



### PLATINUM SPONSORSHIP *(please call)*

- Up to 800 sq ft of booth space, including carpet and electrical drop.
- 10 industry badges for your staff and guests.
- Logo recognition on lanyards (maximum of 2 sponsors).
- Digital signage + 60 sec commercial on 70 displays throughout convention center.
- Two page ad spread in Program Guide.
- Banner ad and highlighted vendor listing on OTAKON website and digital schedule.
- Your logo and company link on OTAKON website.
- 60 sec commercial spot on all available screens.
- Mention in local OTAKON commercial spot.
- Advertising through OTAKON social media (100,000+ reach).
- Advertising in the OTAKON Member Newsletter (70,000+ reach).
- White Glove Staff Concierge service

### GOLD SPONSORSHIP *(please call)*

- Up to 600 sq ft of booth space, including carpet and electrical drop.
- 10 industry badges for your staff and guests.
- Logo recognition on lanyards (maximum of 2 sponsors).
- Digital signage + 30 sec commercial on 70 displays throughout convention center.
- One page ad in Program Guide.
- Ad banner in digital schedule.
- Your logo and company link on OTAKON website.
- 30 sec commercial spot on all available screens.
- Mention in local OTAKON commercial spot.
- Advertising through OTAKON social media (100,000+ reach).
- Advertising in the OTAKON Pre-Convention Member Newsletter (70,000+ reach).



# OTAKON®

2022 Sponsor and Advertising Pricing and Technical Specifications

2

## SILVER SPONSORSHIP \$15,000

- Up to 400 sq ft of booth space, including carpet and electrical drop.
- 8 industry badges for your staff and guests.
- Half-page ad in Program Guide.
- Ad banner in digital schedule.
- Your logo and company link on OTAKON website.
- Advertising through OTAKON social media (100,000+ reach).
- Advertising in bi-weekly OTAKON Member Newsletter (70,000+ reach).

## BRONZE SPONSORSHIP \$4,000

- One 10' x 10' Exhibit Hall booth, including carpet and electrical drop.
- 8 industry badges for your staff and guests.
- Quarter-page ad in Program Guide.
- Ad + link in rotation on OTAKON website.
- Advertising through OTAKON social media (100,000+ reach).
- Advertising in bi-weekly OTAKON Member Newsletter (70,000+ reach).

**Don't see a package that meets your needs?  
Let us customize a package for you!**

***Secure your sponsorship now by emailing [president@otakorp.org](mailto:president@otakorp.org)***

*Prices, packages, and specifications subject to change. This document current as of Mar 12, 2022.*



# OTAKON®

## 2022 Sponsor and Advertising Pricing and Technical Specifications

3

### Simple Price List

Platinum Sponsorship	<i>Please Call</i>
Gold Sponsorship	<i>Please Call</i>
Silver Sponsorship	\$15,000
Bronze Sponsorship	\$4,000
Digital Signage: 70 Screens	\$2,500/day \$7,500/weekend
Digital Signage: 4 Marquee Displays + 30 second trailer rotation	\$2,000/day \$6,000/weekend
Main Stage + Celebrities (2 available)	\$10,000
Masquerade Contest (2 available)	\$5,000
Panel Rooms (4 rooms available)	\$5,000
Video Game Tournament (9 available)	\$1,200
Floor Graphics (price per display)	\$500
Window Clings (per window)	\$500
Info Signs (limited availability)	Side A: \$450 Side B: \$500 Side C: \$800
Guidebook/Schedule Ad	\$250
Exhibit Hall Booth (10' x 10')	\$1,200-\$1,400
Program Book Ad	\$1200 (2-page spread) \$800 (1-page) \$600 (½ page) \$400 (¼ page)
Social Media Buy	\$2,400/12 months

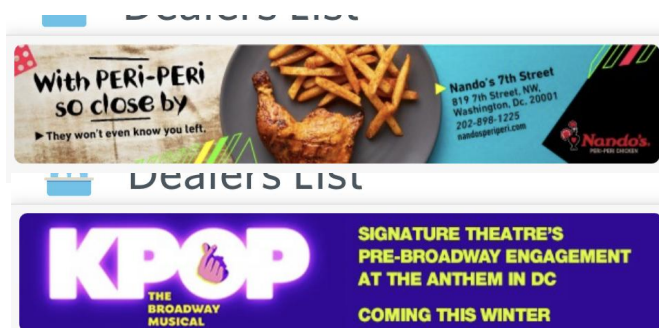
**Secure your sponsorship now by emailing [president@otakorp.org](mailto:president@otakorp.org)**

*Prices, packages, and specifications subject to change. This document current as of Mar 12, 2022.*

