

Animazement Dealer Information Packet

Animazement booth registration and payment, as well as booth location selection, will be done online for all Dealers. Please read all sections of our website to be sure that you have all of the information you need. If you have any questions, please contact the Dealers' Liaison via email at dealers@animazement.org.

Our Dealers' Liaison is the official point of contact for all Dealers at Animazement. Please direct all contact with Animazement through the Dealers' Liaison.

Note that there is no smoking in the Raleigh Convention Center (RCC). Check with your hotel regarding its rules on smoking.

Dealers are responsible for ensuring their staff and representatives follow all applicable Animazement and RCC rules.

(Layout with links)

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General Information

Booth size, furniture and fixtures

Each booth space is a 10'x10' square (100 square feet). Each booth will have one 8' table and 2 chairs. In addition, each booth will have an 8' high back drape and 3' high side divider drapes.

Dealers are welcome to bring their own furniture and fixtures, provided that they conform to safety standards and do not interfere with neighboring booths. If an authorized staff member of Animazement or the RCC, or a Raleigh Public Safety Official, deems that a fixture may be unsafe, they may request that you rectify the issue or remove the unsafe item. Failure to comply with a safety request may result in your booth being cancelled without refund.

If you wish to have additional tables or chairs for your booth, you may order those directly from the exhibition vendor (for an additional fee, to be determined by the exhibition vendor). Animazement will provide you with an order form after you pay for your booth reservation.

Animazement does not provide security, staff or volunteers to assist Dealers with shrinkage prevention, merchandise sales, booth staffing, set-up/teardown, or hauling merchandise.

Services – Telephone, internet and electrical

These services are available from the RCC (for an additional fee, to be determined by the RCC). Animazement will provide you with an order form after you pay for your booth reservation. It is your responsibility to comply with the RCC's terms of service regarding telephone, internet and electrical services. Please ensure that any wiring does not pose a hazard.

Audio displays must be kept at a reasonable volume. Animazement reserves the right to require volume modifications for any reason.

Dealer Badges

You will receive two (2) badges for each booth you reserve. Additional badges may be purchased at the 3-Day "at the door" price. Be sure to purchase the additional badges through the Dealer booth registration system rather than the attendee registration system. Dealer badges are not transferrable. Each badge will list your company name. You are responsible for the conduct of all staff and volunteers representing your company.

Note: Dealer badges only grant the badge holder access to the Dealers' Room outside normal attendee times. Dealer badges do not grant the badge holder special access to guests, events, or autograph opportunities.

Online Registration and Payment for Booth Space

You must reserve all booth space through the Animazement website. The site contains a general room layout, noting the different pricing tiers. The price includes the items listed above and reservation of the space for the entire convention. Corner and wall booth spaces have an additional premium.

To reserve more than one booth within a certain tier, simply enter the number of booths wanted in that tier. To reserve booths from more than one tier, enter the number of booths wanted from each tier. Animazement will assign multiple booths together to form a single space unless otherwise specified by the Dealer. Animazement will contact you as soon as possible if we are not able to accommodate your space request.

Prior to Animazement, the Dealers' Liaison will contact each Dealer with unloading instructions, including a time window for unloading.

Security

Animazement provides security staff during the hours that the Dealers' Room is open to the public. Security staff ensures that only registered attendees have access to events and the Dealers' Room. It is your responsibility to monitor your booth space and your property. Under no circumstances will Animazement be liable for the loss or damage of your merchandise, equipment, revenue, or anything whatsoever within your booth space. Animazement does not provide storage (secured or unsecured) for your merchandise or equipment.

We recommend that Dealers obtain adequate insurance to cover all situations of loss or damage during the convention.

Dealers' Room Hours of Access

(Actual times subject to change)

Day	Dealer Access (no Attendees present; no sales allowed)	Attendee Access
Thursday	4PM - 10PM	
Friday	8AM - 1PM	1PM – 6PM
Saturday	8AM – 10AM	10AM – 6PM
Sunday	8AM – 10AM 3PM – 5PM Tear Down	10AM – 3PM

Dealers are not required to be present during all hours of access; however it is strongly recommended. As noted above, Animazement is not liable for your booth's contents if the booth is left unattended.

