ShadoCon 2010 – Artist Block Packet

November 5-7, 2010—Crowne Plaza Hotel

Artist Block/Booths

The Artist Block for ShadoCon 2010 will be in the **Ballroom Foyer** of the Crowne Plaza Hotel. See the inserted diagram for table layouts.

Artist Block space will be assigned on a first-come, first-served basis. All artists **must** use the artist's system available on ShadoCon's web site to choose their own table locations. The artist's system has been created especially to increase the ease in which you, the artist, are able to secure space in the Artist Block. Each artist may choose the amount of space he or she requires through a very simple point and click system. ShadoCon's staff does not choose this space for the artist. However, in rare cases**, it may be necessary to relocate Artist Block areas, and we reserve the right to do so within reason.**

Signup for artist registration here:
www.ShadoCon.com

Reservations / Payment / Contact

To reserve table space, you must use the artist's system on the SHADOCON web site as noted above. **All checks must be made out to "ShadoCon LLC."** Reservations can also be paid via PayPal. If you have any questions, please feel free to contact our Head of Vendors and Artists, Alex Craddock, at the e-mail address below. Also, **all artists must still fill out the forms at the end of this packet and send it in as well for their security.** It may be sent to the address below:

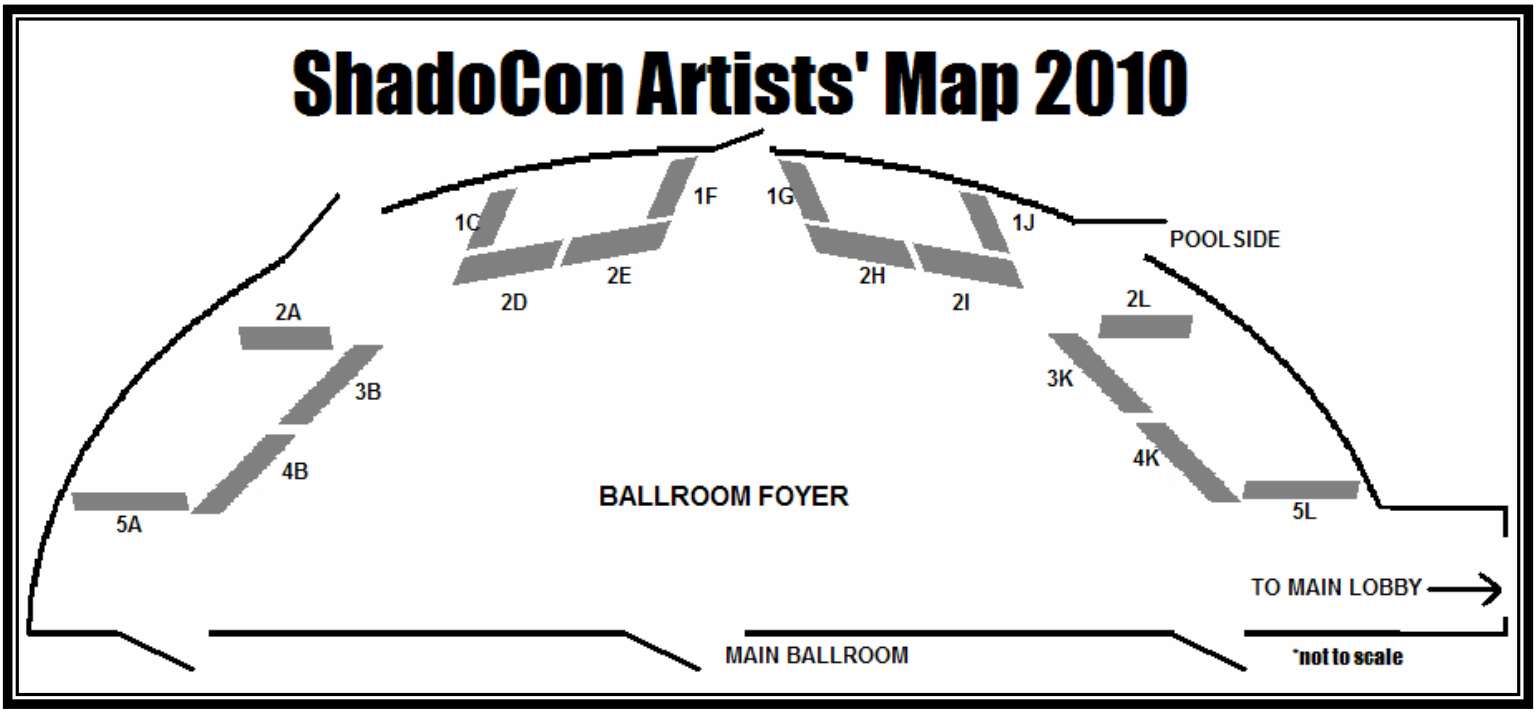
SHADOCON Artist Block Registration

c/o Team Dynamite Productions LLC

3213 W Sitka St

Tampa, FL 33614

E-mail: METROCON.HOVR.AlexCraddock@gmail.com



Crowne Plaza Hotel
10221 Princess Palm Ave.
Tampa, FL 33610

Hotel Front Desk: 1-813-623-6363

Hotel Fax: 1-813-621-7224

Table Rates

A standard table includes one 8' table, two chairs, and a wastebasket. Each table is $50/ea. A service desk will be available at the convention to help with any additional needs you may have, or you may reach the hotel through any member of ShadoCon Staff.

Payment

Payment can be done either by PayPal online during registration and check-out through our online table selection system (the preferred method), or by sending a check in the mail. **Under no circumstances do we accept payment of any form on-site at SHADOCON. Artists who have not paid for reserved tables by 30 days after their reservation, will be contacted, and subject to either or both of the following: a $25/booth holding fee accounting for lost and delayed income to SHADOCON due to late payment; the release of the booth reservation to public sale.** Artists who have not reserved tables before **October 15, 2010** may still reserve tables (subject to availability) at the increased cost ($25/booth) but must pay immediately upon reservation.

Table Configuration

You may configure your table as you see fit, adding additional shelves, kiosks, etc., as long as they do not interfere with other artists' areas or violate Crowne Plaza/Fire Marshall requirements (listed later in this document). If you require special accommodations for your table space (i.e. electrical hookups, phone lines, power strips, etc), please contact **Crowne Plaza Staff through the ShadoCon staff.**