### Sizes, Resolutions, and Specifications

#### Guidebook Banner Ad

600px x 110px, res 75 dpi

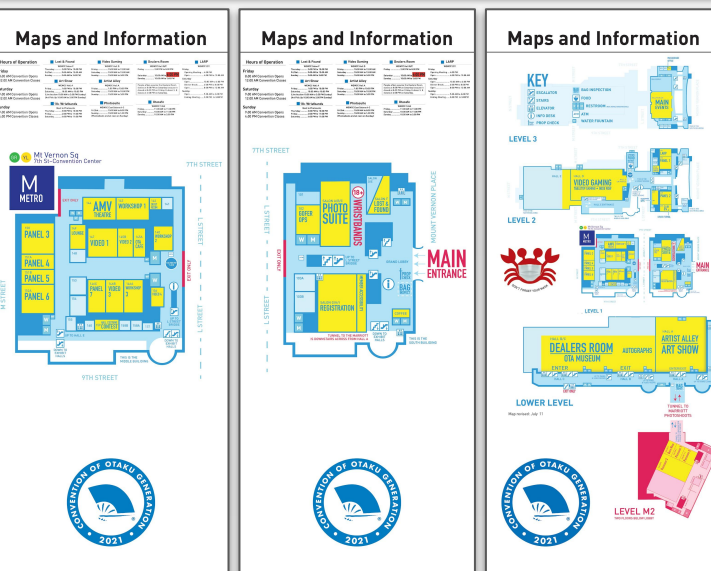


#### Info Sign Graphics

Side A: 9" x 9", CMYK, min res 300dpi

Side B: 9" x 9", CMYK, min res 300dpi

Side C: 24" x 24", CMYK, min res 300dpi



#### Window Clings

##### Specs:

##### Double-sided Glass Clings

Panel 1A (Facing Out): 22"W x 24"H

Panel 1B (Facing In): 22" x 24"

Panel 2A: 22" x 24"

Panel 2B: 22" x 24"

Panel 3A: 22" x 24"

Panel 3B: 22" x 24"

Panel 4A: 22" x 24"

Panel 4B: 22" x 24"

Panel 5A: 22" x 24"

Panel 5B: 22" x 24"

Panel 6A: 22" x 24"

Panel 6B: 22" x 24"

##### Single-sided Glass Clings

Panel 1: 22"W x 24"H

Panel 2: 22"W x 24"H

Panel 3: 22"W x 24"H

Panel 4: 22"W x 24"H

Panel 5: 22"W x 24"H

Panel 6: 22"W x 24"H

#### Floor Graphics

3' x 3', CMYK, min res 300dpi

#### Website Specs & Information:

##### Banner ad

###### Image dimensions:

Aspect ratio: 23:9,

Minimum image size: 1150px x 450px

###### Accompanying text

Title: 50 characters maximum, two lines.

Message Body: 250 characters, four lines.

Message box will over lay approx. ¼ of image on the bottom left or right

##### Highlighted vendor listing

Listing at top of Vendor list.

One font size larger than rest of the list.

##### Logo and link on the Otakon Website

###### Image dimensions:

Aspect ratio: 3:2,

Minimum image size: 330px x 220px

##### Listing on Otakon sponsor page

Under Platinum sponsor group

Includes logo and website link

###### Image dimensions

Aspect ratio: 3:2,

Minimum image size: 330px x 220px

### Sizes, Resolutions, and Specifications

#### Program Guide Specs:

##### File Type:

**Print** - .AI, or .PNG preferred,  
.PDF and .EPS also accepted

##### Color:

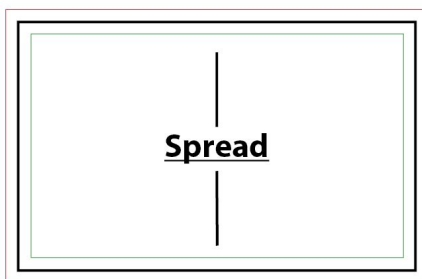
Print ads - CMYK

##### Resolution:

Minimum of 300 dpi

##### Bleed:

1/8" or .125"



**Spread** (1/8" Bleed - 1/4" Safety Margin)

Trim: 16" x 21"

**Bleed:** 16 1/4" x 21 3/4"

**Live:** 15 1/2" x 20 1/2"

#### Program Guide Specs:

##### File Type:

**Print** - .AI, or .PNG preferred,  
.PDF and .EPS also accepted

##### Color:

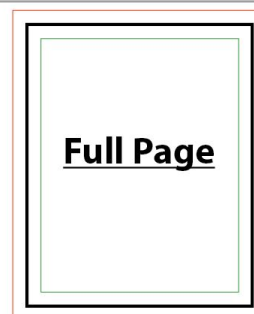
Print ads - CMYK

##### Resolution:

Minimum of 300 dpi

##### Bleed:

1/8" or .125"



**Full Page** (1/8" Bleed - 1/4" Safety Margin)

Trim: 8" x 10 1/2"

**Bleed:** 8 1/4" x 10 3/4"

**Live:** 7 1/2" x 10"

#### Program Guide Specs:

##### File Type:

**Print** - .AI, or .PNG preferred,  
.PDF and .EPS also accepted

##### Color:

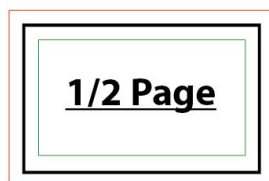
Print ads - CMYK

##### Resolution:

Minimum of 300 dpi

##### Bleed:

1/8" or .125"



**1/2 Page** (1/8" Bleed - 1/4" Safety Margin)

Trim: 4" x 10 1/2"

**Bleed:** 4 1/4" x 10 3/4"

**Live:** 3 1/2" x 10"

#### Program Guide Specs:

##### File Type:

**Print** - .AI, or .PNG preferred,  
.PDF and .EPS also accepted

##### Color:

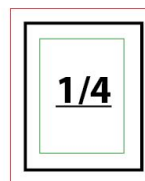
Print ads - CMYK

##### Resolution:

Minimum of 300 dpi

##### Bleed:

1/8" or .125"



**1/4 Page** (1/8" Bleed - 1/4" Safety Margin)

Trim: 4" x 5 1/4"

**Bleed:** 4 1/4" x 5 1/2"

**Live:** 3 1/2" x 4 3/4"