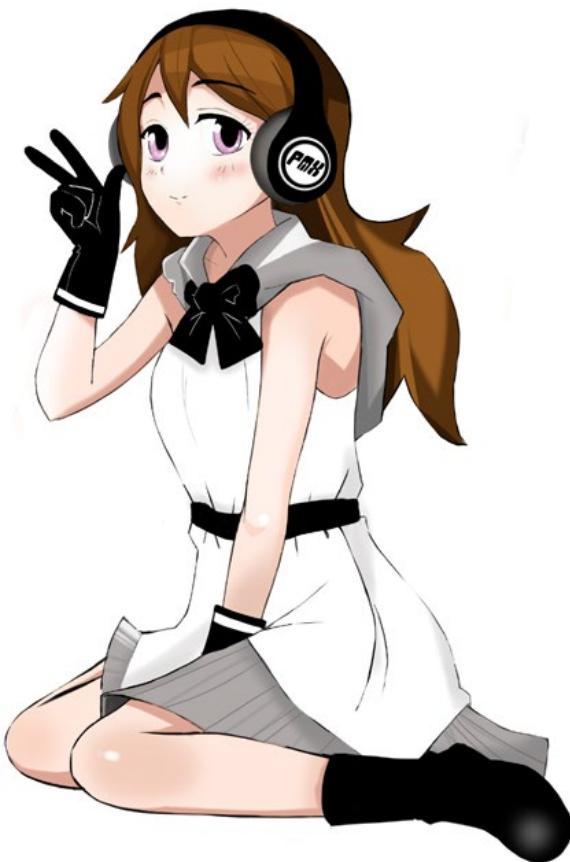


# pmX

Pacific media expo  
The Crossroads of Asian Pop Culture



ARTWORK BY JAYMAR SANTIAGO

September 5-7  
Pasadena Convention Center

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*Artwork by Jaymar Santiago*

REV. B



## MUSIC GUEST OF HONOR: FEMME FATALE

The Gothic band Femme Fatale was named after the French term meaning “a woman who has the power to turn a person’s destiny to ruin.” Their songs have an intensely profound sound complemented by the emotionally charged voice of Kaya, queen of the Visual Kei genre. This combination has led to their increasing popularity in the Visual Kei scene.

Femme Fatale is:

Kaya (Vocals)

TaNa (Guitar)

Iori Minamoto (Guitar)

Toshi (Bass)



## ANIME GUEST OF HONOR: KYOKO HIKAMI

Ms. Hikami is a voice actress and singer who is best known for her role as Rabi~en~Rose/Hikaru Usada in the popular series *Di Gi Charat*, Momoko Hanasaki in *Wedding Peach*, Urara Kasuga in *Sakura Diaries*, Marlene in *Slayers Gorgeous*, Lisa Pacifist in *Final Fantasy: Unlimited*, and both Juli Bahana and Cullen Lucciora in *Infinite Ryvius*. She has also been featured as Yurika Dojima in *Witch Hunter Robin*, Tsubaki Takamura in *Sakura Wars* (series), Lotte Frank in *Monster*, Akane in *Bakumatsu Gijinden Roman*, and recently as Sakagami-sensei in *Love Lab*. In video games her voice has been featured as Luna Noa in *Lunar: Silver Star Story*, Hibiki Takane in *Capcom vs. SNK 2: Mark of the Millennium*, Tsubaki Takamura in the popular *Sakura Wars* game series, and as Rabi~en~Rose for the crossover role-playing game *Super Heroine Chronicle* for the PlayStation 3 and Vita.

# GUESTS



## FASHION GUEST OF HONOR: **KIRA IMAI**

Kira Imai is an illustrator. In addition to her collaborations with the fashion brand Angelic Pretty, she provides artwork for the spines and pages of books and magazines. She has published several anthologies, *Gekko Shojo*, *Girl's Kingdom*, and *Kira Imai Lolita Works Pannier*. This is Kira Imai's first US convention appearance.

## FEATURED FASHION GUEST: **LORINA LIDDELL**

Lorina Liddell is a J-fashion shop in Japan offering Japanese top quality brands, including Sheglit, EXCENTRIQUE, Tokimeki Gabriel, ATELIER-PIERROT, Morun × Muuna Stoik, and Anima! Adams, and more.

"I do my buying nation wide and picked up a variety of brands for the best of the best. Enjoy and I hope to please your senses with my one of a kind online closet."  
-Lorina Liddell

## FEATURED COSPLAY GUEST: **JIN (BEHINDINFINITY)**

Jin (behindinfinity) is a cosplayer from the Philippines who is known internationally for elaborate group photoshoots with Tux Team, accurate character portrayals, and entertaining blog posts about events and photoshoots. Jin (behindinfinity) has an extensive cosplay history, and other notable roles include Naruto (*Naruto Shippuden*), Haruka Nanase (*Free!*), Light Yagami (*Death Note*), and many others.

# EVENT HIGHLIGHTS

## FEMME FATALE CONCERT

*See Music Guest of Honor Femme Fatale live in concert at PMX 2015 with supporting band Lolita Dark.*

## AMV CONTEST

*Like anime? Like music? Come experience the chocolate and peanut butter combination that is the PMX AMV Contest and experience the best in AMVs.*

## CosFEST: IRON COSPLAY

*Bring yourself to the Chairman's Chamber and compete against fellow cosplayers in our third annual Iron Cosplay event! We give you the materials and time frame; you give us a costume.*

## CosFEST: MASQUERADE

*See all the great cosplay, skits, and special performances at CosFest Masquerade, our cosplay competition.*

## FANMADE VOCALOID CONCERT

*Vocaloid divas Hatsune Miku, Gumi, and Yuzuki Yukari will be appearing in an unofficial concert at PMX! The 3D virtual performers have been winning the hearts of people all over the world for over half a decade, and Synthesized Reality Productions (SRP) is proud to shine the spotlight on them for all our attendees.*

