

RINCON '08

tucson's premier gaming convention

Halloween Weekend 2008
(Oct. 31st through Nov. 2nd, 2008)
Tucson Convention Center, Tucson, AZ

EXHIBITOR APPLICATION



Location Information

Tucson Convention Center
260 South Church Avenue
Tucson, AZ 85701.

Hotels

Hotel Arizona
181 W. Broadway Blvd
(520) 624-8711
(800) 845-4596

Hotel Congress
311 E. Congress St
(520) 622-8848
(800) 722-8848



*RinCon '08 is a
Southern Arizona
Gamers Association
(SAGA) event.*

Contact Information

Amy Black, Director of Operations
exhibitors@RinConGames.com

Southern Arizona Gamers Association (SAGA)
8110 S. Houghton Rd, Ste 158-146
Tucson, AZ 85747-4703

<http://SouthernArizonaGamersAssociation.org>

<http://RinConGames.com>

Important Dates

July 31, 2008
End of Priority Rate Booth Pricing
September 15, 2008
Program Book Ad Art Due
October 15, 2008
End of Standard Rate Booth Pricing
October 31, 2008
RinCon '08 Begins (Move In: 10:00 AM)
November 2, 2008
RinCon '08 Ends (Tear Down: 3:00 PM)

Did You Remember To

- Review the Exhibitor Application Terms of Use?
- Sign and date your application form?
- Include payment for the booth space, additional badges for your booth attendees, and/or the electricity fee for your booth?
- Enclose your payment (payable to SAGA)?
- Make your own copy of this application before mailing?
- Mail your application to the SAGA office (address above)?

Please visit <http://RinConGames.com/exhibitor> for updates.



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WELCOME TO RINCON '08!

The entire board of directors for the Southern Arizona Gamers Association (SAGA) wants to extend a warm invitation to exhibit at Tucson's premier gaming convention—RinCon '08.

We appreciate your interest in partnering with SAGA to put on this high caliber event for the Southern Arizona hobby games community. Within this application you will find a brief introduction to RinCon and SAGA, details on operating your booth in the exhibit hall, and everything you need to complete your exhibitor contract. Before completing this application, we urge you to read more details at the official RinCon website (<http://RinConGames.com>) or speak directly with a SAGA representative to answer any questions you might have. Once you have completed your application, please follow the return instructions and mail us your signed application as soon as possible since space is limited to a first come, first serve basis.

Thanks again for your support and we look forward to seeing you at RinCon '08!

ABOUT RINCON

RinCon is Tucson's premier gaming convention that transforms the entire Halloween Weekend (October 31st through November 2nd, 2008) and the Tucson Convention Center into Southern Arizona's best excuse to get your game on!

Join the hundreds of other SAGA members as we descend upon downtown Tucson to celebrate the magic that happens when we combine your favorite holiday and hobby into one special three-day event. RinCon offers a seemingly endless supply of gaming entertainment—everything from board games to card games, family games to party games, and role-playing to miniature games—that should enchant new players while satisfying even the most experienced gamer.

But RinCon is more than just gaming! When the sun sets, you'll discover the rich cultural heritage that only Tucson has to offer this Halloween Weekend. Start with the horror film festival and Masquerade, crescendo into the Zombie Homecoming Party only to reach your climax in a 10,000 person Day of the Dead parade through the streets of downtown in the famous All Souls Procession!

ABOUT SOUTHERN ARIZONA GAMERS ASSOCIATION (SAGA)

SAGA is a non-profit organization whose charter is to promote a culture of family gaming and to foster a closer relationship between the community in Southern Arizona and the hobby games industry. Essentially, SAGA is an event planning organization for people who love to play games. We promote the social and developmental benefits of gaming as well as cultivate future creative talent for the industry. Many SAGA members are published game authors, hobby games industry insiders, working professionals, accomplished students, and distinguished military.

SAGA also works to promote tourism in Southern Arizona by hosting conventions like RinCon and other large social events. SAGA directly hosts some of the largest monthly board gaming and role-playing groups within Southern Arizona and is actively recruiting new members into our community.

HOTELS

Discounted room blocks are being negotiated. Hotel Arizona is conveniently located within walking distance of the convention and provides large modern rooms and amenities. Hotel Congress is listed on the National Historic Register and is where notorious criminal John Dillinger was captured. Tributes to this and other historical events can be found in and around this charming historically preserved hotel. Ask for SAGA's complimentary shuttle service. Check the website for updated information.



EXHIBITOR APPLICATION

LOCATION

RinCon '08 will take place in the Apache through Mohave Rooms of the Tucson Convention Center (TCC). The Exhibitor Hall will be located immediately adjacent to the main gaming halls and directly in front of the main entrance.

