

J ● POP
SUMMIT
2017

September 9th SAT & 10th SUN, 2017

Fort Mason Center For Arts & Culture, San Francisco, USA | J-POP.com

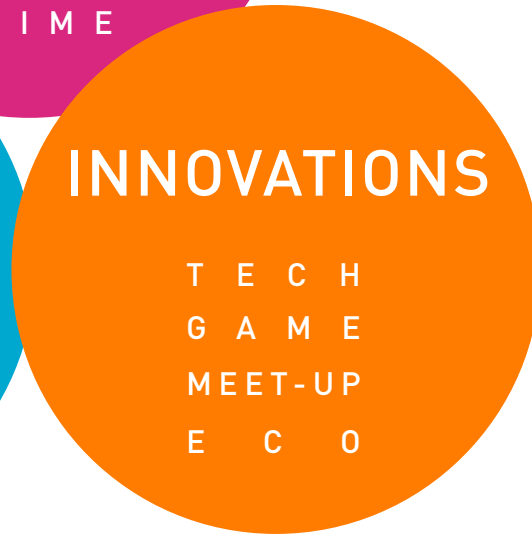


9th Annual J - P O P S U M M I T

September 9th (Sat) & 10th (Sun), 2017 | J-POP.COM
Fort Mason Center For Arts & Culture, San Francisco, USA

J-POP SUMMIT introduces the latest Japanese arts and culture to San Francisco. We extravagantly deliver Japan through live music, fashion shows, a tech trade show and keynote speakers, sake tasting and the 5th annual Japan Film Festival of San Francisco simultaneously running at NEW PEOPLE Cinema in Japantown.

- DATES : Saturday, September 9th & Sunday, 10th, 2017
- VENUES : Fort Mason Center For Arts & Culture, NEW PEOPLE Cinema
- PRODUCERS : J-POP SUMMIT Committee
- SUPPORT : Consulate General of Japan San Francisco, JETRO San Francisco Office, Japan Foundation, Ministry of Agriculture, Forestry and Fishery Japan, JNTO (Japan National Tourism Organization), Record Industry Association of Japan, PROMIC (Foundation for Promotion of Music Industry and Culture), City of San Francisco, VIPO (Visual Industry Promotion Organization), J-LOP
- ATTENDANCE : 20,000 (Reference from 2016)
- OBJECTIVE : ① To further deepen the friendship between U.S. and Japan ② To showcase the allure of Japan ③ To provide promotional opportunities to businesses and organizations



ARTS EATS INNOVATIONS

OUR MISSION: Create an open playground of discovery and diversion inspired by the wonders of Japanese pop culture.



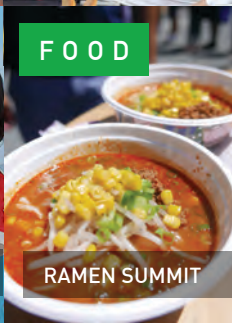
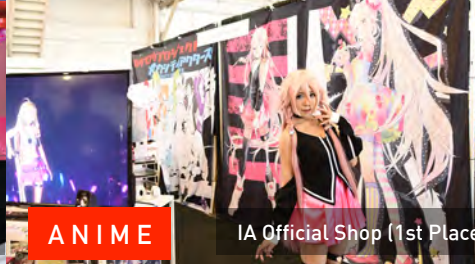
V E N U E S

Fort Mason Center for Arts & Culture Main Venue for J-POP SUMMIT

Fort Mason Center, a former US army and a current National Historic Landmark and one of the biggest convention center in SF, is located alongside the northern San Francisco Bay commanding a beautiful view of the popular Golden Gate Bridge and Alcatraz.

NEW PEOPLE Cinema Main Venue for Japan Film Festival of San Francisco

NEW PEOPLE Cinema opened its doors in 2009 in the heart of historic Japantown. During the Japan Film Festival of SF, Japan's hottest films are premiered and screened and acclaimed directors and actors appear at events to interact with local fans.



2016 HIGHLIGHTS



2 0 0 9 - 2 0 1 6 G U E S T S

- Top Stars and Talent on All Front - J-POP SUMMIT gets the hottest celebrities from Japan and beyond! Music stars, directors, actors, mascots, artists, animators and tech-leaders. From world-class to the niche! No other festival nor convention in the U.S. can match our in-depth guest list.

