



ANTHROCON 2005

DEALERS' ROOM APPLICATION

July 8-10, 2005, 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 note! This is an application only, *not* a registration form. Do not send any payments now. We will bill you later based on the availability of table space. **DO NOT** mail this application prior to December 1, 2004. The postmark on the envelope will determine the order in which it is processed.

The following are the 2005 DEALER TABLE RATES. Each includes 1 membership. Additional members may be added later at a cost of \$30 each. Please check the box beside the type of table you desire. Half tables are approximately 3'x3'. Full tables are 3'x6', while double tables are 3'x12'. *Please note that a limited number of double tables will be available.*

***Please check the box corresponding to the type of table you desire:**

HALF TABLE: \$50

FULL TABLE: \$90

DOUBLE TABLE: \$200

***If we are unable to accommodate your request, what is the *minimum* table size you can accept?**

HALF TABLE: \$50

FULL TABLE: \$90

DOUBLE TABLE: \$200

If there are available tables after March 1, 2005, we will consider requests for a third table, at a cost of an additional \$150. If you wish to be considered, check here:

***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 **away from** the following dealers:_____

I have no specific table preference. Other:_____

***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 full duration of the convention. This is arranged directly with the hotel. Contact dealerinfo@anthrocon.org for further information.

***NAME OF DEALERSHIP:** _____

***PLEASE DESCRIBE THE ITEMS TO BE SOLD:** _____

Anthrocon may have to limit the number of dealers of certain commodities to preserve the balance of the dealers' room.

CONTACT INFORMATION: Please provide contact information for the *Primary Dealer*. This is the person who will be responsible for the table. This information will be entered into our registration database so that your membership can be processed at the same time as your table assignment. After a table assignment is made, you will have an opportunity to register additional members to assist you. Note that 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. If you wish to ensure that you are situated next to a particular dealer, simply enclose both applications in the same envelope. They will be given equal priority in table assignments.

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

*Address: _____ *Phone: _____

_____ *Email: _____

_____ *Badge name: _____

It is important that we be able to contact you when a table is available, so please write legibly. If you provide an email address that we can read, we will send you a note to inform you of when your application is received. Note that failure to provide a date of birth will result in a "minor" badge being issued to the badgeholder.

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 within 6 weeks of receipt of your table assignment. You do not need to supply a tax license number with this application; however, if you already have a PA sales tax that is current (see section II of the rules), you may provide it here:

PA SALES TAX LICENSE NUMBER: _____

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 both payment and a valid Pennsylvania state sales tax license number within the stated time period may result in the resale of the dealer table to another party.

* _____
Print name

* _____
Signature

* _____
Date

Mail this form to ANTHROCON DEALER ROOM / PO Box 2188 / Chicago, IL 60137
Do not send it to Anthrocon's Pennsylvania address!



Anthrocon Inc.
PO Box 2188, Chicago, IL 60137
dealerinfo@anthrocon.org

ANTHROCON 2005 Dealer Information Packet
July 8 - 10, 2005
Adams Mark Hotel, City Ave. and Monument Rd., Philadelphia, PA 19131

I. Overview and Tentative Hours

Thursday, 7 July

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

Friday, 8 July

9 AM – 12 noon Dealer setup
12 noon – 5 PM Open to public
5 PM – 5:30 PM Dealers only to close tables
5:30 PM onward Off limits to all, including dealers*

Saturday, 9 July

9:30 AM – 10 AM Dealers only to open tables
10 AM – 5 PM Open to public
5 PM – 5:30 PM Dealers only to close tables
5:30 PM onward Off limits to all, including dealers*

Sunday, 10 July

9:30 AM – 10 AM Dealers only to open tables
10 AM – 4 PM Open to public
4 PM – 6 PM Dealers only to break down displays.

What we offer our dealers:

- 1) 137 tables, more than any other Anthropomorphics convention; buyer-to-dealer ratio of 20:1 or better anticipated.
- 2) Half-tables (3'x3') and full tables (3'x6') available; double tables (3'x12') available on a limited basis.
- 3) Additional tables may be available per dealer (if space allows) after March 1
- 4) Wall space available with "carpeted" walls that allow for pushpins to be used.
- 5) A light lunch is offered in the room each day for a very small fee.
- 6) Electrical service available for a small fee. Telephone service available through arrangement with the hotel.
- 7) Wireless internet access planned (see web page for updates)

* 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.

