

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-POP SUMMIT

September 9th (Sat) & 10th (Sun), 2017 | FORT MASON CENTER

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, keynote speakers, sake, ramen, 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, 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

Unique!

A R T S

MUSIC
FILM
FASHION
ANIME

Brilliant!

WOW!

E A T S

FOOD
SAKE
TRAVEL

INNOVATIONS

TECH
GAME
MEET-UP
ECO

FUN!

ARTS EATS INNOVATIONS

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



FORT MASON CENTER
FOR ARTS & 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 Film Festival

NEW PEOPLE Cinema opened its doors in 2009 in the heart of San Francisco's Japantown. During the annual Japan Film Festival of San Francisco, Japan's hottest films are premiered and screened along with special appearances by top directors and actors.



MUSIC

Wednesday Campanella at J-POP LIVE!



TRAVEL

Travel Pavilion



Chichibu Tourism Booth



Tokyo Performance Doll at J-POP LIVE!



WORLD ORDER at J-POP LIVE!



INTERACTIVE

MAZDA Booth



EXVISION "ZK00"

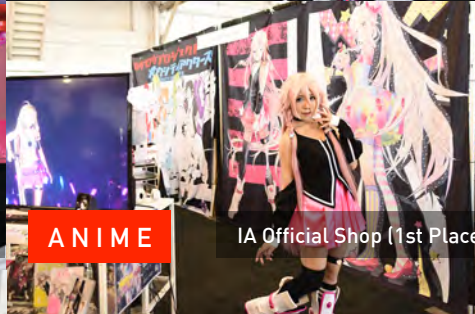


FASHION

Sebastian Masuda Special Event



"J-POP Queen" Drag Contest



ANIME

IA Official Shop (1st Place)

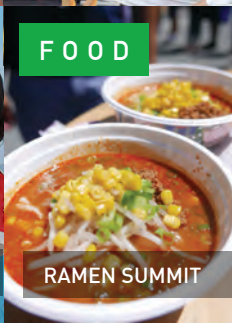


ART

Ken Hamazaki
Red Tea Ceremony



NHK WORLD Booth

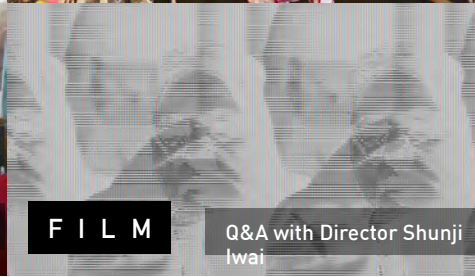


FOOD

RAMEN SUMMIT



SAKE SUMMIT



FILM

Q&A with Director Shunji Iwai

2016 HIGHLIGHTS



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

Top Stars and Talents on All Fronts 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 booths, promotions through printed materials, public banners, ads, online outreach, cross-promotions, and on-site collaborations.

Datebook

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

By Sarah Kain

After a year, San Francisco's J-Pop Summit has become a major event in the city's cultural calendar. The event, which is held annually in July, has grown from a small gathering of J-pop fans to a large-scale festival that attracts thousands of attendees. This year's summit, held at the historic Palace of Fine Arts, featured a variety of performances, including live shows by popular J-pop acts like the Puffy AmiYumi and the Japanese hip-hop group, the Roots. The event also included a fashion show, a DJ set, and a variety of food and drink options. The summit is a great way for J-pop fans to connect with each other and enjoy the best of Japanese pop culture.



Style

A J-Pop explosion

Most fans experience the pop explosion in Japan. The event, which is held annually in July, has grown from a small gathering of J-pop fans to a large-scale festival that attracts thousands of attendees. This year's summit, held at the historic Palace of Fine Arts, featured a variety of performances, including live shows by popular J-pop acts like the Puffy AmiYumi and the Japanese hip-hop group, the Roots. The event also included a fashion show, a DJ set, and a variety of food and drink options. The summit is a great way for J-pop fans to connect with each other and enjoy the best of Japanese pop culture.



Lucky

THE AFFORABLE WARDROBE

Want diamonds for less? The art appeal. Buy it for the price of a diamond. The art appeal. Buy it for the price of a diamond. The art appeal. Buy it for the price of a diamond.



San Francisco Chronicle

J-POP SUMMIT

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7 THIS SAN FRANCISCO

HOLY BEST OF THE BAY!

THE BEST OF THE BAY! THE BEST OF THE BAY! THE BEST OF THE BAY! THE BEST OF THE BAY! THE BEST OF THE BAY!



Sunset

Handout cookies

THE BEST NEW SHOPPING EXPERIENCE in New People. THE BEST OF 2010.



ON

J-POP SUMMIT FESTIVAL

THE BEST NEW SHOPPING EXPERIENCE in New People. THE BEST OF 2010.



ARTS & ENTERTAINMENT

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

Compared to a festival that are focused more on anime and manga, we have more colorful attendees. The event, which is held annually in July, has grown from a small gathering of J-pop fans to a large-scale festival that attracts thousands of attendees. This year's summit, held at the historic Palace of Fine Arts, featured a variety of performances, including live shows by popular J-pop acts like the Puffy AmiYumi and the Japanese hip-hop group, the Roots. The event also included a fashion show, a DJ set, and a variety of food and drink options. The summit is a great way for J-pop fans to connect with each other and enjoy the best of Japanese pop culture.



