



# VENDOR PACKAGE

# About Animethon

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Animethon was created over 25 years ago by the Banzai Anime Klub of Alberta (BAKA) with the aim of promoting Japanese animation. Today, Animethon has become an event for many different genres, including anime, video games, and pop culture. If you are involved in the anime, comics, modeling, gaming, or Japanese cultural products industry, or if you're just looking for an easily accessible way to garner the attention of Animethon's youthful demographics, let your potential customers know through advertising and sponsorship of the festival.

The Exhibitor Hall will fill Halls B & C at the Edmonton Convention Centre and will include the Exhibitor area consisting of 50,000 square feet of space shared by vendors & industry. The Exhibitor Hall will also feature the guest autograph area, Photo Booth, and Artist Alley.

Whether you are interested in purchasing space with us or if you have questions, our staff would be happy to hear from you.

Regards,

The Exhibitor & Vendor Team  
[exhibitors@animethon.org](mailto:exhibitors@animethon.org)  
[vendors@animethon.org](mailto:vendors@animethon.org)

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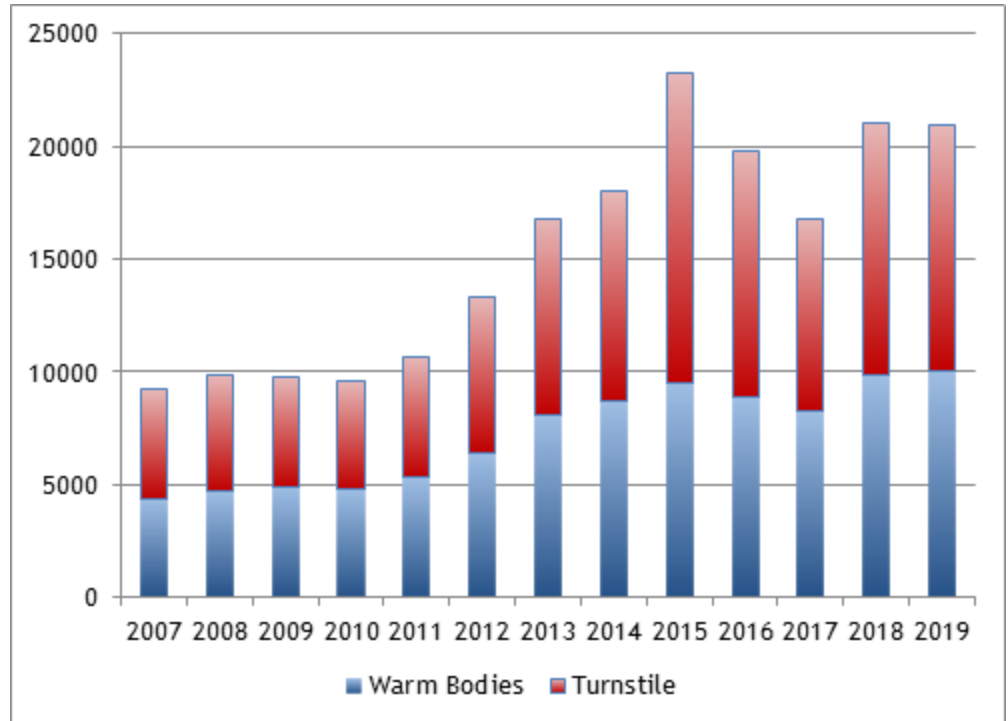
## I. Attendance and Demographics

*Turnstile* is an estimated total. If a person attended all three days they would be counted three times.

*Warm Bodies* is a count including paid attendance, Exhibitors, staff, volunteers, etc. If they attended all three days they would be counted only once.

