

# Shuto Con 2012 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 16<sup>th</sup> (Friday), 2012 to 6 PM March 18<sup>th</sup> (Sunday), 2012. During this time the convention will be open to all attendees.

## Space and Price

There will be 30 spaces available starting May 24<sup>th</sup>, 2011. **The price for Dealers is \$200** and includes one 10'x10' space, one 8' foot table with black tablecloth, two chairs, and two 3-day Dealers Badges (the same as a 3-day membership), and FREE ad space on the Shuto Con DA web page. Up to three additional spaces (totaling four spaces) may be purchased by vendors interested in selling at Shuto Con. Dealers may not resell spaces to other Dealers and/or other interested parties. Dealers may position their 8' skirted table as they see fit, as long as it does not interfere with other dealers or violate fire codes.

Cancellation requests 60 or more days prior to the convention will receive a 90% refund. Cancellation requests received 30-59 days prior to the convention will receive a 50% refund. Cancellation requests received 1 month before the convention (1-29 days) will not be given a refund. All cancellations must be received in writing.

## Payments

Payments must be by check or money order made out to Shuto Events, LLC in US dollars. Paypal is also accepted (preferred method) [www.paypal.com](http://www.paypal.com) at [conchair@shutocon.com](mailto:conchair@shutocon.com). Cash or foreign funds will not be accepted. Returned checks will incur a \$35.00 fee. Payment and signed contract must be sent to:

Shuto Events, LLC  
P.O. Box 581  
Okemos, MI 48805

## 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. Additional badges may be purchased for a discounted rate of \$20.

Artist/Dealer's Alley Hours of Operation:

Friday: 10AM - 8PM  
Saturday: 10AM – 8PM  
Sunday: 10AM- 4PM

**Hours are subject to change.**

## Installation & Removal

Tables may be set up starting at 6 AM Friday, March 16<sup>th</sup>, 2012. Tear down must be completed by 6 PM on Sunday March 18<sup>th</sup>, 2012. Any items left behind, including merchandise, will be thrown out or become the property of Shuto Con. Electrical and phone hookups are available at the Lansing Convention Center for a fee (not included in the \$200 booth fee).

### **Allowable Merchandise**

Only items licensed in the US or Japanese imports will be sold in the Dealer's Alley. **No bootlegs will be allowed or tolerated.** Any violator will be asked to remove the offending merchandise from the Dealers' Alley. Failure to 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.

### **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.

### **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 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.

## Dealer Registration Form

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

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

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

What type of merchandise do you sell? Please be specific.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you have any special requests/special needs?  
\_\_\_\_\_  
\_\_\_\_\_

Will you require additional services such as electricity or internet access? These services may not be available to everyone, and will have a separate fee.  
\_\_\_\_\_  
\_\_\_\_\_

Optional: What table letter would you like? \_\_\_\_\_

\*Please note, if you select a location when submitting your contract, your space will only be held for two weeks after the email is answered notifying you if you have been accepted. If payment is not received within those two weeks, space will be released.

How many spaces will you be purchasing today? \_\_\_\_\_ Totaling \_\_\_\_\_

### Dealer Agreement

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I, \_\_\_\_\_, representing my business \_\_\_\_\_ agree to follow the terms stated in the Dealer's Alley contract. I understand that failure to comply with these rules will result in ejection of my business, group, and/or organization from the convention.

\_\_\_\_\_  
Representative Name

\_\_\_\_\_  
Representative Signature

\_\_\_\_\_  
Title/Position

\_\_\_\_\_  
Date