

OTAKUTHON

FESTIVAL D'ANIME 2007 • ANIME CONVENTION 2007



August 5
4 & août

Mascarade
Concert J-Pop
Jeux vidéo
Invités spéciaux
Visionnements d'anime
Place des artistes
Place des vendeurs
Danse J-Rock
Concours AMV
Et plus encore!

Masquerade
J-Pop Concert
Video Gaming
Special Guests
Anime Screenings
Artists' Area
Dealers' Area
J-Rock Dance
AMV Contest
And much more!

Nous sommes à la recherche de volontaires ! Visitez notre site Web afin d'en savoir plus !

*We are looking for volunteers!
Visit our website to find out how you can help!*

otakuthon.com

Information for SPONSORS



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GREETINGS,

Otakuthon 2007 will take place on August 4th and 5th at Concordia University – 1400 and 1455 de Maisonneuve Blvd. W.

This kit is for Dealers (merchants who will sell goods during the convention), Sponsors (organizations or companies that advertise at Otakuthon) and Exhibitors (other organizations or companies who will be at Otakuthon to promote themselves).

The official hotel for the convention is the the Best Western Hotel Europa (1240 Drummond), located less than five minutes from Concordia University. Details are listed in the Introduction (next page).

To participate in this year's event, please return:

- A signed copy of Dealer/Sponsor **contract**
- The **dealer request form**, if you are purchasing a table
- The **sponsorship request form**, if you are purchasing an advertisement
- Your **payment** made payable to **Anik Mishra**

And send it to the following mailing address:

Attn: Promotions
Otaku Anime of Concordia University
Via Concordia Student Union (Room H-711)
1455 de Maisonneuve Blvd.
Montréal, Qc, Canada
H3G 1M8

Please remember to make a table area reservation before mailing your payment to participate in the dealer's area. You may also visit our website for further information such as area maps, driving directions, hotel reservations and the latest news about the convention at www.otakuthon.com.

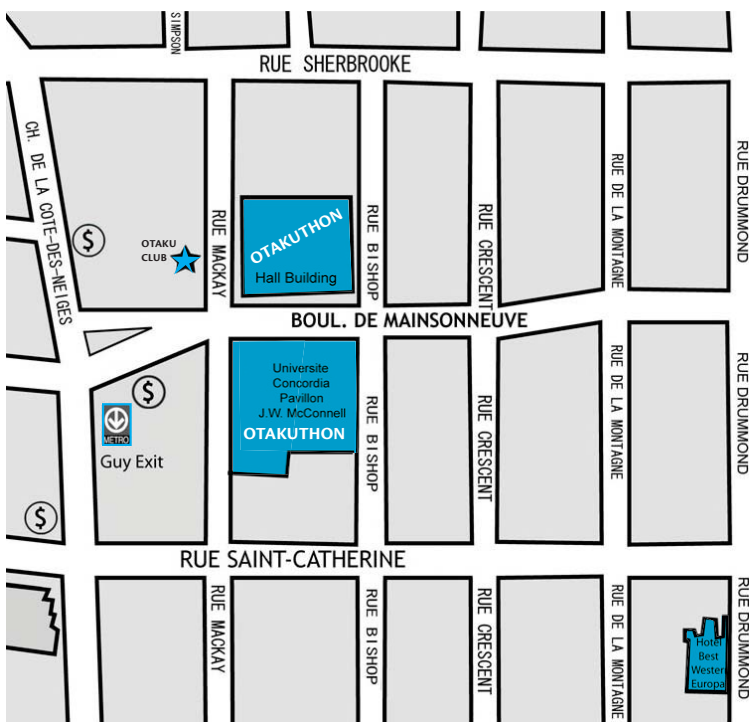
If you have any questions, please feel free to contact me at promotions@otakuthon.com.

Sincerely,

Amy Sok
 Promotions Coordinator,
 Otakuthon 2007

MAP

Otakuthon 2007 sites, Downtown Montreal



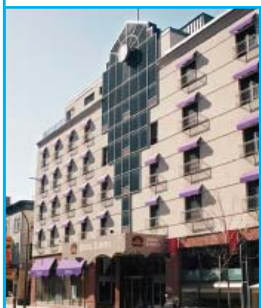


1. INTRODUCTION

Otakuthon is Quebec's largest festival promoting Japanese animation (anime), Japanese graphic novels (manga), related gaming and Japanese pop-culture. Otakuthon 2007 will be held on August 4th and 5th at Concordia University (1400 and 1455 de Maisonneuve Blvd. W.).

