

# Dealer Room Information

AnimeCon 2019



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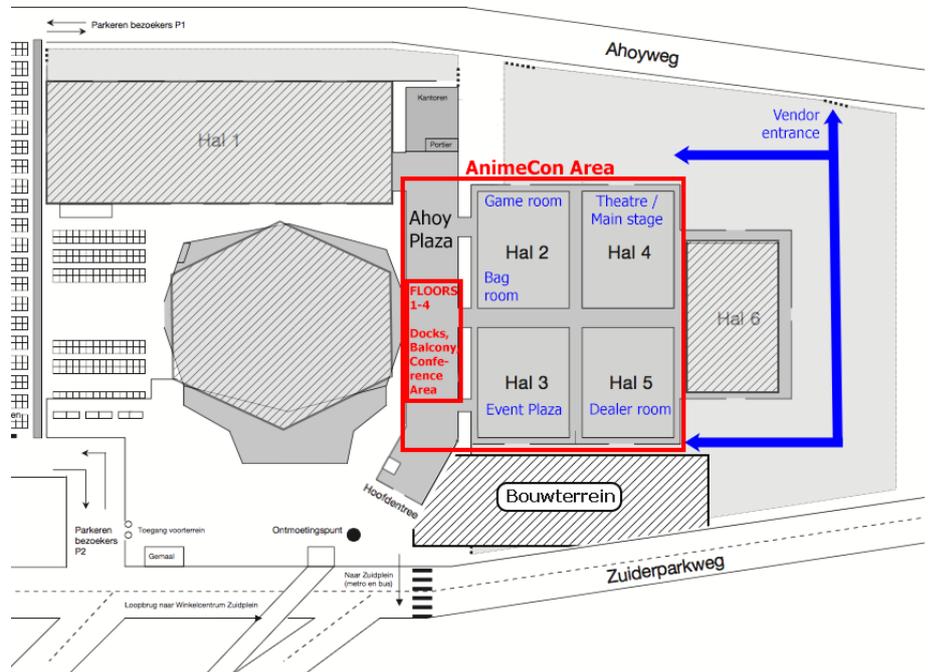
# **Basic dealer information**

## **The location**

AnimeCon will be held at Rotterdam Ahoy from Friday the 14th of June to Sunday the 16th of June 2019. This will be the 21<sup>st</sup> AnimeCon festival organised by the J-POP Foundation and the first one organised in Rotterdam Ahoy.

The Dealer Room will be set up in the 3,000 m<sup>2</sup> Hall 5. We will rent up to 300 tables, including artist tables, as we expect the number of visitors to grow with at least 2,000 extra unique visitors.

We hope that our move to Rotterdam Ahoy is the last time we change venue. We moved in order to continue to grow, as we were close to the maximum number of visitors allowed at the World Forum, The Hague. In Ahoy we will rent halls 2 through 5 and their convention centre. This leaves halls 1 and 6 and the Ahoy Arena for future expansion. In 2020 a new and larger convention centre will open and offer us a 3,000-seat theatre and a lot of new event rooms. By 2021 a new hotel and cinema will be finished. We hope that in the future we will be able to use the whole location, just like e.g. the North Sea Jazz Festival.



## **Organizational changes**

Our chairman Niels is now responsible for the AnimeCon Dealer Room instead of Matijs. George and Natasja will remain your main contact for everything Dealer Room related, but Niels is the final decision maker. For logistical reasons, Matijs will still sign the contracts and he will handle the payments (because he is now our treasurer).

## Pricing

We have increased the price of tables and rounded all prices to round numbers excluding VAT. Furthermore, the Dutch low tariff for VAT is now 9% instead of 6% so tickets have become more expensive – as well as normal visitor tickets.

## Artist Alley tables

The Doujinshi tariff group has been merged with the Artist tariff into the Artist Alley tariff.

All items sold at your table have to be made by you or a person clearly and visibly affiliated to your group (previously Doujinshi and Arts and Crafts). Splatter art is not considered made by you (i.e. original existing art that has been modified).

## New dealers

We enforce our anti-bootleg policy strictly. New dealers will be checked and contacted. In case we cannot determine what you plan to sell at the festival we will ask detailed questions.

For this reason, we will not be able to confirm your Dealer Room registration right away. We expect to be able to send out the first confirmations at the end of February.

