



# VENDOR KIT 2009

## 1.0 Introduction

GoGaDoll would like to thank you for your interest in participating in our vendor's hall. Even though this is our first year, we expect that there will be fantastic results. Since there aren't many events like this in the U.S. there seems to be innumerable amounts of people from all over the world who are interested in attending.

GoGaDoll is San Francisco's two-day convention dedicated to Asian Ball-Jointed Dolls — a place where collectors arrive from near and far to participate in events, contests, workshops, and viewings of doll movies — a weekend where fans surround themselves with friends and like-minded individuals celebrating their shared passion.

We are proud to be supported by the efforts of fan organizations, as well as industry and other groups in across the world.

We are also committed to giving back to this maturing community of collectors and fans.

## 2.0 Exhibition Hall

GoGaDoll proudly presents the Exhibition Hall at GoGaDoll. This year we have reserved a gorgeous 5,000 sq. ft. hall to host just our vendors.

### 2.1 Vendors' spaces

There are four types of booth spaces;

8 x 8 - comes with one (1) 6x3 table.

8 x 10 - comes with one (1) 6x3 table.

8 x 11 - comes with two (2) 6x3 tables.

Artist Alley - comes with half of a (.5) 6x3 table.

Exhibition space is assigned on a first-come, first-served basis. The Exhibition Hall Coordinator(s) will try to accommodate your location preference. However, if necessity dictates, GoGaDoll reserves the right to relocate exhibits. If the Exhibitor has no preference noted, the Exhibitor will be assigned a location at the discretion of the Exhibition Hall Coordinator.

#### 2.1.1 Exhibit Configuration

An Exhibitor can arrange its displays, chairs, tables, and merchandise in any manner within its subleased area, taking care not to cause any damage to the subleased equipment or space. Exhibitors will keep their areas clean and will not nail, screw, or affix anything to the Exhibition Hall or its space. All displays, chairs, tables, and merchandise must be maintained within the subleased area. Any items or equipment not provided by GoGaDoll or the venue must be placed within the Exhibitor's subleased area prior to the opening of the Exhibition Hall to the public.



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## 2.1.2 Electricity, Water, and other Utilities

Electricity is available within the Exhibition Hall upon request for a charge of \$70.00, as cabling will need to be laid and secured. No unauthorized cabling or piping is allowed within the Exhibition Hall.

## 2.1.3 Phone Lines for Communications and Debit/Credit Purchases

Phone lines are available in the Exhibition Hall for a charge of \$360 for the entire weekend. Wireless cell phone service is active in the exhibition space. However, signal levels cannot be guaranteed. Wireless Internet is available for a charge of \$70 for the entire weekend.

## 2.2 Exhibitor Registration

Applications are processed on a first-come, first-served basis.

### 2.2.2 Refund / Cancellations

Due to the difficulty in re-selling space made available from last-minute cancellation, GoGaDoll requires cancellation, in writing, at least sixty (60) days before convention start. If notification is provided before this all monies except for the 30% non-refundable deposit will be refunded. Failure to provide proper notification will result in Exhibitor forfeiting all monies submitted to GoGaDoll. Exhibitors who cancel give up any claim or reservation to the canceled space.

Any Exhibition spaces that are not claimed by convention start may be resold at the sole discretion of GoGaDoll. [The Exhibitor agrees to hold the convention and the staff harmless for any lost investments or revenue as a result of either (a) unclaimed or (b) canceled tables.]

Please allow four to eight weeks for GoGaDoll to process a refund Check.

### 2.2.3 Methods of Payment

GoGaDoll accepts the following methods of payment:

1. Check
2. PayPal
3. Money Order
4. International Money Order
5. Certified/Cashier's Check
6. Credit/Debit Card

All GoGaDoll prices are in United States dollars; GoGaDoll will only accept U.S. funds. Cash payments can be made in person with the Treasurer by appointment; please do not send cash through the mail, as we cannot guarantee its delivery.

