



Event Media Kit

By J. Richard Starr



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PRESS RELEASE
September 3, 2020
FOR IMMEDIATE RELEASE

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Utah's Largest Comic Convention, FanX Returns to Salt Lake for its Eighth Year

SALT LAKE CITY, Utah – September 3, 2020 – Dan Farr and Bryan Brandenburg are excited to announce the return of Utah's largest comic convention, FanX, at the Salt Palace Convention Center in downtown Salt Lake City, Utah between September 17th and 20th. The event marks the eighth-year return of one of the largest comic conventions in the Intermountain West, and will include the appearance of multiple celebrities from popular fandoms like "Harry Potter," "Marvel," "Doctor Who," and "Star Wars," and a wide variety of activities for people of all ages.

The three-day comic convention will celebrate all the top fandoms found in popular movies, TV shows, video games, comic books, science fiction, fantasy, and art. The convention is open to all members of the public, including families and pop culture fans.

Activities at this year's FanX will include the following:

- Celebrity photo-ops
- Celebrity panel discussions
- A cosplay contest
- A gaming lounge
- A mystery escape room
- Kidcon
- The FanX Bash
- And much more!

Confirmed celebrities for this year's convention include Caleb McLaughlin ("Stranger Things"), Alan Ritchson ("The Hunger Games"), Tress Macneille ("Futurama"), Rob Paulsen ("Animaniacs"), Adam Savage ("Mythbusters"), and many others.

"One thing we've noticed since we launched FanX is that Utah loves their pop culture. We're known as the geekiest state in the country and it's our enthusiastic fans that are one of the big reasons our celebrities love coming to Salt Lake City," said Bryan Brandenburg, FanX Co-Founder and Chief Marketing Officer.

The first Salt Lake City FanX Comic Convention was held from September 5-7, 2013. During its first year, FanX attracted over 70,000 people and became one of the highest attended events of any kind in Utah's history. Since then, FanX has grown to become one of the largest comic conventions in the United States, with an annual attendance of almost 130,000 people each year.

FanX 2020 will take place from September 17-19, 2020 at the Salt Palace Convention Center in Salt Lake City, Utah. Tickets are on sale now and can be purchased at www.fanxsaltlake.com.

###

Digital Advertisement:



Facebook Advertisement:

**FanX Salt Lake Comic Convention**
September 4, 2020 · 

 Have you bought your FanX 2020 tickets yet?
 Get your tickets here before they are gone: bit.ly/2WMs1OC
Buy now and save up to:
 15% off VIP & Gold tickets
 10% off Multipass and Day Pass tickets
★ FanX 2020 takes place on September 17-19 at the Salt Palace Convention Center in Salt Lake City, Utah.
- Frequently Asked Questions: bit.ly/2YPi6Yz
- RSVP for updates about FanX 2020: bit.ly/2OgSwcP
[#FanX](#) [#loyaltylaunch](#) [#tickets](#) [#getyourpass](#) [#events](#) [#fancon](#)
[#fanconvention](#) [#slc](#) [#saltlakecity](#) [#utah](#) [#idaho](#) [#nevada](#) [#wyoming](#)
[#fandoms](#) [#cosplay](#) [#cosplayers](#) [#visitutah](#) [#discoverutah](#) [#exploreutah](#)
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SEPTEMBER 17-19, 2020

  Ben Brockbank and 104 others
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Infographic:

FANX

SALT LAKE COMIC CONVENTION™

2020 ACTIVITIES

Celebrity Autographs



Multiple celebrity guests attend FanX each year. Celebrity photographs are one of the best ways for you to enjoy one-on-one time with your favorite star.

Panel Discussions



FanX offers hundreds of hours of unique Panel Programming at each event. Meet your favorite star or learn more about your favorite fandom.

Cosplay Contests



Our Official FanX Cosplay Contest draws thousands of attendees each year. Meet up and hang out with fellow fans and cosplayers.

Vendor Floor



Hunt down your favorite comic issue or action figure, or grab an official FanX T-shirt. With hundreds of vendor booths, there is something for everyone.

