



Mind's Eye Society
Great Lake Regional Event
April 4-7, 2019
Vendor Information Packet

WELCOME

A Letter from the Convention Vendor Lead

Hello and greetings from the Great Lakes Region! This year's convention is being held in Grand Rapids, MI, and is the Mind's Eye Society's Great Lakes Regional Event for 2019. I am thrilled that you have interest in participating with our event as a vendor and I and my team will do our best to make this a pleasant experience.

Please read everything included in this Vendor Information Packet to ensure your time at GLRE 2019 is a positive and productive one. We hope this inclusive packet explains everything you will need to know about our convention, schedule, policies and deadlines. Payment for your space is due as soon as possible, but no later than **March 25, 2019 for on time processing and after March 25, 2019 for Late processing**. If we do not receive payment in addition to your application, by this date and there is a waiting list, your reservation will be canceled. A signed copy of the Great Lake Regional Event Vendor's Policies Sheet included in this packet must be sent to gamerkalafut@gmail.com to complete your application. We will accept scanned or photocopied documents as original signatures.

To enhance your attendance as a Vendor, we offer a complimentary listing on our convention website that will be available the week your payment is received. In addition, our Convention newsletter will include any coupons or information you choose to provide to enhance visibility of your presence at our event.

Please make sure to reserve your hotel room ahead of time. The price of your hotel rental is **not** included in the price for your vendor table. Vendors are responsible for their own transportation and lodging.

Vendors will be able to check into the convention's Vendors' Room from **2pm** on **April 4th**. If you require an earlier setup, please contact us right away. There will be a Vendor's Liaison present to assist you with setup of your space and be available for any questions you may have. If you are not able to arrive on Thursday, please let us know. The Vendor's' Room hours are detailed below. If you have any questions about the content of this packet or our programs for marketing, please feel free to contact me.

Looking forward to seeing you in April 2018!

Heather Kalafut & Nathan Marzolf

Vendor Lead

Vendor Second

Vending Space Details

Estimated attendance for GLRE 2019 is 200 guests (not guaranteed). A standard vendor space is a 10' x10' booth, which includes one 8' x 30" rectangular tables with table covering and skirting and chairs. Requests for special table sizes must be made immediately, and may incur an additional charges. The Vendor Hall will be locked by the hotel personnel outside of operating hours. Please be at your booth during all operating hours, if you are unable to be at your booth, please let the Vendor Lead know and we will provide you with a sign stating your absence.

Vendor Room hours are:

Wednesday (4/3/19)	Setup: 2:00pm - 6:00pm
Thursday (4/4/19)	Setup: 2:00pm - 6:00pm Open to Public: 6:00pm - 8:00pm (Soft open)
Friday (4/5/19)	Open to Public: 10:00am - 6:00pm
Saturday (4/6/19)	Open to Public: 10:00am - 6:00pm
Sunday (4/78/19)	Open to Public: 10:00am - 12:00pm Tear Down: 12:00pm - 5:00pm

There are a limited number of booth spaces available and will be issued on a first-pay, first-claim basis.

Electrical hookups are limited and may not be guaranteed for any vendor.

This year we have a goal of **ten (10)** tables in the Vendors Room (With one reserved for the on-site charity donations). We are striving to provide a well-stocked Vendors Room without much duplication in the merchandise offered by the participating Vendors. At this time, we will sell no more than 2 tables/booths to any one Vendor. If you wish to acquire an additional table/booth, please contact the Vendor Liaison Lead to discuss availability.

One Tier 1 Vendor Badge is included with each table/booth rental. You are welcome to purchase additional badges for a total of \$100 as well as upgrading your Tier 1 Vendor badge to a Tier 2 badge for an additional \$30.

2019 GLRE VENDOR TABLE/BOOTH COSTS	
\$80.00	Cost Per Table/booth on/before March 25, 2019
\$100.00	Cost per Table/booth after March 25, 2019 (Late Registration)
\$100	Booth with additional Badge before 6/25/2019
\$30	Upgrade your Tier 1 Vendor Badge to a Tier 2 Vendor Badge

Payment Terms:

Applications are offered but booth placement is not confirmed until application fee is paid in full.

