

**WORLD FANTASY CONVENTION 2011  
DEALERS ROOM  
APPLICATION PACKET & GENERAL INFORMATION**

Thank you for your interest in participating in the Dealers' Room  
at the 2011 World Fantasy Convention, San Diego, California  
Thursday, October 27 — Sunday, October 30  
Town and Country Resort and Convention Center

You are receiving this letter and application because you expressed interest in being a dealer at the World Fantasy Convention in 2011 (WFC 2011). To apply, please complete the accompanying application and waiver forms, and return them to us according to the schedule printed herein. Payment is not due until your place in the Dealers' Room is confirmed—space is limited—at which point you will be sent a payment form.

WFC 2011 will be held Thursday, October 27, 2011 through Sunday, October 30, 2011 at the Town and Country Resort and Convention Center in San Diego, California. The World Fantasy Convention is an annual gathering of professionals, collectors and others interested in the field of Light and Dark Fantasy art and literature. The main features of the convention are the World Fantasy Awards, presented at a banquet on Sunday afternoon, and the large Friday evening autograph reception. The cost of the banquet is separate from the cost of membership. Further details on banquet tickets are available at [www.wfc2011.org](http://www.wfc2011.org).

The World Fantasy Convention is also defined by what it *does not* include. Members do not wear costumes. There is no gaming or masquerade and if any films or videos are shown, they are tied directly to the literature. Books and artwork need to be of appropriate subject matter. The convention reserves the right to exclude material that it deems to be of an inappropriate nature.

The convention program features many of the attending professionals. It is not unusual for members to include more than 300 authors, artists and editors.

WFC 2011 has a membership limit of 850 attending members and usually sells out prior to the start of the convention.

**WFC 2011 uses a juried system for filling the Dealers' Room.** We have a strong emphasis on the bound printed word. WFC 2011 reserves the absolute right to select dealers and to limit the quantity of tables and table space assigned to each dealer. **Your application must be complete, legible and signed.**

WORLD FANTASY CONVENTION 2011  
**DEALERS ROOM GENERAL INFORMATION**  
THURSDAY, OCTOBER 27, 2011 — SUNDAY, OCTOBER 30, 2011

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PLEASE NOTE THESE DATES

- April 30, 2011      **Applications are due and must be postmarked by this date.**  
*You will be notified via email when we receive your application.*
- June 15, 2011      **Final dealer selections are made.**  
*Confirmed dealers will be notified by email.*
- July 31, 2011      **All payments are due and must be postmarked by this date.**  
*You will be notified via email when we receive your payment; information about shipping to the convention will be sent at that time.*
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TENTATIVE HOURS

<u>Day/Date</u>	<u>Setup – Dealers-Only Access</u>	<u>Room Open to Convention</u>
Wednesday, 10/26	2:00 PM to 9:00 PM	CLOSED
Thursday, 10/27	8:00 AM to NOON	NOON to 6:00 PM
Friday, 10/28	9:00 AM to 10:00 AM	10:00 AM to 6:00 PM
Saturday, 10/29	9:00 AM to 10:00 AM	10:00 AM to 6:00 PM
Sunday, 10/30	9:00 AM to 10:00 AM	10:00 AM to 3:00 PM

**MOVE-OUT — Sunday, October 30 — 3:00 PM to 10:00 PM**  
**(This is a hard deadline for move-out)**

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Any dealers who miss the deadlines or are not among the first selected to receive tables will be placed on a waiting list and will be notified if any tables become available.

Any tables for which a dealer fails to properly pay (including, but not limited to, bounced checks) will be immediately released and the dealer will be required to reapply.

