

KublaCon

Game Convention

EXHIBITOR'S INFO

May 26-29, 2017 • Hyatt Regency San Francisco Airport

Minutes away from the airport and downtown San Francisco • All types of games: Mins, TCGs, Tabletop, Larps, RPGs, etc. • Your best opportunity for West Coast exposure.



On behalf of the production team here at **KublaCon**, I'd like to say "Hello!" to all our friends, acquaintances, and associates in the gaming industry.

We've put together, and grown into, the best gaming convention on the West Coast. This year we celebrate our 17th year of great gaming on the West Coast! There isn't a better place for you to show and sell your games and products--

- KublaCon 2016's attendance was over 3025 individual attendees.
- Our "Customer First" policy has earned us a loyal following of avid gamers.
- We have focused efforts to entice new players into the hobby and into conventions.
- We've brought back the Small Press/Kickstarter tables to encourage game design and entrepreneurship.
- The Hyatt's multi-million dollar remodel will be complete, providing an additional 10,000 square feet of gaming space!

Our success at the Hyatt secures KublaCon's contract through 2020, giving us over 60,000 square feet of modern, carpeted, well-designed gaming space that's easily accessible by plane, car and public transportation.

In this packet you'll find information on reserving an exhibit booth, load-in/show schedules, accommodations, advertising opportunities, and on how to provide us with the tools/info that we need to help you promote your games through tourneys, demos, and special events.

Please send in your reservation ASAP, and join us in creating an awesome entertainment experience for yourselves, our attendees, and ultimately - your future customers.

Dates & Times

Set Up:	Friday, May 26 10 AM-6 PM and 8 PM-MIDNIGHT
Exhibit Hall Hours:	Friday, May 26 6 PM-8 PM Saturday, May 27 10AM-6 PM Sunday, May 28 10AM-6 PM Monday, May 29 9 AM-12:30PM
Convention Hours:	Friday, May 26 1 PM through Monday, May 29 5 PM
Strike Exhibit Hall	Monday, May 29 12:30PM -5 PM
Sm Press/Kickstarter:	Friday, May 26 2 PM-6 PM Saturday, May 27 9 AM-4 PM Sunday, May 28 9 AM-4 PM Monday, May 29 9 AM-12:30PM

Contact Information

Japji Khalsa - Executive Producer / Sales Manager
Voice: 415-626-5283
Fax: 415-626-2762
E-mail: japji@kublacon.com
Web site: www.kublacon.com

David Gabriel - Associate Producer / Event Coord.
Voice: 510-352-8231
E-mail: events@kublacon.com

Exhibitor's ONLY website:
www.kublacon.com - "Exhibitor Info" link
Login: kublacon Password: fingers

Location & Official Hotel

HYATT REGENCY SAN FRANCISCO AIRPORT
1333 Bayshore Highway,
Burlingame, CA 94010
Room Reservations: 1-800-233-1234
Ask for the KublaCon Discount rate.
Special pricing for 3 or more nights.

THOMAS TOOMEY
Hyatt Convention Manager (650) 696-2624
Sales/Catering Fax number: (650) 347-5948
Web site: <http://sanfranciscoairport.hyatt.com>
E-mail: thomas.toomey@hyatt.com

KublaCon Exhibit Manager

Japji Khalsa, *KublaCon Exhibit Manager and Executive Producer*, is ready to make sure your experience at KublaCon is the best possible. Contact him with any questions, needs, ideas, or concerns.

Exhibit Booths

The Exhibit Hall is at the center of the convention space. Travel to and from events will bring attendees past the Exhibit Hall several time a day. Also, during the day, the Exhibit Hall air-walls are pulled back to be open to the Open-Gaming area.

- Each manufacturer may *request* up to two booths.
- Returning exhibitors must be PAID IN FULL BY DECEMBER 1st, 2016 or their prior year space will be released to the wait list!
- Making a request is not a guarantee you will get a booth, though we work hard to serve your needs.
- Booth space is limited, and KublaCon reserves the right to restrict number of booths per exhibitor.
- KublaCon may alter the size and shape of the exhibit hall, and reserves the right to re-assign space in doing so.
- KublaCon prioritizes booth assignments to *manufacturers* of hobby games, and to prior year retail vendors.
- KublaCon reserves the right to deny booth requests for any reasons it sees fit.

Accepted Booth requests will be assigned based on:

- 1) Type of exhibitor (Mfctrs or retailers),
- 2) Attendance at prior KublaCons and,
- 3) Date we receive payment in full.

