

Dealer Room Information

Anime 2017



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Basic dealer information

The location

Anime 2017 will be held at the World Forum Convention Centre, The Hague, from Friday the 9th of June, through Sunday the 11th of June. Anime 2017 will be the 19th 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 at least a thousand extra visitors.

Changes from 2016

Registration

The last few years on the one hand we got applications exceeding both the capacity of our dealer room and the capacity of our bootleg checking team. This caused increased complaints concerning bootlegs from both dealers and visitors. This while we take pride in getting our dealer room as clean as possible concerning bootlegs.

For this reason, we decided to stop accepting dealers purely on a first come, first served base. Instead this we give preference to those dealers that have cost our staff the least time in the previous years. Among those dealers, we will still choose in the order of booking.

All dealers will have to wait longer for confirmation this year: our festival is getting too large for a purely volunteer organization. While most of the festival will remain run by volunteers we are looking to hire staff to improve our administrative capacity; however, at the moment we remain short staffed. We will try to confirm or decline all orders in February, but cannot guarantee this.

Dealers who in previous years for example just subscribed to have an option and then chose not to come just before the deadline should prepare to wait longer for confirmation. On the other hand, we will reply very quickly to dealers who chose to ignore our emails completely after subscribing and to dealers who were looking for grey areas in our anti-bootleg policy - e.g. by selling fan fiction of dubious origin.

No "lucky bags"

We no longer allow the sales of goods where the buyer does not know what is bought. Dealers may bundle multiple items for sale, as long as the contents of the package is visible to the buyer. In other words: no lucky bags!

Opening hours

During Anime 2017 the dealer room will open and close the same time as last year. The closing time on Saturday is timed to be one hour before the expected start of the concert. The only difference from 2016 is that due to our contract with the location dealers can no longer build up on Thursday. Instead dealers can start one hour earlier with building up on Friday.

	Build-up / Stocking	Open for visitors	Closed for visitors	Lockdown
Friday 9 June	7:00	17:00	22:00	23:00
Saturday 10 June	9:00	10:00	19:30	20:30
Sunday 11 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. Do let us know in advance if you will not be able to attend all three days, otherwise you may arrive only to find we already sold your space to another dealer.

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.

The number of extra 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 53.77 euro (excluding 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. Cost have gone down for a basic connection of 10 Mbps down / 4 Mbps up, now are available for € 110.00 excluding 21% VAT. If you require a higher connection speed you can get 25 Mbps down / 10 Mbps up for € 200.00 excluding 21% VAT per access point for all three days. Other connection options, including a fixed ip-address, are available on request.

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 starts at 3 Kw at € 97.00 excluding 21% VAT. 5 Kw cost € 110.00 excluding 21% VAT per 3 KW. You can also request high voltage connections. See the site for prices.

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 and "lucky bags".
Arts & Crafts	€ 144.63	€ 175.00	3	Self-made and hand-made goods.
Small press Doujin circles	€ 111.57	€ 135.00	1	Your own drawings and anything made using those drawings.
Conventions	€ 111.57	€ 135.00	1	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.

As of this year a doujin circle can rent only one 2.00 x 0.80m tables, with two tickets included. Two 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. If a circle want to rent more than one table, they will have to do so under the arts & crafts tariff.

Conventions

Other conventions can also rent only one 2.00 x 0.80m tables – with two tickets included. Some conventions can get two tables, but only with a table exchange deal. 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

In the past we used the arts & crafts tariff also for travel agencies and language schools. However: as of 2017 we advise them to contact the Event Plaza crew as that is a better location for them. You can contact the Event Plaza crew at: eventplaza@animecon.nl

Standard dealers

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

- the Dutch law,
- no goods invisible to the buyer,
- fresh, chilled or warm food and drinks 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 are among the strictest in the world.

The sales of "hidden items" in so-called "lucky bags" is forbidden because we got too many complaints from our visitors. You may sell multiple items as a single item, as long as the buyer can see what is bought. E.g. by wrapping clear plastic around the items.

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. 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 some 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. We are the co-founders of Fake Is Sad (www.fakeissad.com), a non-profit organization founded to combat bootleg sales.