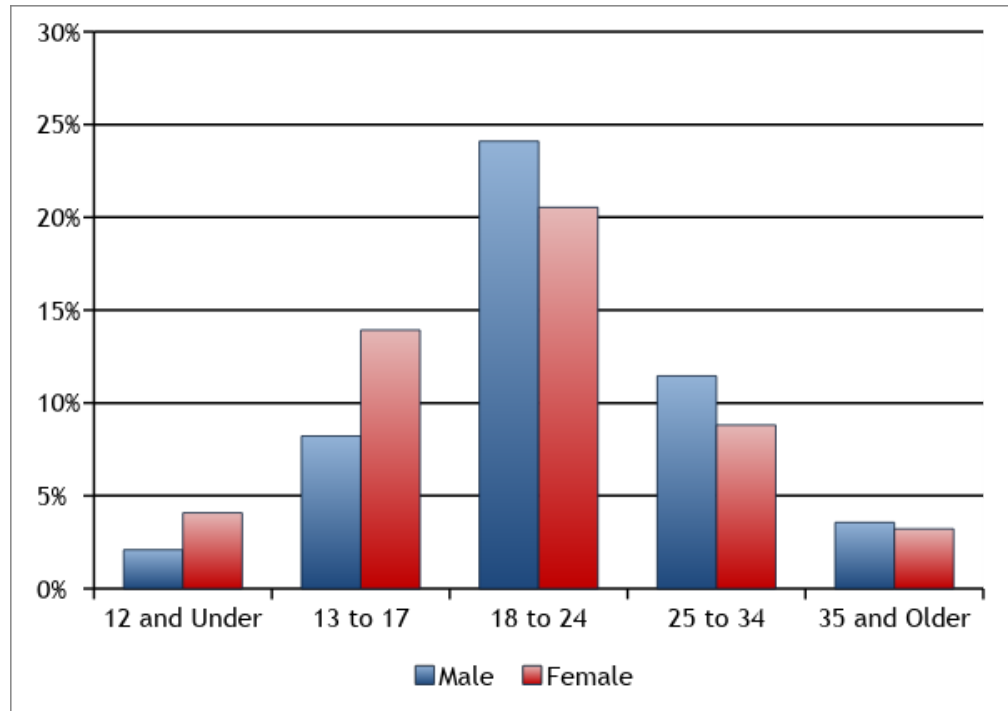
Data is shown from 2007 onwards as prior to 2007, the type of passes and methods of counting were dramatically different.

Further historical data can be found on our official website.



The chart on the right shows a breakdown of all responses collected with both a known gender and age.

Data is tabulated from a combination of registration and pre-registration information from Animethon 26 (2019).



## II. Exhibitor Booth Details

Two (2) booth types are available for rental (see diagrams on right side):

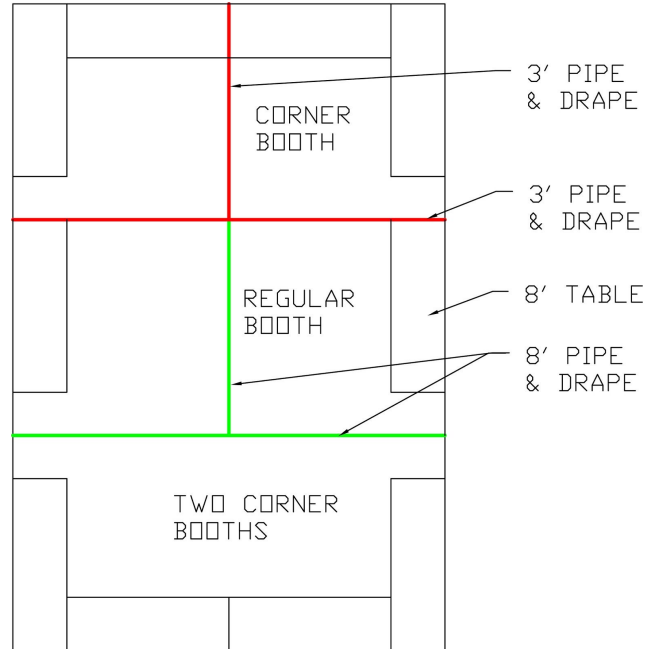
**Regular Booth** (10' x 10' with one (1) 8' table, two (2) chairs) and two (2) Exhibitor Passes.

**Corner Booth** (10' x 10' with two (2) 8' tables, two (2) chairs) and two (2) Exhibitor Passes.

### NOTES:

All booths come with 8' high pipe and drape back and 3' side walls between regular booths. (see Appendix A diagram for booth layout).

Extra table chairs may be available upon request. (Subject to availability and demand.)