Artis Alley



Browse hundreds of awesome geek prints, posters, cards, and more. You can also meet your favorite artists, authors, and comic book creators.

Gaming Lounge



The Gaming Lounge is a great way to have fun at FanX. Meet new people and enjoy playing all of your favorite board games and card games.

And Much More!...

WWW.FANXSALT LAKE.COM

Quick Fact Sheet:

Business:

FanX® Salt Lake Comic Convention™ is a three-day fan convention featuring the best in movies, television shows, gaming, sci-fi/fantasy and comic books. While we do focus on the comic convention, nerdy side of things, all elements of pop culture are celebrated and welcome at the convention. FanX® Salt Lake Comic Convention™ was the largest first year comic convention in North American history and holds the record for the top 3 attended conventions in the state of Utah of any kind.

Founded/Inaugurated:

Dan Farr and Bryan Brandenburg founded FanX on September 5, 2013.

Headquarters:

FanX takes place in September of each year in Salt Lake City, Utah.

Administrative Leadership:

- Dan Farr – Event Producer and Founder
- Bryan Brandenburg – Event Co-Founder and Chief Marketing Officer

Other Important Team Members:

- Blake Casselman – Senior Director of Programming
- Jarrod Phillips – Director of Business Development
- Charlie Jones – Marketing events Manager
- Jeremy Kartchner – P.R. Manager

Annual Attendance:

Attendance at the first FanX in 2013 had an attendance of 70,000. Since then, attendance has regularly hit between 100,000 and 130,000 each year.

Social Media Reach:

Our social media pages and groups reach 1-10 million people every week.

Convention Schedule:

FanX is held in September of each year and is currently in its eighth year. In 2020, FanX will take place from September 17th to September 19th.

Major Activities at FanX:

- Celebrity Autographs
- Celebrity Photo-Ops
- Cosplay Contests
- Vender Floor
- And Much More!

Media Contact:

For media inquiries, email us at press@fanxsaltlake.com or at support@fanxsaltlake.com.

Event Background Info:

Description of FanX:

FanX® Salt Lake Comic Convention™ is a world-class pop culture phenomenon that brings the best in entertainment to the Intermountain West. With celebrity guest panels, autograph signings, photo ops, gaming competitions, cosplay, contests, special events, and KidCon, there is something for everyone.

FanX® Salt Lake Comic Convention™ gives fans up-close and personal interaction with their favorite actors, authors, and stars. With guests from TV shows and films such as Star Wars, Star Trek, Doctor Who, Harry Potter, Firefly, The Walking Dead and more, FanX® Salt Lake Comic Convention™ is the ultimate fan celebration!

Brief History of FanX:

The first FanX® Salt Lake Comic Convention™ was held September 5–7, 2013 and was produced by Dan Farr Productions and was founded by Dan Farr and Bryan Brandenburg. The event was completely sold out with over 72,000 people, making it the most attended convention in the state of Utah. Each event after has had record-breaking numbers with FanX® Salt Lake Comic Convention™ 2014 making the largest outing yet at over 120,000 attendees, making it the third largest convention in the United States and the largest comic con in the world per capita. FanX® Salt Lake Comic Convention™ had its biggest and best event yet on September 24-26, 2015 with over 127,000 attendees!

FanX Founder Profile #1:

Dan Farr (Founder and Show Producer of FanX):



Biography:

Dan Farr is an American entrepreneur, actor, and producer. In 2000, Farr co-founded a 3D digital content and software company for creative professionals and hobbyists called DAZ 3D. During his time at DAZ 3D, Farr helped develop a couple of programs called DAZ Studio and Genesis Platform. Some of his creative works as an actor and producer include “The Mine” (2012) and “Sharknado 4: The 4th Awakens” (2016). Dan Farr founded FanX alongside Bryan Brandenburg in 2013 and has been the event’s Lead Show Producer ever since.

