

MAICON

SPONSOR & VENDOR OPPORTUNITIES FOR MAICON 2016

Introduction & Demographics.

What we're about and who your potential customers are.

What is TasPop?

TasPop is the Tasmanian Popular Culture Society, supported by the Tasmania University Union (TUU). We are a non-profit, volunteer-ran group focused on running events promoting and engaging people in popular culture while supporting the local pop culture community. These events over the year include; Cosplay, anime screenings, console and tabletop game tournaments and two conventions: Anime Island Convention (AICon) and Mini Anime Island Convention (MAICon). AICon and MAICon offer to the public a chance to socialise with like minded people, compete in competitions such as Cosplay, Kimono, street fashion, art and gaming tournaments. We also offer demonstrations to cater to people interested in broader South East Asian culture, such as Fashion, Music, Martial Arts and Culinary Arts and much more!

What is MAICon?

MAICon is the sister event to Tasmania's longest running pop culture convention; AICon. Both have a strong focus on Japanese pop culture and related interests. In 2015, MAICon had 650 attendees. This year, TasPop is planning to expand the event to 800. MAICon will be held at the Sir Raymond Ferrall Centre at the Newnham UTAS Campus in Launceston on the 27th of August.

Why should you be interested?

AICon and MAICon promotes youth activity and interests, showcases new talent in a variety of fields and promotes multiculturalism. Within the convention itself there are many opportunities to get your business' name out to the youth market, either as a trader or through sponsorship options around the convention. Additionally, this is an occasion to promote your business as one that supports positive community involvement and multicultural values.

TasPop
are proud members of:



Tasmania University Union

TasPop
Events for 2016/2017:

MAICON

27th of August 2016



March 2017

Follow us online:

www.aicon.org.au or
www.facebook.com/animeisland

MAICON

SPONSORS PACKAGE 2016

PROMOTE YOUR BUSINESS AT MAICON!

27th August 2016, Launceston - 1 Day Pop Culture Convention

The benefits

In order to host an event such as MAICon, TasPop are seeking sponsorship pre-commitments. In return your business gains several benefits for your generosity. Aside from providing a direct line of communication with a focused target audience, your sponsorship can provide such recompense as listed in the table below. All sponsorship values are negotiable and go towards running TasPop events.

How sponsorship works

The number of benefits available to a sponsor depends on the amount of support they would like to offer. Sponsorship can be donated in forms of cash, goods, vouchers, advertising opportunities, food and AV equipment which can contribute to the running of the convention.

- \$300 and under of Goods or Vouchers will be considered a 'Bronze Sponsor'
- \$301 - \$750 of Goods/Prizes/Cash will be considered a 'Silver Sponsor'
- \$751 - \$1500 of Goods/Prizes/Cash will be considered a 'Gold Sponsor'
- \$1501 and over will be considered a 'Platinum Sponsor'

Benefits	Bronze Sponsor \$100 - \$300	Silver Sponsor \$301 - \$750	Gold Sponsor \$751 - \$1500	Platinum Sponsor \$1501+
Free MAICon Tickets	1	2	3	4
Advertise for free in our showbags distributed to every attendee. (Advertisements must be printed by sponsor)	✓	✓	✓	✓
Shout outs on TasPop's Facebook (3200+ likes), Tumblr, Twitter, Instagram, Youtube and main website.	✓	✓	✓	✓
Logo featured on AICon's website	Small	Medium	Large	X Large
Posters, banners or free-standing displays in high traffic areas throughout the convention		✓	✓	✓
Logo featured on all MAICon's print promotional material		Small	Medium	Large
Opening/closing ceremony display and shout outs		Small	Medium	Large
Event and room naming opportunities			✓	✓
Free traders table				✓
MAICon naming rights ("Your Business" presents MAICon 2016)*				✓

*This perk is only available to the Platinum sponsor with the highest dollar amount of sponsorship.

MAICON

VENDOR PACKAGE 2016

SELL YOUR PRODUCTS AT MAICON!