Exhibit Booth Fees

*Each Booth Space	\$315
Booth #1	\$630
Demo Table	\$80

*Small Press/Kickstarter table \$200

*Each manufacturer must provide \$75 per booth in retail product for prize support. See "Prize Support" at the right.

Booth requests will not be processed unless payment in full accompanies an Exhibitor's Application and Agreement for Space form. KublaCon will reimburse exhibitors for overpayment of non-assignable booth fees no later than 45 days before KublaCon 2017.



Badges

Each exhibit booth entitles you to two complimentary admission passes. Additional passes are \$40 each. You may not purchase more than two additional badges per table. Kickstarter Tables are provided ONE free badge.

Prize Support

One of the festive elements that makes KublaCon so popular is that we give away lots (tons, oodles, gobs) of prizes. Many of these prizes come from attending Manufacturers, supplementing the prize pool for KublaCon sponsored tournaments.

Each manufacturer must provide prize product equal to \$75 retail per table. You *must* indicate exactly what the prize will be on your application form. **NOTE: Do NOT ship your prize support to us. Please be prepared to deliver it to our Prize Lord on site.** (See Page 4 - Shipping & Storage)

Kickstarter Tables must provide ONE copy of their game at the show, or at a later date if not yet in print.

When deciding what to provide us as part of your prize pool donation, please consider:

- 1) We will NOT accept old, discontinued, or damaged games unless we consider them appropriately collectable.
- 2) MORE, smaller, but quality games or accessories are better for KublaCon than a just a couple of higher priced units. (This allows us to "spread it out" more.)
- 3) Collectable, one-of-a-kind, limited edition, promotional, signed, etc. items are *very* prize worthy.

Booth Locations/Floor Plans

Floor plans are included with this form and are subject to change. When submitting your application to exhibit, please include your first, second and third choices for booth space. If none of these spaces is available, the Exhibit Manager will contact you to discuss other options.

Kickstarter Tables are located in Grand Ballroom C. Tables are not pre-selectable and will be assigned as needed.

Sales Booth Specs

Booths #2-13 are 10' wide x 8' deep.

Booths #20-57 are 9' wide x 8' deep.

Booth #1 is L-shaped, double size, double price.

Booths come with one 8' table, 2 chairs, a trash can, up to 3 amps of electrical power and an access code High Speed WiFi on one device. More tables and chairs are available upon request, for a fee. No credit will be given for unused, removed tables or chairs.

- Booths DO NOT come with pipe and drape.
- Booths #1-13 are at the sides of the hall, with the walls of the hall serving as a backdrop.
- Booth number 1 is a double sized booth and is sold as a standard booth plus an additional booth.
- If you do not intend to purchase a demo table, please consider requesting booths 1-13 and 50-57.

If you do NOT NEED a table in your booth, please indicate on completed exhibitor form.

Important Deadlines

December 1	Prior exhibitors MUST BE PAID IN FULL or their prior year space will be released to the wait list.
April 2	Program Insertion Orders due
April 2	Program listing/description due
April 2	Program Ad materials due
May 24	<i>Earliest</i> date for booth/product shipments to arrive at the Hyatt.

Transportation

Visit the Hyatt's Web site to get a complete description of public and private transportation to the Hotel.
<http://sanfranciscoairport.hyatt.com>

From the airport, the Hyatt runs Airport Courtesy vans every half hour. By taxi from the airport, which is very close, it should cost about \$10 one way.

Loading Dock Restrictions

Loading dock is for deliveries of Hotel items. There is a ramp which is to the side of the loading dock and goes directly in the back service corridor of the Grand Peninsula Ballroom. The dimensions of the hallway, ramp door for this area is: 20' long, 20 degree incline 80'h x 68'w.

The ramp/loading area is behind the Hotel. Please go into the driveway that is next to the Pool area. After unloading, do not remain there. Please park in parking garage. Larger vehicles can get permission to park in the back of the Hotel (even though it is a red zone). Please report to Convention Manager size of vehicle, estimated time of arrival and departure.

Package Handling Fees

The Hyatt does NOT require you to use union laborers to help load/unload your booth items. We'll have KublaCon volunteers/staff to help you load/unload when possible. Any packages handled by the hotel, including those sent early to be stored until the show are charged the following fees:

Boxes 1-25 lbs	\$4.00 per box
Boxes 26-50 lbs	\$8.00 per box
Crate up to 100lbs	\$50.00 per crate
Crate over 100lbs	\$150.00 per crate
Pallets	\$150.00 per crate/pallet



Shipping & Storage

If you need to ship product or displays in advance, plan your shipments to arrive **NO EARLIER** than Tuesday, May 24th.

