



Fur the More Marketplace Information Packet 2024

Vendor Spaces and Artist Alley Registration

Table Type:	Full Table (6'x3') Artists Alley Only	Single Vendor Table (6' x3')	Single Vendor Booth (10' x10')
Space Rental Costs:	<u>\$120 Pre-Reg (Full Weekend)</u> or <u>\$45/day at-con lottery</u>	\$150	\$220
Includes**:	Full Table, 2 Chairs, No Power, Restricted Sales (See Below).	Full standard table, two chairs, Access to power	10'x10' space adjust as desired, single table, two chairs, access to power. Additional furniture upon request.
Registration level*	Add badge cost to space rental		
Attendee	See website for current badge price.*		
Backer			
Sponsor			
Elite Sponsor			
VIP "Raven God"			
Add-ons			
Additional Table/Booth	N/A	+\$125.00 Limit 1 additional	+\$175.00 Limit 1 additional
Partner/Assistant Badge	N/A	See website for current badge price (Limit 1 for a single table purchase, then 2 per additional table purchased)	See website for current badge price (Limit 2 for a single booth, then 3 per additional booth purchased)
Wi-Fi Access	+\$20 Per day or +\$50 for the weekend	+\$50 For the weekend	+\$50 For the weekend

*See registration page on website for additional registration level details

**See specific sections for additional information

- All table/booth types are for the entire convention (from Thursday through Sunday) except single day half tables won by lottery during the event.
- Each table includes one 6'x3' (approximately) table, and two chairs. If additional tables are purchased, that table and two additional chairs are included. Partner badges must be purchased separately. Tables may not be moved from their initial locations.



- Each booth includes an open 10-foot (Depth) by 10-foot (Width) divided area with one table, and two chairs. Additional furniture, such as tables or chairs, or complete removal of furniture may be available upon request. Vendors who are selected for booth spaces are free to set up their booth space any way they choose as long as it does not interfere with walkways or other vendor set-ups

If you are interested in sharing vendor space with another vendor, no more than two separate vendors per booth or table, please contact the Marketplace Head via email during the registration process: marketplace@furthermore.org

MARKETPLACE HOURS:

Thursday		
6pm-11pm	Set-Up	Marketplace Sellers Only

Friday		
9am-12pm (11am-12pm: <u>No Dock Access</u>)	Set-Up	Marketplace Sellers Only
12pm-6pm	Open for Sales	Open to Public
6pm-7pm	Seller Shutdown	Marketplace Sellers Only

Saturday		
9am-10am	Set-Up	Marketplace Sellers Only
10am-6pm	Open for Sales	Open to Public
6pm-7pm	Seller Shutdown	Marketplace Sellers Only

Sunday		
9am-10am	Set-Up	Marketplace Sellers Only
10am-4pm	Open for Sales	Open to Public
4pm-8pm	Tear Down	Marketplace Sellers Only

DEFINITIONS:

Marketplace Seller- An attendee who is selected to sell their wares at Fur the More



Marketplace Vendor/Dealer- A seller selected for the vendor/dealer section. This person may choose to sell mass produced items that are not of their own creation (legal copies only), mass produced products of their own creation, or hand produced products of their own creation. See page 8 for more details.

Marketplace Artist- A seller selected for the artist alley section. This person may only sell a limited number of mass produced items (such as prints, buttons, cds), but their primary focus is on-the-spot artwork/commissions and handmade items. See **Artist Alley Seller Rule** section for more details.

CHECK-IN PROCEDURES:

Please check in at the Marketplace Ops table for your convention badge, partner badge(s), and any additional information as needed. You may be asked to go to the general registration department to obtain your badges, but there will be an expedited line for you and your assistant. You and your partners must show a valid form ID and any other necessary items as listed within the Fur The More registration information page. **No exceptions!**

Any Marketplace Sellers arriving after 2pm on Friday without previous notification to the Fur The More Marketplace Heads forfeits their rights to their booth/table, and the next available person on the wait list will have the opportunity to pay the difference, in full, for the spot.

LOADING AND UNLOADING:

Loading through the front doors of the Marketplace is authorized at any time during setup/teardown. There are garage entrances in Marketplace which may be utilized with prior notification under traffic direction by the Fur The More staff. You will receive an email with assigned load in times prior to the convention. The garage entrance has a height limitation. No vehicles larger than a passenger van can fit. If you have a larger vehicle, please notify the Marketplace Heads if you desire to use the loading dock at minimum one month before the convention.

