

Drumheller



Dinosaur & Comic Expo

2020

Exhibitor Package

Drumheller Badlands Community
Facility

August 15-16, 2020

Show Hours

Saturday 10:00am – 7:00pm

Sunday 11:00am – 5:00pm

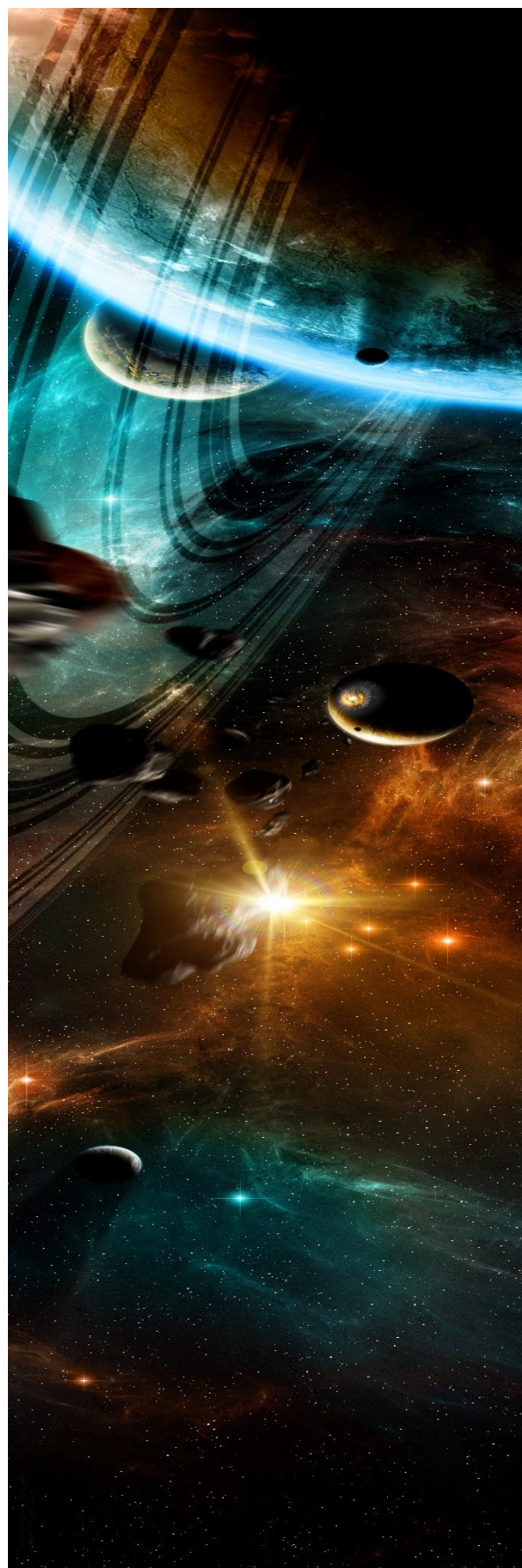
(Time subject to change)

Setup

Saturday 7:00am – 9:45am

Take Down

Sunday 5:00pm- 7:00pm



Science Fiction

Comic Book

Gaming

Anime

Cartoons

Dinosaurs

About us

The Drumheller Dinosaur & Comic Expo is Drumheller's premier comic expo which for 2 days celebrates all things science fiction, comic book, gaming, anime, cartoon, collectible, horror, and dinosaur related.

Drumheller is a place like no other, with a population of over 8,000 people it also attracts thousands of visitors every year. Drumheller is home to the World's Largest Dinosaur, Hoodoos, The Royal Tyrell Museum, Atlas Coal Mine, Dinosaur Fossils, and The Canadian Badlands Passion Play. Drumheller has been featured in movies such as Seventh Son, Superman 1978, Nightbreed, Shanghai Noon, Wild America, Koi...Mil Gaya, and many many more.

Our Goals are to strive toward creating quality events for exhibitors and for fans, our hope is that we will be able to continue improving this event every year so we can share our passion with others.

Who Should Exhibit?

