



Fur, Fun and so much more

ANTHROCON 2004

DEALERS' ROOM APPLICATION

July 9-11, 2004, Adams Mark Hotel, Philadelphia, PA

***NAME OF DEALERSHIP:** _____

(Name to be listed in the con book and on the web page. **One dealership per application!** Please see rules.)

**PLEASE CHECK ONLY ONE:* (All prices in US funds only)

HT1: HALF TABLE (approx. 3' x 3')
with **one** membership: **\$45**

DT2: DOUBLE TABLE (approx. 12' x 3')
with **two** memberships: **\$180**

FT1: FULL TABLE (approx. 6' x 3')
with **one** membership: **\$70**

DT3: DOUBLE TABLE (approx. 12' x 3')
with **three** memberships: **\$210**

FT2: FULL TABLE (approx. 6' x 3')
with **two** memberships: **\$100**

DT4: DOUBLE TABLE (approx. 12' x 3')
with **four** memberships: **\$230**

DT1: DOUBLE TABLE (approx. 12' x 3')
with **one** membership **\$150**

Dealers who desire more than two tables, please refer to section VIII of the Dealer Info Packet and check here to be contacted by our staff.

NOTE: Double tables will not be available once the Dealers' Room reaches 75% capacity.

***ELECTRICAL SERVICE REQUESTED:** Yes (note below) No

Up to 500 Watts (one outlet, covers all three days) **\$10**

500 - 1000 Watts (two outlets, covers all three days) **\$20**

TELEPHONE SERVICE

An analog telephone line may be installed at your table for a cost of \$200 for the duration of the convention. This is arranged directly with the hotel. Contact us for further information.

***DESCRIPTION OF ITEMS TO BE SOLD:** _____

***LOCATION DESIRED** (check *ONLY ONE BOX*. See instructions in Dealer Information Packet):

Table preference(s): # 1) _____ 2) _____ 3) _____ 4) _____ 5) _____

Any Wall Space (Reason: _____)

I wish to be **adjacent** to the following dealer (list one only): _____

I wish to be located **close to** the following dealers: _____

I have no specific table preference. Please note: _____

NOTE THAT ITEMS MARKED WITH A () ARE REQUIRED ITEMS*

MEMBERSHIP INFORMATION: *Application will be delayed if all names are not included. Note that failure to provide a date of birth will result in a "minor" badge being issued to the badgeholder.*

*Name of primary dealer: _____ *Birth date: _____

*Address: _____ *Phone: _____

_____ *Email: _____

_____ *Badge name: _____

*Note that a second member is admitted as an assistant to the primary dealer. Another person intending to share the table for the purpose of making independent sales is **not** an assistant. Each separate dealer requires a separate application. Applications which list two unrelated dealers will be returned. Please see rules.*

Name of second member: _____ Birth date: _____

Address: _____ Phone: _____

_____ Email: _____

_____ Badge name: _____

*Please provide information for additional dealer members on a separate piece of paper.
**** Do not include payment for a member without providing membership information! *****

MEMBERSHIP UPGRADE:

Primary dealer to sponsor: **\$55** Dealer assistant to sponsor: **\$55**

Primary dealer to supersponsor: **\$130** Dealer assistant to supersponsor: **\$130**

*TOTAL PAYMENT: \$ _____ Cash Check M.O./Trav.check

Credit card: _____ / _____ / _____ Exp: _____

Billing address (if different from primary): _____

TAX ID: It is the **sole responsibility** of the dealer to obtain a PA State sales tax license number and to provide that number to Anthrocon prior to **June 1, 2004**.

*PA SALES TAX LICENSE NUMBER: _____ Exp. _____

Please read the information in the Dealer Information Packet very carefully before signing.

The undersigned acknowledges that he/she has read and understood the contents of the Dealer Information Packet, and agrees to abide by the rules defined therein, including the policy on cancellation of reserved dealer tables. The undersigned further agrees that failure to furnish a valid Pennsylvania state sales tax license number prior to the close of business on June 1, 2004 may result in the resale of the dealer table to another party. No refunds will be issued in this event!