**Please address any questions on the Dealers' Room to:**  
Terry Hertzler - World Fantasy Convention 2011  
PO Box 927388, San Diego, CA 92192-7388 USA  
General Inquiries: info@wfc2011.org / Dealers' Room: dealers@wfc2011.org

WORLD FANTASY CONVENTION 2011  
**DEALERS ROOM TERMS & CONDITIONS OF PARTICIPATION**  
THURSDAY, OCTOBER 27, 2011 — SUNDAY, OCTOBER 30, 2011

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**NOTE: No fees are due until you are notified of your selection.  
You will be notified via email whether or not your application has been accepted.**

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**The WFC 2011 Specifically Requires the Following:**

1. **You must have a valid California Resale Number**, which must be provided at the time you apply for a table, unless you are from out of state or are operating under a temporary resale number. In all cases, we are required to verify the validity of all resale numbers submitted to us with the California Board of Equalization prior to the convention. You are responsible for ensuring your number is current during the time of the convention. If it cannot be proven as valid when you check in, then you cannot conduct business at the convention. Sellers Permits can be obtained at no cost from the California State Board of Equalization (more information is available [at www.boe.ca.gov](http://www.boe.ca.gov)).
2. **All dealers and their assistants *must* be paid attending members of WFC 2011.** The fee for table space does not include any WFC 2011 memberships. Dealers must be registered attending members by the time their payment for tables is received, either by pre-registering online or downloading the printable registration form and mailing it in with the table payment; visit [www.wfc2011.org](http://www.wfc2011.org) for more information.
3. **You must provide a legal name for each badge you request** (for registration purposes) no later than your arrival at WFC 2011.
4. **WFC 2011 does not allow the sale of pirated, bootleg, or illegal materials.** Possession for sale of such materials will constitute grounds for expulsion from the Dealers' Room and WFC 2011 without a refund and may be referred for prosecution.
5. **Voluntary & Involuntary Withdrawal and Refunds:** WFC 2011 table rentals in the Dealers' Room are made on a non-refundable basis. Where feasible, we will attempt to re-rent your table(s) if you notify us in advance of the beginning date of WFC 2011 of your need to withdraw from participation. If such re-rental is successful, we will refund your fees in full. This is the only circumstance under which dealers can expect a refund.

WORLD FANTASY CONVENTION 2011  
**DEALERS ROOM GENERAL REQUIREMENTS**  
THURSDAY, OCTOBER 27, 2011 — SUNDAY, OCTOBER 30, 2011

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1. The World Fantasy Convention is essentially a literary convention, with an emphasis on literary works – there is no masquerade, costuming, gaming or video room. The emphasis in the Dealers Room is on booksellers, specialty presses, and independent publishers, as well as high-end fantasy-related art, and applications will be juried accordingly. No comics, T-shirts, or similar products will be allowed for sale (convention-related merchandise will be sold separately).
2. For a fee, WFC 2011 provides a merchandising location for interested individuals or organizations. The Dealers Room table fee is \$100.00 per table. WFC 2011 provides one (1) table and two (2) chairs per table space purchased, with a limit of two (2) tables per dealer. A third table *may* be available in exceptional circumstances, but do *not* send payment for a third table unless we have explicitly approved it in advance.
3. You may not sublet space or share a table with another dealer without requesting it from the Dealers Room staff prior to the start of the convention. Exact location of the table(s) in the room is *not* guaranteed. We will try to work with you on any special requests or needs, but you must inform us of them in advance of the start of the convention.
4. Booth displays and banners may *not* be attached to the walls. If your display will contact the walls of the ballroom, the point(s) of contact must be padded. Amplified sound, potentially distracting displays, etc. are permitted according to the tolerance of the committee. We reserve the right to require changes to your table or displays if we decide they interfere with the enjoyment of others.
5. No food or beverages are permitted in the Dealers Room, with the exception of food or beverages for dealers' use behind their tables.
6. No live animals (dogs, cats, birds, snakes, etc.) are allowed in the Dealers Room, with the exception of legitimate service animals.
7. We are negotiating terms for electricity with the hotel. Access to electricity may be limited. If you need electricity, please state so on your application form.
8. Wireless Internet access is *not* available in the Dealers' Room or in other program spaces due to cost considerations. Even though WFC 2011 does not provide telephone or telecommunications service, cell phones *may* receive a decent signal in the Dealers Room, although no guarantees are offered or given. If you require computer or wireless access for credit card or PayPal payment options in the Dealers Room, please investigate your alternatives before the convention.
9. All convention function rooms and public areas within the hotel are nonsmoking unless designated otherwise.
10. We will be using the Golden Pacific Ballroom's loading dock for move-in and move-out. It is designed for the convenience of large trucks and has a ramp for ease of materials movement.
11. During closed hours, WFC 2011 secures the Dealers Room to prevent unauthorized access. WFC 2011 does *not* assume any liability for shrinkage, theft, etc., but does make a good-faith effort to prevent problems in this regard.
12. If you are simply unloading materials, you can see Dealers Room Coordinator Terry Hertzler and he will be able to give you a temporary parking pass. Parking fees, if you are staying at the hotel or commuting daily, will be available on our website, [www.wfc2011.org](http://www.wfc2011.org).

