



# OC JAPAN FAIR 2024 Spring



# 14<sup>th</sup> OC JAPAN FAIR

Last year, the final day of the event was canceled due to strong winds, but we received warm messages from many people who had planned to come, saying things like “I wanted to go to the event” and “I can't wait for next year”.

While we made the very difficult decision to cancel the event, We also felt a little bit of joy in knowing that it has become a widely recognized and loved event. OC JAPAN FAIR will be held for the 14th time this year, and I don't think it would be what it is today without your cooperation and support. Once again, I would like to express our gratitude.

The OC JAPAN FAIR will be running for 3 days twice a year in 2024

– April 19-21<sup>st</sup> & October 18-20<sup>th</sup> at the OC Fair & Event Center.

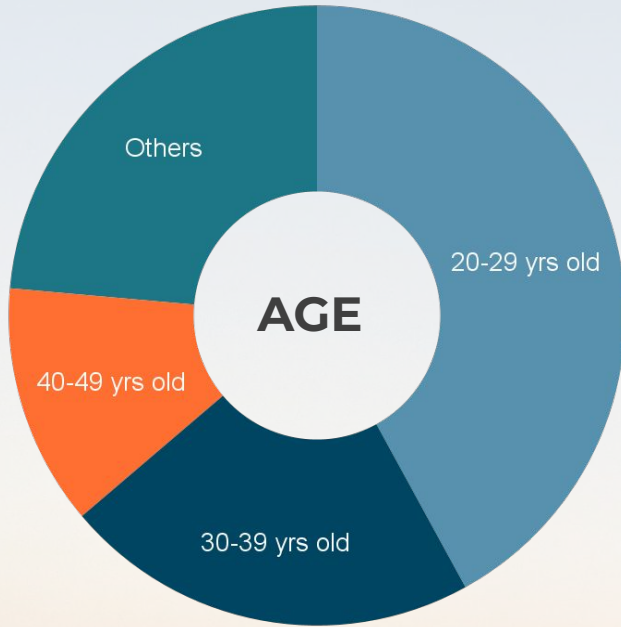
This Proposal is for Spring in April, 2024.

October, 2024 version will be available later.

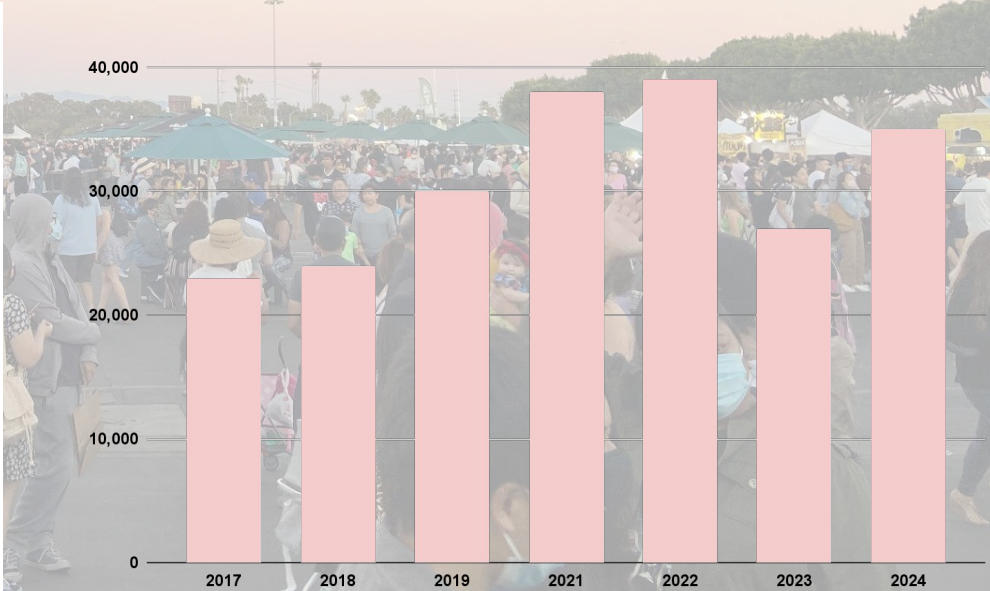
This year, we will make improvements such as enriching the corner where you can feel the "good old Japan". OC JAPAN FAIR is not just a "fun" event, but has been held with the important theme of playing a part in cross-cultural education in the region by allowing people to see, hear, and experience Japan. By getting people interested in Japan itself, we hope to contribute to the spread of Japanese culture in America. All of our staff will work with all our heart to help various "Japan" brands make further progress in this region.