Otakuthon 2006 was Quebec's first successful anime convention with approximately 1800 attendants. The convention was free and open to the public, however donations were accepted. This year, due to large increases in the costs of our facilities and to meet higher expectations from the fans, there will be an admission fee of \$15 for pre-registration and \$20 at the door.

OFFICIAL HOTEL OF OTAKUTHON 2007



BEST WESTERN HOTEL EUROPA

1240 Drummond

Room rates are offered for Otakuthon at:

- \$159.00 for one queen bed or
- \$179.00 for two twin beds (single/double occupancy).
- An extra \$15.00 will be added for each additional person.

Reservations are made directly with the hotel by phone 514-866-6492, 1-800-361-3000 or by booking online at <http://www.europahotelmtl.com/>.

In order to receive the discount rate, please use the group code: **OTAKU**.

All rates are in Canadian dollars and all rooms are subject to applicable taxes.

2. SPONSORSHIP INFORMATION

Sponsors are organizations or companies that advertise at Otakuthon. Dealers and Exhibitors are also welcome to sponsor Otakuthon.

All types of sponsorship automatically include a web link in the sponsors section of the Otakuthon website.

2.1.1 AD SUBMISSION GUIDELINES

ADVERTISING RATES

Outside Back Cover - Color	10.5"x8"	\$650
Inside Front Cover - Color	10.5"x8"	\$450
Inside Back Cover - Color	10.5"x8"	\$450
Full Page - B/W	10" x7.5"	\$250
Half Page - B/W	4.75"x7.5"	\$150
Quarter Page - B/W	4.75"x3.75"	\$75

All submissions must be received by May 15th, 2007.

In order to deliver the best quality advertisements as possible, Otakuthon only accepts electronic file submissions. Please also include a printed copy of your advertisement. Advertisements that will be printed in colour must be submitted in colour. Advertisements that will be printed in black and white must be submitted in black and white.

Advertisements can be submitted in the following RGB file types: **PDF-X, TIFF, JPG, PSD.**

All advertisements should have a minimum resolution of 300 DPI and include any non-standard fonts used. File submissions can be sent on optical media (CD-R/ DVD-R) or e-mailed to ads@otakuthon.com if less than 10MB in file size.

2.2 PRIZE DONATIONS

Sponsors may donate merchandise to support Otakuthon's contests and raffle. Otakuthon will place the logos of all companies who donate over \$200 of prizes (MSRP) at the registration desk and the contest room foyer.

2.3 BAG STUFFING

Otakuthon welcomes dealers, sponsors and exhibitors to place additional items in the registration bags. For an item to be accepted, it must add value to the convention's attendees such as sampler CDs/DVDs, bookmarks, stickers, pins, etc... In order to insure that each attendee receives an item, dealers, sponsors or exhibitors should submit 2500 of each piece. Items must be received via mail before July 13th. This is a free service to encourage dealers/sponsors to further promote themselves during the convention. Otakuthon reserves the right to refuse any items that are deemed unacceptable. If in doubt, please contract info@otakuthon.com to clear items in advance.



3. DEALERS INFORMATION

Dealers are merchants who will sell goods during Otakuthon. Due to the unanticipated success of last year's Dealers' Area, we have expanded this year's Dealers' Area to over 300 square meters.

3.1 FACILITIES

The dealers' area is on the first floor of the J.W. McConnell building atrium, conveniently located behind the registration area. Underground parking is available below the dealers' area at the cost of \$5/day.

A limited number of electricity outlets, phone jacks and wired internet connections are available and will be distributed on a first come first served basis. Additional fees may apply. For further information or to request these services please e-mail promotions@otakuthon.com.

3.2 HOURS OF OPERATION

	SATURDAY	SUNDAY
Setup	7:30 AM – 10:00 AM	9:00 AM – 10:00 AM
Open	10:00 AM – 6:00 PM	10:00 AM – 6:00 PM
Tear Down	6:00 PM – 7:00 PM	6:00 PM – 9:00 PM

Dealers should have all their goods in the dealers' area before 9:00 AM to avoid conflict with convention registration.

