



November 6-8, 2009 – Eisenhower Hotels, Conference Center & Resort – Gettysburg, PA

Dear Exhibitor,

June 28, 2009

Last year, **FALL IN!**TM had more exhibitors than in the past few years, to those who attended, thank you! This year we hope to see additional growth in the number of convention attendees. We are using several new advertising vehicles to get the word out and hope to see a record turnout in attendance. Don't miss out, sign up early! Remember this is the ONLY **HMGS**TM convention with a large enough exhibitor hall to offer FREE demonstration tables. They provide an excellent way to attract people to your booth, show off great terrain and miniatures, and teach people your rules!

Exhibitors are the main reason hobbyists attend our conventions each year, and we value your input on improving attendance. While we cannot make all suggestions a reality, we will at least consider any reasonable request, and certainly will refer it to the Board of Directors for consideration. We are especially interested in working with you on better ways to promote **FALL IN!**TM, with consideration to our limited budget. Remember, the surest road to success is to work together and the easiest way to fail is to not communicate.

FALL IN!TM is the largest fall miniatures gaming convention in North America with 1800-2000 total attendees. It is positioned to take advantage of Christmas shopping and is an ideal convention to show your products to a large same-hobby crowd. **FALL IN!**TM offers a large exhibitor hall and can accommodate more exhibitors than other **HMGS**TM conventions for a fraction of the table cost. For those exhibitors unable to obtain space at the other **HMGS**TM conventions this is your opportunity to expose your products to gamers.

FALL IN!TM once again offers free demonstration tables providing a superb ability to draw gamers to your booth and promote your products. We will list your demonstration game(s) in the on-site program and on the website helping to attract gamers to your booth. **FALL IN!**TM is the only **HMGS**TM convention offering this service, make the most of it! Simply request the demonstration tables on the application and contact the *Events Manager* – James Mattes – events@fall-in.org – with the demonstration information.

Starting with 2007, the new Convention Committee is trying a few things to help increase attendance growth (We'll be counting on you for feedback!):

- Convention Updates have been added to the HMGS East newsletter, and in the convention programs for **COLD WARS**TM and **HISTORICON**TM, to keep hobbyists thinking about **FALL IN!**TM all year, so they can plan accordingly
- 8,000 **FALL IN!**TM convention mailers will be mailed out by late-August, and placed in local hobby stores
- Banner ads will be running on www.theminaturespage.com for six months prior to **FALL IN!**TM
- Ads have been distributed to various historical events and free publications to expose the convention to gamers not familiar with **HMGS**TM conventions

Speaking of the convention mailer – which is mailed by late-August to over 7,000 hobbyists, with 1,000 sent to 50 area hobby shops – exhibitors now have the opportunity to purchase ads in the mailer. Having an ad in the convention mailer ensures that your product(s) will be advertised to more attendees than will be at **FALL IN!**TM **2009**, so consider purchasing a mailer ad!

As a final service, we will list all Exhibitors on the **FALL IN!**TM website once payment is confirmed.

This package contains everything you need to reserve your space at **FALL IN!**TM **2009**. If you have any questions, feel free to contact the *Exhibitor Managers* – Neal Schlaffer & Mike Betz – exhibitors@fall-in.org – Neal at 410-272-5278 (Cell 410-459-1320) (weeknights 4-9:30 PM only, or weekends) OR Mike at 856-546-1814 (after 8 PM). They will be happy to assist you with all your exhibitor concerns.

Reserve your place at **FALL IN!** **2009** – *Great Games. Good Times. Gettysburg* – see you there!

