

# ESCAPE!

AT

## VALLEYCON 36: *THE FARGO ENTERTAINMENT EXPO*

Friday, October 15th thru Sunday, October 17th, 2010  
Fargo, North Dakota

### Regional/Returning Exhibitor & Dealer Information



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## VALLEYCON 36: *THE FARGO ENTERTAINMENT EXPO*

PO Box 7202

Fargo, ND 58106

Contact us by calling (701) 212-2845 or email us at: [conchairs@valleycon.com](mailto:conchairs@valleycon.com)

Please visit our website: [www.valleycon.com](http://www.valleycon.com)

## *Greetings!*

Initiated in 1976, **ValleyCon: the Fargo Entertainment Expo** began as a local production of the exploding comic book and Star Trek phenomena. Over 30 years later, the aim of this event is to bring people of all interest levels the best of pop culture and entertainment. ValleyCon has worked hard to become THE "fun" event in the fall with something for everyone! In a way, we've been too good at that as not everyone realizes the other important aspects of ValleyCon-that it's also one of the most family-friendly, highly educational (in the best way-you don't realize it as you're having a great time!) events in our region! Grand claim, you say? We can prove it!

ValleyCon has always had a concentration of educational activities such as panels and workshops that promote literacy and the arts in every form. We've brought in more world-famous authors, artists and media personalities than ANY other event in our region. Where else can a person actually talk with a New York Times best-selling author, a top-rated commercial artist or a world-famous actor? ValleyCon hosts these personalities all for less than half the cost of any average concert or show-and ValleyCon lasts ALL WEEKEND LONG! Our concentration is in the areas of "fun" interests such as science fiction, fantasy, comic books, and etc. so we don't always receive the same attention (or-let's just say it-respect) as other groups but we would make a case for changing that!

The top films, books, TV shows and cultural markers have been in these interest areas for a long time... just a quick glance at the Harry Potter phenomenon (which is also credited almost single-handedly with restoring interest in books and skyrocketing reading levels worldwide) or others such as Star Trek, Star Wars or any other dozens of examples and you get our point. ValleyCon's position is that you need to first attract a reader or viewer to actually then begin to read or watch... and quite frankly it's been the source of major college classes, thesis' and studies that speculative fiction can often deal with serious subject matter more effectively than the "serious" novels, films and shows. So we celebrate it and we hope you will join us!

We are a non-profit organization and have been able to keep this event inexpensive but there are costs: facility, flights, insurance, basic advertising and promotion-and so *we really do need your help!* Any sponsorship or advertising with us helps immensely. Please seriously consider the benefits of participating in one of the "fun" events in our area-one that enriches youth (and all ages) in an entertaining manner.

Advertising in our Program Guide magazine is deliberately priced far below similar events that draw far fewer attendees than ValleyCon as we want to make it easy to do business with us and we want our business relationship to be a mutually rewarding one! Sponsorship brings another level of support that includes advertising across all media (for a fraction of what it would cost you to do so independently) as well as other benefits!

It should also be noted that ValleyCon is a non-profit organization of Minnesota and it donates ALL profits back to other area non-profits! Our list has included the Children's library, Humane Society, Literacy Coalition, Recording for the Blind and Dyslexic, Breast Cancer Awareness, Prairie Public and many more.

So please consider working with us to bring some fun to the area and celebrate the popular arts this Fall at ValleyCon 35! Please call or email us at any time if there are questions.

## **VALLEYCON 36: THE FARGO ENTERTAINMENT EXPO**

Friday, October 15<sup>th</sup> thru Sunday, October 17<sup>th</sup>, 2010 Doublewood Inn, Fargo, North Dakota

PO Box 7202

Fargo, ND 58106

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## Regional/Returning Exhibitor/Dealer General Information

**LOCATION:** The 2010 Fargo Entertainment Expo will be located in the Doublewood Inn. You may sign up for Dealer Tables and/or Exhibit Booths by returning (1) a signed Exhibitor/Dealer Application and Contract form, (2) a signed Exhibitor/Dealer Agreement, and (3) payment in full. We regret that we are unable to accept partial payments or deposits.

**WHO ATTENDS:** Attendance to the Fargo Entertainment Expo represents a wide gamut of participants, young to old, fantasy focus to real-life interests. Approximately 60% of attendees are male, however the female category is rising quickly. The majority of attendees are of college or young adult age, but some even as young as 12. With the rise in nostalgia and broad interests of baby boomers alike, attendance by those in their 40's, 50's and 60's has seen a significant increase also.

**HOTELS:** Discount Rooms have been reserved at the Fargo Best Western Doublewood Inn (701) 235-3333. (Where the parties will be!) We advise that you reserve your hotel room(s) promptly.

**FEES:**

- Dealers' Tables are eight (8) feet long and come with two chairs each. Dealer's Tables are priced at \$55 each until July 31st, 2010, and \$65 beginning August 1st, 2010.
- Exhibition booth space is available for a larger setup. Please inquire into availability (space is limited!). Booth space is 10' x 10' and starts at \$200 (booths can comprise 4 tables in a square and additional internal space than a simple table set-up). The figure will increase for special placement requests.