Dealers may bring in their merchandise on Friday evening from 5:00 PM to 9:00 PM for storage. Professional security will be provided in the dealers' area overnight from Saturday to Sunday morning. Under **no** circumstances will anyone aside from designated security guards be permitted in the dealers area during this time.





3.3 REGISTRATION

3.3.1 RATES

DEALER TABLES

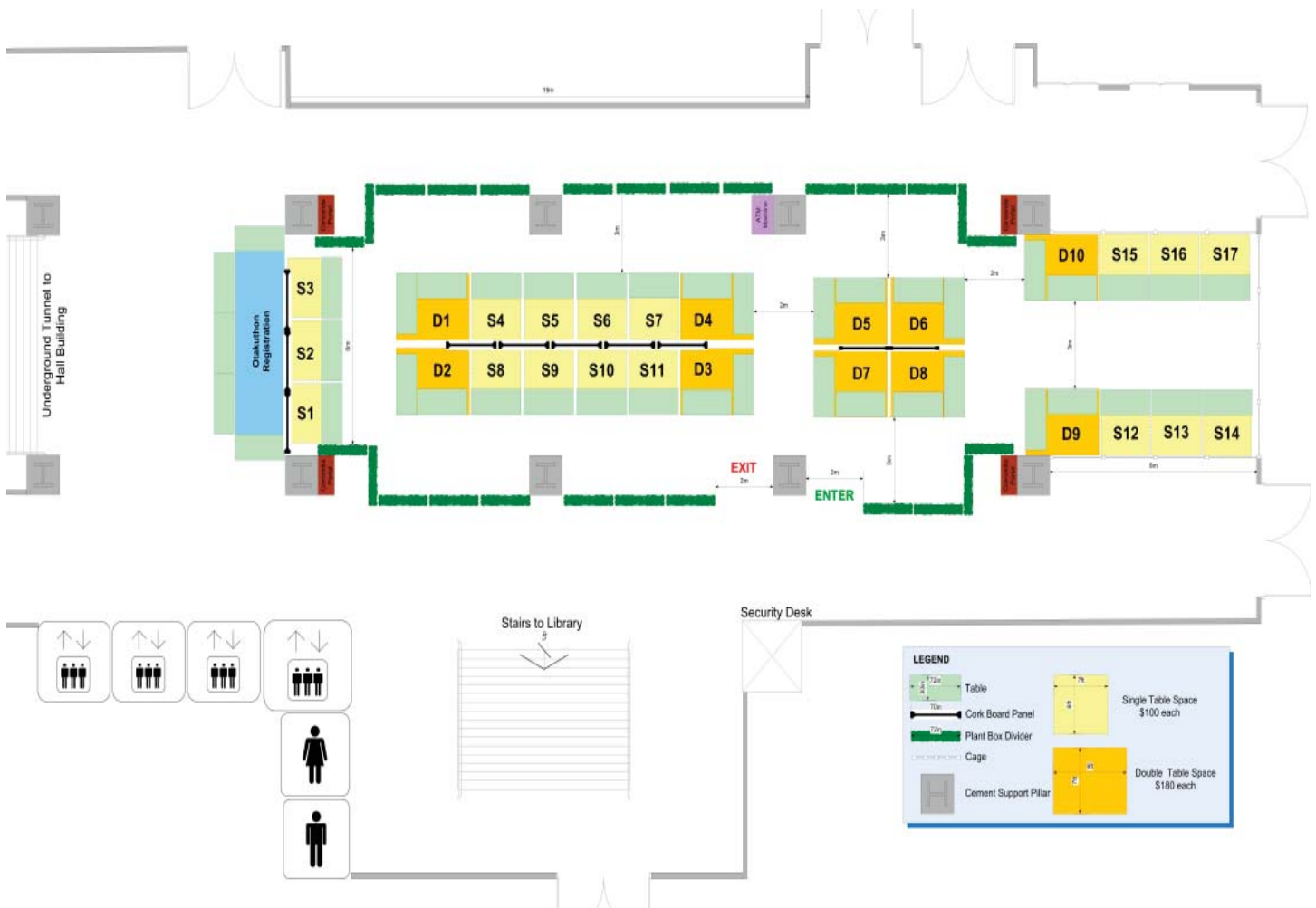
NUMBER OF TABLES	SQUARE FOOTAGE*	RATE
One table	42 sq ft	\$100
Two adjacent tables	63 sq ft	\$180

*Square footage includes tables. Tables are 72" x 30"
 Dealer tables include free dealer membership badges that give access to the dealers' area. All rates are in Canadian dollars.

