

# WASABI CON



**Louisiana's Newest  
Anime+Cosplay+Tabletop+Video Game  
Pop Culture Convention in New Orleans**

**YEAR 1: May 11-12, 2024  
The Sheraton New Orleans Hotel**



**Wasabi Anime®** started as an anime club in Orlando, Florida in 2001. In 2012, Wasabi Anime (now a company: Green Mustard Entertainment) launched its own convention: **WasabiCon®**. WasabiCon NOLA ([nola.WasabiCon.com](http://nola.WasabiCon.com)) is a two-day consumer focused media show for fans of Asian pop culture including anime, cosplay, Kpop, manga, and related content along with tabletop and video gaming. The event is the third in a series of WasabiCon conventions:

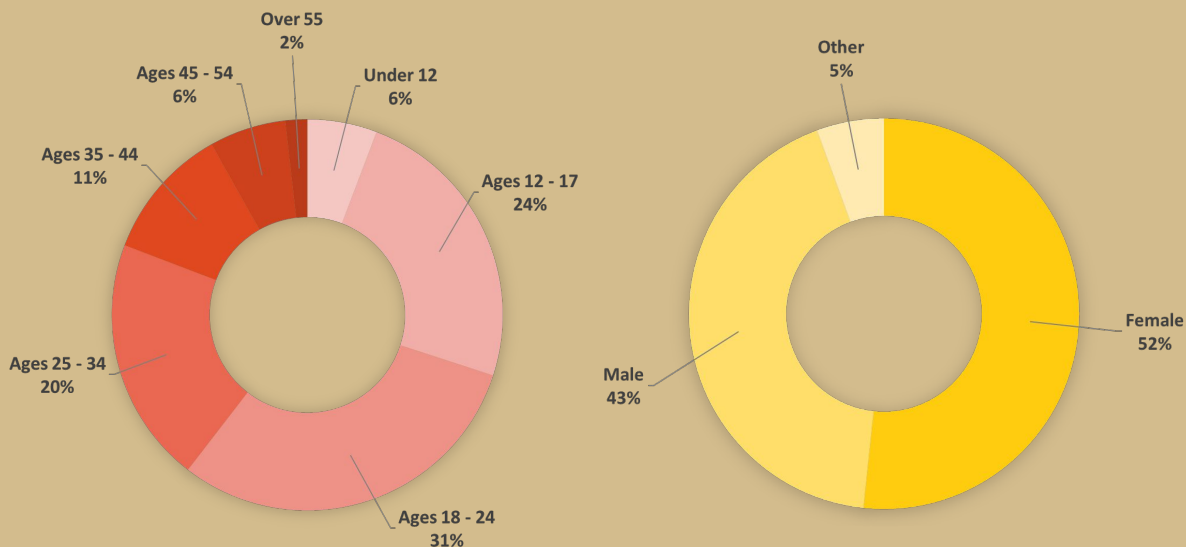
- WasabiCon ([jax.WasabiCon.com](http://jax.WasabiCon.com)) - October 11-13, 2024 in Jacksonville, Florida.
- WasabiCon PDX ([pdx.WasabiCon.com](http://pdx.WasabiCon.com)) - July 27-28, 2024 in Portland, Oregon.

WasabiCon NOLA 2024 will take place May 11-12, 2024 at the Sheraton New Orleans Hotel.



	<i>WasabiCon 2023 (Jacksonville, FL)</i>	<i>WasabiCon PDX 2023 (Portland, OR)</i>	<i>WasabiCon NOLA 2024 (New Orleans, LA)</i>
<b>Length of Event</b>	3 Days	2 Days	2 Days
<b>Attendance</b>	13,594 Attendees	5,576 Attendees	2,500 Projected
<b>Growth vs. Previous Event</b>	23% Increase	9% Increase	Inaugural Year
<b>Event Space</b>	166,130 sq ft	47,536 sq ft	32,000 sq ft
<b>Programming Hours</b>	350+ Hours	175+ Hours	100+ Hours

# Demographic Data & Marketing



WasabiCon NOLA stays connected to fans year-round via social media, email blasts, direct mail, flyers, and promotional booths at other events. WasabiCon NOLA will spend over **\$10,000 on marketing** to promote the convention in 2024 and, by proxy, its sponsors and partners.