27th August 2016, Launceston - 1 Day Pop Culture Convention

The benefits

Tasmania in general is limited in its access to pop culture merchandise. The growth of anime, gaming, street fashion, and general pop culture in Tasmania over the past decade makes MAICon a convention with a targeted audience of teenagers to young families who utilize conventions like MAICon as an opportunity to discover and purchase products as the attendees normally would not have available to them.

Potential products to consider selling at MAICon include video games, DVDs, books and comics, figurines, merchandise, fan-made merchandise, art and art supplies, handicrafts, clothing, jewelry and more. Meeting your consumers face-to-face to sell these products is a proven method for promoting your business and building a loyal customer base.

Prices

Section 1 - Commercial	Section 2 - Artists and Fan Traders
2.4 metre table & 2 trader passes \$100	1.8 metre table & 2 trader passes \$85
Additional trader tables \$75 each Additional trader passes \$10 each	Additional trader tables \$65 each* Additional trader passes \$10 each
Large Vendor Space 3 x 2.4 metre tables & 3 trader passes \$230	*2 tables max in Artist & Fan Trader Area per a trader

Traders will be situated in the G Block Gym. The Artist and Fan Trader Area will be situated in the eastern end of the gym.

Important Information for Traders

Payments made after July 25th 2016 will incur a 10% late payment penalty.
Traders who fail to pay by August 20th 2016 may not be allowed to trade.

Taspop does not allow the sale of:

- Items deemed weapons under Tasmanian legislation
- Bootleg items or material violating copyright laws (Fan Art is allowed at TasPop events)
- Substances and Devices illegal under both Tasmanian or Commonwealth legislation
- Food or beverages of any kind.

Please note due to changes in policy, we no longer allow traders to bring in additional tables.

All Terms and Conditions are listed on Page 4 and 5

MAICON

MAICon 2016 Vendor and Sponsorship Terms and Conditions

Interpretations

1. Any reference to AICon or TasPop includes the AICon committee and its representatives, volunteers, officers, agents, associates, business entities, assignees, affiliates, or other person or entity authorised to act on behalf of AICon or the Tasmanian Pop Culture Society (TasPop).
2. Any reference to Exhibitor or Fan Trader includes a person, partnership, trust, trustee, corporation or any other business entity on completion of the attached Sponsor/Vendor/Advertising Interest Form. Further, the said Exhibitor's agents, representatives, employees, associates, business entities, assignees, affiliates, or other person or entity authorised to act on behalf of the Exhibitor is bound by these Terms and Conditions.
3. Once an invoice has been created and sent to a Vendor or Sponsor these Terms and Conditions will become fully enforceable.
4. AICon and TasPop reserve the right to enforce these Terms & Conditions.

General Sponsor and Exhibitor Conditions

1. Exhibitor bookings will not be made until a 50% deposit is received. Should an Exhibitor withdraw their application after 1st August 2016 when they have already been invoiced that invoice will still remain due and payable. If the invoice has not been paid, the Exhibitor is still liable for 50% of their Vendor fee.
2. All Exhibitors are to act in the interest of MAICon and therefore take no action that will detract from or take attendees away from the venue.
3. Tables will be allocated in the order that they are sold. Only Platinum sponsors have priority placing within the traders hall.
4. Traders are not permitted to bring in any additional tables.
5. A forklift and/or palette jack will not be available for MAICon.
6. Neither Taspop, nor the University of Tasmania, will accept responsibility for the safety or well being of any display or product item delivered to the site. It is very important that all items are clearly marked with your company name and booth number(s). Neither AICon nor the venue will take delivery of such items on behalf of an Exhibitor, unless prior arrangements have been made as per the University of Tasmania's terms and conditions. Please note that all goods and property must be removed from the premises Saturday evening.
7. If items being sold by a trader have been tampered with (ie special/hologram cards being removed from TCG packs or only 2 figures from a 3 figure set) this MUST be made clear to potential buyers. Failure to do so may see you barred from trading at future TasPop events.

