



July 28th-July 30th

2017 – Marketplace Application Packet for Artists Alley

Please read over the entire packet before filling out the application, as you will be held accountable for complying with the information therein.

Hold Harmless

All Merchants/Artisans assume responsibility and liability for losses, damages, and claims arising out of Merchant/Artisan activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims. The Merchant/Artisan will indemnify, defend, and hold harmless AnimeIowa and the Mindbridge Foundation as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

Marketplace Hours

Thursday	Friday	Saturday	Sunday
Merchant/Artisan Access: 6pm-10pm	Merchant/Artist Access: 9am-9pm Marketplace Walk through: 1:45pm Sponsor/Staff Access: 2:30pm Member Access: 3:00 pm Marketplace Closes: 8pm Doors lock promptly at 9pm	Merchant/Artist Access: 8:30am-7pm Sponsor/Staff Access: 9:30am Member Access: 10am Marketplace Closes: 6pm Door lock promptly at 7pm	Merchant/Artist Access: 8:30am-8pm Sponsor/Staff Access: 9:30am Member Access: 10am Marketplace Closes: 4pm Marketplace take down:** 4pm-7pm Final walk through: 8pm

Hours are subject to change before the date of the convention.

Please check for updates on our website at: <http://animeiowa.com/anime-marketplace/>

**Take down begins at 4pm when the room closes. Tear down of booths should not begin until that time unless prior arrangements have been made. (Packing of overstock is preparation of leaving is allowed.) We ask that all personal/company items, equipment, etc, be removed from the Marketplace by 8pm on Sunday, July 30, 2017. Your assigned area must in condition to be returned to hotel control. (Exceptions can be made to this with approval of the marketplace department head.)

2017 THEME:

The theme of the 2017 convention is: ***Animelowa – The Dark Carnival of Pigs***

The tag line is: **Something Wicked this way Comes**

Anything that fits into a spooky/Carnival theme including animes, board games, Video games and other related merchandise.

BOOTHS :

Booth Description

Each Merchant booth space is 8'wide by 10' deep. Short pipe and drape will be used to mark off around each combined reserved area. Each booth will be supplied with one skirted 6' long, 30" wide table, two chairs, and waste basket. All items must be kept within your area to comply with OSHA regulations. (No exceptions)

Alterations to booths will be allowed within your allotted space and are subject to approval.

Examples of an alteration: Removal of table to use your own. Adding your own racks, shelves, display tables (within your space), and removing your table skirting to use your own personalized skirting.

Booth- additional furnishings

You may bring additional tables/display stands and racks for your booth area as stated above.

Additional booth needs are also available and must be requested and paid for through Spielman's. Information, phone number, and order forms are available at through the link provided on the Anime Marketplace page on the Animelowa website.

<http://www.spielmans.com/tradeshows/animeiowa/index.php>

Booth- Power, phone, and internet

Internet, phone lines, and power are provided for a fee by the Coralville Marriott Hotel and Convention Center. The Marriott utilities form must be completed and faxed to the Coralville Marriott **at least 2 weeks before** the convention to ensure your needs are ready when you arrive. Additional forms will be available at setup at the Marketplace check in table. The Marriott staff will try to fulfill these additional requests in a timely manner before the opening of the room to the public.

mhrs.cidic.events.admin@marriott.com

2017 Booth Applications

Applications will be taken beginning December 10, 2016.

To ensure a variety of merchandise in the Marketplace, there is a limit of 2 booths per Retail Artist Alley/reservation.

1. The Preferred method to apply is to fill out the application online or print it, fill it out and scan it back into your computer. Then email it to:
Marketplace.dept@animeiowa.com
2. You may also print the form out, fill in the information and mailed to the address listed on the form. Do not sent payment with your mailed in application. *Please note that forms mailed may take up to 4 weeks to be received by the Marketplace department for consideration.*

Once received the application will be reviewed, any questions will be directed to the contact person on the application via e-mail or contact phone number.

You will be notified when your application arrives. If you have emailed an application and do not receive the notification please wait at least 48 hours, then email the Marketplace.dept@animeiowa.com to check on the status.

