



DEALER AND EXHIBITOR INFORMATION

DRAGON*CON 2012
August 31- September 3, 2012

Dragon*Con 2012 Highlights

*Over 30 Simultaneous Programming Tracks
The South's Largest Costume Contest
Annual Classic Comic Art Exhibition
Comic Book Quick Sketch Competition
Hundreds of RGP, Board, Card, Miniature, Computer
Gaming Events and Multiple LARPs
Live Concerts and Dances until 6:00 AM Each Morning
Guest of Honor and Awards Banquet
Annual Dragon*Con Independent Short Film Festival
Annual Robot Battles Competition
Annual Dragon*Con Parade
An Evening of Professional Wrestling
Largest Art Show in Fandom
Free Shuttle Service between Convention Host Hotels*

Events & Activities

Over 3500 hours of Science Fiction, Fantasy, Gaming, Comics and Science-related Panels, Seminars, Demonstrations, and Workshops are schedule over all four convention days. All programming events are included in your Dragon*Con 2012 Membership.

Special program tracks for fans include Star Wars, Star Trek, X-Files, Podcasting, Tolkien's Middle Earth, Apocalypse Rising, Wheel of Time, Comics, Sci-Fi Literature as well as an Anime Track, Film Track, Costuming Track, Gothic Journeys, British and American Television, Space and Science, Computer Technology, Writing, Art and Anime & Film Video Rooms.

Welcome!

Dragon*Con was launched in 1987 as an outgrowth / evolution of a local SF and Gaming group. Now in our 26th year, we endeavor to bring fans a premier multi-genre event featuring the best of pop-culture and entertainment.

We are currently listed by the Atlanta Convention and Visitors Bureau as the 6th largest convention in the City of Atlanta. With attendance growing every year, we have expanded to include the Atlanta Hyatt Regency, The Atlanta Marriott Marquis, The Atlanta Hilton and Towers, Sheraton Atlanta and the Westin Peachtree Plaza in our programming and event space.

This packet contains contact information, contracts and advertising information to assist you in planning your Dragon*Con experience. We encourage your involvement in our Programming and Gaming events. We welcome your suggestions of ways to continue to improve Dragon*Con. Please call for further information or if you have questions.

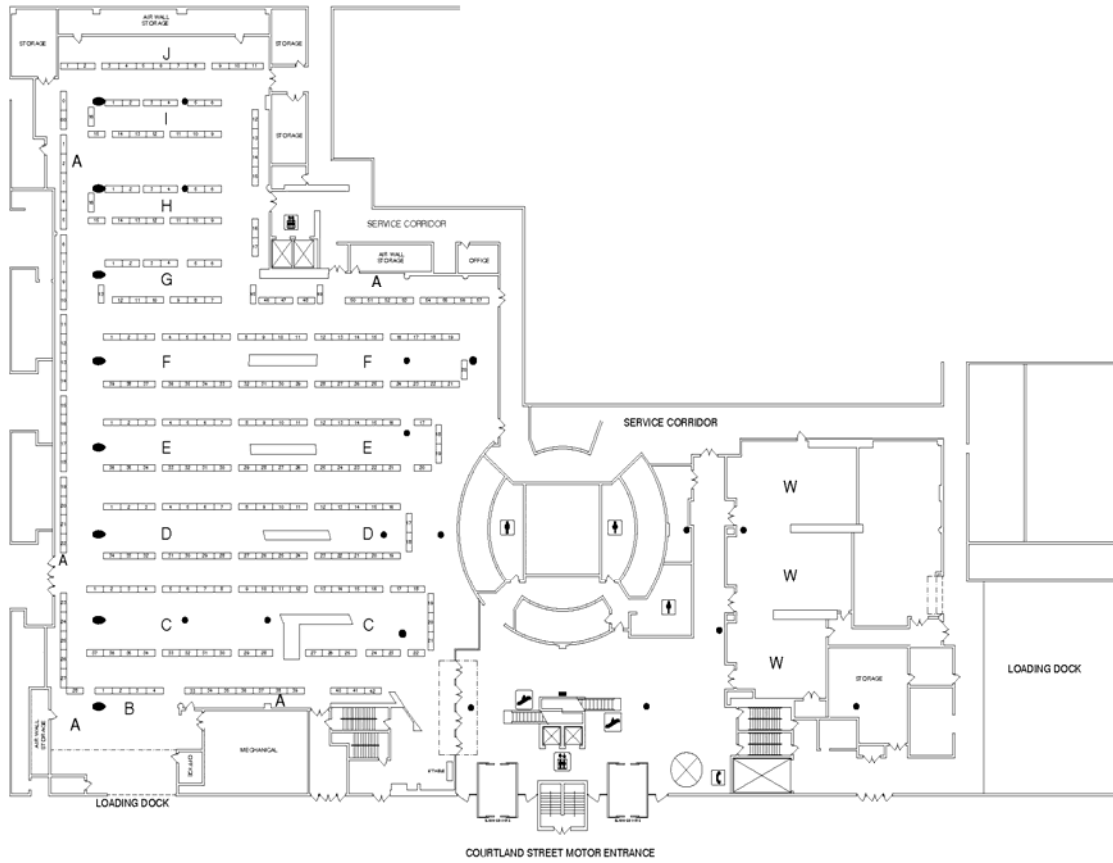
We have finalized contract negotiations into the future. Our confirmed dates are:

