

TESLACON 7 VENDOR INFORMATION AND APPLICATION



Thank you for your interest in being a part of the TeslaCon 7 Vendor lineup! We're extremely excited to have you join us on our adventure. We've heard your feedback, your problems, your concerns, and Eric is trying to correct everything swiftly and as accurately as possible. There have been changes for the convention this year, so be sure to read everything carefully.

Every year more people apply for this opportunity, and every year TeslaCon boasts the best vendors with the most creative inventories in the whole of Steampunk fandom. This year is no exception, and we look forward to many returning merchants and new vendors this year.

The theme is "La grande Expedition Scientifique". So let's take a look at what we will be doing and what you can do as a vendor in the "Rue de trésors et de dons" (the street of treasures and gifts) to boost sales and ensure that this year is successful for you and your business.

The date is once again the third week of November. This is typically the last convention before Christmas, and a great chance to sell to fans looking for gifts and treasures to share during the holiday season.

We would like to have at least 6 hours of sales on Thursday. The first year we did this, many vendors made back their table fee that night- and set them up for a great return. We encourage you to consider this as it is truly the only official function of the convention for Thursday night and since we have over 60% of the members there early, a wonderful chance to begin the art of selling your wares.

As for the room itself, many of you have vended in it before. We will be trying some new techniques to get more people through the doors this year.

To begin with - our famous TeslaCon Barker will be returning again this year. We recommended that you give us a list of few items (2-3) that are special and the Barker can talk about to the fans while leading them to the mercantile. He's there to help you sell - so the better your descriptions, the more likely he's able to help you add on to your sales!

Some things to cover immediately:

- Thursday night we are open for 6 hours to start the convention
- Barker returns to help in sales efforts for the convention
- There is only one Vendor room, with various dealers outside of the entrance
- Posting and listings of all dealers by alphabetical order will be on the website with links to your pages
- PNG art for you to use on banners and art of your choice declaring you will be vending at this years event will be available. (NOT art to be used on products - if you wish to use the official TeslaCon logo on your art, you must be preapproved by Eric Larson, for a fee.)
- Advertising for dealers that wish to use art for buildup to convention
- Soft and hard close times to give everyone a chance at last minute sales.
- Time will be given for dealers to close, eat, and then enjoy evening activities

Dealer Hours: As of 2/2/2016

Thursday November 17th: 2PM-8:30PM
Friday November 18th: (9:30 dealers arrive) 10AM-6:30PM
Saturday November 19th: (9:30 dealers arrive) 10AM-6PM
Sunday November 20th: (9:30 dealers arrive) 10AM-3PM

- Set up for dealers may begin on Wednesday morning at 9:00AM.
- Finish soft-setup by 1PM for 2PM opening.
- After 8:30 PM close we will then allow dealers to finish setup until 11PM

Salathiel Palland of Motor City Steamcon and Abbey Manalli of Apothecary will be in charge of setup/tear-down and ALL aspects of the dealers room. All questions, concerns etc. must be addressed to Eric Larson until August 1st. After that, you can

direct your questions to Salathiel or Abby in an email format. Failure to do so might mean your request is not fulfilled.

To reach Salathiel or Abbey through email please use this address:

lathielb@gmail.com
abbey.manalli@facebook.com

Now let's get started with your plans!

Ask yourself what you can do to make this year even more successful than ever before! PLAN in advance!

By now you know TeslaCon has won the Steampunk award for best overall convention three times from The Steampunk Chronicles Awards. It is also no secret that most fans consider this convention the "big event" in steampunk fandom. This is why I take such pride and care in designing and implementing the dealers room. You are the front line in guest entertainment and immersion. The vending room has always been a big deal at media & comic cons alike. But for Steampunk fans it is one of the few places you can go and truly absorb the atmosphere and feeling of the convention and the period all at once.

As many of you know TeslaCon prides itself on the story- the immersive experience we give our guests throughout the weekend. It is also important for you to carry over this experience in the Vendor room. So here are some ideas that will hopefully make your sales larger and more robust.

- Make sure YOU have a story. It doesn't matter what your story is. A new mercantile that has just opened up in Paris, or perhaps you are a traveling salesman with wares that must be unloaded by the weekends end. Just remember the more convincing YOU are at the story, the more the patron will believe in it too.
- Use historical people to emulate or pick up on a famous company that you could represent.
- If possible use specially made tickets for the main items you wish to sell. Make something that stands out and is thought provoking. Use your logo with it. But above all make it seem like part of Paris, or part of the Scientific Expedition from around the world. The better you present it, the better it will sell to your patrons!
- Use your imagination to create the theme you want for this year. Do you use an old suitcase with traveling stamps to create a display? Maybe you have

old photos you could use to decorate? Theming the main items for sale with your story would also work. Make the main story work **for** you!