Remember that the spirit of the convention is Anime and Japanese Culture. Marketplace staff will assign all booths to make the best use of the space available

2017 Booth acceptance emails and payment schedules

Application acceptances will be sent out starting **February 15th, 2017**. With the acceptance email you will also receive the following:

1. A Marketplace acceptance number - this number is your ID number. You will need it to pay for your booths and register for your badges.
2. The total you owe for your booth spaces and badges.
3. A private link to the Marketplace pay pal payment page. (You will need your Marketplace ID number to make your payment.)
4. Badge registration form.

****Note:** *Once the Marketplace is full additional applicants will be notified that they are being placed on a waiting list for booth openings.*

Important Dates To Remember:

1. Acceptance emails sent: Starting *February 15th, 2017*.
2. Payments are to be sent starting *February 15th, 2017* for the total amount of the booths and badges applied for. Payments must be made by *April 30th, 2017* to keep your place in the room unless prior arrangements are made.
3. Payments made by arrangement between *May 1st, 2017* and *May 15th, 2017* are subject to a \$25.00 late payment fee which must be included with your payment.
4. Payments made by arrangement between *May 16th, 2017* and *May 31st, 2017* must include a \$35.00 late payment fee
5. On *June 1st, 2017*, any accepted Merchant/Artist who has made payment extension arrangements but has not paid for their space in full will be dropped from the Marketplace and the space will be assigned to a Merchant/Artist on the Waiting list.

****Note:** *Animelowa reserves the right to decline any application without reason.*

Pricings :

1- 18' wide x 10' deep- booth space with drape and poles 1- Marketplace badge 1- 6' x 30" skirted table 2- folding chairs 1- waste basket	\$140.00
Additional booth space: Each comes w/1 table, 2 chairs, and 1 wastebasket - Limit 1	\$110.00 each
Additional Marketplace badges - Limit 3 (Additional badges may be purchased at the Marketplace for \$60.00 each)	\$40.00 each

Booth space pricing includes a mandatory hotel cleaning charge.

Exhibitioner Badges

Each reservation includes 1 Marketplace badges. Up to 3 additional Marketplace badges are available for the special Marketplace price for a total of 4 badges when purchased in advance with your reservation. Additional badges for the Marketplace will be available for purchase at the Marketplace check in table. These badges will be **\$60.00 each** and will allow entrance into the Marketplace during the restocking times when the public is not allowed.

Membership is REQUIRED for entrance to the convention including the Marketplace. The Marketplace registration form is sent to you with your acceptance email. You may pick up badges at the Marketplace 'Check in and information table' located at the front of the room by the Fanmarket. Separate completed registration forms must be submitted for everyone receiving a Marketplace badge. Completed registration forms may be sent in at any time after you have paid for your space. Submitting them in advance will move you through the check in process faster.

Each person must pick up their own badge and a State or Federal issued ID must be presented at the time of badge pickup. The Marketplace badge you receive will give you access to the entire convention's events and activities for the entire weekend.

Badge Violations

Badge loaning or sharing to avoid paying for your convention membership will be dealt with on an individual basis. This may result in both the registered badge holder and the unregistered person using the badge being removed from the convention without refund. Or both parties could be required to pay the at the door price in order for either to stay at the convention. If the parties are part of a retail Merchant or Artists group the entire group could be in jeopardy of being removed without refund.

Anyone caught ghosting (no badge at all) will be dealt with on an individual basis. They may be ejected from the convention or allowed to stay after payment of the full at the door price of the convention (including showing ID).

If the party caught loaning, sharing or ghosting is under the age of 18 they may be held for parental pickup or (if from out of town/state) turned over to authorities as a possible runaway.

Payment Options

1. The preferred payment method for the Marketplace is the special PayPal account. The link to the pay pal page will be sent to you with your acceptance.
2. Payment may be made to the convention by check or money order made out to "Animelowa." If sending money via US postal service we encourage you to use the Tracking option to insure proper delivery.
3. Do Not Send Payment with your Application if applying by mail. It will not increase your chances of acceptance. Your check will not be deposited until you are accepted.

Late Payment

Late payment procedures are covered in the 2017 Booth acceptance emails and payment schedules section above.

