



Fresno State's First Comic Convention

IMPACT

FresCon successfully engaged both the campus and the local community. Attendees enjoyed a variety of activities over the course of the weekend.

Vendor Hall: a collection of artists, vendors, fan groups, and organizations from all over California.

Game Room: attendees were able to play a variety of video games. Also hosted a tournament benefiting the Food Recovery Network

Panels: Fresno State professors, community members, and students gave talks on topics across pop and geek culture.



FROM OUR ATTENDEES

"I've always wanted to attend a Comic-Con, but could never afford to go or travel, FresCon provided our family a chance!"

"Thank you for providing us a space to celebrate our geek-ness"

"The kid's craft area was a nice touch!"

ABOUT

A partnership between the **Pick Your Potion Club** and **Housing** produced a unique event which transformed our campus into a celebration of comic books, pop culture, gaming, and costumes! This truly unique collaborative effort had students, faculty, and staff members working together to provide an event the campus could be proud of! The following were a part of the event:

Associated Students, Incorporated

Student Involvement (including USU Productions)

Campus Communications helping promote the event locally on TV, radio, and print media

Dining Services opening additional food venues

Fresno State Professors presenting panels including **Dr. T. Hasan Johnson** (Black Masculinities and the Sci-Fi Imagery), **Dr. Andrew Jones** (Have Zombies Jumped the Shark?), and **Dr. Martin Shapiro** (Science Fiction to Reality).

Public Safety providing additional security



LOOKING BACK, LOOKING AHEAD

August 2014: Pick Your Potion and Housing agree to plan FresCon together

October 2014: Pick Your Potion tables at Zappcon, another new Convention in Fresno

December 2014: Initial approvals for Vendor area in North Gym approved

February 2015: Final approval from Risk Management, ASI provides financial resources for the event, Marketing begins

March 12-13, 2016: FresCon year two!!!



2,500
ATTENDEES



2
DAYS



25
VENDORS



VENDOR HALL
GAME ROOM
PANELS
COSPLAY CONTEST

