

Dealer Room Information

Anime 2016



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Basic dealer information

The location

Anime 2016 will be held at the World Forum Convention Centre, The Hague, from Friday the 10th of June, through Sunday the 12th of June. Anime 2016 will be the 18th AnimeCon festival organized by the J-POP Foundation and the third organized in the World Forum.

The dealer room will be set up in the 2500 m² Atlantic room in the basement. This is the same room as last year and we will rent out up to 200 tables, while we expect the number of visitors to grow with up to 1.000 extra visitors.

Changes from 2015

Price changes

The prices for the tickets are going up with € 3.00 from € 53.00 to € 56.00 in line with the 2016 price for visitor tickets. The dealer tables are going up with € 10.00.

Sword and katana dealers

At the festival we have dealers selling swords and katanas. We used to request them to tell the costumers to keep the weapons in a sealed box, as this is required by Dutch law. Despite the efforts of the dealers many costumers still open the boxes on the festival grounds.

This year we start a new approach: every sword or katana sold will not be given directly to the costumer, but will be send to the bag room at the entrance of the building. There the costumer can pick the weapon up safely. Approximately every 2 hours a member of the dealer room will pick up the goods that are sold and bring those to the bag room. A paper will be attached to the item with the name and the ticket number of the costumer.

Parking

This year you can buy day and weekend passes for the parking garage beneath the World Forum. Day passes cost € 11.50 and allow for one exit of the garage. Weekend passes cost € 19.00 and allow an unlimited number of entrances and exits throughout the weekend. These prices are including 21% VAT.

The maximum height for the parking garage is 2.00 meters. The area around the World Forum is actually a free parking area, but the nearest available parking spaces are not nearby but a couple of minutes walking away.

Opening hours

During Anime 2016 the dealer room opens and closes one hour earlier on Friday and Saturday and closes one hour later on Saturday and Sunday. The closing time on Saturday is timed to be one hour before the expected start of the concert.

	Build-up / Stocking	Open for visitors	Closed for visitors	Lockdown
Thursday 9 June	20:00	n/a	n/a	23:00
Friday 10 June	8:00	17:00	22:00	23:00
Saturday 11 June	9:00	10:00	19:30	20:30
Sunday 12 June	9:00	10:00	16:30	20:00

All organisations and individuals attending the festival as dealers are expected to attend the full three days of the event. Please let us know in advance if you will not be able to attend all three days, so we may attempt to make arrangements.

Tables and space

We use tables measuring 2.00 x 0.80m with at least 1.20m of space behind each table. So each table gets you a selling front of 2.00m and you will have an sales space of at least 4 m² to sell your wares.

We have almost 200 tables available for rent. Any single dealer can rent no more than 8% of the dealer room, so currently we have a maximum of 16 tables per dealer.

You can rent just sales space per 4 m² without tables if you prefer for a discount of € 6.61 excluding VAT or € 8.00 including 21% VAT. You are free to order a mix of tables and spaces as long as the combined total isn't larger than the maximum number of tables for your tariff group.

Conversely you can rent extra small tables measuring 1.30 x 0.60m for € 8.26 excluding VAT or € 10.00 including 21% VAT. These tables do not grant you extra sales space, but when you need little walking space you can rent up to one extra table per large table or rented 4 m² space.

Alternatively you can rent a rack measuring 0.80 x 0.30m ad 1,60m high with 5 shelves for € 8.26 excluding VAT or € 10.00 including 21% VAT. See the picture on the right. We have only a limited number of these rack, so order in advance.

The number of extra racks and tables rented together may not exceed the total number of tables rented.

Chairs are provided for free – within reason of course.



Tickets

The first dealer table includes two dealer tickets; all extra tables include a single extra ticket. When you require more tickets you can order extra dealer tickets for 56,- euro (including 6% VAT).

