

**Strategicon**  
**P. O. Box 92103**  
**Long Beach, CA 90809-2103**  
**(408) 266-2475 x4**  
**<http://www.strategicon.net/>**

Exhibitor Hall Summary:

Convention: **Orccon 2011**

Contacts: R.J. Held [strategicon@the1ring.net](mailto:strategicon@the1ring.net)  
Steven Ong [stevenong@comcast.net](mailto:stevenong@comcast.net)

When: February 18 to February 21, 2011  
Presidents Weekend

Where: Sheraton Gateway Los Angeles Hotel  
6101 West Century Boulevard  
Los Angeles, CA 90045-5310  
Phone: 800-325-3535

Shipping: Schedule arrival no sooner than February 16, 2011  
ATTN: MEETING SERVICES/STRATEGICON – FEB 18,2011

Rooms: Hermosa, Laguna, and Malibu Rooms  
Approx. 4,800 square feet, 50 six-foot tables

Hotel Room: \$99/night (double) Convention Rate

Table Rate: \$150 per table, ~~paid by January 7, 2011~~  
~~\$200 per table, paid after January 7, 2011~~

Discount: 10% for returning exhibitors from any 2010 show (\$135 per table)  
(Future discount will be only for returnees from last Strategicon event)

Badges: Two badges for first table, one for each additional tables  
Additional badges at convention discount rate (\$35)

Exhibitor Hours:

	Set-up	Public	Closed	
Friday	3:00pm	(None)	8:30pm	
Saturday	8:30am	9:30am	7:00pm	
Sunday	9:00am	9:30am	7:00pm	
Monday	9:00am	9:30am	2:30pm	(5:00pm room be must empty)

Advertising rates for the convention program are:

Space		Price for color	Price for Black and White
Back cover	(8" wide x 10 tall")	\$350	NA
Full page	(8" x 10")	\$270	\$180
Half page	(8" x 5")	\$150	\$100
Quarter page	(4" x 5")	\$90	\$60

Advertising rates for the website are:

Bottom of page, 120px x 120px, \$50

Dear Exhibitor,

Your Exhibitor Hall Coordinators for this convention are R. J. Held ) and Steven Ong. Steve may not be attending this convention due to a conflict, but please email either of us for inquiries up until the convention.

First off, thank you for attending our Convention! The Strategicon group has been working hard to improve each and every convention. Gateway 2010's attendance and performance was outstanding, and we expect Orcon 2011 to surpass that!

The convention has moved down the block to the Sheraton Gateway, which will host all 2011 and 2012 Strategicon Events. There are other changes starting with convention, so **make sure you read this packet!** First off is a change in the hours of the room, both public and set up. We are also removing the general product exclusivity. Table rates and sizes have changed, and we are being more strict on our simplified "pay by" dates and rates. Our goal is to sell the room out this convention, so we need your commitment to tables to protect your space and monitor our availability! If you need special consideration, especially those of you that are regular attendees, please contact the coordinators.

We have specific requests in our attendee feedback. They want a wider variety of items: accessories for Magic the Gathering and singles, individual paints, base-coat sprays, washes, T-Shirts, gamer gear, and knick-knacks, "Non-standard" miniatures of all types, and a request for material for LARP attendees. If you don't carry these items, maybe you can refer someone who does!

You will be happy to know we are planning on continuing our Donut and Lunch programs, as outlined below.

If you are interested in Ad space in the guidebook or on the webpage, please see the webpage or contact Eric Aldrich at [EAldrich@strategicon.net](mailto:EAldrich@strategicon.net).

Thanks for your attention! Please contact us with any questions, and we will see you at the Convention!

Your Orcon 2011 Exhibitor Hall Coordinators,

Primary: R.J. Held [strategicon@the1ring.net](mailto:strategicon@the1ring.net)

Backup: Steven Ong [stevenong@comcast.net](mailto:stevenong@comcast.net)

## **Reserving and Paying for Tables**

The Exhibitor Hall will be an outer and inner ring. Tables will be six-feet long, provided by the hotel. Width should be 24-32 inches, and some tables may be made of two slim tables side by side – it is dependent on hotel inventory. Each table will have 1 chair and table cloth. Covers for merchandise are not provided. Extra chairs are usually available.