SET-UP/TEARDOWN:

Only Marketplace Sellers and their partners will be allowed into the Marketplace during Setup and Teardown hours, and any other persons will be asked to leave to maintain the security of the area. Marketplace Sellers and Partners must wear their badges at all times to be allowed into the Marketplace, particularly during Setup and Teardown hours. Sellers must keep the walkways clear at all times.

CANCELLATIONS/REFUNDS/CREDITS:

Refunds (or credit for the next year's convention) on Vendor/Artist space will be given if the request is received on or before 45 days of the first day of the convention. No refunds will be



issued after this point as Fur the More registrations are non-refundable, you will receive a refund of only the table/booth fee.

WAITLISTS:

All VENDOR applicants are reviewed for selection within two weeks of Marketplace applications closing.

Selected Vendors/Dealers will be notified and invoiced as needed immediately after selection. If you are not selected, then you are automatically placed on the Marketplace Vendor wait list. If you are notified of a booth/table opening past this point, prospective Vendors MUST pay for their space within two weeks of the notification.

Tables for the Marketplace Artists will not have a waitlist available. Selected artists will be notified within two weeks after the initial online registration opening. If you are not selected, you may not receive a notification from the staff.

VIRGINIA STATE SALES TAX INFORMATION:

VA sales tax in the Fur The More location is 6% on all goods/services.

ALL PARTICIPATING VENDORS MUST FILL OUT A TEMPORARY TAX LICENSE FORM AND SEND IT TO THE STATE WITH THEIR PAYMENT AFTER THE END OF THE CONVENTION. IT IS THE RESPONSIBILITY OF THE DEALER TO PERFORM THIS TASK.

NO EXCEPTIONS.

Virginia temporary tax license forms will be within each Marketplace Packet. Vendors must fill out section B on page 2 (two) of the packet, and send it to the address listed on page 1 (one). You will send the required payment to the state at this time as well.

VA Temporary Tax Form:

<https://www.tax.virginia.gov/sites/default/files/taxforms/retail-sales-and-use/any/st-50-any.pdf>

General VA Tax Questions:

<https://www.tax.virginia.gov/>

GENERAL MARKETPLACE RULES:

1. All wares and displays must be kept within the space designated by the con as “yours” and may not extend past the sides or front of the table. Any Marketplace Seller who encroaches upon another’s space will be asked to move their wares and displays back into their own space.
2. Blinking / obnoxiously lighted displays, displays involving loud, or uncomfortable/distracting levels of music or sound are prohibited. Likewise, machinery, or materials that are noisy or odorous may not be used in the Marketplace, unless this is an item for sale and does not affect the adjacent Marketplace Seller. Voices must be kept to a moderate level to as to not disturb the



other sellers and attendees around them. Shouting across the room to gain attention to your booth is NOT allowed.

3. At closing each day, and any time your space is unattended, please make sure audible, electronic displays, and/or lighting are shut down.

4. Displays, banners, wares, decorations, or other items may not be hung from the walls or ceilings. Please clean up your space before you leave, especially if you use tape. Any spaces left dirty or damaged will be charged a cleaning fee and/or repair fee. The responsible party may be prevented from registering as a Marketplace Seller in the future. Please bring gaffing tape/Painter's Tape for taping down any electronic cords to floor for everyone's safety.

5. Keep all aisles open. All customers must remain standing when in the aisles. Any Marketplace Seller blocking the aisles will be asked to move. We are at the mercy of the fire marshal decisions, and if they decide that a seller's set-up is not safe, we must follow their judgement.

6. Subject of Materials Sold: Although a wide range of materials/messages may be sold in the marketplace, **HATE HAS NO HOME HERE**. We are actively discouraging the sales/passing out of any material that may spread a message of hatred or discrimination (including the incitement of hatred and violence against other "hateful" people). If an item is deemed as so, it is up to the Department Head or higher to approve the sale of the item. If you have any questions on this, please see the Department Head.