## No “lucky bags”

We do not allow the sales of goods where the buyer does not know what they are buying. 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! We reserve the right to refuse sellers whose main business is bags of goods.

## Opening hours

The Dealer Room opening times **have changed significantly!** We open and close earlier on Friday and later on Sunday. The Dealer Room still closes one hour before the concert on Saturday. However, you can build-up on Thursday afternoon and evening and break-down can be done on Monday morning if this suits you.

	Build-up / Stocking	Open for visitors	Closed for visitors	Lockdown
Thursday 13 June	16:00	n/a	n/a	23:00
Friday 14 June	9:00	13:00	21:00	22:00
Saturday 15 June	9:00	10:00	20:30	21:30
Sunday 16 June	9:00	10:00	16:30	23:00
Monday 17 June	10:00	n/a	n/a	13:00

Build-up starts on Thursday afternoon. You can choose to set up on Friday only, but the Dealer Room WILL open on time.

All organisations and individuals attending the festival as (commercial) 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 *and we will not refund you*.

The only exception to the whole weekend rule is that this year we will have a limited number of one-day Artist Alley tables available as an experiment. Furthermore, we will organise timed signing sessions for comics and cosplay artists in the Dealer Room.

## **Tables and space**

We use tables measuring 2.00 x 0.80m (6.5 x 2.6ft) with at least 1.20m of space behind each table (3.9ft). So each table gets you a selling front of 2.00m and you will have a sales space of at least 4m<sup>2</sup> to sell your merchandise (13ft<sup>2</sup>).

We have approximately 250 tables available for regular dealers in the Dealer tariff. Any single dealer can rent no more than 8% of the dealer room, so currently we have a maximum of 20 tables per dealer.

You can rent just sales space per 4m<sup>2</sup> without tables if you prefer for a discount of €8.00 excluding VAT or €9.68 including 21% VAT. You are free to order a mix of tables and space as long as the combined total isn't larger than the maximum number of tables for your tariff group.

Chairs are provided for free – within reason i.e. not exceeding the amount of tickets ordered.

## **Tickets**

The first table you order includes two dealer tickets; but artists alley dealers can choose to book a cheaper solo table or solo day table that includes just a single dealer ticket. All extra tables beyond the first include a single extra ticket. When you require more tickets than the number included, you can order extra dealer tickets for €60 (excluding 9% 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 visitor tickets we do allow normal dealers (but not those in the Artist Alley group) to have different people using these tickets on different days. Just go to the Dealer Desk during the festival and request a name change on the badge.

Artist Alley circle members who visit only a single day should buy a visitor day ticket, they will not have access to the dealer room outside of the opening hours and will not receive a dealer badge.

For circle members visiting only two days: an extra dealer ticket as that is cheaper.

## **Internet and electricity**

There is a public Wi-Fi available in the Dealer Room. Phone reception is acceptable in most of the room but can be spotty when it is busy. Cabled Internet is available upon request. Costs for a basic connection of 8 Mbps down & up is available for €499 excluding 21% VAT for the weekend or with a fixed IP-address for €599. For higher speeds we need to request a quote. As this is all very expensive, do let us know if you may be interested in sharing an internet connection with other vendors to bring down the costs.

Electricity less than 1 KW is available for free when requested. If you need more, we have to know in advance what you need as the convention centre will need to customize your electricity provision. This customization starts at a 3 Kw – 230V for €99 excluding 21% VAT. Next up is a 10 Kw Cee 32A-5p connection for €279 excluding 21% VAT. You can also request high voltage connections. See the site for prices.

We have to know your internet and electricity requirements at least four weeks before the festival. Later requests may bring additional charges that we will charge through.

## 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	€ 200.00	€ 242.00	20	Everything legal (thus no bootlegs) except any food or drinks, swords and other metal objects and "lucky bags".
Artist Alley	€ 150.00	€ 181.50	2	Self-made and hand-made goods or arts. No splatter art or art that is not your own or of which you do not hold the copyright.
Artist Alley Solo	€ 100.00	€ 121.00	1	
Artist Alley Solo Friday	€ 30.00	€ 36.30	1	
Artist Alley Solo Saturday	€ 70.00	€ 84.70	1	
Artist Alley Solo Sunday	€ 50.00	€ 60.50	1	
Conventions	€ 150.00	€ 181.50	1	Merchandise and tickets to your convention.