All payments should be addressed to "Kelly Haines". NSF Checks will be subject to a USD \$25.00 handling fee. PayPal links are available on the GoGaDoll website. Mailed forms can be sent to:

**GoGaDoll Vendor Relations**  
**P.O. Box 2987**  
**Berkeley, CA 94702**



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## 2.2.4 Last-Minute Registrations

All Exhibitors who apply thirty (30) or fewer days prior to the convention start must be aware that the application must be enclosed with full payment for all space and services requested.

## 2.2.5 Exhibitor Memberships

Each Exhibitor is provided two (2) “Exhibitor” badges [Artist Alley booths come with only one (1)]. All Exhibitors must follow the same rules of behavior as the rest of the convention attendees during the convention. All Exhibitors must wear the “Exhibitor” badges during the duration of the event to be considered an Exhibitor. Only Exhibitors will be allowed in the Exhibition Hall during setup, closing, and tear-down periods. Only Exhibitors will be allowed behind Exhibitor tables at any time, or act in any function as an employee for the Exhibitor.

Each employee must be registered to her/his own “Exhibitor” badge. “Exhibitor” badges may not be sold, loaned, or otherwise transferred to any individual who is not an employee for your Exhibition. Additional “Exhibitor” badges may be purchased for \$40 each. Please submit a registration sheet for *each badge needed*. We reserve the right to refuse to sell Exhibitors additional badges if we feel that they are being used for others who are not helping with the booth or if we feel that the discount privileges are being abused.

Replacement “Exhibitor” badges can be purchased prior to or during the convention from the Exhibitor Hall Coordinator or at the Main Registration Desk for ten dollars (\$10.00).

Badge-sharing by employees is prohibited and may result in the confiscation of shared badges. Any Exhibitor ejected from the convention must leave immediately the next morning during the setup period.

“Exhibitor” badges do not confer any special rights or privileges at the convention outside of the Exhibition Hall. Outside of the exhibition space, “Exhibitor” badges confer the rights of a general attendee badge.



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## 2.3 Exhibition Hall Hours of Operation

The Exhibition Hall has the following hours of operation:

Saturday:

6:00am – 9:00am: Exhibitor access to Exhibition Hall for set-up.

9:00am – 10:00am: Early access to Exhibition Hall.

10:00am – 5:00pm: Public access to Exhibition Hall.

5:00pm – 6:00pm: Exhibitor access to Exhibition Hall for closing.

Sunday:

8:30am – 10:00am: Exhibitor access to Exhibition Hall for set-up.

10:00am – 4:00pm: Public access to Exhibition Hall.

4:00pm – 7:00pm: Exhibitor access to Exhibition Hall for closing.

*\*\*Times are subject to change without notice.\*\**

Exhibitors will have sixty (60) minutes to close down for the night each evening. After the sixty (60) minutes, the Exhibition Hall will be locked and under security supervision. Under NO circumstances will it re-open until the designated time the next morning. Exhibitors will have sixty (60) minutes to prepare for each day, each morning.

Only the Exhibition Hall Coordinator, Director of Vendors, and Convention Chair can open the Exhibition Hall, and only at the designated times. The Exhibition Hall Director, Facilities Liaison, Programming Director, Convention Chair, or Security Chief may close the Exhibition Hall for any appropriate reason, at any time.

### 2.3.1 Exhibitor Setup and Removal Hours

Please note the time restrictions in the table above and plan to arrive in plenty of time to unload your merchandise. Each Exhibitor is responsible for the initial setup and final removal of all of its displays, promotions, materials, equipment, and merchandise. GoGaDoll shall not be liable for any loss or damage to the Exhibitor's property, or for any personal injury suffered by the Exhibitor or any of its agents and employees.

Before any unloading of materials or equipment, Exhibitors MUST register with the Exhibition Hall Coordinator and present all required legal authentication (licenses, Tax IDs, etc). At that time, "Exhibitor" badges will be issued and then the Exhibitors may unload. Upon request, and given available manpower, GoGaDoll may provide limited assistance in loading and unloading the Exhibitor's materials, and in arrangement of subleased equipment (tables, chairs, etc.).