3.3.2 REFUNDS AND CANCELLATIONS

Dealer area spaces and all items purchased in association with the space are non-refundable however the cash value may be credited for a maximum of one year towards the purchase of a dealer space during Otakuthon 2008. All cancellations must be submitted in writing or via e-mail prior to July 4th, 2007. Any dealer who cancels after July 4th will not be refunded a credit due to the difficulties of reassigning the space.

Any dealer tables that are unclaimed by 11 AM on August 4th may be resold at the sole discretion of Otakuthon's chair, treasurer or promotions coordinator. The Dealer may not hold Otakuthon responsible for any losses due to unclaimed or cancelled tables.





4. EXHIBITOR INFORMATION

Otakuthon provides four exhibitor tables to encourage conventions, other organizations and companies to promote themselves during the convention. Exhibitors are NOT permitted to sell goods or merchandise during the convention; however, they are allowed to distribute free promotional material. Exhibitor tables come with two free membership badges which give access to the convention area.

The exhibitor tables are not sold for cash; they are allocated to companies and organizations that will provide a similar promotional opportunity as an exchange.

Any company or organization that reserves an exhibitor table cannot rent dealer tables.

For more information or to reserve an exhibitor table please e-mail promotions@otakuthon.com.

OTAKUTHON 2006 PROGRAM BOOKLET



CONCORDIA UNIVERSITY FACILITIES



*Photo Credits: IITS Creative Media Services , Minh Doan, Irulanne, Amanda Hoogland & Alex Fong

5. CONTRACT REGULATIONS

In this section, the terms “dealer” and “exhibitor” refer to an organization (and its representatives) which is authorized to sell goods and/or services on convention premises. The term “Otakuthon” refers to the organization hosting the event. The term “convention premises” refers to the site at which the event will take place and where the sale of goods and services will take place.

1. GENERAL RULES AND REGULATIONS

- 1.1. Dealers and Exhibitors must follow all Otakuthon rules and policies while on convention premises.
- 1.2. Otakuthon reserves the right to remove any merchandise, goods, display, or materials provided by a Dealer or Exhibitor that does not conform to Otakuthon’s policies, including but not limited to the policies in this document.

2. INDEMNITY

- 2.1. Dealers and exhibitors are solely and fully responsible for their material, merchandise, promotions, and other property.
- 2.2. Under no circumstance will Otakuthon, Concordia University security, or any facility personnel be held liable for damage, loss, theft, harm, or injury of the dealer, exhibitor or their merchandise. All property of the dealer is understood to remain in dealer’s care, custody and control in transit to, from, and when within the confines of the convention premises.

3. PERMITTED MATERIALS

- 3.1. No weapons that violate Otakuthon’s weapon policy may be sold on convention premises.
- 3.2. No food or beverages may be sold on convention premises.
- 3.3. No “bootleg”, unlicensed, or illegal materials may be sold on convention premises.
- 3.4. “Adult materials” must be hidden and may only be shown and sold to individuals 18 years old or older. A sign indicating that “adult materials” are available may be displayed.
- 3.5. Otakuthon staff and/or Concordia University security reserve the right to deem any merchandise, goods, display or materials as unsafe and have them removed from the premises.
- 3.6. Dealers are responsible for acquiring and paying any licenses and legal permissions to sell their goods and merchandise. The Dealer is responsible for any consequences that occur due to the lack of required licenses or legal permissions.

4. CONDUCT

- 4.1. Exhibitors or Dealers using sound-generating devices or equipment (ex: TVs, radios, CD players, etc.) must keep the volume at a reasonable level. Otakuthon staff and Concordia University security reserves the right to determine which sound devices are at an unreasonable volume level.

- 4.2. No Exhibitor or Dealer may block or interfere with any other Exhibitor or Dealer.