Prize Donations to Animazement

Dealers are encouraged to donate merchandise and/or gift certificates to be used as prizes and give-away items for attendees. Animazement will award or give away donated items as we deem appropriate; we will give proper credit to the Dealer when the item is presented to the attendee.

We are very appreciative of any items you choose to donate. Note that **donations are not required**. Donations are tax deductible as a charitable contribution. Please request a receipt for the contribution during the convention.

North Carolina Sales and Use Tax

All products sold within the State of North Carolina are subject to North Carolina Sales and Use Tax. It is the Dealer's responsibility to determine the current sales tax rates, to report any sales taxes, and to follow the appropriate laws of both North Carolina and the Dealer's home state.

Travel and Accommodations

Animazement is held at the Raleigh Convention Center in Raleigh, NC. Dealers are responsible for making their own travel and hotel arrangements. Animazement will not cover any associated costs including, but not limited to, fuel, hotel rooms, meals, parking fees, shipping costs, or transportation.

Animazement will not reimburse Dealers or their representatives any costs associated with eviction from the convention space or any hotel.

Cancellation

Refunds are available in the percentages specified in the chart below, if a written request (email or hard copy) is received by the date indicated. Animazement reserves the sole right to determine the disposition of canceled booths. Dealer booths may not be resold, transferred, sub-let or assigned by the Dealer.

Date Refund Request Received by Animazement	Percentage Reimbursed by Animazement
Up to February 29, 2012	50%
March 1, 2012 - March 15, 2012	25%
March 16, 2012 - April 15, 2012	10%
After April 15, 2012	0%

Removal of a Dealer Due to Policy Infraction/Breaking of Contract

A Dealer may be removed from the Dealers' Room by Animazement, the RCC, or Raleigh Public Safety Officials. If this occurs, the Dealer has one hour (60 minutes) to complete all of the following: close the booth, remove the booth contents from the Dealers' Room (via the loading dock), and return all Dealer badges associated with the booth.

There will be a cash penalty assessed for each Dealer badge that is not returned; the amount is the 3-day adult "at the door" price. If the Dealer or any associated staff wishes to return to the convention as an attendee, each person must purchase an attendee badge at the door at the current price.

The Dealer forfeits all fees paid to Animazement and all associated badges will be revoked. Animazement is not responsible for any fees associated with a Dealer's removal from the Dealers' Room including, but not limited to, hotel fees, parking tickets, and Dealer staff wages.

Dealer Contract

Each Dealer must provide an original, signed copy of the contract to Animazement at check-in (please do not send the contract prior to the convention). The contract may be signed on-site at the Dealers' Room.

Only one contract is needed per legal entity, and it will cover all associated booths. The contract must be on file in order for Dealers to receive booth assignments and badges.

Policies

Questions should be directed to the Dealers' Liaison.

Confiscation (From Attendees) Policy

Attendees will be notified that any confiscated item becomes the property of Animazement; neither Attendees nor Dealers will be reimbursed by Animazement for any confiscated items. Animazement may require Dealers to post signage (provided by Animazement) with this information at the booth.

Anti-Piracy Policy

Animazement strongly supports and enforces an anti-piracy policy for its Dealers' Room.

Our goal is to reduce piracy that hurts the anime industry (including pirated/bootleg DVDs, fan-subs, and unlicensed merchandise). Animazement does not allow the staging, presentation, or sale of items that infringe upon the intellectual property of another party. We need your help to protect the integrity of the industry and the reputation of our convention.

The Dealer is responsible for verifying the authenticity of all goods sold at the booth. Any item that does not display copyright information of some form (e.g., written text, sticker, seal) will automatically be tagged as bootleg and must be removed from the Dealers' Room immediately. Animazement staff (Dealers' Liaison, Assistant Directors, and Director) holds the final determination as to whether an item is considered to be pirated.