August 31 – September 3, 2012
August 30 – September 2, 2013
August 29 – September 1, 2014

I look forward to seeing you in Atlanta!

Pat Henry
Chairman

Dragon*Con
Dealers/Exhibitors Package 2012
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Dragon*Con
PO Box 16459
Atlanta, GA 30321-0459
www.dragoncon.org
770-909-0115 (M-F 9:00 AM to 5:00 PM EST); FAX 770-909-0112
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Dealer Information

LOCATION: The 2012 Dragon*Con Dealer Hall will be located in the International Hall of the Atlanta Marriott Marquis. The Marriott is a non-union venue. You may sign up Dealer's Tables by returning a signed contract and payment in full.

HOTELS: Discount Room Blocks have been reserved at the Atlanta Hilton (404) 659-2000, the Hyatt Regency Atlanta (404) 577-123 the Atlanta Marriott Marquis (404) 497-4661, Sheraton Atlanta (404) 659-6500, and the Westin Peachtree Plaza Hotel (404) 659-1400.

FEES: **Dealers Tables** are six (6) feet long and include one chair each. **Dealer's Tables are \$550 for interior tables and \$650 for end cap tables. End cap tables must be purchased with at least one adjoining interior table.**

ELECTRICITY AND PHONES/AV: Advance rates for dedicated 120-Volt/500 Watt/5 Amp services is \$100. Please indicate your electrical needs on our Dealer and Exhibitor Agreement. Telephone and internet service must be arranged by contacting The Atlanta Marriott Marquis directly.

MEMBERSHIPS: One (1) Dealer Memberships will be provided with each Table. Additional Dealer Memberships are available at \$60 each and **are limited to one additional membership per table.** Any other memberships must be purchased through the Dragon*Con website – www.dragoncon.org, at the prevailing rate.

HOURS:

	Dealer Setup	Opens to Attendees	Room Closes
Thursday	10 AM	----	10 PM
Friday	8 AM	1 PM	7 PM*
Saturday	9 AM	10 AM	7 PM*
Sunday	9 AM	10 AM	7 PM*
Monday	9 AM	10 AM	5 PM+

* Everyone must be out of the Dealer Hall 30 minutes following closing.
+ Load out begins at 5 PM.

ADDITIONAL INFORMATION: The Dragon*Con office is available Monday - Friday, from 9 am to 5pm ET at (770) 909-0115 [voice] and (770) 909-0112 [fax] or email mandy@dragoncon.org
Visit our website for updates at www.dragoncon.org. Mail all correspondence to:

Dragon*Con 2012
Attn: Dealers
PO Box 16459
Atlanta, GA 30321-0459

EXHIBITOR INFORMATION

LOCATION: The 2012 Dragon*Con Exhibit Hall will be located in the Marquis and Imperial Ballrooms at the Atlanta Marriott Marquis. The Atlanta Marriott Marquis is a non-union venue. You may sign up for Exhibit Booths by returning a signed contract and payment in full.

HOTELS: Discount Room Blocks has been reserved at the Hyatt Regency Atlanta (404) 577-1234, the Atlanta Hilton (404)659-2000, the Atlanta Marriott Marquis (404) 497-4661, the Sheraton Atlanta (404) 659-6500 and the Westin Peachtree Plaza (404) 659-1400.

FEES: **Exhibit Booths are 10' x 10'** and include one 8 ft long table, sign, 2 chairs, and wastebasket. **Interior Booths are \$1250. Front End cap Booths are \$1700, Rear End cap Booths are \$1350, End cap booths must be purchased with one or more Interior Booths** (i.e. for two Front End cap Booths you must purchase a total of 4 Booths-2 End caps and 2 adjoining Interiors = for a total cost of \$5900.00).

