2018 SALINAS VALLEY COMIC CONVENTION
SELL YOUR BRAND, MEET YOUR CUSTOMERS, OR NETWORK WITH FELLOW CON-GOERS!
Take advantage of this great opportunity to engage with a targeted audience of convention-going families and nerd/geek enthusiasts in the Salinas Valley and Monterey Peninsula region. Roughly 1,200 guests will visit the Salinas Valley Comic Con during the convention weekend, December 15th & 16th, 201
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Basic Information about the Salinas Valley Comic Con

Background:
The National Steinbeck Center, in partnership with the Salinas Public Library hosts this comic convention at the Hartnell College Student Center each year as part of their non-profit missions to provide educational and enriching opportunities and events to their surrounding communities and their respective stakeholders.

The inception of the Salinas Valley Comic Con came from a need to encourage young people to love reading. Just as John Steinbeck loved to read about King Arthur’s quests, readers of all ages can be transported to other worlds in search of adventure with their favorite characters through comics. This sense of engaged adventure leads to a greater appreciation of the written word and inspires continued, regular practice with reading and writing.

The convention’s programming and all of its facets should reflect the missions of the National Steinbeck Center & the Salinas Public Library:

National Steinbeck Center: Drawing from the works of John Steinbeck, the National Steinbeck Center is dedicated to Steinbeck’s creative legacy: to participate, to inspire, to educate, and to understand one another

Salinas Public Library: To encourage reading, the appreciation of books, and to provide materials and services to help members of the community meet their personal, informational, educational, and cultural needs.

Fast Stats:

2017 Fast Stats:

• 900 guests: primarily families with young children + teens and young adults.
• Many visitors left with new books and pieces of artwork
• 5 panels with local comic groups
• 7 hands-on art and storytelling workshops
• 2 presentations by children’s authors
• 8 CSUMB & Hartnell Clubs hosted booths and demos
• >15 local artists and comic authors attended
• Hands on demos by Digital Nest, the Naval Postgraduate School Foundation’s Makers Club, Roaring Mice Art Studio, & Santa Cruz Gamers
• 22 local businesses came as vendors
• For convention highlights covered by local news, see attached press release page

Location & Maps

SVCC2018 is located at Hartnell Community College in Salinas, CA. The campus is bounded by Central Avenue and West Alisal Street on the North and South (respectively), Homestead Avenue on the East, and Hartnell Street and College Drive on the West. Campus address is: 411 Central Avenue, Salinas, CA 93901

Time and Dates

December 15-16, 2018
Friday, December 15th 10:00 AM – 5:00 PM
Saturday, December 16th 10:00 AM – 4:00 PM
Reservations for Guest Speakers and Vendors

Booth Reservations Rates

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<th>Booth Size</th>
<th>Booth Prize</th>
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<tr>
<td>4’ x 8’ – Half Booth</td>
<td>$75.00</td>
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<tr>
<td>8’ x 10’ – Single Booth</td>
<td>$150.00</td>
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<tr>
<td>8’ x 16’ – Double Booth</td>
<td>$225.00</td>
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For information on advertising on our Convention Program, contact tara@steinbeck.org

Booth Setup Details:
- No canopies by order of fire marshal
- One (1) 8’ table for half booths (approx. 4.5 feet long) – Half of the table and behind the table space will be yours, the other 4.5’ will be a fellow guest speaker or vendor
- One (1) 8’ table for Single booths (approx. 8-9 feet long)
- Two (2) 8’ tables for double booths (each 8-9 feet long)
- Two (2) Chairs
- Tablecloth
- Identification sign
- Up to five (5) vendor badges for table staff
- Free parking
- Access to electrical and wi-fi

Salinas Valley Comic Con Schedule:
We will email everyone the final speaker schedule + map. In addition, the schedule of panels and speakers will be available at http://steinbeck.org and will also be printed and available at the information table at SVCC2018. The schedule below is related to the weekend’s overall schedule.