## KIGURUMI PAJAMA PARTY

*Get ready for PMX's third annual Kigurumi Pajama Party! Join us for pictures, games, and lots of fun! Kigurumi/hoodies are encouraged, but not required, everyone is welcome.*

## MAHJOHNG NIGHTS

*Come! Learn! Play! Want to learn to play mahjong? Have you been curious after seeing it featured prominently in such series as Nana, Akagi, or Saki? Well you're in luck! Come learn and play mahjong at PMX 2015! We will be having two separate workshops in both Hong Kong and Japanese style mahjong in a friendly environment. Stop in, learn and play with us!*

## MARTIAL ARTS WORKSHOPS

*PMX's Martial Arts Workshops program is back and better than ever with a diverse array of workshops sure to excite martial arts fans. Please see our program schedule for a complete listing for 2015.*

## PANELS & WORKSHOPS

*Laugh and learn at a variety of panels and workshops put on by our guests, industry insiders and fans. See the program schedule for times and locations.*

## PHOTOSHOOT ROOM

*Highlighting the many talented photographers at PMX.*

## VIDEO PROGRAMMING

*See a potpourri of video programming including the latest in anime, Asian drama and movies in our video rooms. See room schedule for latest updates. Sponsored by Crunchyroll.*

# FASHION

## FASHION BOUTIQUE

PCC LOWER LEVEL ROOMS 105

Pacific Media Expo is the place to go for all your J-Fashion shopping needs! Come check out our boutique with our biggest line-up yet!

### FEATURING

Lorina Liddell

Baby, the Stars Shine Bright

Alice and the Pirates

R-Series

Haenuli

Lief

Bling Up

Petite Royale

White Forest

Fancy Kitten



## FASHION EVENTS

### FASHION SHOW

The PMX Fashion Show is back and is bigger and better than ever! Join us as we send our largest line-up yet down the runway with brand headliners: Lorina Liddell, Baby, the Stars Shine Bright, Alice and the Pirates, and XENON. Featuring R-Series, Haenuli, Lief, Doll Delight, Fancy Kitten, Rosenmarchen, and White Forest.

### LOLITA 101

Have you been wanting to get in to Lolita fashion? Want to know where to start? Then this is the panel for you! All of the beginner basics are here, from a history and overview of the style to building a beginner wardrobe and where to shop.

### LOLITA 201

Calling all Lolitas to join us for a panel discussing how to step up your coordinates! We'll talk about OTT outfits, color theory, themed coordinates, and more. Perfect for beginners and style veterans alike.

### KIRA IMAI AUTOGRAPH SESSION

Join us for the Kira Imai Autograph Panel. Don't miss this rare opportunity to get an autograph directly from the artist herself!

### KIRA IMAI Q&A PANEL

Get to know Japanese artist Kira Imai better as she answers all your burning questions!

### LORINA LIDDELL Q&A PANEL

Want to know what it's like to run an amazing fashion shop and work with all your favorite brands? Come to the Lorina Liddell Q&A and find out!

### CHOU NO ENRAKU (TEA PARTY)

Join us for Chou no Enraku, a Tea Party in honor of our Japanese guest, Kira Imai and Senda-san of Lorina Liddell! Additional ticket purchase is required for this event.

### Fashion Night Market

Closet bursting? Can't close your drawers? Sock overload? Then come clear out your closet at the PMX Fashion Night Market—a Swap Meet specifically for your surplus fashion items!

Less time  
watching ads  
means more time  
watching anime.



Skip the ads.  
Try Crunchyroll Premium free.

Stream the largest **HD anime** collection without ads **right after**  
**Japanese broadcast!** **Now with unlimited manga.**

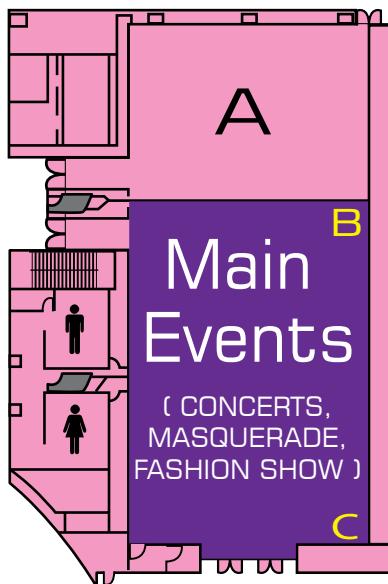
 [crunchyroll.com/free](http://crunchyroll.com/free)