Andy Turlington – *Convention Director*
director@fall-in.org



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EXHIBITOR APPLICATION FORM

DIRECTIONS

1. Fill out Exhibitor Application Form completely (please print unless otherwise noted) and also the Exhibitor Advertisement Form, if applicable.
2. Keep a copy of all forms for your records, and mail the original completed forms along with full payments to: Neal Schlaffer – FALL IN! Exhibitor Manager, 406 Devonshire Court, Aberdeen, MD 21001-1948.
3. See the **TERMS AND CONDITIONS** that are attached herein for full details, but the following has also been reprinted here:
 - Tables are 6' x 30" with approximately 3-1/2' behind table.
 - Cost per table is **\$90.00**. Tables will **NOT** be assigned without full payment for all items. Make checks payable to: **HMG East**
 - To be considered for tables your application and payment must be post marked by **September 30, 2009**; after that date we will be working on a first come, first served basis
 - Initial confirmations will go out after **October 12, 2009** either by First Class mail or email
 - All requests for electric and phone connections must be made directly with the Allstar Events Complex using the form enclosed in this packet
 - Increase table traffic: Sponsor games/demos; provide prizes for Convention Committee to award (deliver these to staff upon check-in at Allstar Events Complex)

Exhibitor (*Please Print Legibly*):

Contact Name:

Address:

City: _____ State: _____ Country: _____ Zip/Postal Code: _____

Phone: _____ Cell: _____ Fax: _____

Email: _____ Web Site: _____

Please **clearly print** all products or services you will have available for sale at **FALL IN!™** for the program. Please let us know if you will be selling a new product at the convention.

Manufacturer of:

Distributor of:

Retailer of:

PLEASE READ THE ATTACHED TERMS AND CONDITIONS

If you have questions about the exhibiting your products at FALL IN!TM, contact:
Neal Schlaffer at 410-272-5278 (Cell 410-459-1320) (weeknights 4-9:30 PM, or weekends) OR Mike Betz
at 856-546-1814 (after 8 PM) or Email: exhibitors@fall-in.org

APPLICATION

Fill out the following, with total at end.

- 1. I am requesting _____ tables @ \$ 90.00 per table. *All checks written on foreign bank accounts must include a \$25.00 Bank Processing fee.* Please include a copy of business license, this is a legal requirement.
- 2. I am requesting _____ 6' spaces only @ \$ 90.00 per space. *All checks written on foreign bank accounts must include a \$25.00 Bank Processing fee.* Please include a copy of business license, this is a legal requirement.
- 3. I am requesting _____ 6' x 5' demonstration tables. The first 6' x 5' table is complementary, each additional 6' x 5' table @ \$15.00. *Demonstration tables will be placed as close as possible to your booth. Tables must be used for demonstration gaming only, preferably scheduled in the on-site program, and must remain set-up and on-display for the duration of the convention. Demonstration tables may NOT be used to extend merchandise/sales space.*

- 4. Any specific requests about booth configuration?
Use space to the right to draw booth configuration

- 5. I have requested an **electric** connection for my booth and I will/have mail(ed) **the enclosed Electric and Rental Request form along with payment to the ALL STAR Events Complex. See sheet for fees.**
- 6. I have requested an **telephone** connection for my booth and I will/have mail(ed) **the enclosed Electric and Rental Request form along with payment to the ALL STAR Events Complex. See sheet for fees.**
- 7. Badge Requests: First table allows 2 badges, 1 additional badge per 2 tables purchased thereafter. Print full name of all those handling sales, involved with setup or takedown at the show (Note: these people **MUST** be either handling sales or help with setup/takedown, and will be tracked; exceptions must be approved by Exhibitor Managers.) There is a charge for badges over table limit (see below).

- 1) _____ 2) _____
- 3) _____
- 4) _____ 5) _____
- 6) _____
- 7) _____ 8) _____
- 9) _____

- 8. Please list names of all children age of 14 or under who will have access to your space (these are free; do not count in above).

- 1) _____ 2) _____
- 3) _____

- 9. Additional Badge: I am requesting _____ additional badges @ \$30 per badge over table limit (see above). Print full name below.