**TABLES & BOOTHS:** Tables are spaced at the event's discretion (for layout concerns) but special requests can be made, just inquire. All tables are configured in either linear or corner-type fashion. Space is configured for single eight-foot tables, with approximately 40" behind the table space (if against a wall). Booth layouts may be configured any way desired. They are a standard 10' by 10' area. Chairs and tables are provided, along with basic booth accoutrements if desired. You MUST notify us if you need these in advance or they will not be available.

**ELECTRICITY AND PHONES:** Please indicate your electrical needs on our Exhibitor/Dealer Application and Contract form.

**REGISTRATION:** One (1) Dealer Registration will be provided with each Dealer Table. Additional Dealer Registrations are available at \$20 each. Exhibit booths will not be charged for additional Registrations. One free assistant badge (restricted to the Exhibit Hall) will be provided for each table. Exhibit booths will receive 2 assistant badges (restricted to Exhibit Hall).

**ADDITIONAL INFORMATION:** Fargo Entertainment Expo representatives can be easily contacted during weekday business hours at the telephone number or email address listed below.

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Fargo, ND 58106

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**VALLEYCON 36**

***THE FARGO ENTERTAINMENT EXPO***

Friday, October 15th thru Sunday, October 17th, 2010

**Fargo, North Dakota**  
**RETURNING/REGIONAL Dealer Application Form**

*THIS IS FOR DEALERS WHO ARE REGIONAL ATTENDEES AS PER OUR LOCAL OUTREACH PROGRAM*

Business Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 (This is how your name will be represented in all printed and promotional materials)

Contact Person(s): \_\_\_\_\_ Fax: \_\_\_\_\_

Badge Names: \_\_\_\_\_ Cell: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

Wares: \_\_\_\_\_

	<b><u>Amount</u></b>
<b><i>DEALER TABLES (Indicate the number wanted)</i></b>	
_____ Table(s) at \$55 each <b>*4 for \$200!</b> (til 7-31-2010, \$65 after)	\$ _____

<b><i>ADDITIONAL TABLE REGISTRATIONS (Indicate the number wanted)</i></b>	
_____ Additional Membership(s) at \$20 each	\$ _____
<i>Tables come with: 2 registrations for 1<sup>st</sup> table; 1 for each addtl. PLEASE FILL OUT REGISTRATION SHEETS FOR EACH PERSON</i>	

***PROGRAM GUIDE ADVERTISING – LOCAL/RETURNING DEALER'S DISCOUNTED RATES***

**Deadline:** Sept. 15th, 2010

**Ad Sizes:**

1/8 page Business Card is 2" x 3 1/2"

Vertical 1/4 page ad is 3 1/4" by 4 3/4"

Vertical 1/2 page ad is 3 1/4" by 9 3/4"

Horizontal 1/4 page ad is 7 3/4" by 2 1/4"

Horizontal 1/2 page ad is 7 3/4" by 4 3/4"

Full page ad is 7 3/4" by 9 3/4"

**Larger Sizes Available by Special Request**

1/8 page (Business Card)	\$25 each	\$ _____
1/4 page	\$40 each	\$ _____
1/2 page	\$60 each	\$ _____
Full Page	\$100 each	\$ _____

**High Visibility placement of ads is available for an added premium. Please call for pricing.**

<b>TOTAL Amount</b>	<b>\$ _____</b>
CREDIT CARD FEE - 3% of the amount to be charged	\$ _____
<b>TOTAL ENCLOSED</b>	<b>\$ _____</b>

\_\_\_\_\_  
**Authorized Signature of Exhibitor or Dealer**

\_\_\_\_\_  
**Date**

**Make checks or money orders payable in the full amount to "Fargo Entertainment Expo-VALLEYCON"**  
 Questions? Contact us by simply calling (701) 212-2845 or email us at conchairs@valleycon.com  
 Please visit our website: www.valleycon.com

