

AnimeFEST!

2003



Dealer Information



AnimeFEST!

Autumn Festival of Japanese Animation

2003

397 Dal-Rich Village #196
Richardson, TX 75080-5715
Phone #: 972-569-8995
Fax #: 972-542-8996

Dear Merchant,

I would like to invite you and your associates to be Exhibitors at AnimeFEST 2003, which will be held at the Hotel Inter-Continental Dallas, in Dallas, TX, this Labor Day weekend, August 29 through September 1, 2003. Our enthusiastic staff and attending members make this a wonderful opportunity for you, as a Dealer, to sell your products as well as enjoy yourself in the process. We have the staff, desire, and sheer willpower to host the best anime convention possible. AnimeFEST already has plans for many more guests, more panels and workshops, and many more exciting items to be announced.

Our attendees, fans of anime, J-Pop, Hong Kong films, and Japanese live action films and media, are always looking for more outlets to see and purchase items of these genres products. This will be an excellent opportunity to sell directly to anime fans in the south. We are a well-established convention with nine previous successful events.

AnimeFEST prides itself in providing "Southern Hospitality" to our Exhibitors. We have the finest security staff you will ever find to guard your products through the night. Victor and I personally make it our job to be certain that each Exhibitor is getting the service they paid for.

Please feel free to contact us if you have any questions, comments, or concerns. Also, you may find the information on our website www.AnimeFEST.org useful in making your decision. I look forward to hearing from you. Thank you for your consideration.

Sincerely,

Laura A. Jenks
Dealer Room Manager
ljenks@animefest.org

Victor Manuel
Dealer Room Liaison
vmanuel@animefest.org

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Dealer Room Regulations

HOTEL:

The Inter-Continental is not just a great place to hold a convention but a great hotel to stay at. The AnimeFEST 2003 hotel room rate this year will be \$79 plus applicable taxes, per night. If you missed AnimeFEST the last few years you don't know what you missed.

Hotel Inter-Continental Dallas

15201 Dallas Parkway
Addison
Texas 75001-4676
USA

Tel: +1 972 386 6000

Fax: +1 972 991 6937

E-mail: ihcdallas@interconti.com

[Http://www.interconti.com/usa/dallas/hotel_dalic.html](http://www.interconti.com/usa/dallas/hotel_dalic.html)

HOURS:

The Dealer room will be open to AnimeFEST members

- Friday 12:00 noon – 7:00 pm
- Saturday 10:00 am – 6:00 pm
- Sunday 10:00 am – 6:00 pm
- Monday 10:00 am – 3:00 pm

INSTALLATION AND REMOVAL:

- Thursday 8:00 pm – 11 :00 pm INSTALLATION
- Friday 8:00 am – 11:30 am INSTALLATION
- Monday 3:00 pm – 5:00 pm REMOVAL

All exhibits must be in place by 11:30 am on Friday, August 29, 2003. **All exhibits must be removed by 5:00 pm Monday, September 1, 2003.** AnimeFEST reserves the right to remove materials left behind at this time and put them into storage at the dealers' expense. Dealers may gain access to the Dealer room 1 hour before it is scheduled to open each day.

AVAILABILITY AND PRICE:

Dealer booths are available right now on a first come first serve basis. Booths are priced at \$200 each for a regular booth and \$350 for a corner booth. To encourage variety we are limiting the number of booths to five (5) per Dealer. Booth assignments will be made based upon the postmark date of when we receive the registration form and full payment. Please list a second and third choice in case the first choice has already been assigned. AnimeFEST reserves the right to make modifications to the booth assignments and locations and layout if required by unforeseen circumstances. For insurance liability reasons, we will not be allowing the sale of metal swords, knives or other weapons at AnimeFEST.

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LAYOUT:

All booths have an 6' x 30" table in front and corner booths will have 2 overlapping 6" x 30" tables. Each Dealer may position the table as needed within their booth as long as it does not interfere with other dealers or violate fire codes. Tables may be removed, however additional tables may cost extra, please inquire. All tables have tablecloths and skirting. As we cannot promise that the hotel will have enough extra tablecloths, each Dealer is asked to provide their own merchandise covering.

