

**The first AnimeJapan in the Reiwa Era!
 This year's theme is "JAPAN"!
 The biggest anime event in the world
 AnimeJapan 2020
 Official Website renewal!
 Booth and stage exhibitors' application open!**



AnimeJapan Organization announced the **renewal of the official website and opening of the exhibitors' registration** for the biggest anime event in the world, AnimeJapan 2020 and Family Anime Festa 2020 that take place in Tokyo Big Sight on March 21 (Sat) – March 24 (Tue) 2020. The registration is open until November 15 (Fri).

This year "JAPAN" was decided for the main theme. Many special programs inspired by the theme are being prepared. Besides anime production studios and publishers, many other companies involved in the anime industry are qualified to apply for exhibiting at AnimeJapan 2020 and Family Anime Festa 2020. **For this year only, the venue changes from Big Sight East Halls to West and South Halls.**

AnimeJapan 2020 exhibitors' registration details:
<https://www.anime-japan.jp/en/exhibition2020/>

- **AnimeJapan 2020** <https://www.anime-japan.jp/en>
 Public days: March 21 (Sat), 22 (Sun), 2020 9:00~17:00 *Last admission 16:30
 Business days: March 23 (Mon), 24(Tue), 2020 10:00~18:00 *Last admission 17:30
- **Family Anime Festa 2020** <http://www.family-animefesta.jp/en>
 March 21 (Sat), 22 (Sun), 2020 10:00~17:00 *Last admission 16:30

The Heisei Era came to an end and with that AnimeJapan has entered the new Reiwa Era.

Making it this far would not have been possible without the help and support of all our exhibitors, sponsors and visitors enjoying AnimeJapan each year.

We would like to take this opportunity to sincerely thank all of you.

The theme of the 7th edition of AnimeJapan is "JAPAN".

In 2020 the world's attention will be focused on Japan.

With the help of Japanese anime and all industry players, we will do our best to present the "Japanese style" to the world.

We are counting on your help! Let's make it the best AnimeJapan yet!

AnimeJapan Organization, Executive Producers

AnimeJapan 2020 main points!

1

More than **150 000** visitors and **241** exhibitors!

Buyers from 30 countries, more than 1,300 press visitors (domestic and overseas)!

2

This year's theme is **"JAPAN"**!

We are bringing together the anime industry to show the world the "Japanese style"

3

AJ Stages are back! We are preparing **Open Stages** as well!

Additionally to AJ Stages, 2 Open Stages will be viewable for all visitors!

4

Open hours extended to **9:00 - 17:00!**

To let you enjoy AnimeJapan even longer we are extending the open hours by 1h each day!

5

Business Area open on 2 weekdays on **March 23(Mon) and 24(Tue) !**

Once again Business Days will take place after Public Days to let our visitors use all the information they gained during public days for their advantage!

AnimeJapan 2020 / Family Anime Festa 2020 Introduction

AnimeJapan is famous for its exhibitors, but that's not all. Here are some of the projects we are preparing this year!

AJ Stage

2 stages full of entertainment programs will be located at the venue, one for 1,000 seats and one for 700 seats! Talk-shows, stage performances for popular and new titles make our stages one of the highlights of AnimeJapan each year!

※Viewing the AJ Stage programs require taking part in a lottery.



Open Stage

To make the stages more accessible to all our visitors we are preparing 2 Open Stages, free for viewing for everyone at the venue! Be sure to check all the various programs we are preparing.

Cosplayer's World

Area dedicated to cosplayers, with popular official photo backgrounds, Cosplay Parade and other attractions.

For more information check [Cosplayer's World official Twitter @AnimeJapan_Cos](#)



Official Goods

Items using original illustrations prepared especially for AnimeJapan will be on sale at the venue.



Manga we want to see animated

Wishing your favorite manga title got animated is a thought many manga/anime fans have in common. For those fans we are preparing the "Manga we want to see animated" ranking.



Production Works Gallery

An exhibition focused on the creative aspect of anime, venturing behind the scenes of various anime productions.



Business Area

Area for professionals, offering a comfortable environment for business negotiations for domestic guests and overseas buyers from over 30 countries.

*Open on March 23 (Mon) and 24 (Tue).



Family Anime Festa 2020

Area focused on contents for children, with play corners, stage programs, greetings and photo sessions with kids' favorite characters

*Free admission for children and their guardians.



*Contents subject to change without notice. *Photos from previous editions.

Event Outline

Name	AnimeJapan 2020 / Family Anime Festa 2020
Venue	Tokyo Big Sight (3-11-1 Ariake, Koto-ku, Tokyo, 135-0063) ◇West/South Exhibition Halls (AnimeJapan 2020 Exhibition Area) ◇Conference Tower 6F&1F (AnimeJapan 2020 Business Area) ◇West Exhibition Hall 1 (Family Anime Festa 2020)
Dates & Time	◇Exhibition Area: Mar 21 (Sat), 22(Sun) 2020 9:00-17:00 *Last admission 16:30 ◇Business Area: Mar 23 日 (Mon), 24 (Tue) 2020 10:00-18:00 *Last admission 17:30 ◇Family Anime Festa: Mar 21 (Sat), 22(Sun) 2020 10:00-17:00 *Last admission 16:30
Organizer	AnimeJapan Organization
Contents	◇Exhibition Area: Exhibition booths (displays, sales) / AJ Stage / Organizer's programs ◇Business Area: Exhibition booths / business meetings ◇Family Anime Festa: Exhibition booths (displays, sales, mini events) / Family Stage / Play corners / Kids Workshops
Visitors	150,000 (estimated) *AJ2019: 146,616
Tickets	On sale from January 2020 Advanced sales: 1,900JPY (tax included) On-site sales: 2,300 JPY 円 (tax included) * Elementary students and under: free entry * Entry to the Business Area requires a separate business registration * Family Anime Festa: free entry *only for children under the age of 12 and their guardians.
Website	https://www.anime-japan.jp/en/
Twitter	@animejapan_aj AnimeJapan Administration Office (Sony Music Solutions Inc.)

<For press inquiries about AnimeJapan 2020 please contact the following>

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