



華人工商大展

ASIAN AMERICAN EXPO

January 14th & 15th 2023

EVENT BRIEF



Asian American Expo returns to Fairplex for the 2023 event calendar. Universally recognized as the largest Lunar New Year celebration in America, Asian American Expo 2023 will be celebrating its 41st anniversary on Saturday, Jan 14th and Sunday, Jan 15th with a diverse lineup of new and returning exhibitors, sponsors, and activities.

Since 1982, the Asian American Expo was organized as a local community gathering with a purpose of sharing cultural heritage and to promote understanding amongst people of different cultural backgrounds through a celebration of the Lunar New Year. Chinese, Taiwanese, Cantonese, Japanese, Korean, Vietnamese, Filipino, Malaysian, Indonesian, Thai – all these Asian cultures are linked by their shared celebration of a new lunar calendar. This year's event is guaranteed to be even bigger and more expansive than last year's showing, featuring over 1,300 vendors in seven large exhibition halls, 3 unique food pavilions, and eight non-stop performing stages.

Asian American Expo offers spectacular live traditional non-stop performances on 9 stages throughout the show on both days. There are more than 48 different groups of entertainers and performers scheduled. Guests can experience Chinese Acrobatics, Japanese Taiko, Thai, Korean traditional dances, cheerleading, marching bands, drum craft, ballroom dancing, fashion runways and more. The Lion and Dragon dances are a must see for the Lunar New Year celebrations. Key activities to add to the expo bucket list are the annual Expo Eating Competition, Toyota Ride & Drive, Lucky Raffle Drawing and the Photo Contest.

COLLABORATORS

Asian American Expo 2023 will be hosted simultaneously with:



K-PLAY!FEST is the first ever fan hosted K-Pop Festival – by Fans, For Fans! This event was created to provide for all fans of K-pop and K-culture.



ANIME Impulse leads the pack in redefining the anime fan-engagement experience, setting the standard by which all other anime fan events engage with one another. Creating an all encompassing brand experience for the community to interact every single day of the year.



SNEAKER EXPO

Sneaker Expo is the preeminent sneaker and fashion event to be. Buy, sell, trade your sneaker collection with thousands of sneaker fans. Stay up to date with the latest fashions and trends.

GENERAL INFORMATION

Jan 14 (SAT), 2023 10 AM - 7 PM
Jan 15 (SUN), 2023 10 AM - 7 PM

POMONA FAIRPLEX
2705 Fairplex Dr., Pomona, CA 91786

ORGANIZER :
Asian American Expo
3940 Rosemead Blvd., Rosemead, CA 91770
TEL:(626) 280-8588 FAX:(626)280-0688