## III. Pricing

Exhibitor Booth	Cost
<b>Regular Booth</b> (c/w two (2) Exhibitor Badges)	\$ 650
<b>Corner Booth</b> (c/w two (2) Exhibitor Badges)	\$ 850
<b>Additional Exhibitor Badge</b> (ordered before the event)	\$ 40
(at the event)	\$ 75
<b>Parking</b> (Per Stall for Thu to Sun; See 3.3 for details.)	\$ 80
<b>Storage</b> (limited spaces available; See 4.2 for details.)	\$ 50

### NOTES:

- Exhibitor Badges include access to all public areas of the event.
- All pricing includes GST.
- All Passes are subject to Event Policies.
- Exhibitor booth pricing includes basic material handling provided by GES Show Services (The Venue's material handling contractor).
- Exhibitors may carry by hand items to their booths. All handling requiring carts, pallet jacks, etc. to transport items from the loading dock to the Exhibitor's booth(s) must be handled by GES Show Services during the setup and teardown hours as listed.

#### **IV. Booth Options**

All additional Booth options (e.g., rental of extra tables, extra chairs, power, internet) will be handled by the Venue's official contractors as listed below (all provided links can also be found under Exhibitor's > Vendors section of our web page). All orders and payments are to go through the official contractors directly.

GES Show Services provide rental of all extra booth tables, chairs and other options. All options and pricing can be found at the following link: **(To be provided at a later date)**.

Showtech Power & Lighting will provide options for power and lighting. All options and pricing can be found at the following links: **(To be provided at a later date)**.

Although basic free Wi-Fi exists at The Venue, there are no guarantees it will work in the Exhibitor Hall. Freeman Audio Visual Canada provides options for dedicated internet services to booths. Pricing for Internet options can be found at the following links: **(To be provided at a later date)**.

#### **V. Signup Instructions & Process of Selection**

Exhibitor sign up will be online on our website. Exhibitor initial signup will be available on **Friday, January 10, 2020 at 12:00pm MST** (at noon) and close on **Friday, January 31, 2020, at 11:59pm MST**. All applications received during this time period will be considered to have been received at the same time. Any applications received after this time period may be evaluated in the order they are received.

#### **VI. Exhibitor Contract**

ASAPA and the Exhibitor, in consideration of the mutual covenants set forth in this Contract and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, agree as follows:

##### **1. Definitions**

- 1.1** "ASAPA" means the Alberta Society for Asian Popular Arts, its Staff, agents, and representatives.
- 1.2** "Contract" means the whole agreement between the parties which is this Exhibitor contract.
- 1.3** "Event" means the Anime and Japanese pop-culture event entitled Animethon.
- 1.4** "Exhibitor" means, collectively the individual, group, or company that applied for Exhibitor Space as set out in this contract and each of the Exhibitor's officers, directors, employees, and representatives as applicable.
- 1.5** "Exhibitor Hall" means the area that has been designated for sale of goods and services.
- 1.6** "Exhibitor Space" means the area within Exhibitor Hall that has been allocated to the Exhibitor.
- 1.7** "Venue" means the facility or buildings hosting the Event.

**2. Exhibitor License**

- 2.1 Subject to the other terms and conditions of the Contract, ASAPA grants the Exhibitor a non-exclusive license to use and occupy the Exhibitor's Space at the Exhibitor Hall during the Event. This licence is terminable at will by ASAPA.
- 2.2 Unless otherwise specified, any violations of the terms and conditions of this Contract by the Exhibitor may result in, at the absolute discretion of ASAPA, immediate termination of this licence and expulsion from the Event. In the event of the expulsion of an Exhibitor, the Exhibitor shall be solely responsible for any outstanding fees or costs, including costs incurred by ASAPA to enforce the terms and conditions of this Contract, including any legal fees incurred by ASAPA on a solicitor-client, full indemnity basis.
- 2.3 Exhibitor agrees to be present at and operating their Exhibitor Space for the hours of public access to the Exhibitor Hall.
- 2.4 Tardiness, behaviour, and contract compliance may impact the Exhibitor selection process at future events.

**3. Exhibitor Hall**

**3.1 Exhibitor's Space**

Exhibitor Space at the Event shall be assigned at the absolute discretion of ASAPA. ASAPA may change the floor plan or require an Exhibitor to relocate prior to or during the Event.