The Drumheller Dino-Expo works to bring in fans of comics, games, sci-fi, anime, cartoons, and dinosaurs into one location. If your interested in reaching this market and expanding your audience then come and showcase yourself with us. On average fans spend between \$100-\$500 at shows over and above tickets, food, and housing. The most popular purchase at conventions is prints, and original art work, followed by clothing, and collectables. We are a great event to promote if you're a:

- **Retailer**
- **Writer**
- **Movie studio**
- **Publisher**
- **Artist**
- **Game Studio**
- **Toy & Collectable Vendor**
- **Prop Studios**

The Venue: Drumheller BCF

The venue location is our local Badlands Community Facility located right down town by the Red Deer River. This venue puts us in the heart of the valley, and provides ample parking for both fans and vendors alike.

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2020 Vendor Space Configuration & Options

A Regular Vendor Space has a 6' foot long table and a 10' by 10' foot area to setup your merchandise in.

Artist Alley Tables have a single 6' foot long table, and Have 5' feet of space behind the table.

End Cap spots are 10' feet wide 20' feet long, and have four 6' foot tables.

Please note that corner spaces may be available if End Cap spots don't sell out. They would have two 6' foot tables, and would be 10' feet wide and long. If you are interested in one of these corner spaces just let us know and you will be contacted if they become available. They would cost \$250 per spot.

All vendor spaces come with 2 badges so that you may always have at least one person present at the booth. You will also get 2 chairs, if you require more we ask that you bring your own.

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Advertising & Sponsorship Opportunities

Reach out to fans coming to the Drumheller Dino-Expo. There are many advertising opportunities available, from simple logo placement, to print ads, all to help send business your way.

Dino-Expo 2020 Survival Guide

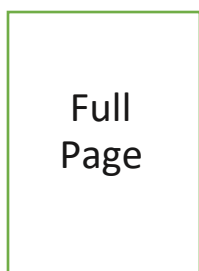
Promote your business in the 2020 survival guide. This full color booklet will be handed out to all attendees upon entry to the venue.

- **600 copies will be printed**
- **The survival guide contains information about the event, schedules, map, special guests, vendors, and more.**
- **Promote a special event or market your retail location.**

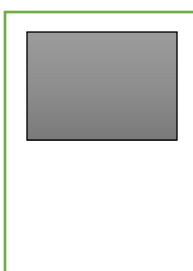
Measurements are in inches and start with the horizontal measurement. Ads must be supplied to Dino-Con@outlook.com as JPG ready artwork at 300 dpi, as a digital file.

(Ad space sizing is not exact)

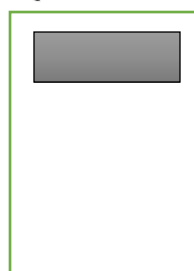
Full 5.5" x 8.5"



Half 5" x 4"



Quarter 5" x 2"



Back Cover: \$300

Inside Front Cover: \$200

Inside Back Cover: \$200

Full Interior Page: \$170

Half Interior page: \$90

Quarter Interior Page: \$50

Survival Guide Deadline June 3rd 2020

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Social media Bundles

Want your business or booth promoted on our social media channels. Try one of our bundles to reach our Facebook and Twitter followers. Bundle options are as follows.

2 FB posts + 2 Tweets - \$50

4 FB posts + 4 Tweets - \$75

6 FB posts + 6 Tweets - \$100

Giveaway Bags

The Drumheller Dino-Expo will be producing 200 giveaway bags to hand out to attendees. This is a great place to have a coupon, flyer, or another promotional item to promote your business or event.

Full color image on one full side of bag \$2,000

Insert item into bag (Item must be approved by Dino-Expo) \$0

Giveaway Bag Deadline June 3rd 2020

Sponsorship

Enhance your company's brand by becoming a sponsor of the Drumheller Dinosaur & Comic Expo. Sponsors receive a wide variety of exposure in electronic and print media. It's a great way to differentiate from the competition. There are a variety of sponsorship opportunities available for you to choose from.

Giveaway Bags	Guest/Volunteer/Exhibitor Lanyards
Event Signage	Special Events
Prizes	Exhibit Space
Costume Contest	Volunteer Shirts
Program Guide	And More!