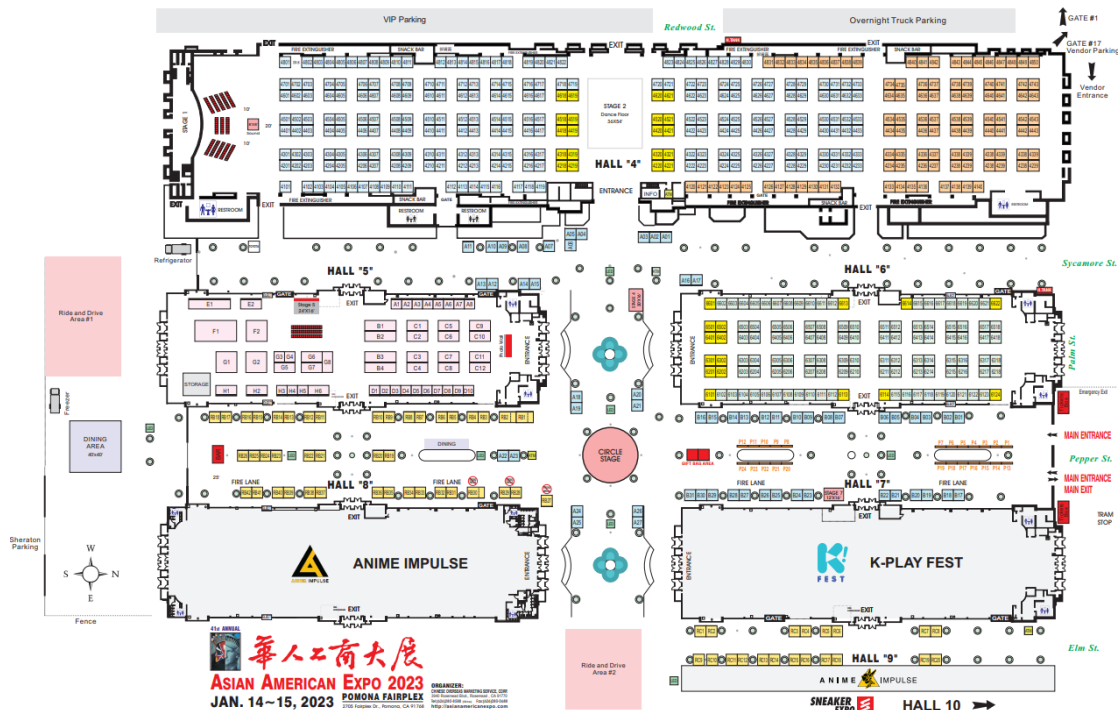
EVENT HIGHLIGHTS

- Largest Lunar New Year Celebration in America
- Largest active event space utilization of any Asian heritage event (975,000 square feet)
- 40+ Year Event History (2023 will be the 41st Event)
- Showcasing both Traditional Asian heritage juxtaposed with Modern Asian popular culture

EVENT FEATURES

- 1,500+ Vendors in 7 Large Exposition Halls
- 9 Uniquely themed stages with non-stop performances and programming all day
- 200 food vendors located in 3 special food zones
- Family friend event with attractions for ages 5 all the way up to ages 75

EVENT FLOORPLAN





PAST EVENT SPONSORS



2022 EVENT SNAPSHOT

COVID – IMPACTED ATTENDANCE

AUDIENCE SNAPSHOT

- Total Attendance: 82,117
- Saturday Attendance: 43,619
- Sunday Attendance: 38,498

Average Party Size: 3.9 People
Expenditures per Person: \$147.00
Length of Visit: 5.2 Hours
Male to Female: 43% to 57%
Average Driving Distance: 18.6 Miles from Fairplex
Farthest Traveling Guest: Paris, France (to K!PLAY-FEST)

Attendance tally numbers generated from a combination of ticket sales, parking numbers, door staff tallying, video estimation footage and image verification. Demographic breakdown generated through intercept surveys taken at different event areas. All data includes ANIME Impulse, K-PLAYFEST and Sneaker Expo

Nationality

- Asian American: 28%
- East Asian: 11%
- Southeast Asian: 24%
- American: 11%
- Hispanic: 14%
- African-American: 9%
- Others: 3%

Age Range

- 14 and Under: 3%
- 15-20 Years: 6%
- 21-30 Years: 37%
- 31-40 Years: 29%
- 41-50 Years: 19%
- 51 Over: 6%

Income (Annual Household)

- Under \$30k: 4%
- \$30k - \$50k: 14%
- \$50k - \$75k: 26%
- \$75k - \$100k: 32%
- Over \$100k: 24%

MEDIA OVERVIEW

Total Media Impressions: **159,142,000**

Legacy Media: 752,000

- Flyers & Coupons: 140,000
- Newspaper: 12,000
- Television: 220,000
- Radio: 380,000

Digital Media: 31,140,000

- Website: 21,400,000
- Blogs: 2,100,000
- Google Ads: 7,420,000
- Digital TV: 220,000

Social Media: 127,250,000

- Facebook: 31,000,000
- Youtube: 6,800,000
- Instagram: 54,000,000
- Twitter: 5,330,000
- Tik Tok: 26,000,000
- WeChat: 3,700,000
- Weibo: 420,000

Media impression total as of January 21st 2022, total number subject to increase.