It is not possible to rent several tables from different tariff groups, when you need more tables than the maximum allowance for your tariff group, you will have to choose a higher tariff group entirely.

### Standard dealers

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

- the Dutch law;
- no weapons;
- no goods invisible to the buyer;
- no food and drinks (see catering for more info on this).

Dutch law prohibits, amongst others, 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 and we require proper licenses for any weapons that are allowed.

The sale of "hidden items" in so-called "lucky bags" is forbidden as too many visitors complained about them. You may sell multiple items as a single item as long as the buyer can see what is sold to them by, for example, wrapping clear plastic around the items.

For food of any kind an additional sales fee must be negotiated with the venue as explained under catering. The sale of fresh, chilled, warm and other Dutch food and drinks is 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 20 tables, i.e. 8% of the Dealer Room. Furthermore, all dealers who want to rent more than two tables will have to book in the standard dealer tariff group. However, the limit for artists in the Artist Alley is two tables.

## **Artist Alley**

The Artist Alley 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. This includes, but is not limited to small press comics, badges, stickers, key-chains, t-shirts, cutlery, self-created art prints of any size or handmade plushies.

Artist Alley sellers may also sell one-off, handmade costumes. Mass-produced costumes of existing characters of which you do not hold the copyright cannot be sold in this tariff group. Food and drinks of any kind may not be sold or handed out. When in doubt, ask the staff.

We reserve the right to refuse to sell you an Artist Alley table based on your proposed items for sale.

These restrictions mean that artists cannot sell second-hand commercial 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.

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

A special exception is made for artists that do the event by themselves the entire weekend and do not change badge names. These artists can book a single solo table including one ticket only at a reduced rate.

## **Artist Alley Single Day**

We decided to experiment this year by offering Artists the option to rent a stand for a single day. This option is available only for artists and we will offer at most 10 tables per day.

The pricing is such that going two days are never cheaper than a weekend table. Prices are based on an estimation of which days will be the most popular. Also note that you cannot rent a single "extra" table for a single day.

Renting a day table does include a single ticket for that day. You cannot upgrade that ticket to a weekend ticket. If you want to go the whole weekend you will have to buy a separate visitor weekend ticket or day a ticket if you only want to go during the day on a single other day.

Also, if you want others to help you at the table, they'll have to buy a normal visitor ticket and will only be able to enter the dealer room when the room opens.

**Age restriction:** according to Dutch law you need to be 16 or older in order to sign a contract. If you are younger than 16 you need someone age 18 or older to sign for you and *that person must be physically present at our festival*. If you are aged 12 or younger you need to be accompanied by an adult at all times, including at your stand in the Dealer Room. (This goes for all dealers, but we expect this question is more relevant for solo tables.)

## Conventions

Other conventions can also rent only one table – with two tickets included. Some conventions can get two tables, but only with a table exchange deal. Conventions may only sell tickets to their convention and convention-related merchandise. Other items may be sold only after prior written 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 regular rate for the table.

## 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 and our festival in particular. We are the co-founders of Fake Is Sad ([www.fakeissad.com](http://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 inform you first. You must remove the bootlegs. If you do not immediately remove the bootlegs from the Dealer Room, they will contact a J-POP staff member (recognizable by their badge), who will give you an official warning. This warning is final and not open for 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 your items when you leave the festival.

If you do not comply with this warning, a J-POP Core Staff member (also recognizable by their badge) will physically expel you from the Dealer Room and the festival grounds.

We will not reimburse or refund your costs and payments. Furthermore, you will not receive compensations for lost sales, profits or other costs. You will also be banned for three to five years. We expel a dealer every other year. In 2016 we even did so on Friday before closing time.

Recapitulation of the points so far:

- Do not bring any bootleg products to AnimeCon
- If you are in doubt whether a product is bootleg, ask us before the festival
- Fake Is Sad, our staff, our visitors and your fellow dealers constantly check for bootlegs
- Fake Is Sad will inform you if they see any bootlegs
- J-POP staff will give only one official warning to dealers found selling bootlegs.

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

- Be expelled from AnimeCon
- Be excluded from at least three future AnimeCon festivals
- Not be refunded or compensated 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 a Dealer Room staff member is always present.