MAICON

MAICon 2016 Vendor and Sponsorship Terms and Conditions Continued

8. All Exhibitors must ensure that their displays do not obstruct the flow of traffic around or through their allocated space. Displays must be removed or relocated upon request by TasPop or the University of Tasmania.
9. Any damage caused by an Exhibitor or their Staff, or by items affixed to the venue doors, glass, floors etc will create a removal, cleaning and/or resurfacing cost charged to the Exhibitor.
10. All portable equipment, appliances, chargers, lighting used at MAICon (ie: anything that is plugged in to the venue power supply) must be tested and tagged in accordance with state Workplace Health and Safety Regulations and Australian Standard 3760-2000. All power extension leads and power boards must also hold current tagging. The use of double adaptors is prohibited at MAICon at all times. Arrangements must be made with your nominated electrician for the purpose of testing and tagging all electrical items and leads. Any Test & Tag conducted by AICon's contracted electrician during bump in will incur a cost per item, which will be billed directly to the Exhibitor at the conclusion of the event. Any electrical equipment found to be untagged must be tested and tagged or removed from the University of Tasmania immediately.
11. To the maximum extent permitted, TasPop does not accept (and will not have) any liability to the Exhibitor for costs, losses or damages which might be suffered by the Exhibitor or by any other person through participation in the convention and hereby releases AICon from and against all claims, demands, actions, damages, costs, charges and expenses or other liabilities whatsoever that may be made, brought against, suffered, sustained or incurred by the Exhibitor arising out of or in connection with the Exhibitor's participation in the convention in accordance with these Terms and Conditions
12. Prohibited and Restricted Items
Display and sale of any restricted material must comply with relevant Tasmanian legislation. The following items are not permitted within the venue for either display or sale purposes:
 - Items deemed weapons under Tasmanian legislation
 - Bootleg items or material violating copyright laws (Fan Art is allowed at TasPop events)
 - Substances and Devices illegal under both Tasmanian or Commonwealth legislation
 - Food or beverages of any kind.Any Exhibitor in possession of these items will be asked to have them removed from the premises. In serious occurrences, AICon reserves the right to have the exhibitor ejected from the venue and banned from future TasPop conventions.
13. Exhibitors will abide by AICon's rules and regulations as listed in the program booklet and online.
14. No amendment or variation to this Agreement will be binding on the parties unless made in writing and signed by each of the parties.
15. Sponsors need to supply prizes one week (7 days) prior to MAICon, unless permission is given to supply the prizes during set up at MAICon. In which case, a detailed list of prizes to be supplied should be forwarded one week (7 days) prior to MAICon.
16. TasPop do not supply display boards or clothing racks for MAICon.

MAICON

SPONSOR/VENDOR INTEREST FORM

PROMOTE YOUR BUSINESS AT MAICON!

27th August 2016, Launceston - 1 Day Pop Culture Convention

Please note: By completing your details below (either by hand or digitally) you agree to the Terms and Conditions on pages 4 and 5.

Contact Details:

Business/Organisation Name:

Contact Name:

Phone Number:

Email Address:

Postal Address:

MAICon Sponsor

Bronze Sponsor: \$100 - \$300

Silver Sponsor: \$301 - \$750

Gold Sponsor: \$751 - \$1500

Platinum Sponsor: \$1500+

MAICon Commercial Vendor

Standard Vendor Table: \$100

Additional Vendor Table: \$75ea (no. of additional tables required:)

Large Vendor Space: \$230

Additional Vendor Pass: \$10ea (no. of extra vendor staff at your tables:)

MAICon Artist and Fan Trader

Standard Vendor Table: \$85

Additional Vendor Table: \$65

Additional Vendor Pass: \$10ea (no. of extra vendor staff at your tables:)

I.....(please print name) have read and agree to the Terms and Conditions of sponsoring and trading MAICon 2016.

Signature.....

Send this form to:

Sponsor and Trader Coordinator via email at exhibit@aicon.org.au