The Hotel Inter-Continental will not permit anything to be attached to any walls in the hotel. Each Dealer is responsible for bringing their own freestanding structures for all hanging products or signs.

DEALER REGISTRATION:

Each Dealer will receive 2 badges for the first booth and 1 badge for each additional booth upon request; if more are required they can be purchased for the pre-registration price of \$30.00. An individual name must be assigned to the badge before it can be given to a Dealer. Please send names of the attending employees before the convention so that all badges will be prepared and set-up can run more smoothly. Dealer badges are not transferable.

SPECIAL REQUESTS:

Electricity can be provided, however, dealers are responsible for bringing their own power strips, extension cords, and tape down supplies. Adhesives cannot leave an irremovable residue on any surface. Special requests such as telephone hook-ups should be directed to Amanda Hribar at Hotel Inter-Continental, 1-972-386-6000. Any special requests will be the responsibility of the Dealer and cannot be billed to the convention.

DEALER EXTRAS:

As Dealers sign up their business will be posted on our web site and a link can be set up to the Dealer's web site if requested. Those who have their booths reserved by August 1, 2003, will have their business mentioned in our program book this year. Dealers who would like to place a formal ad in our program book should contact Robert Jenks at rjenks@animefest.org.

COPYRIGHTED MERCHANDISE:

AnimeFEST and its associates will not tolerate the sale or display of illegally manufactured or copied merchandise. There are copyright laws and international trade laws that need to be followed. Most Japanese products carry a government taxation label regardless of the type of merchandise. Copyrights should be easily visible.

Dealers will be asked to remove all merchandise that can be considered illegitimate

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in the best judgment of any of our senior staff and /or has been brought to our attention by industry representatives. If sales of such merchandise continues, after being told to remove it that Dealer will be removed from the Dealer Room and ejected from the convention without a refund. Sales of pirated, bootleg or any kind of illegal items only hurt the anime industry that is getting to be so strong in the U.S. today. Our staff and industry representatives will be monitoring for illegal merchandise which will be directed to the Dealer Room Manager and/or Liaison who will take appropriate action. If you any questions regarding specific merchandise please contact us prior to the convention.

The following are items that may not be sold:

- Son May Records a.k.a. SM CD's, Ever Anime International CD's, Ho San CD's
- Bootleg music
- Bootleg videos / DVD's
 - o Copies made on blank tapes with made up labels
 - o Pirate copies of any titles that have been released commercially in the United States, Japan, or elsewhere
 - o Titles taped off the air in Japan
 - o Fan subs
- Posters, idol cards, etc, which are obviously reproduced
- Unlicensed reproductions of any products actually released by an American or Japanese company
- Wall scrolls which do not include copyright notices
- Hook-Ups T-shirts or any other reproduced T-shirt
- Korean based Academy Models line of Gundam and other anime related kits

AnimeFEST reserves the right to make additions to this list at any time.

ADULT MERCHANDISE:

AnimeFEST is a family convention with minors in attendance. Adult media and merchandise must be sold within accordance to Texas law. The display or sale of adult merchandise to anyone under the age of 21 will not be tolerated. Adult merchandise must be displayed discreetly (not in plain sight) and photo identification must be checked if legal age is in question. We hold a no tolerance rule regarding the sale of adult material to minors. We will only ask one time to place adult material under tables or in boxes out of plain sight. If all adult material is not properly put away after the first notice the Dealer will be asked to leave the premises immediately.

SELLING FROM HOTEL ROOMS:

The selling of merchandise from a hotel room is against AnimeFEST and hotel policies. Anyone found selling merchandise from his or her room will be reported to hotel security and may be removed from the hotel premises at the discretion of the hotel. An exception will be made for other conventions and clubs who register with us to sell memberships to their function/group. All promotional items must be sold

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at a Dealer table in the Dealer Room.