In addition, we would like to thank all who provided their full support in order to run this event. This document will be including information regarding the sponsor program.

If you come up with any questions, please feel free to contact us.



	Date	Admission	Venue	Booth
<b>2017</b>	Oct 13 <sup>th</sup> , 14, 15 <sup>th</sup>	23,000	OC FAIR&EVENT CENTER	57
<b>2018</b>	Oct. 19 <sup>th</sup> , 20 <sup>th</sup> , 21 <sup>st</sup>	24,000	OC FAIR&EVENT CENTER	72
<b>2019</b>	Oct. 18 <sup>th</sup> , 19 <sup>th</sup> , 20 <sup>th</sup>	30,000	OC FAIR&EVENT CENTER	100
<b>2021</b>	Oct. 15 <sup>th</sup> , 16 <sup>th</sup> , 17 <sup>th</sup>	38,000	OC FAIR&EVENT CENTER	107
<b>2022</b>	Oct. 21 <sup>st</sup> , 22 <sup>nd</sup> , 23 <sup>rd</sup>	39,000	OC FAIR&EVENT CENTER	150
<b>2023</b>	Oct. 27 <sup>th</sup> , 28 <sup>th</sup>	27,000	OC FAIR&EVENT CENTER	190
<b>2024 (Spring)</b>	April 19 <sup>th</sup> , 20 <sup>th</sup> , 21 <sup>th</sup>	35,000	OC FAIR&EVENT CENTER	160



# OC JAPAN FAIR 2024 SPRING Schedule



## Date:

4/19 (Fri) 5:00pm~11:00pm  
4/20 (Sat) 12:00pm~10:00pm  
4/21 (Sun) 11:00am~7:00pm

## Venue:

OC Fair & Event Center  
88 Fair Drive, Costa Mesa, CA 92626  
<http://www.oc-japanfair.com/>

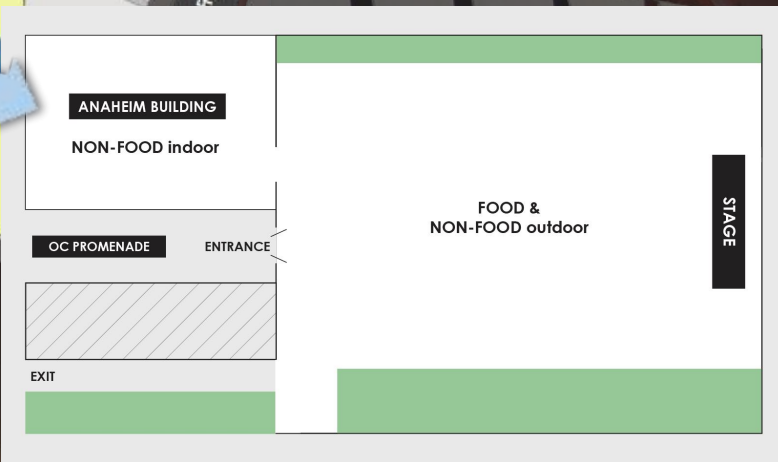
## Booth:

160 Booths

## Estimate Visitors:

35,000 (3 Days)

# LAYOUT AS OF 2/10/2024



# ABOUT OC JAPAN FAIR



## Traditions

You can experience Japan's world-class culture such as kimonos and courtesans. We also have an "experience booth" where you can see the skills of craftsmen and experience traditional culture firsthand.



## Foods

In addition to the street food that is essential at Japanese festivals, you can enjoy authentic Japanese food such as seafood and wagyu beef shipped directly from Japan. We also have a line-up of beautiful sweets!

