ShadoCon 2010 Vendors' Packet

November 5-7, 2010—Crowne Plaza Hotel

General Information

The Vendors' Room for ShadoCon 2010 will be on the **1st Floor, in the Palm Room** of the Crowne Plaza Hotel in Tampa, FL. See the inserted diagram and the registration section of the website for table layouts and availability. Load-in times are specified below, and load in will be through the Main Lobby, with the unloading area out front of the hotel. We will be doing a **Daytime Set-up on Thursday, November 4**. We will also be using Exhibit Services for our tables/skirting in the dealers room, as their service was well received and appreciated at METROCON for several years.

Vendors' space will be assigned on a first-come, first-served basis. All vendors **must** use the vendor's system available on ShadoCon's web site to choose their own booth locations. The vendor's system has been created especially to ease the process in which you, the vendor, are able to secure space in the dealer's room. Each vendor 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 vendor. However, in rare cases**, it may be necessary to relocate dealer's areas, and we reserve the right to do so within reason.**

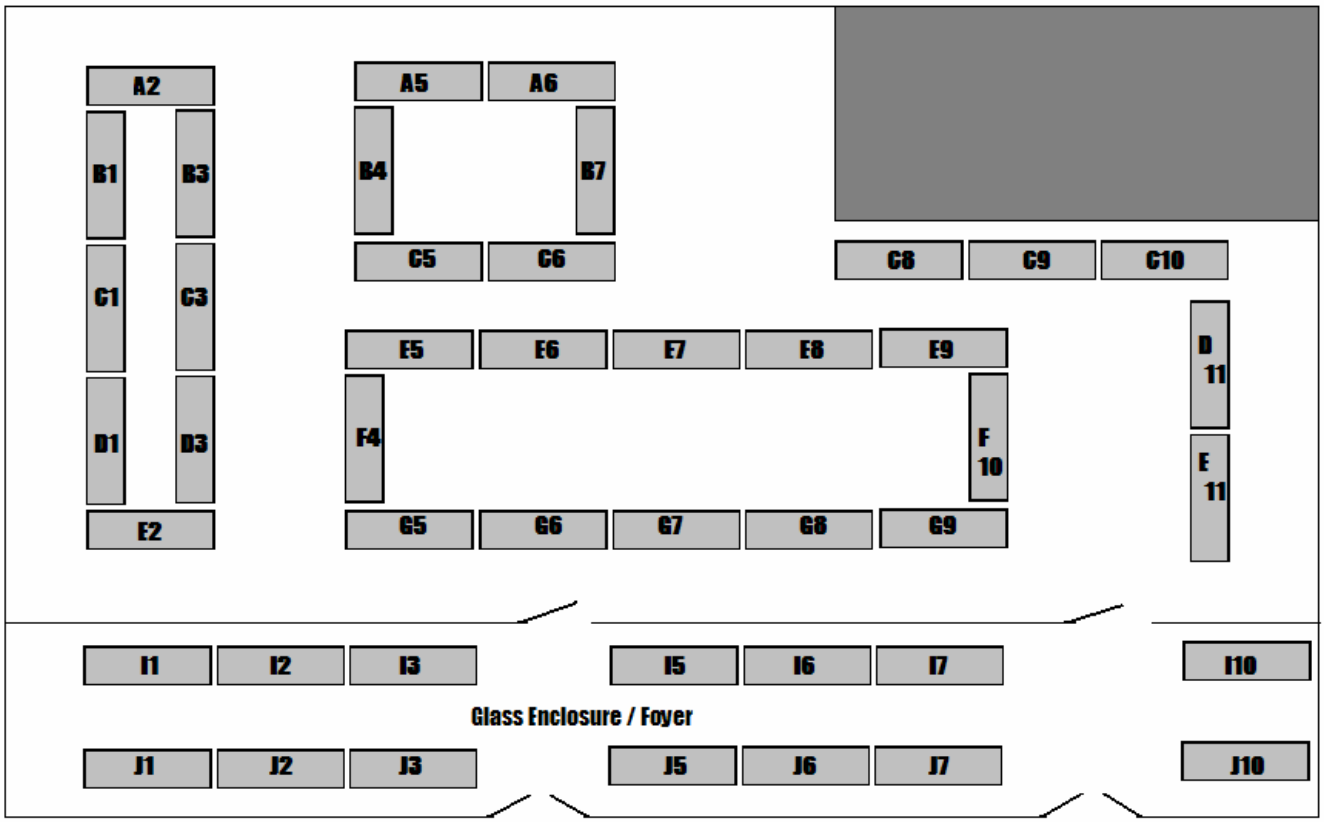
Signup for vendor registration here:
http://www.ShadoConventions.com/

