



Nishikaze - Lethbridge's Anime Festival

Marketplace Information Package 2017





Nishikaze Marketplace

Information Package

GREETINGS

The Nishikaze Organization Committee is a non-profit organization dedicated to promoting Japanese animation & culture. We are pleased to invite you to participate in **Nishikaze**, our sixth annual Japanese animation & culture festival on **May 19 - 20, 2017** at the University of Lethbridge. We are diligently working to bring you more space, more guests, more panels, more workshops and more opportunities to get in touch with your inner otaku!

We are very excited to be hosting this event and we hope you will be able to join us at Nishikaze.

Sincerely,
Nishikaze Organization Committee

WHY NISHIKAZE?

Nishikaze is the only fan event in south-west Alberta! The excitement is building as convention newcomers along with convention veterans prepare to descend upon Lethbridge.

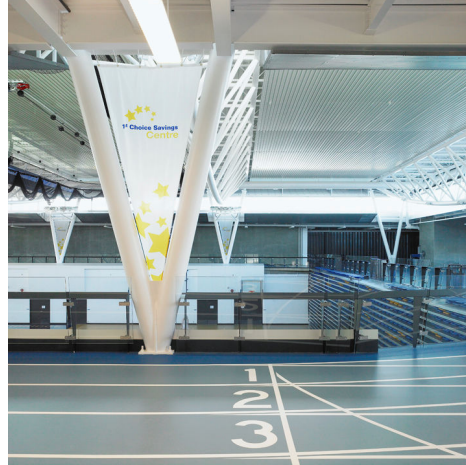
Nishikaze is an excellent, cost effective way, to engage customers from a large multi-regional area who fit your demographic precisely. It brings a wide variety of people and exhibitors with a wide range of products together, which means you can also reach new consumers while staying in touch with your current buyers.

WHO SHOULD EXHIBIT?

If you're a collections retailer, a clothing or accessories store, an artist, an author, a toy manufacturer, a movie studio, a comic, magazine or book publisher, a video game developer, a costume shop, an anime/manga company, a trading card company, or if you have something you'd love for a lot of people to see, this is the place to show it off!

THE VENUE

University of Lethbridge - 1st Choice Savings Centre for Sport & Wellness, Lethbridge, AB



Entry into the building and track is at ground level and will not require the use of stairs or elevators. It is located next to the largest parking lot on campus, with several unloading areas immediately next to the building. The track is spacious, brightly lit with tons of natural light.

This venue allows us to offer a variety of 10' x 10' Exhibitor booths including corner and end cap booths. Artist booths are 10' x 8'.

On weekdays, parking rates are in effect until 5 PM except for metered parking. On weekends, parking is free except for metered parking.

HOW TO PARTICIPATE

1. Determine what kind of booth will best suit your needs.
2. Use the attached form or register online at nishikaze.ca/marketplace
3. You will receive a confirmation email with your application within 7 business days of receiving your application.
4. Submit your payment in full prior to the posted due date.
5. Hotel information will be listed on our website at nishikaze.ca
6. Move-In/Move-Out information will be provided after the application deadline has passed, approximately two weeks prior to Nishikaze.
7. You will be required to check in on-site for setup and to receive your badges setup will be on *Friday, May 19, 2017*.

SHOW HOURS

Nishikaze is effectively divided into two events: Matsuri (Japanese street festival) on Friday, May 19, 2017; and Anime Festival on Saturday, May 20, 2017. The Marketplace operates only on Saturday.

<i>Setup</i>	Friday	5 PM – 9 PM
	Saturday	8 AM – 11 AM
<i>Open</i>	Saturday	11 AM – 6 PM
<i>Strike</i>	Saturday	6 PM – 10 PM

VIP EARLY ENTRY SATURDAY @ 10:30 AM



BOOTH CONFIGURATIONS

Regular (Exhibitor) booths are 10' x 10' and include one 8' x 2' table, two chairs, and two badges. A maximum of four booths can be purchased.

Corner booths are 10' x 10' and include two 8' x 2' tables, two chairs, and two badges. An end cap booth is two corner booths combined.

Artist booths are 10' x 8' and include one 8' x 2' table, two chairs, and two badges. Artists are limited to one booth each. *There are no Artist booths available in the Premium Location.* Artists may split the booth, but both artists must be registered.

Premium location booths are like our regular booths but are located directly in front of our entrance/exit. These booths have the maximum exposure to our patrons. There are only **15** booths available including **2** corner booths. There are no end caps available.

Booths are reserved when payment is received.

Nishikaze reserves the right to place exhibitors at their sole discretion dependent on availability and floor plan requirements. Past placement at an event does not guarantee the same location at future events.