**Friday, December 14:**
3:00 pm to 7:00 pm: Vendor set up

**Saturday, December 14:**
8:00 am – 9:00 am: Begin vendor set-up for those who did not do so Friday evening. Kindly finish with unloading and set up at this time, as not to impede lining up of attendees.
10:00 am: Doors open to attendees
5:00 pm: End first day of con
5:45 pm: Doors locked for the night. Please have everything you need with you before you leave, nothing will be accessible until Sunday morning.

**Sunday, December 17**
9:30 am: Doors open to vendors
10:00 am: Doors open to attendees
5:00 pm: End SVCC2018
5:00 pm to 6:00 pm: Volunteers and dolly available to help vendors load up
6:00 pm: Everything but Salinas Library displays must be out. Doors locked
Arrival

- **Arriving from Highway 101, from the North or South:**
  Driving **North** on 101, take exit 328 toward CA-183/Market Street
  Turn right onto Kern Street (0.1 mi)
  Turn right onto Market Street (0.6 mi)
  Use the middle lane to turn left onto E. Front Street (signs for CA-183/W. Market Street) (463 ft.)
  Use the right 2 lanes to turn slightly right onto E Market Street (signs for Ca-183/Santa Cruz) (0.9 mi)
  Turn left onto Villa Street (0.5 mi)
  Turn right onto Central Avenue (272 ft.)—Campus will be on the left

  Driving **South** on 101, Take exit 329 for North Main Street/CA183/Main Street towards Salinas/U.S. 101 Business N. (0.2 mi)
  Continue onto CA-183 N/N Main Street (0.6 mi)
  Turn right onto W. Market Street (0.6 mi)
  Turn left onto Villa Street (0.5 mi)
  Turn right onto Central Avenue (272 ft.)—Campus will be on the left

- **Arriving from Highway 1, from Imjin Parkway**
  Take exit 408 for Imjin Parkway and follow Imjin Parkway (3.0 mi)
  Turn right onto Reservation Road (0.6 mi)
  Use Left 2 lanes to turn onto Blanco Road (4.6 miles)
  Turn left onto S. Davis Road (0.8 mi)
  Turn Right onto Central Avenue—Campus will be on the right

- **Arriving From Highway 68**
  Follow CA-68 West towards Salinas
  CA-68 turns into S. Main Street
  Turn Left onto Clay Street (0.4 mi)
  Clay Street turns right and becomes Homestead Avenue (0.5 mi)
  Turn Left onto Central Avenue (0.2 mi)—Campus will be on the left

Unloading

The unloading and loading zone is the parking lot next to the Student Center, Lot #2. During the unloading periods, a dolly from the National Steinbeck Center will be available, as well volunteers to help with directing traffic and organizing the unloading process.

Parking

All vendor vehicles can be parked in the Parking Structure (Building 1 on the campus map) or street parking surrounding campus. No parking permits are required.

Selling in the State of California

It is the responsibility of all vendors to have the necessary paperwork to legally engage in business in the State of California, including the necessary permits and permissions. Please see the Board of Equalization website if you have any issues with this matter: [http://www.boe.ca.gov/](http://www.boe.ca.gov/)

Temporary Seller’s Permits are available for free here: [http://www.boe.ca.gov/info/temporary_sellers.htm](http://www.boe.ca.gov/info/temporary_sellers.htm)
Before the Convention

Payment
Payment via cash, check, or card must be made in order to reserve your booth spot at the convention. Payments must be made along with signed contract thirty (30) days before the convention.

Cancellation or Late Arrival
Vendor fees are nonrefundable. On Friday or Saturday, if you cannot come due to illness or you encounter traffic delays, please call or text Lisa at 813-245-1010.