Reservations / Payment / Contact

To reserve booth space, you must use the vendor's system on the SHADOCON web site as noted above. After reserving space, we will hold your reservation for thirty (30) days to await payment. If payment is not made within that time and there has been no effort to contact SHADOCON, the tables will be released for general sale. **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 Room, Alex Craddock, at the e-mail address below. Also, **all vendors 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 Dealer Registration
c/o Team Dynamite Productions LLC
3213 W Sitka St
Tampa FL 33614
E-mail: METROCON.HOVR.AlexCraddock@gmail.com

ShadoCon 2010 Vendors Room



Crowne Plaza Hotel

10221 Princess Palm Ave.
Tampa, FL 33610

Hotel Front Desk: 1-813-623-6363

Hotel Fax: 1-813-621-7224

Booth Rates

A standard booth includes one 8' x 2' covered and skirted table, two chairs, open header sign and a wastebasket. The standard booth cost this year will be $200.00. **We encourage dealers to bring their own shelving structures, and whatever else they feel they may need.** A service desk will be available at the convention to help with any additional needs you may have. You may also reach TCC and/or Exhibit Services through any member of SHADOCON Staff with a radio.

Payment

Payment can be done either through PayPal via 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. Vendors who have not paid for reserved tables by October 15th, 2010, will be contacted, and subject to either or both of the following: a $50/booth holding fee accounting for lost and delayed income to SHADOCON due to late payment; the release of the booth reservation to public sale.** Vendors who have not reserved tables before **October 15th** may still reserve tables (subject to availability) at the normal cost ($400/booth) plus the late registration/holding fee, **an additional $50/booth. ALL PAYMENTS MUST BE MADE WITHIN 30 DAYS OF RESERVATION.**

Booth Configuration

You may configure your booth as you see fit, adding additional shelves, kiosks, etc., as long as they do not interfere with other dealers' areas or violate Crowne Plaza/Fire Marshall requirements (listed later in this document). If you require special accommodations for your booth 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 vendors, or for making arrangements with the vendors 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 Dealer'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 dealer's room. 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. Dealers 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.

Please keep small items under close watch, or out of arms reach, as well as keeping the cash box (or similar item) at least 4 feet from any convention attendee as possible and necessary. If there is an issue, please find any member of SHADOCON Staff with a radio, and they will alert building Security, as well as our SHADOCON Staff, who is well equipped to deal with this scenario.

Dealer's Room Hours

Attendees will be allowed access to the exhibition hall between opening and closing. We require that you or an associate be present at all times during these hours. **A $50 fee will be assessed to any and all dealers who arrive more than 30 minutes later than Opening time.** This is due to the fact that for the time a dealer is not present, a member of SHADOCON Staff will be required to pay extra attention to this unmanned booth and therefore unable to correctly and efficiently fulfill their own responsibilities. During Set-Up hours, the Dealers' Room will be open for dealers 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 on Friday morning, as well as continuing set-up with patrons in the room, IS HIGHLY DISCOURAGED due to the vast amount of complications that can arise.**

	Setup	Opening	Closing
Thursday	**10 AM – 8 PM**	**N/A**	**N/A**
Friday	**9 AM – 12 PM**	**12:00 PM**	**8:00 PM**
Saturday	**9 AM – 10 AM**	**10:00 AM**	**6:00 PM**
Sunday	**9 AM – 10 AM**	**10:00 AM**	**5:00 PM**

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

Dealer's Room Setup

Bring your vehicle to the front of the Crowne Plaza Hotel, and **park your vehicle.** Dealers then **MUST check in with the Head of Vendors' Room, Alex Craddock, or a standing and authorized member of operations staff.** Then dealers may unload. After check-in, badges will be issued at the earliest possible convenience of the Registration staff and the Operations staff. If there are any questions about this in advance, please email the Head of Vendors Room, Alex Craddock.