<Your Company>
<Booth Number>
c/o KublaCon 17 May 26-29
Hyatt Regency SFO
1333 Bayshore Hwy.
Burlingame, CA 94010

The Hotel uses Federal Express and Airbourne for all out going packages. Should you wish to use UPS, you must have an account number and call UPS yourself.

They Hyatt Charges the handling fees (at left) for EACH received package.

While we no longer request you to send your prize support to us, here is our shipping address if you need it for any reason:

Khalsa Brain Games
Attn: KublaCon 1390 Waller
Street San Francisco, CA
94117

Burlingame Business License

The City of Burlingame is being more aggressive about enforcing a "peddler's" license for temporary businesses. The - annual - flat license fee is \$100 plus a \$35 one time processing fee. There is no 'tax' or income filing required beyond the flat fee.

The fee can be less than \$100 depending on application date:
<https://www.burlingame.org/Index.aspx?page=712>
A Burlingame FAQ can be found here:
<https://www.burlingame.org/Index.aspx?page=1112>

Neither the hotel nor KublaCon requires you to have a license. This is for informational purposes and is up to you whether you choose to comply with their 'new' interpretation of a 30 year old tax law.

Please help promote Kublacon

Please post/advertise/print our contact numbers wherever seems appropriate. Also, please include links to our Web site from yours.

TOLL Free Hotline: 1-866-KublaCon
Web site: www.kublacon.com
Graphics: Web banners, Logos both Hi&Lo rez are available for download from the exhibitor's Web site.

Promoting your company's games and KublaCon

Exhibitor Sponsored Events

This is what it's all about. The chance to show off your product to our eager attendees through tournaments, demonstrations, special events, print advertising, and special guests.

Tournaments

KublaCon will make time and space available to every attending manufacturer for tournaments and other game gaming events.

To submit a scheduled event or demo, you must submit your event at www.kublacon.info. We encourage you to schedule your Western Regional, National or World Championships at KublaCon. These events will get special write ups in addition to their standard listings.

Demonstrations

Our experience shows that the most successful demos occur in an "Open Gaming" area in a "come-and-get-it" impromptu style. Enticements like free starter decks, dice, or other appropriate game accessories, draw a considerably larger crowd at demonstrations, and increase sales in the Exhibit Hall.

You have several options when running demos:

- Purchase a dealer room demo table (Table A-H) Run demos during exhibit hall hours. Your setup will be closed and secure when the Hall is closed.
- Run demos in your regular booth(s), if you have the room.
- Schedule up to 2 official demos per day for publication on the web and in the printed program. You must submit these demos on the Web (see above.) Non-attending, non-paying manufacturers may submit demo events, but are limited to one scheduled demo per day.
- Run impromptu demos in the open gaming or other gaming areas. These must be run on a space-available basis, with scheduled events taking priority for space.

Artists & Special Guests

If you are bringing special guests such as game designers, artists and developers, KublaCon would like to promote your guest's appearance. As soon as possible, give us the details regarding any special guest you're planning to bring, so we can begin promoting their attendance!

KublaCon Promo Items

If you're interested in expanding your exposure by partnering with us on promotional advertising like bags, badge logos, etc., give us a call.

Program book advertising

Advertise your product(s) in the registration booklet. This is a prime area to show off your product(s). Each convention attendee scours over this publication looking for events they wish to attend. They also take this booklet home as a souvenir and reference. Take advantage of this captive audience!

Ad Rates	Width x Height	Color	B/W Rates
Inside Cover	6 5/8" x 10 1/4"	\$300	
Inside Back	6 5/8" x 10 1/4"	\$300	
Back Cover	6 5/8" x 10 1/4"	\$300	
Full Page	6 5/8" x 10 1/4"	n/a	\$140-
Half Page	6 1/4" x 4 7/8"	n/a-	\$80-
Quarter Page	3" x 4 7/8"	n/a-	\$40-

Circulation

We'll print 2500 program booklets, with full color cover/back and inside cover

Mechanical Requirements

Ads must be camera ready hard copy or in electronic form. Tiff, JPEG, Pict, Photoshop, PDF, 300 dpi min. Bleed for full page ads = 1/4"

Ad Standards

KublaCon reserves the right to refuse any ad for any reason. Please consider not only your artistic vision, but the membership of the convention as well.

Program book and Web listing

Company description

Attending dealers get a free listing on our Web site and in the program book. Include a description of 50 words or less in your Exhibit Application or e-mail your listing to japji@kublacon.com.

Web Site Link

We will include a link to your Web site. To help make KublaCon 2016 the best attended ever, please include a link to www.kublacon.com.

