

NFCC Exploitation, Whitewashing, Systemic Discrimination and/or Media Suppression and Unethical Business Practices

Ongoing – Lack of Inclusion, Diversity, and Balanced Programming

- NFCC programming heavily prioritizes celebrity appearances and paid autograph sessions over community-oriented activities.
 - Cosplay guests and fan-driven panels are routinely underrepresented or excluded from headlining programming.
 - Diversity among guests is minimal, with most celebrity invites consisting of predominantly white male guests from legacy pop culture properties.
 - There is a notable lack of representation of women, BIPOC individuals, and LGBTQ+ voices across both guest panels and promotional media.
 - This hyper-commercial model undermines inclusion, fan participation, and the spirit of comic conventions as creative community spaces.
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Master Timeline of Allegations and Third-Party Commentary

- Fall 2021 – Irresponsible Social Media Promotion During Pandemic: NFCC actively promoted "No-Masks" content on their social media channels as part of their event marketing, contradicting public health guidelines and endangering public safety. Anti-mask activists were also permitted to gather outside the event to promote anti-public health propaganda, without interference or distancing from event leadership. This behavior was heavily criticized by the local community and health-conscious fans.
- Spring 2020–2022 – Refund Ticket Fraud: NFCC refused to offer refunds during the COVID-19 pandemic, instead forcing attendees to carry over their tickets to future dates without offering a choice. This sparked hundreds—if not thousands—of complaints online.
- 2022 – BBB Rating Suppression: The Better Business Bureau rating for NFCC dropped to a D– during this period due to refund and customer service complaints. This rating has since been removed and replaced with an A+, raising concerns that the organization may have paid to whitewash their record.
- Spring 2022 – Social Media Misconduct and Instagram Ban: NFCC's official Instagram account was temporarily banned for violations of Instagram's Terms of Service, including

spam-like ad behavior, gore-related content, and false promotional claims. Their follower count dropped significantly after this enforcement action.

- 2022–2025 – Lack of Transparency and Diversity in Programming: Ongoing criticism about the over-commercialization of NFCC, the underrepresentation of cosplay and community voices, and the dominance of white male legacy celebrities in guest lineups. This has been cited as evidence of exclusionary practices and a lack of meaningful cultural representation.
- 2022–2025 – Allegations of Harassment Toward Volunteers and Guests: Multiple reports from community members have emerged citing hostile or dismissive treatment of volunteers and smaller fan groups. These reports describe a toxic internal culture and lack of proper support structures.
- 2022–2025 – Exploitation of Deceased Celebrities: NFCC has repeatedly used deceased celebrities in marketing and promotional materials to sell high-priced signed memorabilia. These tactics are seen by many as exploitative, especially in the absence of formal certificate authorities or clear consent from the estates.
- 2022–2025 – Exploitation of Major Media Entities: NFCC is reported to have leveraged one of Canada’s largest celebrity-focused online video outlets to boost their marketing reach artificially while offering little to no formal partnership or compensation.
- 2022–2025 – Failure to Pay Volunteers Fairly: Volunteers have reported not being compensated with fair wages or meaningful incentives despite long hours and labor-intensive duties, raising concerns of labor exploitation.
- 2020–2022 – Violations of Competition Bureau Standards: Complaints cite false advertising of guest appearances and scheduled events that were later cancelled without refund. These tactics during the COVID-19 lockdown period were considered deceptive and anti-competitive.
- 2020–2023 – Health and Safety Violations: NFCC has been criticized for overcrowding, overselling tickets, and poor line control. Prior events reportedly triggered visits from the Fire Marshal due to public safety risks and mismanagement of crowd flow.
- Third-Party Testimonies:
 - Emily Gonsalves, founder of Pretty Heroes, revealed that NFCC does not allow community tables, a policy widely criticized for excluding nonprofit and grassroots groups—particularly those promoting feminine and LGBTQ+ content. This restriction has been cited as a demonstration of the convention’s bias against inclusive and feminist programming.

- Erin Miklos, head of Gaming at Anime North and representative of GOES Ontario, publicly stated that "James is cheap, he doesn't pay for gaming rentals," and referred to the NFCC owners as "nasty people." These remarks add weight to the widespread perception of unethical behavior within NFCC leadership.
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Chief Complaints and Issue Breakdown

1. **Systemic Exploitation and Commercialization**
NFCC operates more as a merchandise and celebrity factory than a fan convention. High-priced autographs, limited fan-driven content, and a rigidly controlled vendor landscape have contributed to a corporate-dominated experience that alienates grassroots participation.
2. **Social Media Manipulation and Media Suppression**
NFCC's Instagram ban in Spring 2022 revealed violations involving gore, spam behavior, and false promotional tactics. The suppression of negative press, abrupt changes in BBB ratings, and lack of journalistic transparency indicate a strategy of media control that prevents accountability.
3. **Discrimination and Lack of Representation**
Programming shows a consistent bias toward older white male celebrities with minimal effort toward inclusion. Events favor commercially safe figures over representative or diverse guests, further entrenching exclusivity and cultural stagnation.
4. **Exploitation of Guests and Celebrities**
Reports from attendees and insiders suggest celebrities are treated more like production assets than valued guests, often being rushed through sessions to mass-sign merchandise for NFCC's secondary sales arm (e.g., Icon Autographs) with no certificate authority or fan engagement focus. Dead celebrities have also been prominently featured in promotional materials without clear estate consent, raising ethical concerns.
5. **Rejection of Community-Based Participation**
NFCC rejects nonprofit and feminist-affiliated groups, with organizers like Emily Gonsalves confirming the exclusion of community tables. These actions appear ideologically driven and marginalize anyone outside of the convention's narrow commercial focus.
6. **Toxic Culture and Volunteer Misconduct**
Internal reports cite a hostile environment for both volunteers and staff. Statements from other convention leaders, like Erin Miklos of Anime North, label the NFCC leadership as aggressive, stingy, and unprofessional. Volunteers have also reported being denied fair

wages and respect for their labor.

7. Media Exploitation and Suppression

NFCC has leveraged high-profile media entities while suppressing independent press voices and controlling narratives. The organization's media behavior reflects broader patterns of information suppression and reputation management.

8. Competition Law Violations

NFCC's promotional practices during the 2020–2022 period included selling tickets and advertising appearances for guests who were later cancelled. Refunds were denied or made conditional, raising concerns under Competition Bureau regulations for deceptive marketing and unfair business practices.

This report has been compiled using a combination of insider knowledge and publicly available information from convention attendees, staff, and third-party industry voices.

The situation is continuously evolving. For those seeking to validate these claims, we encourage reviewing public complaints, event Facebook pages, and independent online reports to corroborate the timeline and allegations presented in this document.