Exhibitor Hall Hours of Operations		
Thursday Aug. 6, 2020	10:00 – 21:00	Exhibitor-only access to the Exhibitor Hall for setup.
Friday Aug. 7, 2020	07:00 – 09:00	Exhibitor-only access to the Exhibitor Hall for setup.
	08:45 – 09:00	Air-wall will be closed between loading dock and Exhibitor Hall.
	09:00 – 19:00	Exhibitor Hall Hours of Operation.
	19:00 – 20:00	Exhibitor shutdown time.
Saturday Aug. 8, 2020	07:00 – 09:00	Exhibitor preparation time.
	08:45 – 09:00	Air-wall will be closed between loading dock and Exhibitor Hall.
	09:00 – 19:00	Exhibitor Hall Hours of Operation.
	19:00 – 20:00	Exhibitor shutdown time. Air-wall opened during night hours.
Sunday Aug. 9, 2020	07:30 – 10:00	Exhibitor preparation time.
	09:45 – 10:00	Air-wall will be closed between loading dock and Exhibitor Hall.
	10:00 – 16:00	Exhibitor Hall Hours of Operation.
	16:00 – 20:00	Exhibitor teardown time.

*\*NOTE: Times are subject to change without notice.*

During Setup and teardown times, those under 18 years of age are not allowed in the Exhibitor Hall Area. Special exemptions may only be made if submitted to the Event in writing.

Only the Exhibitor Hall Manager, Exhibitor Coordinator, Director of Site Operations, Vice-Chairman, Chairman, or Fire Marshall can open or close the Exhibitor Hall for any appropriate reason at any time.

### 3.2 Exhibitor Registration

Exhibitor Space will only be held once an application is processed. Exhibitor applications will be processed after the signup period. Exhibitors will be notified between **Monday, February 24, 2020 to Saturday, February 29, 2020**. Once notification that Exhibitor space has been assigned to you, a payment of a deposit of at least 50% of the total cost of the Exhibitor Space will be due within two weeks of notification. The Legal Name on your registration **MUST MATCH** the name on your government-issued ID for sign-in.

### 3.3 Parking

When an Exhibitor applies for space they will then be offered the option to purchase parking. Parking will be allocated on a first-come first-serve basis, as parking availability at The Venue is limited.

Parking stalls are assigned based on vehicle dimensions fitting a single stall (16 ft. x 9.5 ft.). The Exhibitor is required to provide Vehicle information at the time of requesting parking. If vehicle information is not available at this time, The Exhibitor will make alternate arrangements with the Exhibitor Team. Full payment for any Parking fees will be due with full booth payment.

Parking is non-refundable and is priced per stall. If parking is required for oversized vehicles, trucks or vehicles with trailers, please provide dimensions (length and width) and we will then inform you the number of required stalls needed.

The Event will make the final determination on the location and quantity of parking stalls required based on the Exhibitors request. Exhibitors will be required to pay any difference prior to the start of the Event.

Successful applicants will be issued a separate parking invoice with details on how to make payment. An Invoice number is required to properly process the payment for parking; do not submit a payment until a confirmation and an invoice have been received.

**Exhibitors will receive their badges and parking pass upon signing in with the Exhibitors Team during load in. Parking without a pass may result in the vehicle being ticketed and towed at the owner's expense.**

Reserved parking is valid overnight and does not have guaranteed in/out privileges. Once you vacate the parking lot your space is no longer guaranteed.

### 3.4 Payment, Refund and Cancellations

A 50% deposit on the Exhibitor Space is due within 2 weeks of the initial notification date. Exhibitors will be notified between **Monday, February 24, 2020 to Saturday, February 29, 2020**. ASAPA requires a written cancellation notice no later than **April 14, 2020** for a full refund (less administrative fees). Any cancellation after this date forfeits all sums submitted to ASAPA. Final payments are due by **May 31, 2020**. Failure to make

payment on remaining balance will be treated as a cancellation from the Exhibitor, and the Exhibitor forfeits all sums submitted.

Applicants who apply or are confirmed **June 1, 2020** or later must pay in full within 2 weeks of receiving confirmation of their Exhibitor Space by the Event. Payments after this date are non-refundable.

Notwithstanding the other terms and conditions of this Contract, the Event may, at its absolute discretion, approve a refund if there are extraordinary circumstances which are accepted by the Event.

Any Exhibitor Space not claimed by the commencement of the Event may be resold at the absolute discretion of ASAPA.

Exhibitor agrees to release and otherwise hold ASAPA harmless for any foreseen or unforeseen losses, damages, or claims incurred by the Exhibitor as a result of unclaimed or cancelled Exhibitor Space.

### **3.5 Method of Payment**

ASAPA preferred method of payment is via online payment as outlined on our digital invoices. A payment link will be sent upon successful exhibitor approval. The instructions on providing payment will be listed at the link provided to the exhibitor.