KublaCon 2018!

Put us on your calender for May 25-28, 2018 at the Burlingame Hyatt Regency!

Convention Policies: Standards & Regulations

I. Profanity—The gratuitous use of profanity and symbols considered vulgar by contemporary standards of a product's target market is not acceptable unless integral to a character or story and may not be advertised, displayed, or sold at the sole discretion of the KublaCon 2017 Event Management.

II. Violence & Gore—Products depicting lurid scenes of excessive bloodshed, gory or gruesome crimes, depravity, lust, filth, sadism, or masochism, presented editorially or graphically, are unacceptable. Products featuring depictions of unnecessary violence, extreme brutality, physical agony, and gore, including but not limited to extremely graphic or descriptive scenes presenting cannibalism, decapitation, evisceration, amputation, or other gory injuries, may not be advertised, displayed, or sold.

III. Sexual Themes—Displays containing items and/or sexual themes are not permitted. Products depicting rape and graphic lust may not be advertised or sold. Products featuring sexual perversion and sexual abnormalities are unacceptable for advertising, display, or sale. IV. Nudity—Displays or advertising containing nudity are not acceptable. Degrading or salacious displays are unacceptable. Explicit depiction or facsimiles of reproductive organs are not permitted. V. Affliction—Advertising or selling items containing disparaging graphic or editorial references to physical afflictions, handicaps, or deformities are not permitted.

VI. Advertising or selling products that depict minority races and nationalities as inferior to other races is not permitted.

VII. Religion & Mythology—Actual current religions are not to be depicted, ridiculed, or attacked in any way that promotes disrespect. Ancient or mythological religions, such as those prevalent in ancient Grecian, Roman, and Norse societies, may be portrayed in their historic roles. Satanic symbols, rituals, and phrases are not permitted in any advertisements or displays.

VIII. Unacceptable Activities—Actual rituals (spells, incantations, sacrifices, and so on), weapon designs, illegal devices, and other activities of a criminal or distasteful nature may not be presented in advertisements or displays.

IX. Addictions—Addictions of any kind should not be presented as glamorous or entertaining pastimes. Addiction or the encouragement of addiction should be shown as a dangerous habit with harmful effects.

X. Concept of Self in Role-Playing Games—Advertisers may not use the word "you" in advertising to suggest that the users of any game system are actually taking part in the adventure. It must always be clear that a player's imaginary character is taking part in whatever imaginary action happens during game play.

XI. Wearing & Selling Costumes/Weapons—Advertising, wearing, and selling costumes is permitted if they are in good taste (measured by contemporary standards/values). All twentieth century costumes or uniforms are prohibited from the convention. Uniforms of those currently on active duty in the military are exempt, assuming they are properly attired. No one may carry weapons or replicas. Weapons for sale must be inoperable and/or locked.

XII. Compliance—All exhibitors and advertisers are obligated to comply with these standards. Failure to comply will result in nonacceptance of advertising materials; alteration or removal of unacceptable products/activities; or closing of non-complying exhibits/displays. If you have specific questions about particular products, displays, or activities, please call KublaCon Event Management's Operations team.

All exhibit decorations must meet fireproof standards and city fire ordinances. Electrical equipment and wiring must conform to national and local electrical codes.

Banner and sign hanging is closely regulated by the facility. There are specific restrictions as to the type of signs that may be hung from the ceiling, as well as electrical connections required to power them. There will be order forms included in your Exhibitor packet that require specific information concerning shipment, freight assignment, regulations, and so on.

The exhibitor must carry full insurance for the entire duration of the show, including setup and tear down. The exhibitor shall carry comprehensive general liability coverage, including premises, operations, and contractual liability coverage. Certificates of insurance must be furnished to Event Management if requested.

An authorized company representative must staff exhibits during all exhibit hours.

No exhibitor or member of an exhibit may promote, display, or behave in a manner considered offensive to decency or good taste as determined by Event Management.

Displays and activities must be designed so they don't block or reduce the flow of traffic. This is a fire and safety consideration that will be enforced by Event Management and the Hotel.

All exhibit features and components exceeding 12 feet in height must have drawings available for inspection by Event Management, the installation and dismantling contractor, and government authority during the time the exhibit is being erected, exhibited, and dismantled at the show site.

No reservations will be accepted from companies not in good financial standing with KublaCon.

Demonstrations and all other activities must be confined to the limits of the exhibitor's booth. Aisles must not be obstructed at any time. Exhibitors may not conduct activity of any kind that leads to congestion of aisle traffic. Music may not be played in any form without the proper license of copyrighted music.