All dealer tickets are weekend tickets and they have both the name of the dealer and the name of the wearer printed on them. However: in contrast to normal tickets we do allow dealers (except those in the Doujin tariff group) to have different people using these tickets on different days. Just go to the Bring & Buy stand and request to change the name on the badge.

Doujin circle members who visit only a single day can buy a normal day tickets, but then they have to wait in line to enter the dealer room and do not get a badge with the circle name. For circle members visiting two days it is cheaper to buy a dealer ticket.

Internet and electricity

There is a public Wi-Fi available in the dealer room and phone reception is acceptable in most of the room. Cabled Internet is available as well, but costs € 152.89 excluding VAT or € 185.00 including 21% VAT per access point for three days.

Electricity less than 1 KW is available for free when requested. When using more electricity, that is more than a couple of computers, then we need to know in advance what you need as the convention centre will need to customize your electricity provision. This customization costs € 87.60 excluding VAT or € 106.00 including VAT per 3 KW.

We have to know your internet and electricity requirements at least two weeks before the festival.

What you can sell

Tariff groups & prices

What a dealer wants to sell as well as the number of tables determines the dealer's tariff group and thus the table price.

Tariff group	Excluding VAT	Including 21% VAT	Max. tables	What you can sell
Dealers	€ 181.82	€ 220.00	16	Everything legal (thus no bootlegs) except fresh, chilled or heated food.
Arts & Crafts Travel agencies Language schools	€ 144.63	€ 175.00	3	Self-made and hand-made goods. Travel information, trips & books. Language books and lessons.
Small press Doujin circles Conventions	€ 111.57	€ 135.00	2	Your own drawings and anything made using those drawings. Tickets to your convention.

A dealer can choose only one tariff group. I.e. it is not possible to rent one table as a doujin circle and an extra table as a normal dealer, but when a dealer needs more tables than the maximum allowed for his/her tariff group, he/she is allowed to book more tables by booking in a more expensive tariff group.

Doujin & Small press

The doujin tariff group is for you when you are small press, a doujin circle or an individual artist and sell only products based on your own or your group's art. The art may be in a book, on paper, on a cup, button, cloth, plastic, wood or whatever is the material of your choice, as long as each and every article is based on a drawing that was made by you yourself or someone in your group. A doujin circle is allowed to sell fan art. So e.g. selling buttons of your own persiflage drawing of Naruto is allowed, but you are not allowed to take an existing Naruto image and put it on a button.

This also means circles cannot sell second hand items. If you want to sell second hand items you will have to use our Bring & Buy. Like any visitor you can hand over items to visitors that you sold in advance through other media, but you are not allowed to put them on sale or display at your table.

A doujin circle can rent up to two 2.00 x 0.80m tables, with two tickets included when renting one table and three tickets included when you rent two tables, i.e. a 4m wide 8m² sales area. Two or more circles or artists can request to share a table and we will mention both circles by their own name on our site, in our festival booklet and on your badge.

Conventions

Other conventions can also rent up to two 2.00 x 0.80m tables, with two tickets included when renting one table and three tickets included when renting two tables. Conventions may sell only tickets to their convention and convention related merchandise. Other items may only be sold after prior agreement of the J-POP Foundation.

With many conventions we trade tables and tickets in our dealer room with tables and tickets in their dealer room. Alas due to lack of staff and the growing number of conventions we are not able to visit all other events. An alternative is to create a deal with our events team to host some events at our convention as payment for the table. Otherwise a convention will have to pay the doujin tariff for the table.

Arts & Crafts

The Arts & Crafts tariff group is for people selling self-made products. Examples include clothes, pottery, cutlery, furniture and foodstuffs that fall within allowed range of sellable food and drinks for all dealers.

Self-made does not mean that you are required to create the lace on the clothes from thread, but all products should be self-assembled at the least and uniquely produced.

In other words: mass produced cosplay outfits do not belong in this tariff group, while self-produced one of a kind costumes do fit. When in doubt ask.

