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Baltimore Convention Center  
One West Pratt Street  
Baltimore, MD, 21201  
www.otakon.com

# Otakeon 2010 Dealers' Room Packet

<b>Dealers' Room/Booths</b> .....	<b>2</b>
<b>Booth Rates</b> .....	<b>2</b>
<b>Reservations/Payment/Contact</b> .....	<b>2</b>
<b>Dealers' Room Hours</b> .....	<b>3</b>
<b>Dealers' Room Setup</b> .....	<b>3</b>
<b>Dealer Memberships</b> .....	<b>4</b>
<b>Booth Configuration</b> .....	<b>4</b>
<b>Requirements from the Baltimore Convention Center</b> .....	<b>5</b>
<b>Refund/Cancellation Policy</b> .....	<b>5</b>
<b>Last-Minute Registration</b> .....	<b>6</b>
<b>Otakeon Dealers' Room Policies</b> .....	<b>6</b>
<i>Adult Materials Policy</i> .....	<b>6</b>
<i>Weapons Sales Policy</i> .....	<b>6</b>
<i>Bootleg/Piracy Policy</i> .....	<b>7</b>
<i>Policy for Events Requiring Crowd Control</i> .....	<b>7</b>
<b>ABSOLUTE RULES</b> .....	<b>8</b>
<b>Maryland State Sales Tax Information</b> .....	<b>8</b>
<b>Maryland State Licensing Information</b> .....	<b>9</b>
<b>Advance Shipping</b> .....	<b>10</b>
<b>Suggested Procedures for Dealers' Protection of Valuables</b> .....	<b>10</b>
<b>Suggestions for First Time Dealers</b> .....	<b>10</b>
<b>Otakeon, Inc.'s Service to Dealers</b> .....	<b>11</b>
<b>Dealers' Room Authorization</b> .....	<b>12</b>

## **Dealers' Room/Booths**

The Dealers' Room will be in Exhibit Hall F of the Baltimore Convention Center (BCC), with access from the loading docks via a roll-up door during setup/breakdown, and membership entrances through the Sharp Street Lobby (via Hall G) during operating hours.

Each table in the Dealers' Room is actually a 10'x10' booth with a 6' draped table and two chairs. Booths or blocks of booths reserved by a dealer will be marked off by 3' high pipe-and-drape around the sides and back. Booths will be available along the walls of the Exhibit Hall, or in islands as shown in the map available on the Otakon website.

Otakorp, Inc. will also offer industry spaces in the adjoining Hall G to accommodate larger, trade-show quality displays. Further information on industry spaces is available by contacting the Industry Liaison at alexw@otakorp.org.

Dealer space will be assigned on a first-come, first-served basis. We will try our best to accommodate your location preference. However, it may be necessary to relocate dealers' areas and we reserve the right to do so within reason.

While Otakon does not allow booth spaces to be sublet to another vendor, we do not have a policy barring one or more vendors from sharing a booth space. Should vendor(s) be inclined to do so, approval must be obtained from the Dealers' Room Coordinator and each individual vendor **MUST** register separately and **MUST** submit separate Trader's Licenses upon check-in. Failure to do so may result in removal of all involved vendors from the convention and forfeiture of all registration fees.

## **Booth Rates**

The booth rate this year is \$825 for all booths booked by July 1st, 2010. Booth(s) booked after July 1st will be billed at \$925 per booth.

## **Reservations/Payment/Contact**

To reserve table space, you must fill out the request form by visiting our website at [www.otakon.com](http://www.otakon.com). Our Dealers' Room Sales Representative, Alex Wang, will then contact you with a confirmation or a request for additional information. Once we have confirmed your space is available, your payment must be made within thirty (30) days. If payment is not made within that time, your tables may be released for general sale.

Payment must be in the form of a check payable to "Otakorp, Inc." and must be mailed to the address provided below. We can accept money orders, certified bank checks, or business checks, but **NOT** personal checks or credit card cash advance checks.