# **VALLEYCON 36: THE FARGO ENTERTAINMENT EXPO**

## **Exhibitor/Dealer Agreement (2 Pages)**

1. This Agreement is between VALLEYCON 36, an entity hereafter referred to in this Agreement as "VC36", and \_\_\_\_\_, hereafter referred to in this Agreement as "Participant". This Agreement pertains to certain rights, privileges, policies and regulations as specified below regarding VALLEYCON 36 to be held during October 15th through October 17th, 2010, hereafter referred to in this Agreement as "VC36".
2. The Official contact ("Contact Name" on the 2010 VC36 Dealer/Exhibitor Application form) will have the authority to act on behalf of the Participant in space reservation transactions with VC36.
3. The signature of the Participant or authorized representative is required on this Agreement and binds the Participant and its representatives to all regulations and terms on this document and constitutes a binding agreement.
4. VC36 must receive a written notice of change of the Participant's contact, when applicable.
5. VC36 agrees to provide Exhibit Booths, Dealer Tables, and/or Memberships during the Expo to the Participant as specified in the 2010 VC36 Dealer/Exhibitor Application and Contract form signed by the Participant or authorized representative.
6. The Participant assumes entire responsibility and agrees to protect, indemnify, defend, and save VC36 and its agents harmless against all claims, loss, or damage to persons or property, arising out of or caused by Participant's installation, removal, maintenance, occupancy, or use of the Exhibit premises.
7. The Participant indemnifies and agrees to hold the Exhibit Facility and the legal entities which own, lease, and/or operate the Exhibit Facility, their members, officers and directors, and employees, harmless against any and all liability whatsoever arising from any or all damage to property or personal injury caused by Participant or its agents, representatives, employees, or any other person.
8. This agreement for Exhibit Booth Space or Table Top Display at VC36 indicates the applicant's willingness to abide by all accompanying exhibit terms and conditions and general regulations listed on this document as well as such additional rules and regulations as VC36 deems necessary for the success of the Exhibition, provided these latter do not materially alter the Participant's contractual rights.
9. This Agreement will become binding on both parties when countersigned by VC36 or its authorized representative.
10. This Agreement shall be subject to the applicable laws of Minnesota and North Dakota. Any disputes arising from this Agreement shall be brought before the county courts of Cass, North Dakota, U.S.A.
11. Signature of the Participant or authorized representative on this Agreement will constitute agreement of the Participant to comply with all policies contained in this Agreement.
12. Participant acknowledges that VC36 grants no terms of exclusivity or other licensing agreement to the Participant.
13. Participant will display and/or sell merchandise that is consistent with all International and U.S. copyright and trademark agreements, as well as all laws of the City of Fargo and the State of North Dakota.
14. **Exhibitor Registration and Identification:** The Official contact will receive copies of all program announcements to facilitate Expo registrations. Additional Expo registration forms will be available upon request.

15. **Finalization of Space Reservation:** Agreements for Exhibit/Dealer space are subject to the approval of VC36, and VC36 reserves the right to offer or refuse space rental to potential Participants. Assignments will be on a first-come, first-served basis.
16. **Cancellation:** All changes and cancellations by the Participant must be in writing. Notice of cancellation by Participant received by VC36 after July 31st, 2010 will result in the forfeit of all booth or table fees. In the event the exhibit is cancelled by VC36 for any reason, the liability of VC36 shall be limited to a refund of all monies paid by the Participant as exhibit booth or table fees less Participant's share of expenses incurred by VC36 to the date of cancellation.
17. **Dismantling:** No packing or dismantling of Exhibits will be permitted prior to the published tear-down time.
18. **Liability:** Neither VC36, the Facility, nor the decorator or their agents can assume responsibility for any loss or damage to booths, equipment, or personal belongings on site.
19. **Insurance:** Insurance on all Exhibits is suggested and is the responsibility of the Participant. Neither VC36 nor its agents, assigns, or assignees, will assume any responsibility for property loss, damage, personal injury, or other claims related to the Participant's space. Participants are required to carry insurance to cover their property against damage and loss and public liability insurance for claims of injury to the person and property of others.
20. **Live/Recorded Music:** Participants who wish to broadcast live or recorded music must notify VC36 in writing and obtain proper licensing from BMI/ASCAP. Participants broadcasting copyrighted music that cannot produce the proper licenses upon request will be require to cease any further broadcasting.
21. **Conducting Exhibits:** The character of the Exhibit is subject to the approval of VC36. VC36 retains the right to refuse the application of Participants not meeting standards required or expected, as well as the right to curtail Exhibits or parts of Exhibits which reflect unfavorably upon the character of the meeting. Non-professional products or services are not to be displayed. Participants may not resell, sublet, give or otherwise transfer their space to any third party without express written consent by VC36. Participant agrees to not engage in any activities considered disruptive including, but not limited to: packing and unpacking of merchandise outside areas leased to the Participant; transfer of merchandise into or through the Exhibit Hall during business hours; or any activity deemed by VC36 not in the best interest of VC36 or any of its participants.
22. **Termination of Exhibit Rights:** In the event the Participant, its contractors, agents, or employees fail to comply with any of the provisions hereof, or otherwise detracts from the general educational character of the meeting, VC36 shall be permitted and empowered to terminate the Participant's right hereunder, and evict and remove the Participant and contractors hired by Participant from the premises, in which event the Participant shall not be entitled to any refund of amounts paid hereunder.

\_\_\_\_\_  
**Authorized Signature - Exhibitor/Dealer**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Signature – ValleyCon 36**

\_\_\_\_\_  
**Date**

Please read this 2-page Agreement carefully before signing, and retain a copy for your records.

Make your check or money order payable in the full amount to "VALLEYCON". Enclose this signed Agreement along with your signed 2010 Dealer/Exhibitor Application to:

**VALLEYCON 35 – The Fargo Entertainment Expo  
PO Box 7202  
Fargo, ND 58106**