

# VALLEYCON DEALERS/VENDORS APPLICATION

SPECIAL DISCOUNTS FOR EARLY-BIRDS!

Business Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
(This is how your name will be represented in all printed and promotional materials)

Contact Person(s): \_\_\_\_\_ Fax: \_\_\_\_\_

Badge Names: \_\_\_\_\_ Cell: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

Wares: \_\_\_\_\_

	<b>Amount</b>
<b>DEALER TABLES (Indicate the number wanted)</b>	
_____ Table(s) at \$50 each (4 for \$180-good til 1-31-2012!)	\$ _____
<b>ADDITIONAL TABLE REGISTRATIONS (Indicate the number wanted)</b>	
_____ Additional Membership(s) at \$20 each <i>PLEASE FILL OUT REGISTRATION SHEETS FOR EACH PERSON</i>	\$ _____

### PROGRAM GUIDE ADVERTISING – DEALER'S DISCOUNTED RATES

**Deadline:** Oct. 1st, 2010

#### **Ad Sizes:**

1/8 page Business Card is 2" x 3 1/2"

Vertical 1/4 page ad is 3 1/4" by 4 3/4"

Vertical 1/2 page ad is 3 1/4" by 9 3/4"

Horizontal 1/4 page ad is 7 3/4" by 2 1/4"

Horizontal 1/2 page ad is 7 3/4" by 4 3/4"

Full page ad is 7 3/4" by 9 3/4"

**Larger Sizes Available by Special Request**

1/8 page (Business Card)	\$25 each	\$ _____
1/4 page	\$40 each	\$ _____
1/2 page	\$60 each	\$ _____
Full Page	\$100 each	\$ _____

**High Visibility placement of ads is available for an added premium. Please call for pricing.**

**TOTAL Amount** \$ \_\_\_\_\_

CREDIT CARD FEE -

3% of the amount

to be charged \$ \_\_\_\_\_

**TOTAL ENCLOSED** \$ \_\_\_\_\_

\_\_\_\_\_  
**Authorized Signature of Exhibitor or Dealer**

\_\_\_\_\_  
**Date**

**Make checks or money orders payable in the full amount to "Fargo Entertainment Expo-VALLEYCON"**

Questions? Contact us by simply calling (701) 212-2845 or email us at [conchairs@valleycon.com](mailto:conchairs@valleycon.com)

Please visit our website: [www.valleycon.com](http://www.valleycon.com)

***THE FARGO ENTERTAINMENT EXPO***  
**Exhibitor/Dealer Agreement (2 Pages)**

1. This Agreement is between the **Fargo Entertainment Expo**, an entity hereafter referred to in this Agreement as "FEE", and \_\_\_\_\_, hereafter referred to in this Agreement as "Participant". This Agreement pertains to certain rights, privileges, policies and regulations as specified below regarding the Fargo Entertainment Expo to be held during October 19th through October 21st, 2012, hereafter referred to in this Agreement as "Expo".
2. The Official contact ("Contact Name" on the 2012 FEE Dealer/Exhibitor Application form) will have the authority to act on behalf of the Participant in space reservation transactions with FEE.
3. The signature of the Participant or authorized representative is required on this Agreement and binds the Participant and its representatives to all regulations and terms on this document and constitutes a binding agreement.
4. FEE must receive a written notice of change of the Participant's contact, when applicable.
5. FEE agrees to provide Exhibit Booths, Dealer Tables, and/or Memberships during the Expo to the Participant as specified in the 2012 FEE Dealer/Exhibitor Application and Contract form signed by the Participant or authorized representative.
6. The Participant assumes entire responsibility and agrees to protect, indemnify, defend, and save FEE and its agents harmless against all claims, loss, or damage to persons or property, arising out of or caused by Participant's installation, removal, maintenance, occupancy, or use of the Exhibit premises.
7. The Participant indemnifies and agrees to hold the Exhibit Facility and the legal entities which own, lease, and/or operate the Exhibit Facility, their members, officers and directors, and employees, harmless against any and all liability whatsoever arising from any or all damage to property or personal injury caused by Participant or its agents, representatives, employees, or any other person.
8. This agreement for Exhibit Booth Space or Table Top Display at this Expo indicates the applicant's willingness to abide by all accompanying exhibit terms and conditions and general regulations listed on this document as well as such additional rules and regulations as FEE deems necessary for the success of the Exhibition, provided these latter do not materially alter the Participant's contractual rights.
9. This Agreement will become binding on both parties when countersigned by FEE or its authorized representative.
10. This Agreement shall be subject to the applicable laws of Minnesota and North Dakota. Any disputes arising from this Agreement shall be brought before the county courts of Cass, North Dakota, U.S.A.
11. Signature of the Participant or authorized representative on this Agreement will constitute agreement of the Participant to comply with all policies contained in this Agreement.
12. Participant acknowledges that FEE grants no terms of exclusivity or other licensing agreement to the Participant.
13. Participant will display and/or sell merchandise that is consistent with all International and U.S. copyright and trademark agreements, as well as all laws of the City of Fargo and the State of North Dakota.
14. **Exhibitor Registration and Identification:** The Official contact will receive copies of all program announcements to facilitate Expo registrations. Additional Expo registration forms will be available upon request.