To book your advertising, sponsorship, or for more information email Dino-Con@outlook.com

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Exhibitor & Vendor Policies

BADGES Badges issued by the Drumheller Dinosaur & Comic Expo must be worn at all times while at the venue, including the move in and move out. Badges must be picked up prior to entering into the venue for move in, and returned after the move out.

RESALE AND TRANSFERENCE Purchasing or procuring more badges than required for the purpose of resale is strictly prohibited by the Drumheller Dinosaur & Comic Expo. Vendors found to be reselling badges risk being removed from the show without the possibility of a refund and being disallowed from exhibiting in future shows.

Onsite Parking All exhibitors must park in designated exhibitor parking area provided by the venue. The Drumheller Dinosaur & Comic Expo will bare no responsibility for any damage done to vehicles at the event.

Vendor Staff All booths and tables must be staffed for all open hours of the show. If your space is found to be unattended for any duration more than 1 hour, the Drumheller Dinosaur & Comic Expo reserves the right to dismantle and store any items in the space. All exhibitor staff working at the Drumheller Dinosaur & Comic Expo must be clean and well kept in their appearance. Failure to comply will result in the staff member being asked to leave the grounds. All exhibitors must use the designated entrances and exits as requested by the Drumheller Dinosaur & Comic Expo.

Choice of Placement The Drumheller Dinosaur & Comic Expo reserves the right to place vendors at their sole discretion dependent on availability and floor plan requirements.

Setup and move out Exhibitors are required to conduct their setup and move out during show approved times only. All exhibitors requiring setup or move out outside of designated times must request permission from the Drumheller Dinosaur & Comic Expo. Early breakdown of any booth or table at the Drumheller Dinosaur & Comic Expo is not allowed without permission from the Expo Manager. Any exhibitor who moves out early without receiving permission may be disallowed from attending or exhibiting at future events.

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Venue Damages The Drumheller Dinosaur & Comic Expo shall bare no responsibility for any damages to the venue caused by the exhibitor. All damages to the venue caused by an exhibitor will be charged back to said exhibitor at cost, plus an administration fee.

Electrical Compliance Use of electrical outlets is restricted to exhibitors who have purchased electrical outlets through the Drumheller Dinosaur & Comic Expo. Unauthorized use of venue electrical outlets is not allowed.

Taxes and Permits Exhibitors are responsible for the collection and payment of GST and any other applicable taxes as required by law. Should the exhibitor require any other permits, clearances, or inspections of any kind, the payment for such actions shall be solely carried by the exhibitor. The Drumheller Dinosaur & Comic Expo will not be held responsible for placement cancellations that are the result of not having valid / appropriate permits, clearances, or inspections.

Exhibit Character All exhibits must be in good taste and be family friendly and non-discriminatory in nature, keeping in the theme and nature of the event. All exhibits must further be non-associative or must not promote any specific religious doctrine. Final determination of what shall qualify shall be made by the Event Manager. All exhibitors are subject to continued assessment throughout the event.

ADULT MERCHANDISE Exhibitors must not at any point sell or openly display any adult oriented material to minors. Any and all adult oriented material **MUST** be held under the table, or if displayed, it must be bagged and/ or covered to ensure that minors cannot see and/or access the material. Any and all adult material depicting nudity of any sort must be covered (blinded). Adult videos and magazines are not allowed to be openly displayed at any time.

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Liability and Security The Drumheller Dinosaur & Comic Expo and any venues hosting any event shall not be held liable for any theft or loss that the exhibitor may incur at any event held by the company. The exhibitor shall be solely responsible for any and all security at their booth or table while onsite. The Exhibitor agrees to protect, keep, and save the Drumheller Dinosaur & Comic Expo, 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 the Drumheller Dinosaur & Comic Expo 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. In the event that the venue 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, labor disputes, riot, or agency which the Drumheller Dinosaur & Comic Expo has no control, or should the Drumheller Dinosaur & Comic Expo decide that because of any such cause it is necessary to cancel, post-pone, or re-site the show, or reduce installation time, exhibit time, or move-out time, the Drumheller Dinosaur & Comic Expo 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. The Drumheller Dinosaur & Comic Expo 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. The foregoing represents the agreement between the Exhibitor and the Drumheller Dinosaur & Comic Expo.