5. SPACE ALLOCATION

- 5.1. Dealer tables will not be allocated or confirmed until a signed contract and payment in full is received.
- 5.2. Otakuthon offers all dealers the opportunity to choose their tables as long as the space is available. If no area of preference is specified, the promotions coordinator will assign a space at random. Otakuthon does not accept responsibility for any damages or losses incurred by the table areas assigned.
- 5.3. Space is assigned based on a first come first served basis.
- 5.4. Dealers area spaces are reserved for ten (10) business days upon confirmation of the request. If payment is not received within 10 business days tables will become available for other dealers to reserve. Otakuthon does not take any responsibility for any losses or damages due to tables being reassigned or late payment arrivals.
- 5.5. Dealers and Exhibitors are responsible for any and all damages to the area, tables, chairs, or panels they are allocated.

6. EVENT PARTICIPATION

- 6.1. Badges given to Dealers or Exhibitors may not be sold, rented, loaned or transferred to any individual who is not assisting or employed by the Dealer or Exhibitor for their business in their designated area.
- 6.2. Hours of operation are subject to change without notice. Otakuthon is not responsible for any losses or damages resulting from changes in hours of operations.
- 6.3. Otakuthon makes no guarantees on the number of attendees or customers during the convention.

7. SPONSORSHIP

- 7.1. Otakuthon does not provide substitutions for web link advertisements and may not be held responsible for any losses or damages incurred due to the lack of a website on the dealer’s or exhibitor’s part.
- 7.2. Otakuthon reserves the right to reject any sponsorship that it deems inappropriate.

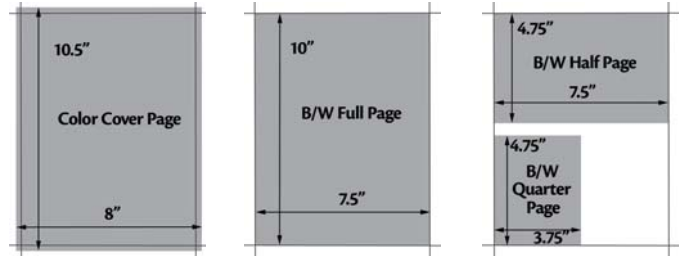
8. CANCELLATION

- 8.1. In the event that the University or any part of the dealers’ area is unavailable for any duration of the convention, whether due to fire, flood, governmental intervention, acts of war, riot or other causes beyond the control of Otakuthon, Otakuthon shall not be liable to indemnify or reimburse the dealer in respect of any damage or loss, direct or indirect, arising as a result of the convention being cancelled.
- 8.2. The above does not limit or subsume the dealer’s responsibilities in relation to municipal, provincial or federal regulation.

SPONSORSHIP REQUEST FORM

PROGRAM BOOKLET ADVERTISING RATES

<input type="checkbox"/> Outside Back Cover - Color	10.5"x 8"	\$650
<input type="checkbox"/> Inside Front Cover - Color	10.5"x 8"	\$450
<input type="checkbox"/> Inside Back Cover - Color	10.5"x 8"	\$450
<input type="checkbox"/> Full Page - B/W	10" x 7.5"	\$250
<input type="checkbox"/> Half Page - B/W	4.75" x 7.5"	\$150
<input type="checkbox"/> Quarter Page - B/W	4.75"x 3.75"	\$75



All program booklet advertisements must be received by May 15th, 2007.

Please read the submission guidelines in section 2.1.1.

ADVERTISEMENT SUBMISSION DETAILS:

RGB FILE TYPE	RESOLUTION (DPI)	FILE SIZE	SUBMISSION METHOD
<input type="checkbox"/> PDF-X	<input type="checkbox"/> 300 <input type="checkbox"/> 400 <input type="checkbox"/> 600 <input type="checkbox"/> 900 <input type="checkbox"/> 1200	MB	<input type="checkbox"/> E-mail <input type="checkbox"/> CD/DVD
<input type="checkbox"/> TIFF	<input type="checkbox"/> 300 <input type="checkbox"/> 400 <input type="checkbox"/> 600 <input type="checkbox"/> 900 <input type="checkbox"/> 1200	MB	<input type="checkbox"/> E-mail <input type="checkbox"/> CD/DVD
<input type="checkbox"/> JPG	<input type="checkbox"/> 300 <input type="checkbox"/> 400 <input type="checkbox"/> 600 <input type="checkbox"/> 900 <input type="checkbox"/> 1200	MB	<input type="checkbox"/> E-mail <input type="checkbox"/> CD/DVD
<input type="checkbox"/> PSD	<input type="checkbox"/> 300 <input type="checkbox"/> 400 <input type="checkbox"/> 600 <input type="checkbox"/> 900 <input type="checkbox"/> 1200	MB	<input type="checkbox"/> E-mail <input type="checkbox"/> CD/DVD

All advertisements should have a minimum resolution of 300 DPI and include any non-standard fonts used. File submissions can be sent on optical media (CD-R/DVD-R) or e-mailed to ads@otakuthon.com if less than 10MB in file size.