	Price
Regular Booth	\$100
Corner Booth	\$125
End Cap Booth	\$250
Additional Booths (Max. 3)	+\$50
Premium Location (Per booth)	+\$50
Artist Booth (Max. 1)	\$60
Additional Badges (Max. 4)	\$10

Example Calculation:

Corner + Extra Booth + Premium Location
\$125 + \$50 + (2 x \$50) = \$275

GUIDEBOOK ADVERTISING

Reach out to fans coming out to Nishikaze! There are many advertising opportunities available to suit your needs - from simple logo placement, to a classic print ad, to coupon ads designed to directly drive business your way! Our guidebook is handed out to all our attendees, guests, volunteers and exhibitors. The guide contains information about the event, articles, schedules, map, and more.

- **5" wide by 8" tall**
- **The guide contains information about the event, articles, schedules, map, and more.**
- **Drive traffic to your booth with special offers or discounts, promote a new product, hype a special event, or market your retail location!**

All ads are black & white, excluding the back cover.

	Size	Price
Back Cover	5" x 8"	\$150
Inside Front Cover	5" x 8"	\$125
Inside Back Cover	5" x 8"	\$125
Full Page	5" x 8"	\$100
Half Page	5" x 4"	\$75
Quarter Page	5" x 2"	\$50
Eighth Page	2.5" x 2"	\$25

Measurements are in inches and start with the horizontal measurement. Ads can be supplied as camera ready artwork at 300 DPI, or as a digital file as a press ready PDF (with fonts included), Photoshop PSD, PNG, TIFF, or EPS file. Please ensure that all fonts are either outlined (converted to curves) or provided with the file. Please allow 0.25" bleed for full page ads including premium locations. Please ensure all important information is at least 0.50" away from the edge.

All prices are in Canadian Dollars and include 5% GST.

SPONSORSHIP

Enhance your company's image and brand by becoming a sponsor of Nishikaze! Sponsors receive wide exposure in both electronic and print media. It's an excellent way for you to differentiate from your competitors! There are a variety of sponsorship opportunities available for you to choose from.

- Attendee Wristbands**
- Charity Auction**
- Cosplay Contest Prizes**
- Event Lanyards**
- Event Signage**
- Giveaway Bags**
- Programming Rooms**
- Special Events**
- T-Shirts**
- Video trailers and more!**

IMPORTANT DATES

Application Due	April 30, 2017
Payment Due	April 30, 2017
Guidebook Art Due	May 7, 2017

Cancellation	Refund
By April 30, 2017	100%
By May 7, 2017	50%
After May 7, 2017	No refund

QUESTIONS

If you have any questions or concerns, send an e-mail to sales@nishikaze.ca.



POLICIES

To ensure that the Marketplace operates efficiently and is a safe and enjoyable environment for everyone all exhibitors (vendor and artist) must read and abide by the following rules and regulations. All exhibitors registered for Nishikaze will be required to read and sign a contract with Nishikaze pertaining to the articles listed below.

This application for exhibit space at Nishikaze will become a contract between Nishikaze ("NISHIKAZE") and the signee ("EXHIBITOR") upon written acceptance. It is based on the terms set forth below. The information contained within the following contract may be established, updated, or amended at the discretion of NISHIKAZE.

Exhibit Space

Exhibitor Badges are used to identify each exhibitor and are required to access the Marketplace. Badges must be worn for setup, during the show, and for exhibitor move-out. The EXHIBITOR agrees to remain setup during all open hours of NISHIKAZE. No early move out is permitted without prior consent from the Committee. The University of Lethbridge does have an open wireless network on campus but there is no guarantee on signal strength. Electricity and running water are not available.

EXHIBITOR is limited to the area provided, and as such, there may be no overhanging display. EXHIBITOR are allowed to set up racks, tables, and stands within the space. The maximum height of any display within the space is 10 feet; please keep displays forward facing. NISHIKAZE reserves the right to order the removal of any items if they interfere with traffic, present a danger to attendees, violate NISHIKAZE regulations, or interfere with another exhibitor.

Weapons Policy

As per University of Lethbridge policy, EXHIBITOR may not sell any weapons, any

merchandise that can be mistaken for a real weapon, or any merchandise that are intended to be used as a weapon. This includes all Nerf and Nerf-type toys.

Bootleg Policy

Selling bootleg and/or counterfeit merchandise is NOT permitted. EXHIBITORS are responsible for understanding and obeying the copyright laws associated with their wares. EXHIBITOR will assume full responsibility for litigations and fines associated with the sale of any bootlegged and illegal merchandise.

EXHIBITORS will be asked to remove these items from their table(s). If these items are put back out for sale during the convention, or if the exhibitor refuses to comply, the EXHIBITOR will be removed from the convention immediately, and will not be refunded any payments made for their table(s).

Adult Merchandise

The marketplace is a family friendly environment and EXHIBITOR may NOT display material depicting nudity or sexual conduct. All 'Adults Only' merchandise must be either behind the table, or displayed must be covered (blinded) and not accessible to minors in any way.