Fake Is Sad will perform the bootleg checks at festival. You can recognize the Fake Is Sad checkers by their badge. When they see bootlegs they will tell you first. If you do not immediately remove the bootlegs from the dealer room, they will contact our staff.

Next a J-POP Staff member (recognizable by his or her badge) will give you an 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 at once. If needed, we can provide secure on-site storage that can be used at your own risk (we cannot accept liability for loss or damages) and on request we will return the items to you when you leave the festival.

If you do not comply with this warning, a J-POP Core Staff member (also recognizable by his badge) will expel you. Not warn you, but physically expel you from the dealer room. We will not return any money nor will you get any money from us for lost sales or other

costs. (Just try us.) You will also be banned for at least three but up to five years. We expel a dealer every other year. In 2016 we even did so on Friday before closing time.

So to summarize:

- Do not bring any bootleg products to Anime 2017
- If you are in doubt whether a product is bootleg, ask us before the festival
- Both Fake Is Sad, our staff, our visitors and your fellow dealers will constantly check for bootlegs
- Fake Is Sad will tell you if they see any bootlegs
- J-POP staff will give only **one** official warning to dealers found selling bootlegs
- Two strikes mean that you are out
- There is no third strike

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

- Be expelled from Anime 2017
- Be excluded from at least three future AnimeCon festivals
- Not be refunded for their tables, tickets, hotel rooms, missed sales or any other damages
- 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 complain after the festival about products they assume to be bootlegs. As usually some of those complaints are 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.

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.

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 link to create one.
- 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 will take up at least two weeks but may take longer. The confirmation mail contains the contract and the 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.

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 the dealer site using the Hotels tab or on our regular website on the Hotels page under the Locations tab or use this direct link to The Hague Hotel service (they are the same company as last year, but operate under a different name): <https://www.thehaguehotelservice.com/anime2017>

Any questions regarding hotel rooms can 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 40 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: dealerroom@animecon.nl

During the festival, either Raymond Mastebroek or Natasja Nootboom will always be present near the dealer room or you can contact the Bring & Buy to 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 festival. Over 7% of our visitors gave us feedback using this survey and it has already helped us to further improve our festival.

	Friday	Saturday	Sunday	Weekend	Total visitors	Unique visitors
2015	460	2.140	760	3.130	12.750	6.490
2016	500	2.400	800	3.600	14.500	7.300
2017	550	2.600	850	4.000	16.000	8.000

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 2017 projects a growth of 1.500 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 2016 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

AnimeCon is a high-quality convention. While still growing with about 1.500 extra visitors a year we have a large solid base of very satisfied return visitors. Sponsor us to become a household name among our visitors. The easiest method to do this is by naming a room. For the smaller rooms prices start at € 130.- (excluding 21% VAT). When naming a room your name will show up everywhere in our program (both printed, on our site and in our program app) for all activities in that room and you may also put up banners and / or posters in that room during the festival, resulting in a very visible presence.

You can also make your name known by advertising in our festival booklet. The print run is at least 6.000 and prices start at € 180.- (excluding 21% VAT) for a half page. Full page advertisers will also be mentioned in the scrolling bar on every page on our website. The advantage of printed advertising is that you not only get name recognition but you are also able to present other information like special discounts and your website.

You can order small room naming and non-cover full and half pages during the order process while ordering your tables. The larger rooms and the cover pages are usually part of a package deal. Feel free to contact Mirna if you have an idea for a deal or want to know more: marketing@animecon.nl

P.S.: Tell our dealer room staff if you plan limited time events to attract people to your table(s) – e.g. a happy hour. We can add those events it to our program; both online, on paper and in our Android app. However: we do not see this as a dealer sponsoring us.

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 prior to the festival. So be on time. You can contact events at: events@animecon.nl

When you are at Anime 2017

The Atlantic room

For Anime 2017 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.