All applications will be juried at sole discretion of the GLRE staff and selections made based on past history as well as the variety and desirability of products offered.

Acceptance notifications from GLRE will be sent ASAP but we cannot guarantee the timing.

Payment in full is due by March 25, 2019. If payment in full is not received by March 25, 2019, the reservation will be considered late and will be subject to the Late Registration cost.

Payment must be made electronically via our regional website :

<http://events.r20.constantcontact.com/register/event?oeidk=a07efvyv92l9bb82f21&llr=peyjdj7sab>

Submission Instructions:

Application must be emailed to gamerkalafut@gmail.com

To submit by email, please fill in your completed application and make sure it is legible.

Send the application image as an attachment in an email with subject "GLRE 2019 Vendor

Application” to gamerkalafut@gmail.com Confirmation of receipt of your application should occur within 24 hours of it being sent. If not, please contact gamerkalafut@gmail.com. I’d hate for your application to get lost in my spam filter.

Cancellation Policy:

Cancellation by Show Management:

If any exhibitor fails to comply with the payment terms in this application, or fails to adhere to the rules, regulations, or policies in this application, GLRE Event Management reserves the right to cancel exhibit space without refund. GLRE Management also reserves the right to return, with refund, any exhibitor’s application who carries, in the sole discretion of show management, goods inappropriate to, or inconsistent with, the mission of the Mind’s Eye Society.

Cancellation by Exhibitor:

Exhibitors wishing to cancel an exhibit space must provide show management with the request for cancellation in writing. Cancellation of space without, in the sole opinion of GLRE Management, good cause, will cause the forfeiture of all monies previously paid to GLRE and/or Mind’s Eye Society. Deposits and payments are generally nonrefundable.

Show Management may reassign or resell any cancelled space, at its sole discretion, regardless of previously paid exhibit costs.

Signature and Attest to Authority:

I have read the entire GLRE Application Packet, including the Exhibitor Appendix and Code of Conduct, and have the authority to agree on behalf of the exhibiting company, organization, or individuals named above to be bound by the provisions of this application and appendix rules & regulations.

Signature: _____

Title: _____

Company: _____

Date: _____

CHARITY CHAMPIONS

Charity is a big part of the Mind's Eye Society. We strive to be known for our charitable outreach. We have given literally tons of food and gallons of blood to help those in need. In many ways charity is as much a part of our events as the games we play.

How are our charities chosen?

Charities that are near and dear to the hearts of our members are suggested to the coordinators of local domains and chapters as well as coordinators for the events we hold. Some of the charities that are often supported are: women and children's shelters, animal rescues and disease research foundations.

Where do the funds/collected items go?

Funds raised at GLRE will be divided between the MES Scholarship fund and this event's charity partner, Planned Parenthood of Michigan.

One of the leading voices and forces in reproductive healthcare, Planned Parenthood provides a stellar set of services to those most in need. In addition to offering contraception, sex education, and prenatal care, Planned Parenthood also performs wellness exams and cancer screenings. On a national level the organization is also transitioning toward offering comprehensive transgender care.

We are asking that you consider donating a good or service to the event auction so we could use that item to help raise money to support our two charities of choice.

As a Charity Champion, you will receive a Vendor Swag Bag for each day of the event as my way of thanking you for donation. In addition, you will receive recognition in signage at the event and during our auction event.

Electing to become a Charity Champion is optional, however we hope you will join us in helping to raise funds for Planned Parenthood and the MES Scholarship Fund.

If interested, please check the box on the application below to specify you are interested in becoming a Charity Champion.

Thank you!