# PMX 2015 MAP

## CONFERENCE CENTER

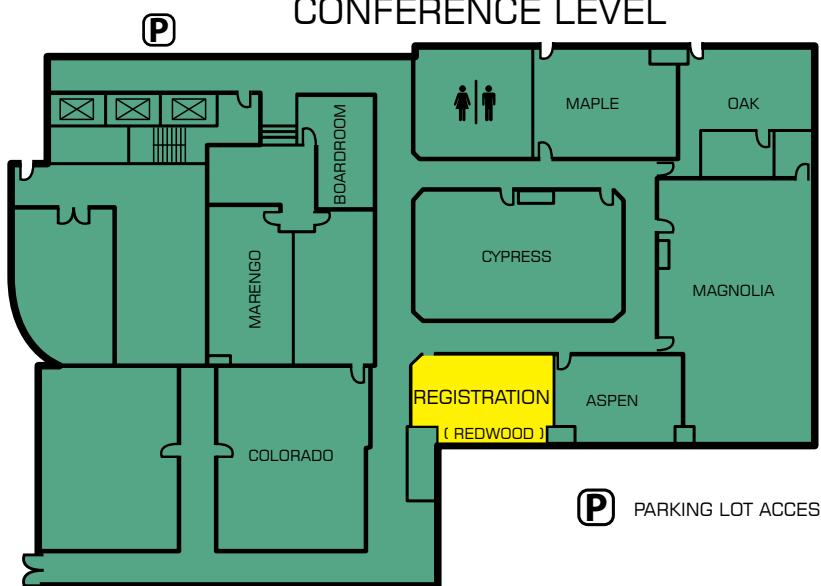


## BALLROOM

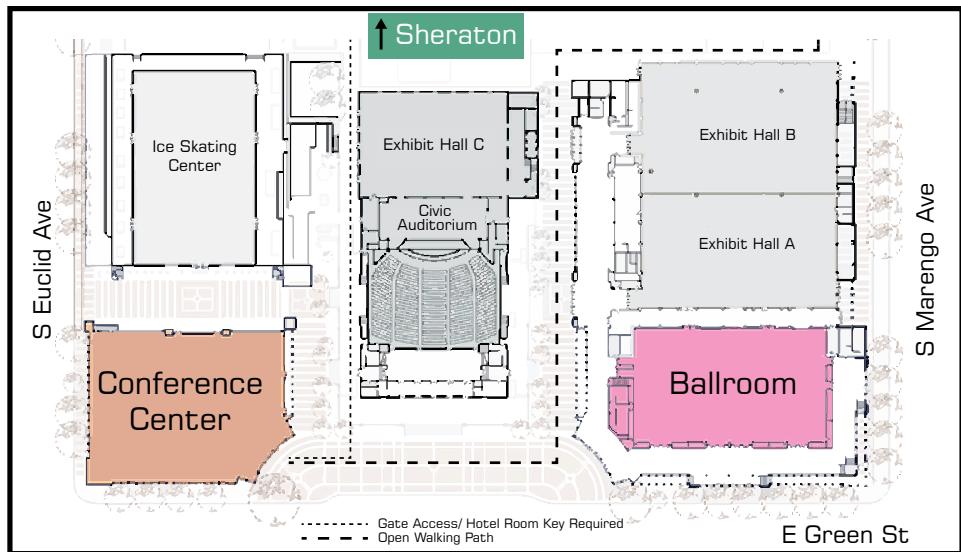


# SHERATON

## CONFERENCE LEVEL



**P** PARKING LOT ACCESS



# EXHIBITS

## EXHIBIT HALL

PCC LOWER LEVEL ROOMS 101-104

Shop 'til you drop! Buy your much-needed items from retailers and industry who are the central focus of the hall. You'll find everything in the Pacific Media Expo Exhibit Hall - from anime/manga to Hong Kong action films, from J-pop/J-rock CDs to Lolita clothing and accessories.

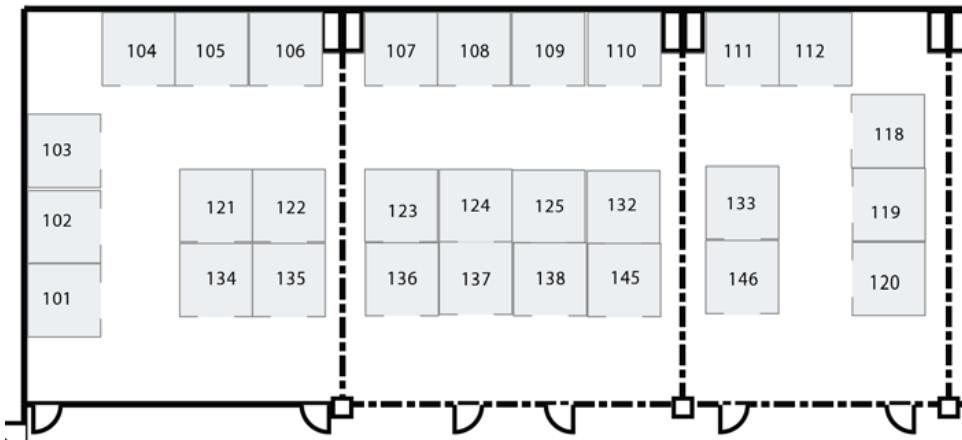
## SWAP MEET

PCC LOWER LEVEL (COMMUNITY TABLES AREA)

Looking for a rare or out of print series? Need to replace a lost artbook? Does your apartment lack another lazy large-cat like character plushie? Stop by the Swap Meet on the lobby level on Friday and Saturday night for your chance to find a bargain.

## 2015 EXHIBITORS (PARTIAL)

VENDOR	BOOTH
8sian Media	146
5Buckdecal.com	145
AgelessGeeks	102
AnimeBooks	105-106
Anime Coast	137
Anime Jungle	103-104
Anime Link	110
Botti Vingelo	138
Brands Boutique	136
CV Star	101
Femme Fatale	124-125
Jones Bones	107-109
PVPF	118-120
Tofu Berry	134



# ARTIST MARKET

PCC LOWER LEVEL ROOM 106

The Artist Market is a feast for the eyes, ears, and mind, welcoming artists from all forms of media. Creativity knows no bounds as artists, writers, musicians, and anyone who has felt the muses' touch will showcase their works in the Artists Market. Come feed your senses and feel inspired by the range and versatility of art!

## 2015 ARTIST MARKET

Below is a partial list of the participating artists and crafters in the 2015 PMX Artist Market.