We strongly encourage that Exhibitors bring their own hand-carts as there are limited quantities available for your use within the facility. Any garbage produced by the Exhibitor should be placed in the appropriate containers or taken with the exhibitor off site.



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## **2.3.2 Shipping-in-advance**

GoGaDoll cannot receive packages as we do not have storage facilities. Exhibitors may wish to ship merchandise ahead of time to the hotel. Many hotels will accept shipments-inadvance.

Please contact the Holiday Inn to determine if they offer this service, as well as any special instructions you must follow. The Exhibitor will be responsible for any and all fees incurred using such a service.

## **2.3.3 Suggested Procedures for Exhibitors' Protection of Valuables**

GoGaDoll provides security personnel to roam the Exhibition Hall and watch for theft. Please take extra precautions in the placement of your merchandise and cash to guard against theft. All Exhibitors are responsible for their own property, merchandise, personnel, and money. GoGaDoll and personnel assume no liability for loss or damage including but not limited to merchandise, equipment, personnel, or revenue.

## **2.3.4 Security and Crowd Control**

GoGaDoll, will provide security for the duration of the convention within the exhibition hall's premises. However, the Exhibitor is still solely and fully responsible for all of the Exhibitor's material, merchandise, promotions, and other property. Under no circumstance will GoGaDoll, or any facility personnel, be liable for damage, loss, theft, harm, or injury. All property of the Exhibitor is understood to remain in Exhibitor's care, custody and control in transit to or from or within the confines of the convention premises.

## **3.0 Exhibition Hall Policies**

### **3.1 Site Policies and Requirements**

#### **3.1.1 Food and Beverage Policy**

Consumption or possession of open alcoholic beverages is prohibited within the Exhibition Hall, convention grounds, and other facilities used by the convention.

#### **3.1.2 Entertainment Policy**

Exhibitors are prohibited from allowing the service of an arcade machine to the general public.

#### **3.1.3 Atmosphere and Noise Policy**

GoGaDoll reserves the right to preserve the atmosphere and noise levels within the Exhibition Hall, convention grounds, and other facilities used by the convention, and in doing so reserves the right to determine what audio content may be played during the convention. Exhibitors may play audio devices at a moderate volume, such that it does not cause significant complaints from the other Exhibitors or convention attendees.

#### **3.1.4 Sales from Outside of Designated Areas**

Exhibitors are prohibited from selling goods or services except in the Exhibition Hall or other areas designated for sales by GoGaDoll. Sales of goods or services from hotel rooms are strictly forbidden.



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## 3.1.5 Adult Materials Policy

GoGaDoll promotes our convention as a family-friendly event. Therefore, Exhibitors will not openly display material that is deemed offensive or inappropriate. GoGaDoll has the sole right to determine what is or is not offensive or inappropriate. Furthermore, Exhibitors will not sell, exchange, display, or donate any offensive or inappropriate materials to minors who are under the legal age of eighteen (18) years.

Failure of the Exhibitor to comply with this policy may result in the expulsion from the convention (without refund of any fees), arrest, and/or criminal prosecution.

## 3.1.6 Weapon Sales Policy

All Exhibitors selling weapons are required to adhere to GoGaDoll's policies and procedures for the sale and safe handling of weapons.

- No steel or edged weapons may be sold to patrons under the age of 18. As such, only wood or plastic weapons may be sold to individuals between 14-18.
- For all purchases of weapons, government-issued photo ID is required.
- Receipts must be provided with all weapons upon sale as proof of purchase.
- GoGaDoll will reserve the right to revoke the distribution of weapons from vendors upon the infringement of these regulations.
- All weapons sold must meet all relevant statutes and laws of the United States of America and of the state of California.

## 3.1.7 Proof of Purchase and No Refund Policy

All Exhibitors must provide receipts for customers. If an Exhibitor has a "no refund" policy, they must clearly indicate this at their space by the use of a prominently displayed, easy-to-read sign.