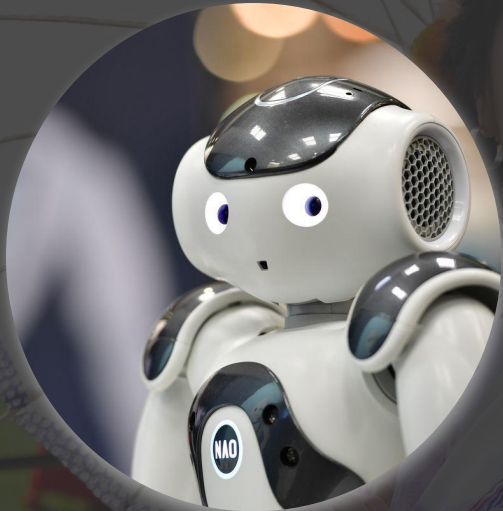


## Anime

Japanese anime culture is very popular all over the world. It is a highly satisfying event for fans, including a cosplay competition.

# ABOUT OC JAPAN FAIR

ABOUT US



## Innovation

A gathering of Japan's cutting-edge technologies such as IT, robots, and VR machines. Experience the future created by technology.



## Performance

Enjoy the festival atmosphere through sounds such as performances of traditional Japanese instruments and taiko drum performances. We also offer a complete lineup of popular artists and comedians.



## Sake Tasting

We hold tastings to spread the deliciousness of Japanese sake widely. Our bilingual staff who are well-versed in SAKE will carefully explain its appeal.

# BECOME A SPONSOR

## **TITLE SPONSOR (1 company only) \$50,000-**

- Add company name to event name (Title sponsor) OC JAPAN FAIR Supported by \_\_\_\_\_
- Special exhibition of products 4 Booths : 20ft x 20ft
- Advertisement movie on screen 30 commercials (Fri 5/Sat 15/Sun 10)
- PR of products etc on the main stage 10min×5
- 5 tie-up projects with event influencers
- Insert your company logo on tickets, flyers, posters, and websites
- 300 admission tickets
- 50 parking passes
- Flyer distribution at venue entrance & questionnaire



# BECOME A SPONSOR

## GOLD SPONSOR

**\$15,000-**

- Special exhibition of products 2 Booths : 20ft x 10ft
- PR of products etc on the main stage 5min\*5
- Advertisement movie on screen 20 commercials (Fri 5/Sat 10/Sun 5)
- 2 tie-up projects with event influencers
- Insert your company logo on tickets, flyers, posters, and websites
- Display of your company banner
- 100 admission tickets & 20 parking passes
- Flyer distribution at venue entrance & questionnaire

## SILVER SPONSOR

**\$5,000-**

- Special exhibition of products Booth : 10ft x 10ft
- PR of products etc on the main stage 5min\*3
- Advertisement movie on screen 10 commercials (Fri 2/Sat 5/Sun 3)
- Insert your company logo on tickets, flyers, posters, and websites
- Display of your company banner
- 50 admission tickets & 10 parking passes
- Flyer distribution at venue entrance & questionnaire

# FOOD/NON-FOOD BOOTH

	Food Booth	Non Food Booth
Size	10 ft X 10 ft (enclosed tent)	10 ft X 10 ft
Supply	6 ft table x 2, 2 chairs	6 ft table x 1, 2 chairs
Electrical System	Power outlet for free (up to 120V, 15amp)	
Pass	Parking Pass: Food Booth 2 , Non-Food 1	
Entrance Ticket	5 (for your customers, vendor staff are free)	
OC Booth Fee	\$1,900 Health Application Fee included (additional \$150 for corner booth)	\$1,200

\*We will be handing out a booklet to all food booths regarding warnings from the health department (2024 ver).

\*Please decorate and display your own booths.

\*We will not be changing any bills at the event. Please have your own change prepared.

\*With an additional \$500 fee, we can provide an assistant for 3 days.