2020 EVENT SNAPSHOT

AUDIENCE SNAPSHOT

- Total Attendance: 155,167
- Saturday Attendance: 79,035
- Sunday Attendance: 76,132

Average Party Size: 4.2 People
Expenditures per Person: \$112.00
Length of Visit: 5.4 Hours
Male to Female: 43% to 57%
Average Driving Distance: 24.2 Miles from Fairplex

Attendance tally numbers generated from a combination of ticket sales, parking numbers, door staff tallying, video estimation footage and image verification. Demographic breakdown generated through intercept surveys taken at different event areas. Includes ANIME Impulse and Blushcon.

Nationality

- Asian American: 28%
- East Asian: 22%
- Southeast Asian: 17%
- American: 15%
- Others: 17%

Age Range

- 14 and Under: 3%
- 15-20 Years: 5%
- 21-30 Years: 22%
- 31-40 Years: 29%
- 41-50 Years: 25%
- 51 Over: 16%

Income (Annual Household)

- Under \$30k: 6%
- \$30k - \$50k: 12%
- \$50k - \$75k: 19%
- \$75k - \$100k: 35%
- Over \$100k: 28%

PRE-COVID NORMAL NUMBERS

2021 EVENT NOT HOSTED DUE TO COVID

MEDIA OVERVIEW

Total Media Impressions: **114,480,000**

Traditional Media: 755,000

- Flyers & Coupons: 160,000
- Newspaper: 20,000
- Television: 255,000
- Radio: 320,000

Social Media: 90,490,000

- Facebook: 22,000,000
- Youtube: 7,100,000
- Instagram: 59,390,000
- WeChat: 1,250,000
- Weibo: 750,000

Digital Media: 23,235,000

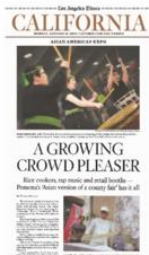
- Website: 19,500,000
- Blogs: 1,200,000
- Google Ads: 2,500,000
- Digital TV: 385,000

Media impression total as of January 30th 2020, total number subject to increase.

PRESS

"Blending elements of a trade show, food festival, product showcase, fashion show and concert venue, the Asian American Expo offered a sweeping, kaleidoscopic view of Southland Asian commerce."

↔ LA Times



"During Asian American Expo in Pomona, as the largest Lunar New Year celebration in America, Chinese, Japanese, Korean, Filipino, Thai, Indonesian, Burmese, Vietnamese, Malaysian and Singaporean culture will be showcased through cuisine, merchandise and traditional performances."

↔ KTLA

TESTIMONIES

“Wow, this event was spectacular! This was my very first visit and many more to come.” ---Jackson H., Los Angeles, CA”

“If you love Asian food, you will have fun here. Lots of different food to sample and buy.” ---Cutie Z., Alhambra, CA”

“Total fan of Asian American Expo!”
---Virginia T., Alhambra, CA”

“Asian Expo is always fun, nice to stock up on foods I'd never see at usual shopping haunts.” ---Rob B., Upland, CA”

“There is so much food to chose from and so many vendors for shopping.”
---Carmen B., Hacienda Heights, CA”

“I give it 5 STARS because I had Fun! I actually ended up going back on Sunday, with my friend, because we wanted to explore all Halls and events.” ---Zoe M., Newport Beach, CA”

“Just think of this place as 626 Night Market times 10!” ---Danny N., West Covina, CA”

“This event was fun! My family and I had a blast. This was my first time attending the expo.” ---Ricky S., Los Angeles, CA”

“This place is pretty awesome! Tons of freebies, lots of food for the foodies.”
---JojoB., San Gabriel, CA”

For More Information Visit: www.AAExpo.com