LinkedIn Profile:

<https://www.linkedin.com/in/danbfarr/>

FanX Founder Profile #2

Bryan Brandenburg (Co-Founder and Chief Marketing Officer of FanX):



Biography:

Bryan Brandenburg is an experienced CEO, entrepreneur, research scientist, and technology executive who has specialized in video game and high-performance graphics since 1982. He has written seven books and has contributed to almost 30 software programs for both consumers and businesses. Brandenburg served as an executive for Symantec Corp from 1990 to 1994, as the Chief Profit Officer of DAZ 3D from 2002-2004, and as the CEO of the Zygote Media Group in 2005. Bryan Brandenburg has been the Co-Founder and Chief Marketing Officer of FanX since 2013.

LinkedIn Profile:

<https://www.linkedin.com/in/bryanbrandenburg/>

FanX Activiy List for 2020:

Celebrity Autographs

Hundreds of celebrity guests have attended FanX® Salt Lake Comic Convention™ events, including film and TV stars, comic creators, artists, authors, and professional cosplayers. Celebrity Photo Ops and Autographs are often the best way to enjoy one-on-one time with the stars.

Celebrity Photo Ops:

Have the ultimate FanXperience... Get a professional portrait with an individual star or a group of actors from your favorite fandoms. Each Photo Op Session includes one glossy 8" x 10" print and digital copy.

Celebrity Panel Discussions:

FanX® Salt Lake Comic Convention™ offers hundreds of hours of unique Panel Programming at each event. Our Panels give you the opportunity to ask your favorite star about their experiences or learn more about your favorite geeky topic from a panel of local and international experts. Celebrity Spotlight Panels are where you can ask your favorite star a question, hear entertaining behind-the-scenes stories, and make once-in-a-lifetime memories.

Vendor Floor:

FanX® Salt Lake Comic Convention™ offers thousands of feet of Vendor Floor space for you to shop to your geeky heart's content. Hunt down that limited-edition comic issue or action figure, or grab an official FanX® Salt Lake Comic Convention™ T-Shirt! With hundreds of Vendor Booths and Tables, there is something for everyone. Soak in the spectacle of the vendor hall as you check out the art, games, books, comics, DVDs, games, toys, t-shirts, costumes, posters, collectible memorabilia, and other items for sale.

Cosplay Contests:

FanX® Salt Lake Comic Convention™ is home to some of the best cosplay in the world! Our Official FanX® Salt Lake Comic Convention™ Cosplay Contest draws impressive entries and thousands of attendees each year. Scheduled times for fandom Cosplay Photo Meet-Ups allow you to meet and hang out with fellow fans and cosplayers. Professional cosplayers will be on hand for autographs and pictures.

Artist Alley:

Artists from all over the world come to show and sell their best at FanX® Salt Lake Comic Convention's™ Artist Alley! Browse aisle after aisle of awesome geek prints, posters, cards and more in every style imaginable. You'll be able to meet your favorite artists, authors and comic book creators, including world-class guests brought to the show by FanX® Salt Lake Comic Convention's™.

Gaming Lounge:

Meet new people as you enjoy playing all your favorite board games and card games at the FanX Gaming Lounge.

Mystery Escape Room:

Mystery Escape Room is coming to FanX Salt Lake Comic Convention and you are in for a new exciting entertainment adventure. Live escape room experiences are unique. Unlike other entertainment venues like movies, theater and video games, you are not just watching a story or virtually experiencing a story, you are in a story. It is up to you and your other group members to solve the mystery before time runs out. As one of our participants put it, "I feel like I am in a movie!"

Droid Builders:


The R2 Droid Builders Club is an international community who build their own replica robots from the Star Wars universe. The R2 Builders Club strive to reproduce accurate versions of the lovable Star Wars Astromech Droid R2-D2 and other astromechs from the Star Wars Universe.

The "Doctor Who" Experience:

You will find that not all props remain still at the Dr. Who Experience. Especially when it comes to the Weeping Angels, Silence, Ood, Whispermen, Vashta Nerada, the Empty Child and more. Typically each Villain statue has a matching inCharacter actor as well as a Dr Who dressed handler. Not all inCharacter villains will be active at one time, but you will find different ones live in the morning and then in the afternoon.


And much more!...