**IMPORTANT: Do not send payment without receiving a confirmation message; it will not be accepted.**

To contact the Dealers' Room Sales Representative, please use the form on our website or send an email to [dealersroom@otakorp.org](mailto:dealersroom@otakorp.org). Payments and any other requested correspondence should be sent to:

Otakon 2010 Dealers' Room  
c/o Alex Wang  
2722 Links Club Dr Apt 301  
Raleigh, NC 27603

### Dealers' Room Hours

Attendees will be allowed access to the Exhibit Hall between opening and closing. We require that you or an associate be present at all times during these hours. These times are subject to change (any changes will be posted to the website).

<b>Convention Day</b>	<b>Setup Time</b>	<b>Operating Hours</b>
Thursday	8:00 AM - 8:00 PM *	No Operating Hours
Friday	8:00 AM - Noon	Noon - 8:00 PM
Saturday	8:00 AM - 10:00 AM	10:00 AM - 6:00 PM
Sunday	8:00 AM - 10:00 AM	10:00 AM - 3:00 PM **

\* Unloading of vehicles is 8:00 AM – 5:00 PM only.

\*\* Breakdown is 3:00 PM – 6:00 PM on Sunday. All loading to leave the BCC must be completed by 6:00 PM. As a result of additional charges incurred during past conventions because of tardy participants, Otakorp, Inc. has had to institute an incentive for all dealers and industry representatives to vacate the BCC within time limits. If a dealer is not out of the BCC by 6:00 PM additional charges for clean up will be incurred by the dealer. The dealer will be charged \$500.00 by Otakorp, Inc. Your cooperation is appreciated.

### Dealers' Room Setup

Before bringing vehicles around for unloading, dealers MUST check in with the Dealers' Room Coordinator and present their Trader's License and sales tax ID. At that time, badges will be issued and then dealers may unload.

We will be ready to receive incoming dealers starting at 8:00 AM Thursday morning. The loading dock area can be accessed from Charles or Conway streets. Once you are through the BCC gates, proceed to the second set of loading ramps where the driveway angles to the left. The decorating company offers load-in and load-out services onsite to assist in the setup and tear down process for dealers who are shipping merchandise directly to the convention center or arriving in vehicles that must use a load-

ing dock to unload. This service is not included in the exhibitor booth fees and dealers will be billed directly by the decorating company. For more information please consult the decorator's packet.

The loading docks will be open on Thursday and Friday for unloading of vehicles. Please note the time restrictions in the table above and plan to arrive in plenty of time to unload your merchandise. To expedite this process, you may wish to palletize your merchandise or use containers that are easily stackable. For breakdown, loading docks may be accessed as soon as the Dealers' Room is cleared of the general membership after closing on Sunday at 3:00 PM.

Please note that during set-up hours, the BCC does NOT provide air conditioning or full lighting; please keep this in mind when planning your schedule.

## **Dealer Memberships**

Dealers will be supplied with two dealer badges for each booth purchased. Dealer badges will be honored as membership badges during all hours of the convention. Dealer badges must be worn at all times by any person working at a booth. Badges may not be sold, loaned, or otherwise transferred to persons who are not working for you.

Dealers' Room badges may be shared among employees, but the practice of sharing one badge among multiple employees simultaneously is prohibited and could result in the confiscation of badges. Every individual working your booth(s) must wear a badge at all times.

Because of repeated requests, we will be offering additional dealer badges for purchase at Otakon. If you need additional dealer badges (beyond the two-per-booth that are provided), contact the Dealers' Room Coordinator at the convention. Additional dealer badges are \$60.00 each.

If you are with a production house, animation/comic studio, or other part of the industry and wish to have more badges for your industry (i.e. non-retail) personnel, please contact our Industry Liaison at [alexw@otakorp.org](mailto:alexw@otakorp.org).