Arsenic x Cyanide

Asymmetry Apparel

AtomicMangos

Fly Okay Illustration (Sara Wilson)

Froyo

Gravity Doll

Half Gallon

Happys Charms

Izzy and Marley

Jenny Park

Just Dreaming Designs  
KawaiiFeature  
Milky Ends/kugcha + endsofspace  
mysticdragon3  
Paradoxjelli  
Parakid  
Pearos  
PolyClayCat  
RosaleenDhu Designs  
Sakuradragon  
shuukun  
Spicy Abuelita  
Squishisaurus  
supersketchywan  
tsunderenyen / Creative Titan  
YOVA  
Yumble

BY JAYMAR SANTIAGO



Artwork by Jaymar Santiago

## NEARBY ATMs

BANK OF AMERICA ATM  
280 E. COLORADO BLVD  
0.2 MILES (N)

CITIBANK  
315 E. COLORADO BLVD  
0.1 MILES (N)

BANK OF THE WEST  
587 E. COLORADO BLVD  
0.4 MILES (NE)

BANK OF MANHATTAN  
199 S. LOS ROBLES AVE STE 130  
0.3 MILES (SE)

BANK OF AMERICA  
399 E. COLORADO BLVD  
0.2 MILES (N)

U.S. BANK  
720 E. COLORADO BLVD  
0.6 MILES (NE)

WESCOM CREDIT UNION  
123 S. MARENGO AVE  
0.2 MILES (SW)

BANK OF AMERICA ATM  
26 W. COLORADO BLVD  
0.5 MILES (W)

VONS  
155 W. CALIFORNIA BLVD  
1.1 MILES (SW)

BANK OF AMERICA  
101 S. MARENGO AVE  
0.1 MILES (W)

PARSONS FEDERAL CREDIT UNION  
100 W. WALNUT ST  
0.8 MILES (NW)

WELLS FARGO BANK  
82 S. LAKE AVE  
0.7 MILES (E)

JPMORGAN CHASE  
132 E. COLORADO BLVD  
0.3 MILES (NW)

COMMUNITY BANK  
505 E. COLORADO BLVD  
0.3 MILES (NE)

CITY NATIONAL BANK  
89 S. LAKE AVE  
0.7 MILES (E)

# PANEL DESCRIPTIONS

## 8BitLA PRESENTS: MAKING AND PERFORMING 8-BIT MUSIC

8BitLA is an art collective dedicated to organizing events based around the 8-bit aesthetic, more commonly 8-bit music made with real vintage video game consoles, as well as visual art. Come by the panel for a quick demonstration on the basics of creating 8-bit music. Live performances to be included by our very own 8-bit musicians, local to the LA area.

## A CRAFTER'S GUIDE TO ARTIST ALLEY

I will be talking about Artist Alley from the perspective of a Crafter, as opposed to a print artist. Since I've had a few AAs under my belt, I'll also share some of my own experiences and anecdotes.

## ANIME SONG SINGING 101

Do you like singing Anime songs in Japanese? Come join! In this panel, Cosplay performance unit Takeriya Samurai will go through the basic singing technique, Japanese pronunciation, and performance tips. This panel is designed for beginner to intermediate singer/Japanese language students. Yes, we are all singing Ani-Son together at this panel!! Please bring your questions with you.

## ANIME THEATER 3000

Join the American Anime Otaku as he performs a live riff of popular and obscure anime titles.

## BALL JOINTED DOLL (BJD)

### FACE-UP WORKSHOP

Presenting some basic principles for painting dolls. We will focus on how to paint dolls

safely since there are a number of chemicals used for the process. The workshop will also focus on easy ways to make the face-up look interesting without needing too much skill.

## BALL JOINTED DOLL (BJD)

### SWAP MEET

It's often hard to buy stuff for BJD's because there are rarely brick and mortar type stores where customers can go and browse in-person to check material, fit, and any other details that they'd like to observe closely. The swap meet lets people shop around for their BJD's.

## COMFY COSPLAY GUIDELINE

Let's talk about cosplaying that is less painful to you. We will go through from head to toe (wigs to footwear), and talk about how we can decrease discomfort of wearing our gears during cons, events and photo shoots. Experienced cosplayers Mikarin & Hagi and Kagura Otori will introduce some ideas that helped them in their actual cosplaying. Please do not hesitate to bring in your own tips and share in this panel. All of us will talk and exchange our tricks and tips in this panel to help each other.

## COSPLAY S.O.S:

## ARCHITECTURE AND POSING

A-To-J Cosplay presents Cosplay S.O.S! Join fellow cosplay veterans Ginger and Choco, along with photographer, Dale, as they as they discuss the ups and downs of their cosplay and photo adventures. They will talk about the ins and outs of how to make yourself, and your costume, look good on camera. Cosplay is optional. Questions are greatly encouraged.

## DOLLDelight

Ever wonder what it's like to live the life of an indie Asian street fashion designer and her models? Southern California Filipina-American Cyril Lumboy of dolldelight and the cast of the new reality TV series *The Doll Life* can give you a sneak peek of their crazy, stressful, fun, and dolly-fashion life during this panel. *The Doll Life* will premiere on October 20, 2015 at 8 p.m. (7 p.m. Central) on Myx TV.

## FANFICTION WRITING 101:

### STORY BUILDING

Are you a fanfiction writer looking to improve your writing, or a reader looking for pointers before picking up the habit? Fanfiction Writing 101 covers the basics of story writing: developing a plot, creating a world, how to set scenes inside it, and how to publish it online. Free copies of the Fanfic Writers' Quick Reference Guide courtesy of You-fic.net

## FANFICTION WRITING 201:

### CHARACTERS

Are you a fanfiction writer looking to improve your writing, or a reader looking for pointers before picking up the habit? Fanfiction Writing 101 covers the basics of story writing: developing a plot, creating a world, how to set scenes inside it, and how to publish it online. Free copies of the Fanfic Writers' Quick Reference Guide courtesy of You-fic.net

## **FIRST AID FOR THE CON GOER**

First aid tips and guides to prevent and treat minor injury and ailments at cons for both con attendees and cosplayers. For example, treatments for minor burns/sprains/bruises/cuts, hygiene tips and eating habits, etc. Tips on pain prevention (foot pain, heat stroke, exhaustion) will also be provided to ensure that con goers stay healthy and happy.

## **GET TO KNOW YOUR CREEPERS/TROLLS 101 PANEL**

Many cosplayers in this day and age have been victimized, stalked or harassed (either verbally or physically or on the Internet) by all types of fans. We want to help spread the word as to how you can avoid being a victim of these kinds of individuals. We will give indicators as to how to spot/recognize these individuals and advice as to what to do when you find yourself in a “creeper” situation. Hear it from 3 different perspectives: a cosplayer, a photographer and a regular fan. We want to share our experiences with you so you never have to experience them yourself!