NOTE: These extra accommodations are available for an extra fee and are **not** covered by the booth price. SHADOCON is **not** responsible for covering these extra costs for artists, or for making arrangements with the artists to set them up. SHADOCON and the SHADOCON staff will do everything possible (within reason) before and at the convention to smooth out, as well as speed up, this process.

Suggested Procedures for Artist's Protection of Valuables

SHADOCON. has always made security a priority, and we will continue to maintain the level of security we pride ourselves upon, as well as improve the strategies and staffing that the security department will use. We will not provide bag check due to our venue, but we continuously have Security staff monitor the Artist Block area. However, theft does occur at conventions such as this. Please take extra precautions in the placement of your merchandise and cash to guard against the possibility of theft. Artists are responsible for their own property, merchandise and money, and under **no circumstances** will SHADOCON or its personnel be liable for loss or damage including but not limited to merchandise, equipment, or revenue.

Artist Block Hours

Attendees will be allowed access to the Ballroom Foyer between opening and closing. We require that you or an associate be present at all times during these hours if there is merchandise on your table. During Set-Up hours, the **Artist Block** will be open for artists to come and go freely and will be monitored by Operations and Security Staff to ensure that all merchandise is secure while the doors are unlocked. **Trying to set-up entirely after the doors open to the public IS HIGHLY DISCOURAGED due to the vast amount of complications that can arise.** If you plan on leaving your table at any time during the weekend, please **DO NOT LEAVE MERCHANDISE UNATTENDED.**

	Setup	Opening	Closing
Thursday	**10 AM – 8 PM**	**N/A**	**N/A**
Friday	**8:30 AM – 10:00AM**	**10:00 AM***	**3:00 AM ***
Saturday	**8:30 AM – 9 AM**	**9:00 AM***	**3:00 AM ***
Sunday	**8:30 AM – 9 AM**	**9:00 AM***	**5:00 PM**

*** You may arrive after / leave before this time; however, please take your merchandise with you, and be aware that if merchandise, decoration, supplies, etc. are left there they are not the responsibility or liability of SHADOCON AND THIS IS NOT ADVISED.**

**** These hours are subject to change. If changed, a final schedule will be sent to all artists before the convention.**

Artist Block Setup

Artists **MUST check in with the Head of Vendors and Artists, Alex Craddock**, and then artists may set up their area. After check-in, badges will be issued at the earliest possible convenience of the Registration staff and the Head of Vendors and Artists.

Please remember: **ARTIST BLOCK TABLE COST DOES NOT INCLUDE BADGES.** We are more than willing to allow the purchase of badges early, however, so that Artists can be at their booths Friday morning with no hassle. Any schedule changes will be released through e-mail to the Artists.