## **Booth Configuration**

You may configure your booth or block of booths as you see fit, adding additional shelves, taller pipe & drape, kiosks, etc., as long as they do not interfere with other dealers' areas, hang from the ceiling of the room, or violate Baltimore Convention Center requirements (listed later in this document). The decorating company offers a variety of services and furniture that you may find useful and convenient. Each dealer is responsible for all fees and other costs from the decorator or the BCC associated with any dealer special requests. Dealers are welcome and encouraged to bring their own tables and other furniture to save on expenses, but please be considerate of your fellow dealers and keep it within reason and within the restrictions set by the BCC.

Electrical and telecommunications hookups for a fee are available through the BCC, and other services can be obtained from the decorating company. For more information, please see the Convention Center's Services listing at <http://www.bccenter.org>.

### **Requirements from the Baltimore Convention Center**

1. Decorations, signs, banners, etc. may not be taped, nailed, tacked, stapled, or otherwise fastened to ceilings, walls, painted surfaces, or columns in the Baltimore Convention Center.
2. No holes may be drilled, cored, or punched in the facility.
3. No sample food and/or beverage products may be distributed by exhibitors except upon written authorization of the Baltimore Convention Center's exclusive catering contractor, Aramark.
4. Parking in the loading dock, service drives, and the Baltimore Convention Center's employees' parking area, except for loading and unloading, is prohibited. Violators will be towed at their own expense and risk.
5. All freight and exhibit material must enter the facility through designated loading docks. In no case should passenger elevators, escalators, or public lobbies be used for this purpose.
6. All fire, safety, and building regulations must be strictly followed. Particular attention should be paid to the prohibitions against propane, acetylene, and other flammable materials.
7. Exhibitors are responsible for the removal of all materials at the conclusion of the show. The booth must be broom cleaned.
8. The BCC prohibits the use of normal tape on their walls and floors. No tape may be used on painted or portable walls. They have listed all approved tapes for the surfaces in the BCC. Only VINYL TAPE is allowed for booth and aisle marking in the exhibit area, only PERMACEL 665 is approved for the carpeted floor areas, for concrete areas only POLYKEN 832 (clear) or TC-19100 (double faced) is approved. It is the dealer's responsibility to remove any and all tape applied to any surface and pay any damages resulting from the application or removal to the BCC.

### **Refund/Cancellation Policy**

Should a dealer find they can not attend Otakon, or need to reduce the number of booths purchased, they may cancel booths by contacting the Dealers' Room Sales Representative at the email or postal address provided earlier in this document to make arrangements. Dealers should also cancel any services they have ordered through the BCC, the decorating company, and/or any other service providers.

Dealers will receive a full refund of booth fees for booths cancelled before June 17th, 2010, and a refund of half the booth fee for booths cancelled before July 1st, 2010. After that date, there will be no refund for cancelled booths. Please allow four to eight weeks for Otakorp, Inc. to process your refund.

Dealers who cancel give up any claim or reservation to the cancelled booths, which are returned to the pool of available space at the standard booth price.

## **Last-Minute Registration**

Dealers who sign up less than 4 weeks before the convention (after July 1st, 2010) must be aware of the following changes:

1. The booth rate will rise from \$825 to \$925 per space.
2. The dealer must pay for their booth(s) with cash, money order, or certified/cashier's check. NO EXCEPTIONS.
3. The dealer must obtain a Maryland Sales Tax ID no more than 30 days after Otakon 2010 has ended.
4. The dealer will be assigned space at the discretion of the Dealers' Room Sales Representative.

## **Otakon Dealers' Room Policies**

### *Adult Materials Policy*

Otakon is a family event; therefore we ask that exhibitors, particularly those with adult merchandise, please keep this in mind when setting up. The acceptability of displays of adult material is at the sole discretion of the Dealers' Room Coordinator; failure to comply with warnings may result in removal from the Dealers' Room and forfeiture of all fees.

Any materials that are sexually explicit, extremely graphically violent, or otherwise unsuitable for children **MUST** be displayed in a manner that keeps kids from seeing them. If we see it out in the open, or receive complaints, we will remind you about our adult materials policy **ONCE**. If you sell inappropriate materials to minors, we will evict you.

