

Exhibitor/Dealer General Information

***THIS INFORMATION IS FOR VENDORS ATTENDING VALLEYCON!
CORPORATE ATTENDEES SHOULD ADDRESS OUR CORPORATE SPONSOR-EXHIB PACKET!***

LOCATION: ValleyCon 43 will be located at the Ramada Inn, Fargo. 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 ValleyCon 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. The rise in nostalgia and broad interests of baby boomers has also introduced a large percentage of those over 30, with a great many grandparents even attending! We welcome thousands each year, with a local college population of over 30,000 in just the metro area alone and many tens of thousands within a few hours drive.

HOTELS: Discount Rooms have been reserved at the Ramada Inn. ***YOU MUST RESERVE ALL SLEEPING ROOMS THROUGH THE RAMADA!*** CALL THEM DIRECTLY AND ASK FOR VALLEYCON BLOCK! We advise that you reserve your hotel room(s) promptly, if you do not wish to participate in our PACKAGE DEAL OPTIONS (we provide staffing, etc.). Party Rooms are reserved thru us; please notify us of sleeping rooms as well, etc. so we can place them all in close proximity.

VCS: It should be noted that all VCs listed here DO NOT include local staffing provisions. We have a separate VC structure for corporate vendors who hire us to staff their areas.

- Dealers' Tables are eight (8) feet long and come with two chairs each. **Dealer's Tables are currently priced at \$100 each.** TABLE SPACE IS 8' table with a total of 5' depth (including table!). If you have backdrops or grids, etc. WE MUST KNOW AS YOU MAY NOT HAVE ROOM! If you have such a setup, then EXPANDED TABLE or BOOTH SPACE is what you need.
- If you have a large vendor setup but do not necessarily need a booth, the **EXPANDED TABLE SPACE** is probably what you need. This will be 8' linear space by 7' depth. The charge per **8' frontage will be \$125. Please inquire into availability (space is limited!).**
- Exhibition booth space is available (**at a higher rate**) for a larger setup. This starts at \$150 for a 10' x 10' space. **Please inquire into availability (space is limited!).** 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 30" 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 but not pipe and drape. You **MUST** notify us if you need anything beyond table/chair 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: Two (2) Dealer Registrations will be provided with for the first Dealer Table and 1 per table for each additional. Additional Dealer Registrations (if required) are available (please inquire, we do not charge except for excessive badge requests!).

ADDITIONAL INFORMATION: ValleyCon 43 representatives can be easily contacted during weekday business hours at the telephone number or email address listed below.

VALLEYCON 43 PO Box 7202 Fargo, ND 58106

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

Please visit our website: www.valleycon.com

VALLEYCON DEALERS/VENDORS APPLICATION

SPECIAL DISCOUNTS FOR EARLY-BIRDS!

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: _____

	<u>Amount</u>
DEALER TABLES (Indicate the number wanted)	
_____ Table(s) at \$100 each	\$ _____
EXPANDED TABLE SPACE	
_____ 8' x 7' \$125 PER 8' FRONTAGE	\$ _____
BOOTH SPACE	
_____ 10' x 10' *Must be approved-VERY LIMITED! At \$150	\$ _____

PROGRAM GUIDE ADVERTISING – DEALER'S DISCOUNTED RATES

Deadline: Sept. 30, 2017

***RATES GOOD UNTIL 9-3--2017!**

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	\$90 each	\$ _____

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

TOTAL Amount	\$ _____
CREDIT CARD VC -	
3% of the amount	
to be charged	
\$ _____	
TOTAL ENCLOSED	\$ _____

Authorized Signature of Exhibitor or Dealer

Date

**Make checks or money orders payable in the full amount to "VALLEYCON" or pay via PAYPAL
Paypal email: r2sf2paypal@hotmail.com add 3%!**

Questions? Contact us by simply calling (701) 212-2845 or email us at conchairs@valleycon.com
Please visit our website: www.valleycon.com

VALLEYCON 43

Exhibitor/Dealer Agreement (2 Pages)

1. This Agreement is between **ValleyCon**, an entity hereafter referred to in this Agreement as "VC", and _____, hereafter referred to in this Agreement as "Participant". This Agreement pertains to certain rights, privileges, policies and regulations as specified below regarding ValleyCon 43 to be held during October 20th through October 22nd, 2017, hereafter referred to in this Agreement as "VC".
2. The Official contact ("Contact Name" on the 2017 VC Dealer/Exhibitor Application form) will have the authority to act on behalf of the Participant in space reservation transactions with VC.
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. VC must receive a written notice of change of the Participant's contact, when applicable.
5. VC agrees to provide Exhibit Booths, Dealer Tables, and/or Memberships during the VC to the Participant as specified in the 2017 VC 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 VC 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 this VC 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 VC 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 VC 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 VC 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 VC registrations. Additional VC registration forms will be available upon request.

15. **Finalization of Space Reservation:** Agreements for Exhibit/Dealer space are subject to the approval of VC, and VC 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 VC after July 31st, 2017 will result in the forfeit of all booth or table VCs. In the event the exhibit is cancelled by VC for any reason, the liability of VC shall be limited to a refund of all monies paid by the Participant as exhibit booth or table VCs less Participant's share of expenses incurred by VC 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 VC, 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 VC 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 VC in writing and obtain proper licensing from BMI/ASCAP. Participants broadcasting copyrighted music that cannot produce the proper licenses upon request will be required to cease any further broadcasting.
21. **Conducting Exhibits:** The character of the Exhibit is subject to the approval of VC. VC 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 VC. 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 VC not in the best interest of VC 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, VC 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 – Fargo Entertainment VC

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". IF YOU WISH TO USE CREDIT, EMAIL US AND WE WILL BILL YOU VIA PAYPAL (and include a 3% fee). Enclose this signed Agreement along with your signed 2017 Dealer/Exhibitor Application to:

VALLEYCON 43
PO Box 7202
Fargo, ND 58106