If you are setting up Thursday, **PLEASE ONLY SET UP BACKDROPS and OTHER CRUCIAL TABLE ELEMENTS. DO NOT SET UP MERCHANDISE THURSDAY – MERCHANDISE WILL BE LEFT UNATTENDED UNTIL FRIDAY MORNING IF LEFT OVERNIGHT.** Please be advised that SHADOCON Is **NOT RESPONSIBLE FOR LOST OR STOLEN MERCHANDISE OR GOODS.**

Artists are strongly encouraged to bring their own handcarts if necessary, as there are few if any others available for use within the complex.

For breakdown, the Artist Block is cleared of the general membership after closing on Sunday. Artists must have their merchandise and all other belongings cleared from the Artist Block **no later than 10pm** on Sunday night. Our volunteers and staff are more than happy to help speed up the load-out process, but we only have so many people!

SHADOCON Artist Block Policies

SHADOCON 2010 - Refund/Cancellation Policy

Should you (the artist) find that you are not able to attend SHADOCON 2010 and have already paid for your booth(s), the policy is as follows:

Refund Period	Deadline	Amount Refunded
Refund Session 1	October 1st, 2010	100%

****NOTE** ANY CANCELLATION OF BOOTH RESERVATION AFTER October 1st, 2010 WILL RESULT IN THE FORFEITURE OF ANY AND ALL PAYMENTS MADE TO SHADOCON.**

Adult Materials Policy

While SHADOCON is a gathering place for a completely diverse crowd, that does include families and minors. We require that dealers **refrain from selling adult merchandise of any kind** (i.e. hentai, yaoi, yuri, shounen-ai, shoujo-ai). **The acceptability of merchandise is at the sole discretion of the CEO, Head of Vendors and Artists, Asst. Directors, and/or Head of Security/Asst. Head of Security (henceforth referred to as the Core Staff)**, **and their judgments are absolute and non-negotiable.** Anything above a **PG-13 rating** should not be brought to the convention to sell, as we will ask you to remove it from your table. Failure to comply with warnings may result in removal from the Artists' Block, the revocation of artist status and forfeiture of artist fees. Additionally, the public showing of adult animated or live film in the convention is prohibited.

Adult media **cannot** be sold. Any form of pornography is absolutely prohibited and will be dealt with severely. The offending merchant will immediately be reported to the proper authorities. Furthermore, SHADOCON reserves the right to pursue legal actions against said merchant.

On a side note, it is Crowne Plaza policy that **adult materials of any kind are strictly prohibited**, so regardless of SHADOCON's personal decision regarding adult materials, it is against the law to sell this merchandise on Crowne Plaza property. Please take all of this into consideration when deciding what items to bring and sell at your booth.

Policy for Events Requiring Crowd Control

Any event, which attracts large crowds or involves audience participation—such as a tee-shirt toss, the sale of limited-edition tickets, or a giveaway of free items—has special requirements. Core Staff must be notified at least one hour before any such event to ensure the coordination of event security. Events may be moved or stopped if there is significant crowding or security issues.

Bootleg / Piracy Policy

1. Sales: Artist Block is a place for artists (and other creative individuals) to promote and sell their work. Therefore anything sold at the table must be a product of your own creative work (or a team member, if you work with others).

a. For example, if you've drawn a comic, you can sell that comic, even if it was commercially printed through a publisher.
b. Read up on copyright and Fair Use-this is great information! : http://www.copyright.gov/fls/fl102.html
c. If you aren't sure something is proper to sell in the Block, please ask the Director of Operations or Asst. Director before the convention, so that there are no surprises.
d. You cannot sell unwanted commercial anime or manga items.
e. You also may not use downloaded, scanned, or redrawn copies of images that are not your own work to create merchandise to sell. (Here's an example: You cannot download an image from the web and silk-screen it on to t-shirts and sell those in the Block.) You may not duplicate existing licensed merchandise in any form-clothing, figurines, etc.
f. You should be able to prove that work is your own if asked. (I.E. your signature, other examples of your work, trademark/copyright notice, etc.)
g. Final determination of appropriateness is at the discretion of the Core Staff.

NOTE: SHADOCON reserves the right to determine bootlegged merchandise inappropriate for sale. It is at the sole discretion of the Core Staff what may or may not be sold. Disputing any decision will only increase the likelihood of being removed from the Crowne Plaza Hotel property and forfeiture of all fees and payments.

Intellectual Property

For more information on issues of Japanese copyrights, we recommend you contact Mr. Kihara at the Japanese Institute of Intellectual Property in Washington, DC.

Mr. Kihara **Tel: (202) 833-8565**
Japanese Institute of Intellectual Property **Fax: (202) 833-8563**

If you have a doubt about some of your merchandise, please do not bring it. Any violation will come with a warning, at which time you will be asked to remove the offending merchandise from the artist's room. Failure to comply or a subsequent violation may result in removal from the convention and forfeiture of all artist fees.