## **GREENS IN THE ANIME WORLD**

Mr. Anzai has worked with the Ghibli Museum as a landscape designer. He also worked for May & Satsuki's house, from Totoro, in 2005. This year, he is going to start to work for Chanoma House's garden by LAX. During his stay in LA, he would like to introduce his work with the Ghibli museum and his concept of gardening and green design, and how some anime are influenced by Japanese nature.

## **IDOL 148: A HISTORY OF AKB48**

The biggest selling female group in Japan, all of Japan's top singles for the past five years have been AKB48's. If you've ever wanted to know more about the hottest music act in Japan, be sure to join A-To-J Connections as they examine and explain concepts like sub-groups, sister groups, graduation, scandals and the annual Souseikyo Senbatsu. This panel will be complete with not only a presentation led by experts in the fandom, but also giveaways and an opening performance by one of our talented hosts! From the hardcore fan, to the curious newcomer, this panel will have something for everyone!

## **J-POP V K-POP INTERACTIVE PANEL**

Join us at this interactive panel about J-pop and K-pop – tell us which one is best! Be part of the final decision! J-pop and K-pop have both been around for a while and they both have really cool elements. Both have had their moments of fame and glory and being in the spotlight. Is J-pop dying? Is K-pop taking over? Which one is better and why? Whose side are you on?

Join Jen-chan and DJ Greg from Tune in Tokyo Club to discuss which genre is your favorite! We will discuss pros and cons of each genre and decide which one is the winner! Let the battle begin!

## **K-POP 101 PANEL AT PMX 2015!**

In this panel we will explore the history of K-pop and how the Hallyu Wave has become what it is today. We will also talk about the different aspects of the K-pop industry such as: fashion, dance, marketing, music shows, music festivals, tours and fan bases. We will also explain how social media has embraced K-pop. If you are a new K-pop fan or you already are a fan, this panel is for you! We will also be giving away free K-pop posters! See you there!

## **LADIES' CHOICE SPEED DATING**

Returning to PMX for a third year! A customized Speed Dating System that ensures the following: - No need for event pre-registration or to share personal information with con staff - For a female attendee, setup allows her to talk exclusively with men she has voted interest in. - For a male attendee, guarantees that he only talks to a lady interested in talking with him specifically. - Male walkthroughs at every round guarantee maximum visibility to all females and vice versa.

## **PMX OPEN MIKE COMEDY (18+)**

Open Mic Comedy! have a great joke or story that you've been wanting to say? Come on down and say it up on stage. Or just come down for a good time and hear other peoples jokes and stories.

# PANEL DESCRIPTIONS

## NINJA-CON PRESENTS

### "COMEDY HOUR"

From the creators and developers of "Big Laughs in Little Tokyo" comes a show that is devoted to nerd/otaku like comedy. Join us as we bring the funny at the famous Pacific Media Expo 2015. Hosted by Jason Daley (Head of gaming at Ninja-Con & Founder of The Kouncil) and special comedy appearances that you don't want to miss out.

## ODOTTEMITA MEET-A

It's a panel and workshop to introduce the audience to people who make dance covers to anime/manga/video game music. After showing a few popular covers, the dance group, ARSMAMA, will do a small performance. Afterwards, the audience can join in and learn the very short portion of the dance. Come learn, be inspired, and have fun!

## PLANNING YOUR OTAKU TRIP

### TO JAPAN

Returning to PMX for another year is a practical presentation where you can learn all about how to plan for your first trip to Japan! Learn about the myriad of stores, hobby spots, and landmarks that cater to fanboys and fangirls. See video clips and hear advice on custom travel itineraries. Presented by a veteran otaku traveler.

## RANDOM ENCOUNTERS VIDEO

### GAME MUSICALS

Zelda, Pokémon, Sonic and your other favorite video games get a Disney musical makeover from the geeky YouTube team RANDOM ENCOUNTERS! **WARNING:** This show contains catchy songs, nerdy humor, and

the dreaded Marshmallow Zone. Singalongs are welcome.

## SUNDAY NIGHT SPEED DATING

Join us for another evening speed dating.

## THE SUPER SMASH PANEL

Ever wondered what the Smashers do outside of brawling? Want to win cool prizes by taking part of an awesome trivia? This panel welcomes all Super Smash Bros/ Nintendo fans and cosplayers alike as you ask Smash characters questions, play games, and much more!

## TOUHOU PROJECT FUN PANEL

Returning for a third year, experience the fandom surrounding the *Touhou Project* series game and mythology. See the newest tribute videos and parody bits generated by Japanese and Western fandom. Understand how one Japanese video game programmer's vision has become a global fan movement. Learn how fan tributes has evolved to include amateur anime, doujinshi, cosplay and even local tourism within Japan.

## VISUAL KEI 101: A HISTORY OF VISUAL SHOCK

Since the appearance of X JAPAN in the 80s, Visual Kei has entranced fans the world over. Some call it a genre. Some say it's just a style. All agree that it's amazing music! Join A-To-J Connections as they dissect the ins and outs of the Visual Kei scene both in the US, in Japan and beyond! From BUCK-TICK, Luna Sea and MALICE MIZER to Mejibray, BugLug, Kaya and Dir en grey, we will cover it all and everything in between!

This panel will also cover topics like the fandom, the various sub-genres, and the style that goes hand-in-hand with VK! Expect information, videos, giveaways and lots of fun! Hosted by many experts in the field both as fans as professionals, this panel will have something for everyone, fan and newcomer alike!

