

# AD SABAKON 2013

## DEALER INFO PACKET

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### Greetings!

Thank you for your interest in being a dealer for AD Sabakon 2013. Please read the entirety of this packet to understand the general rules and policies we have for dealers. If you have any questions regarding being a dealer at Sabakon, please feel free to email Katie, our Exhibit Hall Director, at [katie@animedayvegas.com](mailto:katie@animedayvegas.com).

### Before Registering...

Decide whether to be an Artist or a Dealer. If all of your products are handmade by you, then you qualify as an Artist. If you have products that you are reselling from a supplier, you would apply as a Dealer. If you simply want to resell your used anime goods, you should apply for a Swap Meet table.

Contemplate where you'd like to be placed. All dealers will be placed in the same general area in the Exhibit Hall, however you may want to be facing a certain position or be located in a certain spot to better your sales.

Consider your spatial needs. If you have a large quantity of products you'd like to bring, you may want to consider getting 2 booths instead of 1.

### Registering to be a Dealer

#### 1. Fill out an Dealer Application

Dealer applications can either be mailed or completed online. Payment for the booth must be sent with the application, whether in the form of a check, money order, or online via Paypal.



#### 2. Receive an Email Confirmation

You will be emailed a confirmation within 1-2 days after your application and payment have been received. Please print out this confirmation to bring to the convention to pick up your badge.



#### 3. Pick Up Your Badge

Dealer badges will be available for pickup on the day of the convention at the beginning of setup time. If you forget to print your confirmation, please have a valid ID ready to pick up your badge.



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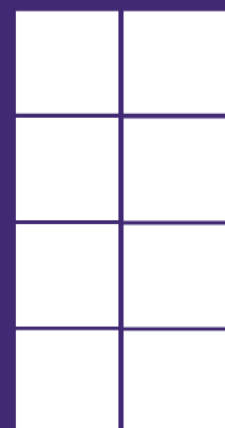
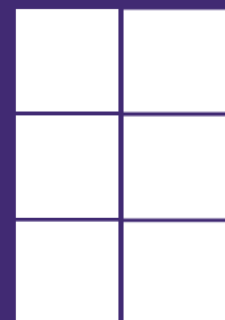
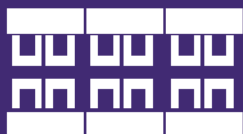
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GAME ROOM



PANEL ROOM



### MAP KEY



Swap Meet Vendor



Artist Alley Table



Dealer Booth





# ASABAKON 2013

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### General Rules

Please respect fellow exhibitors and their products, as well as all convention attendees.

Due care of the facility is expected of all exhibitors.

Offensive or inappropriate material will NOT be allowed on the exhibit floor. No adult material is allowed to be brought.

No food or weapons of any kind are allowed to be sold in the exhibit area.

Dealers must be at least 18 years of age or older to purchase a table.

Extra dealer badges can be purchased for the \$20 price, up until the 1st of April.

Cancellations before the 1st of March shall receive 100% refund. Cancellations before the 1st of April shall receive 25% refund. Cancellations on or after the 1st of April will be given no refund.

All dealer products must fit the convention theme. This is an ANIME convention. We want to see anime/gaming/asian/cosplay/etc themed products on the floor.

Dealers are expected to stay for the duration of the convention. Cleaning up and leaving early will not be allowed, except in the case of an emergency.

### Booth Display Rules

All booths are 8 feet by 8 feet large. (2) 8'x2' tables will be provided per booth.

Tables are the property of the hotel. Do not write on them or damage them, otherwise you will be asked to pay for the damages that you incur.

Overhead displays may not be taller than 5 feet from the top of your table. Overhead displays are expected to be sturdy. If the Exhibit Hall staff deems a display to be unsteady, it will need to be taken down for the entirety of the convention.

We ask that dealers do not play music or audio through speakers or with instruments at their tables.

Dealers are to stay in their assigned spaces. If an exchange is to take place, both parties must first request permission from Katie, our Exhibit Hall Director.

Respect other exhibitors' space. Try to keep your stuff in your space and out of the walkways.

All displays must observe the North Las Vegas Fire Code.



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### Dealer Booth Pricing

\$100.00 [ Oct. 1 - Oct. 31 ]

\$150.00 [ Nov. 1 - Feb. 28 ]

\$200.00 [ Mar. 1 - Mar. 31 ]

Dealers who are interested in purchasing two booths (the max allowed) pay double the price of a single one.

