



Contract For: Ancient City Con 6
Date: July 20th – 22nd, 2012
Location: Jacksonville, Florida
Hotel: Hyatt Regency Jacksonville Riverfront
Website: www.ancientcitycon.com

Dear prospective creator's alley participant,

Thank you for your interest in participating as a Dealer at Ancient City Con 6, 2012! Ancient City Con is a mixed genre fandom convention featuring Gaming, Japanese anime, Science fiction, Fantasy, Horror, Cosplay and more. We are northeast Florida's only multi-genre convention and strive to bring the fans the best possible mix in fandom!

This will be our 6th year of operation and our 5th year at the Hyatt Regency Jacksonville Riverfront. ACC6 will be our first year as a 3 day convention. Our attendance last year as a 2 day event was 874 (authentic count not double counted for 2 day attendees which would be 1,232 people). Each year has had a minimum 34% growth in attendance. The convention has over 25,000 sq ft of room space allocated for the weekend. The dealer section itself is 8,740 sq ft.

If you have any questions, please don't hesitate to contact us at ancient_con@yahoo.com with your concerns. Please visit www.ancientcitycon.com for up to date information regarding Ancient City Con 6. We look forward to working with you to bring the best possible experience for our attendees to our mutual benefit!

Sincerely,

Christopher Gabaldon
Convention Director

Authorization

Dealers and Creator's Alley registrants are required to sign the authorization on the Ancient City Con dealer registration form. By signing they agree to adhere and abide by the rules and policies listed on this page. Failure to do so can result in the dealer being cancelled, removed from the convention premises, or notification provided to local law enforcement authorities at the discretion of the convention director. In each case, refund of registration fees will not be refunded to the dealer or artist alley registrant.

Creator's Alley

Creator's Alley tables are only available to artists, authors, fan clubs, film makers, game designers, and musicians who are promoting or selling content of their own making or design. There is a limit of only **one** table per person or organization. Creator's Alley spaces consist of 6'x6' table space that includes (1) 6' table, (2) Chairs, and (2) 3 Day Creator's Alley Badge.

Badges

Badges must be visible at all times. Additional weekend badges for both Dealers and Creator's Alley registrants may be purchased for \$35.00 each.

Booth Location

Booth location is at the discretion of Ancient City Con Staff. Our staff, will try to accommodate as many special requests as possible, however, we cannot guarantee specific spaces or locations on site.

Cancellations & Refunds

Dealers and Creator's Alley participants may cancel their space reservations by contacting the Events Coordinator to make arrangements at ancient_con@yahoo.com.

Dealers will receive a full refund of space fees cancelled before January 1st, 2012, and a refund of 50% fees cancelled before May 1st, 2012 After May 1st, 2012, there will be no refunds given for cancellation of space reservations or for advertisements.

Dealers or Creator's Alley participants who cancel, give up any claim or reservation to the cancelled space. Cancelled spaces are returned to the pool of available spaces at the standard prices.

Without prior notification any vendor spaces not claimed by the day of the event will be considered forfeit and will be reclaimed by the convention.

Dealer Events

Ancient City Con Staff must be notified in advance of any event that may draw a crowd such as a raffle or giveaway prior to the convention date. Events may be moved or stopped entirely if Ancient City Con Staff deem that there is any legality, overcrowding, security, or safety issues.

Dealer Space

Dealer spaces are approximately 10'x10'. As many tables and chairs as you may need and (2) 3 Day Dealer Badge for the initial setup. Dealers may purchase multiple spaces and combine them together.

Electricity

Please let us know if you require electricity at your booth. Extension cords and/or power strips are not provided to dealers by Ancient City Con.

Fees

Full payment and a completed Dealer or Creator's Alley Registration Form are required in order to reserve a space. Confirmation of space will be given upon receipt of payment and registration form. All fees are inclusive for the entire duration of the convention. There will not be any single day dealer or artist alley spaces made available for sale.

Food Sales

Please contact us at ancient_con@yahoo.com before payment if you are planning on selling food at Ancient City Con.

Hours of Operation

The Dealer and Creator's Alley areas will be open as follows:

Friday – Noon to 7:00pm

Saturday – 9:00am – 7:00pm

Sunday – 9:00am – 6:00pm

Liability

Dealers will comply with all local, state, and federal laws. We will not provide a bag check or Staff security for dealers. Please take

extra precautions in the placement of your merchandise and cash to ward against the possibility of theft. Dealers are responsible for their own property, merchandise, money, and personal well-being. Under no circumstances will Ancient City Con or its Staff be liable for loss, damage, or injury of any kind to the dealer. Dealers may be asked to provide proof of liability insurance on a case-by-case basis as determined by the convention director and or the venue staff.

Payment

Dealers and Creator's Alley participants must pay for spaces, extra tables and convention badges with cash, money order, certified/cashier's check or business account check. NO PERSONAL CHECKS, NO EXCEPTIONS! All cashier's checks and money orders should be made payable to: Den of Dreams Books & Games.