## ZETA FLARE P - THE PI@NOM@STER PANEL

A self-taught musician who learned to read music and play the piano at a very young age performs a series of piano covers of songs from idol anime and video games such as *THE iDOLM@STER* and *Love Live*. This piano master learned and played songs by ear, but is also a professional musician who graduated cum laude from San Diego State with a bachelor's degree in music performance. Come and enjoy the performance!



Artwork by Jaymar Santiago

# RESTAURANT GUIDE

## AFGHAN

AZEEN'S AFGHANI RESTAURANT  
110 E. Union St  
(626) 683-3310  
0.4 Miles (NW)

## AMERICAN

CHARLIE'S BAR  
303 Cordova St  
(626) 449-4000  
0.3 Miles (SE)

SLATERS 50/50  
61 N. Raymond Ave  
(626) 765-9700  
0.4 Miles (NW)

GREEN STREET TAVERN  
69 W. Green St  
(626) 229-9961  
0.4 Miles (W)

LA GRANDE ORANGE CAFÉ  
260 S. Raymond Ave  
(626) 356-4444  
0.5 Miles (SW)

PARKWAY GRILL  
510 S. Arroyo Pkwy  
(626) 795-1011  
0.7 Miles (S)

## BAKERY

EURO PANE BAKERY  
345 E. Colorado Blvd, Ste 101  
(626) 844-8804  
0.1 Miles (N)

## BRITISH

LUCKY BALDWIN'S  
17 S. Raymond Ave  
(626) 795-0652  
0.3 Miles (W)

## CARIBBEAN

KINGSTON CAFE  
333 S. Fair Oaks Ave  
(626) 405-8080  
0.7 Miles (SW)

## CHINESE

GRANDVIEW PALACE  
60 N. Raymond Ave  
(626) 577-2888  
0.4 Miles (NW)

## COFFEE AND TEA

HOME BREWED BAR  
39 N. Arroyo Pkwy  
(626) 397-2887  
0.3 Miles (NW)

## FRENCH AND JAPANESE

MAISON AKIRA  
713 E. Green St  
(626) 796-9501  
0.5 Miles (E)

## GROCERY

RALPHS  
160 N. Lake Ave  
(626) 793-7480  
1.0 Miles (NE)

TRADER JOE'S  
345 S. Lake Ave  
(626) 395-9553  
1.0 Miles (SE)

## HAMBURGERS AND HOT DOGS

DOG HAUS BIERGARTEN  
93 E. Green St  
(626) 683-0808  
0.2 Miles (W)

## INDIAN

ALL INDIA CAFE  
260 E. Colorado Blvd  
(626) 795-5800  
0.1 Miles (N)

## ITALIAN

GALE'S  
452 S. Fair Oaks Ave  
(626) 432-6705  
0.8 Miles (SW)

## JAPANESE

SUSHI KIMAGURE  
220 S. Raymond Ave  
(626) 535-0880  
0.5 Miles (SW)

## MEDITERRANEAN

RESTAURANT SOLEIL  
303 Cordova St  
(626) 449-4000  
0.3 Miles (SE)

## MEXICAN

TORTAS MEXICO  
90 N. Fair Oaks Ave  
(626) 432-4887  
0.6 Miles (NW)

## YAHAIRA'S CAFE

698 E. Colorado Blvd  
(626) 844-3254  
0.6 Miles (E)

## PIZZA

BLAZE FAST-FIRE'D PIZZA  
667 E. Colorado Blvd  
(626) 440-7358  
0.5 Miles (E)

## SETTEBELLO PIZZERIA

NAPOLETANA  
625 E. Colorado Blvd  
(626) 765-9550  
0.5 Miles (E)

## SANDWICHES

HEY THAT'S AMORE  
27 E. Holly St  
(626) 844-8716  
0.5 Miles (NW)

## SEAFOOD

NIKKA FISH & GRILL  
43 E. Union St  
(626) 440-0100  
0.5 Miles (NW)

## STEAKHOUSE

HOUSTON'S  
320 S. Arroyo Pkwy  
(626) 577-6001  
0.5 Miles (SW)

## THAI

CAFÉ LINDA'S  
34 E. Holly St  
(626) 584-0712  
0.5 miles (NW)

## VEGAN

MY VEGAN  
633 S. Arroyo Pkwy  
(626) 578-9017  
1.0 Miles (SE)

## VEGETARIAN

VEGGIE GRILL  
200 S. Lake Ave  
(626) 535-9561  
0.8 Miles (E)

## Vietnamese

SAIGON NOODLE RESTAURANT  
28 N. Raymond Ave  
(626) 796-9378  
0.4 Miles (NW)

# RULES AND POLICIES

## AUTOGRAPH POLICY

### AUTOGRAPH SESSIONS

Pacific Media Expo (PMX) has two types of autograph sessions Panel Autograph Sessions and Sponsor Autograph Sessions. Each session type has different guidelines, so please read the following carefully. Final decision on all policies rests with the Director of Guest Services or the Director of Music for musical guests. All policies are subject to change.

PMX Guest Services would like to remind attendees to please respect the guest should they wish not to have any pictures, video, or audio taken of them. Please obtain permission from either Guest Services staff or the guest prior to taking any pictures, video, or audio in the autograph area.

There is a limit of one (1) item per attendee to be signed, unless the additional quantity is approved by the guest for the autograph session. Each item must be personalized by the guest during the autograph session.

### PANEL AUTOGRAPH SESSIONS

Panel Autograph Sessions are the most common type of autograph session. At each Guest of Honor's Primary Panel, attendees will be given a two-part ticket as they enter the room. Attendees who are interested in entering a raffle for an autograph should return one part of the ticket. At the end of the panel, autograph winners will be selected from the submitted tickets. A small number of winners may also qualify for sketches if the Guest of Honor is an artist and by his or her discretion. PMX staff must validate winning tickets before tickets can be redeemed for an autograph or sketch. If not all of the winning tickets are claimed, PMX staff may offer standby tickets to attendees who remain after the panel. A standby ticket does not guarantee an autograph or sketch, but allows for the opportunity to obtain one if time permits. Winning tickets and standby tickets may be redeemed at any of the respective Guest of Honor's Panel Autograph Sessions.