WORLD FANTASY CONVENTION 2011  
**DEALERS ROOM APPLICATION FORM**  
THURSDAY, OCTOBER 27, 2011 — SUNDAY, OCTOBER 30, 2011

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**No fees are due until you are notified of your selection.**  
**You will be notified via email whether or not your application has been accepted.**  
**Applications are due (must be postmarked) by April 30, 2011.**  
*NOTE: All information is held in confidence.*

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☞ P L E A S E   T Y P E   O R   P R I N T   ☞

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Contact Name: \_\_\_\_\_

Contact Company: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Email: \_\_\_\_\_

Web Site: \_\_\_\_\_

(Please list website on the WFC 2011 website)

Required California Resale Number: \_\_\_\_\_

Description of your merchandise: \_\_\_\_\_

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Tables requested at \$100.00 each:     One                     Two                     Consider me for Three

If I am limited to a single table:     I Do                     I Do Not want to deal at WFC 2011

If I am not initially accepted:     I Do                     I Do Not want to be on the Waiting List

WiFi access will be available for the entire convention for \$10. A password will be provided to you at the convention.  Please check this box if you want this option. \$10 will be added to your total.

Special needs or requests (electricity, wheelchair access, etc.): \_\_\_\_\_

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I want to be near this dealer: \_\_\_\_\_

I do *not* want to be near this dealer: \_\_\_\_\_

I have read, understand and agree to all terms and conditions as described by the WFC 2011 Dealers Room Application Packet—pages 1 through 4 of this document—for participation in the WFC 2011 Dealers Room, and understand that failure to abide by these conditions constitutes grounds for my removal from the Dealers Room and/or Convention without refund.

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

WORLD FANTASY CONVENTION 2011  
**DEALER WARRANTY & WAIVER OF LIABILITY**  
THURSDAY, OCTOBER 27, 2011 — SUNDAY, OCTOBER 30, 2011

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I, the undersigned Dealer, agree that neither the World Fantasy Convention 2011 (WFC 2011) nor its management, either individually or collectively, shall be held responsible for merchandise that may be lost, stolen or damaged while on WFC 2011 premises or during transport to or from WFC 2011.

WFC 2011 leases space to Dealers to display and sell merchandise. I understand that it is my responsibility, not that of WFC 2011 or its management, to ensure that the merchandise I display and sell at WFC 2011 is lawful and legal in and of itself; that it is not in violation of any copyright, patent or trademark; that it was obtained by me in a lawful manner; and that its display and/or sale does not violate any statute or ordinance.

I warrant that my merchandise does comply with these requirements. I agree that WFC 2011 and its management, separately or collectively, shall be held harmless in case of any violation, and that I shall make good any damage, cost, loss or penalty incurred by breach of this Warranty.

Business Name (print): \_\_\_\_\_

Dealer's Name (print): \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

This waiver must be returned, along with your Dealers Room application form, to:

World Fantasy Convention 2011  
Attn: Dealers' Room  
PO Box 927388  
San Diego, CA 92192-7388  
USA