

Hal-Con Fan Fest 2011

Vendor Information Packet



Deadlines:

February 28, 2011

August 31, 2011

September 15, 2011

October 1, 2011

October 1, 2011

Early-bird Pricing Registration Deadline

Vendor Registration closes

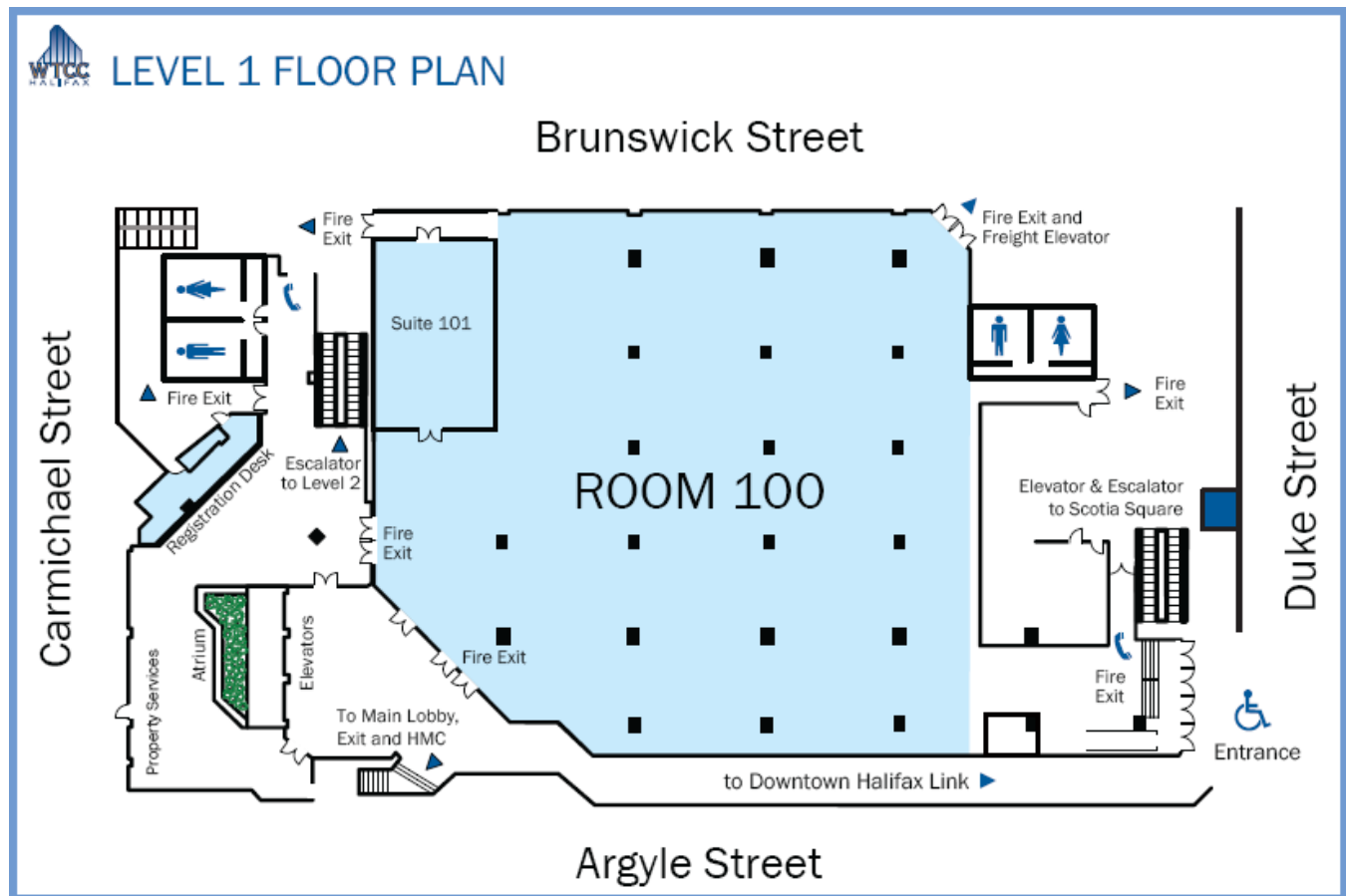
Program Book Ad Reservations

All Exhibitor Badge Requests

Programme Book Artwork Due

Welcome and thank you for your interest in exhibiting at Hal-Con 2011. Below is all the information you should need, however, if you are missing details – contact information is provided below.