ELECTRICITY AND PHONES/AV: Advance rates for dedicated 120-Volt /2000 Watt/20 Amp service (provided in quad box with 4 outlets) is \$100. Please indicate your electrical needs on our Dealer and Exhibitor Agreement. **Telephone** and **internet** service must be arranged directly with the Atlanta Marriott Marquis. A link to Freeman Decorating will be provided with shipping information in summer of 2012.

MEMBERSHIPS: Two (2) Exhibitors Memberships will be provided with each Booth. Additional Exhibitor Memberships are available at \$60 each and **are limited to 2 per booth**. Any other memberships must be purchased through the Dragon*Con website – www.dragoncon.org - at the prevailing rate.

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Visit our website for updates at www.dragoncon.org.

Mail all correspondence to:

Dragon*Con 2012
Attn: Exhibitors
PO Box 16459
Atlanta, GA 30321-0459

2012 Host Hotels

Our host hotels for 2012 will again include Hyatt Regency Atlanta, the legendary Atlanta Marriott Marquis, the Atlanta Hilton, the Sheraton Atlanta, and the Westin Peachtree Plaza.

The Marriott will once again host our fabulous Dealer and Exhibit halls in 2012.

The Marriott and the Hyatt are across the street from each other, and are connected by a climate-controlled walk way. The Marriott is easily the most architecturally unique hotel in the city, if not the entire Southeast. The Hilton is located on the opposite side of the Marriott Marquis and connected to the Marriott by a climate-controlled walkway. The Sheraton Atlanta is conveniently located 2 blocks south of the Hilton, and the Westin Peachtree Plaza is located a 2 blocks from the Hyatt.

Please check our website www.dragoncon.org for room reservation codes and special convention rates.

To book rooms via phone, call the Hyatt Regency Hotel at 404-577-1234, the Marriott Marquis Hotel at 404-497-4661 (7:30 AM - 11:00 PM), the Atlanta Hilton at (404) 221-6368, the Sheraton Atlanta at (404) 659-6500 or the Westin Peachtree Plaza at (404) 659-1400.

Be sure to mention you are with Dragon*Con when you call any of our hotels. Hotel reservation codes for DragonCon will be available on the website: www.dragoncon.org.

Enclosed valet parking is available at the Hyatt, Marriott and Westin. The Atlanta Hilton offers both self parking as well as valet parking as does the Sheraton Atlanta. Several parking decks are available around the hotels.

All four hotels are convenient to MARTA's Peachtree Center station, and the Marriott and Hyatt can be reached from the station via indoor walkways. MARTA has direct train service from Hartsfield Airport's terminals with no transfers, with an approximate travel-time of 30 minutes from the airport to Peachtree Center and our hotels.

DRAGON*CON 2012 EXHIBITOR AND DEALER AGREEMENT

The Agreement is Dragon*Con's statement of Exhibitor / Dealer policy. Please read carefully before signing. Please keep a copy of this agreement for your records. All checks and correspondence are to be mailed to Dragon*Con 2012, Attn: Exhibitors, PO Box 16459, Atlanta, GA 30321-0459.