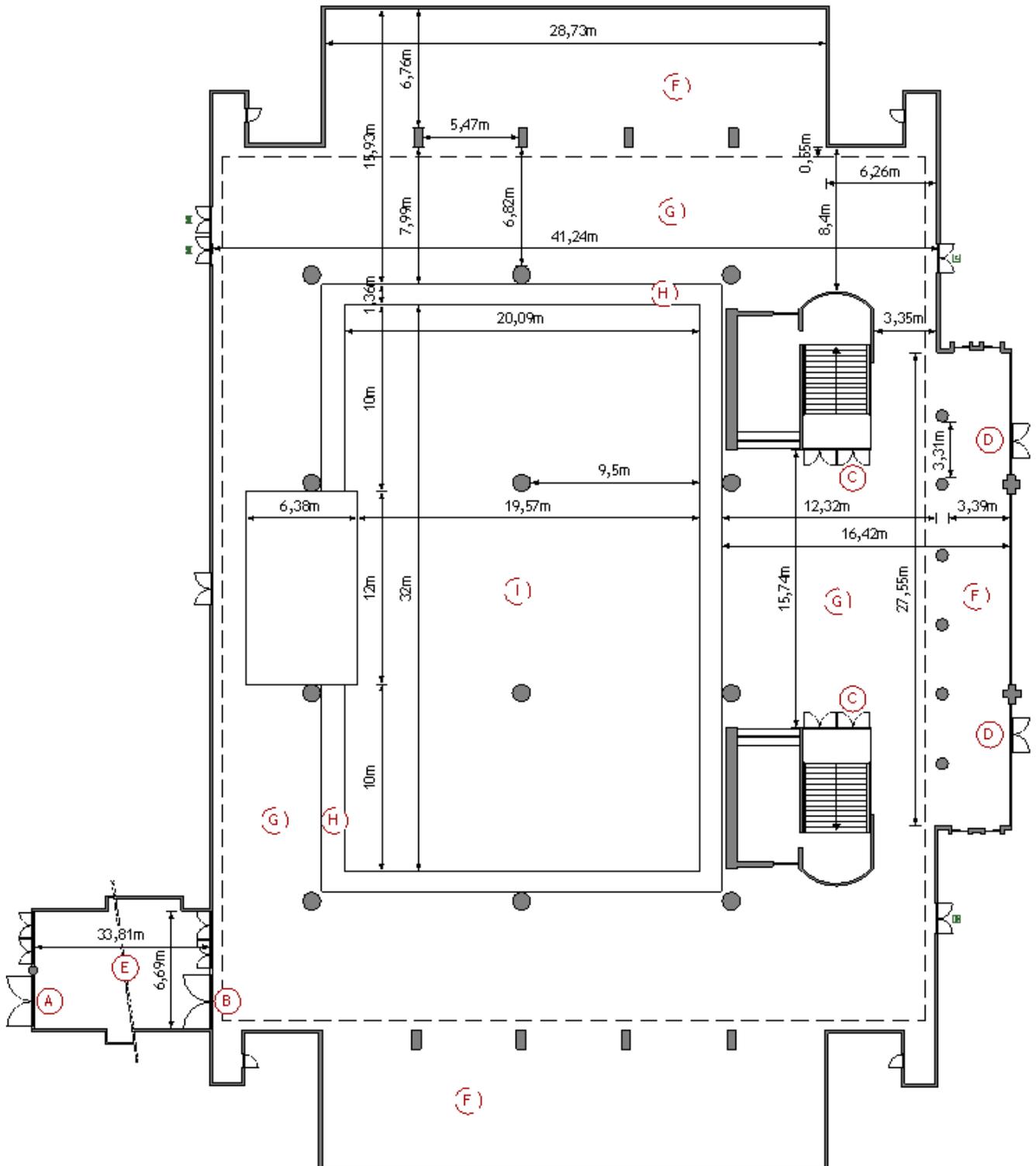
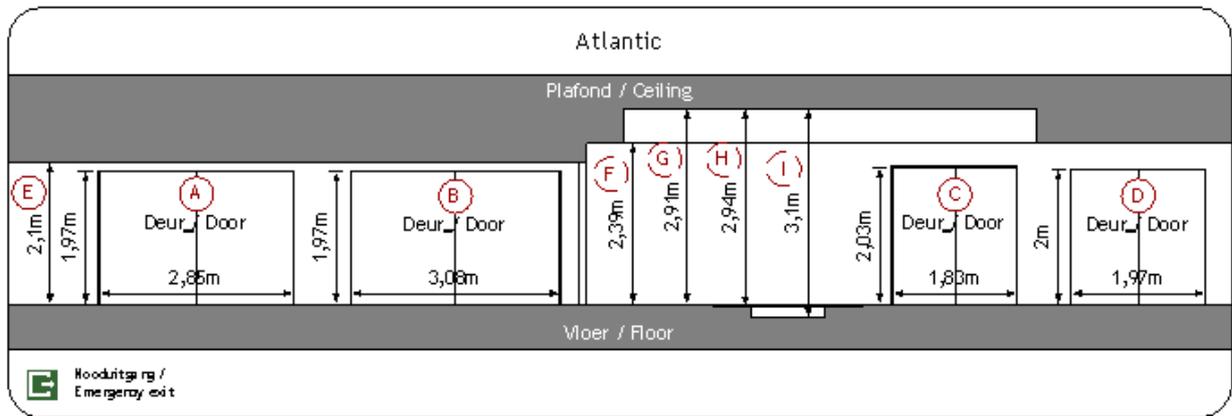
Outside of business hours the dealer room will be locked down. All entrances to the room will be locked and nobody but our core staff, our dealer room staff and the location staff will be allowed to enter the room.

