

CaliFur 2017 Dealer's Room

c/o Glen Wooten
Post Office Box 1376
Lemon Grove, CA 91946-1376

Dear Potential Dealer,

CaliFur 2016 is come & gone, and we are now accepting applications for 2017 dealer's room space. We're an established convention, so we're expecting a good turnout. The dates for CaliFur are May 19th to 21st of 2017. We have moved from our home of many years in Irvine – we will now be at the Sheraton Fairplex (in Pomona, right by the fairgrounds, off of the I-10). We will be using both the hotel and the new Conference Centre next to it. You can also get more details by checking out the website at <http://www.califur.com>.

“Why did you move from Irvine?” I liked it – but you have to admit things were starting to get a bit tight for us. I am familiar with the new hotel – it's very nice. All suites, free parking, right off the freeway – but it's in a quiet location. WiFi in the suites (part of our contract). We'll have lots of room to grow (but we'll have the whole conference centre right off, so we won't have any problems with other groups). As opposed to some conventions I've been at, its elevators are FAST. 10 minutes from Ontario airport (or walking distance to Brackett Field, if you can fly into there). We could theoretically take over the entire fairgrounds (now wouldn't THAT be a scary thought)!

Tables are \$135 each (until January 1st, 2017 - \$160 after that) and include one membership per table (\$75 for an additional dealer's assistant membership – we need real names for each membership – if you don't give a real name, we can't accept the application); since table space is limited we are initially limiting space to one table per dealer. At the moment, we are planning on using 6' tables (it all depends on what the hotel has available for us – it will NOT be smaller than 6') with 8' x 8' spaces. If you feel your needs will require an additional table, contact us and we will see if it can be arranged. (NOTE: wall space is at a premium, and cannot be guaranteed).

HEY! Why are your prices higher than <blank> convention? Well, they're still cheaper than a lot of conventions, but let me add this: since we're still planning on having our breakfast buffet on Saturday & Sunday for dealers (which I don't know of any other anthro con doing that for their dealers), the slight increase still doesn't even begin to cover OUR cost from the hotel, so you're still getting a good deal for good food first thing in the morning. At the moment, we're planning on a hot buffet Saturday, continental “plus” on Sunday (although with the new facility, that might change slightly).

If you wish someone to help you at your table but do not want to pay for the extra cost over a regular membership, you can still have anyone you wish behind your table – but they do not get breakfast and they are not allowed in the room before the general public. And you have to sign them up before the deadline – wait till 3 days before the con and ask “What about my assistant”, the answer will be “You don't have one” – we have to plan for the number of people getting breakfast – changing it at the last minute costs us a lot. Sign up (and pay for) your assistant when you sign up for your table.

Is there anything I can't sell in the dealer's room? At the moment, it's only 4 things – prepared food (you have to have a food handler's license for that – as well as the hotel not being too keen on us selling food in their facility – this applies ANYWHERE in our convention space), bootleg videos (videos shall only be allowed where the merchandise has been packaged by an approved license holder for the properties depicted and does not violate the rights of the rights-holder to the properties depicted, including and in respect to copyright and trademark), noisemakers (squeakers, horns, etc... – if it's annoying, please don't bring it – I'm the judge), and “open” scented things (you can sell scented soaps, incense and the like – but they must be in sealed containers, and no “test” samples in the room – buyers must be told to take them to their room before opening them). Violate the rules, and at minimum the items will be gone. And due to complaints we received previously about one dealer who moved several tables to sell in the hallway in the evening, we must prohibit selling in the hallway at night (this does not prevent you from going to the artist lounge, however).

We've Got WiFi! We managed to negotiate a better deal with the hotel this year, so we can offer WiFi (in the dealer's room) to dealers now. It's limited to one connection per dealer, and is non-transferable (try to pass the code on to someone else, and it won't work for them). We MUST have requests in by May 1st so we can get individual codes for each dealer. This is only useable in the conference centre, NOT your hotel room.

A few words about California State Sales Tax laws. All dealers must fill out and sign the attached form BT-410-D Swap Meets, Flea Markets, or Special Events Certification form. On this form please note Section 3. STATUS. If you hold a California State Board of Equalization Seller's Permit, enter your account number in the space provided. If you don't have a Seller's Permit, and aren't selling exempt property (or a service), then you must get a Temporary Seller's Permit from the California Board of Equalization (it's the **LAW**). When you receive your permit number, let us know and we can verify and record it for our records. If we do not have a number on file, we cannot allow you to set up. After the convention, you may be required to file a sales tax return with the forms the BOE will provide you. Additional information and forms may be found at www.boe.ca.gov – the official website of the BOE.

To apply for space at CaliFur, please fill out the enclosed dealer's registration form and your cheque made payable to CaliFur, and send it to the address above (there will be NO online registration). Please note that in order to ensure space, you will need to apply for space early - we expect to sell out fast (payment MUST arrive within 3 days of an online invoice if you want to pay via PayPal, or be included with a mailed application – or you do not have a dealers table – if you don't have money to pay for the table, don't apply until you do). If your application comes after we are full, you will be put on a waiting list. Why do we ask for your date of birth? So you don't get a minor's badge (and make you go through the reg line to get a proper one). If you have questions, you can send them to the address above, or to art-show@sbcglobal.net.

Sincerely,



Glen Wooten
CaliFur 2017 Dealer's Room Director

CaliFur 2017 Dealer's Room Application

Sheraton Fairplex - Pomona, CA

May 19th-21st, 2017

PLEASE PRINT CLEARLY!

This Form Is Fillable

Business Name: _____ CA Reseller's #: _____

Owner's Legal Name: _____ Name On Badge: _____

Street Address: _____

City, State, Zip: _____

Phone Number: _____ E-Mail: _____ DOB: _____

Website: _____

Description of items to be sold: _____

Dealer's Table _____ x \$150 = _____ (one table max - you may request more)

Additional membership _____ x \$75 = _____ (one extra per dealer's table - **MUST** be processed by 5/17/2016)

WiFi Access _____ x \$20 = _____ (one access point per dealer, not table or assistant - not transferable - not purchasable at the con
- **MUST** be requested by 5/1/2017)

TOTAL \$ _____ (please make cheque out to CaliFur - payment **MUST** accompany application)

Payment Enclosed..... **OR**..... I will pay within 3 days of a PayPal request

Do you have any special needs or requests for your table? Position in room, electricity, etc. - we will *try* to comply

Dealer's Assistant Membership

Assistant's Name: _____ Name On Badge: _____

Street Address: _____

City, State, Zip: _____

Phone Number: _____ E-Mail: _____ DOB: _____

Send To:

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