

\*as of 7/1/2024



**ANIME EXPO®**

**July 4-7, 2024**

Los Angeles Convention Center

**Exhibitor's Booth #2500**



[JETRO \(Japan External Trade Organization\)](#) Los Angeles will showcase a curated selection of Japanese pop culture-related companies through their pavilion titled “Geek Street” in SPJA’s [Anime Expo 2024](#), taking place at the Los Angeles Convention Center from July 4<sup>th</sup> to July 7<sup>th</sup>.

## Event Information:

**Event Name:** Anime Expo 2024

**Location:** Los Angeles Convention Center, *1201 S Figueroa St, Los Angeles, CA 90015*

**Date:** Thursday, July 4<sup>th</sup> – Sunday, July 7<sup>th</sup>

**Booth Location:** #2500 in South Hall



# About JETRO's “Geek Street” Pavilion

Join JETRO at their Geek Street booth, where we bring together a variety of experiences packed into one! With multiple companies collaborating at the booth, there will be stage activities and a chance to explore up-and-coming titles, motion-tracking technology and shop for items directly from Japan! From games to novelties to even a stage for exciting activities, rest assured as hobbies of all avenues are covered here.

With a cityscape concept, JETRO's “Geek Street” pavilion showcases a wide variety of unique Japanese businesses within the anime and Japanese pop culture industry, serving as a hub of unique and fun exhibitors. JETRO will be hosting 16 companies at their “Geek Street” booth, featuring retail and experiences around anime, games, kawaii culture, VR, and music. Conveniently located towards the front of the Main Exhibitor Hall in South Hall, “Geek Street” will be at **booth #2500**.

## A showcase of both new and familiar Japanese pop culture

Bringing together businesses both familiar and new, “Geek Street” serves as a Japanese pop culture hub which extends beyond exhibiting with anime, kawaii, trend, VR and gaming all in one spot! There will also be a stage with programming from participating companies.

Below is a list of 16 companies featured this year at JETRO’s “Geek Street” booth at Anime Expo 2024:

ANNIN (Activ8 inc. & ASOBISYSTEM co.,ltd)	Minto inc.
ASTERISM × Acky Bright (SONY) – stage only	NTT Solmare Corporation
BOOKOFF	Rocket Panda Games Japan
Brave group Inc.	Shifall Inc.
Diver-X,inc.	Skeleton Crew Studio ,Inc.
JAPAN HOUSE Los Angeles	Space Age USA, Inc.
JPT AMERICA, INC.	Starry Cube Corporation
KREATION VERSE	TBS TELEVISION, INC.





# Join our Sticker Rally and collect Booth XP!

The “Geek Street” pavilion is designed to showcase a diverse set of Japanese businesses at various levels and is widely categorized into 6 different experiences: **Anime XP**, **Kawaii XP**, **Trend XP**, **Play XP**, **Virtual XP** and the **stage**.

## What are Booth XPs?

Booth XPs are stickers you can get after visiting and learning about a company at Geek Street! Participants who collect 5 different “XP” stickers after interacting and learning about the company will receive promotional goods sponsored from participating companies!

Ask Geek Street booth staff about the **sticker rally** to join and collect XPs to explore Geek Street!

*Pictured on the right: Image of the Sticker Rally postcard that guests will receive to collect “XP” stickers to explore Geek Street booth (final image subject to change)*



# Geek Street Stage

Some companies will also have special programming at the Geek Street stage! Programming details below:

## ASTERISM x Acky Bright

Heavy metal band ASTERISM will be at AX for 4 days! Every day, I'll be on this stage to give a talk to start the day! Please look forward to what kind of hot talks will be given!

*Programming on: July 4, July 5, July 6, July 7*

## TAT Rumble

Welcoming pro-cosplayers Mashiro and Reiichi (seen at events such as Comic-Con Japan) to AX as TAT Rumble official cosplayers! Cheki photoshoot opportunities on a first-come, first-serve basis (while supplies last)!

*Programming on: July 6, July 7*

## Ex and Bee: Nightfall's Coven

Discover the secrets behind NTT Solmare's new supernatural and somber tale. Exclusive insights and cast messages at Anime Expo!

*Programming on: July 5, July 6, July 7*

## HIMEHINA LIVE LIBRARY

Delivering to you iconic highlights from past HIMEHINA lives to get hyped up for their new live coming up in August!

*Programming on: July 4, July 5, July 6*

## Shiftall

We will be introducing how to enjoy the VR world while showcasing products from Shiftall!

*Programming on: July 4, July 5, July 6*

Check the next  
page for the stage  
schedule! ➡





# STAGE PERFORMANCE SCHEDULE

*\*as of 7/1/2024*

	July 4 (Day 1)	July 5 (Day 2 )	July 6 (Day 3)	July 7 (Day 4 )
Exhibit Hall Hours:	9:00AM – 6:00PM	9:00AM – 6:00PM	9:00AM – 6:00PM	9:00AM – 3:00PM
9:00AM				
10:00AM		Shiftall 10:00	HIMEHINA LIVE LIBRARY 10:00	
11:00AM		Ex and Bee: Nightfall's Coven 11:30	Ex and Bee: Nightfall's Coven 11:30	Ex and Bee: Nightfall's Coven 11:00
12:00PM	ASTERISM x Acky Bright - 12:20			ASTERISM x Acky Bright - 12:15
13:00PM		ASTERISM x Acky Bright - 13:20	TAT Rumble 13:00	
14:00PM	Shiftall 13:45			TAT Rumble 13:30
15:00PM		HIMEHINA LIVE LIBRARY 14:45	Shiftall 15:00	
16:00PM	HIMEHINA LIVE LIBRARY 16:00		ASTERISM x Acky Bright - 16:20	
17:00PM		Shiftall 16:30		

### **About JETRO**

JETRO, or the Japan External Trade Organization, is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.

### **About Anime Expo**

Starting as “Anime Con” by UC Berkeley’s anime club in 1991, AX has grown drastically to become one of the largest events to celebrate Japanese pop culture in North America. Anime Expo is organized by a non-profit organization called Society of Promotion of Japanese Animation (SPJA) and continues to bring together fans and industry from Japan, US and the rest of the globe.