

Event Analysis & Strategic Evaluation

Section	Discussion
EVENT OVERVIEW	MEGACON ORLANDO
Event Name	May 20-23, 2027, Orange County Convention Center
Date and Location	In 2026: attendance of 230,000
Attendance History (past three years, include numbers and trends)	In 2025, more than 160,000. In 2024, more than 190,000 The trends show attendance is going up. Since the event is now at the Orange County Convention Center, they have much more space so they can accommodate many more guests.
ORGANIZER / PRODUCER	MEGACON is owned by Informa Connect
Name of the planning organization(s)	Informa Connect seems to be a corporation that specializes in live, in-person and digital events.
Type of organizer: Corporate, Association, SMERF, Non-Profit, Government, etc.	According to their website, they are global, operating in 30 countries. Their purpose is to “connect our customers to information and people that help them know more, do more, and be more.” They are focused on providing events that display expertise and provide the best information possible to their customers and to the guests of each event.
Brief background on the producing organization and its mission (if applicable)	MEGACON Orlando is put on by FAN EXPO HQ, a comic-based fan experience company.
EVENT HISTORY	MEGACON Orlando celebrates all things pop culture. Watching various YouTube videos about the 2026 event, I saw almost anything that draws a fan base. Pokeman, Star Wars, Marvel, DC, various movies, all gather under the same (very large) roof.
Provide a short synopsis of the event's origins	FAN EXPO HQ, according to OrlandoLive YouTube, started with putting on small events for comics
Growth or decline over time (include attendance or reputation trends)	Comics conventions have been around since 1974. A show called OrlandoCon was put on until 1994, at which point a larger show, MEGACON Orlando started running. OrlandoCon seems to have sort of merged into the new show. MEGACON was put on as smaller shows throughout the year with one large show. That ended in the 1995 when the larger MEGACON became the only show at a much larger scale. Anchored here in Orlando, it runs a yearly large event. There doesn't seem to be any downtrend of this fan event. Except for 2020, when the event was canceled due to COVID, every year attendance has risen.

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BUSINESS OBJECTIVES What are the core goals of this event? (Examples: revenue generation, seasonal attendance boost, brand awareness, market share growth, direct sales, etc.) How does the event support the broader organizational or destination strategy?	Informa Connect's goal is to provide the best education to their customers. They want to host events that have great value to customers, whether it is expertise in technical skills or, as in this event, to provide amazing experiences in the fan community. I do not see any goals of revenue or attendance. FAN EXPO, MEGACON Orlando's host, exists to focus on events that appeal to fans. They host 17 events around the world.
COMPETITIVE LANDSCAPE Identify and describe the top 3 competitors Provide a SWOT analysis of your selected event: - Strengths - Weaknesses - Opportunities - Threats	A competitor is another business that could take away from this event. In my research I cannot find anything on this scale. Reddit posts, Facebook posts, and fan sites report this being the 3rd largest comic/fan convention in the United States, surpassed only by Comic Con and SXSW. There are smaller conventions here in Florida. There's Tampa Bay Comic Convention, held in the fall as opposed to MEGACON's Springtime slot. It is smaller in size, drawing 50K or so guests. Florida SuperCon, held in the summer months in Miami Beach. It too, is smaller in attendance. MEGACON Orlando is held in Central Florida and is near all the theme parks. Its strengths include the size, the notoriety for guests and celebrities alike, and its central location. Fans come in droves (230,000 in 2026) to this central Florida location. MEGACON Orlando might have a weakness in its size. IT might be too big now. While that is attractive for many folks, there might be some that are turned off from attending this event. One YouTube review of it mentioned the parking. The vlogger had to walk like 4 miles from her car to the convention center because all the parking around the center was sold out. MEGACON has an opportunity to find ways to make it feel smaller while keeping the influence it has. The show floor is massive. There could be ways to break the floor into multiple rooms. MEGACON really doesn't have any threats that I can see. Events like this happen often and all over the country. People attend one or many, but this event isn't seeing a dip in attendance despite the other events, larger around the country, and smaller in this state.
TARGET MARGET Attendees: Describe the attendee profile, including demographics and psychographics Exhibitors/Vendors:	Attendees For a fandom event, the demographics are a bit hard to pin down. Fans exist in all walks of life and are not bound by age or race or gender. Since this event has such a wide range of Intellectual Properties, it is sure to get most people who enjoy events like this. I guess that's the biggest defining characteristic: those that enjoy Cosplay and large events with lots of toys and gadgets to buy. I am NOT one of those folks.