## 3.1.8 Subletting of Space

The subletting of Exhibition Hall spaces is strictly prohibited without prior written consent of the Exhibition Hall Coordinator, Director of Programming, or the Convention Chair.

## 3.2 Licenses and Regulations

The Exhibitor shall be responsible for obtaining licenses, permits, or approvals required under law, applicable to their activity at GoGaDoll. The Exhibitor shall be responsible for paying all taxes, license fees, fines, or any charges incurred due to any governmental authority in connection with their activity at GoGaDoll.

Each Exhibitor is required to provide GoGaDoll with a copy of a current California Seller's Permit before receiving their badges. Permits can be obtained by mail. For more information or to download the application, visit the California State Board of Equalization. The Exhibitor will be required to present the original permit, temporary or otherwise, upon request of the Exhibition Coordinator, Director of Programming, or the Convention Chair.



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## 3.3 Customs Broker

All Exhibitors shall be responsible for contacting a Customs broker if required. Please remember that it is the responsibility of the Exhibitor to make the necessary arrangements with a Customs broker.

## 3.4 Fire Regulations

No fire equipment or exits are to be blocked. GoGaDoll reserves the right to request the immediate removal of such obstructing property or personnel.

## 3.5 Contract

All Exhibitors shall return one (1) signed copy of the GoGaDoll Exhibitor Contract (this document) to GoGaDoll, and have one (1) copy present at the subleased booth within the Exhibition Hall, as well as one (1) copy of the Invoice (and Receipt if applicable). Failure to comply with this policy will prohibit the Exhibitor from selling, exhibiting, or promoting any merchandise or services at GoGaDoll.

## 4.0 Suggestions for First-Time Exhibitors

### 4.1 Do's

- Try to carry things that people cannot easily find elsewhere.
- Carry items across a wide range of prices.
- Bring a handcart to help carry your goods from/to your vehicle.
- Bring a calculator or cash register.
- Bring adequate change. GoGaDoll cannot supply change.
- Get an advertisement in the Guidebook. It helps people find your website after the convention.
- Bring a drop cloth to cover your table at night.
- Hand out receipts for what you sell. It helps Security determine if someone has shoplifted.
- Make cash deposits/drops on a regular basis. Hotels have safe deposit boxes for guests and there are many banks located in the area adjacent to the hotel.
- Have at least two people working your booth. You'll need to get away at some point.

### 4.2 Don'ts

- Don't raise your prices because it's a convention.
- Don't sell merchandise from your hotel room. It violates the law and the hotel's policies on conducting retail business on their premises.
- Don't sell prohibited merchandise "under the table" or "take orders" for the same that are filled at a later date.



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## 5.0 Penalties

### 5.1 Warnings

Unless otherwise specified, any violations of the terms and conditions of this contract by the Exhibitor, or by any of the Exhibitor's staff, will first result in a warning by GoGaDoll of the violation and notification of the requirements for compliance. A second infraction will result in a second and final warning. Any further infractions will result in expulsion from the Exhibition Hall, convention grounds, and all other facilities used by the convention.

### 5.2 Expulsion

Expulsion may incur substantial costs for the immediate removal of the Exhibitor's property from the Exhibition Hall, convention grounds, and other facilities used by the convention. All costs are the sole responsibility of the Exhibitor and there will be no refunds of fees or of other applicable costs in the event of an expulsion. This applies whatever the reason for the expulsion. Any applicable costs not paid at the time of the expulsion will be billed to the Dealer within 60 days.

#### 5.2.1 Exhibit Materials Exception

Infringing on policies involving materials on display to the public (such as Adult Materials and Weapon Sales) carry a different penalty than described above:

1. The first offense will result in a request for the offending material to be removed from the exhibit display. The Exhibitor can either return it to a box in their exhibit space, return it to their vehicle, or allow GoGaDoll to confiscate it until the close of the Exhibition Hall that day.
2. The second offense will result in a request to have the offending material removed from the premises. In addition, GoGaDoll staff will inspect all of the Exhibitor's inventory for other offending material. Any material discovered to be in violation of GoGaDoll policies will be removed from the Exhibition Hall, convention grounds, and all other facilities used by the convention.
3. The third offense will result in expulsion of the Exhibitor and all exhibits of the Exhibitor from the Exhibition Hall immediately. All costs incurred by the expulsion are the sole responsibility of the Exhibitor. No refunds will be made.