Attendees and exhibitors are expressly prohibited from carrying weapons and weapon replicas. Weapons purchased in the Exhibit Hall must be safely contained or packaged by the seller, and the purchaser must remove purchased weapons from the convention to a safe location (hotel room or vehicle) at the soonest possible opportunity. No one will be allowed admission to the Exhibit Hall during closed hours. All needed items and valuables must be taken with the exhibitor before it closes for each evening. Exhibitors will be allowed admission to the Exhibit Hall on the following morning, one hour before it opens to the public. KublaCon prohibits the sales and/or use of games of chance. Games of chance are defined as games where a fee is paid specifically for the opportunity to receive an item of interest or value. This includes all dice, draw, wheels, machines, and grab bags. Violators will be issued a warning to cease such activities after which further violation may result in removal from the convention. Games of chance are permitted only as a free promotion or giveaway. Under state law raffles are illegal unless they involve an element of skill. In other words, you can't give every customer a ticket for a chance to win a prize, unless there is some element of skill involved with each ticket, such as answering a question correctly. Even something like guessing the number of dice in a jar counts as an element of skill. If you have any questions about a potential raffle that you are contemplating, please contact KublaCon Event Management to confirm if it is allowable under state law. Illegal raffles will not be permitted at the show.

Handbill distribution is permitted only within the exhibiting company's booth or at exhibitor-sponsored events. No materials may be posted on convention walls, fixtures, or furniture. Violators will be responsible for all fees and damages incurred from the removal of such postings. Removal of exhibits and materials prior to the official close of the Exhibit Hall will not be permitted. Exhibitors must remain present and open until closing on the final show day. Exhibitors conducting an early teardown may be reprimanded and future booth requests and booth assignments may be affected by such.

Convention Policies: Exclusivity

KublaCon is dedicated to the growth and development of the adventure gaming industry on all levels. Bringing together manufacturers, suppliers, and consumers to expand, enhance, and most importantly, enjoy the products of this industry is our main focus. Manufacturers attending our conventions are the backbone of our support and programming content. Simply put, this policy supports the manufacturers by granting them the sole right to reap the sales of the products they produce. These sales allow manufacturers to continue attending conventions and supporting the consumer base, which in turn achieves the goal of growing and developing the adventure gaming industry.

The Policy

Any exhibiting manufacturer is entitled to, and automatically granted, full exclusivity on all products produced by their organization that meet any of the following criteria:

1. The product is listed in the most recent edition of the Games Quarterly Magazine (GQC) as being produced by the exhibiting company.
2. The release date of the product occurred after the most recent edition of GQC and the exhibiting manufacturer has other products listed in the GQC.
3. The exhibiting manufacturer has officially requested exclusivity and been granted exclusivity on products not listed in the latest GQC. KublaCon will publish a list of these exceptions prior to the start of the show.

Requesting Exclusivity

If you wish to request exclusivity for products covered under “The Policy” section, you will need to complete section 3, page 1 of the Exhibitor Application and Agreement form, and submit it to KublaCon Event Management no later than 60 days before the first official day of the show. If the requested exclusivity products are covered under Item 1 or Item 2 of “The Policy” (above), your request will automatically be granted upon receipt of your request. If your requested products for exclusivity fall under Item 3 of “The Policy”, KublaCon will issue an official Granting of Exclusivity or Rejection of Exclusivity letter. If you are granted exclusivity, you must keep a copy of the original request form and the letter granting the exclusivity in your booth at all times. Only games and gaming accessories will be granted exclusivity. Non-gaming-related products are not afforded any exclusivity rights.

Waiver of Exclusivity

Any exhibiting manufacturer may choose to waive its exclusivity rights,

thereby allowing all exhibiting companies the ability to sell its products. Any company wishing to waive its exclusivity must complete a Waiver of Exclusivity form.

Waivers may be restricted or unrestricted. While there is no deadline for issuing a waiver, we ask that all waivers be submitted 45 days before the start of the show so that proper notification can be provided to the other exhibitors.

Unrestricted Waiver: All exhibitors may freely sell all products of the company issuing the waiver without any restriction.

Restricted Waiver: All exhibitors may freely sell products of the company issuing the waiver as long as all restrictions that appear on the Waiver of Exclusivity form are met. Common restrictions include: selling only products more than XX months old, and so on.