If there are any questions on these polices, please contact the Director of Operations at METROCON.HOVR.AlexCraddock@gmail.com

Requirements from the Crowne Plaza Hotel:

1. Decorations, signs, banners, etc. may not be taped, nailed, tacked, stapled, or otherwise fastened to ceilings, walls, painted surfaces, or columns in the Tampa Convention Center.

2. No holes may be drilled, cored, or punched in the facility.

3. All freight and exhibit material must enter the facility through the convention center loading dock.

4. All fire, safety, and building regulations must be strictly followed. Particular attention should be paid to the prohibitions against propane, acetylene, and other flammable materials.

5. Exhibitors are responsible for the removal of all materials at the conclusion of the show. The booth area must be cleaned.

6. The Crowne Plaza Hotel prohibits the use of normal tape on their walls and floors. No tape may be used on painted or portable walls. They have listed all approved tapes for the surfaces in the Crowne Plaza. Only VINYL TAPE is allowed for table and aisle marking in the exhibit area, only PERMACEL 665 is approved for the carpeted floor areas, for concrete areas only POLYKEN 832 (clear) or TC-19100 (double faced) is approved. It is the artist's responsibility to remove any and all tape applied to any surface and pay any damages resulting from the application or removal to the Crowne Plaza Hotel

Suggestions for first-time Artists

Do's

- Try to carry things that people can't find at home.
- Carry a range of items, some inexpensive and some more expensive items.
- Bring a handcart to run your goods in from your vehicle. **SHADOCON and the Crowne Plaza Hotel cannot provide handcarts.**
- Bring a calculator or cash register and change. One and five dollar bills go fast, and SHADOCON does not supply change.
- Hand out flyers or mail-order catalogs and/or get an advertisement in the program book. It helps people find your store or Web site after the convention.
- Bring a drop cloth to cover your merchandise at night.
- Hand out receipts for what you sell. It helps security with potential shoplifters.
- Make cash deposits/drops on a regular basis. Hotels have safe deposit boxes for guests and there are many banks in the downtown Tampa area.
- Have at least two people working your booth(s). You'll need to get away from the table at some point, guaranteed.

Don'ts

- Don't raise your prices because it's a convention. You'll probably be competing against other artists for prices.
- Don't sell merchandise from your hotel room. It violates Florida state law and the hotels' policies to sell merchandise from your hotel room.
- Don't sell prohibited merchandise "under the table" or "take orders" for the same that are filled at a later date.

SHADOCON's Service to Artist Block

If there's anything else we can help you with, before or during the convention, please let us know. We can't guarantee we can do it, but we certainly will try if possible.

Please contact us at SHADOCON.HOVR.AlexCraddock@gmail.com or write us at:

SHADOCON: Artist Questions

c/o Team Dynamite Productions LLC

3213 W Sitka St

Tampa, FL 33614

Registration Form

In order to register tables in SHADOCON's Artist Block, please visit our website at www.ShadoCon.com as soon as the registration section for Artist Block is made public. Upon reserving your table, either after payment online or included with your check payment should be the registration form at the end of the packet.

How to complete the registration form

When you complete the information section, please read the policy statements then sign and date the form in the spaces provided. Mail the registration form along with payment to the address on the form. Thank you. We look forward to seeing you at SHADOCON 2010.

SHADOCON 2010 Artist Block Form

Artist Information

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

E-mail Address _____

Business URL/web site _____

What are the best hours to reach you by phone? _____

What type(s) of merchandise do you sell? _____

*** Please fill out this form in its entirety. If you do not, we cannot guarantee your booths.**

Authorizations

I have read and understand the Artist Block as well as the Convention policies of SHADOCON for SHADOCON 2010, and I agree to abide by them. I understand that if I break any of the aforementioned policies, SHADOCON reserves the right to revoke my artist status and forfeit my artist's fees.

Signature _____ Date _____

SHADOCON and the Crowne Plaza Hotel are not responsible for losses due to theft, damage, fire, or other causes. I agree to hold harmless SHADOCON and the Crowne Plaza Hotel for any such losses. In addition, I have read and understand the following statement:

"Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Crowne Plaza Hotel, its owners or managers, which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless the Crowne Plaza Hotel, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property.

Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees and business invitees which arise from the Exhibitor's occupancy and use of the exhibition premises, the center, or any part thereof."

Signature _____ Date _____

Please return this form to:

SHADOCON Artist's Registration

c/o Team Dynamite Productions LLC

3213 W Sitka St

Tampa FL 33614