1. Dragon*Con Agrees to provide _____ Exhibitor Booths, _____ Dealer Tables, and _____ Memberships to Dragon*Con, August 31 - September 3, 2012 hereafter referred to as Dragon*Con, total cost of \$ _____ to _____, hereafter referred to as Exhibitor / Dealer.
2. Exhibitor / Dealer agrees to provide payment in full with this Exhibitor / Dealer Agreement. No refunds will be given after June 15, 2012. Requests for refunds prior to that date must be made in writing.
3. Dragon*Con Agrees to provide booth and / or table space, as specified above, to the Exhibitor / Dealers at Dragon*Con, at the Atlanta Marriott Marquis, barring any unforeseen acts of God which may occur prior to or during these dates to prevent space being available.
4. Exhibitor / Dealer agrees that Dragon*Con, its directors and its volunteers, shall not be responsible for items lost, stolen, damaged, or destroyed during the convention.
5. Exhibitor Booth and Dealer Table space assignments are the sole responsibility of the Senior Director of Finance. Exhibitor / Dealer agrees to keep the assigned area clean and be responsible for any damage caused by the Exhibitor / Dealer, Booth and Tables are to remain in the specified space and configuration as placed by Dragon*Con.
6. The rights granted to the Exhibitor / Dealer may not be sold, sublet, given or otherwise transferred to any third party.
7. Exhibitor / Dealer acknowledges that Dragon*Con grants no terms of exclusivity or other licensing agreement to the Exhibitor / Dealer.
8. Exhibitor / Dealer agrees to do business only during posted hours and not to engage in any disruptive activities including, but not limited to: unloading and / or movement of merchandise into or through the Exhibitor Room area during business hours; packing and unpacking of merchandise outside areas leased to the exhibitor, excessive noise; or any activity deemed by Dragon*Con to be disruptive to other exhibitors or not in the best interest of Dragon*Con or any of its participants (i.e. incense burning, excessively loud music, etc.).
9. Dragon*Con does not obtain ASCAP / BMI licensing that will allow the use of live or recorded music at your Booth or Table. Exhibitors / Dealers interested in playing copyrighted music must notify us in writing, and obtain the proper licensing from BMI at (800) 366-4264 and ASCAP at (212) 621-6000. If an exhibitor / dealer playing copyrighted music cannot produce the proper documents, Dragon*Con has no choice but to request that the music be turned off.
10. Exhibitor / Dealer agrees to display and / or sell merchandise, which is consistent with all International and US copyright and trademark agreements, as well as all laws of the City of Atlanta and the State of Georgia.
11. Exhibitor / Dealer agrees that any violation or breach of this agreement may result in the cancellation of this agreement and forfeiture of the Exhibitor's / Dealer's leased space without refund.
12. The foregoing represents the full agreement between Dragon*Con and the Exhibitor / Dealer.

Exhibitor Signature (required) _____

Please complete form on following page. Incomplete applications will not be processed.

2012 Application & Advertising Form

Exhibitor/Contact's Name _____ Phone: _____

Business Name _____ Fax: _____

Email Address _____ Mobile/Other: _____

Address _____

City _____ State _____ Zip _____

Describe your Product: _____

Exhibitor Booths

- # Dragon*Con Interior Booth(s) at \$1250 Each _____
- # Dragon*Con Front End cap booths Booth(s) at \$1700 Each (must be reserved with one or more adjoining Interior Booths) _____
- # Dragon*Con Rear End cap Booth(s) AT \$1350 Each (must be reserved with one or more adjoining Interior Booths) _____

Dealer Tables

- # Dragon*Con/ACE Dealer Table(s) at \$550 Each x _____
- # of end cap tables at \$650 each _____, purchased with adjoining interior table.

Add On

- # Electricity Request -include \$100 for
120 Volt Dedicated/2000 Watt/520Amp Service (4 outlet/quad box) _____
- Additional Dealer/Exhibitor Memberships \$60 (limited to 2 per booth/ 1 per table) _____

Advertising

See following page for rates for Progress Report and 2012 Program Book advertising.

Exhibitor Booths \$ _____
Dealer Tables \$ _____
Electricity \$ _____
Additional Memberships (limited to 1/table, or 2/booth) \$ _____
Advertising \$ _____

Total \$ _____

Total Enclosed \$ _____

Visa/Master Card Only

Number _____ Exp _____ / _____

Please provide your website URL if you want a link to your Dragon*Con dealer/exhibitor listing.

Enter request to change or expand your current location:

Advertising Information

PROGRESS REPORT:

Progress Report Deadline: May 9, 2012

AD SIZE/PRICE:

Business Card	\$150
½ page size: 5" x 4" OR 2.5" x 8"	\$250
Full Page (Interior Ad): 5" x 8"	\$395
Interior Covers: 6" x 9"	\$600

PROGRAM BOOK:

Program Book Deadline: July 11, 2012

AD SIZE/PRICE:

B&W ¼ page size: 3.75" x 5.25" OR 7.75" x 2.75"	\$350
B&W ½ page size: 3.75" x 10.5" OR 7.75" x 5.25"	\$450
B&W Full Page w/o/bleed: 7.75" x 10.5"	\$795
Interior Cover front (Color Only) w/bleed; 8.5" x 11".	\$3095
Interior Cover back (Color Only) w/bleed: 8.5" x 11":	\$2795
Exterior Cover (Color Only) w/bleed: 8.5" x 11":	\$4495

*Prices Subject to Change, please visit us at advertising.dragoncon.org for complete advertising specs and the latest price information, or call us at 770-909-0115.

Advertising Packages and Sponsorship Opportunities

We will be happy to discuss advertising options to increase your visibility in publications and at the Convention. We also have several Sponsorship opportunities available. Please contact us at 770-909-0115 or sponsorships@dragoncon.org to discuss a package tailored to your specific needs.