Facebook Testimonials:

**Janet Kline Cook** ★ recommends [FanX Salt Lake Comic Convention](#).
January 27 at 7:59 AM · 🌐

Great fun and lots of vendors and activities


👍 Like 💬 Comment ➦ Share




**Tina Currey** ★ recommends [FanX Salt Lake Comic Convention](#).
December 21, 2019 · 🌐

FanX is a very family friendly and people place to be! The staff, volunteers and even the celebrity guests are all so friendly to be around. I recommend this place if you are a first timer to a big Con. A place to be yourself, make new friends and memories. I go every year.

👍 Like 💬 Comment ➦ Share





**DLacie Bunn** reviewed [FanX Salt Lake Comic Convention](#) — 5★
September 10, 2018 · 🌐

The two men who put this event on are forever my heroes they've brought in so much to our little world of utah, and for such a huge event they have so many amazing volunteers that do everything they can to help, to direct you where you need to be and get our awesome celebs to and from so that you "everyone interested " get an opportunity to meet your favorites, pretty awesome, for being so new 6 years now, they've done some pretty amazing things and it's continued to grow. I love it.

👍❤️ Ben Brockbank and 9 others


👍 Like 💬 Comment ➦ Share




**Cherie Beam** ★ recommends [FanX Salt Lake Comic Convention](#).
January 19 at 10:51 AM · 🌐




it's always an amazing adventure and you get to be someone else each day if you want and meet lots of incredible people




👍 Like 💬 Comment ➦ Share




**David Villatoro Palacios** reviewed **FanX Salt Lake Comic Convention** — 5★
September 7, 2019 · 🌐



I highly recommend this place. I make new friends all the time. There's so many activities to participate in. It's never a bore.




 Like  Comment  Share


    

**Fredstefano D'caroca** 🌟 recommends **FanX Salt Lake Comic Convention**.
September 7, 2019 · 🌐



Awesome, plenty of customers and lightsabers






 Like  Comment  Share


    

**Christina Linke** reviewed **FanX Salt Lake Comic Convention** — 5★
September 7, 2019 · 🌐


So much to do and it id's all amazing! If you have kids its a must! As an adult even more fun to be had! Amazing!






 Like  Comment  Share

**Russ Powell** 🌟 recommends **FanX Salt Lake Comic Convention**.
September 14, 2019 · 🌐

Probably the best Comic Convention in the US. They bring the best in entertainment and vendors and actually listen to the fans. Couldn't be happier with our experience at FanX

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FanX Images from 2019:



Cosplayers pose for a picture as their favorite Marvel Comics characters at the Salt Palace in Salt Lake City, Utah during the September 2019 comic convention (FanX Comic Convesntion, Copyright 2019)



John Rhys-Davies of "Indiana Jones" and "Lord of the Rings" poses for the camera in front of a poster of himself at the Salt Palace in Salt Lake City, Utah during the September 2019 FanX comic convention in Salt Lake City, Utah (FanX Comic Convesntion, Copyright 2019)



An art vendor (left) talks to a customer (right) at the Salt Palace in Salt Lake City, Utah during the September 2019 FanX comic convention (FanX Comic Convesntion, Copyright 2019)



Matthew Lewis of "Harry Potter" talks to his fans in the Grand Ballroom at the Salt Palace during the September 2019 FanX comic convention in Salt Lake City, Utah (FanX Comic Convesntion, Copyright 2019)



Hundreds of people wander the vendor halls at the Salt Palace in Salt Lake City, Utah during the September 2019 FanX comic convention (FanX Comic Convesntion, Copyright 2019)



Tom Holland of “Spider-Man: Homecoming” and “Captain America: Civil War” talks to his fans in the Grand Ballroom at the Salt Palace during the September 2019 FanX comic convention in Salt Lake City, Utah (FanX Comic Convesntion, Copyright 2019)



Jeremy Renner (top center) of “The Hurt Locker” and “The Avengers” poses for a photo shoot with some of his fans at the Salt Palace during the September 2019 FanX comic convention in Salt Lake City, Utah (FanX Comic Convesntion, Copyright 2019)