### *Weapons Sales Policy*

Otakorp, Inc. neither condones nor prohibits sales of weapons. However, attendees must comply with the weapons policy posted on our website, which prohibits them from carrying live steel, functional guns, or other dangerous items. We do ask that dealers selling these items take extra care in the design and positioning of their displays to ensure there is no mishandling of merchandise. The Dealers' Room Coordinator may require items be removed from sale if there is an apparent danger to attendees, dealers, or merchandise.

Upon selling any weapon, dealers are required to package it securely and advise the purchaser that opening the package within the BCC is prohibited and advise individual purchasers at the time of purchase to deposit their purchase in their hotel room or other secure location off the convention premises as soon as possible.

Airsoft guns may be sold in the Dealers' Room in accordance with applicable laws as well as the following Otakorp, Inc. policies:

1. All purchased Airsoft guns must be packaged in a box that is securely taped shut at the time of purchase.
2. Individuals purchasing Airsoft guns must be advised by the dealer at the time of purchase to deposit their purchases in their hotel room or other secure location off the convention premises as soon as possible.
3. Airsoft guns that are plastic and have an orange tip are subject to Rule 2 of the Otakon Weapons Policy – if they comply with those rules, they may be kept on convention premises.
4. All Airsoft guns must be clearly identifiable by the PAINTED neon orange tip. Taping of the gun tip is not allowed and any offending dealer(s) will receive ONE warning to remove the item(s) in question. Further violation will result in removal from the Dealers' Room and forfeiture of all fees.
5. No dealer may sell projectiles, ammunition, or air canisters for Airsoft or other gas-powered guns in the Dealers' Room. Violation of this policy may result in expulsion from Otakon and forfeiture of dealer fees.
6. Any dealer wishing to sell Airsoft guns must print out and clearly post these rules at no less than three visible locations in the booth including point of sale.
7. The standard Weapons Sales Policy applies to Airsoft gun sales.

#### *Bootleg/Piracy Policy*

Otakorp, Inc. does not allow the sale of bootleg merchandise such as fansubs, Son May CDs, unlicensed wall scrolls or similar items. Some dealers have made it a practice to distribute flyers promoting the sale of such bootleg merchandise at their stores, so that attendees could purchase items not carried at the convention. Others have offered "shuttle" service to their stores for this purpose.

Otakorp, Inc. disallows the advertising of bootleg or knockoff products/services, and "shuttle" service to other locations for the purchase of such products or services. Any violation will come with a single warning, at which time the exhibitor will be asked to remove the offending advertising. Failure to comply or a subsequent violation may result in removal from the convention and forfeiture of all fees. Conversely, advertising legitimate products and services is both allowed and encouraged.

#### *Policy for Events Requiring Crowd Control*

Any event which attracts large crowds or involves audience participation—such as a t-shirt toss, the sale of limited-edition tickets, or a giveaway of free items—has special requirements. We request that you notify us well in advance of any plans for such audience participation events. The Dealers' Room Coordinator must be notified at least 60 minutes before any such event to ensure the coordination of event attendees; we may request that you reschedule for safety reasons. Events may be moved or stopped if there are significant crowding or safety issues.

Furthermore, wholesale distribution of any promotional materials (including but not limited to leaflets, DVD sample disks, catalogs, and coupons) must take place at least twenty feet from the entrances and exits of the Dealers' Room.