# RULES AND REGULATIONS FOR BOOTH APPLICATIONS

**\*Please carefully read the rules and regulations listed below before applying.**

- 1. Booth location requests will be accepted as a first-come first-serve basis, however, will be finally determined by the board, based on the category and overall balance.**
- 2. Booth locations are subject to change without prior notice due to special reasons.**
- 3. Your application will be confirmed after your final payment has been made.**
- 4. After making final payments, please follow the cancellation policy in case of cancellation.**
- 5. Even under any bad condition (such as weather) on the day of the event, we will not be able to process a refund.**
- 6. For safety reasons, please set up your booth only within your designated borders.**
- 7. Please purchase a parking ticket if there is a need for additional staff.**

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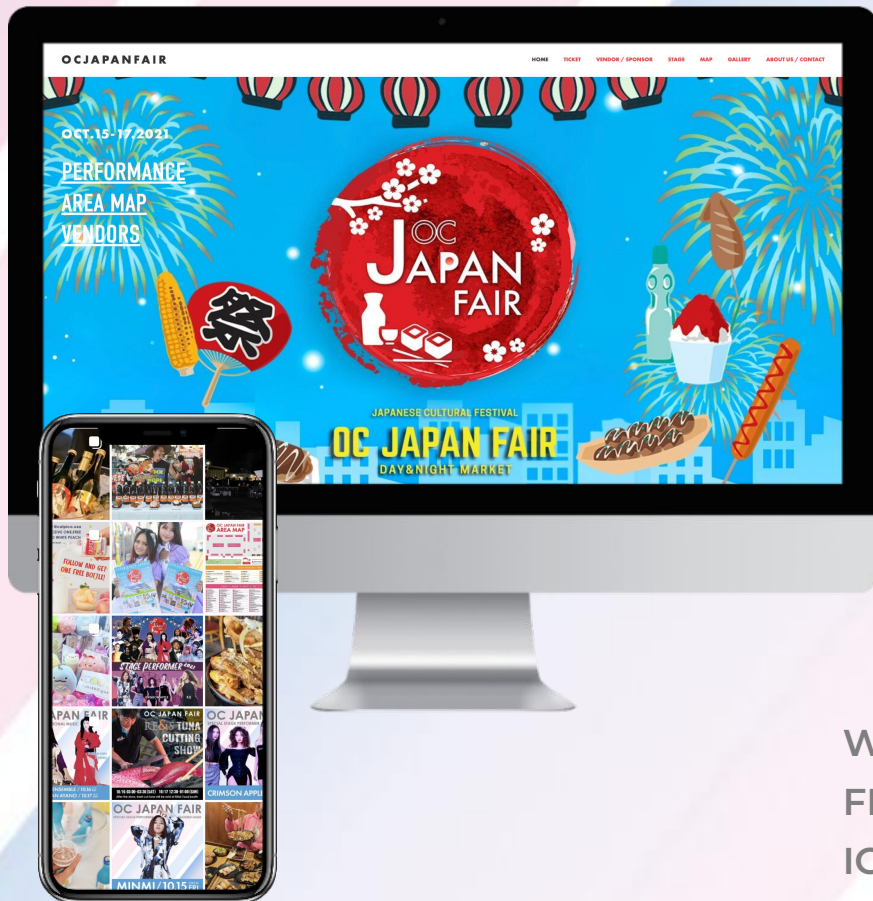
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- 8. Selling or bringing in alcoholic beverage is prohibited. Soft drinks can be sold at the food booths, but only at the prices set by the food/drink department. Coca-Cola sales is not permitted (Pepsi is permitted).**
- 9. Table(s), chairs and an electricity outlet will be provided and prepared at each booth. For any other necessities, please prepare on your own. Bring your own lights for night time if you are outside location.**
- 10. The electrical power provided for each booth will be 120v, 25amp. In case you need more, we will be able to provide with an additional fee.**
- 11. In the unlikely event such as a new virus, epidemic or other unavoidable diseases, If it is difficult to hold the event, sponsorship and exhibition fees will be non-refundable and will be credited to a future event.**

**Should you have any questions, please contact an OC JAPAN FAIR staff member.**

# EVENT PROMOTION

OC JAPAN FAIR will be introduced among the following media:



## Publishments

English Media:

LA TIMES, LA WEEKLY, OC WEEKLY, OC REGISTER, CBS Los Angeles, etc.

Asian Media:

World Journal, The Epoch Times, Chinese Daily, etc.

Japanese Media:

TJS RADIO, Lighthouse, LALALA, Nikkan San, etc.

Website: <http://www.oc-japanfair.com/>

FB: <https://www.facebook.com/ocjapanfair/>

IG: <http://www.instagram.com/ocjapanfair/>



**THANK YOU**  
*AND*  
**SEE YOU SOON!**

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