PROGRAM BOOK ADVERTISING:

Dealers are encouraged to advertise in the 2003 AnimeFEST program book. For pricing please contact Robert Jenks at rjenks@animefest.org.

PRIZE DONATIONS:

At the convention, we are planning to have contests such as a costume contest and door prizes at opening and closing ceremonies. In the past, some dealers have been kind enough to donate an item to be used by the convention for prizes awarded at these events. It is not required but if you are able to do this we would very much appreciate it. During the awarding of prizes we will be sure to mention the generosity of any Dealer who donated the prize.

CANCELLATIONS:

In the event that you cannot attend we must have a written request postmarked 45 days prior to the event to be able to give a full refund. We cannot guarantee such a request after the specified deadline. The Dealer shall be responsible for all payments under the terms of this contract whether AnimeFEST is canceled, delayed, relocated, in whole or in part as a result of a riot, strike, civil disorder, act of war, act of God, or any other cause of any kind whatsoever not within AnimeFEST control.

TAXES AND LICENSES:

Dealers shall be responsible for obtaining any licenses, permits, or approvals required under local, state, or federal laws applicable to their activities at AnimeFEST. Dealers will be responsible for obtaining any tax identification numbers and paying all taxes, license fees or any charges that will come due to any Governmental authority in connection with their activity at AnimeFEST.

Texas law requires an 8.25% sales tax be charged on purchases made inside the state, and inside the city of Dallas. We require that you keep a copy of your tax license with you at AnimeFEST. If you do not have one, you can download the form at <http://www.window.state.tx.us/taxinfo/taxforms/ap-201.pdf>. The State Comptroller at the show may collect tax.

LIABILITY:

Neither AnimeFEST, it's agents, or representatives (heretofore AnimeFEST) will be responsible for any injury, loss nor damage that may occur to the Dealer, their associates, property, or the persons conducting or otherwise participating in the conduct of the exhibit from any cause whatsoever. The Dealer understands that neither AnimeFEST nor Hotel Inter-Continental Dallas maintains insurance covering the Dealer's property and it is the sole responsibility of the Dealer to obtain insurance against such injury, loss or damage.

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AnimeFEST shall not be liable for failure to perform it's obligations under this contract as a result of strikes, riots, acts of God, or any other cause of any kind whatsoever not within AnimeFEST control. Anyone visiting, viewing or otherwise participating in the Dealer's exhibit, is deemed to be the invitee or licensee of the Dealer, rather than the invitee or licensee of AnimeFEST.

Neither the hotel, AnimeFEST, it's agents, or representatives, will be responsible to pay for any damages to property owned by the hotel or AnimeFEST when the damage results from an act or omission of the Dealer, it's agents or representatives. The Dealer agrees to defend, indemnify and hold harmless the hotel, AnimeFEST, it's agents, subsidiaries, affiliates and representatives, from any damages, losses, costs, or expenses arising from, out of or by reason of any accident or bodily injury to employees and business occupancy and use of the Dealer Room, the hotel or any part thereof.

There is no other agreement or warranties between the Dealer and AnimeFEST except as set forth in this document. The rights of AnimeFEST under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized officer of AnimeFEST. Any action in which AnimeFEST or the Dealer may bring against each other, based upon or in any way relating to this Dealer Contract or its performance, shall be brought in Federal or State court located within the State of Texas. AnimeFEST and the Dealer hereby waive all questions of personal jurisdiction or venue in order to give effect of this provision.