[Photos: Top left to Bottom] Kyary Pamyu Pamyu • Wednesday Campanella • Tokyo Performance Doll • Tomomi Itano • Ken Ishii • JINNY OOPS! • FAINT★STAR • Little Glee Monster • WORLD ORDER • GARNiDELiA • Silent Siren • Eir Aoi • Tokyo Girls Style • The Akabane Vutgars On Strong Bypass • YANAKIKU • ANAMANAGUCHI • May'n • JAM Project • Gacharic Spin • FEMM • LoVendoЯ • KYLEE • DAICHI • Red Vacuum Bacteria • Sebastian Masuda • Mori Chack (Gloomy Bear) • Takeshi Wakabayashi (SOU • SOU) • Naoto Hirooka (h.NAOTO) • Emi Meyer • TsuShiMaMiRe • Noodles • Pinky Doodle Poodle • Yoshitaka Amano • Kaori Wakamatsu • Hiroyuki-Mitsume Takahashi • UNA • AKIRA • Ayumi Seto • Misa Kimura • Anna Yano • AMIAYA • Musubizm • Yusuke Nakamura • Katsuya Terada • Yuichi Yokoyama • Ken Hamazaki • Aoi Yamaguchi • Yu Hayami • DANCEROID • Domo • Tadanobu Asano • Keji Morimoto • Takako Tokiwa • Yuki Furukawa • Jaru Jaru • Tatsuo Saito • Black Diamond • Miwa Nishikawa • Mitsutoshi Tanaka • Shinsuke Sato • Kyohei Sakaguchi • Hidekazu Ohara • KEI (Hatsune Miku Illustrator) • Mitz Mangrove • Shunji Iwai • Ryusuke Hamaguchi • Atsuko Hirayanagi • Erik Shirai • Rome Kanda • Kaoru Sugano • D'Arcy Drollinger • Go-torch Characters (Umebara "Hibari" • Sanasenabona • Zombear • Chicchai Ossan • Koakkuma&Akkuma • AsakuSamurai) and more!



Logo and Ad Exposure Opportunities (Pavilion Banners, Posters, Flyers, Official Guidebook, Step and Repeats, Festival Passes, etc.)



Booth Sales and Promotions (Workshops, Merchandise Sales, Autograph Sessions, Raffles and Giveaways)



Exhibition

Artist Collaborations

Host an Event!

Stage Promotions and Events

Panel Discussions and Keynote



Social Media Outreach, Web Articles, Logo and Ad Postings

Promo Materials Distributions

Parking Spot Reservations

SPONSOR BENEFITS

- A Variety of Sponsor Benefits - We have prepared a variety of opportunities for sponsors to get their word out: hosting stage events, presentations, after party, receptions, workshops, merchandise sales at booth, promotions through printed materials, public banners, ads, online outreach, cross-promotions, and collaborations on-site.

Datebook

Los Angeles Times | San Francisco Chronicle | Wednesday, July 26, 2012 | Edition 8

J-Pop Summit goes big time with its taste of Japanese hip

By Yoshiko Kame

After a week here, San Francisco's J-Pop Summit has become a cultural event, not just a concert. The event, which is the first of its kind in the city, is a celebration of Japanese pop culture, from music to fashion to food. The event is a must-see for anyone who loves Japanese culture.



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Style

A J-Pop explosion

Most have experienced the pop explosion in Japan. Now it's here in San Francisco. The event is a celebration of Japanese pop culture, from music to fashion to food. The event is a must-see for anyone who loves Japanese culture.



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Lucky

THE AFFORDABLE WARDROBE

Want diamonds for less? The art appeal. Buy it for less. Buy it for less. Buy it for less.



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San Francisco Chronicle

HOLY BEST OF THE BAY!

BAKIDAI!



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7 THIS SAN FRANCISCO

the best of the city

SF



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ON

J-POP SUMMIT FESTIVAL



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JAPAN TOGETHER



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ARTS & ENTERTAINMENT

What's hot in Tokyo pops up in S.F. event

J-Pop Summit goes big time with its taste of Japanese hip

Compared to a festival that is focused more on anime and manga, we have more colorful attendees.



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The New York Times

An All-Japanese Mash-Up

The J-Pop Summit is a celebration of Japanese pop culture, from music to fashion to food. The event is a must-see for anyone who loves Japanese culture.



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J-Pop Summit

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shoppingreport

new shoes, jeans, t-shirts, sport shoes

japanese mini-mega mall



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Sunset

Handout cookies



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SF

BEST NEW SHOPPING EXPERIENCE

New People



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J-Pop Summit

What's hot in Tokyo pops up in S.F. event



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J-Pop Summit

What's hot in Tokyo pops up in S.F. event



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FORAGER Pop Five

J-POP POWER!