The reservation form is attached below – we must receive a check to assure space. For best results, send the coordinators an Email as well. Mailed forms go through several people before it reaches us, and we want to get your space confirmed as quickly and efficiently as possible! We can also take payment by Credit Card or Paypal, please contact us by Email if you wish to do so.

Though you may contact us to "hold a place" for you, without payment your space may be given away. No one will be allowed to set up without payment arrangements.

Strategicon reserves the right to refuse service to anyone, as allowed by law. Strategicon also reserves the right to rearrange the Exhibitor Hall without notice, based on the attendee's needs, room spacing, construction, vacancies, etc.

Movement of stock and equipment to and from the Exhibitors Hall is not provided. Please contact the hotel directly to arrange service, if needed. Normally, carts are available to assist, but these are limited and sometimes unavailable.

Exhibitors are expected to be set-up by public opening time Saturday, and remain until at least noon on Monday. Traditionally, booths start breaking down around 2pm Monday, after the buyers rush that follows the auction (spending the last of their dealer dollars!). If you will not be staying for the entire convention, please advise the Exhibitor Hall Coordinators so that your booth can be located appropriately.

Electricity is available in the room if you bring your own extension cords and power strips. There is no additional charge for this service. Please contact the Exhibitor Hall Coordinators regarding charges and arrangements for Internet and Phone access.

## **Exhibitor Badges / Exhibitor Hall Hours**

The first table purchased entitles the exhibitor to two full-convention badges. Each table after the first entitles the exhibitor to one additional full-convention badge. Badges beyond those provided with tables must be purchased and are available at the convention discount price. Please let us know if a badge should not have Exhibitor Hall access (ie, attendee only).

All exhibitors must wear their Exhibitor badges. Each person may have only one badge. No attendees without an Exhibitor badge will be allowed in the Exhibitor Hall during set-up.

We plan on continuing our courtesy food offerings as we have the last few conventions, based on availability and first-come, first-serve. We normally have donuts and coffee during the set-up hours on Saturday, Sunday and Monday.

On Saturday, we will have a limited amount of lunch items (usually sandwiches or pizza, soda and chips). Normally, we do the same on Sunday. These lunches are for Exhibitors and staff only, and there should be enough for all. We try to have a variety of items, but we may not accommodate all tastes.

Set-up is Friday evening, and there is prep time before the public opening each day. If you need to access the room outside of these hours please contact us, such as for late Friday merchandise drop offs. We often open the room early for set-up, based on how quick our morning "chores" are done - like the Donut Run!

The room will open on time. Exhibitors should have their table(s) staffed on-time. We will not hold the opening or be able to monitor your product if you are late.

The room will close on time. We normally give warning just prior to closure. Please complete all sales promptly, within 5 minutes of closing time. All attendees will be removed from the room so exhibitors may leave by 10 minutes after the posted closing time. We have expanded our hours to accommodate early and late game sessions, so we will be strict on closing.

## **Demonstrations**

We do recommend that you run demonstrations of your games. We encourage you to run them in the Exhibitor Hall during opening hours. We recommend you consider spacing for demonstration tables as part of your Exhibitor size planning.

If you wish to host a demonstration and/or seminar (outside of the Exhibitors Hall) submit the information online at <http://www.strategicon.net/> (you will need to create a user ID). A separate room will be provided for seminars. The sooner you get us the information, the better the odds are that your demos and seminars will have space scheduled and appear in the convention program. Please contact the Coordinators if you need help getting started.

**Small Manufacturers:** We strongly encourage you to run demos at the convention. Email us for help and advice on making the most of your time at the convention. If we end up with vacant tables, we may be able to provide you with a courtesy space in the Exhibitor Hall, but it is not guaranteed. We can work with you to arrange demo space in opening gaming.