Arts & Crafts dealers are not allowed to sell second hand goods, nor any new goods self-imported from Japan, unless of course you produced them in Japan.

Dealers in this tariff group can rent up to three tables, with as usual one dealer ticket per table plus an extra dealer ticket included in the first table.

Travel agencies, Language schools

Travel agencies and Language schools are for anyone distributing or selling trips & travel information and / or language lessons. This group is allowed to sell trips and also Asian language books and travel guides, but the sale of other products is prohibited.

Dealers in this tariff group can rent up to three tables, with as usual one dealer ticket per table plus an extra dealer ticket included in the first table.

Standard dealers

Standard dealers have just two restrictions on what they may sell:

- the Dutch law,
- fresh, chilled or warm food and drinks and chewing gum may not be sold.

Dutch law prohibits e.g. the sales of bootlegs and certain categories weapons. The next section goes into more details on bootlegs. Dealers who want to sell weapons should inquire with our staff about the legal side of the sales. Dutch weapon laws is one of the strictest in the world.

The sales of fresh, chilled and warm food and drinks are forbidden for all tariff groups as we do not want visitors to eat in the dealer room and do not want to pay for cleaning up the chewing gum. We do have separate catering areas, with separate contracts. See the section Catering.

The only other restriction is the maximum number of 16 tables, i.e. 8% of the dealer room. Furthermore all dealers who want to rent than three tables will have to book in the standard dealer tariff group.

Bootlegs

We know that at most European festivals the anti-bootleg policy is a dead letter feebly enforced. Be warned that this is most certainly not the case with festivals in the Netherlands in general and our festival in particular.

In the past bootleg products has been a problem at our festival. Before 2011 we were regularly forced to expel dealers from our festival because they insisted on selling bootlegs, despite the fact that our contract clearly stipulates that this is forbidden. Even in 2014 we had to expel a long-time dealer who thought he could game the system.

As a result of past problems at both our and other festivals we are forced to act very strict with regards to bootleg products. To summarize:

- Do not bring any bootleg products to Anime 2016
- If you are in doubt whether a product is bootleg, ask us before the festival
- Both our staff, our visitors and your fellow dealers will constantly check for bootlegs
- J-POP staff will give only **one** official warning to dealers found selling bootlegs
- Two strikes mean that you're out
- There is no third strike

A J-POP Staff member (recognizable by his or her badge) will give you this official warning. This warning will be final and not open to discussion. After the first official warning, all items deemed bootleg materials by our staff must be removed from the dealer room. If needed, we can provide secure off-site storage that can be used at your own risk

(we cannot accept liability for loss or damages) and on request we will return them to you when you leave the festival.

Dealers who wantonly disregard both our contract and our first warning will:

- Be expelled from Anime 2016
- Be excluded from at least three future AnimeCon festivals
- Not be refunded for their tables, tickets or hotel rooms
- Be reported to Dutch law enforcement

We also ask our visitors to immediately report bootlegs they spot to the Bring & Buy stand where there is always someone from our dealer room staff. The reason for this is actually a positive one, as many visitors complaining afterwards about products they incorrectly assume to be bootlegs. As some of those complaints were known to be for non-bootleg products we decided to ask our visitors to participate not just to have more eyes on the floor, but also to prevent false accusations.

Catering

Fresh, chilled or warm food may still not be sold in the dealer room as we do not want visitors to eat in the dealer room. Selling chewing gum is not allowed because we are not willing to pay for the cleaning costs for removing any locally consumed chewing gum.

We have a new separate arrangement for organisation who want to provide catering at our festival. Those interested should contact catering@animecon.nl.

All caterers will be required to have a HACCP certificate. Caterers will be positioned outside the dealer room in the Food court and the Oceania Foyer on the ground floor and around the central stairwell and in the Onyx room on the first floor.

