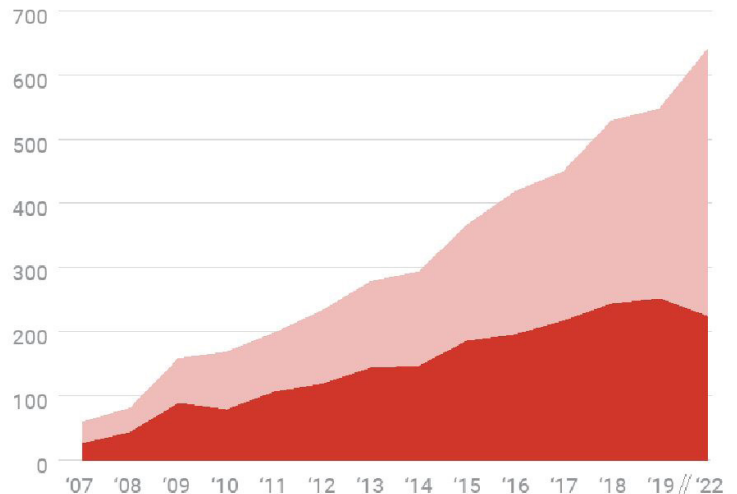
1 Toys & Collectibles: **26.8%**
2 Arts: **11%**
3 DVD's & Manga : **11%**
4 Clothing : **23.2%**
5 Games : **11%**
6 Others : **17%**

EXHIBITION HALL ARTIST AREA



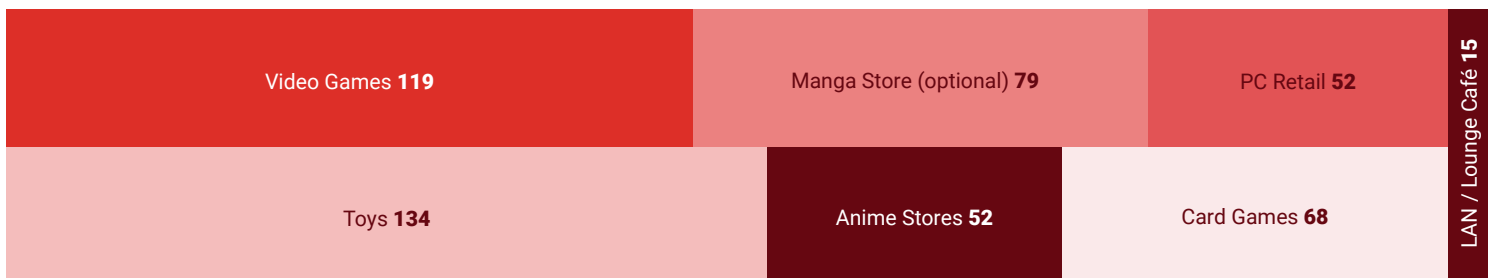
1 Premium Artist: **101**
2 Regular Artist: **194**

EXHIBITION HALL GROWTH 2022

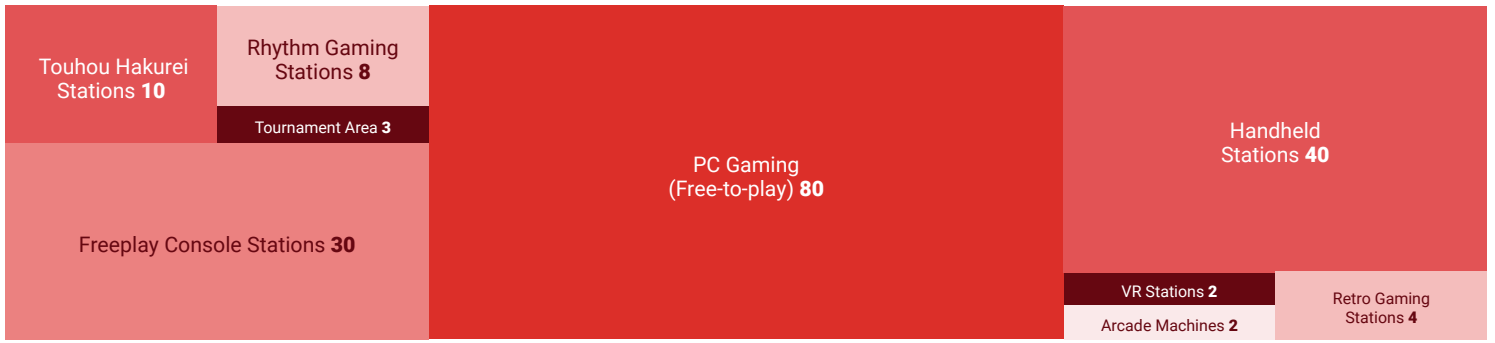


Artist Alley Space Dealers Space

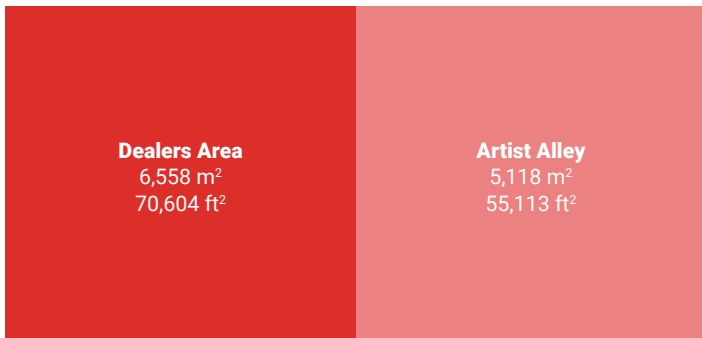
STORE COUNT – 100 MILES RADIUS



GAMING ROOM AREA 2,106 m² / 22,667 ft²



EXHIBITION HALL
DEALER TYPE



AGE GROUPS