## 6.0 Limits of Liability Clause

### 6.1 Base Terms

**6.1.1** The Exhibitor agrees to assume all risk and to indemnify and hold harmless GoGaDoll, all convention facilities, and their owners, respective officials, subsidiaries, agents, affiliates, operations, officers, volunteers and employees (hereafter "the Indemnified Parties") from and against any and all claims, demands, defense costs, liability, expense, or damages of any kind arising out of or in connection with use of leased premises by GoGaDoll or arising out of any act or omission of GoGaDoll, or any of its agents, contractors, representatives, patrons, guests or invitees.



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**6.1.2** The Indemnified Parties are not liable for any loss, injury, damage, or other expense that arises out of any act or omission by the Exhibitor. Any damages or charges imposed for violations of any applicable laws or regulations by the Exhibitor are the sole responsibility of the Exhibitor.

**6.1.3** Anyone visiting or viewing or otherwise participating at the Exhibitor's booth is deemed to be the invitee or licensee of the Exhibitor rather than the invitee or licensee of GoGaDoll. The Indemnified Parties shall not be liable for any injury whatsoever to the person conducting or otherwise participating in the conduct of the booth or to invitees, licensees or guests of the Exhibitor. The Exhibitor assumes full liability for the actions or omissions of its agents, employees, or independent contractors, whether acting within or without the scope of their authority.

**6.1.4** In the event that the Holiday Inn Golden Gateway or any part of the Exhibition Hall therein is unavailable, whether for the entire convention or a portion of the convention, GoGaDoll and the Holiday Inn will not be held liable for any losses. This may be due to fire, natural disaster, acts of war or terrorism, acts of God, labor dispute, or riot.

**6.1.5** Should GoGaDoll or Holiday Inn Golden Gateway decide that because of any of the above events it becomes necessary to cancel, postpone, or re-site the show, reduce installation time, exhibit time, or move out time, GoGaDoll and the Holiday Inn Golden Gateway will not be held liable to the Exhibitor for any damage or loss, direct or indirect, arising as a result thereof.

**6.1.6** There is no other agreement or warranty between the Exhibitor and GoGaDoll except as set forth in these guidelines. The rights of GoGaDoll under these guidelines shall not be deemed waived unless specifically stated in writing and signed by an authorized officer of GoGaDoll.

**6.1.7** This contract is not to be construed as a joint venture, or to give power to either party to obligate the other in any other manner whatsoever, other than what has been specifically stated in this contract.

**6.1.8** Any civil action that GoGaDoll or the Exhibitor may bring against each other shall be brought in the applicable federal or California State court. GoGaDoll and the Exhibitor hereby waive all questions of jurisdiction and venue in order to give effect to this provision.

**6.1.9** If any part of this contract is found to be invalid, it shall not invalidate the entire contract.



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## 6.2 Insurance

GoGaDoll, or any of its facilities, will not be maintaining insurance covering any and all Exhibitor property and it is the sole responsibility of the Exhibitor to secure such insurance. The Exhibitor is solely responsible for its exhibited materials, merchandise, promotions, personnel, and other property. GoGaDoll is, and by extension the GoGaDoll personnel are, not responsible for the protection of Exhibitor property from damage, loss, theft, harm, or injury.

## 6.3 Guarantee for the Promotion of the Convention

GoGaDoll agrees to be responsible for the promotion and marketing of the convention and exhibition hall. GoGaDoll makes no guarantees or representations as to the number of attendees and/or customers at the convention.