The first violation of this policy will come with a warning, at which time the Dealer will be asked to remove the offending merchandise from the Dealers' Room and convention area. Failure to comply (a second violation) is cause for immediate removal of the Dealer from the convention, forfeiting all Dealers' fees.

Contact Lens Sales Policy

Contact lenses cannot be sold at Animazement due to restrictions under North Carolina State law. You may contact the North Carolina Board of Optometry for more information (<http://www.ncoptometry.org>).

Adult Materials Policy

Animazement is a safe, "family friendly" event. Please take this into consideration when selecting merchandise to bring to our convention.

- Dealers are required to comply with all appropriate laws related to the transport, display and sale of adult merchandise into and within the State of North Carolina.
- Dealers must follow any additional rules set by the RCC.
- Adult materials must be displayed in a non-offensive and tasteful manner. **Please remember that a large percentage of our attendees are under age 18.** You must check each attendee's ID to ensure they are at least 18 years old before presenting (or selling) any adult materials to them.
- Adult materials must not exceed 25% of your merchandise for sale.

Animazement staff (Dealers' Liaison, Assistant Directors, and Director) holds the final determination as to whether an item is considered "adult material" or is otherwise inappropriate

for display and/or sale. Such items can include those that are gory or graphically violent, as well as those with extreme sexual content.

Animazement reserves the right to request that a Dealer remove any or all adult materials, to “tone down” or remove displays, or to de-emphasize adult merchandise in displays.

The first violation of this policy will come with a warning, at which time the Dealer will be asked to remove the offending merchandise from the Dealers’ Room and convention area. Failure to comply (a second violation) is cause for immediate removal of the Dealer from the convention, forfeiting all Dealers’ fees.

Weapons Sales

Weapons must be displayed in a safe manner with a focus on *preventing* accidents. Viewing and evaluation of weapons by attendees must be carefully supervised. Dealers are responsible for monitoring all activity within and in the immediate vicinity of their booths.

Note that the State of North Carolina enforces age restrictions on the sale of some items. It is the Dealer’s responsibility to know and comply with these laws. Animazement suggests that you verify and record the date of birth for each purchaser.

Animazement staff (Dealers’ Liaison, Assistant Directors, and Director), RCC representatives, and Raleigh Public Safety Officials hold the final determination as to whether an item is considered unsafe or otherwise inappropriate for display and/or sale.

Animazement staff, RCC representatives, or Raleigh Public Safety Officials, reserve the right to request that a Dealer alter or remove any display/merchandise that is deemed unsafe.

The first violation of this policy will come with a warning, at which time the Dealer will be asked to remove the offending merchandise from the Dealers’ Room and convention area. Failure to comply (a second violation) is cause for immediate removal of the Dealer from the convention, forfeiting all Dealers’ fees.

All live steel and similar items must be given to the purchaser in a fully sealed, taped rip-proof package. The Dealer must let the Attendee verify that the item purchased is the item in the package prior to the package being sealed. The Dealer is responsible for providing purchases to the Attendees in closed packaging, as noted. The Dealer is not responsible for any actions Attendees take after receiving the package.

Sales outside the Dealers’ Room (including hotel rooms and outside the RCC)

It is against Animazement policy for Dealers to sell anything outside the Dealers’ Room. It is against RCC policy for Dealers to sell anything on the grounds outside the RCC. It is against hotel policy for Dealers to sell anything from hotel rooms or other hotel space.

If Dealers (or their representatives, including attendee staff or volunteers) are found violating any of these policies, the Dealer will be immediately removed from the convention, forfeiting all Dealers’ fees and badges. In addition, the RCC and area hotels may remove the Dealer from their premises at their discretion.

Please note that attendees are also bound by these policies (with the exception of approved Artists Alley vendors, who may only sell in Artists Alley under the appropriate policies).