Official Representation

In order to be considered an exhibiting manufacturer for the purposes of this policy, a company must:

1. Be registered as an official exhibitor with KublaCon for the convention in which exclusivity is sought.
2. Be the actual manufacturer of the products that are to be sold exclusively, or the sole United States distributor of foreign-produced products that are to be sold exclusively (proof may be required).
3. Occupy a booth whose official designation is the name of the company. (For example, for XYZ Corp. to have exclusivity, it must occupy a booth that is labeled XYZ Corp. on the show maps and programs.)
4. The booth so occupied must be staffed by at least one actual employee of the company seeking the exclusivity.

Non-exhibiting manufacturers may not grant exclusivity under any circumstances.

How Exclusivity Conflicts Should Be Handled on Site

During the convention, should you feel that another exhibitor is in violation of your exclusivity, please do not take it up with that exhibitor directly. Bring your concerns to a KublaCon staff member.



Convention Policies: Additional Terms & Conditions

These additional Terms and Conditions are considered a part of and incorporated into the KublaCon 2017 Exhibit Space Application in this packet. KublaCon reserves the right to reject any exhibitor application. I. Application Fees, Table Specifications, and Services

1. Companies, organizations, or individuals selling or promoting products or services at KublaCon 2017 must rent exhibit space and must confine such activities to the space so rented. Exceptions to this requirement must be obtained in writing from KublaCon prior to the start of KublaCon 2017.

2. Exhibit space requests will be confirmed only when KublaCon receives payment in full and the signed agreement.

3. Exhibit space will be assigned as detailed under the heading "Exhibit Booths" in the Exhibit Pack and according to preferences indicated by each applicant on this application. KublaCon's decisions as to exhibitor space assignments shall be final and binding.

4. The exhibit rental fee for each table is described under "Exhibit/Booth Fees." Rental fees are refundable, less a 50% cancellation charge, provided that KublaCon receives written notice of intent to cancel no less than 60 days prior to the start of KublaCon 2017. Rental fees are not refundable under any other circumstances. Exhibitors must move into their assigned space not later than 60 minutes before the stated opening of KublaCon 2017 to the public. In the event an exhibitor fails to occupy his or her space, KublaCon has the right to use said unoccupied space to suit its own convenience, including renting said space to another exhibitor, without rebate or allowance due the defaulting exhibitor. Exhibitor agrees that if any default is made in any covenant or agreement contained herein, at the option of KublaCon herein, the contractual relationship shall cease and terminate. In such event, KublaCon herein may resort to legal proceedings to obtain possession of exhibitor's exhibit space. KublaCon assumes no responsibility for having included the name of the defaulting exhibitor, or descriptions of its products or services, in the KublaCon 2017 program book, brochures, news releases, or other materials stated herein, and all applicants hereby irrevocably grant KublaCon the right to use their name or describe their products and services. KublaCon will reimburse exhibitors for over-payment of booth fees no later than 45 days before the opening of KublaCon 2017.

5. Exhibitor may not begin dismantling any display before the official close of the KublaCon 2017 Exhibit Hall as identified in the Exhibitor Packet.

6. Included in the rental of each table are those items identified in this Exhibitor Info Packet. Additional equipment, materials, or services needed or used in the display areas are the sole responsibility of the exhibitors and should be arranged with the convention hotel.

7. Exhibitors using their own displays are responsible for arranging and paying for all transfer and storage fees, all labor and equipment rental necessary to assemble and dismantle said display, and all costs related to moving said display in and out of the exhibit area and the KublaCon 2017 site. All exhibitor shipments must be addressed to the convention decorating services firm identified in the Exhibitor Handbook.

8. KublaCon Event Management reserves the right to require the alteration or removal of any article or activity brought into the exhibit area that is deemed objectionable in nature or offensive to the average person attending KublaCon 2017, and shall not be held liable for loss, damage, or injury resulting from alteration, omission, or rejection of said material. Exhibitors agree to indemnify, defend, and hold KublaCon harmless against any and all claim for such loss, damage, or injury. Exhibitors will be given a reasonable period of time in which to consider any changes required by KublaCon, and may withdraw material so altered if the exhibitor finds such changes unacceptable. See "Standards & Regulations."

9. At the discretion of KublaCon, exhibitors may lease multiple single tables and combine them to create an island or peninsula configuration. Convention management reserves the right to immediately charge and collect payment for island or peninsula rates. Any exhibitor who fails to comply will be removed from the Exhibit Hall without rebate due or be charged additional exhibit fees equal to that of the reconfigured island or peninsula space. II. Limitations on Representation

10. Exhibitors may not sublet or assign any portion of their display space without prior consent of KublaCon. III. Table Operation

11. No mechanical, electrical, or other apparatus will be allowed to create noise or otherwise interfere with other exhibitors in any way as solely determined by KublaCon. Any exhibitor who fails to regulate such apparatus when so asked by KublaCon will be removed from the exhibit area.