GLRE 2019 Exhibitor Appendix and Code of Conduct

- All exhibit/booth space is assigned solely by GLRE. While Show Management will attempt to accommodate requests, Show Management reserves the right to modify the floorplan to serve the best interests of the event. Such a modification does not relieve exhibitor of contracted liability. GLRE decisions about exhibitor space assignments are final and binding.
- Sales may take place only within the Vendor Hall area and at designated Vendor locations, unless expressly given permission by the GLRE Vendor team.
- All on site vendors and their representatives must be over 18 years of age or older.
- Other sales are prohibited without the express written consent of show management.
- Each 10'x10' booth space is allotted one eight-foot table and two folding chairs. Special requests may be considered, but may not be possible, or may incur an additional fee.
- Each booth also includes one Tier-one convention vendor badge. Additional badges are available to purchase for a total of \$100 for a booth with 2 badges and a vendor may elect to upgrade their badges with their application. Upgraded badges are subject to a \$30 upcharge.
- Badges will be available for pick-up at Registration. Please wear your badge at all times in a location visible to others.
- GLRE must enforce certain policies, impose rules and regulations, and set standards for exhibitors in order to ensure a safe, equitable, and successful convention.
- GLRE will have volunteers securing only the vendor hall after hours; however, GLRE/Mind's Eye Society is not responsible for property loss. Show Management encourages all exhibitors to take precautions to prevent theft. If an incident occurs, please inform convention staff via the Vendor team immediately.
- Flyer distribution is permitted only within the exhibiting company's assigned space/booth and on designated flyer tables. No material may be posted on convention walls, fixtures, or furniture, including stickers. Violators are responsible for all fees and damages incurred from the removal of such postings. No selling is allowed outside of an exhibitor booth.
- Electing to become a Charity Champion is optional.
- No exhibitor or member of an exhibit may promote, display, or behave in a manner considered offensive to decency or good taste as determined by show management.
- No one will be allowed into the Vendor Hall during closed hours. All needed items and valuables must be taken with the exhibitor before the Vendor Hall closes each evening.
- Booth exhibitors will be allowed into the hall one half hour before the Vendor Hall opens and may stay up to one half hour after it closes.
- GLRE prohibits the sale and/or use of games of chance. Games of chance are defined as games in which a fee is paid for the opportunity to receive an item of interest or value. Games of chance are permitted only as a free promotion or giveaway. Under

state law, raffles are illegal unless they involve an element of skill. Violation of this rule will result in immediate removal from the convention.

- Exhibitors must remain present and open during all exhibit hours, until closing on the final day. Exhibitors conducting an early teardown, without express permission from Show Management, could be fined up to \$200. Should an emergency situation arise, exceptions may be made, but must be brought to the attention of the Show Management and/or the Vendor Lead prior to the exhibitor's departure.
- All exhibitors should have liability insurance. Full insurance should be carried for the entire duration of the show, including setup and teardown. Comprehensive general liability coverage should include premises, operations, and contractual liability coverage. The Vendor acknowledges that White Wolf Game Studios, White Wolf Entertainment, By Night Studios (CCP), The Mind's Eye Society Organization, MES National, and the Crown Plaza do not maintain insurance covering Vendors' property or liability. It is the sole responsibility of the exhibitor to obtain such insurance covering any and all losses by the dealer.
- All exhibit displays should be able to withstand normal contact caused by neighboring exhibitors or attendees. Displays and activities must be confined to the exhibitor's booth, and designed so that they do not block or reduce the flow of traffic. This is a fire and safety consideration that Show Management and the Hotel, as well as the Fire Marshall, will enforce.
- All products and services are subject to the Code of Conduct found within the Mind's Eye Society Membership Handbook.
<https://www.mindseysociety.org/wp-content/uploads/2018/12/MH-Handbook-Q4-2018-Uupdate.pdf>
- All twentieth-century uniforms are prohibited from the convention. Uniforms of those currently on active duty in the military are exempt, assuming they are properly attired.
- No one may carry weapons or realistic weapon replicas. Weapons for sale must be inoperable and/or locked and/or encased and/or have a limited range of motion so that customers cannot access them. Weapons purchased in the Exhibitor area must be safely contained or packaged by the seller in such a manner that all edges are covered securely, and the purchaser must remove purchased weapons from the convention site to a safe location (hotel room or vehicle) at his or her earliest opportunity. Only weapons that are legal to possess in the city of Grand Rapids may be sold or displayed.
- Sale of unlicensed, "bootleg" copyrighted materials, prints, CDs, tapes, or "stripped" books will not be tolerated. A Vendor found selling such items will be asked to stop; if they refuse, their badge(s) will be confiscated and they will be removed from the Vendors' Room without refund.
- All exhibitors and advertisers are obligated to comply with these standards. Failure to comply will result in the refusal of advertising materials, alteration or removal of unacceptable products/activities, or closure of exhibits/displays found to be in noncompliance. In this case, no refunds will be issued for exhibit space or badges.
- Failure to pay booth fees in full by March 25, 2019, will result in the release of your booth space and the forfeiture of your deposit.