## **ABSOLUTE RULES**

**Items that MAY NOT be sold in the Dealers' Room include:**

- **"Knockoff" or bootleg merchandise (for example, Son May CDs).**
- **Bootleg videos (this includes bootlegged videos recorded on blank videotapes with printed labels; "homemade" DVDs, pirated copies of any titles that have been released commercially in the United States, Japan, or elsewhere; titles taped off the air in Japan-- and any and all fansubs).**
- **Any posters, idol cards, etc., which read "Kodak", "Fuji", etc. on the back.**
- **Unlicensed reproductions of any products actually released by an American company.**
- **Food, snacks or beverages. Centerplate holds an exclusive catering and concession contract with the BCC. Centerplate states that exhibitors may not sell food and compete with their contract.**

**Any violation will come with a warning, at which time you will be asked to remove the offending merchandise from the Dealers' Room. The Dealers' Room Coordinator reserves the right to request the removal of any item that he/she believes to be of questionable nature from the dealer's table until its authenticity can be verified. Failure to comply, or a subsequent violation, is cause for removal from the convention and forfeiture of all fees.**

**Items that MAY be sold in the Dealers' Room include:**

- **Any products featuring your own creations.**
- **Any legitimately licensed imported merchandise.**
- **Any properly licensed US products.**
- **Commissioned and hand-drawn works. \***
- **Unique, individual, hand-made items. \***
- **Doujinshi, fanzines, and similar items. \***

**\* These items fall under the rules for The Alley and Art Show regarding "fan art" and similar items; please see those rules for additional guidance. We remind you that it is your responsibility to determine whether you are in compliance with various intellectual property laws and statutes.**

## **Maryland State Sales Tax Information**

Maryland State Law requires that all dealers charge 6% Maryland sales tax separate from the amount of the sale. Dealers are required to receive a state Tax ID from the Comptroller of the Treasury either before or after the convention, and send in the collected sales tax. Eight weeks prior to the convention, the Dealers' Room Coordinator will send a list of all dealers signed up by that date to the Maryland Comptroller's office, and they will mail out tax forms from there. Dealers with current Maryland Tax IDs may use their current numbers. There is no fee associated with this application.

If you have any questions about the Maryland State Sales Tax, contact:

Maryland State Comptroller's Office  
(410) 767-1544

## Maryland State Licensing Information

Beginning in 2007, out of state vendors who do business three times or less per calendar year in the State of Maryland are not required to obtain a Trader's License. Vendors who fall under this category will need to fill out a copy of the Exhibitor's Affidavit found on the last page of the Exhibitor's packet.

Dealers that exhibit more than 3 times a year in the State of Maryland are required to apply for a Maryland Trader's License in order to do business at the Baltimore Convention Center. Trader's Licenses are issued beginning in May of each year and are valid until the end of April of the following year.

Along with the Maryland Trader's License application, there is a Maryland License Fee based on the projected dollar amount of inventory brought to the convention. The scale below is from their office:

<b>Inventory Amount</b>	<b>License Fee</b>
\$0 - 1,000	\$20
\$1,001 - 5,000	\$40
\$5,001 - 10,000	\$80
\$10,001 - 50,000	\$160
\$50,001 - 100,000	\$375
\$100,001 - 300,000	\$1000
\$300,001 - 750,000	\$1500
MORE THAN \$750,000	\$2125

Maryland dealers may use a photocopy of their present Trader's Licenses and do not need to apply for another one just for Otakon. The Clerk of Courts office does not send out renewal notices, so dealers must re-apply each year for a new Trader's License.

Either a Trader's License or Exhibitor's Affidavit must be presented to the Dealers' Room Coordinator upon your arrival at the Baltimore Convention Center. These licenses must be displayed at your booth(s) during the convention. **NO DEALER WILL BE PERMITTED TO SET UP WITHOUT A MARYLAND TRADER'S LICENSE OR AN EXHIBITOR'S AFFADAVIT.** This is a BCC requirement.

Dealers with an Exhibitor's Affidavit are required to forward the affidavit back to the Comptroller of the Treasury office within 7 days after conclusion of the event. Please send the affidavit to the following address:

Comptroller of the Treasury  
Compliance Division, State License Bureau  
301 West Preston Street  
Baltimore, Maryland 21201-2305

If you have any questions about Maryland Trader's Licenses, contact:

Baltimore City Clerk of Courts Office  
(410) 333-3790

## **Advance Shipping**

The Baltimore Convention Center does not receive packages before the convention. Dealers may wish to ship merchandise ahead of time to the hotels where they are staying or to the decorating company. You must contact the decorating company directly for more information and a schedule of fees. You will be responsible for any and all fees if you take advantage of this service.

