

AnimeJapan 2018 - the World's Biggest Anime Event

◆AnimeJapan 2018 Limited Original Goods Announced!

~AJ Gacha (27 types) · Acrylic keychain (20 types) · 5th Anniversary Chocolate set!~

5th Anniversary collaboration goods part 1: "SAO" × "Yuki Yuna is a Hero" T-shirt!

◆New information on Creation Projects and Cosplay!



One of the biggest Anime events in the world AnimeJapan 2018 celebrates its 5th anniversary.

Here is everything about Anime. 241 companies exhibiting, 46 stage programs on 2 days, collaboration food and official goods. 150,000 visitors expected.

◆AnimeJapan 2018 Limited Original Goods Announced!

The always popular AJ Gacha is coming back this year with 27 designs. Additionally, Acrylic keychains (20 designs) and Chocolate sets will also be on sale at the official goods corner. The official goods (except a number of designs) are made with original illustrations created especially for AnimeJapan 5th Anniversary.

Details: <https://www.anime-japan.jp/en/main/goods/>

◆5th Anniversary collaboration goods part 1: "SAO" × "Yuki Yuna is a Hero" T-shirt!

◆Cosplay Parade applications open!

To celebrate the 5th Anniversary of Anime Japan, Cosplayers will walk around the venue for a Cosplay Parade! Cosplay Parade applications : Feb 14 – Mar 12

Details: <https://www.anime-japan.jp/en/main/cosplay/>

◆Creation Projects

We are preparing exhibitions on "Present 3DCG and the Future of Anime" and jobs connected to Anime Industry.

■ **AnimeJapan 5th Anniversary Chocolate set**

A chocolate box containing 20 different types, including original 5th anniversary illustrations.

● Price

¥2,400 (incl. tax)



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■ **Series Collaboration Goods**

To celebrate the 5th anniversary, we will be selling special collaboration goods between popular titles. Details about the products will be updated at a later date.

● **Sword Art Online The Movie: Ordinal Scale x Yuki Yuna is a Hero - Chapter of a Hero - 5th Anniversary collaboration goods part 1: “SAO” x “Yuki Yuna is a Hero” T-shirt!**

A miracle crossover between the worlds of these two popular series.



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● **Araiguma Rascal x Kemono Friends**

A dream collaboration of a masterpiece and popular series made into reality.



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Cosplay Parade Applications Open!

<https://www.anime-japan.jp/en/main/cosplay/>

Cosplayers will walk around the venue for a Cosplay Parade!

Date and Time: March 24 [Sat], 25 [Sun] 15:00~16:00 (planned)

[How to Participate]

To apply: "Cosplay genre, number of people, cosplay name, gender, and date of participation" must be submitted.

○Date of Selection : February 14 [Wed] - March 12 [Mon], 2018

○Application Form : <https://pro.form-mailer.jp/fms/0395f0dc139699>



CREATION Category

■ Production Works Gallery

<https://www.anime-japan.jp/en/creation/pwg/>

"Present 3DCG and the future of anime" will be the topic of this years exhibition. By introducing "Mobile Suit Gundam: The Origin" and "Godzilla: Planet of the Monsters" we will be explaining the differences between production process and methods of the two titles, showing you a glimps of the future of anime.



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■ Anime Jobs

<https://www.anime-japan.jp/en/creation/animejobs/>

● " Detective Conan ZERO the Enforcer" PR Enforcement Plan

Using the movie "Detective Conan Zero the Enforcer" as an example, the exhibition will showcase advertisement techniques and materials based on the general advertisement schedule. Comments from the PR Producer himself will guide you through the promotion process of an anime movie.



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AnimeJapan 2018 Event Outline

Event Name	: AnimeJapan 2018
Venue	: Tokyo Big Sight (3-10-1 Ariake, Koto-ku, Tokyo, 135-0063) East Hall 1-8, East Exhibition Hall [Public Area] Reception Hall, Conference Tower 1F [Business Area]
Main Area Dates	: 10:00-17:00 Mar 24 [Sat] – 25 [Sun] 2018 ※Last Admission 16:30
Business Area Dates	: 10:00-17:00 Mar 22 [Thu] – 23 [Fri] 2018 ※Last Admission 16:30
Special Sponsor	: Sony × Fate/Grand Order
Sponsors	: GODZILLA STORE × TOHO animation STORE / LIVE DAM STADIUM / SANKYO CO., LTD. / d AnimeStore / FIELDS CORPORATION
Supporters	: Ministry of Economy, Trade and Industry / The Association of Japanese Animations / The Association of MANGA Publishers
Organizer	: AnimeJapan Organization
Program	: Exhibition Booths (Displays/Sales) / Special Stages / Business Area ※at Reception Hall, Conference Tower 1F / others
Tickets	: Available from January 27(Sat) 2018 Pre-Ticket: Junior High Students and above: ¥1,800 (tax included) / Elementary School Students and under: Free Door Ticket: Junior High Students and over: ¥2,200 (tax included) / Elementary School Students and under: Free
Official Website	: http://www.anime-japan.jp/en/
Official Twitter	: @animejapan_aj (hashtag : #animejapan)
Administrator	: AnimeJapan Administration Office [Sony Music Communications Inc.]

※Sony × Fate/Grand Order is a Sony Corporation and Fate/Grand Order joint sponsorship.