## **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.

To sell food articles not for direct consumption (tea, sausages, jerky) Ahoy requires us to charge you for an extra permit costing €125 excluding VAT for a stand up to 4 meters wide or €250 up to 8 meters.

To sell small non-fresh food articles that can be eaten at once (candy, sweets, cookies, chocolates) Ahoy requires us to charge you for an extra permit costing €500 excluding VAT for a stand up to 4 meters wide or €1,000 up to 8 meters.

We have a separate arrangement for organisations who want to provide catering for direct consumption at our festival. Those interested should contact [catering@animecon.nl](mailto:catering@animecon.nl).

All caterers are required to have a HACCP certificate. Caterers will be positioned in Hall 3.

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 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 on 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 **1<sup>st</sup> of April**.
  - 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 when 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 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 to [treasurer@animecon.nl](mailto:treasurer@animecon.nl),
3. by cash in advance (e.g. at our stand at another convention such as YaYcon or Nishicon).

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.

# **The J-POP Foundation and AnimeCon**

## **Who is who at J-POP?**

The J-POP Foundation's core staff currently consists of seven people: Niels (chairman), Matijs (treasurer), Robert, Corinne, Neil, Arjuna and Jeroen. The core staff is the board of directors of the foundation and all members have executive powers.

The core staff members have delegated many responsibilities pertaining to the organisation of our festival to the remaining staff. Our current staff totals over 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 AnimeCon 2019, your primary contact with our organization will be the dealer room staff, George Zwart and Natasja Nootboom. During the festival they will be supported by senior gophers who wear badges identifying them as "senior gopher - Dealer Room".

You may also be contacted by Laila or Lydia, our two communications managers and our only employees.

The primary method of contact with us is this e-mail address [dealerroom@animecon.nl](mailto:dealerroom@animecon.nl)

During the festival, either George Zwart or Natasja Nootboom will always be present near the dealer room or you can contact the Bring & Buy to contact them.

## **Visitors**

Our visitors were very satisfied granting us an 8.2 out of 10 in our online survey after the festival. Just under 5% of our visitors gave us feedback using this survey and it has already helped us to further improve our festival.

	<b>Friday</b>	<b>Saturday</b>	<b>Sunday</b>	<b>Weekend</b>	<b>Total visitors</b>	<b>Unique visitors</b>
<b>2016</b>	500	2,400	800	3,600	14,500	7,300
<b>2017</b>	700	1,900	1,500	3,600	14,880	7,700
<b>2018</b>	700	1,700	1,300	3,800	15,200	7,600

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. As you can see we had only a limited growth in visitors the last three years. We saw a similar stagnation our last years in Almelo when we neared the maximum number of visitors for the location. Since then we grew with one thousand visitors a year on average in The Hague.

Our estimate for 2019 projects a growth of 2,000 new visitors. This is based on our current sales so far as well as the fact that Rotterdam Ahoy is better known among potential new visitors than the World Forum. We also decided for the first time in years to spend money on marketing. We think we have a strong quality brand as demonstrated by the strong growth in international visitors. In 2014 we had 5% visitors from abroad, in 2018 almost 15%.

42% of our visitors is female, 48% is male and the remaining 10% did not disclose their gender. The average age has increased to 23 years old, which means we still have the oldest and thus best spending public.

## **Sponsoring**

AnimeCon is a high-quality convention with a large solid base of very satisfied return visitors. If you are interested in becoming a household name among our visitors, please request our marketing and opportunities guide: [marketing@animecon.nl](mailto: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 or signing sessions. We can add those events to our program, on the website, in the booklet 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.

The planning of events 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 [festivalevents@animecon.nl](mailto:festivalevents@animecon.nl).