NISHIKAZE has the sole right to determine what is offensive or inappropriate. Failure to comply may result in EXHIBITOR's expulsion from NISHIKAZE with no refund.

Set-up & Move-out

EXHIBITOR set-up and move-out instructions will be provided in advance. An EXHIBITOR that requires special attention, please contact Nishikaze for special arrangements.

Sales Tax

EXHIBITOR is responsible for collection and payment of GST as required by law.

Fire Regulations, Food, & Cleanliness

EXHIBITOR must maintain their areas clean both during and after the show. EXHIBITOR will be responsible for any damage caused by them to the exhibit area. EXHIBITOR displays must meet fire code, and will be subject to fire marshal inspection. No portion of a display, boxes, packing materials, etc. shall obstruct any aisle or doorway. All Fire Extinguishers, Hose Cabinets, Fire Exits, Fire Alarms can not be blocked or covered at any time during the show. Smoking or alcohol is not permitted in the University.

The sale of food and beverage items is prohibited in the marketplace; this is the policy of the University of Lethbridge. Packaged collectible food items may be permitted upon approval.

Security

NISHIKAZE will provide unarmed volunteer guard service during the hours that exhibit premises are closed. However, the EXHIBITOR is solely and fully responsible for their goods and property. During operating hours volunteers will be present but EXHIBITOR is responsible for ensuring that they have enough staff to watch over their merchandise.

Liability

The EXHIBITOR agrees to protect, keep, and save NISHIKAZE, the promoter of the event, forever harmless from any damage(s) or charge(s) imposed for violations of any ordinance or regulation by the EXHIBITOR, his/her employees or agents, as well as failure to comply with the terms and agreements of this contract. Further, Exhibitors shall at all times protect, indemnify, save, and keep harmless NISHIKAZE against and from any loss, cost, damage, liability, or expense which arises out of or from or by reason of any act or omission of the EXHIBITOR, his/her employees, or agents.



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Liability cont'd

In the event that the University or any part of the exhibit area thereof is unavailable, whether for the entire event or a portion of the event, as a result of fire, flood, tempest, snow storm, or other such cause, or as a result of governmental intervention, malicious damage, acts of war, strike, labour disputes, riot, or agency which NISHIKAZE has no control, or should NISHIKAZE decide that because of any such cause it is necessary to cancel, postpone, or re-site the show, or reduce installation time, exhibit time, or move-out time, NISHIKAZE shall not be liable to indemnify or reimburse the EXHIBITOR in respect of any damage or loss, direct or indirect, arising as a result thereof.

NISHIKAZE shall have the full power in the interpretation and enforcement of all contract regulations contained herein, and the power to make such amendments thereto, and such further rules and regulations as shall be considered necessary and proper.

Payment

EXHIBITOR understands the payment policy and agrees to pay the fees as listed on the Marketplace Application Forms. If the EXHIBITOR is sharing or subletting table space, then the person whose name appears on the contract assumes full responsibility for that booth.

If the full payment is not received by the due date then the EXHIBITOR's space will be offered to those next on the waiting list. Delays in any payment will result in cancellation of reserved space. A fine of **\$25** will be issued to vendors for bounced cheques or invalid payments.

