

## **World Horror Convention 2012**

**Salt Lake City, Utah**

**March 28 - April 1, 2012**

### **Dealers' Room Information**

Thank you for your interest in securing space in the 2012 World Horror Convention (WHC) Dealers' Room. We have 36 tables available.

#### **General information:**

As stated above, the 2012 World Horror Convention will be held Thursday, **March 28<sup>th</sup>** through Sunday, - **April 1<sup>st</sup>** in the downtown Salt Lake City Radisson hotel. The Dealers' Room will open between noon and 2 pm on Thursday and close between 4 pm and 5 pm on Sunday.

#### **Radisson Hotel Salt Lake City Downtown**

**215 West South Temple**

**Salt Lake City, Utah 84101**

[http://www.radisson.com/saltlakecityut\\_downtown](http://www.radisson.com/saltlakecityut_downtown)

Note: WHC room rates are tentatively \$124/night.

Hotel phone number: (801-531-7500)

Fax: (1-801-328-1289)

#### **Dealers' Room Table Rates:**

\$185: A single 6' Dealer Table with one WHC membership.

\$270: A single 6' Dealer Table with two WHC memberships.

\$285: Two 6' Dealer Tables with one WHC membership.

\$370: Two 6' Dealer Tables with two WHC memberships.

\$85: Third Dealer membership (for one Dealers' table)

Dealers' Badges are full WHC Attending Memberships.

The badges will bear the name of the convention, the name of the individual and the name of the table at which he/she works.

If Dealers or assistants wish to participate in events that have an additional fee, they need to contact registration individually.

#### **Hours of Operation and Other Logistics:**

At present, the Dealers' Room is slated to be in Wasatch 1 & 2 (2300 square feet), part of the Main Ballroom of the Radisson Hotel. It is situated at the top of the stairs from the lobby.

#### **Setup:**

Thursday: 10 am to 2 pm.

(We do not yet know if there is a fee for shipping to the hotel, or if we are going to find a place nearby you can ship to. This information will be available closer to the event.)

#### **Dealers' Room Hours:**

Thursday, 28 March: 2 pm to 7 pm

Friday, 29 March: 10 am to 7 pm

Saturday, 30 March: 10 am to 7 pm

Sunday, 1 April: 10 am to 4 pm

### **Load In:**

There is a small loading dock at the rear of the hotel leading to a freight elevator. This is the easiest way to move large amounts of inventory into the hotel. Dealers with a smaller inventory may prefer a few trips from the main underground parking lot to the second floor via elevator. More details will be provided closer to the event.

### **Load Out:**

We would love to have all Dealers stay to the close of the convention, but if travel arrangements prevent this, please let us know and we will do what we can to help you move out with as little disruption to the other dealers as possible. 😊

### **Taxes and Licenses:**

Utah State Law requires all temporary merchants (Dealers) to pay sales tax on items sold during conventions. We will provide you with the necessary forms at the convention. The tax rate is about 6.85%. The State prefers you to pay within a week of the convention. There will be fines attached to late payments. We're sorry for any inconvenience this may cause you.

### **Security:**

The Dealers' Room will be locked whenever it is closed for business. There will also be WHC staff wandering through the room from time during the day. However, neither the convention (including its personnel and committee members) nor the Radisson Hotel (including its personnel) shall be held liable for any merchandise or display material that is lost, stolen, damaged, or confiscated.

As individual dealers are responsible for the security of their merchandise during business hours, it is recommended that you have someone watch your table at all hours the Dealers' Room is open.

### **Legal Disclaimer (you all know the drill):**

All merchandise sold, traded or displayed at the event must be legal. No bootlegged items, or items that violate copyright or trademark agreements are allowed. All items must comply with laws about content.

No items that could be rated above an "R" rating are allowed in the Dealers' Room. Items that are "unrated" or "not rated", but would meet recognized legal standards for adult content beyond the "R" rating equivalent, are also not allowed. Items that violate this rule will be banned from the Dealers' Room at the discretion of the local Convention Committee Chairperson and/or Dealers Room Coordinator.