15. **Finalization of Space Reservation:** Agreements for Exhibit/Dealer space are subject to the approval of FEE, and FEE reserves the right to offer or refuse space rental to potential Participants. Assignments will be on a first-come, first-served basis.
16. **Cancellation:** All changes and cancellations by the Participant must be in writing. Notice of cancellation by Participant received by FEE after July 21st, 2012 will result in the forfeit of all booth or table fees. In the event the exhibit is cancelled by FEE for any reason, the liability of FEE shall be limited to a refund of all monies paid by the Participant as exhibit booth or table fees less Participant's share of expenses incurred by FEE to the date of cancellation.
17. **Dismantling:** No packing or dismantling of Exhibits will be permitted prior to the published tear-down time.
18. **Liability:** Neither FEE, the Facility, nor the decorator or their agents can assume responsibility for any loss or damage to booths, equipment, or personal belongings on site.
19. **Insurance:** Insurance on all Exhibits is suggested and is the responsibility of the Participant. Neither FEE nor its agents, assigns, or assignees, will assume any responsibility for property loss, damage, personal injury, or other claims related to the Participant's space. Participants are required to carry insurance to cover their property against damage and loss and public liability insurance for claims of injury to the person and property of others.
20. **Live/Recorded Music:** Participants who wish to broadcast live or recorded music must notify FEE in writing and obtain proper licensing from BMI/ASCAP. Participants broadcasting copyrighted music that cannot produce the proper licenses upon request will be required to cease any further broadcasting.
21. **Conducting Exhibits:** The character of the Exhibit is subject to the approval of FEE. FEE retains the right to refuse the application of Participants not meeting standards required or expected, as well as the right to curtail Exhibits or parts of Exhibits which reflect unfavorably upon the character of the meeting. Non-professional products or services are not to be displayed. Participants may not resell, sublet, give or otherwise transfer their space to any third party without express written consent by FEE. Participant agrees to not engage in any activities considered disruptive including, but not limited to: packing and unpacking of merchandise outside areas leased to the Participant; transfer of merchandise into or through the Exhibit Hall during business hours; or any activity deemed by FEE not in the best interest of FEE or any of its participants.
22. **Termination of Exhibit Rights:** In the event the Participant, its contractors, agents, or employees fail to comply with any of the provisions hereof, or otherwise detracts from the general educational character of the meeting, FEE shall be permitted and empowered to terminate the Participant's right hereunder, and evict and remove the Participant and contractors hired by Participant from the premises, in which event the Participant shall not be entitled to any refund of amounts paid hereunder.

\_\_\_\_\_  
**Authorized Signature - Exhibitor/Dealer**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Signature – Fargo Entertainment Expo**

\_\_\_\_\_  
**Date**

Please read this 2-page Agreement carefully before signing, and retain a copy for your records.

Make your check or money order payable in the full amount to "Fargo Entertainment Expo-VALLEYCON". Enclose this signed Agreement along with your signed 2012 Dealer/Exhibitor Application to:

**Fargo Entertainment Expo – VALLEYCON 38  
PO Box 7202  
Fargo, ND 58106**