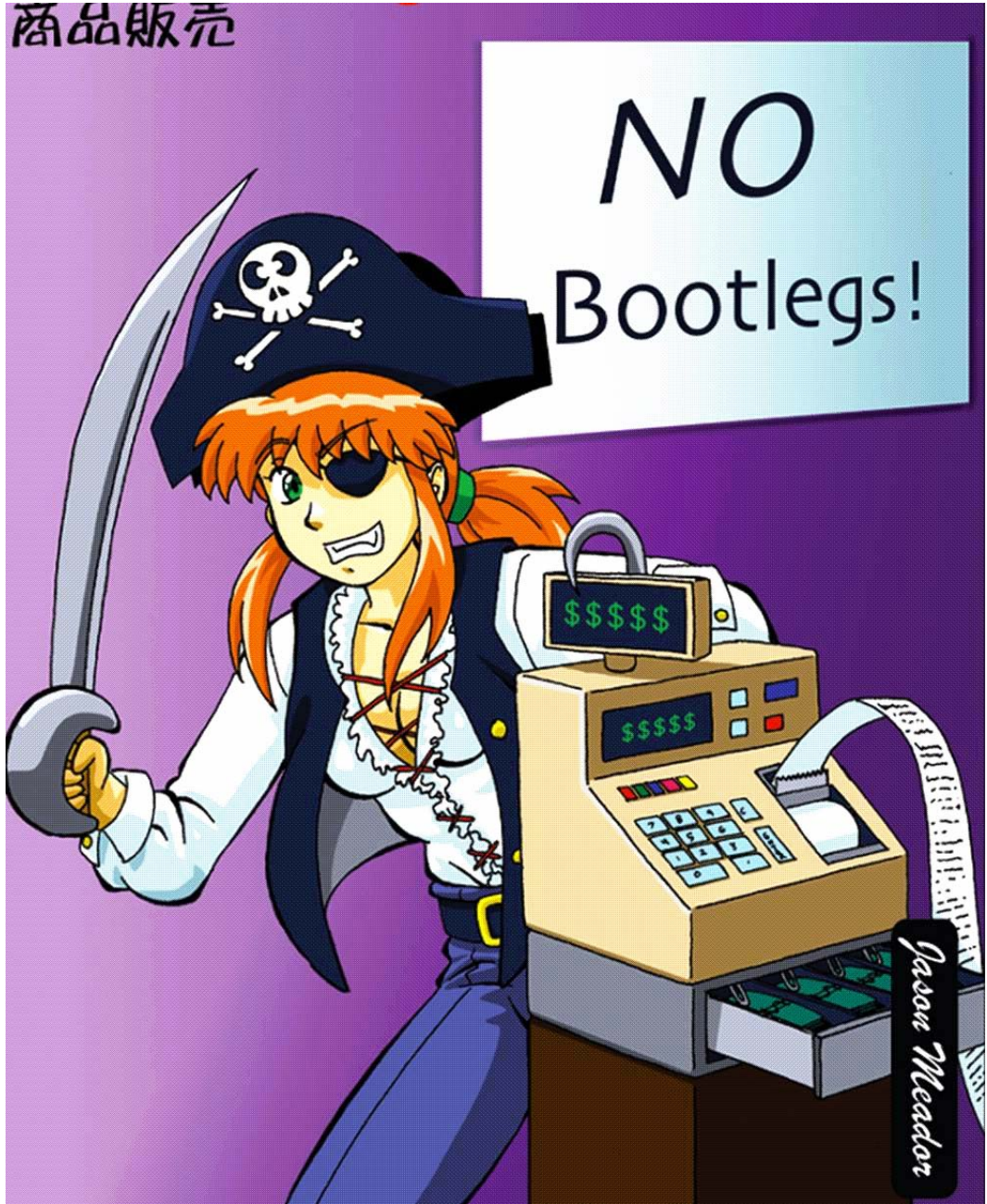


Exhibitor Information

ANIME 画 fest

movies+manga+music+more

2006



1631 Dorchester Dr
Suite 110
Plano, TX 75075
Phone #: 972-569-3561
Fax #: 972-692-5996

Greetings and Salutations,

I would like to invite you and your associates to be Exhibitors at AnimeFEST 2006, which will be held at the Hyatt Regency Hotel at Reunion Tower, in Dallas, TX, this Labor Day weekend, September 1 through September 4, 2006. Our enthusiastic staff and attending members make this a wonderful opportunity for you 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 genre's products. This will be an excellent opportunity to sell directly to anime fans in the south. We are a well-established convention with eleven 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. I personally make it my 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,

Victor Manuel
Exhibitor Hall Manager
vmanuel@animefest.org

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Exhibitor Hall Regulations

HOTEL:

The Hyatt Regency Hotel at Reunion Tower is one of the most beautiful and prestigious hotels in Dallas, and we are proud to call it ours. The AnimeFEST 2006 hotel room rate this year will be \$85 plus applicable taxes, per night for a double room, and \$95 for a quad.

Parking information will be mailed out to all registered Exhibitors before the convention, so that you may choose the best location based on your needs.