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

Please note the time restrictions in the table above and plan to arrive in plenty of time to unload merchandise. To expedite this process, dealers may wish to "palletize" their merchandise or use containers that are easily stackable.
For breakdown, the Dealer's Room is cleared of the general membership after closing on **Sunday at 5pm**. Dealers may bring vehicles into the loading area **once all merchandise is packed and ready to be loaded**. Dealers must have their merchandise and all other belongings cleared from the Dealer's Room **no later than 9:00 PM** on Sunday night.

Dealer Memberships

Dealers will be supplied with **two dealer badges for each booth** purchased. Please contact the Head of Vendors with the number of badges you will need if you know in advance you will need more than **2 per booth**. Additional badges may be purchased at the convention.

During the Dealer's Room hours of operation, these badges are valid only for admission to the dealer's room. Outside of dealer's room's hours, these badges are honored as membership badges.

Dealer badges must be worn at all times by any person working at a booth. Badges may not be sold, loaned, or otherwise transferred to persons who are not working for you. Dealer badges do not allow access to special functions that require a separate admission price (i.e. ballroom dances, tournaments).

Dealer's Room badges may be shared among employees, but the practice of using one badge shared among multiple employees simultaneously is prohibited and could result in the confiscation of badges. Every individual working your table(s) must wear a badge at all times.

SHADOCON Dealer's Room Policies

SHADOCON: 2010 - Refund/Cancellation Policy

Should you (the dealer) 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	August 15th, 2010	100%
Refund Session 2	October 1st, 2010	50%

****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' Room, 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 dealer's room, the revocation of dealer status and forfeiture of dealer 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.

Weapons Sales Policy

While SHADOCON neither condones nor prohibits weapons sales, attendees are prohibited from carrying items such as swords or live, loaded airsoft weapons. We do ask that dealers selling them take extra care in the design and positioning of their displays to ensure there is no mishandling of merchandise. The Core Staff may require items be removed from sale if there is an apparent danger to attendees, dealers, or merchandise. **SHADOCON is not responsible for injury incurred as a result from a weapon (or any other item) purchased in the Vendors Room.**

Upon the sale of such merchandise, the dealer is to package it securely and advise the purchaser that opening the package within the Crowne Plaza outside of **your personal hotel room** is grounds for removal from the convention. If it is a prop weapon, wooden sword, or any other "weapon" that **does abide by the limits of the weapons policy, please remind the purchaser they are still required to have the weapon checked at registration.**

For more detailed information on the conventions overall weapons policy, please refer to the SHADOCON web site (www.ShadoCon.com), or the program booklet.

Policy for Events Requiring Crowd Control

Any event which attracts large crowds or involves audience participation—such as a tee-shirt toss—has special requirements. **Core Staff should 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

SHADOCON does not allow the sale of bootleg merchandise such as fansubs, Son May CDs, Ever Anime releases, or unlicensed wall scrolls. Some dealers have made it a practice to distribute flyers promoting the sale of such bootleg merchandise at their stores so that attendees could purchase items not carried at the convention. Others have offered "shuttle" service to their stores for this purpose.

SHADOCON disallows the advertising of bootleg or knockoff products/services, and "shuttle" service to other locations for the purchase of such products or services. Any violation will come with a warning, at which time you will be asked to remove the offending advertising. Failure to comply or a subsequent violation may result in removal from the convention and forfeiture of all dealer fees. Advertising legitimate products and services is, of course, both allowed and encouraged.