Many hotels will accept advance shipments. Contact individual hotels to determine if a hotel accepts advance shipments, and what special instructions must be followed in order for the hotel to receive advance shipments. You will be responsible for any and all fees if your hotel charges for this service.

## **Suggested Procedures for Dealers' Protection of Valuables**

Otakorp, Inc. will continue its tradition of providing as secure a Dealers' Room as possible. The number of attendees and the venue make it impossible for us to offer bag check in the Dealers' Room, but convention staff will continue to monitor the room during all public hours and provide paid security overnight. Please take extra precautions in the placement of your merchandise and cash to guard against the possibility of theft. Dealers are responsible for their own property, merchandise and money. Otakorp, Inc. and its personnel assume no liability for loss or damage including but not limited to merchandise, equipment, or revenue.

## **Suggestions for First Time Dealers**

### *Do's*

- Try to carry things that people can't find at home.
- Carry a range of items: some inexpensive and some more expensive items.
- Bring a handcart to run your goods in from your vehicle. The Baltimore Convention Center, Freeman Decorating, and Otakon cannot provide handcarts.
- Bring a calculator or cash register and change. One and five dollar bills go fast, and Otakorp, Inc. does not supply change.
- Hand out flyers or mail-order catalogs and/or get an advertisement in the Program Book. It helps people find your store or Web site after the con.
- Bring a drop cloth to cover your table at night.
- Hand out receipts for what you sell. It helps security with potential shoplifters.
- Make cash deposits/drops on a regular basis. Hotels have safe deposit boxes for guests and there are many banks in the downtown Baltimore area.

- Have at least two people working your booth(s). You'll need to get away from the booth at some point, guaranteed.
- Bring bottled water. There is no air conditioning during setup, and the exhibit halls tend to get a little hot. While water fountains are available, most people prefer to bring their own supply of water.

#### *Don'ts*

- Don't raise your prices because it's a convention. You'll probably be competing against other dealers for prices.
- Don't show up and sell only videotapes. Unless you sell at a discount, cons aren't great places to clear out those old tapes that weren't moving back home.
- Don't show up and sell only comics. Especially superhero comics.
- Don't sell merchandise from your hotel room. It violates Maryland state law and the hotels' policies to sell merchandise from your hotel room.
- Don't sell prohibited merchandise "under the table" or "take orders" for the same that are filled at a later date. If we catch you, we will evict you.

#### **Otakorp, Inc.'s Service to Dealers**

If there's anything else we can help you with, before or during the con, please let us know. We will do our best to honor all reasonable requests and we hope to meet or exceed all of your expectations. Any concerns should be taken up with the Dealers' Room Coordinator.

## Dealers' Room Authorization

I have read and understand the policies of Otakorp, Inc. for Otakon 2010 and I agree to abide by them. I have also read, understand and agree to the Maryland and Baltimore Trader's License and Tax Certification requirements. I understand that if I violate these policies, Otakorp, Inc. reserves the right to revoke my Dealer status and forfeit my Dealer fees.

Dealer Name		
Authorized Dealer Representative	Title	
Signature		Date

Otakorp, Inc. and the Baltimore Convention Center are not responsible for losses due to theft, damage, fire, or other causes. I, (Exhibitor, Dealer or Industry or their representatives) agree to hold harmless Otakorp, Inc. and the Baltimore Convention Center for any such losses.

In addition, I have read and understand the following statement:

"Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Baltimore Convention Center, its owners or managers, which results from any act or omission from Exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless the Baltimore Convention Center, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees and business invites which arise from the Exhibitor's occupancy and use of the exhibition premises, the center, or any part thereof."

Dealer Name		
Authorized Dealer Representative	Title	
Signature		Date