SECURITY AND PROVISION:

AnimeFEST will provide guard service during the hours the Dealer Room is closed. However, the Dealer is solely and fully responsible for his or her own exhibit material and should insure its exhibit against loss or damage from any cause whatsoever. All property of a Dealer is understood to remain in its care, custody, and control in transit to, from or within the confines of the Dealer Room

PAYMENT:

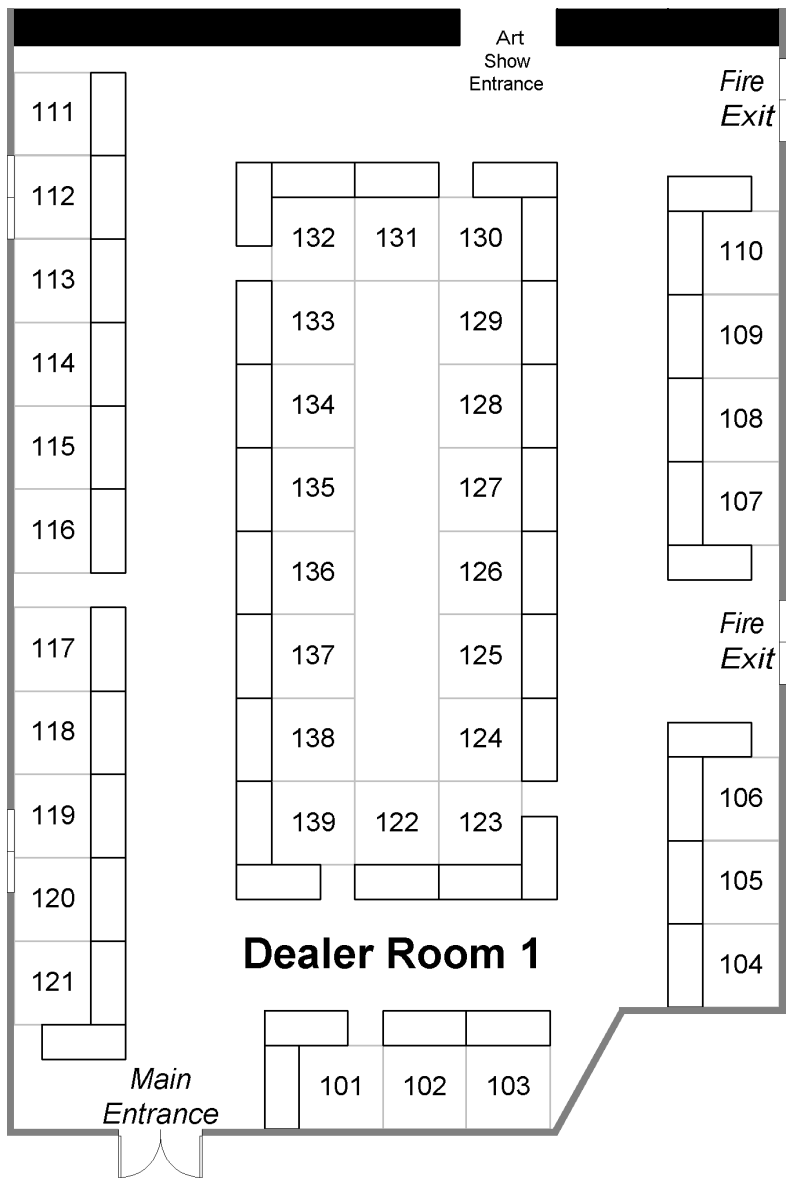
To reserve a booth please fax the completed Dealer Registration Form to 972-542-8996 then mail it along with your payment to:

AnimeFEST!
397 Dal-Rich Village # 196
Richardson, TX 75080-5715

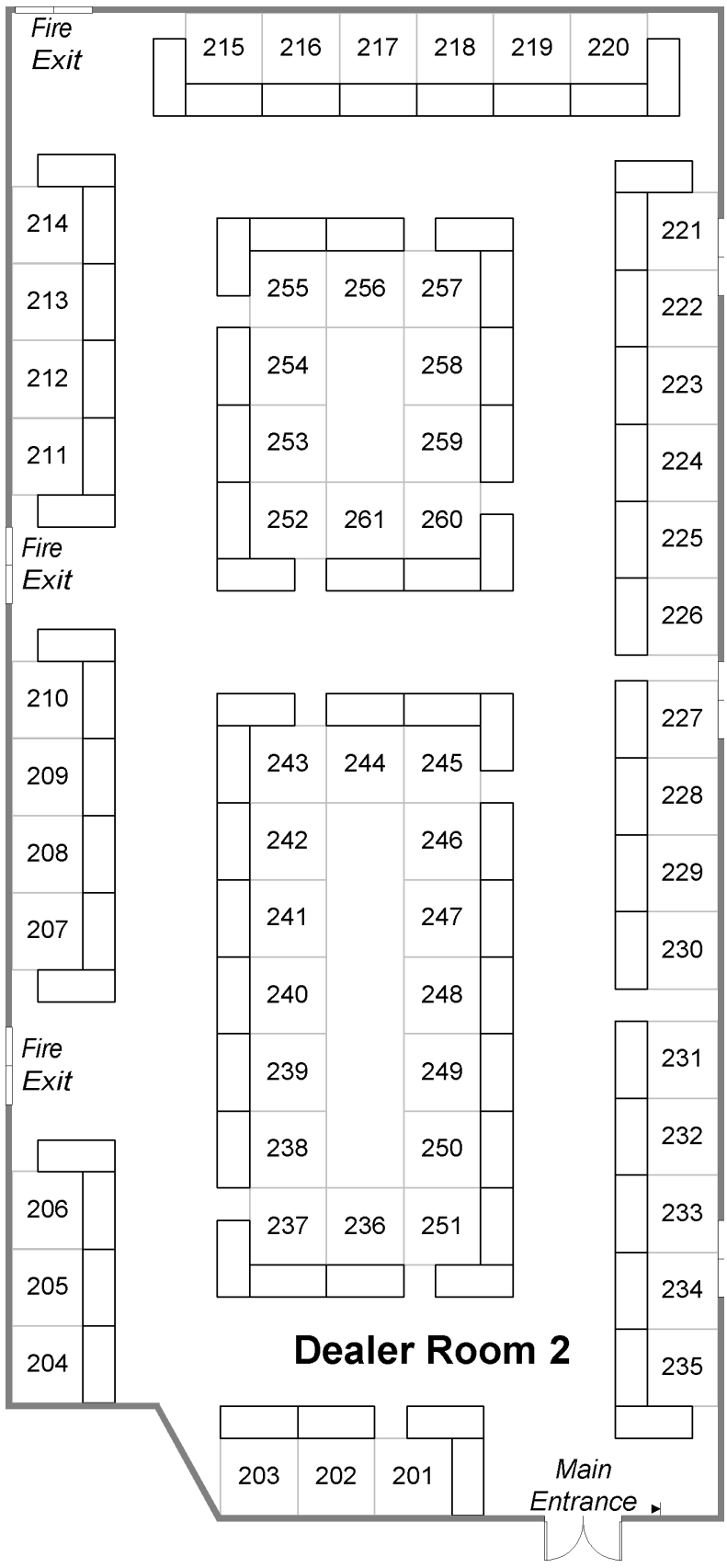
All checks or money orders are to be made payable to **AnimeFEST**. You may also submit payment via PayPal by sending to **paypal@animefest.org**.

Tables will not be reserved without the attached form and a minimum of half payment for booth(s). Full payment must be made before a Dealer will be allowed to set up any part of a booth.

