

Shuto Con 2018 Dealers Alley Rules and Contract

This document expresses the rules for the Dealers Alley at Shuto Con. By purchasing space(s) in the Shuto Con Dealers Alley, you (the Vendor) agree to follow these rules as stated below.

Location and Date

Shuto Con will be held at:
Lansing Center
333 E. Michigan Avenue
Lansing, MI 48933

The Official Convention Hotel will be at:
Radisson Hotel Lansing
111 N. Grand Avenue, Lansing Michigan 48933, US
Reservations: 1-800-395-7046 US/Canada Toll-free
Telephone: (517) 482-0188 Fax: (517) 487-6646

The convention will be from 9 AM March 23rd (Friday), 2018 to 6 PM March 25th (Sunday), 2018. During this time the convention will be open to all attendees that possess a Membership Badge.

Space and Price

There will be approx. 48 spaces available starting July 1st, 2017. **The price for Dealers is \$350 for a regular booth +Eventbrite Registration fees or \$400 for a corner booth +Eventbrite Registration fees**, and includes one 10'x10' space, one 8' foot table with black tablecloth, two chairs, two 3-day Dealers Badges (the same as a 3-day membership), and FREE ad space on the Shuto Con Dealers Alley web page. Up to three additional spaces (totaling four spaces) may be purchased by vendors interested in selling at Shuto Con.

Dealers Alley will be a Closed Alley, meaning it will open and close at specific times. Dealers Alley will be in the same hall as the Artist Alley, but will be sectioned off so it will not conflict with Artist Alley artwork.

Artist/Dealer's Alley Hours of Operation:

Thursday: Setup Only, 2PM -8PM

Friday: 12PM – 7PM (VIPs have access 30 minutes before doors are opened)

Saturday: 11AM – 7PM (VIPs have access 30 minutes before doors are opened)

Sunday: 11AM- 4PM (VIPs have access 30 minutes before doors are opened)

Hours are subject to change.

Rules

Dealers may not resell spaces to other Dealers and/or other interested parties, and may not have other Dealers sell in their space (example: Dealer X may not have Dealer Y sharing their space). If an un-contracted vendor is found selling in a contracted vendor's space, both vendors will be ejected from the convention and will not be invited back to future Shuto Con or Shuto Events, LLC shows.

Dealers may position their 8' skirted table as they see fit, but must stay within the marked confines of their purchased space (there will be masking tape on the floor), and must not interfere with other dealers or violate fire codes. Dealers who purchase "Corner Spaces" at Shuto Con 2018, must stay within their marked spaces and may not spill over their marked boundaries.

NEW FOR 2018: If you have ever sold in our Dealers Alley, you will NOT be able to back apply for an Artist Alley table/booth. Any AA applications that are received from known artists/vendors that typically sell in the Dealers Alley will also not be approved.

Before set-up is to occur, the vendor must check in with the DA coordinator to get their badges. Badges will not be mailed out, they will need to be picked up in the front of the Exhibit Hall A (Artist Alley area) when checking in. Vendors will be able to move in on Thursday at the times mentioned above, but must be set up and ready to go by Friday morning at 11AM. If you will not be able to be fully set up by Friday morning at 11AM you must notify the Dealers Alley Coordinator at least 72 hours in advance. If a vendor is not present at the con and at their table (either set up or setting up) by Noon on Friday afternoon, they forfeit their space with no refund unless other arrangements have been made.

Vendors will have 30 minutes after closing on Friday and Saturday nights to take simple inventory and/or secure their booths. After that time remaining vendors will be asked to resume inventory in the morning, and the exhibit hall will be locked. The exhibit hall will open at 10AM the next morning so vendors can take a more detailed inventory and/or restock spaces.

Sales outside of the exhibit hall are strictly prohibited.

Allowable Merchandise

No bootlegs will be allowed or tolerated. Only merchandise licensed in the US or Japan will be sold in the Dealer's Alley. Any violator will be asked to remove the offending merchandise from the Dealers' Alley and will only be given one warning before discharge. Failure to immediately comply will result in immediate discharge from the convention and convention badges will be forfeited. No refund will be issued if Dealer is discharged from the Dealer's Alley, and the Dealer will be banned from future vending at Shuto Con and/or future Shuto Events, LLC shows.

NEW FOR 2018* Starting this year, Artists will be allowed to sell 100% fanart in the Dealers Alley, but the artist selling the artwork at the table MUST be present. Selling by proxy will not be allowed, and if an artist is found doing so they will be ejected from the Dealers Alley without refund. Up to two studios/artists may sell at a Dealers Booth, but both artists/studio members must be present during the convention to represent their artwork. Dealers Alley tables that contain fan art will still be subject to a portfolio review. If an artist applies for /sells at a Dealers Alley table at Shuto Con, they will not be able to back apply for the Artist Alley for the current con or future cons.