Caterers can stay open throughout the whole festival as long as they want. Though we expect most to close down during the night, this is not required. Payment will be partly a price per square meter, partly a percentage of the turnover – these prices will be determined at the end of January. (As an aside: subscribing to the dealer room (just to be sure) but then switching to catering after we have sent you the catering agreement details is a very valid reason to annul the dealer agreement.)

Dealers are allowed to bring foods and drinks for their own consumption as long as they do not sell them. When in doubt, please contact us, preferably before the festival.

The registration process

Registering is an easy six step process:

- 1) Go to the Dealer Registration Site at <https://dealers.animecon.nl/> and log in using an existing Ticket booth account or a Dealer Registration Site account or sign up by requesting a password.
- 2) Enter / update your account information and tell us (roughly) what you will be selling at the convention.
- 3) Create an order using the Dealer Registration Site.
- 4) We then confirm your order if we can provide the requested tables. This can take up to two weeks at least and longer when we are not sure about the available space. In the last case we will inform you about that within two weeks.
- 5) The confirmation mail also contains the contract and invoice in PDF format. You must:
 - a. **Sign and return** this contract as soon as possible.
 - b. Pay the amount due before the **1st of May**.
 - c. Enter the list with names of all your people for their tickets and badges on the Dealer Registration Site or mail us the names.

We cannot always grant dealers the number of tables they want; the number of tables available is limited and we usually sell out quickly. As soon as we know we can offer you the tables you want and we have all required information, we will send you a confirmation e-mail confirming your order. Once you have this confirmation you are guaranteed space at our convention and *you guarantee us payment, unless the agreement is annulled in writing at least 40 days before the festival.*

After we sent you the confirmation we will remind you regularly by mail of all open issues, either signing the contract, the payment or the entering the names of your people.

The contract must be signed and returned according to the instructions on the contract. We will then return you a copy countersigned by one of our core staff members.

Payment details are on the invoice and the email contains links to pay using iDEAL or PayPal. You can also pay 1) by bank using a manual bank transfer, 2) by making a manual PayPal transfer or 3) paying cash in advance (e.g. at Tsunacon or YaYcon).

The week before the festival we need the names of the people working for you, so we can prepare dealer badges with their name and the name of your organization. You can enter these names as soon as you have created an order or do this at a later time or by sending us a list by mail.

You and your staff are required to wear this badge at all times while at the festival.

Annulment fines

A development in 2014 was dealers without a firm intent to visit our convention subscribing to rent tables because "otherwise they might be sold out". The net-result of this for you dealers was that we first had to tell other willing dealers off and then we had to scramble to arrange last-minute dealers – who of course had little time left to purchase stock. On our side this put a severe pressure on our volunteers – whose time is the most precious commodity of our festival.

This concerns the behaviour of a very small group, but we learned from other conventions that we are not the only victim of this behaviour. As we do not want to change anything for the vast majority of trustworthy dealers, we decided to combat this by raising the stakes for any dealer who reserves tables without the firm intent to use them. Our general terms now state that late annulment can result in a fine – in addition to the full amount of the contract still being due. On a no-show without annulment – we had our first ever in 2014 – the dealer will be fined 150% of the agreement in addition to the agreement itself being due, as it was last year. We can impose these and higher fines on dealers that do not cancel on time as empty tables in the dealer room do damage to our convention, while subscribing grants the dealer the advantage of being linked to on our website.

Dealers need not worry when circumstances beyond their control result in annulment or a no-show. Force majeure is firmly enshrined in Dutch law and anyway we have no intention of fining a dealer who e.g. had a traffic accident on the way to our festival. Also we are always ready to listen to problems and look for alternative solutions. Last year one dealer asked for a late annulment and to transfer her contract to a third party; this was of course no problem.

Annulment more than 35 days before the festival is still free of charge. We will even refund most of the money already paid. However: for all dealer annulments we do expect an explanation and if we are not convinced of this explanation this may result in you not being able to subscribe for tables in the next year.

In general: the earlier you inform us of any trouble the less it will cost you, but if we think you are gaming the system we will demand our money and employ a collection agency if we have to.