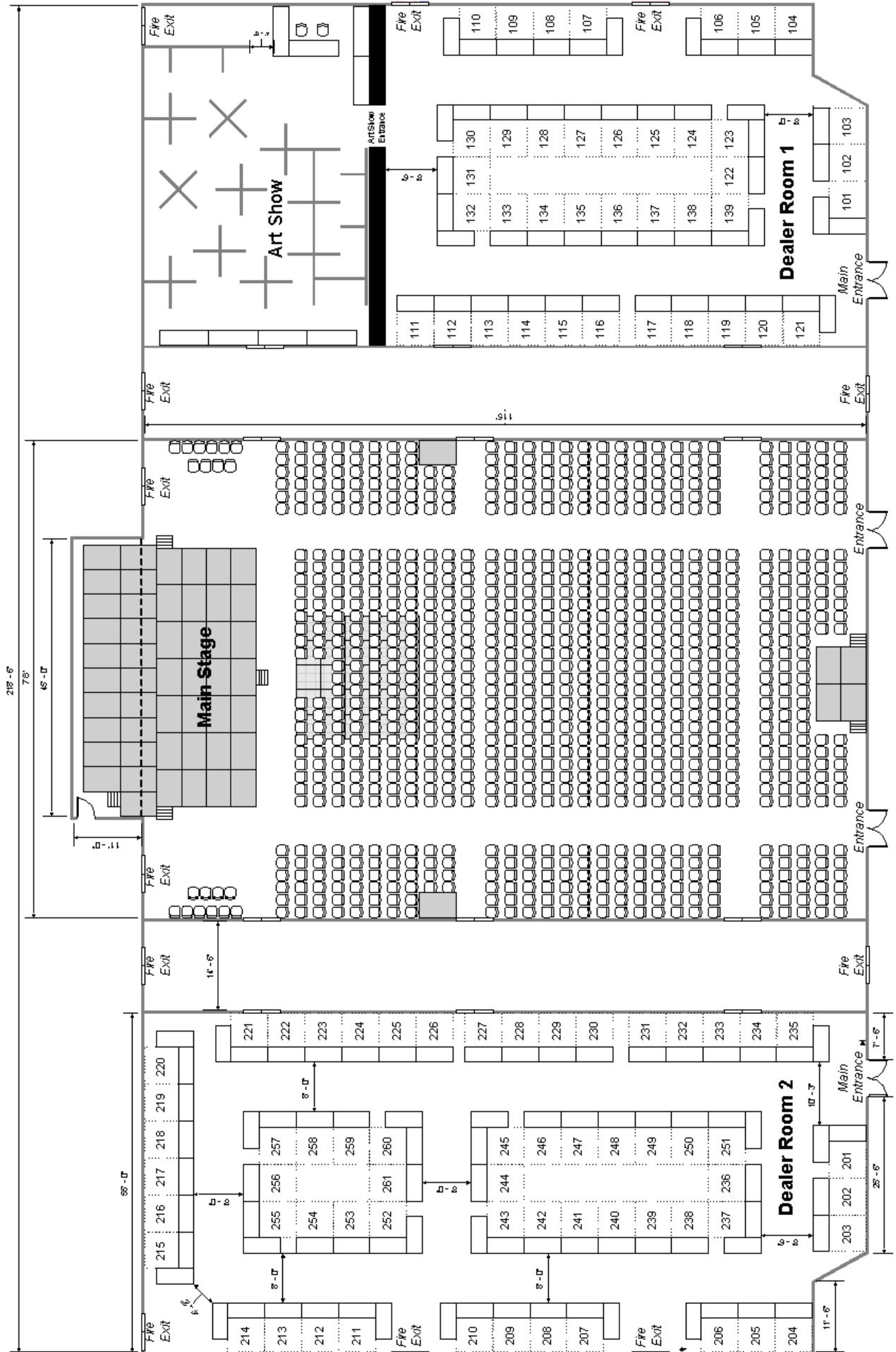
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Dealer Registration Form

Tables will not be reserved without a minimum of half payment accompanied by this contract, and your payment will not be deposited without this form. Please initial each page and turn in the whole contract with this form.

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____

E-mail: _____ http:// _____

Type of Merchandise (web / program book descriptions): _____

Number of Regular Booths _____ @ \$200.00 per Booth = \$ _____

Number of Corner Booths _____ @ \$350.00 per Corner = \$ _____

Number of Additional Badges _____ @ \$30.00 each = \$ _____

(Please list badge names on back of form)

Total amount due for tables and additional badges = \$ _____

Table Numbers:

1st choice _____ 2nd choice _____ 3rd choice _____

Dealer Agreement:

I/We have read and agree to adhere to the terms stated in the AnimeFEST 2003 Dealer Room Regulations document. I/We understand that any breach in agreement to comply with these rules in the appropriate action or the ejection of all members of the company/group/organization from the convention as a response.

Signature: _____ Date: _____