- 1) _____ 2) _____
- 3) _____

- 10. I want the following ad space in the color brochure _____ @ \$ _____. (See Advertisement Form).
- 11. I want the following ad space in the program book _____ @ \$ _____. (See Advertisement Form).
- 12. I want to become a member of HMGS East or renew @ \$20.00 per person, # of membership(s) _____.

13. Name(s):

[Send in separate sheet of paper with full addresses of each person if they are new members or have moved in the last year.]

Total Due From Above = \$ _____

I have read the **TERMS AND CONDITIONS** of this agreement 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, including the **TERMS AND CONDITIONS**, as though repeated herein in full, preceding the signature of the undersigned. I agree that a signed faxed copy of this form shall be deemed to be binding and shall carry the same force and effect as an original mutually signed copy. Undersigned commits to HMGS-East all fees, based on the schedules herein, for products ordered herein, which are non-transferable and non-refundable except as provided in the **TERMS AND CONDITIONS** attached hereto.

Authorized Signature: _____ **Date:** _____

Name (print): _____ **Title:** _____



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TERMS AND CONDITIONS

The following **TERMS AND CONDITIONS** contains important information that has changed from previous HMGS-East applications. Please read carefully.

I - APPLICATION

1. HMGS-East reserves the right to reject any Exhibitor application, for any reason, as it sees fit.
2. To be considered for tables your application/forms and payment must be post marked by **September 30, 2009**. After the date mentioned, we will be working on a first come, first served basis.
3. Full payment for tables/ads/membership and a copy of your business license **MUST** accompany your completed and signed Exhibitor Application Form(s). Tables will **NOT** be assigned without full payment for all items.
4. For returning exhibitors (i.e., those who attended FALL IN!™ 2008): When your completed application has been received with payment in full, the Exhibitor Managers will make every effort to ensure that you are placed in the same location as in 2008. In the unlikely event that the Exhibitor Managers cannot do so, they will call you to discuss alternative locations.

II - FEES AND SPECIFICATIONS

1. Tables are 6' x 30" with approximately 3-1/2' behind table. Rental fee for each table is **\$90.00**.
2. Make checks payable to: **HMGS-EAST**. All checks written on foreign bank accounts must include a **\$25.00** Bank Processing Fee. There will be a **\$35.00** charge for checks returned for insufficient funds, and a Bank Check or Money Order will be required to replace any returned check.
3. First table allows 2 free Exhibitor badges; 1 additional badge for every 2 tables purchased thereafter. Print full name of those handling sales at the convention (Note: these people must be either handling sales or helping with setup/takedown, and will be tracked; exceptions must be approved by the Exhibitor Managers). There is a charge of **\$30** for all badges over table limit. If Exhibitor or their staff wishes to pre-register games, go to www.fall-in.org website after Mid-September for a list of games in the Preliminary Event List (PEL), then email **registration@fall-in.org** with games you desire, and note you are an Exhibitor.
4. Rental fees are refundable, less a 50% cancellation charge, provided HMGS-East receives written notice of intent to cancel no less than thirty (30) days prior to start of show. Rental fees are not refundable under any other circumstances.
5. Initial exhibit space assignments will be confirmed by **October 12, 2009**, either by First Class mail or email, only when HMGS-East receives full payment and the completed and signed Exhibitor Application Form.
6. Exhibit space will be assigned as detailed by HMGS-East Convention Management and according to preferences indicated on each application on their application, if possible. HMGS-East decisions as to Exhibitor space assignments shall be final and binding.
7. Exhibitors may begin setting up in Allstar Events Complex on Thursday from 1 PM - 10 PM. Exhibitors arriving after 8:30 PM should plan on unloading only (no setup until following day). Friday set up will be from 9 AM until 11:30 AM. Prior to setup all Exhibitors must check-in at the Allstar Events Complex at the Exhibitor Managers table next to the main public entrance. Staff will present you with your Exhibitor's Packet and escort you to your space, which will be marked for easy identification.
8. Exhibitor must move into assigned space 30 minutes before opening of Allstar Events Complex to public. In the event Exhibitor fails to occupy space, HMGS-East has right to use said unoccupied space to suit its own convenience, including renting said space to another Exhibitor, without rebate or allowance due to defaulting Exhibitor.
9. Hours of operation (for public) are Friday Noon - 6 PM, Saturday 9 AM - 6 PM, and Sunday 9 AM - Noon.
10. Exhibitor may not begin dismantling or packing any table or display before the official close of the Allstar Events Complex at Noon Sunday. Dismantling or packing prior to that time will result in forfeiture of any Priority, and possibly rejection of application to future HMGS-East shows.