Services

While we are an all-volunteer organization, we do strive to help our dealers to the best of our capabilities. Here are some services that we provide for our dealers, especially for those coming from abroad.

Hotel rooms

You can book hotels near the festival at our website on the Hotels page under the Locations tab or use this direct link to ITO Tours:

<https://www.itotours.com/animecon2016/overview.aspx>

Any questions regarding hotel rooms should be directed to:

hotels@animecon.nl

Small change

We will provide small change for dealers from outside the Euro area.

- We do this only on advance request
- Send us your request at least two weeks before the festival
- Specify how much change you want
- Specify the kind of change you want: whole Euros or up to dimes and 5-cent pieces
- We do not lend you the money, we only exchange it for euro bills of 50 or less
- This allows you to get money from any Dutch ATM and get change from us
- Our bank does charge us for the change and we will forward those charges

Counterfeit checking

We have counterfeit money checkers at both the Bring & Buy stand and at the Registration Desk of the World Form lounge. You can use them anytime you have any doubts.

The J-POP Foundation

Who is who at J-POP?

The J-POP Foundation's core staff currently consists of eight people: Niels, Kaj, Matijs, Robert, George, Baris, Jelle and Michel. The core staff may be considered the board of directors and all eight members have executive powers on behalf of our foundation.

The core staff members have delegated many responsibilities pertaining to the organisation of our festival to the remaining staff. Our current staff totals over a 25 people, with each person heading a separate section of the festival. Each staff member fields a number of volunteers during the festival. Core staff and Staff members are recognizable by their badge and usually they wear a red J-POP Staff shirt.

As dealer at Anime 2016 your primary contact with our organization will be the dealer room staff: Raymond Mastebroek and Natasja Nootboom. During the festival they will be supported by a number of senior gophers who wear badges identifying them as "senior gopher - Dealer room" or "senior gopher - Miatzy Bring & Buy". You may also come into contact with Matijs de Jong, who is the core staff member supervising the dealer room and head Sales & Marketing of the J-Pop Foundation.

The primary method of contact is this e-mail address that all of them can see and answer:

dealerroom@animecon.nl

During the festival, either Raymond Mastebroek or Natasja Nootboom will always be present at (or very near to) the dealer room (mostly to be found at the Bring & Buy). In their absence, any attending volunteers will be able to quickly contact them.

Visitors

Last year we saw a strong growth in the number of visitors with over 1.750 new visitors. Our visitors were very satisfied granting us an 8.2 out of 10 in our online survey after the convention. Over 9% of our visitors gave us feedback using this survey and it has already helped us to further improve our convention.

	Friday	Saturday	Sunday	Weekend	Total	Visitors
2014	360	2.150	510	2.650	11.000	5.700
2015	460	2.140	760	3.130	12.750	6.490
2016	500	2.400	800	3.600	14.500	7.300

The previous table shows both the number of visitors per ticket type, as well as the total number of visitors over three days and the number of unique visitors. Our estimate for 2016 projects a growth of 1.750 new visitors. We think this growth is a result of our

quality and the strong growth in international visitors. In 2014 we had 5% visitors from abroad, in 2015 7%.

The division in gender shows the number of female visitors remains stable at 46%. 48% is male and of the remaining 6% we do not know the gender. The average age slowly increases to almost 23 years old.

Sponsoring

As a non-profit organisation, we are always interested in attracting new sponsors in order to increase the positive experience of our visitors at our festival. This sponsorship could be made in the form of supplying technical hardware for our video rooms or game room, prizes for competitions, furniture and decoration for the location, goodie bags for the visitors, donations or active participation. In exchange for such a sponsorship we can offer various advertisement formats in our festival guide, on our website, or incorporated in the video programme and elsewhere on the festival itself. It is also possible to advertise via leaflets or to be provided with a table in our dealer room. We are, of course, open to other solutions. If you are interested in becoming a sponsor, we would be more than willing to discuss any options.