NOTE: SHADOCON reserves the right to determine bootlegged merchandise inappropriate for sale. It is at the absolute and sole discretion of the Core Staff what may or may not be sold. No disputing.

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**

Items, which MAY be sold at SHADOCON 2010, include, but are not limited to:

- Garage Kits/Figurines
- Dojinshi/Fanzines (non-hentai/yaoi/yuri/shounen-ai/shoujo-ai – left to the discretion of the Core Staff)
- Fan Art
- Any and all genuine imported Japanese merchandise. This includes toys, CDs, LDs, posters, art books, manga, and anything else you can come up with. Even if an American company is selling a translated version.
- Any and all legitimate American-produced merchandise.

Items, which may not be sold at SHADOCON 2010, include, but are not limited to:

- "Knockoff" or bootleg merchandise: Son May Records (SM Records), Ho San CDs, Ever Anime, Hook-Ups T-shirts and Korean based Academy Models line of Gundam and other anime related kits
- Bootleg videotapes, video CDs, or DVDs (this includes bootlegged videos recorded on blank videotapes with printed labels; pirate copies of any titles that have been released commercially in the United States, Japan, or elsewhere; titles taped off the air in Japan--and any and all fansubs).
- Any posters, idol cards, etc., which read "Kodak," "Fuji," etc. on the back.
- Wall scrolls from anywhere other than Great Eastern.
- Unlicensed reproductions of any products actually released by an American company.
- Adult merchandise of any kind (i.e. hentai, yaoi, yuri). This also includes shounen-ai and shoujo-ai, as well as any other merchandise the Core Staff deems inappropriate.

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 dealer's room. Failure to comply or a subsequent violation may result in removal from the convention and forfeiture of all dealer fees.

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

Florida State Sales Tax Information

Florida state law requires that all dealers charge 6.5% Florida sales tax separate from the amount of the sale. Dealers are required to receive a state tax ID from the Comptroller of the Treasury **before the convention and keep records of their tax license on site should it become necessary to present such documentation.**

Please go to www.hillstax.org for information. If you already possess a current Florida Tax ID, please make sure to bring the original copy as well as a photocopy to the convention center on the day of set up.

If you have any questions about the Florida state sales tax, go to http://www.myflorida.com/dor/taxes/sales_tax.html or contact the Florida State Comptroller's Office, 1-800-848-3792

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 Crowne Plaza Hotel.

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

3. 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.

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

5. 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 convention center. 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 dealer'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 dealers

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 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 dealers for prices.
- Don't show up and sell only videotapes. Unless you sell at a discount, cons aren't great places to clear out those old tapes that weren't moving back home.
- Don't show up and sell only comics.
- 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 Dealers

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 METROCON.HOVR.AlexCraddock@gmail.com or write us at:

SHADOCON Vendor Questions

3213 W Sitka St

Tampa FL 33614

Registration Form

In order to register booths in SHADOCON's Dealer's Room, please read the Dealer Information Packet and fill out the registration form, which is at the end of the Packet. **SIGN-UP ON THE WEBSITE IS STILL A NECESSITY TO MAKE SURE THAT YOUR TABLES ARE APPROPRIATELY DISTRIBUTED. THIS FORM IS A BACK-UP AND A LEGAL FORMALITY.**

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 (if sending a check) to the address on the form. Thank you. We look forward to seeing you at SHADOCON 2010.

SHADOCON: 2010 Dealer's Registration Form

Dealer 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? _____

Hillsborough County Sales Tax/City of Tampa Sales Tax ID Information

Name _____

Address _____

Phone number _____

SSN (personal) or Business Tax ID number _____

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

Authorizations

I have read and understand the Vendors Room as well as the Convention policies of SHADOCON for SHADOCON: 2010, and I agree to abide by them. I have also read, understand and agree to the Florida tax certification policies and requirements. I understand that if I break any of the aforementioned policies, SHADOCON. reserves the right to revoke my dealer status and withhold my dealer'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 Dealer's Registration 2010
c/o Team Dynamite Productions LLC
3213 W Sitka St
Tampa FL 33614