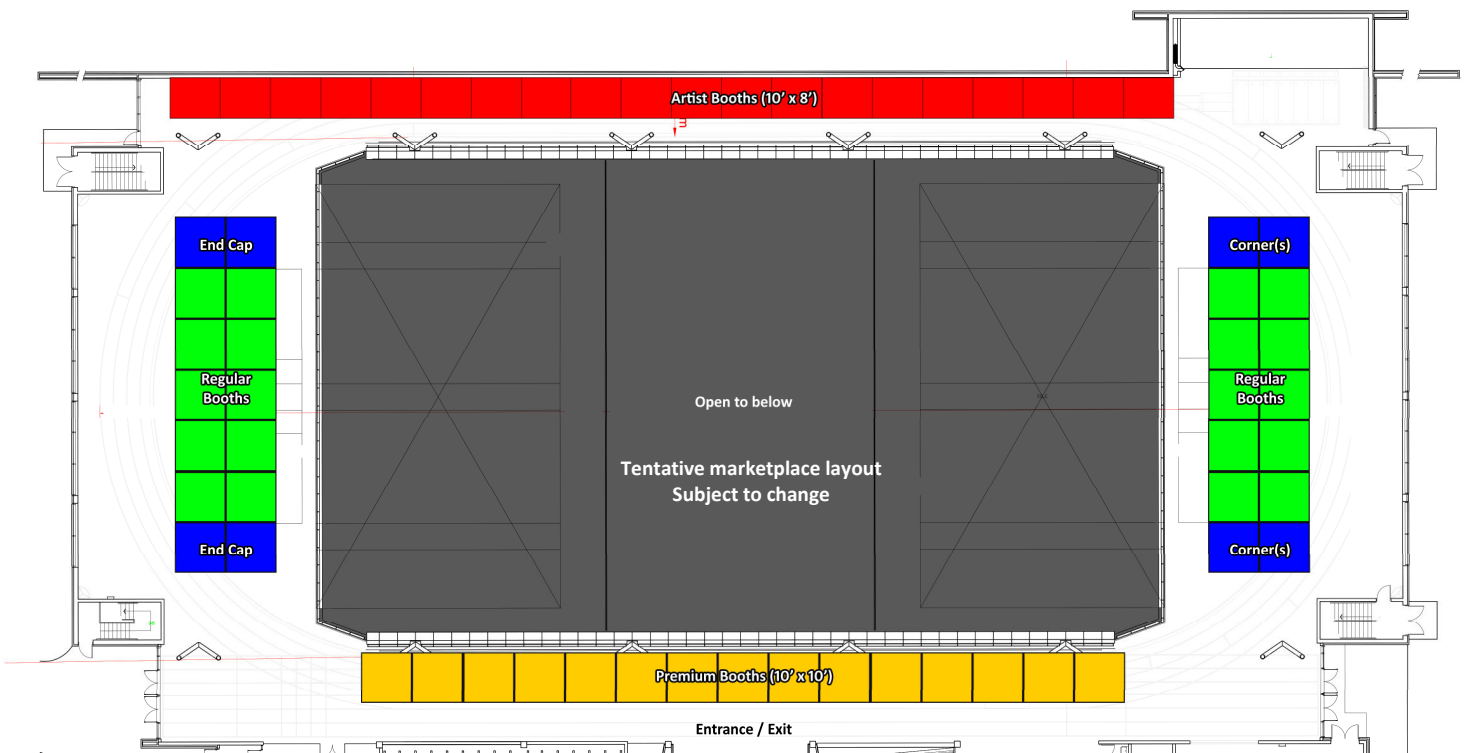
Refunds & Cancellations

An EXHIBITOR who cancels at least fourteen (14) days before the event will receive a full refund.

An EXHIBITOR who cancels seven (7) days before the event will receive a 50% refund.

An EXHIBITOR who cancels less than seven (7) days before the event will not receive a refund.

Refunds will be issued 30 days after the Event concludes. No refunds will be issued for cancellations during NISHIKAZE. NISHIKAZE is not responsible for any expenses incurred by EXHIBITOR while preparing for or exhibiting at NISHIKAZE.





Nishikaze Marketplace

Application [Send to: Cynthia Craddock #122-821 20 St. N., Lethbridge, AB T1H 3T6]

Applicant Information

Company / Business Name

Contact Name

Mailing Address

City

Province

Postal Code

Email

Telephone

Website

Facebook

Twitter

deviantArt

Tumblr

Other

Purchase Order

Marketplace			Price	Quantity	Total
Regular (10' x 10')		1 Table, 2 Chairs, 2 Badges	\$100	X	=
Corner (10' x 10')	Limited!	2 Tables, 2 Chairs, 2 Badges	\$125	X	=
End Cap (20' x 10')	Limited!	4 Tables, 4 Chairs, 4 Badges	\$250	X	=
Additional Booths	3 Maximum	Add on regular booth(s)	+\$50	X	=
Premium Location		Get placed in the premium row (per booth)	+\$50	X	=
Artist (10' x 8')	1 Maximum	1 Table, 2 Chairs, 2 Badges	\$60	X	=
Additional Badges	4 Maximum		\$10	X	=
Subtotal					=
Guidebook Advertising					
Back Cover	1 Available	Color; 5" wide X 8" high	\$150	X	=
Inside Cover	2 Available	Black & White; 5" wide X 8" high	\$125	X	=
Full Page		Black & White; 5" wide X 8" high	\$100	X	=
Half Page		Black & White; 5" wide X 4" high	\$75	X	=
Quarter Page		Black & White; 5" wide X 2" high	\$50	X	=
Eighth Page		Black & White; 2.5" wide X 2" high	\$25	X	=
Subtotal					=
Grand Total					= <input style="width: 100px; height: 20px;" type="text"/>

Payment Method

Cheque

Money Order

PayPal

Cash

By signing this agreement, I acknowledge having read all pages of this application and agree to be bound by all covenants, agreements, terms & conditions in this document. Nishikaze reserves the right to accept or reject any applications.

Signature

Date

Office Use Only

Signature

Date

Payment must be made in full, by April 30, 2017. Please allow time for delivery. Acceptable forms of payment are: Cheque (please allow 2-4 weeks for processing), money order, or concealed cash (sent at your own risk). Cash will also be accepted in person by an authorized Nishikaze Organization Committee member. Paypal is available upon request.