In the News

1. Title: "Photos: Cosplayers Dress Up as Pop Culture Characters at FanX 2019"
 - a. Date of Article: September 11, 2019
 - b. News Source: KSL News
 - c. Author: John Mabunga
 - d. Link: <https://www.ksl.com/article/46636302/photos-cosplayers-dress-up-as-pop-culture-characters-at-fanx-2019>
2. Title: "The 'Superbowl of Geeks': FanX Convention Kicks Off in Salt Lake City with Celebrity Red Carpet Walk"
 - a. Date of Article: September 5, 2019
 - b. News Source: KSL News
 - c. Author: Jacob Klopfenstein
 - d. Link: <https://www.ksl.com/article/46633061/the-superbowl-of-geeks-fanx-convention-kicks-off-in-salt-lake-city-with-celebrity-red-carpet-walk>
3. Title: "FanX Founder Talks Fans, Fall Event and the Future"
 - a. Date of Article: September 4, 2019
 - b. News Source: The Standard-Examiner
 - c. Author: Jonah Napoli
 - d. Link: https://www.standard.net/entertainment/fanx-founder-talks-fans-fall-event-and-the-future/article_e7d61ed3-c89d-545e-8771-f097514f072d.html
4. Title: "FanX: Salt Lake City Convention Center"
 - a. Date of Video: August 27, 2019
 - b. News Source: ABC 4 Utah
 - c. Author: ABC 4 Utah
 - d. Link: <https://www.youtube.com/watch?v=3cmH97XQ3cM>
5. Title: "5 Things You Might Believe About FanX That Aren't True"
 - a. Date of Article: August 26, 2019
 - b. News Source: KSL News
 - c. Author: FanX Salt Lake Comic Convention
 - d. Link: <https://www.ksl.com/article/46620978/5-things-you-might-believe-about-fanx-that-arent-true>
6. Title: "FanX Adds 'Spider-Man' Star Tom Holland to Lineup for September Convention"
 - a. Date of Article: July 30, 2019
 - b. News Source: The Salt Lake Tribune
 - c. Author: Sean P. Means
 - d. Link: <https://www.sltrib.com/artsliving/2019/07/30/fanx-adds-spider-man-star/>
 - e.

FanX Frequently Asked Question:

1. What famous celebrities will be at this event?
 - a. We are still in the process of talking to various celebrities and figuring out who is available to come, but some of the celebrities who have confirmed their attendance so far include Caleb McLaughlin from “Stranger Things,” Alan Ritchson from “The Hunger Games,” and Tress Macneille from “Futurama.”
2. What kinds of activities will be at this year’s FanX event?
 - a. We are currently organizing many different activities for FanX, including photo and autograph opportunities with famous celebrities, a vendor floor, discussion panels on various movie and tv shows, cosplay contests, and a mystery escape room.
3. How many people are you anticipating will attend this year’s FanX event?
 - a. We are still in the process of determining the exact answer to that question, but in previous years we’ve had anywhere from 80,000 to almost 130,000 in attendance, and we are anticipating something within that range this year.
4. How will you handle an emergency if it arises during this event?
 - a. We are going to have multiple emergency personnel on-site at all times during the event to handle anything that could go wrong.
5. What are you going to do about crowd control if the venue exceeds capacity as it has done in previous years?
 - a. We have hired many volunteers and security personnel to help us manage crowd control so things don’t get out of hand.
6. How much do you think San Diego Comic Con’s lawsuit against FanX from 2018 will affect event attendance?
 - a. That issue has been settled. It has not impacted FanX’s attendance in the past and we have no reason to believe that it will impact attendance at future FanX events.
7. Who should I contact if I need more information about this news release?
 - a. The best way to reach us is by emailing Jeremy Kartchner at either press@fanxsaltlake.com or support@fanxsaltlake.com.

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<https://en.wikipedia.org/wiki/FanX>.

Wikipedia. (2020, January 10). Bryan Brandenburg. Retrieved February 20, 2020, from https://en.wikipedia.org/wiki/Bryan_Brandenburg.