ALL displays, merchandise and storage need be contained within the area allotted to the Dealer. (We hope to have gaffers tape on the floor to make this easier for everyone.)

Please be considerate of other Dealers and WHC members. Your display should not include noises or lights that could distract others. For material with an audio element, please provide headphones or limit demonstrations to brief, personal displays for specific customers. Complaints will be handled by the Con Chair or Dealers' Room Coordinator.

**Acceptance and Cancellations:**

ALL tables will be sold on a first come, first served basis.

However, we do plan to provide a good balance of merchandise. To this end, we may limit the number of tables sold to a general group (such as books or videos) to ensure that there is not an overabundance of one type of dealer.

A list of confirmed Dealers will be maintained on the website (whc2012.org).

A "waiting list" of interested Dealers will be maintained in case of cancellations.

If you have purchased a table in the Dealers' Room and find that you cannot attend the convention, please let us know as soon as possible. You will only get a refund if we can sell your table(s) before the convention.

If you are a "no show" you will forfeit all money paid to the convention.

**How to Register:**

Please complete and return the following forms with payment as indicated to:

**Utah WHC Dealers' Room**

**PO Box 360**

**Orem, Utah 84057**

If you have any questions or comments, please contact:

Steve Harmon  
WHC 2012 Dealers' Room Coordinators  
dealers (at) whc2012 (dot) org

Charlie Harmon  
Chairman, WHC2012  
chair (at) whc2012 (dot) org

You can also use the email form at whc2012.org.

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**World Horror Convention 2012**

**Dealers' Room Application**

Business Name:

Contact Person:

Address:

Phone:

FAX:

E-mail:

Dealers' Room Fees:

- \_\_\_ \$185: A single 6' Dealer Table with one WHC membership.
- \_\_\_ \$270: A single 6' Dealer Table with two WHC memberships.
- \_\_\_ \$285: Two 6' Dealer Tables with one WHC membership.
- \_\_\_ \$370: Two 6' Dealer Tables with two WHC memberships.
- \_\_\_ \$85: Third Dealer membership (for one Dealers' table)

\_\_\_\_\_ Total Payment

Special needs:

I prefer to be by a wall \_\_\_\_\_

I need an electrical outlet \_\_\_\_\_

Any special requests\* \_\_\_\_\_

\*Special requests are not guaranteed at this time, but they will be recorded and saved for later consideration. We will try to accommodate any reasonable table request to the best of our ability.

Payment:

Payment may be sent either by CHECK, MONEY ORDER (US dollars only) or PAYPAL.

\_\_\_ Enclosed is a check for \_\_\_\_\_ \$US payable to:

Utah WHC Dealers' Room  
PO Box 360  
Orem, UT 84057

\_\_\_\_\_ Payment sent by PayPal on \_\_\_\_\_(date) in the amount of \_\_\_\_\_ \$US

Names of attendees:

The "lead" Dealer should submit the names of all assistants who will be part of the booth. If you want to pre-pay and submit the names later, please indicate "TBA" for those names. (Print clearly please – our decoder ring broke.)

Booth / Store Name \_\_\_\_\_

Lead Dealer Name: \_\_\_\_\_

Second Name: \_\_\_\_\_

Third Name: \_\_\_\_\_

Fourth Name: \_\_\_\_\_

Fifth Name: \_\_\_\_\_

Sixth Name: \_\_\_\_\_

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"I have read and understood the information set forth in the Dealers' Room Information Letter, and agree to follow the rules described therein."

Dealer/Store Name: \_\_\_\_\_

Signature of Contact Person:

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

Please return with payment to:

**Utah WHC Dealers' Room**

PO Box 360

Orem, UT 84057

Thank you!

Charlie Harmon, WHC 2012 Chair

Steve Harmon, WHC 2012 Dealers' Room Coordinator

Heather Monson, WHC 2012 Dealers' Room Coordinator

We look forward to seeing you in SLC next year!