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 or stickers

Distributing flyers is only allowed at your own booth or after permission has been obtained from our core staff. You may get permission to distribute flyers as long as this does not lead to security concerns, e.g. when the floor gets covered by flyers.

Distributing stickers is prohibited and your company or organisation will be liable for any damages due to stickers being stuck in inappropriate places.

Decorations

The look of your booth and its surroundings is important, but you are not allowed to attach anything to a wall, pillar or other part of the building without our prior consent. We can provide poster strips and other attachment methods where needed.

Not adhering to these rules means you are liable for any resulting damages.

Safety

With over 7.000 visitors on Saturday, safety is our one overriding concern. You are required to comply with all safety directions from our staff, the location staff, security, the fire department and any other safety inspection. Failure to comply will result in your removal from the festival, without being refunded for tables, tickets, hotel rooms, missed sales or any other damages.

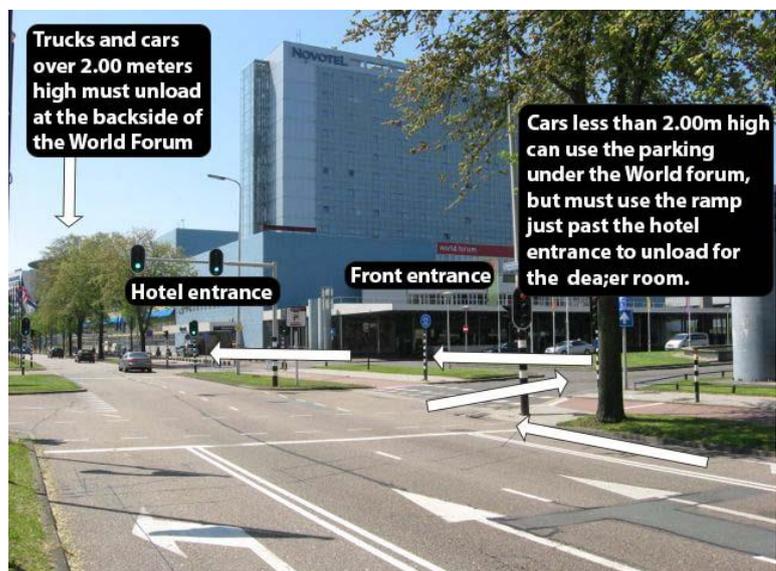
At all times take into account that:

- Access to emergency exits and safety equipment may never be blocked.
- The paths between tables have to remain open (and at least 3m wide).
- Large banners and posters must be fire-proofed. An official certificate is required.

Parking, loading and unloading

You have to tell us your preferred time of loading and unloading so we can prevent pile-ups. 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 day or weekend-card for the World Forum car park can be bought during the festival at the World Forum front desk. They are way cheaper than paying by the hour, unless you stay for only a couple of hours.

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 is usually cheaper to park your car in the World Forum car park when you stay at either the Marriott Hotel or the Crown Plaza.