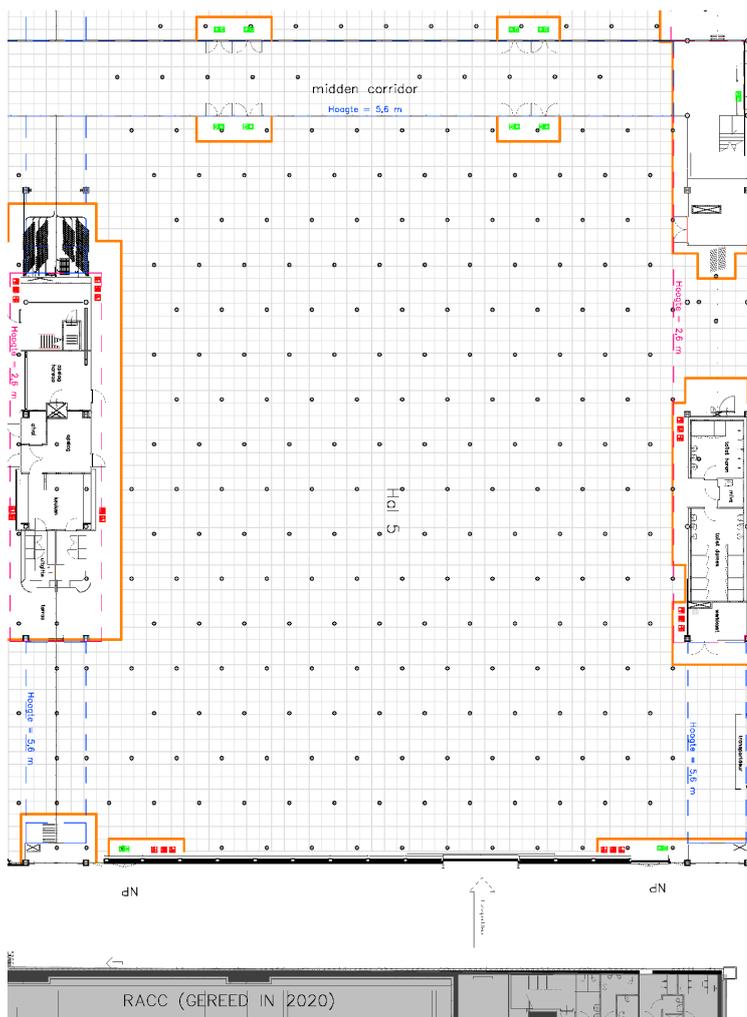
# When you are at AnimeCon 2019

## Hall 5

For AnimeCon 2019, the Dealer Room will be in hall 5 of Rotterdam Ahoy. The hall is 60m. long by 48m. wide.

During the opening times the public will enter the dealer room through the two entrances from the "midden corridor". At the other side of the room there are two entrances for loading and unloading that will be closed during opening times.

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, the venue staff and security will be allowed to enter the room.



## Dealer information at the Bring & Buy

The Bring & Buy stand is between the visitor entrances 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 Rotterdam Ahoy. They can also tell you which tables are yours.

Of course, our crew will also visit you at your stand during the festival and you can approach them when they are nearby. Our staff is always recognizable by their badges and usually by the 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 granted by 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.

The hall is 8m. high. However, you are not allowed to build structures over 3m. high unless you submit a plan in advance and get our permission in writing.

It is possible to request rigging to hang (fire proofed) banners, posters and/or lights from that will be visible from a distance. Contact the Dealer Room team with your plan and contact details and we will ask for a quote.

## **Sound and Noise**

We do not want the Dealer Room to get any noisier than needed. Therefore, you are not allowed to play music, use sound amplifiers or generate loud noise in any other way unless prior permission has been granted by the Dealer Room team.

## **Safety**

With over 8,000 visitors expected 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, and 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.

To access the vendor unloading area by car you have to navigate to the "Ahojeweg" and use the **P6** entrance for halls 2 to 6. If you *register your vehicles in advance*, the access during build-up and break-down is free.

### *Parking*

If you leave your car or truck at the **P6** parking during opening hours of the festival, you do need to pay for parking. Tickets cost €15 for cars and vans and €45 for trucks.

If **P6** is full you can park at **P1** for the same tariff.

### *Unloading in the hall*

It is possible to request to drive a car or truck into Hall 5 to unload or load, but only *if we agreed in advance* and only on Thursday during the day and on Monday morning.

### *Artist Alley build-up and breakdown*

If you travel using public transport and arrive Friday morning, we advise you to arrive before 11:00 AM because the festival opens at 12:00 and you may experience difficulty reaching Hall 5 with a lot of people waiting in front of the entrance.

The alternative is walking around the location and enter at **P6**.

We will provide more details on the procedure a couple of weeks before the convention.