We have no fixed rules, but we do think we usually offer satisfactory sponsorship agreements as we see sponsors returning every year.

Feel free to contact Matijs if you have an idea or want to know more:

matijs@animecon.nl

Workshops

Some dealers request to do workshops for us in return for a discount. The dealer room team does not make these arrangements. If you are interested you should contact the events team with a proposal.

The events team will decide which workshops fit in our program and what kind of deal they think is right as compensation for your workshops. The dealer room team will then put this discount on your invoice.

Events-planning starts as soon as the previous festival is over and closes two months before the festival. So be on time. You can contact events at:

events@animecon.nl

P.S.: If you want to plan a (limited time only) event in the dealer room to attract people to the dealer room you should let our dealer room staff know this, so we can make sure our visitors know about it. However: we do not see this as the dealer sponsoring us.

When you are at Anime 2016

The Atlantic room

For Anime 2016 the dealer room will be located (again) in the basement of World Forum in the largest hall of the convention centre called the Atlantic Room. The area in the drawing on the next page measures roughly 2.500 m². The middle of the room is sunken by two steps and there is a small podium on the left side of the room.

During the opening times the public will have enter the dealer room through the main entrances on the right. On the left are the entrances for loading and unloading that normally will be closed during opening times, but are available for access during build-up and for re-stocking.

The two stairways in the drawing will be closed off during our festival.

The main entrance opens in a wide foyer where there is a giant stairwell connecting the basement to the ground floor (there are also elevators of course). Other activities in the basement are the event plaza and the game room, thus the dealer room is well located in the heart of the festival.