## 7.0 Contact Information

The Exhibition Hall Coordinator, acting as the agent of GoGaDoll, is the official point of contact for GoGaDoll at the convention. The Exhibitor should direct all contact and communication with GoGaDoll through the Exhibition Hall Coordinator or Convention Chair before, during, and after the event. Escalations above the Exhibition Hall Coordinator will only be considered after review of the issue by the Exhibition Hall Coordinator, and will be directed to the Convention Chair. You can contact the Exhibition Hall Coordinator at [vendor\\_relations@gogadoll.com](mailto:vendor_relations@gogadoll.com).

## 7.1 Grievances

Any grievances about any terms or conditions within this agreement can be brought to the Exhibition Hall Coordinator. GoGaDoll has sole discretion concerning what is and what is not allowable in the Exhibition Hall. Compliance of exhibits, and especially merchandise, is subject to the approval of GoGaDoll and all decisions made by the Exhibition Hall Coordinator in these matters are final.

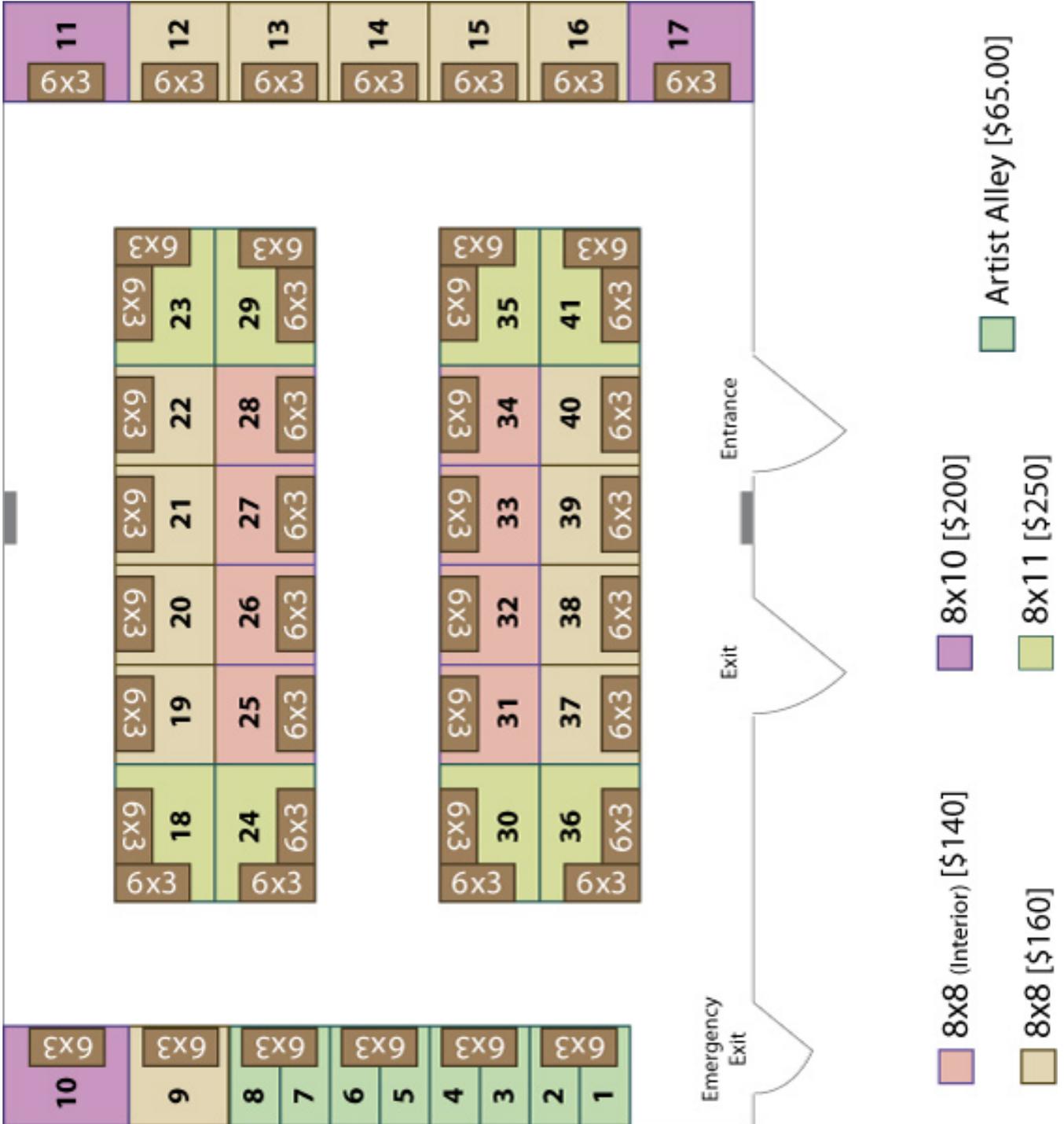
## 8.0 Amendments

GoGaDoll reserves the right to make amendments to the provisions set forth in this agreement only after the consultation of the Exhibitor if the agreement has already been signed. GoGaDoll has the full power to make amendments to this agreement without such notice should it become necessary by facility action, and such further rules and regulations as shall be considered necessary and proper. In these cases, GoGaDoll will make reasonable efforts to notify all affected parties.



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## Exhibition Hall Layout





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## EXHIBITOR BOOTH REGISTRATION:

1. Complete this form for each booth.
2. Make payment to the order of **Kelly Haines**.