* _____
Print name

* _____
Signature

* _____
Date

NOTE THAT ITEMS MARKED WITH A (*) ARE REQUIRED ITEMS



Anthrocon Inc.
PO Box 270, Devault, PA 19432
anthrocon@anthrocon.org

AC 2004 Dealer Information Packet

July 9 - 11, 2004

Adams Mark Hotel, City Ave. and Monument Rd., Philadelphia, PA 19131

I. Tentative Hours

Thursday, 8 July

4 PM – 10 PM	Dealer setup only
10 PM onward	Off limits to all, including dealers*

Friday, 9 July

9 AM – 12 noon	Dealer setup
12 noon – 6 PM	Open to public
6 PM – 6:30 PM	Dealers only to close tables
6:30 PM onward	Off limits to all, including dealers*

Saturday, 10 July

9:30 AM – 10 AM	Dealers only to open tables
10 AM – 6 PM	Open to public
6 PM – 6:30 PM	Dealers only to close tables
6:30 PM onward	Off limits to all, including dealers*

Sunday, 11 July

9:30 AM – 10 AM	Dealers only to open tables
10 AM – 5 PM	Open to public
5 PM – 7 PM	Dealers only to break down displays.

* Subject to Dealers' Room Director's (or designated authority) discretion. The room will be completely secured during this time. At his discretion, the Director of Security may assign personnel to sleep in the room at night.

The Adams Mark Hotel has hosted Philcon for many years. Anthrocon has adopted Philcon's practice of placing the Dealers' Room and the Art Show side by side in a large exhibit hall. Security personnel will be on hand at any time that one area is closed while the other is still open.

Please note that check-in for dealers will be at the dealers' room entrance, *not* at the convention registration desk.

II. Tax issues

All dealers are required to collect and report a state tax of 6% and a city tax of 1% on all sales (excluding T-shirts and other “primary” clothing.) **That means a sales tax of 7%.** If there is a question as to whether an item is going to be taxable, please contact the Pennsylvania Department of Revenue or visit their web site at <http://www.revenue.state.pa.us>.

YOU MUST HAVE A PA SALES TAX LICENSE TO SELL ANYTHING AT ANTHROCON!

In the past, dealers applied for a Transient Vendor Certificate. Pennsylvania has phased these out and is giving even transient vendors a multi-year sales tax license, even though they continue to issue it under the title of “Transient Vendor Certificate.” You can apply for one using the form that is supplied in this packet, or online at <http://www.pa100.state.pa.us>. The online PA-100 form is more tedious, but it will yield the fastest results. If you do not have access to the world wide web and/or if you misplace the application we have provided, you can request a copy by contacting Thelma Stott’s office at the following address:

PA DEPARTMENT OF REVENUE
STATE OFFICE BUILDING
1400 W SPRING GARDEN ST ROOM 1206
PHILADELPHIA PA 19130-4088
Phone: 215-560-2714

If you already have an active license, you do not need to fill out this form; just report to us your license number *and* its date of expiration. **If you previously had a Pennsylvania State sales tax license** or a Transient Vendor Certificate that has expired, or if you have never had a license in Pennsylvania, you will need to fill out this form. Mrs. Stott has provided a helpful instruction sheet for us which we have included in this packet. Some additional information you will need for Section 7:

Part 1: Item 1: Check “Transient Vendor” if you are from out of state.
Item 2: The date of first retail sale in PA will be July 9, 2004.
Item 3: What you are selling (you can be general here)
Item 4: Check the box for PHILADELPHIA

Part 2: Item 1: PROMOTER NUMBER: 10002749
Item 2: SHOW NAME: Anthrocon
Item 3: MUNICIPALITY: Philadelphia
Item 4: COUNTY: Philadelphia
Item 5: SHOW ADDRESS: City Ave. and Monument Rd., Philadelphia, PA 19131
Item 6: START DATE: July 9, 2004
Item 7: END DATE: July 11, 2004

Important: When you receive the confirmation of your sales tax license number (either by email if you registered online, or by US Mail in the form of a printed license), you must report the number to us. We are required as the Promoter to have all license numbers on file prior to the convention. You may email it to dealerinfo@anthrocon.org, or you can send it by US Mail to ANTHROCON, PO Box 270, Devault, PA 19432. *You must report your sales tax license number to us each year; we will not keep them on file from one year to the next.*

Deadlines: We strongly recommend that you send in your application for a sales tax license, or complete the online PA-100 form, before May 1, 2004. **Anthrocon must have a record of your sales tax license in its possession by June 1, 2004.** If we do not have your sales tax license on file by that time, there is a possibility that your table will be given to another dealer on the waiting list who already has a sales tax license. *Do not wait until the last minute to file!* The online registration should be processed in no longer than one week; the paper form should take no longer than 30 days. If you file and do not get an answer within that time, *inquire!* You are solely responsible for ensuring that you have filed in ample time to get your license before June 1.