All prices are in CAD (Canadian dollars), and ASAPA will only accept Canadian funds. Cash payments can be made in person with the Event's treasurer by appointment. All payments should be addressed to the "Alberta Society for Asian Popular Arts". NSF payments will be subject to a \$70.00 CAD handling fee.

### **3.6 Issued Exhibitor Badges**

Each Exhibitor shall be issued Exhibitor Badges as summarized in the pricing fees. Exhibitor's Representatives must wear their Exhibitor Badges during the duration of the Event including setup, closing(s), and tear down periods. Only individuals with an Exhibitor Badge will be allowed to act in any function as a representative for the Exhibitor.

Exhibitor Badges may not be sold, loaned, or otherwise transferred or assigned to any individual who is not a Exhibitor's representative. Exhibitor Badges may be shared among Exhibitor's Representatives, but no more than one (1) individual may claim the Exhibitor Badge at any given time.

The Exhibitor Badge provides an equivalent access level to an Event Pass.

### **3.7 Security and Crowd Control**

ASAPA will provide a licensed Security Guard service overnight. Nevertheless, the Exhibitor is fully responsible for all Exhibitor property and the Exhibitor must take whatever steps are reasonably necessary for the Exhibitor to protect their property.

ASAPA accepts no responsibility or liability whatsoever for any damages, loss, theft, harm or injury to the Exhibitor's property. All property of the Exhibitor is understood to remain in the Exhibitor's possession, care and control at all times. ASAPA is not a bailee of any property of the Exhibitor whatsoever.



Should any theft or damage occur within your Exhibitor Space please report it to the Event Staff in charge of your area.

#### 4. Exhibitor Hall Policies

##### 4.1 Space

The Exhibitor may arrange any displays, chairs, tables, and merchandise in any manner within their Exhibitor Space provided that the Exhibitor does not cause any damage to the equipment or Venue, and ensure all applicable fire and safety regulations are maintained. Any displays, chairs, tables, and merchandise must be located only within the Exhibitor Space prior to the opening of the Exhibitor Hall to the public. All displays over 8' in height may be required to be inspected and approved by the Director of Safety and their compliance. Notwithstanding the above, ASAPA, at its absolute discretion, may require changes to the Exhibitor's displays, chairs, tables, and merchandise.

The Exhibitor may not display anything that is deemed by ASAPA to be offensive or inappropriate. ASAPA may require, at any time, for anything to be removed or censored from the Exhibitor Space.

The Exhibitor agrees to keep their Exhibitor Space clean and agrees not to nail, screw, or otherwise affix anything to the Exhibitor Hall or the equipment provided in a way that may damage the same.

Electricity and data lines are available within the Exhibitor Hall at an additional charge. Unauthorized cabling, piping, or tampering with existing cable and power lines and facilities are prohibited.

Any costs incurred by ASAPA for clean up or damages to the Exhibitor Hall caused by Exhibitor will be charged to the Exhibitor.

Any Ceiling-hung signage must be approved by The Event. Once approved, the Exhibitor must work with Showtech Power and Lighting to perform required services. Showtech Show Services is the exclusive provider of this service at The Venue.

No business or individual is permitted to hold more than one of the following types of spaces: Exhibitor Space, Artist Alley Table, Premium Artist Table.

##### 4.2 Storage

When an Exhibitor applies for space they will then be offered the option to purchase storage. Storage will be allocated on a first-come first-serve basis, as storage availability at The Venue is limited. Items must be stored on a standard sized pallet, and may be shared between Exhibitors and/or Artists. Storage may only be accessed during setup and teardown times of the Exhibitor Hall.

Exhibitor must not store their belongings in any public space.

##### 4.3 Food and Beverage

Unless requested in writing by **Wednesday, June 10, 2020** and approved by The Event, The Exhibitor shall not provide any food, beverages or consumable items, for sale or otherwise, within the Exhibitor Hall, the Event

grounds, or any other facilities used by the Event. If you wish to sell food and/or beverage, please contact the Exhibitor Team as additional fees and terms may apply.

#### **4.4 Atmosphere and Noise Policy**

While the Exhibitor may play audio and video devices, Exhibitors may only do so at volumes which do not disrupt other Exhibitors or Event attendees. ASAPA, at its absolute discretion, may require an Exhibitor to lower the volume of, or otherwise turn off, any Exhibitor audio and video device.

#### **4.5 Sales from Outside Designated Area.**

Exhibitors are prohibited from selling goods or services outside of the Exhibitor Hall or other areas which may be designated for the same by ASAPA.