3. Send payment along with registration information to:

GoGaDoll Vendor Relations  
P.O. Box 2987  
Berkeley, CA 94702

## BOOTH PRICING:

8 x 8: Int. \$140/Ext. \$160

8 x 10: \$200

8 x 11: \$250

Artist Alley: \$65

8 x 8 and 8 x 10 booths come with one (1) 3 x 6 table. 8 x 11 booths come with two (2) 3 x 6 tables. Artist Alley booths come with half of one (1) 3 x 6 table.

## EXHIBITOR BOOTH

### ADD-ONS:

- WIRED INTERNET ACCESS @ \$70
- WIRELESS INTERNET ACCESS @ \$70
- TELEPHONE CONNECTION @ \$360
- ELECTRICITY @ \$70
- \_\_\_ EXTENSION CORD(S) @ \$26 EA.
- \_\_\_ ELECTRICAL POWER STRIP @ \$40 EA.

### A NOTE ABOUT CHECKS:

Please submit only Domestic US Checks/Money Orders or International Money Orders. There will be a \$25.00 return check charge (US Funds) on any check that does not clear.

### A NOTE ABOUT PAYPAL AND CREDIT/DEBIT CARDS

If you would like to pay for your booth with PayPal or debit/credit cards, just click the appropriate link on the exhibitors page of [www.gogadoll.com](http://www.gogadoll.com). Then fill out this agreement. Once your agreement is signed, scan it and send it to [vendor\\_relations@gogadoll.com](mailto:vendor_relations@gogadoll.com) or fax it to 1-???-???-????.

VENDOR NAME: \_\_\_\_\_  
PLEASE PRINT NEATLY:

FULL NAME: \_\_\_\_\_ EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_ ENCLOSED IS: \$  FOR   8 x 8 INT  8 x 10  
 8 x 8 EXT  8 x 11  
 ARTIST ALLEY BOOTH(S)

EACH STANDARD BOOTH COMES WITH TWO (2) EXHIBITOR BADGES. ARTIST ALLEY BOOTHS COME WITH ONE (1) EXHIBITOR BADGE.

I WOULD LIKE \_\_\_ EXTRA BADGES @ \$40 EA.

RESERVE BOOTH #(S): \_\_\_\_\_

I AM PAYING WITH:  CHECK/MONEY ORDER  
 PAYPAL, CREDIT/DEBIT, E-CHECK

### CONTRACT AGREEMENT:

I, \_\_\_\_\_, HAVE READ AND AGREE WITH GOGADOLL'S VENDOR CONTRACT.  
FIRST NAME LAST NAME

PRINT NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_