12. Exhibitors may post and distribute promotional materials only from within their paid areas. All such material must meet KublaCon Event Management's standard of good taste (see "KublaCon Exhibitor Standards"). Exhibitors, their agents, or employees may not affix promotional materials to the KublaCon 2017 site buildings, and exhibitors are not allowed to distribute materials that encourage the public to affix such materials to buildings.

13. Exhibitors agree to participate in all prize redemption, coupon promotions, and promotional programs outlined in this Exhibitor Info Packet.

14. Exhibitors may not engage in live-action gaming activities that pose any potential injury to participants or bystanders.

15. No self-adhesive decals or helium balloons are permitted without prior written consent from facility management. IV. Security and Liability

16. Exhibitor is solely responsible for paying all applicable city, county, state, and federal taxes on sales and promotional activities at KublaCon 2017.

17. KublaCon will arrange for personnel to control access to the Exhibit Hall, but is not responsible for any injury to exhibitors' agents, servants, employees, or damage to or theft of property from any cause prior to, during, or subsequent to said KublaCon 2017. Exhibitors hereby expressly agree to indemnify and hold harmless KublaCon against any and all claims for such loss, damage, or injury.

18. Exhibitors are required to insure their own exhibit and display materials. In the event that KublaCon or the owners of the convention site shall be held liable for any reason that might result from an exhibitor's action or failure to act in any manner whatsoever, such exhibitors shall reimburse KublaCon and/or the convention-site owners for all costs and resulting liability.

19. Exhibitors are fully responsible for any loss, damage, or injury to the convention site owners or its personnel resulting from exhibitors' displays or actions. Exhibitors are fully responsible for any loss, damage, or injury to KublaCon 2017 attendees resulting from exhibitors' displays or actions.

20. Exhibitors are liable to the convention services firm for any and all damage, from whatever cause, to rented or leased table equipment and shall indemnify, defend, or hold harmless KublaCon against any and all claims or suits for such damage.

21. KublaCon reserves the right to cancel arrangements or contracts, or close an exhibit whenever it is deemed necessary for the safety or comfort of those attending KublaCon 2017, whenever the exhibit, activity, or material sold are objectionable or offensive to the average person attending KublaCon 2017, whenever legal conditions, convention policies, or requirements of the convention site so dictate, or whenever portions of the convention site are destroyed or damaged. Likewise, KublaCon reserves the right to cancel arrangements or contracts, or close an exhibit, if KublaCon 2017 fails to take place as scheduled, is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lock out, act of war, act of God, emergency declared by a governmental agency or KublaCon Event Management, or for any other reason that terminates this contract. In the event of such termination, exhibitors waive all claims of damages and agree that the sole liability of KublaCon shall be the display space rental fee paid, less a pro rata portion of all costs and expenses incurred and committed to by KublaCon Event Management.

22. KublaCon reserves the right of editorial discretion over any material submitted as KublaCon 2017 program advertising that is deemed objectionable to the average person attending KublaCon 2017. Exhibitors must follow the KublaCon Exhibitor Standards.

23. Exhibitors will comply with all laws of the United States, as well as all applicable state or local ordinances, rules, and requirements of police and fire departments or other authorities of such jurisdictions; will obtain all necessary permits and licenses with respect to its activities; and will not do or suffer to be done anything during the term of this agreement in violation of any such laws, ordinances, rules, or regulations. If the attention of said exhibitors is called to any such violation committed by said exhibitors, or committed by any person employed by or admitted to the premises by the exhibitors, said exhibitors will immediately desist and correct or cause to be corrected such violation. Exhibitors agree to indemnify, defend, and hold KublaCon harmless from any and all costs, suits, and legal proceedings alleging violations of any such law or regulation.

24. The manufacture or sale of any product by any exhibitor, employee, or agent thereof containing the KublaCon 2017 trademark, the KublaCon 2017 logotype, or other trademarks owned by KublaCon is prohibited without the express written permission of KublaCon. Exhibitors agree that if any materials making such unauthorized use appear at the convention, KublaCon shall have the right to take possession of and destroy all such materials, as well as to pursue other available legal remedies.

25. All matters and questions not covered by this application and these terms are subject to the decision of KublaCon Event Management. Exhibitors agree to abide by and conform to all additional rules and regulations from time to time adopted or prescribed by KublaCon for the management of KublaCon 2017.

