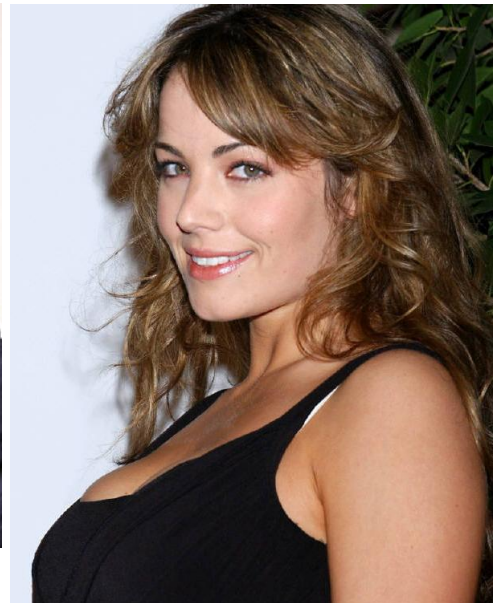
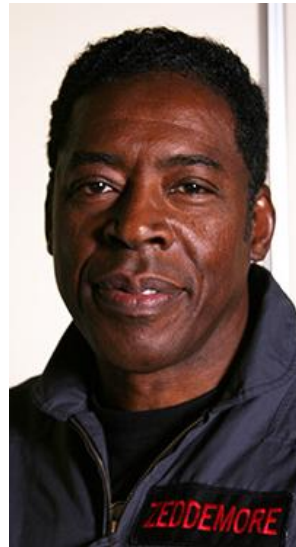


ESCAPE!

AT VALLEYCON 44

Friday, October 19th thru Sunday, October 21st, 2018, Ramada Fargo

Dealer & Vendor Information



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VALLEYCON 44: THE FARGO ENTERTAINMENT EXPO

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

Greetings!

Initiated in 1976, **ValleyCon** 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 the best of pop culture and entertainment to people of all interest levels.

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!) and charitable events in our region! Grand claim, you say? Let us 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!

ValleyCon's 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!

ValleyCon is a non-profit organization and has 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 we donate ALL profits back to other area non-profits! Our main charity is the SANFORD CHILDREN'S HOSPITAL via EXTRALIFE and also includes Breast and Prostate Cancer Awareness, the Children's library, Humane Society, Literacy Coalition, Recording for the Blind and Dyslexic, 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 44! Please call or email us at any time if there are questions.

VALLEYCON 44

Friday, October 19th thru Sunday, October 21st, 2018

Ramada Fargo, PO Box 7202, Fargo, ND 58106

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

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Exhibitor/Dealer General Information

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

LOCATION: ValleyCon 44 will be located at the Ramada 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.

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

- Dealers' Tables are eight (8) feet long and come with two chairs each. **VC 44 Tables are available at EXPO 44 priced at \$60 each until Nov. 1st 2017; \$70 each until Dec. 31, 2017 and \$80 each til March 31, 2018. Prices will increase incrementally after.** 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 \$75** until Nov. 1, 2017, then \$85 until Dec. 31, 2017 and \$95 until March 31, 2018, increasing incrementally after. **Please inquire into availability (space is limited!).**
- Exhibition booth space is available (**at a higher rate**) for a larger setup. This starts at \$90 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 44 representatives can be easily contacted during weekday business hours at the telephone number or email address listed below.

VALLEYCON 44 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: _____

	Amount
DEALER TABLES (Indicate the number wanted)	
_____ Table(s) at \$60 each til Nov. 1, 2017	\$ _____
EXPANDED TABLE SPACE	
_____ 8' x 7' \$75 PER 8' FRONTAGE (til 11-1-17)	\$ _____
BOOTH SPACE	
_____ 10' x 10' *Must be approved-VERY LIMITED! At \$90	\$ _____

PROGRAM GUIDE ADVERTISING – DEALER'S DISCOUNTED RATES

Deadline: Sept. 15, 2018

***RATES GOOD UNTIL 12-31-2017!**

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 EXPO - 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"

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

Please visit our website: www.valleycon.com

VALLEYCON 44

Exhibitor/Dealer Agreement (2 Pages)

1. This Agreement is between **ValleyCon**, an entity hereafter referred to in this Agreement as "VC44", and _____, hereafter referred to in this Agreement as "Participant". This Agreement pertains to certain rights, privileges, policies and regulations as specified below regarding ValleyCon 44 to be held during October 19th through October 21st, 2018, hereafter referred to in this Agreement as "VC44".
2. The Official contact ("Contact Name" on the 2017 VC44 Dealer/Exhibitor Application form) will have the authority to act on behalf of the Participant in space reservation transactions with VC44.
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. VC44 must receive a written notice of change of the Participant's contact, when applicable.
5. VC44 agrees to provide Exhibit Booths, Dealer Tables, and/or Memberships during the VC44 to the Participant as specified in the 2018 VC44 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 VC44 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 VC44 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 VC44 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 VC44 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 VC44 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 VC44 registrations. Additional VC44 registration forms will be available upon request.

15. **Finalization of Space Reservation:** Agreements for Exhibit/Dealer space are subject to the approval of VC44, and VC44 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 VC44 after August 31st, 2018 will result in the forfeit of all booth or table sales. In the event the exhibit is cancelled by VC44 for any reason, the liability of VC44 shall be limited to a refund of all monies paid by the Participant as exhibit booth or table VC44s less Participant's share of expenses incurred by VC44 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 VC44, 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 VC44 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 VC44 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 VC44. VC44 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 VC44. 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 VC44 not in the best interest of VC44 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, VC44 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 44

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 44
PO Box 7202
Fargo, ND 58106