## **Exhibitor Exclusivity**

Exclusivity is the right of an attendee to be the only attendee allowed to carry a certain product line. Exclusivity applies to current (in print) product only.

If the manufacturer, publisher, or exclusive American importer of a product is attending the convention as an Exhibitor, they may request exclusivity of sales. Those Exhibitors must carry all of the current product line, or for large lines, a majority, as approved by the Convention. No other exhibitor is permitted to offer for sale any **currently available** product of that company, unless the company specifically authorizes it. This also applies to any Special Guest of the convention.

Exclusivity must be arranged with the Exhibitor Hall Coordinator, and the convention reserves the right to limit or deny it based on the good of the attendees or other reasons.

Exhibitors found to be selling products in violation of these policies may be expelled from the convention with no refund of fees. Check the web site or contact us for a current list of exclusivity holders.

**NOTE:** Exclusivity must be requested, and not all persons request it. Many special guests do NOT sell their product during the convention – but it will be wanted by attendees!

## **Convention Prize Program**

At Strategicon conventions we award Dealer Dollars as prizes – often over \$2000. These may be spent by the bearer for merchandise in the Exhibitor Hall, where you should treat them as cash. On the final day of the convention, these are redeemable by exhibitors for cash. Purchase of an exhibitor table(s) at this convention means acceptance of this prize program. The location and times of the redemption will be announced at the convention. Please see the onsite Coordinator if you have questions or need to redeem dealer dollars early. Dealer Dollars are printed unique for each convention and expire at the end of the convention.

## **Shipping**

If you want to ship your merchandise ahead, you may send it to the hotel's address with the notation listed on the summary page. The packages may arrive no earlier than the Wednesday prior to the convention. You should have your company name and return address on the package. If you let us know that you sent the shipment (and give us tracking numbers if available), we will do our best to have it waiting for you at your table(s) when you arrive.

## **Legal Responsibility**

Each exhibitor shall be solely responsible for possessing any and all required legal and tax paperwork, tax collection, insurance, and other such items. It is also ultimately up to each exhibitor to protect his wares from theft and damage. We do our best to monitor the room, but the convention cannot assume liability.

Strategicon conventions do not allow the exhibition and sales of firearms or of weapons deemed illegal in California. “Replica” weapons such as swords and knives may be sold if the dealer has the express permission of the convention and can guarantee that they will be displayed and sold in a safe manner. The wearing of “costume” weapons is not permissible at any time.

The drinking age in California is 21.

There is no smoking in any of the convention rooms.

The sales tax in Los Angeles as of 12/31/2009 is 9.75%.

California State Board of Equalization information:

<http://www.boe.ca.gov/>, 800-400-7115.

## **Convention Sponsorship Program**

Strategicon offers Sponsor package deals for an entire year of events, or for just one show. Packages include Sponsor status, Ad space, Webpage Ad space, Exhibitor Hall tables, convention badges and rooms.

Please see the Strategicon web page for more information, or contact us by Email.

## ORCCON 2011 Exhibitor Application

Today's Date: \_\_\_\_\_

Business Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: (\_\_\_\_\_) \_\_\_\_\_ or (\_\_\_\_\_) \_\_\_\_\_

Contact Person: \_\_\_\_\_

E-mail address: \_\_\_\_\_

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

Number of tables: \_\_\_\_\_ (\$150/per until January 7, 2011, then \$200/per)

Additional purchases (program ads, additional Exhibitor Badges, demo table, etc. ):

\_\_\_\_\_  
\_\_\_\_\_

CHECK TOTAL: \_\_\_\_\_

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

Please print legibly below the names for your Exhibitor Badges. You are entitled to two badges for the first table and one more badge for each additional table. Badges beyond those issued with your table(s) may be purchased at the convention discount rate.

_____	_____
_____	_____
_____	_____

Make your check payable to **Strategicon** and mail it with your form to:

Strategicon

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