Exhibitor Application and Agreement: Company Info

Company Name: _____

Contact Person(s) and title(s): _____

Street: _____

City: _____

State: _____ Zip: _____

Phone: _____

Fax: _____

Web site: _____

E-Mail: _____

Indicate your company's top 3 booth choices:

- 1) 2) 3)

If purchasing a Demo table, indicate top 3 choices:

- 1) 2) 3)

Provide the names of booth personnel/badges. (2 free badges per table, additional badges are \$35 each)

- 1)
2)
3)
4)

How many tables will you need in your booth?

None One More than 1@\$25 each: _____

1) Your company's Game Titles:

2) Include here, or attach, a 50 word or less description of your company/products:

3) Exclusivity Request: List any games for which you are the publisher and are requesting Sales Exclusivity covered under "The Policy" (Pg. 7 of Exh. Packet):

4) Waiver of Exclusivity: If you are the publisher of a product that you want to allow others to sell then check one of the boxes below to grant a waiver of exclusivity

I am granting an Unrestricted Waiver

I am granting a Restricted Waiver as noted below:

You must complete and return the "Hotel Exhibitor Waiver," a separate form in this packet, to the Hyatt even if you are not requesting any extra services from them!



RETURN THIS FORM TO:

Khalsa Brain Games
PO Box 170436
San Francisco, CA 94117
Or Fax to: 415-626-2762

FORM

Page 1 of 2
Continues on back.

Exhibitor Application and Agreement: Payment Info

IMPORTANT!

You must sign the agreement here!

I have read the *Terms and Conditions* on the accompanying pages of this agreement and Exhibitor's Info Packet, and have the authority to agree on behalf of the exhibiting company, organization, or individuals named on the reverse side of this form to be bound by the provisions of this application, including the *Terms and Conditions*.

Signature: _____

Date: _____

Print Name: _____

Item	Qty.	Rate	Total
Standard Booth(s) (#1 is 2x)		\$315.00	
Demo Table (A-P)		\$80.00	
Small Press/Kickstarter table		\$200.00	
Extra Personnel Badges		\$40.00	
Extra Table in booth (1st is free)		\$25.00	
Extra WiFi codes per device		\$41.00	
Program Book Display ads			
Inside Front Cover 6 5/8" x 10 1/4"		\$300.00	
Inside Back Cover 6 5/8" x 10 1/4"		\$300.00	
Back Cover 6 5/8" x 10 1/4"		\$300.00	
Full Page B&W 6 5/8" x 10 1/4"		\$140.00	
Half Page B&W 6 1/4 x 4 7/8"		\$80.00	
Quarter Page B&W 3" x 4 7/8"		\$40.00	
Totals			

Prize Support Confirmation!

Our company will be:

- 1) Providing prizes equal in value to \$75 per booth,
- 2) Listing exactly what our prize support will be, and,
- 3) Bring our prizes to the show to deliver to Prize Lord

Please list prize donation (use an extra sheet if necessary):

Item

Ret. Value

Total Due

Make check out to *Khalsa Brain Games*.

Credit Card Payment

Card #

Expires:

Security Code

Billing Zip Code:

Signature: _____

You may also make payment for your Exhibitor Application on the web using our secure Visa/MC shopping cart. The case sensitive link is:

<http://www.kbgames.com/KublaDEALERreg.html>

But you must still complete and return this form!

RETURN THIS FORM BY MAIL OR FAX
TO:

Khalsa Brain Games
PO Box 170436
San Francisco, CA 94117
Fax: 415-626-2762

FORM

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Hotel Exhibitor Waiver

You must return this form to the Hyatt even if you are not requesting any extra services from them!



HYATT REGENCY
SAN FRANCISCO AIRPORT
Tom Toomey
Catering/Conventions
1333 Bayshore Highway
Burlingame, CA 94010
Tel: 650-696-2613
Fax: 650-347-5948

EXHIBITOR WAIVER

Kublacon Convention
May 26-29, 2017

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hyatt Regency San Francisco Airport, its owners or managers which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hyatt Regency San Francisco Airport, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

The Hotel will not assume or accept any responsibility for damage to or loss of any merchandise or articles left in the Hotel prior to, during or following the Customer's function.

Company Name

Booth # if known

Signature

Date

Tom Toomey, Catering and Convention
Manager

Date

RETURN THIS FORM BY MAIL OR FAX TO:

ATTN: SALES/CATERING OFFICE
TOM TOOMEY CONVENTION MANAGER
HYATT REGENCY SAN FRANCISCO AIRPORT 1333
BAYSHORE HIGHWAY, BURLINGAME, CA 94010 PHONE
NUMBER (650) 696-2624
SALES/CATERING FAX NUMBER (650) 347-5948

FORM

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