Please note that check-in for dealers will be at the dealers' room entrance, *not* at the convention registration desk. All dealers and dealer assistants must be pre-registered; we cannot register dealers at the door.

*MUCH OF THE INFORMATION IN THIS PACKET HAS CHANGED FROM PREVIOUS YEARS.
PLEASE READ IT THOROUGHLY.*

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!

Pennsylvania no longer issues Transient Vendor Certificates; instead, a multi-year license is issued to all vendors. This license will automatically be renewed *provided* that the vendor keeps his or her account active. The way to keep the account active is to file a return every six months. That means that even though you made no sales in Pennsylvania for the first half of the year (January through June), you must still file a return for that time period. All that is necessary is to put "0" down for the total Pennsylvania income collected and send the return back. This will keep your account active. If you do not file this "zero-return," then your account will become inactive, and you will have to re-activate it.

The Pennsylvania Department of Revenue has requested that Anthrocon's dealers not use the lengthy and involved PA-100 form that is available online. Instead, they prefer us to use the short form (REV-515FO) that is offered on our web page at <http://www.anthrocon.org>. You may use this form to apply for a new sales tax license if you never had one, or to reactivate a license that has become inactive. If the state has not sent you any tax forms for more than a year, then your account is inactive.

If you already have an active license, you do not need to fill out the form; just report to us your license number. **If you previously had a Pennsylvania State sales tax license** that has become inactive, or if you have never had a license in Pennsylvania, you will need to fill out this form. Mrs. Thelma Stott has provided for us a helpful instruction sheet for us which you can find on our web site. 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 8, 2005.
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 8, 2005
Item 7: END DATE: July 10, 2005

Mail the completed application to:

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

Important: When you receive the confirmation of your sales tax license number, you must report the number to us. We are required as the Promoter to have all license numbers on file prior to the convention. Providing a license number at the convention or the day before the convention is no longer a valid option. You may email it to dealerinfo@anthrocon.org, or you can send it by US Mail to ANTHROCON, PO Box 2188, Chicago, IL 60137. *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: *You do not need to have a license before applying for a table.* We strongly recommend that you send in your application for a sales tax license as soon as Anthrocon has accepted your Dealers' Room Application and has assigned a dealer table for you. **Anthrocon must have a record of your sales tax license in its possession within six weeks of table assignment, and in all cases must have the number by June 1, 2005.** If we do not have your sales tax license on file in 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 form should take no more than 30 days to process. 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 in before the deadline.

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 a registration in which there are clearly two separate dealers listed under the guise of "primary dealer and helper," we will have to ask the second person to send in a separate application.
- * 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 send the applications in the same envelope. They will be processed as having been received simultaneously. We will make every effort to keep friends together, but you need to help us to do that.

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.** YOU are responsible for the area around your tables. Your friends may not sit behind or around your table, or on the floor in front of or behind your table, or you may be warned or even lose your tables. Due to previous abuse, we can no longer be as tolerant as we have been in the past. 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 which must be kept closed by the dealer when it is not being viewed. 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, and may lose their Dealers' Room privileges for future conventions..

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. This will require a completed dealer room application and pre-arrangement with the 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. Failure

to comply with any dealer room staff member's request may endanger your position in this and in future dealer rooms. If you do not feel that the staff's concerns are valid, please direct your inquiry to the head of the Dealers' Room Director. Her decision on the matter will be final.

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

Due to the excessive demand for table space, we are instituting an application procedure. Applications will be accepted starting in December of 2004. The postmark date will determine the priority with which tables are assigned. *No application must be postmarked prior to December 1, 2004.* Be fair. Any applications that are postmarked earlier than December 1, 2004 will be treated as having been postmarked December 8. Please do not send payment along with your application, and do not wait to receive a sales tax license number before applying. The task of assigning tables will be performed in mid-December, and when a table assignment has been made, we will then ask for payment and for your sales tax license number.