PRIZE DONATIONS:

PRIZE DESCRIPTION	QUANTITY	VALUE
1-		\$
2-		\$
3-		\$
4-		\$
5-		\$
6-		\$
7-		\$
8-		\$
9-		\$
10-		\$
11-		\$
12-		\$
13-		\$
14-		\$
15-		\$
16-		\$
TOTAL VALUE OF PRIZES		\$ _____

REGISTRATION BAG STUFFINGS:

DESCRIPTION	QUANTITY

TOTAL SPONSORSHIP AMOUNT:	\$
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DEALER REQUEST FORM

SPACE RESERVATION

Please e-mail promotions@otakuthon.com to reserve your area of preference before sending any payment. It is recommended to submit at least two more alternate areas as a backup in case the area of preference is already taken. Spaces will be reserved for ten (10) business days upon confirmation of space reservation request. If payment is not received within ten (10) business days tables will become available for other dealers to reserve.

Dealer area spaces and all items purchased in association with the space will be distributed on a first come first served basis.

See section 3 for more details.

Select your reserved area(s):

Select	Area	Price	Select	Area	Price
<input type="checkbox"/>	S1	\$100.00	<input type="checkbox"/>	D1	\$180.00
<input type="checkbox"/>	S2	\$100.00	<input type="checkbox"/>	D2	\$180.00
<input type="checkbox"/>	S3	\$100.00	<input type="checkbox"/>	D3	\$180.00
<input type="checkbox"/>	S4	\$100.00	<input type="checkbox"/>	D4	\$180.00
<input type="checkbox"/>	S5	\$100.00	<input type="checkbox"/>	D5	\$180.00
<input type="checkbox"/>	S6	\$100.00	<input type="checkbox"/>	D6	\$180.00
<input type="checkbox"/>	S7	\$100.00	<input type="checkbox"/>	D7	\$180.00
<input type="checkbox"/>	S8	\$100.00	<input type="checkbox"/>	D8	\$180.00
<input type="checkbox"/>	S9	\$100.00	<input type="checkbox"/>	D9	\$180.00
<input type="checkbox"/>	S10	\$100.00	<input type="checkbox"/>	D10	\$180.00
<input type="checkbox"/>	S11	\$100.00			
<input type="checkbox"/>	S12	\$100.00			
<input type="checkbox"/>	S13	\$100.00			
<input type="checkbox"/>	S14	\$100.00			
<input type="checkbox"/>	S15	\$100.00			
<input type="checkbox"/>	S16	\$100.00			
<input type="checkbox"/>	S17	\$100.00			