#### **4.6 Adult Materials Policy**

Adult or sexually explicit material may only be sold, exchanged, or donated to individuals who have confirmed they are at least 18 years of age by showing valid government issued photo ID. Content that could be deemed offensive or inappropriate must be censored and have acceptable effort made to prevent content or merchandise from being accessible to minors. Any nudity or foul language must be censored appropriately. If there is a dispute of content or acceptable level of censorship, the Event will determine what is considered offensive or inappropriate. Exhibitor must be 18 years of age or older in order to sell restricted content.

#### **4.7 Weapons & Prop Sales Policy**

The Exhibitor may sell non-metal training paraphernalia (wooden training swords, shinai, etc.) and props, in the Exhibitor Space only. ASAPA may, at its absolute discretion, designate an item a weapon for the purposes of this Contract.

Any training paraphernalia must be sold only to patrons over the age of 18 who must show valid government issued photo ID prior to purchasing (the responsibility of the Exhibitor). All training paraphernalia purchased must be placed in the original packaging and tagged with the Exhibitor's name before given to the buyer. All training paraphernalia that do not meet the requirements of ASAPA's general policies must be immediately removed from the Event grounds once given to the buyer by the Exhibitor and it is the responsibility of the Exhibitor to inform the buyer of this.

The sale of any props by any Exhibitor must comply with the Event's Prop Policy. ASAPA may, at its absolute discretion, restrict the sale of any prop.

The sale of any metal or composite weapons by any Exhibitor is prohibited within the Exhibitor Hall, Event grounds, or other facilities used by Event. If the Exhibitor would like a ruling on a specific item, please contact the Exhibitor Team.

**4.8 Receipts**

The Exhibitor must provide receipts for customers upon request. If the Exhibitor has a no refund and/or no exchanges policy, the Exhibitor must prominently display a notice of the same.

**4.9 Subletting and/or Assignments of Exhibitor Space**

The Exhibitor Space is for use by the Exhibitor only and the Exhibitor may not assign or otherwise transfer its licence to the Exhibitor Space unless Exhibitor receives written approval from the Event.

**4.10 Shipping and Deliveries**

ASAPA will not accept or otherwise receive a delivery of any Exhibitor property being shipped to the Venue or ASAPA. Any shipping and delivery requirements that the Exhibitor may have are to be arranged solely by the Exhibitor. If any charges, fees, or losses are incurred by ASAPA due to Exhibitor shipments or deliveries, these will be charged to the Exhibitor.

The Exhibitor is responsible for shipments in and out of The Venue. Freight/Shipments can be arranged through GES Show Services.

**4.11 License and Regulations**

Subject to the other terms and conditions of the Contract, ASAPA grants the Exhibitor a non-exclusive license to use and occupy a booth(s) in the Exhibitor Hall during the Event. The Exhibitor shall be solely responsible for obtaining any licenses, permits, or approvals required by local, provincial and federal laws (i.e. business licence, GST number, etc.), applicable to their activity at the Event, as well as for paying all taxes, license fees, fines, or any charges incurred with respect to the same. The Exhibitor may be required to provide any of the above information upon request of the Exhibitor Manager or Exhibitor Coordinator.

**4.12 Unauthentic or Unauthorized Goods (Bootlegs)**

ASAPA does not authorize or otherwise permit the sale of any unauthentic, unauthorized, or otherwise unlicensed or unofficial goods and services, including but not limited to costumes, accessories, artwork, and media. ASAPA may request the Exhibitor to furnish proof acceptable to ASAPA that the Exhibitor is authorized to provide the services or goods offered for sale by the Exhibitor (i.e. does not have, or is selling unauthentic, unauthorized, or otherwise unlicensed or unofficial goods and services). ASAPA may terminate the licence of an Exhibitor if ASAPA reasonably believes that the Exhibitor is offering for sale unauthentic, unauthorized, or otherwise unlicensed or unofficial goods and services.

**4.13 Insurance**

The Exhibitor must, at its own expense and without limiting its liabilities under this Contract, ensure that it maintains all required insurance in accordance with the Alberta Insurance Act, R.S.A. 2000, c. I-3. The Exhibitor must also carry general liability insurance in an amount of not less than \$2,000,000 CAD per occurrence inclusive of bodily injury, death, and property damage, including the loss of use thereof, which is caused by any act or omission of the Exhibitor, the Exhibitor's employees, subcontractors or agents, or which could otherwise occur as a result of the Exhibitor's participation at the Event.

