



October 28-30, 2011 – Lancaster Host – Lancaster, PA

Dear Exhibitor,

July 16, 2011

Last year, **FALL IN!**[™] had a good showing of vendors, though less than in the past few years, to those who attended, thank you! This year we hope to see growth in the number of convention attendees. We will be in Lancaster PA again this year. We will also be 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!

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!**[™], 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![™] is *the* largest fall miniatures gaming convention in North America with 1800-2300 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!**[™] offers a large exhibitor hall and can accommodate exhibitors for a fraction of the table cost as other HMGS shows. For those exhibitors unable to obtain space at the other **HMGS**[™] conventions this is your opportunity to expose your products to gamers.

Starting with 2010, 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 programs for **COLD WARS**[™] and **HISTORICON**[™], to keep hobbyists thinking about **FALL IN!**[™] all year, so they can plan accordingly
- 8,000 **FALL IN!**[™] convention mailers will be mailed out by late-August, and placed in local hobby stores
- Banner ads will be running on www.theminiaturespage.com for six months prior to **FALL IN!**[™]
- Ads have been distributed to various historical events and free publications to expose the convention to gamers not familiar with **HMGS**[™] 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!**[™] 2011, so consider purchasing a mailer ad! You do not need to be an attending Dealer to buy ad space, although if space becomes limited, attending Dealers will have priority of advertising space.

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

This package contains everything you need to reserve your space at **FALL IN!**[™] 2011. 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! 2011** – *Great Games. Good Times.* – 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. If you are buying Phone Lines or Electric Outlets, those forms are found at the end of this package, and should be returned, with payment, directly to the Lancaster host, the address to use is printed on those pages.
4. 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 **\$95.00**. Tables will **NOT** be assigned without full payment for all items. Make checks payable to **HMGS**.
 - To be considered for tables your application and payment must be post marked by **September 26, 2011**; after that date we will be working on a first come, first served basis
 - Initial confirmations will go out after **October 05, 2011** either by First Class mail or email.
 - Increase table traffic: Sponsor games/demos; provide prizes for Convention Committee to award (deliver these to staff upon check-in at the Tennis 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!**TM 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 _____ 6' tables @ \$ 95.00 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. Any specific requests about booth configuration?
Use space to the right to draw booth configuration

4. • I have requested an **electric** connection for my booth.

5. • I have requested a **telephone** connection for my booth.

6. 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)_____

7. 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)_____

8. Additional Badge: I am requesting _____ additional badges @ \$35 per badge over table limit (see above). Print full name below.

1)_____ 2)_____ 3)_____

9. I want the following ad space in the color brochure _____ @ \$_____. (See Advertisement Form).

10. I want the following ad space in the program book _____ @ \$_____. (See Advertisement Form).

11. I want to become a member of HMGS East or renew @ \$20.00 per person, # of membership(s) _____.

12. 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 26, 2011**. 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 Cold Wars 2010): 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 2010. 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 **\$95.00**.
2. Make checks payable to: **HMGS**. 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 table 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 **\$35** 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 about **October 05, 2011**, 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 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 the Tennis 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 Tennis 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 the Tennis Complex to the public. In the event Exhibitor fails to occupy space, HMGS has the right to use said unoccupied space to suit it's 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 Tennis 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 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: Lancaster Host Resort 2300 Lincoln Highway East Lancaster, PA 17602-1114 (717) 299-5500.
2. The Host 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 Host Resort one week in advance with a credit card for payment of service.
4. The Host Resort will apply a receiving charge for the receiving and handling of packages shipped to the Host Resort. You must contact the Host directly to inquire about fees and make arrangements.

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 conventions.
2. Exhibitor may not sublet or assign any portion of their space without prior consent of HMGS.
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 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 against any and all claims or suits for such damage.
4. HMGS will arrange personnel to control access to the Tennis 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 against any and all claims or suits for such loss, damage or injury.
5. HMGS 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 shall be to return to the Exhibitor any reservation fee paid, less a pro rata portion of costs incurred and committed by HMGS to the show.
6. Use of any product by any exhibitor, employee, or agent thereof containing the FALL IN!TM or HMGS trademark, the FALL IN!TM or HMGS logotype, or other trademarks owned by the Historical Miniatures Gaming Society (HMGS) is prohibited without the express written permission of HMGS. Exhibitor agrees that if any materials making such unauthorized use appear at the convention, HMGS shall have the right to take possession of and destroy all such materials, as well as to pursue other available legal remedies.



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EXHIBITOR ADVERTISING FORM

FALL IN!™ will be producing a two-page convention mailer, and the convention program, this year. The convention mailer will be sent to 8,000 hobbyists and 50 hobby stores in August. The convention program will have a full-color cover and two-color interior and supplied to nearly 2500 hobbyists that attend **FALL IN!**™

This year exhibitors may purchase ads in the convention mailer, as well as in the program. Having an ad in the mailer creates excellent opportunities for having news of business and products reach the established historical miniature gaming hobbyists, regardless of whether they attend **FALL IN!**™ or not, while having an ad in the convention program allows you to add extra sales finesse in ensuring that those that are attending **FALL IN!**™ remember to check out your booth. Don't miss out on these great ways of advertising your products!

Also, please remember that you do not need to be attending **FALL IN!**™ in order to advertise, if you have a product that you want to have announced to the gaming public, we can help you spread the word.

