



Welcome

We pride ourselves on giving our Dealers prompt, friendly service before and throughout the convention. Below you'll find all the necessary information and rules for vending at our event. If you have questions, need assistance, or have ideas on how we can improve your experience, please don't hesitate to ask our staff; We're happy to help! You can find us in the den, at the Con Store, or email us anytime at dealers@furpocalypse.org.

IMPORTANT

Be aware that we are making one (1) MAJOR change to our dealer process in 2023.

1. We will not be providing catered lunches this year. We have decided to step up our catered dinner offering and believe this offers a much better value to our dealers. We hope this move is appreciated and welcome any feedback you may have.

Be aware that we made two (2) MAJOR changes to our dealer process in 2022.

1. You are **REQUIRED** to have a Connecticut State Tax Permit. We are no longer able to provide a checkout service for Dealer's Den vendors. You may still apply to Artist Alley if you need to use the Dealer Cashier. Obtain a CT Sales Tax Permit by [clicking here to go to the Connecticut Department of Revenue Services website](#) and selecting "New Business/Need a CT Registration Number."
2. If you have a dealer assistant, the dealer application and assistant registration processes are now separate. Your assistant **WILL** need to register for an attendee badge. Full table dealers and up will receive a coupon code for one (1) assistant registration. Assistants will need to enter the coupon code during the registration process. Codes will be provided after payment for the table(s) is complete.

Revised: 2023-07-19



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DEALER'S DEN CODE OF CONDUCT

We provide a **safe and enjoyable experience** for all Patrons and Dealers alike, so here are a few things to consider before you brave the depths of our Dealers' Den.

1. **All dealers must have a valid Connecticut State Sales Tax Permit.** Dealers are required to show proof of their CT Sales Tax Permit before they will be allowed to set up their table space. Failure to provide proof will result in a forfeit of your space without refund.
2. Dealers are responsible for having their own processor for credit and debit card transactions and/or petty cash for cash transactions.
3. Dealer and Dealer Assistant flags for your convention badge will be provided at check-in and are required to be worn while setting up or vending in the Den.
4. Make sure your display fits within your designated table space and does not overlap into other vendors' areas. **No items or displays may block or obstruct the aisles in any way.**
5. Be courteous to your fellow dealers. Displays that involve distracting lights, music or loud sounds are prohibited in the Den. Shouting or loudly trying to attract attention to your table is also prohibited.
6. Any displays, banners, decorations, or items that you wish to attach to the walls **must not damage them in any way.** Only masking or painters' tape can be used to attach items to hotel property. At the end of the convention, please make sure to clean up and remove all decorations before leaving.
7. Dealers Staff have final say on all matters and all decisions made by the **Director of Dealers & Sales** are final. We reserve the right to revoke your ability to vend at Furpocalypse at any time. **Refunds are not guaranteed after September 30th.**
8. By accepting your position as a dealer at Furpocalypse, you are agreeing to abide by the terms and conditions stated in the **CODE OF CONDUCT** and **FURPOCALYPSE DEALER PACKET.**



TABLE SIZES AND PRICING

Table Style	Dimensions	Price
Half Table	4' x 5.5'	\$90
Full Table	8' x 5.5'	\$175
Double Table	16' x 5.5'	\$390
Triple Table	24' x 5.5'	\$590
Four or more tables, or custom configuration	Provide details of setup in the dealer application	Dealers staff will contact with price
Power	N/A	\$20

HOW TO BECOME A FURPOCALYPSE DEALER

Step I: Application

Dealer Applications will open on **July 1st** and close on **August 15th**. To apply, follow the link on our dealer's page at <https://furpocalypse.org/registration/dealer> and fill out the dealer application form.

If selected, your application includes an attendee badge for **ONLY** the primary dealer. Dealer assistants will need to complete an attendee registration. Full tables and up will receive a coupon code for one (1) basic registration. Additional assistants will need to purchase an attendee registration. Due to restricted space behind the tables, we limit the number of assistants present at one time to the number of **FULL** table spaces purchased. If you have a Double Table space, the primary Dealer plus two (2) assistants may be present at one time.

Applications for multiple tables may be offered alternative table types depending on circumstances and availability.

Step II: Selection

All Dealers for our event are selected through a curated system with a queue based on a few factors, but not limited to:

- Range of skill level. We want to provide space for both established and up-and-coming dealers.