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7x7

Ramen Tasting Summit



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J-Pop Summit

What's hot in Tokyo pops up in S.F. event



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billboard

J-Pop Summit



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J-Pop Summit

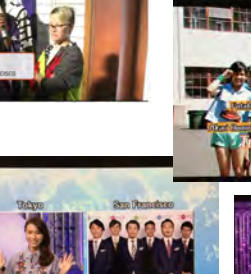
What's hot in Tokyo pops up in S.F. event



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J-Pop Summit

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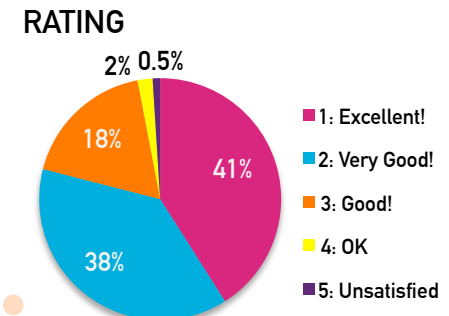
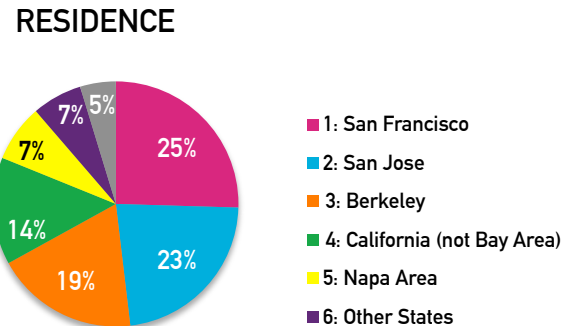
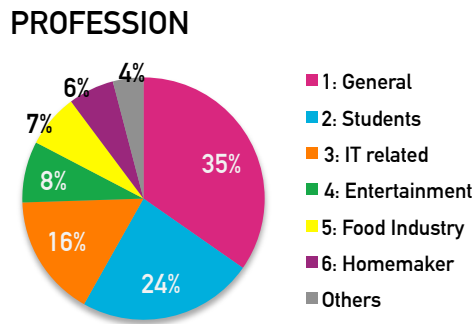
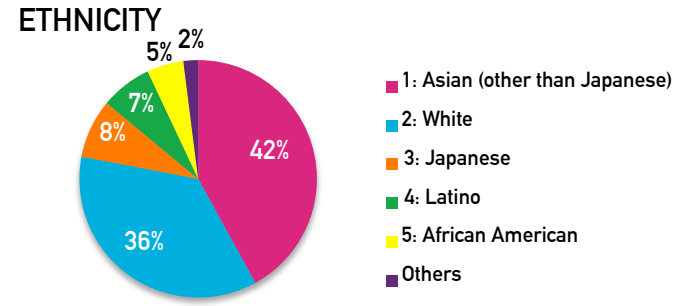
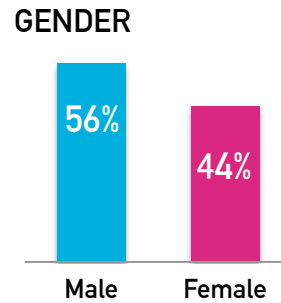
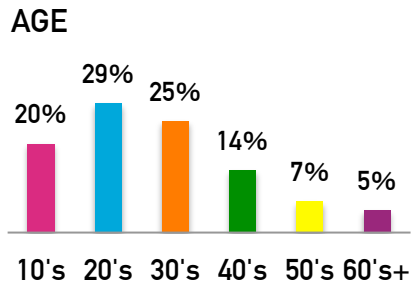
M E D I A

- Increasing Global Media Exposure – Take your promotions to the next level at J-POP SUMMIT. We now receive world media attention beyond the U.S. and Japan! Newspapers, magazines, TV networks, radio programs, blogs – the media loves our mixture of unique content, giving them so many angles to choose from all at once!



2009 - 2016 SPONSORS

- Expanding Sponsors Across All Industries - You name it, we got it! Entertainment, Technology, Tourism, Fashion, Food, Education – all kinds of sponsors have chosen to appeal to our fan base at our festival. This has resulted in many industry collaborations and networking across the lines – one of the many perks of taking part in J-POP SUMMIT as sponsor and exhibitor!



☉ Visitor Comments:

"The Ramen Summit was well organized, and the booth choices were plenty. I enjoyed myself a lot!." "I was able to experience Japanese trends and culture that is not presented at other conventions." "There were many opportunities to get close to the special guests from Japan, and it felt like we were enjoying the event together!" "The scheduling was great. During the day I enjoyed the exhibition and food, and at night the music presentations." "The exhibitors took their time to explain their products in detail." "The workshops such as calligraphy was enjoyable." "The chaotic mix of various content was fun!" "I got a lot of free goodies!" "I felt lucky to get exclusive goodies I can't get here!" "It was worth my coming from Hawaii!" "I love that there was a drag show tie-in that worked well with San Francisco." "It is an event that presents the REAL JAPAN, so I appreciate it!"

2016 DEMOGRAPHY and STATISTICS

- Visitor Summary - Age Group: teens - 30s, Gender: 56% male, Ethnicity: more Asian-Americans, Demographic: corporate tech employees and college students. Many visitors reside in Northern California, and 97% are satisfied with their experience at J-POP SUMMIT 2016.



C O N T A C T

J-POP SUMMIT Chief Producer

Takeshi Yoshida Takeshi@NewPeopleWorld.com