Applications postmarked December 1 will be processed first, followed by those postmarked December 2, then those postmarked December 3, and so on.

Dealers who are sending applications in from areas outside the United States may send an email to dealerinfo@anthrocon.org on the day that the application is sent. This will alert us to watch for it should it be delayed by international post. We must receive the application prior to December 19.

Note that in page 1 of the application, dealers are given the opportunity to request specific tables or specific locations within the room, subject to the following restrictions (see accompanying map):

Tables located between the entrance and the four pillars will be limited to single table and half-table dealerships. The exceptions are tables 13-14, which along with 15-16 will be made available for dealers seeking double tables. Please do not request a double table located between 1-12, 35-38, 42-47, 62-72, 87-96, 111-129, or 134-136. Tables that are blacked out are only available on a contingency basis and will be assigned to dealers as they become available.

In the "location desired" section, please choose only *one* box. The choices are as follows:

1) *Specific table.* On our web page (and on the last page of this packet) you will find a map of the dealer room. You may list your first five choices for table location. We will place you at the first table that is available at the time your completed application is reviewed. *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. 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 your needs.

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 in the same envelope. Applications submitted in this fashion will be processed simultaneously and will maximize your chances of being near your friends. 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)

4) *Away from another dealer.* It may be a competitor, or someone with whom you do not have the best business relationship. We will try very hard to honor these requests to keep everyone comfortable.

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.

6) *Other.* 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.

Please be certain to fill in the line on the application that asks for your *minimum* space requirements. As tables are made available, we will offer them first to dealers who can get by with half tables, then to dealers who need a full table, and lastly to dealers who absolutely must have two tables.

VIII. Additional tables beyond the two-table limit.

Some dealers wish to have more than the maximum allotment of two tables. With the high demand for table space, this becomes something of a challenge. If, after March 1, 2005, there are still available tables, we will offer them first to any dealers who were granted a smaller table space than they initially requested. If tables remain, we may offer them for a fee to dealers wishing to add a third table.

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. Please make every attempt to do this well in advance. 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 9, will be offered to a dealer on the waiting list, unless the owner of the table contacts us prior to that time. Email is not sufficient if sent within the week before the convention; if you do not receive a response from us, you must call the Convention Operations Office at the convention itself. 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. Please try to notify us of your concerns on site. We are not able to fix things that are not brought to our attention until after the convention is over.
2. All decisions made by the Dealers' Room Director as to the appropriateness of display, merchandise or conduct will be final.
3. A person or entity who has been assigned space in the Dealers' Room *may not* take table space in Artists' Alley. Space in the Alley is and it would be unfair to deny an artist the opportunity for a table in the Alley while a dealer is given two sales locations. Dealers who are represented in both locations may lose their access to both locations. In this instance no refunds will be provided.
4. (Reiterating): 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, 2005. Failure to notify us in a timely fashion of a cancellation after that date may result in a delay next year in assigning you a table. We understand that emergencies happen and will make allowances on a case-by-case basis, but please show consideration for those dealers on our waiting list.
5. (Reiterating): Dealer tables that have not been staffed by 12:00 PM on Saturday, July 9, 2005 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.
6. Remember to send your application directly to the dealer's room director. The address is:

ANTHROCON DEALERS' ROOM
PO Box 2188
Chicago, IL 60137

Do not send it to the convention's headquarters in Pennsylvania! It will only delay your application!

7. **Any person who accepts a dealer's table at Anthrocon is understood to have agreed to these rules in their entirety.**

The diagram on the following page depicts the planned layout of the Exhibition Hall as of October, 2004. The numbers tables on the left side of the pipe-and-drape curtain are the tables for dealers; those on the right are Artists' Alley tables, which cannot be reserved prior to the convention. At this time there are not believed to be any areas in which tables may be added without violating local ordinances (so please do not suggest any). Anthrocon reserves the right to make changes to the layout at any time; such changes will be announced on our web site at <http://www.anthrocon.org> as soon as they are confirmed.