- Relation to the Fandom. How well your product meshes with our target demographic.
- Quality and professionalism of the product.
- Uniqueness of product and quantity of like dealers. We try to provide a variety of different types of dealers in our Den.

Step III: Acceptance and Payment

Once you have been selected, you will be notified via email by **August 31st** and an invoice will be sent to your PayPal email for your requested table space. You will have until **September 30th** to pay your invoice in full. If we don't receive payment within a reasonable time frame or you do not respond to contact attempts, your application will be canceled.

Dealers who have paid for their space in full by the deadline will have the opportunity to reserve their hotel room before the hotel block opens to attendees. We will provide you with information for completing your booking after payment.

You may not transfer or share your table space with another dealer. All changes must be made through our Dealers Staff.

Step IV: Placement

Placing all our vendors is a lengthy process. We do our best to keep from crowding like dealers together and to accommodate any special requests. We will provide all accepted dealers with a tentative floor plan and placement as quickly as possible.

Once we send out the initial placements, please contact us at dealers@furpocalypse.org as soon as possible if you wish to change location and we will do our best to accommodate your requests.

Waiting List

If you are not accepted initially, you will be notified by email and placed on our waiting list.

Please note that a significant number of changes occur after the first round of vendors are selected. If a dealer ends up forfeiting their placement in the den, we will contact dealers from our waiting list to fill the vacancy.

If you are picked, you will receive an email notifying you about your eligibility for the newly opened space. There will be a limited time, typically a week, in which you must accept the offer and make payment. If we do not receive a response, the spot will be offered to another dealer on the waiting list and you will be removed from our queue.



Cancellations

If something changes and you are unable to attend the convention as a dealer, you may contact us, dealers@furpocalypse.org, by **September 30th** for a full refund of your table cost.

Cancellation requests after September 30th will not be eligible for a refund.

YOU MAY NOT TRANSFER YOUR TABLE SPACE TO ANOTHER DEALER. Your dealer table and registration are tied to you.

On-Site Sales and Upgrades

Occasionally, there are last-minute cancellations that can't be replaced by the time of Furpocalypse.

In these cases, we may offer these spaces on a first come-first-serve basis to potential dealers and artists, whether they're new applicants, wait listers, or artists/dealers looking to upgrade their table space. Make sure to check in at the Con Store for potential upgrades on-site!

DEALER GUIDELINES

Merchandise

1. Dealers may only sell their own goods or officially licensed material under their brand. No pirated content, weapons, or illegal materials will be allowed for sale.
2. Food & Drink sales or giveaways are not permitted in the den without express permission.
3. Prohibited items are not permitted for display, giveaway, or delivery during or after the convention.
4. Artwork, clothing, and other items containing adult material must be delivered to customers in an opaque package capable of completely obscuring said material from view.
5. Depiction of real or fictional minors in adult situations is strictly prohibited.

Adult 18+ Content

1. Adult material must be placed in a covered binder clearly marked as Adult and separated from any non-adult material.



2. Please make sure all display items including genitals and/or female nipples are covered tastefully. This includes larger display items such as banners, dakis, and prints.
3. Items of a distinct sexual nature (insertables, wearables, penetrables) may not be sold, displayed, or given away outside of our marked 18+ section.
4. It is the Dealer's responsibility to check if a potential customer is a minor. A minor badge is color coded with a bright pink background on their badge name to identify them as under 18 years of age. Any dealer caught allowing minors to view adult content and/or selling adult merchandise to minors will be removed from the den and barred from vending at future events.

New for this year, if we receive enough interest, we may provide an exclusive 18+ Dealers area where vendors will not be required to obscure adult material on display. Please let us know if you are interested in being placed in this section by answering "yes" to this question on the dealer application.

Acceptable displays are at the discretion of the Director of Dealers & Sales. We will politely ask vendors to take down or alter displays in question.

AT THE CONVENTION

Registration and Badges

Your application includes an attendee badge for ONLY the primary dealer. Dealer Assistants will need to complete an attendee registration <https://furpocalypse.org/registration>. Full tables and up will receive a coupon code for one (1) basic registration. Additional Assistants will need to purchase an attendee registration.

Dealers and Dealer Assistants can pick up their badges at the Con Store during setup hours on Thursday and Friday. If you arrive outside of the setup hours, you may pick up your badge at Registration during normal registration hours. Please contact dealers@furpocalypse.org if you have any questions.