Please read the entire packet carefully!



Exhibitor Set Up

Hal-Con will take ownership of Room 100 of the World Trade & Convention Centre approximately 5 pm-Midnight on Friday, November 11th, 2011. Access by vehicle to unload will be available, please specify in advance if you would like any assistance.

All booths must be ready by 8am on Saturday November 11, 2011 as the event opens early and attendees will be streaming in by the hundreds.

Exhibitor Tear Down

Tear down will commence approximately 5pm on Sunday, November 13, 2011. Volunteers will be available to assist, if you require.

Deposits

The deposit is 25% of the cost for your booth / table. This is payable immediately to confirm your space. Without a deposit, Hal-Con 2011 will not hold your space.

Cancellation Policy

- If you cancel prior to May 31, 2011; the deposit and balance paid are refundable.
- If you cancel on/after May 31, 2011 – the deposit and balance of your payments are non-refundable.
- Should the convention be cancelled for reasons other than war, fire, strike, government regulation, public catastrophe, anything considered to be an *Act of God* or the public enemy; you will be refunded the balance of all your payments.
- At no time will the refund exceed the amount paid.

Payment

- Full payment for the balance owing is due by September 30, 2011. Invoices must be paid by their due date or you forfeit the balance paid toward your exhibitor space and the space will no longer be held for you.
- Paypal (info@hal-con.com), cheque, or money order will be accepted. Cash is not acceptable.
- HST is applicable.
- A receipt will be provided within three (3) business days of payment and any balance remaining will be followed-up with an invoice, to be sent to your business email account, unless otherwise preference is specified.

Equipment Provided

Pipe & drape curtain background and side walls
One 6-foot table, to a maximum of four tables
Waste basket
Two chairs
Table skirting

Optional Add-ons available

Electricity hook-up
Advertisement in the convention programme guide
Upgraded vendor badge

Environment

Carpeted Floor
2-storey ceilings
Convention booth setup

Location & Floor Plan

- The final floor plan/ layout will be made public approximately two months prior to the convention start date, by being released on the www.Hal-Con.com website
- Vendors are given choice of placement based on the order in which they register
- Hal-Con reserves the right to revise the Floor Plan and/or move the exhibitor as required. Should the exhibitor fail to observe the rules set forth; Hal-Con reserves the right to remove the exhibitor without refunding any fees.

Photography / Videography

*There will be video taken on site; by media, by film students and attendees alike. If you are unwilling to be filmed – you should not enter the convention.

Questions?

Should you have any questions, please make sure to reach out to Hal-Con's vendor relations team. Email exhibitors@hal-con.com with your questions.

Rules for Exhibiting at Hal-Con

Displays & Item Sales

- Hal-Con is a *family friendly* convention. Any materials for sale or distribution of a mature theme may be removed.
- You may provide your own table coverings. The venue has offered to provide them at \$25.00 in advance. If you would like to arrange for table cover rentals, advise Hal-Con's vendor coordinator at least three (3) days prior to the convention start date.
- Hal-Con does not prohibit the sale of weapons. There must be a display signed declaring any weapons sold fall under Hal-Con's "Peace Bonding" policy. We encourage any and all weapons sold to be wrapped in a manner that protects other attendees. Encourage your buyers to behave responsibly.
- Hal-Con does not prohibit the sale of items to be considered religious or mythological in nature. We respectfully request Exhibitors exercise good judgement that any items displayed may not cause great offense to convention attendees.
- Banners or advertisements displayed cannot exceed the allowed width, height, or depth of your permitted space.
- Exhibitors must endeavour to keep their space free of debris or materials that may be unsightly.
- Exhibitors must ensure all materials remain in their permitted space and do not interfere with human traffic flow.

Badges & Staffing

- Official vendors must wear their identification at all times while on-site.
- Vendors are provided a maximum number of identification badges per booth or table purchased, to a maximum of four badges per vendor.
- Exhibitors are required to provide the names of staff in advance so we may customize your badges; these will be provided to your vendor team at least two weeks prior to the event start date.