The Apache through Mohave Rooms are situated on the concourse level behind the TCC box office where attendees purchase their admission. In order to comply with safety standards, the maximum number of attendees for RinCon '08 shall be capped at 750 people while the number of exhibit booths shall be set at a 20 booth limit. This is a favorable attendee:exhibitor ratio in which to conduct business; however, space is limited and is provided on a first come, first served basis.

BOOTH RATES

Standard booths are 8'x10' and include one classroom style table, two chairs, and pipe and drape surrounding. **Endcaps** are two adjoining standard booths. **Demo tables** used exclusively to illustrate game play within the Gaming Hall may also be reserved (for use even after the Exhibitor Hall is closed). Electricity is not included, but available for an additional fee. We regret that we are unable to accept any booth reservation unless it is processed with a signed contract and payment in full.

Payments arriving ON OR BEFORE July 31, 2008, qualify for the discounted Priority Rate. Payments received ON OR AFTER August 1, 2008, are at the Standard Rate. See application for booth rates.

MEMBERSHIP

Two (2) exhibitor membership badges will be provided with each booth purchase. Additional memberships may be purchased at \$35 per person. Membership grants exhibitors access to all scheduled events at RinCon '08. Note that during setup and tear down, general admission attendees will not be able to enter the Exhibitor Hall. Your staff must have official exhibitor membership badges to access this area during these times.

HOURS

Exhibitors in the Exhibit Hall will be able to set up at 10:00 AM on Friday, October 31st, 2008, with doors opening to the public at 3:00 PM. A one hour break in scheduled programming near the end of each day will motivate attendees to visit your booth. Tear down begins at 3:00 PM, Sunday, November 2nd, 2008.

	Friday	Saturday	Sunday
Exhibitor Hall Setup	10:00 AM	8:00 AM	8:00 AM
Open to Attendees	3:00 PM	9:00 AM	9:00 AM
Exhibitor Hall Closes	7:00 PM (late setup 7 to 10 PM)	6:00 PM	3:00 PM (tear down)

LIAISON

SAGA has appointed **Amy Black**, RinCon '08 Director of Operations and convention veteran, to be your liaison to answer any pressing questions or troubleshoot any problems that may arise before, during, or after the show. Please feel free to contact her anytime with your inquiries at exhibitors@RinConGames.com.



EXHIBITOR APPLICATION

Business Name		
Contact Person	Company Position	
Business Address		
City	State	Zip Code
E-Mail Address	Phone Number	

Provide the names for all badges for booth workers*:

** Two (2) memberships will be provided with each booth purchase. Additional memberships may be purchased at \$35 per person.*

Please describe the nature of your business:

Payments arriving ON OR BEFORE July 31, 2008, qualify for the discounted Priority Rate.
 Payments received ON OR AFTER August 1, 2008, are at the Standard Rate.

Booth Type	Priority Rate <i>(ends July 31)</i>	Standard Rate	Amount
Standard	\$100	\$150	<input style="width: 50px;" type="text"/>
Endcap	\$250	\$350	<input style="width: 50px;" type="text"/>
Demo Table	\$50	\$100	<input style="width: 50px;" type="text"/>

Additional Fees	Rate	Amount
Electricity/Power	\$50	<input style="width: 50px;" type="text"/>
Additional Exhibitor Hall Membership Badge	\$35	<input style="width: 50px;" type="text"/>

FOR OFFICE USE ONLY

TOTAL DUE \$

DATE REC'D	REC'D BY	SPECIAL NEEDS
<input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>	
PAYMENT REC'D	BOOTH NUMBER	
<input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>	



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TERMS OF USE AGREEMENT

This is an agreement between the Southern Arizona Gamers Association, a 501-c (3) corporation with offices at 8110 S. Houghton Rd, Ste 158-146, Tucson AZ 85747-4703 (SAGA), and the undersigned exhibitor (exhibitor).

Whereas, SAGA desires to develop a convention for the hobby games community (RinCon); and whereas, exhibitor desires to retain the services of SAGA to develop an exhibitor hall during RinCon to display product for educational, entertainment and commercial purposes.

Now, therefore, in consideration of the conditions set forth herein, both parties agree as follows:

SAGA OBLIGATIONS

- 1. VENUE.** SAGA shall organize RinCon as a three-day gaming convention during the Halloween Weekend, October 31st through November 2nd, 2008 at the Tucson Convention Center (TCC), barring any unforeseen acts of god which prevent the venue from being available. SAGA, being a professional event planning organization, chose TCC for the many amenities it offers; these include but are not limited to: central location, convenient transportation options, adjacent hotel availability, downtown shops and attractions, and professional facility management.
- 2. EXHIBITOR HALL.** SAGA shall provide an exhibitor hall at RinCon wherein exhibitors may conduct business. Exhibitor shall be granted an exhibitor booth as described above in the exhibitor application. Exhibitor booth assignment and details are the sole responsibility of SAGA's Director of Operations who will work diligently to provide a space suitable for both RinCon and exhibitor's needs.
- 3. SALE OF GOODS.** SAGA shall provide exhibitor hours that are reasonable in length for exhibitor to conduct business. To facilitate sales within the exhibitor hall, SAGA shall also A) provide scheduled breaks in programming so that RinCon attendees have full access to the exhibitor hall, B) provide financial incentives in the form of RinCoins which exhibitors may redeem with SAGA's Director of Finance for full cash equivalent value at the close of RinCon, and C) create exclusivity of sales for certain exhibitor product. This exclusivity clause is provided so that exhibitors who are the original manufacturers or publishers of product do not have to compete with other exhibitors for sales of their product. SAGA's Director of Operations reserves the right to grant exclusivity of sales to non-publishing exhibitors only when express written permission of the publisher is provided.
- 4. MARKETING.** SAGA shall reasonably promote RinCon and exhibitors prior to the start of the convention. This marketing effort shall include but not be limited to: distribution of marketing material at all SAGA functions prior to RinCon, cross-promote with other local businesses, provide press releases to appropriate media outlets, list RinCon through the TCC ticket box office and TicketMaster, create a functional website and marketing podcast to attract attendance, and listing RinCon with national and local convention registries.
- 5. ACCESS.** SAGA shall provide each exhibitor with two (2) exhibitor membership badges plus any additional exhibitor membership badges requested in the exhibitor application above. Membership grants exhibitor access to all scheduled programming at RinCon. Only exhibitors clearly wearing their exhibitor membership badges shall be granted access to the exhibitor hall during setup and teardown.

EXHIBITOR OBLIGATIONS

- 6. PAYMENT.** Exhibitor shall provide payment to SAGA in full according to the fee schedule described above in the attached exhibitor application. Payments received by July 31st, 2008, qualify for the discounted Priority Rate. Payments received on or after August 1st, 2008, are considered Standard Rate. Exhibitors have until September 15th, 2008, to make all payments; after this date, SAGA reserves the right to deny any exhibitor application. Space in the exhibitor hall is limited and is provided to exhibitor on a first come, first served basis.
- 7. CANCELLATION.** Exhibitor has the right to cancel this agreement and receive a full refund only if written notification of such cancellation is received by SAGA's Director of Operations on or before October 1st, 2008. Exhibitors wishing to cancel their exhibitor booth reservation on or after October 2nd, 2008, will result in the forfeiture of all monies previously paid to SAGA. Exhibit space costs will not be refunded. No exceptions to this cancellation condition shall be granted.
- 8. RESPONSIBILITY.** Exhibitor shall be solely responsible for the operation and condition of their exhibitor booth during RinCon. Exhibitor will conduct themselves in a professional manner consistent with ethical standards for business. SAGA shall take reasonable security precautions to limit access to the exhibitor hall when RinCon is closed; however, exhibitor agrees that SAGA, its director and staff, shall not be responsible for any items lost, damaged, destroyed or stolen during RinCon. Further, exhibitors are solely responsible for paying all applicable federal, state and city taxes on sales and promotional activities at RinCon. Exhibitor also agrees that the rights granted in this agreement may not be sold, sublet or otherwise transferred to any third party. This responsibility condition is included to preserve a high quality and professional environment for all the other exhibitors, attendees and SAGA staff.
- 9. EXHIBITOR HOURS.** Exhibitor is granted the right to conduct business during the hours described above in the exhibitor application. This right may not be conveyed or transferred to exhibitor outside of exhibitor hours or to any RinCon attendee for any reason. Further, exhibitor setup and teardown shall only occur during the times described above in the exhibitor application. SAGA's Director of Operations reserves the right to limit exhibitor access during setup and teardown to control traffic and maintain the safety of attendees and the security of the facility.
- 10. LEGAL COMPLIANCE.** Exhibitor shall comply with all applicable laws and regulations for the United States of America, the State of Arizona, the City of Tucson, the Tucson Convention Center, and SAGA. This also requires exhibitor to advertise, broadcast, present and sell merchandise or intellectual property consistent with all US copyright and trademark agreements. Exhibitors in violation of this legal compliance condition will be asked to stop all illegal activity immediately. SAGA reserves the right to ask those exhibitors who are in violation of this condition to vacate RinCon at the forfeiture of all monies previously paid to SAGA.

This exhibitor application and terms of use agreement represent the full agreement between SAGA and exhibitor and shall supersede any previous agreement, written or verbal, between the parties. Modifications to this agreement must be approved by both parties and completed in writing by October 15th, 2008.

Exhibitor Signature

Date Signed

SAGA, Director of Operations Signature

Date Signed

Mail your payment along with pages 4 and 5 of this application to:
Southern Arizona Gamers Association (SAGA)
8110 S. Houghton Rd, Ste 158-146
Tucson, AZ 85747-4703