Dealer and Dealer Assistant flags will be provided to attach to your badge to identify you as a vendor. You must always have your badge and flag visible while in the Den or other convention space. The Dealer flags will allow you admittance into the Den during times when it is closed to general attendees like setup and tear-down.



Assistants

Due to restricted space behind the tables, we limit the number of assistants present at one time to the number of **FULL** table spaces purchased. If you have a Double Table space, the primary Dealer plus two (2) assistants may be present at one time.

Half Table dealers may designate an assistant to cover their space if they need to step away from the den during operating hours. See staff at the Con Store to designate an assistant.

Loading and Setup

During setup and teardown hours, only registered Dealers and Dealer Assistants will be permitted in the den. Space is limited, so you need to make sure your setup stays within your allotted space. **Please keep the walkways behind tables and aisles clear at all times.**

The loading dock will be available, **BY APPOINTMENT ONLY**, to bring in your setup and supplies on **Thursday from 3:00 PM to 8:00 PM**, and **Friday from 8:00 AM to 11:45 AM**. Please email dealers@furpocalypse.org in advance to schedule a time.

Secure your Merchandise and Valuables

Den staffers and con security are responsible for monitoring the den over the course of the event, but **it is your responsibility to always keep your table tended to during open hours and secure your station and valuables properly before lockup every night.** Furpocalypse, Inc. and Armon Hotel and Conference are not liable for any damaged, lost, or stolen merchandise or valuables during the event.

Teardown and Loadout

Teardown will begin at 4pm Sunday afternoon when the room officially closes to the public. The loading dock will be available during teardown. All items must be removed from the den by 8PM Sunday night. **It is your responsibility to clean up and remove all items from your station during teardown.**

- Furpocalypse is responsible for leaving Dealers Den in a clean and orderly condition, so please be considerate and make sure your space is reasonably clean (no garbage, empty boxes, etc.) before departing.
- The loading dock will only be available from 4:00 PM to 8:00 PM, so please be sure not to pull in until you are ready for load-out.
- There will be no storage allowed over Sunday night. Everything must be removed from the den, otherwise it will be thrown out and you may be charged a \$250 cleaning/removal fee from the hotel.



DEALER DEN SCHEDULE

Thursday, October 26th

Noon - 9:00 PM	Dealer check-in and setup
3:00 PM - 8:00 PM	Loading dock available by appointment
9:00 PM	Dealer setup ends - no after-hours setup allowed

Friday, October 27th

8:00 AM - 11:45 AM	Dealer check-in and setup
8:00 AM - 11:45 AM	Loading dock available by appointment
11:45 AM - Noon	Super, Gold, and VIP sponsor early admittance
Noon - 6:00 PM	Den open to all attendees
6:00 PM - 7:00 PM	Dealers only - secure merchandise and lock up
7:00 PM	Den closed - no admittance

Saturday, October 28th

9:00 AM - 9:45 AM	Dealers only - prep before opening
9:45 AM - 10:00 AM	Super, Gold, and VIP Sponsor early admittance
10:00 AM - 1:00 PM	Den only to all attendees
1:00 PM - 2:00 PM	Den closed for lunch - food provided
2:00 PM - 6:00 PM	Den open to all attendees
6:00 PM - 7:00 PM	Dealers only - secure merchandise and lock up
7:00 PM	Den closed - no admittance

Sunday, October 29th

9:00 AM - 9:45 AM	Dealers only - prep before opening
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9:45 AM - 10:00 AM	Super, Gold, and VIP Sponsor early admittance
10:00 AM - 1:00 PM	Den open to all attendees
1:00 PM - 2:00 PM	Den closed for lunch - food provided
2:00 PM - 4:00 PM	Den open to all attendees
4:00 PM - 8:00 PM	Dealers only - teardown and loadout - loading dock available

NOTE: There will be an **HOURLY LUNCH BREAK** on **Saturday** and **Sunday** from **1:00 PM - 2:00 PM**. During this time, Furpocalypse will officially close the den off to all customer attendance. This provides our Dealers and Staff time to stretch their legs, get lunch, and run any necessary errands before sales continue.

Our staff and den space will only be available for the times stated above.

All setup and tear down must be completed during allotted times.

Thank you! We look forward to seeing you in October!

- Furpocalypse Dealers Staff