- Use a costume that fits your persona best. The more you become part of the story, the more the patrons will also take part in your tale. It draws them in and makes their experience more believable. Remember to have fun, the more outrageous the thought, usually the better the idea.
- Restrict the use of phones-iPads and computers...unless you need them for sales for credit cards and such. The fewer distractions from the period the better. This also leads us to another point...
- Engage- Encourage- Persuade- and Suggest to people. Never just sit at the booth reading or Facebooking on your phone. We have heard over the years how the fans hate to see this. While many of you know us and have heard this before, we do listen to vendors. We also hear that some do not sell well- but when we enquire about it the main reason always comes back to inattentiveness on the part of the vendor. Some people use the line "Take your time-if you need anything let me know"...that is in itself asking them not to buy anything.
- Talk with the patron and introduce yourself
- Explain who you are and your short story
- Ask them what they are looking for and if you could help complete their wardrobe or special need
- Even if they don't purchase, make an offer for them to return and remind them that you are open until 3PM on Sunday!
- If the Barker brings someone take extra care- they wanted to find something and will most likely buy from you if you can supply it!
- The one thing Steampunks love is attention. Show it to them! Compliment them on their costume, weapon or device. Then show them how YOU can help them create an even better look.
- Hand them your business card – suggest writing a note on it, to remind your patron what they were looking for in your specific booth

The dealer room itself:

- If there is a problem please refer to Salathiel or Abbey as soon as possible (you can also reach out to any TC staff member and they'll do their best to help). Do not wait to tell us something is wrong, or you saw something that was not right.
- Packets for Vendors will include **all** badges, maps, and schedules. Failure to tell us a number of badges needed before the convention will slow the check-in process. Vendors will also receive a full map prior to the con opening.
- Double booth space Vendors will receive 4 tickets total, single booth space Vendors will receive 3 tickets total. If you would like to purchase additional tickets for vending-helpers, they will be at a special price of \$45/each (limited to 5 tickets total per booth). We are permitting these extra tickets this year so that you may work out a schedule with your shop to let each person see the events they want to see, and you can rotate meals/breaks easily this way.
- All booths will be pre-measured and checked before any dealer enters the Vending space. Dealers must stay within the confines of the booth space and not encroach on their neighboring area or any walkways.
- If you see any patron, vendor or staff person arguing or carrying on in a way that is not conducive to the convention - let us know. If you feel Lord Bobbins should know then **tell him**. Waiting until Sunday evening at 6PM does no one any good and will not help the matter.
- For safety and security. If you witness a fight between people ANYWHERE at the convention, a disagreement or people obviously engaged in some type of issue and it could be seen as a consent problem or a safety issue for one of the people involved - please contact SECURITY immediately. **Do not take action upon yourself.**
- If you notice any stealing or shop lifting please inform Salathiel, Abby, or a staff member as soon as possible. We want a clean, well-run convention. People found stealing will be ejected by security; there will be NO second chances.
- If you see a patron wielding a weapon or prop around that you consider harmful also let us know. Security will deal with the issue. We want everyone safe and kept from harm.

- There is no fighting, bickering, name-calling or excessive swearing in the Vendors room, or any room at TeslaCon. We ask everyone to be tolerant and treat others, as you yourself would like to be treated.
- If there is a disagreement with another dealer or a patron we ask that you let us know immediately so that our staff can help with the situation at hand.
- TeslaCon will not tolerate talking back to employees of TC, the Hotel, or staff of the Hotel in *any* way. If this happens, dealers will be asked to leave and any and all fees will **not** be returned. Said dealer would also be banned from future conventions.

Name

Vendor Name

I have read, agree, and understand all of the notes above

I have noted the Vendor Room hour times

One copy of this form will be kept in the Official TeslaCon Records. The other will be returned to you when you pick up your registration information at TeslaCon.

TeslaCon 7: Official Vendor Application

Business Name:

Business Location:

Contact Name:

Contact Email:

Contact Phone Number:

Business URL(s):

URL to Business Logo:

(if unavailable, please attach to document)

Type of Products (check all that apply):

- Artwork
 - Books
 - Clothing – General
 - Clothing – Corsets
 - Clothing – Menswear
 - Clothing – Vintage/Victorian
 - Clothing – Accessories
 - Food – Sweets
 - Food – Tea
 - Food – Other
 - Jewelry
 - Leather Craft
- Service – Explain:
Other – Explain:
Comments:

Describe the product you are most excited to bring to TeslaCon7:

Please check each of the years that you attended TeslaCon:

- TC1 2010
- TC2 2011
- TC3 2012
- TC4 2013
- TC5 2014
- TC6 2015

Vendor Packages

- Small Booth (8x10')** - \$350, 3 tickets included.
Can purchase 2 additional tickets for \$45 each.
- Single Booth (10x10')** - \$375, 3 tickets included. Can purchase 2 additional tickets for \$45 each.
- Double Booth (10x20)** - \$750, 4 tickets included. Can purchase 1 additional ticket for \$45.

- Needs Electricity** (\$25 fee - limited to your booth only):
- Other Needs - Specify:**

Vendors may choose to work out sharing a booth space. If you are doing so, please comment below with any deals you may have worked out:

When finished with your complete application, please email it to Donna Machen at donnamachen@gmail.com - you will receive confirmation that it has been received.

We will be announcing our official Vendors by May 1, 2016. Please check your emails frequently as we may have correspondence before then. Vendors will be chosen randomly. If you are not selected in the first round, you may be contacted later if there there any cancellations.