EXCLUSIVES, LOGO AND NAME USAGE Any and all show related exclusive merchandise that bears either the logo or name of; The Drumheller Dinosaur & Comic Expo is strictly unauthorized without prior written permission from the Drumheller Dinosaur & Comic Expo. Unauthorized use of any logo, name, or trademark is not allowed and may result in the Exhibitor being asked to depart the event without refund, as well as possible legal action.

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Exhibitor Weapons and Prop Sales

The Drumheller Dinosaur & Comic Expo maintains very strict standards regarding the handling, selling, displaying, and usage of weapons by vendors and attendees. The following policies have been implemented to ensure attendee safety and to allow us to be able to continue selling weapons and props at the events.

Responsibility and Corrective Procedures

It shall be the vendor's sole responsibility to ensure that all policies pertaining to weapons and weapons sales as posted by the Drumheller Dinosaur & Comic Expo are followed by all attendees and staff at their booth. Any and all violations of the posted policies will be dealt with by the issuance of one warning. If there is a second infringement of the policy, the vendor risks being removed from the show without refund, and being disallowed from exhibiting at future shows of the Drumheller Dinosaur & Comic Expo.

Packaging of Sold Items If an item or weapon is sold to a potential purchaser or attendee, the item or weapon must immediately be placed back into its original packaging and sealed in a manner that would prevent easy access to the sold item while at the venue.

Purchaser/Attendee Un-Packaging All bladed weapons, including knives, axes, swords, katanas, and any other item deemed a weapon or a bladed object, must from the time of purchase be kept in its original packaging by the purchaser. Any purchaser who removes the weapon from its original packaging, does so at the risk of having the item confiscated and/or having their convention pass revoked.

Vendors Responsibility The vendor will be solely responsible to ensure that the purchaser tests the weapon in a safe manner, and that all policies of the Drumheller Dinosaur & Comic Expo are observed and followed at all times.

Sales To Minors At no time is a vendor who is displaying at any event of the Drumheller Dinosaur & Comic Expo allowed to sell any item, prop, or weapon that is classified in this policy to any person(s) who have not reached the legal age of majority within the Province of Alberta. (18 Years of age)

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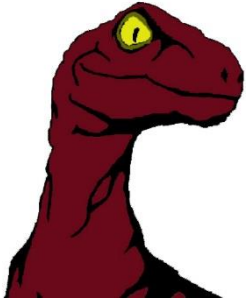
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Exhibitors Form

Send Completed form

By Mail: PO Box 1003, Drumheller Alberta

By Email: Dino-Con@outlook.com



Company Name	
Products Carried	
Contact Name	
Address	
City, Province/State	
Postal Code/Zip Code	
Country	
Phone	
Fax	
Email	
Website	

Regular Space	Available (40)	\$150	X	\$
End Cap Space	Available (4)	\$500	X	\$
Artist Alley Space	Available (45)	\$50	X	\$

Social Media Bundle 2 Posts	Available (100)	\$50	X	\$
Social Media Bundle 4 Posts	Available (100)	\$75	X	\$
Social Media Bundle 6 Posts	Available (100)	\$100	X	\$
Giveaway Bags Full Side Ad	Available (1)	\$4,000	X	\$
Giveaway Bags Side Panel Ad	Available (2)	\$2,000	X	\$
Giveaway Bags Item Insert	limited Available	\$0	X	\$
Program Guide Ad Interior ¼ Page	Unlimited Available	\$50	X	\$
Program Guide Ad Interior ½ Page	Unlimited Available	\$90	X	\$
Program Guide Ad Interior Full Page	Unlimited Available	\$170	X	\$
Program Guide Ad Full Back Cover	Available (1)	\$300	X	\$
Program Guide Ad Inside Back Cover	Available (1)	\$200	X	\$
Program Guide Ad Inside Front Cover	Available (1)	\$200	X	\$
Electrical Outlet	Available (20)	\$50	X	\$

(Please remember to include 5% GST Tax)

Total \$_____ Cash _____ E-Transfer _____

I understand that this is only an application and does not guarantee sponsorship, ad space, or booth space until a confirmation is issued. We will review your application and a representative will contact you. By signing this I agree to all exhibitors and vendor policies.

Authorized Signature

Date