DIRECTIONS

- Fill out the ad(s) you want on this form. Full payment and this form must be sent with your registration to the Exhibitor Manager. However, the ads themselves are only to be sent (via email or postal carrier) to the Convention Director listed below (not Exhibitor Manager). This is important, as it is a financial control system. Ads must be sent by deadlines. Ad space is very limited for the convention mailer; ad's will be placed on a first come, first served basis.
- Ad copy can be submitted in electronic media on CD and sent by mail to: Andy Turlington – FALL IN! Convention Director, 2904 Crestview Court, Waldorf, MD 20603.
- Files under 3 megs can be sent as an attachment directly by Email to: director@fall-in.org
- If you have any questions, contact the Convention Director via email or phone: 301-885-2820 (between 4 PM and 9 PM EST)
- Mail payment to *Exhibitor Manager* – Neal Schlaffer at 406 Devonshire Court, Aberdeen, MD 21001-1948. 410-272-5278 (Cell 410-459-1320) (weeknights 4-9:30 PM only, or weekends)

ADVERT SPECIFICATIONS

- Advertisements must be camera-ready and formatted with one of the following file extensions: .jpg, .psd, or .tif. Layouts must be to actual size, at 300 dpi minimum resolution. Ad sizes and specifications are as follows:

Convention Mailer
 Half Page: 8" x 5.43"
 Quarter Page 4" x 2.875"

Full Page Back Cover (CMYK): 8" x 10.875"
 Full Page Inside (Grayscale): 8" x 10.875"
 Half Page (Grayscale): 8" x 5.43"
 Quarter Page or Business Card (Grayscale): 4" x 2.875"

Program Booklet

- Allow 1/8-inch on all sides for full-page ad bleed
- Fonts and secondary images must be imbedded
- HMGS East reserves the right to refuse any advertisement determined to be unprofessional

ORDER REQUEST

Select those ads you are requesting. The convention mailer rates are higher than the program, but this is due to the fact that the convention mailer is printed in larger quantities than the program, but reaches more hobbyists.

Full Color Brochure: Deadline August 12, 2011

<u>Qty</u>	<u>Size</u>	<u>Rate</u>
_____	Half Page Inside	\$300
_____	Quarter Page/Business Card Inside	\$150

Program Booklet: Deadline September 19, 2011

<u>Qty</u>	<u>Size</u>	<u>Rate</u>
_____	Full Page Back Cover (color)	\$150
_____	Full Page Inside Cover (color)	\$100
_____	Full Page Inside	\$ 75
_____	Half Page Inside	\$ 60
_____	Quarter Page/Business Card Inside	\$ 30

Advert Notes: _____

Company: _____ Contact Person: _____

Daytime Phone

Nighttime Phone

Fax#

E-mail Address/Service

LANCASTER HOST RESORT
RESERVATION REQUEST FORM

2010 Historical Miniatures Gaming Society - Fall In
Thursday, October 28 - Sunday, October 31, 2010

RATES QUOTED PER ROOM PER NIGHT
EUROPEAN PLAN (ROOM ACCOMMODATIONS ONLY)

\$105.00 Per Room, Per Night, Single Occupancy
\$105.00 Per Room, Per Night, Double Occupancy
\$115.00 Per Room, Per Night, Triple Occupancy
\$115.00 Per Room, Per Night, Quad Occupancy

Children ages 17 and under are FREE in parent's room (First two persons in room considered adults.) There will be a \$15.00 charge, per day, for a roll-a-way bed.

NOTE: All rates are subject to 6% Pa. State Tax, 3.9% county tax and 1.1% excise tax equaling a total of 11%.

* ONE NIGHT'S DEPOSIT, PLUS 11% STATE OCCUPANCY TAX, PER ROOM WHICH WILL BE CREDITED TO THE LAST SCHEDULED NIGHT OF YOUR STAY, MUST ACCOMPANY FORM TO CONFIRM RESERVATION

* Please make check payable to: LANCASTER HOST RESORT
Major credit card are accepted at hotel, as well for deposits

* LANCASTER HOST RESORT
2300 Lincoln Highway East
Lancaster, PA 17602
FAX: (717) 295-5112
PHONE: (717) 299-5500

CHECK TYPE OF ROOM REQUESTED: SINGLE OCCUPANCY
 DOUBLE OCCUPANCY - King Bed
 DOUBLE OCCUPANCY - Two Double Beds
 TRIPLE OCCUPANCY - Two Double Beds
 QUAD OCCUPANCY - Two Double Beds

** WILL BE SHARING ROOM

NOTE: GUARANTEED RESERVATIONS NOT CANCELLED 30 DAYS PRIOR TO THE DAY OF ARRIVAL WILL FORFEIT ONE NIGHT'S DEPOSIT.
ROOM TYPE IS BY REQUEST AND EVERY ATTEMPT WILL BE MADE TO ACCOMMODATE YOUR REQUEST.

PLEASE FILL OUT ONLY ONE FORM FOR EACH ROOM NEEDED.
PLEASE PRINT OR TYPE THE FOLLOWING INFORMATION:

NAME: _____ NO. OF CHILDREN _____

**ROOMMATES: _____ CHILDREN'S AGES _____

HOME ADDRESS: _____

HOME PHONE: _____ BUSINESS PHONE: _____

EMAIL ADDRESS: _____

ARRIVAL DATE: _____ DAY: _____ DEPARTURE DATE: _____ DAY: _____

*If credit card deposit:

American Express VISA Master Card Discover

Card Number _____ Exp. Date _____ Signature _____

• CREDIT CARDS WILL BE CHARGED UPON RECEIPT OF RESERVATION.

CHECK-IN AFTER 4PM CHECK-OUT 11 AM