- NSF checks will be charged a \$35 processing fee and another form of payment must be used such as a money order, cash or credit card.
- Exhibitors agree that if any default is made in any covenant or agreement contained herein, GLRE at its option, may cease and terminate the contractual relationships. In such an event, the Show Management may resort to legal proceedings to obtain possession of exhibitor's exhibit space.
- GLRE reserves the right to require the alteration or removal of any article or activity brought into the exhibit area that is deemed, in Show Management's sole discretion, to be objectionable in nature or offensive to the average person, and shall not be held liable for loss, damage, or injury resulting from alteration, omission, or rejection of said material. Exhibitors agree to indemnify, defend, and hold harmless GLRE and the Mind's Eye Society and any member of GLRE staff against any and all claim for such loss, damage, or injury.
- Smoking or vaping is prohibited in the Vendors Room, or anywhere else in the Hotel, except in designated smoking areas. All indoor convention space is non-smoking.
- Exhibitors may not booth share without prior consent of Show Management.
- Vendors are not allowed to have any open combustible materials, lit candles or any other fire hazards on, or around, your booth unless the object (such as a soldering iron or glue gun) is in a protective device.
- Vendors are required to have all exposed electrical cords, wiring, or cables secured down to prevent accidents.
- Vendors are prohibited from attaching items to the Vendors' Room walls with anything other than removable tape or removable, non-staining tack. (All decorations, advertisements, shelving, etc must be temporary and cause no permanent damage to the hotel property.)
- Alcohol within meeting space is not allowed. At no time will alcohol be permitted within the Vendors' Hall.
- Outside food and drink. Outside food and drink will only be allowed for vendors in the room. Those coming in to shop will not be allowed to bring food or drink in so as to minimize accidents with product. Water stations will be provided by the hotel around the event meeting space at no charge to our Vendors and other attendees.
- Exhibitors are solely responsible for paying all applicable city, county, state, and federal taxes on sales and promotional activities at GLRE. A copy of the State of Michigan Concessionaire's Sales Tax Return and Payment (Form 2271) will be in your day of Paperwork. Michigan Sales tax is 6%.
- Show management will arrange for personnel to control access to the Exhibit Hall but is not responsible for any injury to exhibitors' agents, servants, employees, or damage to or theft of property from any cause prior to, during, or subsequent to the convention. Exhibitors hereby expressly agree to indemnify and hold harmless GLRE and any staff or volunteer of GLRE against any and all claims for such loss, damage, or injury.
- Exhibitors are required to insure their own exhibits, display materials, merchandise, and personnel. Exhibitors agree to indemnify, defend, and hold harmless GLRE and any GLRE staff or volunteer against any and all claims for loss, damage, or injury associated with exhibitor's vehicles, property, personnel, events, and general conduct at the event.

In the event that GLRE or the owners of the convention site are held liable for reasons caused or aggravated by exhibitor's action or failure to act in any manner whatsoever, said exhibitors shall reimburse the convention and/or the hotel owners for all costs incurred.

