Who Organizes Kita-Kon

Lakehead Anime Society is the incorporated non-profit group that organizes Kita-Kon. Lakehead Anime Society’s purpose is to promote Japanese Animation and Culture by hosting events and conventions based on those topics. All funds raised go to improving the convention, which helps grow our fandom.

Lakehead University Manga is a tenured LUSU club that helps to co-organize Kita-Kon. The club holds regular anime viewings at Lakehead University on Saturdays from 4:00pm to 8:00pm.

What is Kita-Kon

Kita-Kon is an annual convention held in Thunder Bay, Ontario, Canada. The event’s focus is on Japanese pop-culture, in particular, Japanese animation, comics, music, and television. We host many different panels, workshops, and contests during the course of the event, which are planned primarily by fans in our community. We also host several industry guests, such as, voice actors, directors, and script writers involved with the creation of the content we enjoy. Our attendance is constantly growing and we now anticipate over five hundred people to attend the event in 2015.

Vendoring at Kita-Kon

Thank you for considering Kita-Kon in your 2015 convention schedule! We’ve expanded the space available for vendors in 2015, but due to the limitations of our location, we still have a fairly limited amount of booth space available. Please register on our website, www.kita-kon.org as soon as possible to secure your spot. Once you have purchased your booth, we will send you a document with all of our setup and takedown schedules, event schedules, personnel contact information, and hospitality information. If you will be attending as a vendor, payment and confirmation must be made before July 1st 2015.
Kita-Kon will host approximately five hundred attendees in 2015 who will spend on average $110 each on merchandise in the vendor’s room. That translates to approximately $55,000 worth of purchases over the weekend. In 2014, our convention booklet was viewed over 600 times online and almost 400 booklets were given out to attendees at the event.
Advertising & Sponsorship

Convention Booklet

Kita-Kon's convention booklet is 5.5in x 8.5in with 4 pages currently set aside for advertisements. This booklet is viewable online and in person at the convention. Companies that provide Kita-Kon with goods or services can negotiate for a similar value in advertisement space for the material support offered.

<table>
<thead>
<tr>
<th>Formats</th>
<th>Price</th>
<th>Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$200.00$^CAD</td>
<td>CMYK Colour Ad</td>
</tr>
<tr>
<td>Inside Front/Back Cover</td>
<td>$150.00$^CAD</td>
<td>CMYK Colour Ad</td>
</tr>
<tr>
<td>Half Page</td>
<td>$100.00$^CAD</td>
<td>Black/White Ad</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$50.00$^CAD</td>
<td>Black/White Ad</td>
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All ads must be submitted in high quality print format. We accept JPG, PNG, TIFF, PSD, and PDF at 300 DPI or greater.

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</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>5&quot; x 8&quot;</td>
<td>CMYK Colour Ad</td>
</tr>
<tr>
<td>Inside Front/Back Cover</td>
<td>5&quot; x 8&quot;</td>
<td>CMYK Colour Ad</td>
</tr>
<tr>
<td>Half Page</td>
<td>5&quot; x 3.875&quot;</td>
<td>Black/White Ad</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>2.375&quot; x 3.875&quot; or 5&quot; x 1.85&quot;</td>
<td>Black/White Ad</td>
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The last day for purchasing booklet advertisements is July 1st 2014. The last day we can receive graphics by is July 18th 2014. This is so that we have enough time to format and print the booklets for the convention.
Website Banners

Kita-Kon also offers advertising online via our website at www.kita-kon.org. These advertisements are viewed by primarily Thunder Bay residents, but we have many visitors to the website from the GTA, Winnipeg, Duluth, Minneapolis, and many smaller communities in-between.

<table>
<thead>
<tr>
<th>Available Formats</th>
<th>Price</th>
<th>Image Formats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidebar Banner Ad (static*)</td>
<td>$100.00\text{CAD}</td>
<td>220px x 220px, jpg or png</td>
</tr>
<tr>
<td>Footer Banner Ad (rotates*)</td>
<td>$40.00\text{CAD}</td>
<td>728px x 90px, jpg or png</td>
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Online ads will stay on the website until March 1\textsuperscript{st} 2016. If you submit an ad that is not to the specifications that are listed, they will be resized to the best of our abilities.

Other Promotions

We can offer additional promotions and advertisements such as room naming rights, loose-leaf ads, social media blasts, and video ads. Please email vendors@kita-kon.org for more information regarding pricing for these specialized promotions.

Payment Options

There are two payment options available for you to use, the first option is to send your payment over Paypal after contacting us at either vendors@kita-kon.org or admin@kita-kon.org. The second option is to mail us a cheque after contacting either of the emails above. The cheque is to be made out to:

Lakehead Anime Society  
220 Clavet Street, Thunder Bay, ON  P7A 2M6
Advertising & Sponsorship Packages

Our advertising packages are put together to offer you the best value when purchasing multiple advertisements. If you are a registered vendor attending the convention, you will receive a 25% discount on any of the following packages.

<table>
<thead>
<tr>
<th>Package Level</th>
<th>Price</th>
<th>What’s Included</th>
</tr>
</thead>
</table>
| Platinum      | $500.00CAD | • Outside cover colour booklet advertisement  
• Website sidebar advertisement  
• Name or logo placed on convention forms before & at the convention  
• Business appears on website sponsorship page  
• Promotional social media posts  
• Room & other naming rights  
• Two promotional stand-up banners printed and placed in high traffic areas |
| Gold          | $400.00CAD | • Inside cover colour booklet advertisement  
• Website sidebar advertisement  
• Name or logo placed on convention forms before & at the convention  
• Business appears on website sponsorship page  
• Promotional social media posts  
• One promotional stand-up banners printed and placed in high traffic area |
| Silver        | $250.00CAD | • Half page b/w booklet advertisement  
• Website footer advertisement  
• Name or logo placed on convention forms before & at the convention  
• Business appears on website sponsorship page  
• Promotional social media posts |
| Bronze        | $150.00CAD | • Quarter page b/w booklet advertisement  
• Website footer advertisement  
• Business appears on website sponsorship page  
• Promotional social media posts |
Thank you!

Thank you for taking the time to read through Kita-Kon's vendor information booklet. If you need any information that is not included in this document, please contact vendors@kita-kon.org or admin@kita-kon.org. Without the support of companies like yours, we wouldn't be able to run Kita-Kon; Thank you!