Animazement Dealer Contract

1. Educational Growth Across Oceans, Inc. (EGAO) is the non-profit 501(c)3 corporation that sponsors the Animazement convention. In this contract, "Animazement" refers to EGAO and the Animazement 2012 Convention. In this contract, "Dealer" refers to the individual, convention, or company conducting business at Animazement. "Contract" shall include this Dealer Contract and the terms of vendor participation detailed on the Animazement website, incorporated herein by this reference.
2. Dealer and Dealer's representatives must comply with all published Animazement guidelines, rules and policies. Dealer and Dealer's representatives must immediately, and without question, comply with all verbal safety, anti-piracy, adult materials, weapons and noise admonishments and directives from Animazement staff.
3. Prior to displaying or selling any merchandise, Dealer must have paid in full for a Dealers' Room booth and must have a fully executed Dealer Contract on file with Animazement. Dealer booths may not be resold, transferred, sub-let or assigned by the Dealer. The contract is personal to the undersigned Dealer. Dealers are prohibited from selling merchandise outside of their booth space.
4. Dealer is responsible for any operating licenses required by local, state, and/or federal authorities.
5. Dealer will accept full responsibility for the calculation, collection, and payment of any local, state, and/or federal taxes.
6. Dealer must comply with all Raleigh Convention Center (RCC) guidelines. Dealers assume full responsibility for compliance.
7. All displays and exhibits must conform to all local fire and electrical standards and codes, and any and all restrictions imposed by the RCC and Animazement.
8. Dealer will not display or sell any material that infringes upon any local, state, federal, or international laws. Materials that violate copyright or trademark laws and/or agreements (per the license holder) are specifically prohibited. Copyrights or trademarks held by countries that do not honor international copyright or trademark laws will be considered presumptively null and void.
9. Animazement reserves the right to prohibit the sale or display of any merchandise or service that Animazement determines to be inappropriate.
10. Animazement shall not be liable for failure to perform its obligation in the event of an "Act of God" (e.g., power loss, rain, snow, hurricane, disease); Act of War, declared or undeclared; or any other cause outside the control of Animazement that cancels or disrupts the convention. No monies will be refunded if such an event occurs. If Animazement is cancelled for reasons other than those specified here, a full refund of paid booth and badge fees will be issued to the Dealer. Animazement is not liable for any other Dealer costs (e.g., hotel, food, transportation, wages).

11. Dealer is fully and solely responsible for its property and merchandise before, during, and after Animazement.
12. Neither Animazement nor its agents or representatives will be responsible for any injury, loss, or damage that may occur to the Dealer, Dealer's associates or representatives, or Dealer's property for any reason. Should any accident occur in the Dealer's booth, or with the Dealer's merchandise, Dealer agrees to indemnify Animazement for any and all damages that may be assessed or awarded against Animazement.
13. There is no other agreement or warranty between Animazement and Dealer except as set forth in this contract. The rights of Animazement under this contract shall not be deemed as waived except as specified in writing by an officer of Animazement. Failure to enforce any provision of the contract shall not bar enforcement of subsequent breaches of the contract. The contract is governed by North Carolina law. The Dealer agrees that any action that may arise based upon or related to this contract shall be brought in Federal or State court in North Carolina.

I have read the terms specified above in the Dealer's Contract and understand them. I understand that violation of the Dealer's Contract may, at Animazement's discretion, be considered just cause for my removal from the convention with no refund of fees and revocation of all associated Dealer badges. I have read and understood all of the information in the Dealer Information packet.

 Dealer Representative (Signature) Date

 Animazement Representative (Signature) Date

 Dealer Representative (Print)

 Animazement Representative (Print)

 Dealer Company Name (Print)

Educational Growth Across Oceans, Inc.
d/b/a Animazement

Please provide your email address below if you would like for Animazement to email you a scan of the fully executed contract:

To be completed by Dealers' Liaison after check-in
Booth assignments for this Dealer: _____