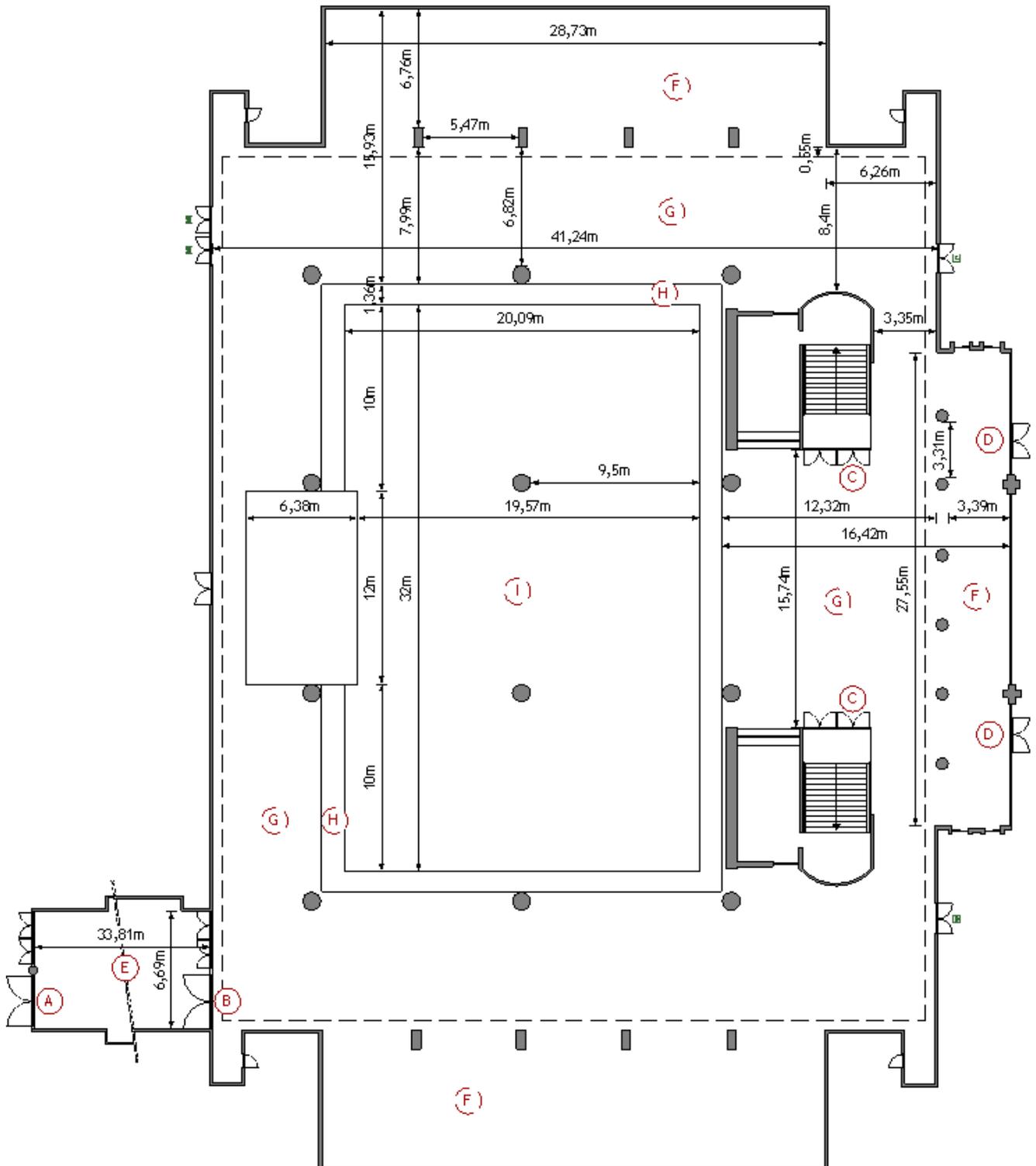
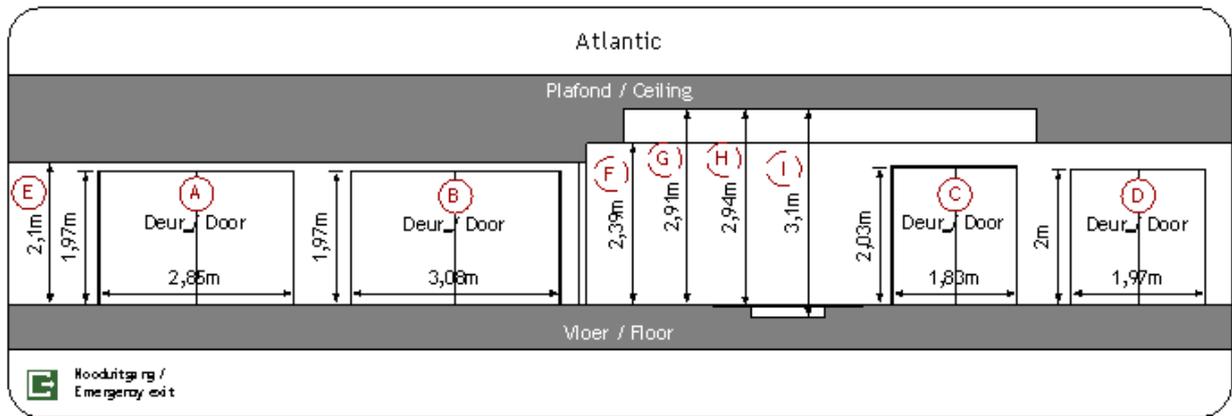
Outside of business hours the dealer room will be locked down. All entrances to the room will be locked and nobody but our core staff, our dealer room staff and the location staff will be allowed to enter the room.

Dealer information at the Bring & Buy

The Bring & Buy stand is next to the visitor entrance and also functions as our dealer information stand. The Bring & Buy crew consist wholly of J-POP staff members and they can answer most of your questions or else they will make certain your question reaches a person who can answer you.

During the build-up you get your dealer badges here or you can pick them up at the ticket desk at the front of the World Forum. They can also tell you which tables are yours.