### SPONSOR AUTOGRAPH SESSIONS

In the case where a company sponsors a guest, the company sponsor may decide to hold a separate autograph session outside of the regular PMX autograph sessions that the guest participated in. The sponsor will dictate the eligibility guidelines of the session; however, since the sessions are hosted by PMX, the same Autograph Policies will be in effect.

### AUTOGRAPH SESSION LINES

Lining up for autograph sessions will not be permitted until thirty (30) minutes before the session. Anyone found waiting for the autographs prior to official line up will be asked to leave the area and return at the appropriate time. Thirty (30) minutes before the start of the autograph session, a staff member will designate where the autograph line begins and form the line. Autograph ticket holders will be given priority. If time permits, it may be possible for non-ticket holders to receive an autograph

but this is not guaranteed. Non-tickets holders will form a separate line and will be accommodated after ticket holders.

Once a person enters the autograph line, we ask that they do not leave the line. If you leave the line, you will lose your place in line and will have to re-enter at the end of the line. Positions in line can not be held for anyone not personally present in line.

PMX is not responsible for any lost or missing tickets. No special arrangements or exceptions will be made for anyone with lost/missing tickets or showing up late.

Exceptions may be made for anyone with a physically disabled and they should consult the Autograph Staff prior to start of autograph session.

### DISCLAIMER

Rules may changes depending on the conditions and all decisions made by Autograph Staff at the autograph session are final. All grievances should be made prior to end of autograph session.

Pacific Media Expo, its sponsors, and guests reserve the right to postpone or cancel any and all autograph sessions at any time without notice. Please remember that it is a privilege and not a right to obtain autographs or sketches from any guest.

### COURTESY POLICY

We at Pacific Media Expo (PMX) live by a mantra of respect and courtesy towards our attendees. Accordingly, we take the quality of each attendee's experience very seriously. If you feel that aspects of the event are not up to your standards, we encourage you to file a grievance at our Convention Operations (Con Ops) Office, located on the first floor of the Convention Center. If you encountered a rude or unprofessional PMX staff member, you have the right to ask for the staff member's name and report the incident to the Con Ops Office immediately. However, Pacific Media Expo asks attendees to remember that this event is run by unpaid volunteers who are mainly working to promote Asian pop culture. Though Pacific Media Expo strives to maintain the proper courtesy and behavior of its staff, the quality of service by each volunteer will vary. Pacific Media Expo hosts a panel near the end of the convention just for attendees to share their feedback on the event. We hope that you will work closely with us in building an event that will continue to generate interest and participation in Asian media and popular culture. Thank you.

### WEAPON'S POLICY

#### (1) SUMMARY

The goal of the Pacific Media Association (PMA) is to create an environment where attendees can enjoy themselves as much as possible. However, this must be done without affecting the experience of others. This requires the cooperation of all attendees and the use of common sense and courtesy when costuming. PMA bears no responsibility or liability for any damages or injuries incurred by the use of costumes, props, or weapons.

Any infraction may result in further tightening of our security, possibly decreasing the entire cosplay experience for all attendees. Because of recent high profile events that have heightened security and safety concerns, real weapons are prohibited at Pacific Media Expo (PMX) and other PMA events.

## **(2) COMPLIANCE WITH THE LAW**

All weapons worn as props (simulations, replicas, etc.) must conform to all state, local and federal laws, including but not limited to the "Dangerous Weapons Control Law," Part 4, Title 2, Section 12000-12590 of the California Penal Code (CPC). All such props must be inspected and registered by Pacific Media Expo Security staff, Sheraton Security Department, the Convention Center's Public Safety Department, and/or the Pasadena Police Department for compliance.

California law prohibits convention attendees from carrying genuine firearms, whether loaded or unloaded. All genuine firearms must be checked with the convention facility at the front desk. Any persons found to have firearms in their possession (except those covered under section 12002 of the CPC) at the convention is subject to arrest and confiscation of their weapon by the Convention Center's Public Safety Department, Pasadena Police Department and Sheraton's Security Department. Furthermore, they may have their memberships revoked by the PMA and be asked to leave and check out of the participating hotel(s).

## **(3) PROHIBITED WEAPONS**

All weapons, functional or nonfunctional, such as firearms, crossbows, throwing knives, stars, bows, boomerangs, darts, flame throwers, Tasers (stun guns), etc., are prohibited.

## **(4) REPLICA WEAPONS**

Replica weapons (e.g., Airsoft guns), which must only be used as props or display, may be allowed if the replica weapon is inspected, approved, and peace bonded (see Section 6) by Pacific Media Expo Security Staff. Use of the replica weapon may be revoked at any time without cause or warning. Pasadena Police Officer, Convention Center's Public Safety staff and Sheraton Security staff also have the option of revoking an attendee's right to display a replica weapon.

## **(5) PROPS**

All props that look threatening or can still potentially harm others must be inspected by Pacific Media Expo Security staff, Convention Center's Public Safety staff, Pasadena Police Officers or Sheraton's Security department. All parties reserve the right to insist on inspection and approval of all props. The bearer will be required to sign a legal waiver excluding anyone else from legal obligation concerning the weapon and any damages resulting from its use. Full information of the owner of the prop (membership number, room number, phone number, address, etc.) plus a description of the weapon itself will be required. This information will be kept by Pacific Media Expo, Pasadena Police Department, Convention Center's Public Safety and Sheraton Security Department.