Banned Merchandise

No bootlegs will be allowed or tolerated. At Shuto Con 2018 we will be looking very closely at each Dealer's booth(s) to make sure they are only carrying items that are allowed. Some of the items that we will be looking for include (but are not limited to);

- Plush dolls that are missing proper tush tags and swing tags.
- Unlicensed Disney/Square Enix products, especially Kingdom Hearts brand items like Keyblades items (weapons and/or necklaces), and keychains.
- Unlicensed Studio Ghibli products, especially those that are colored incorrectly. Ghibli products should have a holographic sticker on the label.
- Wall scrolls that are missing proper copyright information/tags. Wall scrolls **should** be licensed by Great Eastern or MOVIC.
- Bootleg DVD/BluRay videos, especially those by Animation International, Animation Japan International, Anime Cartoon, Anime Cartoon International, Anime Studio, Another DVD Company, Digital International, DVD Ani, fx, Indian International, K, MAC (Manga Anime Cartoon), Manga International, and Video Animation.
- Bootleg CDs, especially those by SonMay, Miya Records, EverAnime, Alion, Yuanding, Top Circle, Smile Face International Records, Smiley Face International Records, and Wisdom Records.
- Unlicensed prop weapons (keyblades, master swords, etc).
- Airsoft guns/props/weapons.

- Drug/Smoking/E-Cig/Vaporizer paraphernalia.
- Food and/or beverages of any kind. Candy and/or snacks may **not** be given out at any time.
- Bags and/or wallets without proper tags on the inside.
- **Grab bags of all types** (since we can not monitor the contents inside them).
- Photography booths and/or photographs of cosplays, unless given express permission.
- **FAN ART OF THE FOLLOWING TITLES WILL NOT BE ALLOWED AT SHUTO CON 2018, DUE TO THE ORIGINAL ARTIST'S/COMPANY'S REQUEST: "Homestuck", "Welcome to Night Vale", "Gaia Online", "Nyancat", "RWBY/anything by Roosterteeth", "Minecraft", "Bee and Puppycat", "Bravest Warriors", "Disney", "Star Wars", "Avengers", "Marvel", "Portal/anything Valve owns", or "anything Fox owns". Also, as per FUNimation's request Artists will NOT be able to use character names or show titles in their artworks (this includes displays that list a FUNimation title and drawn character below it).**
- **HANDCRAFTED MY LITTLE PONY PLUSH DOLLS WILL NOT BE ALLOWED THIS YEAR.**

Overall if you have something in your inventory that we may find questionable, *don't bring it*. We will be carrying around this guide http://www.otakunews.com/downloads/Pirate_Anime_Guide.pdf to help us spot the fakes.

Adult Merchandise

Shuto Con will have minors in attendance, as well as adults. Adult merchandise must be sold in accordance with the laws of the state of Michigan and the city of Lansing. The display and/or sale of adult merchandise to anyone under the age of 18 will not be tolerated. If the sale of adult merchandise is made to a minor, the Dealer will be discharged from the convention and will forfeit their badges. Adult merchandise must be covered or hidden from view of minors. Signs notifying attendees that adult merchandise can be viewed upon request will be acceptable. Photo identification must be checked at the time of display and/or purchase in all cases.

Payments

Payments will be processed through Eventbrite this year.

Cancellation

Cancellation requests 60 or more days prior to the convention will receive a 50% refund. Cancellation requests received 30-59 days prior to the convention will receive a 25% refund. Cancellation requests received 1 month before the convention (0-29 days) will not be given a refund. All cancellations must be received in writing. Refunds will be given after the Dealers Alley Coordinator fills the canceled space (usually within 1-2 weeks).

Dealer Registration

Dealers will get two badges for each space purchased. Dealer's real names must be used, as nicknames will not be accepted. Dealer badges are not transferable. Dealers may pickup their badges/sign in at the front of the Exhibit Hall A on Thursday afternoon / Friday morning.

Installation & Removal

Booths may be set up starting at 2PM on Thursday, March 22nd, 2018. Tear down **must** be completed by 8 PM on Sunday March 25th, 2018. Any items left behind, including merchandise, will be thrown out or become the property of Shuto Con.

Power and Extras

Electrical and phone hookups are available at the Lansing Convention Center for a fee of \$55 (not included in the \$350/\$400 booth fee). This order must be put in no later than two weeks before the convention.

Taxes and Licenses

Dealers will be responsible for obtaining any licenses, permits, or approvals required under local, state, and federal laws applicable to their activities at Shuto Con. Dealers will be responsible for obtaining any tax identification numbers and paying all taxes, license fees, and any charges that will come due to any governmental authority in connection with their activity at Shuto Con.

Liability

Shuto Con, Shuto Events LLC, or the Lansing Convention Center, nor any of their representatives will not be responsible for any injury, loss or damage that may occur to the Dealer or to the Dealer's associates or property from any cause whatsoever. The Dealer shall obtain, at their own expense, adequate insurance against such injury, loss, or damage. Shuto Con shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other cause of any kind whatsoever not within the control of Shuto Con.

Security

Shuto Con will make sure the doors to the Dealer's Alley are securely locked before and after the Hours of Operation, however, the Dealer is solely and fully responsible for his/her own exhibit material and should protect its exhibit against loss or damage. In the event that the Dealer needs to enter the Dealer's Alley past regular Hours of Operation, the Dealer will need to contact the Dealer's Alley Coordinator and request permission to enter along with a volunteer staff member of Shuto Con.

Booth Staffing

Dealers will be required to provide their own adequate staffing. If adequate staffing can not be achieved for whatever reason, the Dealer will be allowed to post signs asking for assistance at their booth in exchange for payment and/or merchandise. Dealer's Alley booths must be staffed during all Hours of Operation. Shuto Con will not be responsible for any Dealer's staff members, be it hired or volunteers. No volunteer or staff member of Shuto Con will be permitted to "booth sit" for any length of time, nor will they be allowed to help Vendors move in/setup/move out of their booths at any time.

By purchasing a Dealers Alley Booth I hereby state that I have read the above rules and I agree to comply with them.