- Exhibitors are fully responsible for any loss, damage, or injury to the convention-site owners or personnel, or convention attendees, resulting from exhibitors' displays or actions.
- GLRE reserves the right to cancel arrangements or contracts, or close an exhibit whenever it is deemed necessary for the safety or comfort of convention attendees, whenever the exhibit, activity, or material sold is objectionable or offensive in the opinion of Show Management, and whenever legal conditions, convention policies, or requirements of the hotel so dictate, or whenever portions of the convention site are destroyed or damaged.
- GLRE reserves the right to cancel arrangements, contracts, or exhibits if GLRE fails to take place as scheduled, is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lock out, act of war, act of God, emergency declared by a government agency or Show Management, or for any other reason that terminates this contract. In the event of such termination, exhibitors waive all claims of damages and agree that the sole liability of GLRE shall be the display space rental fee paid, less a pro rata portion of all costs and expenses incurred and committed to by GLRE Show Management.
- Exhibitors will comply with all laws of the United States as well as all applicable state or local ordinances, rules, and requirements of police and fire departments or other authorities of such jurisdictions, will obtain all necessary permits and licenses with respect to their activities, and will not do or suffer to be done anything during the term of this agreement in violation of any such laws, ordinances, rules, or regulations. If the attention of said exhibitors is called to any such violation committed by said exhibitors, or committed by any person employed by or admitted to the premises by said exhibitors, said exhibitors will immediately desist and correct, or cause to be corrected, such violation. Exhibitors agree to indemnify, defend, and hold harmless GLRE from any and all costs, suits, and legal proceedings alleging violations of any such law or regulation.
- All matters and questions not covered by this application and these terms are subject to the decision of GLRE Show Management.
- Exhibitors acknowledge that they have read the preceding terms and conditions, expressly agree to comply with them, and authorize GLRE to enforce them.

Please acknowledge your understanding and acceptance of these rules, the responsibility waiver and disclaimer by signing the attached form. Under no circumstances will a Vendor be allowed to exhibit or sell in the Vendors Room until we have a signed copy of this document on file.

I (We) hereby acknowledge that I (we) the preceding Exhibitor Rules & Regulations and agree to the listed terms for the duration of the MES Great Lake Regional Event (GLRE):

Authorized company agent or executive (Please Print)

Signature

Title

Date

MES GLRE 2019 Vendor Application

Name of Applicant:	
Business/Booth Name:	
Business Address:	
City/State/Zip Code:	
Business Email:	
Business URL:	
Applicant Phone: () –	
Onsite Contact(s):	
Onsite Cell Number(s):	

	Qty	Total \$\$ Amount
Number of Booths/tables: (max 2)		
Number of Badges: (max 3)		
Upgraded Badges to Tier 2		

Total Amount Due: _____

Name on Badge:	MES Number (if applicable):

Please email a completed copy of this packet to gamerkalafut@gmail.com

Description of Merchandise to be sold at booth (check all that apply):

- | | | |
|---|---|---|
| <input type="checkbox"/> Comics | <input type="checkbox"/> Costumes | <input type="checkbox"/> Services |
| <input type="checkbox"/> Gaming Books | <input type="checkbox"/> T-Shirts | <input type="checkbox"/> Weapons |
| <input type="checkbox"/> Non-Gaming Books | <input type="checkbox"/> Movies | <input type="checkbox"/> Cards/CCGs |
| <input type="checkbox"/> Miniatures | <input type="checkbox"/> Dice | <input type="checkbox"/> Collectibles |
| <input type="checkbox"/> Original Art | <input type="checkbox"/> Props/Replicas | <input type="checkbox"/> Services/Other |
| <input type="checkbox"/> Games | <input type="checkbox"/> Toys | (please specify): |

Please describe any services below:

- ☐ I would like to be a Charity Champion and donate an item to the GLRE Charity Auction. I acknowledge that the GLRE Charity Lead will be getting in contact with me to arrange this donation.
- ☐ I give permission to GLRE to add my company's website to social media mentions to promote the event to attendees.