## **(6) INSPECTION & PEACE BONDING**

PMA requires that all weapons/replicas/props be inspected by PMX Security staff. Peace bonding is the process of marking and/or binding props. In certain

cases, props may be bound in such a way as to render them unusable. Peace bonding is performed at the Pacific Media Expo Security room or at designated locations around the convention. Peace bonding may also occur any time at the discretion of Security staff on the field. Even if the weapon/replica/prop has already been peace-bonded, any security officer or personnel may re-inspect the item at their discretion. The owner of the weapon/replica/prop is solely responsible for the weapon/replica/prop and its usage at all times, even if they are not the wielder, and even if the weapon has been inspected.

## **CODE OF CONDUCT**

In order to maintain and promote a safe and enjoyable environment for all attendees, their families, and guests of Pacific Media Expo (PMX), we ask that you observe the following rules and regulations:

Please have your badge visible at all times during the event.

1. Observe the Weapons Policy.
2. No nudity, including partial nudity. (Body paint is not considered covering)
3. All types of masks (full or partial) are strictly prohibited; you must not cover your face.
4. No use or possession of any illegal substances, narcotic, marijuana, or any other illegal drugs on the premises. Anyone found under the influence of the mentioned substances and drugs will be denied entrance into the event.
5. No use or possession of an open can, bottle, or other receptacle containing any alcoholic beverages, except in areas specifically designated for the consumption of alcohol.
6. Obtain consent prior to taking a photograph of others.
7. Observe and respect all Pacific Media Expo signage.
8. Treat others with respect and dignity as you would like to be treated.
9. Avoid unacceptable forms of behavior such as physically or verbally threatening, harassing, stalking, annoying, and pushing or shoving others.
10. Avoid using profanity, sexually explicit or offensive language, and obscene gestures.
11. Avoid loitering or congregating with the intent to disturb the public peace, engage in any offensive behavior, and/or result in fire hazards in the hallways and other areas inside the Pasadena Convention Center and Sheraton Hotel.
12. Use proper waste receptacles for all trash.
13. Avoid violating any Federal, State and Local law or ordinance.
14. Anyone violating this Code of Conduct will be escorted out of the event and may be subject to badge confiscation without refund and suspension from any future Pacific Media Expo events. Pacific Media Expo reserves the right to deny entrance into the event and service to any individual or group at any time. Pacific Media Expo reserves the right to make changes to the Code of Conduct at any time.

# STAFF LIST

## PACIFIC MEDIA ASSOCIATION

Mike Tatsugawa (CEO)

## CONVENTION CHAIR

Jerry San Jose (Chair)

## MARKETING

Paula Angeles (Dir)

Kristopher Zoleta (Assoc Dir)

## INDUSTRY

Amanda Badillo (Mgr)

Richard Garcia (Asst Mgr)

## PRESS

Allison Thater (Mgr)

Adriianne Thater

Huy Duong

Josephine Ochale

Marissa Pacho

## CONVENTION OPERATIONS

Suzette Gelacio (Dir)

David Wong (Mgr)

Ashlynn Pall (Lias)

Eunice Gelacio

Mark Barrios

## SECURITY

Ramil San Jose (Mgr)

Bobby Peyman

Josh Blanco

Martin Macias

Mijoe Tsuha

## VOLUNTEERS

Connie Law (Mgr)

Philip Florendo

Ruben Rodriguez

## EXHIBITS

Chris Hemaratanatorn (Dir)

## ARTIST MARKET

Maire Bourke (Mgr)

Shari Tague (Asst Mgr)

## EXHIBIT HALL

Emily Yea

Monica Liu

## SWAP MEET

Jocelyn Uy (Mgr)

Christopher Ortiz (Asst Mgr)

## GUEST SERVICES

Taka Karahashi (Dir)

Taku Otsuka (Mgr)

## MEMBER SERVICES

Todd Whitesel (Dir)

Scott Melot (Assoc Dir)

## INFORMATION SERVICES

Timothy Risch (Mgr)

Michael Grochowski (Asst Mgr)

Annie Yu

Evan Owens

Karim Chee

Kim Long Vo

Nicole Martin

Robin Dobashi

## REGISTRATION

Edward Cadena (Mgr)

Jonathan Rosas (Asst Mgr)

Wendy Williams (Asst Mgr)

Carolina Medrano

Cathy Ng

Christopher Luu

Jeanina Co

Richard Roberts

Stephanie Zavaleta

Thalia Moore

## MUSIC

Garland Gee (Dir)

Colleen Charles

Jennifer Pan

Kirari Sunga

Matthew Pak

## PROGRAMMING

Janice Gelacio (Dir)

Roselle Reyes (Assoc Dir)

Chow Suchintamai (Coord)

Janine Pham

Michael Guerrero

## COSFEST

Christopher Bowen

Darryl Hwang

Debra Fleming

Mike Lees

## FASHION

Elizabeth Paulsen (Mgr)

Amber Chavez

Ariane Brandt

Kelly Vinsant

Sheyne Fleischer

## TECH

Wilsa Derro (Mgr)

Dan Davis

Judy Tsan

## VIDEO GAMES

Andrew Barcelona (Mgr)

Andrew Alandy

Carrin Strain

★ BY JAYMAR SANTIAGO



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### PACIFIC MEDIA EXPO MANAGEMENT

Chief Executive Officer (Pacific Media Association) - Mike Tatsugawa

Convention Chair - Jerry San Jose

Director of Marketing - Paula Angeles

Director of Exhibits - Chris Hemaratanatorn

Director of Guest Services - Taka Karahashi

Director of Member Services - Todd Whitesel

Director of Music - Garland Gee

Director of Operations - Suzette Gelacio

Director of Programming - Janice Gelacio

### ARTWORK CREDITS

Front Cover - Jaymar Santiago

Back Cover - Jaymar Santiago

Pg. 1,10,13,17 - Jaymar Santiago

### PHOTO CREDITS

Pg.5

Model: RANI

Photographer: Onodera Hironobu

Hair/Makeup: Kawada Shunichi

### PROGRAM GUIDE CREDITS

InDesign Template - Adrienne Thater

# See You Next Year!



ARTWORK BY JAYMAR SANTIAGO

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