Dealer Booth pricing is based on the date payment is received. For example, if you send your payment out via the post office on October 31, it will not reach us until after November 1, thus you would no longer qualify for the \$100 price and your payment will be returned. Booths purchased online will be processed and confirmed the same day.

### Returning to AD Sabakon?

Dealers who participated in our Exhibit Hall for Anime Day 2012 are eligible for a lower booth price for AD Sabakon 2013. We do this as a thank you to these dealers for choosing us.

\$80.00 [ Oct. 1 - Oct. 31 ]

\$125.00 [ Nov. 1 - Feb. 28 ]

\$160.00 [ Mar. 1 - Mar. 31 ]

Double table rates for returning dealers are double the price of a single table.

To get this rate, returning dealers must contact Katie at [katie@animedayvegas.com](mailto:katie@animedayvegas.com) to get the link to the online form for these special prices. Returning Dealer rates are only available online.





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### Included in the Price

All dealers who purchase a dealer booth will also get the following:

Their name listed on the website

Their name listed in the program

A 1/3rd page ad in our program book (optional)

### Want More?

Dealers who are interested in advertising on our website and in our program group may purchase extra coverage to help boost sales and awareness of their brand.

\$20 - Upgrade to a 1/2 page ad in the program book

\$40 - Upgrade to a full page ad in the program book

\$30 - Be featured on the Hansha Studios Facebook page

\$30 - Place a 24" x 36" sign by Registration (you provide the sign)

Dealers may also purchase an advertising bundle for \$80 which will include all of the following:

A full page ad in the program book

Be featured on the Hansha Studios Facebook Page

Place a 24" x 36" sign by Registration (you provide the art, we provide the sign)

To purchase any of these advertising options, please contact [katie@animedayvegas.com](mailto:katie@animedayvegas.com).

### Free Half Page Ad?

We know many of you dealers out there attend Exhibit Halls in other conventions. If you'd like to upgrade your 1/3rd page ad to a half page ad for free, we would be happy to do so if you help us out with a bit of advertising for our convention. We will send you 200 flyers to pass out at the various other conventions you attend between now and AD Sabakon 2013. In return, we will boost your visibility a bit in our program.

The way we see it, it's a win-win situation:

You win because you get a free half page ad in our program book.

We win because Sabakon gets it's name out there to potential attendees.

You win again because the more attendees we bring in, the more you will make at your booth.

To participate in this, please email Katie at [katie@animedavegas.com](mailto:katie@animedavegas.com).



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### If I am under 18, may I still participate?

Dealer tables will not be sold to those who are under 18. However, if it's a group or partner setting and at least one of the participants is at least 18 years of age or older, we will allow dealers under 18 to participate alongside.

### What time is setup/cleanup?

Dealers may arrive as early as 6am to being setting up their booths. The exhibitor area will close at 5pm on Sunday, and cleanup will begin then. All exhibitors will need to be packed and out of the exhibitor area by 7pm.

### What are the times for the Exhibitor area?

The exhibitor area will be open from 10am to 6pm on Saturday and from 10am to 5pm on Sunday.

### May I bring a friend to help set up/clean up my booth?

Yes, you can bring along friends to help with setting up and taking down, however you will need to check the in with the head of Exhibitor Hall. Also, they must be helping you out -you are not allowed to bring in friends just to chat with while you clean alone.

### What if I lose my Dealer badge?

Lost Dealer badges will not be replaced, since we won't have the time to reprint them for you. However, you'll still be allowed in the exhibitor area to sell and such, so long as you bring your I.D. to verify your identity.

### May I sell food items?

Food products will need to be approved by Katie to make sure that they are eligible to be sold in our Exhibit Hall. All food products must be in prepackaged containers (nothing that needs to be cooked on the spot to be eaten).

### Can I reserve a booth?

No.

### Who is the Exhibitor Hall head?

Katie is in charge of the Exhibitor Hall this year, so all questions and comments and regarding exhibitors should be directed to her during the convention.

### I have another question to ask....

Please feel free to email [katie@animedayvegas.com](mailto:katie@animedayvegas.com) if you have any other questions or concerns regarding Dealer Booths at AD Sabakon 2013.