Anthrocon wishes to remind our dealers that we have a policy of strict adherence to state and local tax codes. It is illegal for multiple dealerships to share a single tax license. In the past we have seen numerous dealers at different tables claim to be operating under one dealer's tax license. This practice cannot continue. Thus, our general rules regarding the sharing of tables and tax licenses are as follows:

* A single table or a pair of tables purchased together by one individual represents "one dealership." It is staffed by one dealer and, optionally, a second dealer member who assists the primary dealer. A single tax license is required for each dealership. Two individual dealers with separate tax licenses may only share a single table if each has purchased a Half Table *and* each has turned in a separate Dealer Table Application.

* **Under no circumstances may two different dealerships at different tables share one tax license.** If you wish to share a table with another dealer, **please** purchase two half-tables, one for each. Do not purchase a full table to share with someone else. It creates an enormous amount of work for us when we notice that two independent dealers are operating under a single license (which is better than having the State notice it before we do). Therefore, if we receive an application in which there are clearly two separate dealers listed under the guise of "primary dealer and helper," we will have to return that application and ask that you send in two separate ones.

* A "second dealer member" is a spouse, a friend, or other party who will be sitting at the table for the purpose of helping *you* to sell *your* merchandise; that person's primary interest is selling your stuff. If the primary interest of the second person at the table is to sell *his or her* merchandise, even though he or she may be helping you to sell yours, that person does *not* constitute a "second dealer member."

* If you wish to share a table with another dealer and are worried that you will be unable to if you submit separate applications, all you have to do is note in the application that you wish to be next to the other dealer; have the other dealer note the same. We will make every effort to keep friends together.

III. Space Constraints

Space in the Dealers' Room is limited. Anthrocon has gone to great lengths to maximize the number of dealer tables without sacrificing space behind the tables or restricting the flow of traffic in the aisles. We must ask that all dealers keep their items neatly stacked behind their tables and that stored items do not impede passage behind the tables. In order to prevent overcrowding, there is a maximum limit of *two people* sitting at any single table. Special situations may be discussed with the Dealers' Room Director onsite. Anthrocon thanks you for your understanding and cooperation.

Each full table is approximately 72" in length and 30" in width. A double table is approximately 144" in length and 30" in width. A half table is approximately 36" in length and 30" in width. Each will be provided with a tablecloth and the appropriate number of chairs, to a maximum of 2 per six-foot table. We will strive to provide a minimum depth of 4 feet in the sitting area behind each table. Please note that Anthrocon makes no guarantees of any kind other than that we shall make every reasonable effort to accommodate dealers who have unique spatial requirements for their displays. Given sufficient advance warning, we will try to grant special requests for table arrangements or placement, but we cannot guarantee that we will honor any such requests made after the room is greater than 80% full.

IV. Guidelines on appropriate display of wares

Most items can be sold in the Anthrocon Dealers' Room provided that such items are not illegal in the Commonwealth of Pennsylvania (such as pornography involving minors, firearms and other restricted weaponry, etc.) Items of an adult nature may be sold if and only if these items are not on public display. Such items that are not suitable for minors must be either covered or kept in a clearly-marked binder. It is the responsibility of the dealer to keep such a binder out of the hands of anyone under 18 years of age, and to ensure that the material within is discreetly handled when being viewed by a customer. Binders or portfolios containing uncensored artwork *must* be separate from other binders. A tag or divider between "regular" and "adult" material is not sufficient.

A note from the Chairman: "Keep the merchandise and displays reasonable and respectable (i.e. no cheesecake/beefcake/sheepcake/skunkcake books where minors could grab them, or see things that they shouldn't, according to PA law). No uncovered 'naughty bits'; use a Post-It note or something else to hide them. It is a good idea to assume that the first person to approach your table will be the fourteen-year-old son of the local Vice Squad captain. Please remember that there are other people out there that may not share your taste in art; please do not try to 'squick' them just because you can."