Dealer's & Creator's Alley participant's may also pay via Paypal. Payment via Paypal still requires a signed contract in order to be valid.

Phones

Land line phone service is not available in the dealer room.

Program Book Advertising

Pricing for advertising within the convention's program book is as follows: \$15 for a business card size, \$35 for a half page, \$50.00 for a full page. Deadline for advertising payments and submission of materials will be on Friday, June 29th 2012.

Prohibited Merchandise

Keep in mind that Ancient City Con is a family oriented event. If you have a doubt about some of your merchandise you want to sell or advertise, please do not bring it or contact ancient_con@yahoo.com prior to registering. Anything of above a PG-13 nature should not be brought to the convention to sell. Dealers will be asked only once to remove offending items from their space. Failure to comply will result in removal of the dealer from the convention without refund of all paid dealer fees. The acceptability of merchandise is at the sole discretion of Ancient City Con Staff. If pornography of any kind is found, the offending merchant will be immediately reported to the proper authorities. Items, which may not be sold or advertised include, but are not limited to:

- No Adult or pornographic materials of any kind. This includes hentai, yaoi, yuri, shounen-ai, and shoujo-ai as well as any other materials deemed Adult or Pornographic by Ancient City Con Staff.
- Bootleg, Knockoff, or Pirate merchandise of any kind. This includes unlicensed apparel, videotapes, video CDs, DVDs, Son May Records, Ho San CDs, Ever Anime, Hook Ups T-shirts, fansubs, wall scrolls, or any other reproductions of a product actually released by a company.
- Any posters, cards, prints etc. that read Kodak or Fuji on the back or that is not original artwork from the seller.

Sale of Space

Ancient City Con Staff reserve the right to refuse the sale of any dealer or artist space at the convention to any individual or organization without providing any reason.

Space Configuration

Dealers may configure your space as you see fit, adding additional stands, shelves, etc, as long as they do not interfere with other Dealer or Creator's Alley spaces or violate the hotel's room policies. Nothing may be affixed to the hotel walls. For the Creator's Alley the tables are in a fixed position however there is limited space setup behind your table.

Tables and Chairs

Additional tables and chairs are provided at no additional fee. Please contact us as early as possible with your requests.

Tax

State Tax is the responsibility of the vendor to collect according to FL state laws. Sales tax applications: Out of state 1-850-488-6800 / in Florida 1-800-352-3671.

Ancient City Con 2012 Creator's Alley Registration Form
(Please print clearly)

FULL NAME: _____

BUSINESS NAME: _____

Names(s) as you would like them to appear on your badges:

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

PHONE NUMBER: _____ OTHER CONTACT: _____

E-MAIL ADDRESS: _____

WEBSITE URL: _____

BRIEF MERCHANDISE DESCRIPTION:

FEES (Weekend Only):

Initial Space Setup (1 Table, 2 Chairs, 2 Badges): Qty: _____ @ \$80.00 = \$ _____

Additional Weekend Badges: Qty: _____ @ \$35.00 = \$ _____

Program Book Advertising (optional):

- Advertisement (full page) 8"x5" Qty: _____ @ \$50.00 = \$ _____

- Advertisement (half page) 4"x2.5" Qty: _____ @ \$30.00 = \$ _____

- Advertisement (business card size) Qty: _____ @ \$15.00 = \$ _____

- Advertisement (Web banner linked to your site for 1 yr.) Qty: _____ @ \$75.00 = \$ _____

TOTAL AMOUNT ENCLOSED OR PayPal CONFIRMATION NUMBER:
\$ _____ or PayPal Confirmation #: _____

Personal checks will not be accepted. Payment by mail is only accepted via Business Check, Money Order, or Bank Cashier's Check, Please make all checks payable to: **Den of Dreams Book & Games**. Mail to:

Den of Dreams Books & Games
Attn: Christopher Gabaldon
512 Cedar Arbor Ct.
St. Augustine ,FL 32084

Authorization & Hold Harmless Agreement:

I have read and understand the policies of Ancient City Con 2012, and I agree to abide by them. I have also read, understand, and agree to the Florida tax certification policies and requirements. I understand that if I break any of these policies, Ancient City Con and its staff reserves the right to revoke my Creator's Alley status and my fees will be forfeited. Ancient City Con, Convention Staff, Den of Dreams Books & Games, and Hyatt Regency Riverfront are not liable for losses due to any reason including theft, damage, fire, or acts of God. I agree to hold harmless Ancient City Con, Convention Staff, Den of Dreams Books & Games, and Hyatt Regency Jacksonville Riverfront for any losses.

Signature: _____ **Date:** _____

(ACC Staff Only)

Countersigned: _____ **Date:** _____

CONFIRMATION # _____