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What types of vendors or exhibitors participate and why? Sponsors: List major sponsors Explain how event sponsorship supports their business goals (e.g., visibility, lead generation, brand alignment)	Exhibitors FanExpoHQ suggests there are over 1000 exhibitors here. And I can see that in the various YouTube videos I watched about the event. The makeup of exhibitors includes those that sell sought-after toys and gadgets, artists with their work, and companies that produce the characters and stories that drive people to these events. Retailers are there to be part of the fandom and, of course, to make money. Artists get to show off their work, make money, and get some professional exposure. Sponsors More than 30 corporations sponsor this event. The list includes Disney, Universal, Marvel, HBO, Adult Swim, Electronic Arts. They are there to promote their products/characters/stories. They are there to stoke the flames of the fandom to ensure people come back for more.
ECONOMIC IMPACT Describe the economic impact of the event on both the producing organization and the host destination. Address the six sectors of impact: - Transportation - Lodging - Food & Beverage - Attractions - Entertainment - Shopping Include direct and indirect economic benefits if available (e.g., room nights, job creation, tourism revenue).	In 2026, over 230,000 people attended MEGACON Orlando. Every parking spot for miles around the convention center was sold out. This event sells tickets to the event; there are over 1000 exhibitors and food vendors. This event seems to be widely successful for the hosts and the convention center. According to Avfx.com, in 2026, for this large-scale event, it should cost at least \$300,000. That seems low. I imagine this is per day. A quick scan of the Orange County Convention Center pricing guide shows all the set up fees for each room, each light, each chair, heated water, and more. In 2024, the event was expected to bring \$205 million into the county in tourism dollars. While many folks live in Central Florida who attend the event, lodging and restaurants around the area must get some benefit from this event. Most guests park near (or not near) the event. There's no coordinated transportation system for this event. Their site just mentions the Brightline and parking spaces (which sell out). I cannot find details about the six sectors that show how this event impacts those areas. Orlando is a tourist destination, so these sectors operate in perpetual benefit from the tourists that flock to the city.
MACRO ENVIRONMENTAL ANALYSIS Evaluate how macro-level environmental factors influence this event: Competitive Forces Forces: Industry dynamics, new entrants, substitute events	I'm a bit surprised to see the attendance so high this year when tourism in Florida generally seems to be down. I've heard stories of people hesitant or unwilling to travel down here, but this event does not show any of the dip in tourism. Several factors influence this event: Competitive Forces The fandom industry is alive and thriving. MEGACON Orlando is the 3rd largest comic convention. While there are smaller ones in the country and even the state, this one seems to be a big draw. Someone who attends a convention like this might go to one of the smaller ones, but they would not, if they could, miss this.

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Economic Factors: Economic cycles, consumer spending, inflation, etc. Political/Legal Factors: Local regulations, permits, public safety laws Natural Factors: Weather, seasonality, environmental risks Demographic Trends: Shifts in population, generational preferences Cultural Factors: Cultural norms, values, or sensitivities affecting the event Technological Factors: Use of technology for engagement, registration, virtual integration, etc.	Attendees are often online as well in various social forums to share in the event. I didn't attend but watched a ton of YouTube videos about it. Economic Factors This event brings in an estimated sum of \$205 million to the area. People love spending their money on costumes, memorabilia, celebrity autographs and all that this event has to offer. Though our economy isn't in the best place right now, the high number of attendees hints that people are still spending. Political/Legal Factors I cannot find any mention of political or legal factors that might impact this event. Cosplay and comics are probably a great unifying event for people of different political beliefs. Natural Factors It's Florida, so any event here must contend with the rain and other weather events. Given this is indoors, other than getting there, the attendees can enjoy the time in the event. Of course, getting here could be a problem. But Spring is a good time here in Florida. Demographic Trends As this is a fandom event, I'd say that demographic make up is pretty broad, including all people of all ages, races, genders, etc. Fans are fans. The IP that is at this event draws a wide range of folks. Some of the characters have been around awhile and others are new. Cultural Factors Fandom events consist of a multitude of cultures in that space. Technological Factors This event uses technology to its fullest. Each attendee has a digital ticket. It is verified and then attendees are given a lanyard. Obviously all the registration is done online. Once there, apps help attendees find exhibitors and see the schedule.
UNIQUE FEATURES What makes this event stand out among its competitors? Identify unique programming, branding, experiences, or innovations that define the event's identity.	MEGACON Orlando and its host FAN EXPO is proud of all the celebrities they get to attend to this convention. Fans get to meet the stars, hear inside scoops about what they're doing, and, of course, get photos and autographs. The show floor is filled with all sorts of exhibitors. Cosplay is encouraged and promoted. They have a cosplay red-carpet event. All over their site, they talk about the passion they have for the fan community and their desire to provide a world-class event for their guests.
RISK MANAGEMENT CONSIDERATIONS	Watching various YouTube videos, I see there's a ton of security in place for this event. Attendees start by entering the convention center through screenings, bag checks, and tons of security personnel. Attendees then take their ticket and

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Identify major risk factors for this event (e.g., weather, safety, reputation, health) Describe the security measures and protocols in place to ensure safety for attendees, staff, and vendors.	activate it. Each attendee is seen by event staff here and when they get their lanyard scanned for entry. Because this event encourages cosplay, MEGACON has firm and clear policies in place. One such rule stood out: if the costume would normally have a weapon, that item must pass their prop policy. If it doesn't then security holds onto the prop, like a coat check. Guests can pick it up when they leave. Their prop policy states clearly that no actual weapons are allowed. Props and weapons must always be in plain site. Metal and wood ones are not allowed. And any thing props that shoot something must be disabled. Any kind of sword, knife, of martial-arts weapons are not allowed in. There's a Prop Check Desk that checks each prop for compliance with the rules. Each approved prop gets a sticker attached to it "in plain sight" so that everyone knows this prop is okay. It is also good to note exhibitors must get their items approved for sale if the items are props. And if, say a knife is for sale on the show floor, then that prop is approved to be in the convention.
RECOMMENDATIONS If this were your event, what would you do differently? Suggest strategic improvements related to logistics, marketing, programming, attendee experience, or risk management.	This event is well-run. Watching YouTube videos about it, I can see the organization, the care, and the staffing that goes into this event for all the guests. Since an event firm runs this convention, it seems obvious they know what they're doing. Upon reflection, this might be a career I pursue. My only real suggestion would be to make the event floor smaller by separating lps in to different rooms or parts of the convention center. The YouTube videos I saw showed people walking long distances just to get to the start of the floor. And these showed the huge floor. Even with an app, one is likely to miss the people/events/merchandise she is looking for. By breaking the show into multiple areas, they can spread the people out more and allow for guests to spend time in their favorite IP or setting even more.

Citations

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