III - VENUE SERVICES AND FEES

1. Exhibitors using displays are responsible for all arrangements; assembly/shipping, fees, etc. All Exhibitor shipments must be addressed to: Allstar Events Complex, 2638 Emmitsburg Road, Gettysburg, PA 17325.
2. The Allstar Events Complex will accept shipments of materials. All packages must be labeled with: 1) HMGS FALL IN!; 2) name of person who is to receive the package(s); 3) dates of function; 4) "Hold For Arrival".
3. Exhibitors must schedule deliveries with the Allstar Events Complex one week in advance with a credit card for payment of service.
4. The Allstar Events Complex will apply a receiving charge for the receiving and handling of packages shipped to the Allstar Events Complex. The Allstar Events Complex will receive packages through Common Carrier with a receiving charge of **\$10.00** per package shipped and received. Letters and parcels weighing one pound or less are received free of charge. When sending packages via Freight Carrier, the Allstar Events Complex will receive packages at a charge of **\$30.00** per hundredweight (one hundred pounds) provided that advance notice of one (1) week is given prior to delivery. Applicable labor charges will also be applied for special deliveries and send-outs. The Allstar Events Complex does NOT have a forklift or a receiving dock. All packages must arrive on a truck with a lift gate as packages are received at surface level. Any cargo that cannot be lifted off truck or lift gate will be charged **\$100.00** per hour for use of Kubota (1 hour minimum).

IV - LIMITATIONS

1. Exhibitor, Exhibitor's agents, servants or employees may not sell in the Flea Market. Exhibitor agrees that by doing so will immediately cause removal from the convention without a refund, and will result in forfeiture of any Priority, and possibly rejection of application to future HMGS-East conventions.
2. Exhibitor may not sublet or assign any portion of their space without prior consent of HMGS-East.
3. The sale of weapons (real or fake) is expressly forbidden.

V - OPERATION

1. No displays may be set-up in aisles or fire exits, or to be placed in such fashion as to block the flow of traffic. Likewise, Exhibitor may not sell merchandise from boxes under or around their tables (i.e., floor space) that block aisles. Note that the area around your table spaces will be clearly marked and all displays (spin racks, blister racks, etc.) MAY NOT go out of that area. You can, however, sell from under the table inside your booth area.
2. Exhibitors may only post and distribute promotional materials from within their paid space, and such material, in the opinion of Convention Management, must be in good taste. No promotional materials may be affixed to any venue site building(s).
3. Exhibitor may not engage in activities or promotional activities that pose any potential injury to participants, bystanders, or fellow exhibitors. Exhibitor may not block aisle-ways. If it is Exhibitor's intent to draw a crowd or form a line, provision must be made for that crowd or line to be able to stand within the confines of exhibitor's rented space, not in the surrounding aisle-ways, unless specifically arranged in advance with HMGS-East.
4. Exhibitor agrees to participate in all promotional programs outlined by FALL IN!TM (i.e., distribute promotional flyers provided by the convention management, and add a link to FALL IN!TM from Exhibitor's company web sites, etc.)