7. Marketplace Sellers CANNOT SELL any food, drinks, or candy related items.

8. Adult Materials: Vendor applicants whose products are ONLY of an adult nature (such as toys or services) will not be selected for the Fur the More Marketplace. That being said, SOME adult media (artwork) and merchandise may be sold in accordance with the laws of the State of Virginia within booths. This will be up to the decision of the Marketplace Head or the Exhibitions Director.

All general displayed art and products are to be kept with a rating of PG or lower. Adult material of PG-13 or higher MUST be placed inside of a notebook, or closed container until requested for by an age appropriate attendee. Staff will periodically check throughout the day to insure this rule is followed.

The display or sale of adult merchandise to anyone under the age of 18 will NOT be tolerated. Any dealer allowing minors to view or purchase their adult artwork will be given a first warning. Any subsequent charges will result in the dealer being asked to leave. Any form of child pornography, including "Cub Porn" is absolutely prohibited and will be dealt with severely. Any dealer selling such goods will be asked to remove said item(s) from the dealer area or to leave the Marketplace permanently. It is solely the responsibility of the Exhibitor to make sure that the viewer has proof of being 18+ years of age; as such, the Exhibitor will be held fully accountable for any failure to do so, as well as for any complaints received about the material. While Fur the More will make every effort to ensure that minors are appropriately identified through our badge system, this is not a substitute for the exhibitor ensuring by means of photo identification, nor does a failure to do so due to the lack of a minor badge constitute a liability on



the part of Fur the More. The offending Exhibitor will immediately be reported to the proper authorities. Fur the More, Mid-Atlantic Anthropomorphic Association, Inc reserves the right to pursue legal action.

9. Marketplace Sellers are to sell only their own goods or official releases of any DVDs, CDs, CD-ROMs (if they are a Vendor). No pirated material will be allowed. Example: Images printed from the Internet and placed onto merchandise for re-sale. No illegal substances will be allowed for sale at the convention.

10. Setting up your reserved area and security: Marketplace Sellers will be responsible for all materials (extension cords, etc.) needed for setting up their space. If you need to leave your booth unattended during the convention, have a trusted friend watch your wares, or cover items to dissuade shoplifting. Fur the More, the hotel, and the surrounding sellers will NOT be held accountable for any items stolen or damaged accidentally during the convention including overnight (without viable proof of theft). If you have proof of theft by anyone, please request assistance from Marketplace staff. Please be prepared to provide a statement to the Marketplace Ranger and/or the Police.

Fur the More / Mid-Anthro makes every effort to ensure the security of the marketplace overnight, including placement of rangers at the entry and exit points. However, due to our layout and emergency exit restrictions, we cannot guarantee or assume liability for your wares left overnight or in the event of an evacuation.

*We can arrange for paid overnight security but it comes with an additional cost. It generally costs \$40/hr per person for at least two people for approximately 42 hours (~\$3500 for the weekend). We welcome any sellers who wish this type of security to contact us to opt-in to this additional cost. If every seller did, it would only be an additional \$23 to the space rental.

11. Selling in non-designated areas: Designated sales areas: Only pre-approved Marketplace Sellers are allowed to sell merchandise in designated sales areas. The selling of merchandise from any area that is not designated as such is against convention policy. Anyone found selling merchandise from a non-designated area will be referred to the Fur the More Rangers.

12. The Marketplace staff reserves the right to deny service to anyone. Any seller, assistant, or customer instigating fights, being disruptive, harassing other persons within convention space, or otherwise disturbing the peace of the Marketplace who do not respond to requests to peaceably correct their behavior will have corrective actions taken against them. Serious infractions can result in expulsion from the con and/or the hotel and may also result in the authorities being called.

13. Visible severe/disruptive alcohol intoxication, vaping, or smoking is prohibited in the Marketplace Hall.



14. **Weapon Sales:** Only costume/cosplay level weapons will be permitted for sale. “Real life weapons” such as metal swords that are sharp, or firearms are NOT permitted for sale. Please see the Fur the More Code of Conduct for further explanation of the types of props allowed for sale within the convention.

15. All sellers must abide by and are subject to Fur the More’s Code of Conduct while attending the convention.

16. Marketplace applicants must be 18 years or older by the Friday of the event to apply. The legal guardian of the minor is allowed to apply for a Marketplace spot, but they must have the legal guardian with them at the spot during open hours. For those of you who are bringing your children who are under the age of 18 as of the first day of the convention, you will also find a Parental Consent form in your Attendee Packet. We need you to fill out this form and give it to us when you are picking up your badge and your child’s badge. **YOU MUST NOTIFY THE HEAD OF THE MARKETPLACE** if you are planning on bringing a minor as a partner in a **SEPARATE EMAIL**.