Minors will be clearly identified. A dealer information packet will be provided that will include further details on how to recognize them. Anthrocon holds each dealer responsible to ensure that minors are not permitted to view, handle, or be otherwise exposed to adult materials. If you are in doubt, you can ask your client for identification before allowing him or her to view your wares. Dealers who are repeatedly found to be displaying adult-oriented items in such a fashion that they can be viewed by underaged members will be removed from the Dealers' Room without refund.

V. Restrictions

1. Flashing/rotating lights, sound generators or other excessively annoying displays will not be permitted. Video soundtracks or other audio need to be kept so that they do not annoy customers or other dealers. The Dealers' Room Director and staff have the final authority on what does and what does not constitute an annoyance.
2. Selling non-firearm weaponry such as broadswords is acceptable *provided* these weapons do not have a sharp edge and that the purchases are fully wrapped afterward. As per Anthrocon Security Policy, these items may not be waved or otherwise brandished in public. It is strongly suggested that dealers urge customers who purchase such items to carry them directly to their rooms.
3. No pirated material of any sort will be allowed in the Dealers' Room. Material that is otherwise unavailable in the United States will be decided upon on a case-by-case basis. A rough guideline: Tapes of cartoons that have fallen into the public domain are acceptable, but a home compilation of "Minerva Mink's Greatest Hits" is not. Selling books, CDs or any other item that includes work by another person from which full permission has not been obtained is strictly prohibited. If the material is questionable, the Dealers' Room Director will try to be reasonable, but will err on the side of caution. The Dealers' Room Director's decision in this matter is final.
4. No table space may be shared with or resold to another dealer without the prior consent of Anthrocon's Dealers' Room Director.
5. Due to the limited space behind tables, please restrict the number of people seated at any full table to *two*. Keep all items neatly piled under the table or as close to it as possible; do not impede the passage of other dealers behind the tables. For half-table purchasers, please keep your items to your half of the table. Any items that are placed in the aisle in such a way that customer traffic is impeded will be removed by Dealers' Room staff. Any person or group of people that is causing undue congestion will be politely asked to disperse.
6. There is to be no horseplay in the Dealers' Room. We do not want to see anyone trip and injure himself or someone else, or cause damage to someone else's merchandise. "If you break it, you bought it." Anthrocon is not responsible for injuries, breakage or loss incurred by or caused by any dealer or member.
7. Foreplay is *definitely* out. Take it elsewhere. Please.
8. The Dealers' Room Director and/or her staff reserve the right to refuse service to any person or entity. If any one is disruptive, ignores the rules, or harasses other persons and is not amenable to correction, Anthrocon will take the appropriate action, up to and including removal the offender from the convention. This includes dealers and friends as well as customers/members. If Anthrocon's management is forced to eject a dealer or any other person due to violations of the rules, no refund will be given of any membership or table fees.

VI. Placement of Dealers at Tables

Dealers will be given the opportunity to request specific tables or specific locations within the room, subject to the following restrictions (see accompanying map):

Tables 2-11, 16-38, 39-44, and 62-58 will be limited to single table and half-table dealerships.

Tables 87-97 will be offered first to those dealers who through special sponsorships (see section VIII) have been permitted to occupy more than two adjacent tables. These sponsorships are available to all dealers, but only while there is space available, and the number of sponsorships are limited.

The date and time that the *complete* application is received will be noted and placement will be made on a first-come, first-served basis, subject to the restrictions noted above. All of the information on the dealer application that is marked with an asterisk (*) must be provided and full payment or credit card authorization included (do not forget charges for power!) for the application to be considered complete. Also, *please* do not pay for additional dealers without including their names. It is a problem for us to keep track of these things, especially when names begin to appear out of the blue days before the convention when we are trying to close our registration database out. You can add additional helpers up until pre-registration closes.

Please choose only *one* box. We cannot honor multiple requests as a matter of fairness to all involved.