Cancellation/Refund Policy

If a cancellation is received before June 1st 2017, you will receive a full refund less a \$50 service fee. After this date, we are required to follow the Mindbridge refund policy listed here:

<http://mindbridge.org/by-laws/refund-policy/>

Contract

Once your application has been accepted and payment in full has been received by the Marketplace your application becomes your contract. Please keep a copy for yourself and your records.

Merchandise:

Freight Service (shipping your merchandise prior to the convention)

Spielman's provides exclusive freight service to our Merchants and Artists and is the preferred method for safe storage and delivery of merchandise to the convention's Marketplace. Please review the Spielman's information at their website as provided in a link on the Marketplace page on the Animelowa website for specific instructions, or by typing this address into your browser:

<http://www.spielmans.com/tradeshows/animeiowa/index.php>

The Coralville Marriott Hotel and Convention Center

Does not accept any freight or advance shipments of merchandise, and does not provide storage for Merchant/Artisans materials ahead of the event.

Any items sent to the Hotel will be claimed by the convention and if a company wishes to obtain the items back they may be purchased for shipping fees plus a penalty fee.

Selling any merchandise outside the Marketplace is prohibited

Merchandise may only be sold by a registered Merchant/Artisan in the Marketplace. Any person or persons found selling merchandise outside the Marketplace without authorization will be removed from the Marketplace and the convention. Approval may be requested before the convention for Merchants wishing to sell items for specific events outside of normal dealers room hours and location.

Policies:

Discrimination Policy:

Animelowa is a Family friendly event which promotes Anime and Japanese Culture in a fun and weekend of comradery. As such discrimination of any kind is not tolerated. Refusal to sell merchandise/ take commissions based on race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status will not be allowed. If you find you cannot comply with this policy, please do not apply for space in the Marketplace.

Weapons Policy:

Pursuant to Iowa law, bladed weapons over 5 inches in total length (including handle) may not be handled or sold to people under the age of 18. It is the responsibility of each Merchant to ensure that these items are only handled by/sold to those 18 and older. Animelowa badges are not a suitable means of determining a person's legal age. A State or Federal issued photo ID is the only acceptable means of determining a person's age.

Live steel is not allowed within touching distance of the attendees in any Marketplace booth. All bladed weapons must be in a sheath, scabbard, under 'glass' in a display case or out of reach within the booth. Violation of these sections of the weapons policy is grounds for immediate removal from the Marketplace and convention; no refund of any kind will be issued. The Merchant must box any weapon purchased at the time of sale. It is the Merchant's responsibility to inform the purchaser that the weapon may not be removed from the box in the Marketplace or any public convention space. Unless the weapon is used as part of a costume and correctly peace bonded by convention staff.

Animelowa has the final say as to what merchandise must abide by this policy.

Merchandise/Bootleg Policy:

The sale of bootleg merchandise, which includes but is not limited to, fansubs, Son May CDs, and unlicensed wall scrolls or plushies is not allowed at Animelowa. We will be referring to the Pirate Anime FAQ at :

http://www.otakunews.com/downloads/Pirate_Anime_Guide.pdf for identification of bootleg/pirated merchandise. ??

If you are not sure if the item is allowed please ask.

The Marketplace staff will utilize a 3 strikes policy when dealing with violations.

- (1) Verbal Warning – Merchant/Artisan will be asked to remove the merchandise from the Marketplace immediately.
- (2) Inventory report – the Merchant/Artisan is required to shut down their booth and complete a check on ALL MERCHANDISE at their table. A list of removed goods must be submitted to the Marketplace staff before the booth can be reopened.
- (3) Removal of the Merchant/Artisan from the Marketplace AND Convention. This will also result in a ban from future Animelowa conventions.

Grab Bag Policy:

1. Grab bags must not take over 10% of your table display space.
2. Grab bags pricing needs to be 75% of the retail value or under. \$1.00 of merchandise in a grab bag would sell for 75 cents or less. In other words, don't try to sell \$10.00 retail of merchandise in a bag marked \$25.00, that is just wrong.
3. Grab bags are subject to inspection by Animelowa Marketplace staff at any time during the convention.
4. If a Grab bag is found to have bootleg merchandise in it during inspection or by attendee complaint, the three-strike rule is void. The company passing bootlegs concealed in grab bags will be immediately ejected from the convention without refund.