VI - SECURITY AND LIABILITY

1. Exhibitor is solely responsible for payment of any applicable sales tax or other applicable state/federal taxes on transactions.
2. Exhibitor is solely responsible for complying with all laws of United States, all applicable state/local ordinances, rule or requirements of police and fire departments, or other authorities of such jurisdictions, will obtain all necessary permits and licenses with respect to its activities. Exhibitor agrees to indemnify, defend, and hold HMGS-East™ harmless from any and all costs, suits, and legal proceedings alleging violations of any such law or regulation.
3. Exhibitor is liable to the convention services and/or rental firm for any and all damage, from whatever cause, to rented or leased table equipment and shall indemnify, defend, or hold harmless HMGS-East against any and all claims or suits for such damage.
4. HMGS-East will arrange personnel to control access to Allstar Events Complex, but is not responsible for any damage or injury to Exhibitor's agents, servants, employees or property from any cause prior to, during or subsequent to show. Exhibitor agrees to indemnify and hold harmless HMGS-East against any and all claims or suits for such loss, damage or injury.
5. HMGS-East reserves the right to cancel reservations or close a table if at any time it deems necessary or advisable for safety or comfort of attendees, when in its sole judgment it deems an Exhibitor's activity to be of an objectionable nature or offensive to the average person attending, or when legal conditions, convention policies, or site/venue requirements make such action necessary. Exhibitor waives any/all claims for damages, and agrees that the sole liability of HMGS-East shall be to return to the Exhibitor any reservation fee paid, less a pro rata portion of costs incurred and committed by HMGS-East to the show.
6. Use of any product by any exhibitor, employee, or agent thereof containing the FALL IN!™ or HMGS-East trademark, the FALL IN!™ or HMGS-East logotype, or other trademarks owned by the Historical Miniatures Gaming Society – East (HMGS-East) is prohibited without the express written permission of HMGS-East. Exhibitor agrees that if any materials making such unauthorized use appear at the convention, HMGS-East shall have the right to take possession of and destroy all such materials, as well as to pursue other available legal remedies.



ELECTRIC & TELEPHONE RENTAL FORM

SHOW: HMGS

SHOW DATE: November 5—8, 2009

CRITERIA

DESCRIPTION	QUANTITY NEEDED	EARLY PRICE	STANDARD PRICE	TOTAL COST
110 VOLTS				
500 watts (1 plug)		No Charge	No Charge	
1000 watts (2 plugs)		No Charge	No Charge	
SPECIAL ITEMS				
Telephone Line			\$195.00	
Extension Cord (Single Duplex)		\$5.00	\$7.00	
TOTAL DUE				

Stated is the voltage required for each outlet. Alternating current only. Please indicate amps per phase leg, voltage, and number of phases required. Prices quoted include standard equipment, labor, and 6% PA. sales tax. All pricing is subject to change without notice.

All extension cords shall be 3-wire (with ground) and not longer than 25 feet. Cable must be long enough for load and have a grounded plug.

Allstar Events Complex cannot be held responsible for any damages to the exhibitor's equipment due to fluctuating voltages in the complex. Service will be supplied to equipment in the most convenient manner. Each outlet supplied has a standard three-pronged receptacle. It shall be the responsibility of the exhibitor to supply any adapters deemed necessary. Each motor of 3 HP or more must be equipped with a fusible switch.

REQUESTS for Electric must be received by mail, fax, or phone before Show Date.

REQUESTS for Telephone Line must be received at least 14 days prior to Show Date.

PAYMENT IS NOT REQUIRED WITH REQUEST

REMIT TO:

Allstar Events Complex
 2638 Emmitsburg Road, Gettysburg, PA 17325
 Phone: (717) 334-6363 Fax: (717) 334-8503

Date Submitted : _____ Booth#: _____

Business: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Check _____ M/C _____ Visa _____ Amex _____ D/C _____

Credit Card #: _____

Expiration Date: _____ 3-Digit Security Code: _____

Cardholder Name (print): _____

Authorized Signature: _____

Card Billing Address: _____
 (If Different from above) _____