The New York Times

An All-Japanese Mash-Up

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J-Pop Summit

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FORAGER Pop Five

J-POP POWER!

THE BEST NEW SHOPPING EXPERIENCE in New People. THE BEST OF 2010.



7x7

Ramen Tasting Summit

THE BEST NEW SHOPPING EXPERIENCE in New People. THE BEST OF 2010.



J-POP SUMMIT

THE J-POP SUMMIT FEATURING KAORI WAKAMATSU

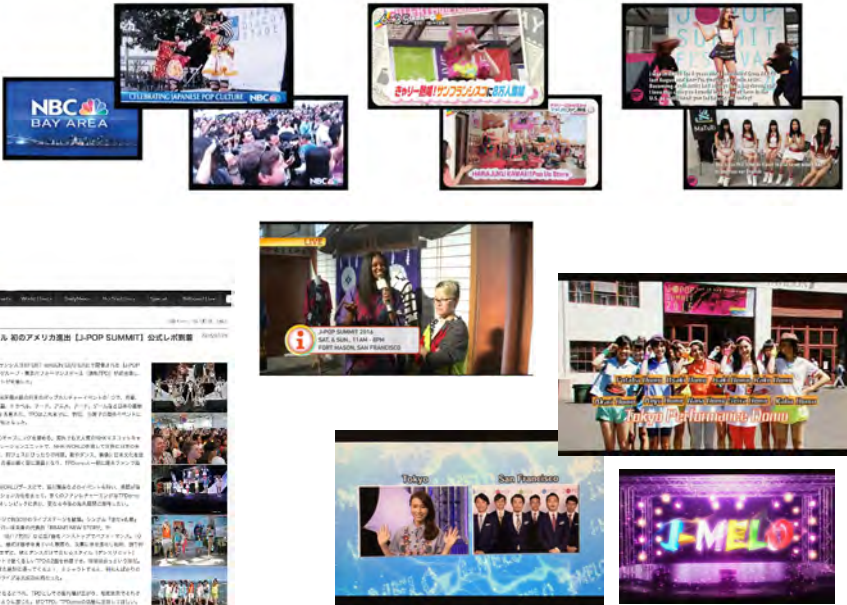
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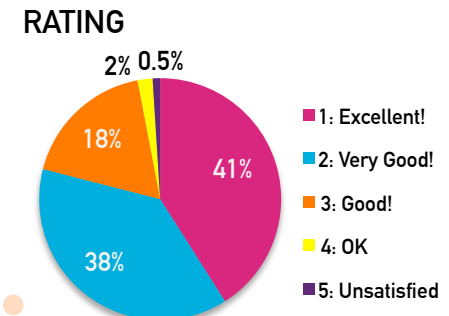
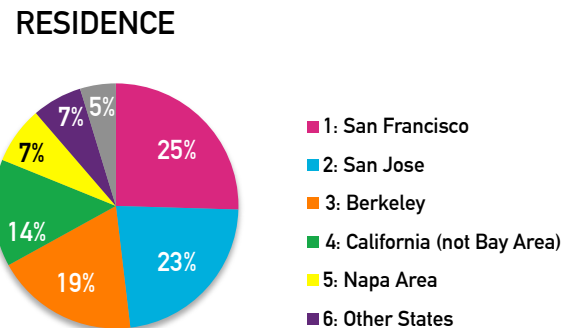
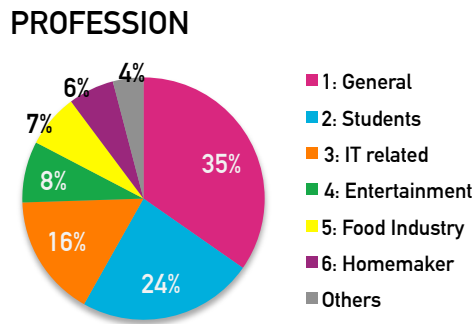
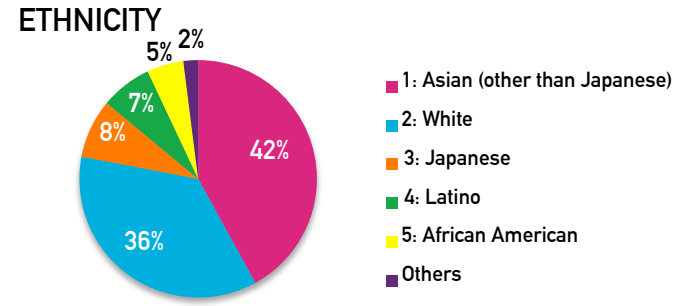
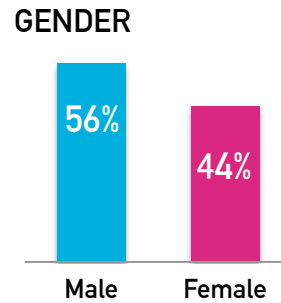
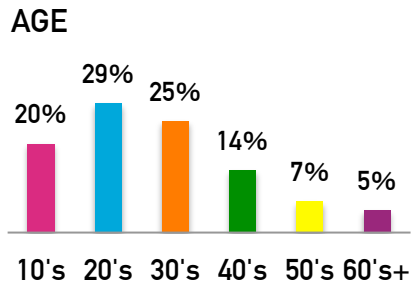
MEDIA

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 in the US!" "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, Profession: 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