Adult Merchandise Policy:

Material depicting nudity or sexual content may not be viewed or sold to people under the age of 18. It is the Merchant/Artisan's responsibility to ensure that the material is only viewed and/or sold to those 18 and older. Animelowa badges are not a suitable means of determining a person's age. A state issued photo ID is the only acceptable means of determining a person's age. Violation of this policy is grounds for immediate removal from the Marketplace and no refund of any kind will be issued.

A copy of the Bootleg and Adult merchandise policies must be signed when you check in at the Marketplace.

NO PERSON UNDER THE AGE OF 18 WILL BE ALLOWED TO BE PART OF AN ADULT TRANSACTION SALE

Fanart Policy

In the interests of protecting intellectual property rights, Mindbridge will make a good faith effort to ensure that copyrighted material will not be sold without the permission of the copyright holders. Mindbridge will request and require all individuals participating in sales through a Mindbridge sponsored event to sign a waiver acknowledging that they are responsible for ensuring that their items comply with copyright and trademark laws. Additionally, such agents will be required to sign a statement accepting full responsibility for ensuring that they have the legal right to sell those items and to waive and hold harmless Mindbridge Foundation, its subsidiaries and projects (Animelowa), from any recourse that selling those items may provoke.

The full policy and Waiver can be viewed here: <http://mindbridge.org/by-laws/mindbridge-art-show-policy/>
Please read it and be ready to sign a copy at the convention

****Note – Fanart is defined differently from bootleg/pirated merchandise by the following criteria. Bootleg/Pirated merchandise:**

- (1) Mimics officially produced licensed goods.
- (2) Is mass-produced.

Violation Policy

Violation of any items in this packet and/or the reservation application and contract or any special instructions (verbal or written) received by Animelowa Marketplace Staff is grounds for removal from the Marketplace, the convention, and the hotel. No refund of any kind will be issued to dealers removed from the dealers room.

Animelowa has a responsibility to inform the authorities of any violations of local, state, and/or federal laws.

Animelowa Special Payment Vouchers (Gift Certificates)

Please Read the following carefully:

Animelowa will be issuing a limited number of Vouchers that are to be used in the Marketplace. These vouchers will be for a flat sum and are to be accepted in the place of cash at any of the Merchant/Artist booths in the Marketplace. The process for accepting these vouchers is simple.

- The voucher can only be used at one location.
- If the total is over the flat sum of the Voucher the customer is responsible for the balance.
- If the total is under the flat sum the customer loses the remaining balance.

When a customer uses the voucher at your booth:

1. Fill in the name of your business in the space provided.
2. Fill in the total amount spent at your location in the space provided.
3. **Attach a copy of the sales receipt. (Hand written if normally no receipt is given.)**
4. Bring the Voucher and receipt to the check in/ information desk and present it to the Marketplace Staff on duty.
5. Sign the back of the voucher like you would a check.
6. The Marketplace staff will give you the appropriate amount (up to the face value or the actual amount whichever is less) at the FanMarket register.

Other Policies and Useful Guidelines

- Artisans may not sell items they have purchased or own for resale. These items include but are not limited to new or used manga, dvds, CDs. Violation of this policy will utilize the same three strike policy used for bootlegs.
- **All merchandise left on tables must be covered when the Dealers Room is closed.** It is the responsibility of the Merchant/Artisan to provide their own covers for their tables. A twin size flat sheet works well for covering merchandise.
- All boxes must be placed under your tables. If you run out of space under your tables, boxes maybe neatly stacked within your allotted space, and must be covered in a neat fashion.
- Animelowa is not responsible for providing or acquiring food or beverages for Merchants/Artisans. Although the staff do like to provide donuts and fruit to Merchants/Artists during morning restock as a special thank you for being a part of Animelowa .
- Hotel Maintenance has the right to come through on nightly bases to clean the exhibition hall.
- **Only trash cans placed in front of your booth space** will be emptied during the nightly cleaning by the hotel's maintenance staff.
- NOTHING MAY BE TAPED, TACKED, OR STAPLED TO THE FLOORS, WALLS, CEILING, AND/OR BOOTH DRAPES/BACK DROPS.
- Email any questions, comments or concerns to: marketplace.dept@animeiowa.com

Contact information:

Mailing Address

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308 East Burlington St. PMB 110
Iowa City, IA. 52240

Email

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