Hyatt Regency Hotel - at Reunion Tower

300 Reunion Boulevard

Dallas, Texas

75207 USA

Tel: +1 214 651 1234

Fax: +1 214 742 8126

<http://dallasregency.hyatt.com/property/index.jhtml>

HOURS:

The Exhibitor Hall 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, September 1, 2006. **All exhibits must be removed by 5:00 pm Monday, September 4, 2006.**

AnimeFEST reserves the right to remove materials left behind at this time and put them into storage at the dealers' expense. Exhibitors may gain access to the Exhibitor Hall 1 hour before it is scheduled to open each day.

AVAILABILITY AND PRICE:

Reservations for exhibitor booths are available right now. Booths are priced at \$225 each for a regular booth and \$375 for a corner booth. This increase is due to the rise in Hotel table cost at the convention. To encourage variety we are limiting the number of booths to **five (5)** per Exhibitor. 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 any weapons at AnimeFEST.

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LAYOUT:

All booths will have 8' x 30" worth of table space in front. Corner booths will have **2 overlapping tables, 1 - 8' x 30" and 1 - 6' x 30"**. Each Exhibitor 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 **will** cost extra, please inquire with us before the convention. All tables have tablecloths and skirting. As we cannot promise that the hotel will have enough extra tablecloths, each Exhibitor is asked to provide their own merchandise covering.

The hotel **WILL NOT** permit anything to be attached to any walls in the hotel. Any damage created by a Exhibitor putting items on wall will be charged directly to the responsible Exhibitor's booth. Each Exhibitor is responsible for bringing their own freestanding structures for all hanging products or signs.

EXHIBITOR REGISTRATION:

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

SPECIAL REQUESTS:

The hotel charges for the use of electric, telephone, and internet access. Please contact the Hyatt Regency at 214.651.1234 for pricing and arrangements.

EXHIBITOR EXTRAS:

As Exhibitors sign up, their business will be posted on our web site and a link can be set up to the Exhibitor's web site, if requested.

Those who have their booths reserved by August 1, 2006, will have their business mentioned in our program book as well.

Exhibitors 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.

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

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after being told to remove it, that Exhibitor will be removed from the Exhibitor Hall 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 Exhibitor Hall Manager and/or Liaison who will take appropriate action. If you have any questions regarding specific merchandise please contact us prior to the convention.

The following are items that may not be sold:

- No metal weapons or replica guns of any type.
 - Bootleg music, including Son May Records a.k.a. SM CD's, Ever Anime International CD's, Ho San CD's
 - Bootleg videos / DVD's
 - o Copies made on blank tapes
 - 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 Exhibitor 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 at an Exhibitor table in the Exhibitor Hall.

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PRIZE DONATIONS:

At the convention, we are planning to have contests such as a costume contest and door prizes at opening and closing ceremonies. We welcome prize donations for these events. Please contact the Dealer Room Manager before the convention to let us know what you are donating, so we can coordinate it accordingly. During the awarding of prizes, we will be sure to mention the generosity of any Exhibitor who donated the prize.

Does advertising work? Just did! Promote your business by considering buying an ad in the 2006 AnimeFEST program book! The program books are distributed at the con reaching almost 3,000 people! Full page ads are \$150 and half page ads are \$75. Each advertiser is responsible for submitting artwork and descriptions in a timely manner.

For more information, contact Robert Jenks via [e-mail](mailto:rjenks@animefest.org) at rjenks@animefest.org or phone at 972.569.8995.

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 **75%** refund. We will not guarantee such a request after the specified deadline. The Exhibitor 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 a known God, or any other cause of any kind whatsoever not within AnimeFEST control.

TAXES AND LICENSES:

Exhibitors shall be responsible for obtaining any licenses, permits, or approvals required under local, state, or federal laws applicable to their activities at AnimeFEST. Exhibitors 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 may collect tax at the show.

LIABILITY:

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hyatt, its owners or managers that results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hyatt, AnimeFEST, and their owners, managers, officers or directors, agents,

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employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invites which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

SECURITY AND PROVISION:

AnimeFEST will provide security outside the Exhibitor Hall during the hours the Hall is closed. However, the Exhibitor 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 Exhibitor is understood to remain in its care, custody, and control in transit to, from or within the confines of the Exhibitor Hall.

PAYMENT:

To reserve a booth please fax the completed Exhibitor Registration Form to 972-692-5996, then mail it along with your payment to:

1631 Dorchester Dr
Suite 110
Plano, TX 75075
Phone #: 972-569-3561

All checks or money orders are to be made payable to **AnimeFEST**.

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

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Exhibitor 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: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

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

E-mail: _____ http:// _____

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

Number of Regular Booths _____ @ \$225.00 per Booth = \$ _____

Number of Corner Booths _____ @ \$375.00 per Corner = \$ _____

Number of Additional Badges _____ @ \$30.00 each = \$ _____
(2 complimentary badges for first booth, 1 badge for each additional booth)

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

Table Numbers:

Badge Names:

1st choice _____

2nd choice _____

3rd choice _____

Exhibitor Agreement:

I/We have read and agree to adhere to the terms stated in the AnimeFEST Exhibitor Hall 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: _____