Children must be supervised at all times and not allowed to run amuck throughout the Marketplace or any convention space. Minors should not be allowed to use any power/electrical tools, rocket launchers, caffeine, or any other destructive forces. Exhibitors who allow their minors to use such tools do so at their own risk and in doing so releases Fur the More from any responsibility or liability. In addition, if the minor is disturbing other attendees or Marketplace Sellers, the exhibitions staff or higher have the right to ask for the minor to be removed from the area.

17. **Vendor Table/Booth are shareable:** Vendor tables and booths are sharable between the number of maximum applicants plus partners allowed (2 for a single table, 3 for a single booth). Each business must have their own temporary tax license. If you are sharing your spot with another business, as the applicant, you are seen as the primary/representative of all the companies. If there are any issues that occur, the applicant will be the person responsible for the other party/parties, and will be approached as such. The secondary businesses will not be listed on the website or on the convention map; only the primary business.

18. **Wi-Fi:** Sellers must provide your own smart device to access the Wi-Fi. If you desire access to Wi-Fi, please mark this within your Marketplace sign up application. Codes will be given to Marketplace Sellers who pay for Wi- Fi access by the Marketplace Head/Artist Head. If you are planning on using the Wi-Fi on more than one device, please notify the Marketplace Head before connecting the devices and our IT department will need to provide you with additional information.

19. No AI generated artwork is allowed to be sold.



Artist Alley Specific Information:

- Artists can apply for this space for one or more days of the convention at a “per day” rate or apply online for the full weekend.
- All winning Artist table applicants will be notified within 2 weeks post application opening
- Artists are not allowed to re-sell items, and are limited to artist created premanufactured items such as art books, buttons, and pins provided they are actively taking commissions.
- **ARTISTS MUST ACTIVELY SELL AT ALL TIMES:** Artist must actively sell for the whole time they are seated within their spot. If the artist is not actively selling, as in “holding a spot” or “no longer accepting orders/sales”, that artist is required to leave that spot and forfeits the spot for the rest of the time of sale remaining that day. 15-minute breaks will be allowed, within a reasonable amount of times, and if needed, a trusted friend may stay at your station during that break.
- All single day artists must be cleared at the end of the night as artist tables are filled each day. Pre-registered weekend artist tables may keep their items on the table overnight if they choose.
- If you have any questions or concerns, please feel free to contact the Artist Alley Head: artistalley@furthermore.org

Artist Seller Rules:

1. **FOR ONSITE ARTIST SELECTION:** Artists are selected by the Artist Alley Head. The Artist Head will select artists until all spots are filled in the Artist Alley area. Each artist is provided a table (approximately 6’x3’) and a single chair. Artists are to pay the Artist Head for the table and Wi-Fi needs. There will be no return of this purchase, even if the artist only sells for part of the day. If an artist is selected, but they do not pay claim their spot/pay by the daily start time, then they forfeit their spot, and another candidate will be drawn.
2. **FOR APPROVED ONLINE PRE-REGISTERED ARTISTS:** Go directly to the Artist Head table starting at 6:00pm on Thursday for check in. You will receive your artist ribbon, and then select your spot for sales. If an artist is selected, but they do not claim their spot/pay by an hour before opening on Friday, then they risk forfeiting their spot if we cannot reach you with your provided pre-registration information, and another candidate will be selected.
3. If you are not initially selected for a spot, but are able to obtain a spot later in the day (due to an artist leaving early for example), please see the Artist Head table for payment amount.
4. **ORIGINAL ARTWORK ONLY:** All artwork for sale must be original and



created by the artist seated at the table.

Example- Batches of soap made by you or a resin mask made, start to finish, by you are acceptable. CDs, prints, comics, buttons, ONLY MADE BY YOURSELF, fall within this rule. If it is discovered that the seated artist did not make the items, they will be removed from the Artist Area without a refund.

5. Marketplace Artists must follow the general rules of the Marketplace as well.

THANK YOU FOR YOUR INTEREST! We look forward to seeing you as part of our Marketplace Family!