

# COMICPALOOZA

## COMICPALOOZA'S 2010 ARTIST ALLEY CONTRACT

Startling Events, LLC  
23007 Walderford  
Katy, TX 77450

Dear Merchant,

Thank you for taking the time to look through our 2010 Comicpalooza Dealer Contract. You are cordially invited to look through our Dealer's Packet and join us for Houston's largest comic and multimedia convention. Comicpalooza will be held March 26th-28th, 2010, at the George R. Brown Convention Center and Hotel of the Americas in beautiful downtown Houston, TX. Comicpalooza will be the largest comic book and multimedia convention ever held in Houston with a Dealer's Room of 31,590 square feet in the George Bush Grand Ballroom, over 80 different panel and event rooms, table top gaming, and multimedia events including a film festival with 3600 seats in the general assembly theater. Comicpalooza promises to be the premier event in Texas in 2010. In addition to both local and national web and print media advertising, Comicpalooza benefits from a thorough publicity campaign that brings our guests and celebrities together with regional reporters and other media personnel to not only advertise Comicpalooza, but also you the guests, dealers, industry panelists, and exhibitors.

We welcome you as artists and/or industry panelists and hope to see you at Comicpalooza. We look forward to seeing you in Houston, and if you need any special accommodations or have any concerns or questions regarding this packet or the contract feel free to contact us.

**VENUE:**

George R Brown Convention Center  
1001 Avenida de las Americas  
Houston, Texas 77010

**DATE:** March 26-28, 2010

**SETUP/TAKEDOWN:**

The setup and take down time below is for the convenience of the dealer. All dealers must be in place by 11:00 AM Friday morning and checked in with the Dealers' liaison.

If the exhibit area is not claimed by 1:00 PM Friday afternoon, the exhibit space will be considered abandoned and will be available for purchase and setup by another dealer. Unless Comicpalooza is properly notified, refunds will not be given. Please see the section on our cancellation policy for details.

The take down time is tentative, and Comicpalooza reserves the right to remove any material left behind and place it in storage at the dealer's expense. Dealers are allowed to enter the exhibit hall one hour prior to its scheduled opening each day and are allotted one hour after closing to secure their items for overnight.

**DEALER HALL HOURS FOR SETUP:**

- Thursday 4:00 PM – 12:00AM Load in/Setup Time
- Friday 8:00 AM - 12:00 PM Setup Time
- Saturday 8:00 AM - 10:00 AM Setup/Restock Time
- Sunday 8:00 AM - 11:00 AM Setup/Restock Time
- Sunday 4:00 PM – 10:00 PM Breakdown/Load out

**DEALER HALL HOURS OPEN TO THE PUBLIC:**

- Friday, March 26, 2010: 12:00 PM – 7:00 PM
- Saturday, March 27, 2010: 10:00 AM – 7:00 PM
- Sunday, March 28, 2010: 11:00 AM – 4:00 PM

**LIABILITY POLICY:**

The dealer is fully responsible for any and all damages to property owned by the George R Brown Convention Center, Hilton Hotel of the Americas, and/or Comicpalooza, its owners or managers that may result from any act or omission of dealer. Dealer agrees to defend, compensate, and hold harmless George R Brown Convention Center, Hilton Hotel of the Americas, and Comicpalooza, its owners, managers, officers or directors, agents, employees, subsidiaries, and affiliates, from any damages, losses, costs, or expenses arising from or out of or by reasons of any accident or bodily injury to employees and dealer invitees which arises from or out of the dealer's occupancy and use of the Dealer Room premises, the venue or any part thereof. The dealer invitee is anyone who enters the dealers' exhibition space of sale or show within the Dealers' Room.

## **SECURITY AND PROVISIONS**

Comicipalooza is pleased to announce that we will provide security which may include but is not limited to Houston Police Officers and Comicipalooza security personnel, 24-hours a day inside the Dealers' Room and surrounding areas once the Dealers' Room opens for setup Thursday until take down Sunday. Even though there will be 24-hour security in and around both the Dealers' Room and the rest of the convention, any cash or valuables are requested to be removed from the Dealers' Room at the end of the day. As an extra precaution against theft, we ask that the dealers take extra care in placement of merchandise and cash boxes. Dealers are responsible for their own property, and under no circumstances will Comicipalooza or its personnel be liable for any loss or damage including but not limited to merchandise, equipment, and/or revenue.