- **Over 20,000 flyers** placed in **50+ anime stores, comic shops, arcades, and related brick-and-mortar businesses** in Louisiana with another **10,000+** distributed at other pop culture conventions and festivals.
- **Paid ads and boosted posts** on Facebook, Instagram, TikTok, and X (formerly Twitter).

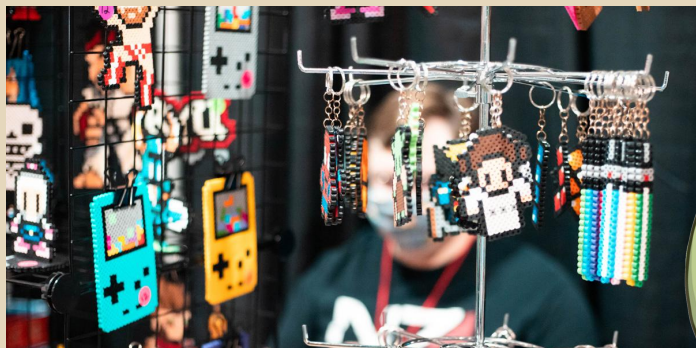
@WasabiConNOLA  ~1k

 100+

@WasabiCon\_NOLA  ~1k

# Exhibitors Hall

The WasabiCon NOLA will showcase over 25,000 square feet of exhibitor space and will offer over 50 booths for Artists, Exhibitors, and Vendors to connect with our attendees. **Premium (end caps) are allocated to event partners and sponsors.**



## ARTIST ALLEY (\$240)





Includes a 6'x8' space with one (1) six foot skirted table, two chairs, and two (2) Artist badges. Every WasabiCon Artist space includes Wi-Fi. Power and parking must be purchased from the host venue.



## VENDOR SPACE (\$450)

Includes a 10'x10' space with one (1) six foot skirted table, two chairs, and two (2) Vendor badges. Every WasabiCon Vendor space includes Wi-Fi. Power and parking must be purchased from the host venue.

# Sponsorship Levels

Sponsor Levels:	 <b>Platinum</b> \$10,000	 <b>Gold</b> \$4,000	 <b>Silver</b> \$2,000	 <b>Bronze</b> \$500
<b>Logo On Website and Printed Signs.</b>	Large	Medium	Small	Small
<b>Booths.</b> Booths are corner booths at the E.H. entrance or placed along the center walkway.	4	2	2	N/A
<b>Weekend Passes.</b> In addition to the Booth badges.	12	8	4	N/A
<b>Email Blast.</b>	Included	Included	Included	Included
<b>Social Media Posts.</b>	2 on all platforms	2 on all platforms	2 on a single platform	1 on a single platform
<b>Access to Flyer Distribution.</b> Sponsor supplies flyers for info table and/or swag bags.	Included	Included	Included	Included



# Sponsorship Opportunities



## APP (\$7,500)

Every attendee will be able to download the WasabiCon app for the schedule, etc. This sponsorship denotes you as a **Silver Sponsor** for all three (3) WasabiCons!



## BADGE (\$4,000)

Take up a 30'x20' space on the back of the 3"x5" badge worn by all attendees and exhibitors. 2,000 badges total. You will be denoted as a **Silver Sponsor**.



## CON GUIDE (\$1,000)

One (1) full panel in our 8.5"x11" trifold convention guide made available to attendees. 5,000 will be printed. You will be denoted as a **Silver Sponsor**.



## LANYARD (Donation)

All 3-Day ticket holders receive a badge worn around their neck for the duration of the event. Donate 2,000 branded lanyards, and you will be denoted as a **Gold Sponsor**.



## SWAG BAG (Donation)

We will put out your branded bag out for attendees at registration and the Info Desk to collect flyers, etc. 3,000 bags needed, and you will be denoted as a **Gold Sponsor**.



## CUSTOM SPONSOR

Looking for a way to connect with our attendees? Would you like to sponsor a specific element like a Game Room? We can design a unique opportunity just for you!



WasabiCon conventions are community driven events made possible by businesses, organizations, and - most importantly - the fans. You can be a part of one WasabiCon, or find a way to connect with attendees at all three of our conventions in 2024. Contact Danielle Garbett, the WasabiCon Ops Coordinator, to start a conversation about opportunities today. (She's always on the run, so you might need to leave a message!)

**[Danielle@GreenMustard.com](mailto:Danielle@GreenMustard.com) | (904) 878-8503**