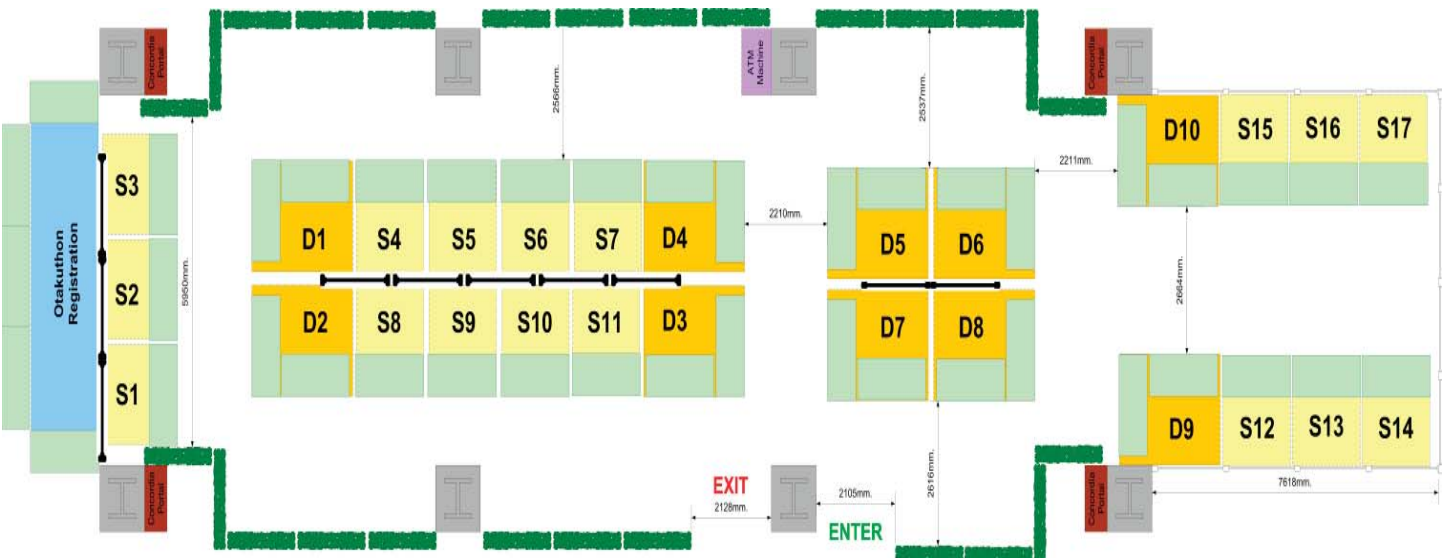
DEALER TABLE OPTIONS	QUANTITY	ADDITIONAL FEE*
Badges required**:		
Chairs required***:		
Electricity outlet:	<input type="checkbox"/> YES <input type="checkbox"/> NO	\$
Phone jack:	<input type="checkbox"/> YES <input type="checkbox"/> NO	\$
Wired internet connection:	<input type="checkbox"/> YES <input type="checkbox"/> NO	\$

*Due to the very limited number of electricity, phone and wired internet connection outlets available in the area, additional fees may apply. If you are interested in booking these services, please contact promotions@otakuthon.com for more information.

**Dealer tables include free dealer badges that give access to the dealers' area. Although there is no limit on the number of badges a dealer can request, these badges are only to be distributed to the dealer and his/her representative(s). Otakuthon reserves the right to deny the number of badges requested if it is unreasonably high with respect to the number of tables purchased.

***A maximum of two (2) chairs may be requested per table.

TOTAL DEALER TABLE AMOUNT: \$



CONTRACT

COMPANY/ORGANIZATION NAME:

CONTACT NAME:

ADDRESS:

CITY:

PROVINCE/STATE:

POSTAL/ZIP CODE:

PHONE:

FAX:

E-MAIL:

() -

() -

WEBSITE:

http://

GRAND TOTAL ENCLOSED:

\$

The Otakuthon committee accepts the following methods of payment:

1. Cheque
2. Money Order
3. Certified/cashier's cheque

Cheques and money orders are payable to **Anik Mishra**. All payments must be made in Canadian dollars. NSF cheques will be subject to a \$30.00 CAD handling fee. For your security Otakuthon does **not** accept cash payments.

This contract, any attached documentation and all convention policies represents the agreement between the undersigned Dealer/Sponsor and the Otakuthon committee for the convention on August 4-5, 2007. All of the information in this contract and any attached documentation is complete and accurate. I have read, understand and agree to the terms of this contract.

The parties confirm their express wish that this agreement and all documents related thereto be drawn up in English.

Les parties confirment leur volonté expresse de voir le présent contrat et tous les documents s'y rattachant être rédigés en anglais.

DEALER/SPONSOR

Name: _____

Title: _____

Date: _____

Signature: _____

OTAKUTHON REPRESENTATIVE

Name: _____

Title: _____

Approved: _____

Signature: _____

Please mail this signed contract and payment (**payable to Anik Mishra**) with the following information (if applicable):

- The dealer request form
- The sponsorship request form
- A printed copy of your advertisement

To the following mailing address:

Attn: Promotions

Otaku Anime of Concordia University

Via Concordia Student Union (Room H-711)

1455 de Maisonneuve Blvd.

Montréal, Qc,

H3G 1M8

Canada

A signed copy of the contract and receipt will be sent upon approval of your request.