The Exhibitor must, upon demand of ASAPA, deliver to ASAPA acceptable evidence of insurance, in the form of a detailed certificate of insurance prior to the Event.

#### **4.14 General Policies**

The Exhibitor agrees to follow and be bound by the Event's General Policies, which may be amended from time to time. These policies shall be made available upon request of the Exhibitor, and will be included in the Exhibitor kit.

#### **5. Limitation of Liability**

The Exhibitor agrees that ASAPA will not be liable under any circumstances for any loss, injury, damage, or other expenses that may arise out of any act or omission by the Exhibitor. Any damages or charges imposed for violations of any applicable laws or regulations by the Exhibitor are the sole responsibility of the Exhibitor. ASAPA makes no guarantees or representations to the number of attendees at the Event. The Exhibitor assumes full liability for the actions or omissions of its agents, employees, or independent contractors to any attendee.

ASAPA reserves the right to make amendments to the provisions set forth in this Contract upon written notice to the Exhibitor. ASAPA has the full power to make amendments to this Contract without such notice should it become necessary by order, demand, or request of the Venue or any other governing body including, but not limited to the Government of Canada, the Government of Alberta and the City of Edmonton. Such further rules and regulations shall be considered necessary and proper.

#### **6. Statutory Compliance**

The Exhibitor shall abide by and observe all federal, provincial, and local laws, codes, ordinances, rules and regulations and all rules and regulations of the Venue. The Exhibitor will pay, when due, all taxes, rates, duties, assessments and license fees that may be levied, rated, charged or assessed upon the Exhibitor by virtue of Exhibitor's participation at the Event.

The Exhibitor will comply with the Alberta Workers' Compensation Act, R.S.A. 2000, c. W-15 and shall, upon demand by ASAPA, deliver to ASAPA a certificate from the Workers' Compensation Board showing that the Exhibitor is registered and in good standing with the Workers' Compensation Board.

#### **7.0 General Terms**

**7.1** Each party shall perform the acts, execute and deliver the writings, and give the assurances necessary to give full effect to this Contract.

**7.2** This Contract contains the entire agreement of the parties concerning the subject matter of this Contract and no other understandings or agreements, verbal or otherwise, exist between the parties. No provision of this contract shall be deemed to be waived by either party unless such waiver is in writing. Any waiver of any default committed by either of the parties hereto in the observance or performance of this contract shall not extend or be deemed to extend to or affect any other default.

**7.3** This Contract may only be amended in writing that is acknowledged and agreed upon by both parties except as otherwise contemplated herein.

- 7.4** No party shall assign, sell or otherwise transfer any of its rights or obligations under this Contract without the prior written approval of the other party.
- 7.5** In this Contract, words in the singular include the plural and words in the plural include the singular and any headings and capitalizations, except those specifically defined herein, are included for the purposes of readability only and do not impact the meaning of any part of this Contract.
- 7.6** The rights, remedies and privileges of ASAPA under this Contract are cumulative and any one or more may be exercised. The rights of ASAPA shall not be deemed waived unless specifically stated in writing and signed by an authorized officer of ASAPA.
- 7.7** Time is of the essence in this Contract.
- 7.8** This Contract shall be governed by and construed in accordance with the laws of the province of Alberta and the federal laws of Canada applicable therein without giving effect to the choice of laws provisions thereof and the Parties agree to irrevocably attorn to the jurisdiction of the courts of Alberta and agree that any proceedings taken in respect of this Agreement shall be taken in such courts and in no other.
- 7.9** Should any provision of this Contract be illegal or unenforceable, it shall be considered separate and severable from this Contract, and the remaining provisions shall remain in force and be binding upon the parties hereto as though the said provision had never been included.
- 7.10** The Exhibitor represents that it has the power and authority to enter into this Contract.
- 7.11** The Exhibitor grants ASAPA permission to display the name of the Exhibitor in online and print publications relating to the Exhibitor Hall and the Event. ASAPA is under no obligation to make use of this permission.
- 7.12** Contract violations may result in warnings, forfeiture of Exhibitor Space, removal from the Event, up to possible banning from future events based on history and severity of the violation as determined by the Event.

### VII. Appendix A: Exhibitor Hall Layout

The following map shows the Layout of Hall B & C which includes the Exhibitor Space. Please note, the map is subject to change.

