

# Shibaricon 2011 Vendor Information

Thank you for your interest in vending at Shibaricon 2011. Our attendance has grown every year and we expect over 700 rope-lovers from around the world to join us this year. With a focus on rope bondage, Shibaricon is unique. You will reach a variety of customers you may not see at other events. Please don't think you need to sell rope to be successful at Shibaricon. We have had vendors who sell various toys, clothing, shoes and equipment do well at the event. We encourage you to talk to other vendors who have vended at Shibaricon in the past to get a clear picture of whether this event is a good fit for you.

If you would like to be considered as a vendor for Shibaricon 2011, please email [sales@shibaricon.com](mailto:sales@shibaricon.com) with information about your company, what you would like to sell and what size space you would need. We have room for 12 standard spaces and 6 double spaces.

## HOW TO APPLY

If we determine you are a good fit for the event, we will email you the Vendor Application Form. Your vendor application must contain the name of your business, what you intend to sell, and the legal name, business address, phone & email for the primary contact person or business owner. Please also include a web site if applicable. This year we are also asking you to describe your normal setup so we can select the best location for you & prepare for setup. (note: Please set your spam filter to accept email from @shibaricon.com email addresses so we will not have issues contacting you.) If the form is not filled out clearly & completely it may not be accepted.

Please enclose a check for the full amount due with your Vendor Application Form. Once you have been accepted and full payment has been received, your space will be reserved and your company will be listed on the Shibaricon web site vendor page. If you have a web site, your listing will be a link to your site. You will be sent codes to complete your registration for the event. All staff must be registered prior to the event. Additional options, including discounted passes for additional staff, must be paid when you reserve your space. These options may not be added later.

## VENDOR OPTIONS

Shibaricon offers 2 sizes of vending spaces plus add-on options for additional passes, packet stuffers, advertising & sponsorship. Our vending area is a series of conference rooms down a single hallway. The spaces are not separated by pipe & drape and configurations depend on the type of room. Our standard space is the area 2-6' tables plus chairs would fill. Configurations vary based on vendor needs and room placement. Standard spaces will be approximately 100 sq ft and double spaces will be approximately 200 sq ft.

### Standard Vendor Package

Price: \$325.00

Size: Aprox. 100 sq ft.

Includes: 2-6' Skirted Tables w/2 chairs, 2 Vendor Staff Event Passes, Listing on Shibaricon site & in Program Book as "Vendor"

### Double Vendor Package

Price \$525.00

Size: Approx 200 sq ft.

Includes: Same as Standard Vendor Package plus double the space

## ADDITIONAL VENDOR PASSES

Do you have a bigger crew? Need additional staff from your IML space to have access? Add an extra pass or two to your vendor package for a discounted price of \$75.00 each. Payment for extra passes MUST be included when you pay for your space and may not be added later. Only available with full-price purchase of vending space; limit of 2 per vendor.

## VENDOR PREMIUM DISTRIBUTION PROGRAM

Add the distribution of a premium item, product sample or other traffic generating product to your package for \$150.00. Just ship us your premium item, product sample or flyer/postcard/coupon ahead of time and we will include it in everyone's welcome packet. This is a great way to increase visibility and drive traffic to your vendor booth! Vendor space purchase required.

## VENDOR PREVIEW BREAKFAST SPONSORSHIP

Our Vendor Preview Breakfast has been a great success several years running. Your company will be listed on the refreshment table cards. You will also be listed in the Shibaricon program book as a sponsor and we will place your 120x90px ad on the Shibaricon website. Past breakfast sponsors have told us that buying coffee & pastries greatly increases company/brand visibility among attendees. Vendor package purchase required, cost \$500.00.

# Shibaricon 2011 Vendor Information

## VENDOR ADVERTISING/SPONSORSHIP

Advertising in the Shibaricon Program Book is a great way to increase your company's visibility. The following color advertising options have been discounted for vendors. Purchase of color advertising, ½ pg or larger, will qualify you to be a Shibaricon Sponsor. In addition to your ad in the program book, we will place your 120x90px ad on the Shibaricon site & list you as a sponsor in the program book. Your website ad will run from date of purchase through 09/30/11.

½ Page Vertical, 3.685"w x 10.5"h	\$200.00
½ Page Horizontal, 7.875"w x 5.25"h	\$200.00
Full Page, 7.875"w x 10.5"h	\$275.00
Inside Cover – only 2 available (please contact us to confirm availability)	\$375.00
Back Outside Cover – only 1 available (please contact us to confirm availability)	\$450.00

We must receive the art for your print ad no later than 4/08/11. Please send a file that is at least 300dpi. Inside and outside cover ads are 8.5"x11" full-bleed. Please contact us for detailed specifications.

## VENDING HOURS

Vendor hours will be 9:00am-7:00pm Friday 5/27/10, 11:00am-7:00pm Saturday 5/28/10, 11:00am-7:00pm Sunday 5/29/10 and 10:00am-2:00pm Monday 5/30/10. Shibaricon does not require vendors to work all hours listed. If you need to pack up early Monday or have other scheduling concerns please let us know. We do require all vendors to be set up prior to 9:00am on Friday and present during the Vendor Preview Breakfast.

## VENDOR PREVIEW BREAKFAST

The Vendor Preview Breakfast is an excellent time to meet attendees and make sales. This is when our vendors are busiest so you will want to be ready. Attendees play a game during the preview where they collect stickers from vendors. If you do not like these games, you may opt out.

## SECURITY

You will be responsible for securing your merchandise during the off hours. Event producers, staff and host hotel will not be responsible for lost or stolen materials. Shibaricon will make every effort to ensure that security staff is available on a 24 hour schedule throughout the event.

## VENDOR SETUP

Event setup will begin Thursday 5/26/11 at 1:00pm. Please contact us closer to the event regarding your expected arrival time. When you arrive at the host hotel, please contact our vendor liaison and Shibaricon staff will direct you to the loading area and your assigned vending space. You may not set up anywhere other than the space to which you have been assigned. Vendors attempting to change location will be asked to return to their assigned location.

## ELECTRICITY

If your space requires electricity, there will be a \$25.00 fee. This is necessary to help offset union electrical charges from the hotel. If you require electricity you must let us know so we can order it from the hotel. Nothing may be plugged into an outlet. The hotel will provide you with a power strip. If you require electricity, you must tell us what needs to be plugged in as hotel engineering requires this information from us.

## INTERNET ACCESS/PHONE LINES

If you require internet access or a phone line for credit card processing please contact the host hotel directly for rates and information. Wireless internet is not available in the event space. You may not plug computers or other devices into outlets in the foyer area without authorization from both an officer of Shibaricon and our Hyatt Regency O'Hare Convention Services Manager. If you use the counters/outlets in the foyer area to access the internet without proper authorization you will be given one warning and then asked to leave the event. This is per hotel policy and such activity represents a breach of our contract, putting the event in jeopardy.

## SIGNS & BANNERS

All signs & banners should be freestanding or hanging from your vending table. If you need to hang a banner, please contact the hotel directly to arrange for this service. If you tape banners to walls, doors, ceilings, etc. you will be given one warning to remove the banner before being asked to leave the event. This is per hotel policy and such activity represents a breach of our contract, putting the event in jeopardy.

## CANCELLATIONS/REFUNDS

Vendor fees are non-refundable. If an issue arises and you will be unable to vend at the event please contact [sales@shibaricon.com](mailto:sales@shibaricon.com) and we will try to work with you.

If you have any concerns or questions please email [sales@shibaricon.com](mailto:sales@shibaricon.com) to request an application. We look forward to working with you!