## **ARTIST ALLEY BADGES**

Each Artist will receive one badge if half a table is purchased and two badges if a full table is purchased. If more badges are required than those supplied to you then you may request additional badges at the cost of \$25 per badge. All requests for additional badges must be submitted to the Dealer's Liaison by March 4, 2010. If additional badges are requested during the convention there will be a \$35 charge per badge. The Artist Alley badge entitles you to sell merchandise within the confines of Artist Alley during operational Artist Alley hours, to roam the convention, and enjoy all of the events applicable to a general admission ticket. However, **the only people that can enter Artist Alley during setup or break down are those with Artist Alley badges.**

## **RULES AND REGULATIONS**

### **CONVENTION ATTENDEE RULES**

Any rules or regulations established in the Program Guide, or made during the convention are to be followed at all times. For example, a dealer may not carry a sign anywhere in the convention, but the dealer may display signs which abide by the rules stated in this contract at the dealer's booth. Dealers are allowed and encouraged to place signs through out their booth area advertising their booth, labeling prices, and making their name visible. This is the only instance where signs are allowed in Comicipalooza. Signs must not contain material that would violate the Adult Material Policy, Bootleg Policy, or any other rules/regulations in this contract.

### **ARTIST ALLEY LAYOUT**

The Artist Alley will be set up and ready by 4 pm, March 25<sup>th</sup> when it will be open to artists for setup. Each Artist Alley table will be set up at open and may not be changed, moved, or altered in anyway. If an artist is caught moving or rearranging their tables, they will receive a warning for the first offense and may be asked to forfeit their Artist Alley space without refund if the offense continues. Any displays or rearranging of the tables so that they extend outside of the designated area and into the walk way is **STRICTLY** prohibited. Thank you for your cooperation.

## **BOOTLEG POLICY**

Comicipalooza and its associates will not tolerate the sales or display of illegally manufactured or copied merchandise in the convention. Only properly licensed commercially produced materials or original works may be on display, sold, or purchased. Artists will be asked to remove from sale and display any and all items that can be considered illegitimate in the best judgment of any of our senior staff; which includes, but is not limited to the Dealer's Liaison, Organizer, Senior Staff, and/or industry representatives. Failure to comply or subsequent violation may result in removal from the convention and forfeiture of all dealer fees. If you have any questions regarding what specific merchandise is or isn't acceptable, contact the Dealer's Liaison prior to the convention.

## **ADULT MATERIAL POLICY:**

Due to the genre and nature of the event, Comicipalooza is expecting minors and families to be present at the convention. We ask dealers to keep this in mind as they set up their booths. As a reminder, the sale of adult merchandise to minors is illegal. **The display or sale of adult merchandise to anyone under the age of 18 will not be tolerated. Please keep all displays acceptable for a PG audience with no adult material on display in plain sight.** Dealers will only be asked **ONCE** to remove or place out of plain sight such items. Any further violation will result in removal from the convention and forfeiture of all dealer fees. Any sale of adult merchandise to minors will invoke immediate removal from the premises and charges will be filed.

## **SALE OF MERCHANDISE OUTSIDE THE DEALERS ROOM/ARTIST ALLEY:**

Original artwork and creator-owned small press publications are the only merchandise acceptable for sale at the Artists Alley. The sale of commercially produced merchandise is strictly prohibited at the Artists Alley or any other function space outside of the Dealer's Room. Any sales of non-original art or commercially available merchandise within the Artists Alley is grounds for being expelled from the premises (this includes toys/glow sticks/food/etc.)

## **RESERVATION AND PAYMENT:**

To reserve a booth, please complete and send the following form along with your payment via money order or personal/company check and a copy of your Texas Tax ID to:

Startling Events  
23007 Walderfor  
Katy, TX 77450

Please make all checks and money orders payable to Startling Events. Booth availability may be checked via our website or via the Dealer Liaison.

**CANCELLATIONS:**

If you would like to cancel your reservation, reduce the number of booths/tables, for a full refund, a written notice postmarked no later than (February 1, 2010) received within 2 weeks must be sent to the Dealer's Liaison. Cancellations after this date will be subject to reduced refunds.

# Comicalooza Registration Form: Artist Alley

Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_ HTTP:// \_\_\_\_\_

Best time to contact by phone: \_\_\_\_\_

## ARTIST ALLEY

One half of an 8' table \_\_\_\_\_ @ \$75 \$ \_\_\_\_\_

One full 8' table \_\_\_\_\_ @ \$135 per table \$ \_\_\_\_\_

I need/don't need (circle one) an electrical outlet @ \$100 charge \$ \_\_\_\_\_

I need/don't need (circle one) a phone/internet connection @ \$175/ line \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

I am/am not (circle one) interested in finding out about advertising opportunities at Comicalooza.

Please make checks or money orders payable to **Startling Events**. Send payment and this completed form to:

Startling Events  
23007 Walderford  
Katy, TX 77450

**By submitting this registration form, I declare that I have read and understand the policies of the Comicalooza 2010 Artist Alley Contract and I agree to be bound by them. I also understand the penalties for breaking these policies may include in the revocation of my dealer title and the forfeiture of my dealer fees and possible ejection from the convention and/or Hotel.**

\_\_\_\_\_  
Signature\_\_\_\_\_  
Date

Print Name Here: \_\_\_\_\_ Title: \_\_\_\_\_

OFFICE USE ONLY Table \_\_\_\_\_ Paid \_\_\_\_\_ D.L. \_\_\_\_\_