Of course our crew will also visit you at your stand during the festival you can approach them when they are nearby. Our staff is always recognizable by their badges and usually by the large red J-POP Staff shirts they wear.



Distributing flyers

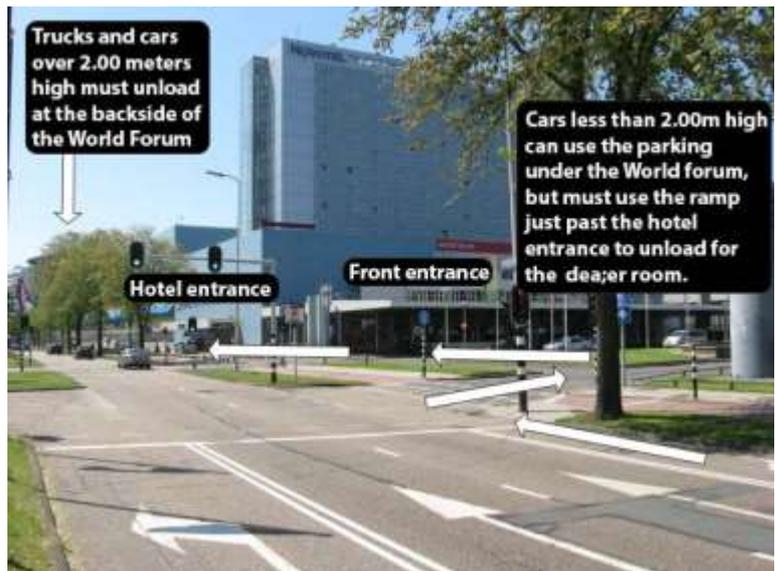
Distributing flyers is only allowed at your own stand or after permission has been obtained from the dealer room staff. We will never grant permission to distribute flyers in the dealer room – as you might hinder other dealers doing so. You may get permission to distribute them along the row at the entrance of the dealer room, outside the dealer room itself, as long as this does not lead to security concerns, e.g. when the floor gets covered by flyers.

Parking, loading and unloading

You have to tell us your preferred time of loading and unloading so we can prevent any pile-ups like in 2013. At all times follow the instructions of the traffic managers.

For trucks and large vans there are on- and off-loading facilities in the ground level expedition area at the backside of the World Forum. In the basement there is a second unloading area for small vans and cars less than 2.00m high where you can offload to the dealer room without the need for an elevator.

The expedition area for trucks and large vans can be reached from the Johan de Wittlaan and includes



two large truck loading docks and two small truck docks fitted with lifts. The loading zone is connected to the dealer room with a heavy duty freight elevator. Please leave at all times room for cars to pass and - after unloading - relocate your car as quickly as possible as there is certainly no parking space at the expedition. There are alternative parking locations in the area around World Forum for high vans and large trucks. You will have to walk back a couple of minutes, but parking is free.

To reach the unloading area for cars and vans less than 2.00m high follow the instructions on the pictures in this section, as you have to enter the parking garage through the second entrance beyond the hotel entrance. This entrance is on the same level as the dealer room and is connected to it through a 30m corridor. Unload your wares into the corridor



and then park your car before you bring your wares to your table as the space for unloading is very limited.

You can exit the car unloading area without entering the car park. If you do use the car park keep in mind that a general single exit-card for the World Forum car park can be bought in advance through the ticket booth and during the festival at the World Forum front desk. They cost only € 11.50. This is often cheaper as daily parking costs are up to € 15.00 a day; though they can be less for parts of the day.

If you need to exit every day of the festival weekend you can buy a weekdn festival exit-card for € 19.00 that allows an unlimited number of entrances and exits throughout the weekend.

The maximum height for the parking garage is 2.00 meters. The area around the World Forum is actually a free parking area, but the nearest available parking spaces are not nearby but a couple of minutes walking away.

It can also be cheaper to park your car in the World Forum car park when you stay at either the Bel Air World Hotel or the Crown Plaza.