- 1) *Specific table.* On our web page you will find a map of the dealer room. You may list your first five choices. We will place you at the first table that is available at the time your completed application is received. *If none of your choices are available, we will attempt to place you at a similar table, but we cannot guarantee that the location will be the one you desired.*
- 2) *Wall space.* We will place you at a table that is located against the wall or along the curtain wall. Please do not choose this option if there is not a physical need for a wall location, such as a free-standing shelf or display. Note that this space is limited and if it is not available at the time we process your application, we will place you to the best of our ability in an area that will accommodate you.
- 3) *Adjacent to another dealer.* We will make every effort to place you next door to the dealer that you name. Please list only one name. If you wish to have a number of dealers together, you may coordinate with those other dealers and turn your applications in simultaneously.
- 4) *Close to another dealer.* We will try to put you next door, but if that is not possible, we will try to keep you in the same general area (such as across an aisle or back-to-back).
- 5) *Anywhere.* We like these best. There are no “bad” tables in the room since most attendees make full circuits at least once (or more) during the convention.

Additional notes. If you have special physical needs or some other requirement that is not covered above, please list it here. We make every effort to accommodate our dealers' wishes. Be aware, however, that as the room becomes more full it becomes increasingly difficult for us to honor the requests of individual dealers.

VII. The Waiting List: what if the room sells out?

Traditionally, we see a certain amount of attrition from dealers who discover scheduling conflicts or encounter other obstacles to attending Anthrocon. Dealers who are placed on the waiting list once the room sells out usually have a good chance of getting a table.

If we receive an application after the last available table is claimed, we will send you a separate Waiting List Questionnaire which we will ask you to complete and return to us. It will allow us to serve you better by

determining your minimum space requirements. We will not process any payments from dealers who are on the waiting list unless and until tables become available. If you are still on the waiting list by the time pre-registration for the convention closes, we will offer dealers who have obtained a Pennsylvania sales tax license to remain on the waiting list up until the opening of the convention. We cannot guarantee that a table will come available, but in the past dealers have failed to appear, and thus there is a chance we may be able to accommodate you.

VIII. Additional tables beyond the two-table limit.

Some dealers wish to have more than the maximum allotment of two tables. Anthrocon is willing to grant additional table space to dealers in return for sponsorship by those dealers of some of our special events and services, such as the Thursday night social or specific programming events. Dealer Sponsorships start at \$500 and offer varying levels of advertising opportunities. If you *really need* additional table space and are willing to make a substantial grant toward Anthrocon's operating expenses, please contact us to see what is available. Kindly note that we will not be able to accept any Dealer Sponsorships nor can we grant any tables beyond the two-table maximum once the dealers' room has reached 75% capacity.

IX. Canceling a table (no, you can't give it to a friend)

If you find that you will not be able to make use of one or more of your dealer tables, **please** inform us as soon as possible. It is unfair to dealers who are on the waiting list to keep them waiting until it is too late for them to make reasonable travel arrangements. It is also unfair to those on the waiting list to transfer an unwanted table to another person, which effectively bypasses the waiting list. You can replace dealer assistants, provided they are proper assistants as defined in section II, and not other dealers that you want to share space with. We will only grant refunds for table space if the cancellation is received in a timely fashion.

Any table that is left unclaimed as of 12:00 noon on Saturday, July 10, will be offered to a dealer on the waiting list, unless the owner of the table contacts us prior to that time. Our convention operations office can always be reached by calling the hotel switchboard during convention hours.

X. Administrative Details

1. Complaints or concerns should be directed onsite to the Dealers' Room Director or one of her staff members. Issues arising prior to the convention should be directed to dealerinfo@anthrocon.org
2. All decisions made by the Dealers' Room Director as to the appropriateness of display, merchandise or conduct will be final.
3. Refunds for dealer tables that cannot be used will be issued **only if** requested before May 1, 2004. A refund of 50% will be issued if the request is submitted between May 1 and June 1. No refunds will be issued if a table is canceled after June 1, 2004.
4. Dealer tables that have not been staffed by 3:00 PM on Friday, July 9, 2004 will be considered abandoned and may be offered to dealers on the waiting list. No refunds will be offered to the original dealer in this event. If you fail to claim your table without contacting us prior to 3:00 PM on Friday, July 9, you may place any future opportunities for table space at Anthrocon in jeopardy.
4. Any person who accepts a dealer's table at Anthrocon is understood to have agreed to these rules.