Security & First Aid

- Uniformed and undercover security will be present on-site during the convention hours and off-hours, however Hal-Con is not responsible for property loss or damage.
- The vendor area is going to be secured by locking doors during non-convention hours. Re-entry to attendees and exhibitors will not be permitted.
- First Aid volunteers will be available on-site to respond to any medical needs until such time as the urgency can be determined. These will be trained, certified volunteers from Saint John's Ambulance.

Code of Conduct

- Violence will not be tolerated. Any complaints received may result in the vendor expulsion from the convention, without invitation to return.
- Nudity is not permitted.
- Profanity will not be tolerated. Any complaints received may result in the vendor expulsion from the convention, without invitation to return.
- Hal-Con does not prohibit the wearing of costumes as a Seller. Your identification must remain visible. Exhibitors in costume must comply with Hal-Con weapon policies, costume policies, and security personnel if requested to remove any part of their costume for the safety of the attendees.

Other Rules

- Exhibitors shall observe and obey all Canadian laws, the by-laws of the City of Halifax and the Venue. Should a vendor be found to be in violation of these laws, prior to the convention or during – this may result in the vendor expulsion from the convention without reimbursement of monies paid.

- Exhibitors and their staff shall not defame, slander or otherwise harm the integrity of the convention through spoken, physical, electronic, written or any other means, at any time. Should a vendor be found to be in violation – this will result in the vendor expulsion from the convention without reimbursement of monies paid.
- Exhibitors will not sublet or apportion their “space” without the written consent of Hal-Con.
- Any other persons representing your party may be required to purchase a day or weekend pass to cover their attendance.
- No exhibitor’s display shall inhibit the attendee traffic flow or view of other exhibitors.
- No flammable materials shall be used in the display of your booth.
- All promotional activities will be limited to your space; Hal-Con must be informed of activities beyond traditional sales of merchandise and other items.
- No early tear-down.
- The venue does not permit the sale of food or drink items.
- The venue does not permit bringing in outside food or drink for personal consumption, and requests it be kept out of sight.
- We respectfully request Exhibitors exercise good judgement that any items displayed may not cause great offense to convention attendees.
- The sale of weapons must be done in such a way that items sold are packaged to be non-lethal. Vendors must also be aware of Hal-Con’s weapon policy and have a copy of the policy on their table.

EXHIBIT INSTALLATION	FRIDAY, NOVEMBER 11, 2010 – 5PM TO MIDNIGHT
VENDOR SHOW HOURS	SATURDAY NOVEMBER 12, 2010 - 9AM TO 6PM SUNDAY NOVEMBER 13, 2010 – 10AM TO 5PM
DISMANTLE	SUNDAY NOVEMBER 13, 2010 – AFTER 5PM

This policy is subject to change.

Advertisements

Hal-Con expects to produce a minimum 2000 programmes for distribution at the event. The page size will be standard letter size: 8.5 x11 inches per page.

Artwork must be provided to Hal-Con in one of the following formats; high resolution JPEG images (minimum 300 dpi) or Vector PDF/AI (Adobe Illustrator) files.

Please include the name of the font your advertisement uses, if applicable.

Artwork is due October 1, 2011

Email ads@hal-con.com with your artwork.

Hal-Con Exhibitor Pricing

These prices are for the whole weekend. If you wish to register, please see the form on our website under "Become an Exhibitor."

	Description	Cost incl. HST
Tables		
Vendor Table (EARLY BIRD PRICING, PRIOR TO FEB 28TH)	6-foot table, Max of 4 tables. Two vendor passes for first table, one additional pass per additional table, to a max of 5 passes. Includes pipe & drape.	\$158.12
Vendor Table FULL PRICE AFTER FEB 28TH	6-foot table, Max of 4 tables. Two vendor passes for first table, one additional pass per additional table, to a max of 5 passes. Includes pipe & drape.	\$172.50
Artist Alley Table	4-foot table, max of two tables. Two badges per artist.	\$86.25
Info & Society Table	6-foot table, maximum one table. Two badges.	\$57.50
Electrical Hookups		
Optional - Electrical for basic usage	(cash register, laptop, etc)	\$28.75
Optional – Electrical for heavy use	(television, lighting trees, etc)	\$74.75
Advertising Options		
Optional – Quarter page B&W ad in the convention guide		\$57.50
OTHER – Half page B&W ad in the convention guide		\$115.00
OTHER – Full page B&W ad in the convention guide		\$230.00