Conduct
Please be aware that all participants in the Salinas Valley Comic Con must abide by the SVCC2018 Terms and Conditions, Hartnell College policy, and

Contract & Hold Harmless Clause:
The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's activities on the premises and will indemnify, defend, and hold harmless the National Steinbeck Center, Hartnell College as well as their respective agents, servants, employees from any and all such losses, damages, and claims.

THIS APPLICATION SHALL NOT BE A BINDING CONTRACT UNTIL SIGNED BY BOTH THE EXHIBITOR AND AN AUTHORIZED REPRESENTATIVE OF THE NATIONAL STEINBECK CENTER/SALINAS VALLEY COMIC CON.

By signing your name on the registration contract and any other contracts needed by the NSC, I hereby sign this application form and certify that all information provided is true and correct to the best of my knowledge. I will alert the National Steinbeck Center/Salinas Valley Comic Con of any changes to this information or my ability to attend the Salinas Valley Comic Con no later than 30 days prior to the date of the Salinas Valley Comic Con. I understand that failure to do so will result in forfeiture of my booth space and fee to the next available applicant on the waiting list. I will provide payment within 30 days of the acceptance of my application by a representative of the National Steinbeck Center/Salinas Valley Comic Con, but no later than 60 days before the date of the Salinas Valley Comic Con.

I agree to abide by all the rules of the Salinas Valley Comic Con, directions of the National Steinbeck Center/Salinas Valley Comic Con staff and representatives, and those of rules of Hartnell College and its staff. (For a list of these rules, please see the links on the National Steinbeck Center website page for the Salinas Valley Comic Con)

Social Media:
• We ask that in an effort to grow our convention, promote your business, and the National Steinbeck Center, that you use our social media package prior to, during, and immediately after the convention.
• If you have Con-related photos and news, please email Eric Mora: eric@steinbeck.org.
• When posting, we please ask that you tag the National Steinbeck Center in your post:
  o Facebook: @nationalsteinbeckcenter  o Twitter: @steinbeckcenter
  o Instagram: @steinbeckcenter  o Youtube: The National Steinbeck Center
• When posting on your own pages we ask that you use any of the following hashtags or a variation:
  o #SalinasValleyComicCon  o #Nationalsteinbeckcenter
  o #Salinasvalleycc  o #salinascomiccon
  o #lettucereadtogether
2018 SALINAS VALLEY COMIC CON REGISTRATION FORM
Hartnell College Student Center 411 Central Avenue, Salinas, CA 93901
December 15th & 16th 2019

Electronic Form: https://goo.gl/forms/KMWydewZjhNZnFju1
Email/Scan Form:

Company Name: (to appear on booth signage): ________________________________________________

Main Contact: ____________________________ Email: __________________________________________

On-site Expo Contact: ____________________________ Email: __________________________________

Address: ____________________________________________ City: ____________________________

St: __________ Zip: __________

Day Phone: ____________________________ Cell Phone: ____________________________

Company Website: ______________________________________________

Company/Contact Social Media: ______________________________________________

Signature: ____________________________________________________________________________

Product(s) to be displayed, sold, or sampled from your booth: __________________________________

__________________________________________________________

Selling products at the Expo? □YES □ NO If yes, California Sellers License # ________________________

(City of Salinas temporary business license may be required for product sales.)

With the exception of sponsors, booths WILL NOT be reserved without full payment. The entire fee is due with the
application; booths will not be assigned without payment. Payment may be made by check, cash, or credit card.

Credit Card # ____________________________ Exp. Date ____________ Security code ________

Name on Card

__________________________________________________________

Cardholder Signature

_____________________________________________________________________________________

Return completed form with payment to:

The National Steinbeck Center
One Main Street,
Salinas, California 93901

Any questions or concerns? Email Lisa at archives@steinbeck.org or call 831-775-4734 (M-F, 9 am to 4:30 pm)
Hartnell Maps
All SVCC2018 activities will be centered at the Hartnell Student Center (Building C on the campus map), located at the Northeast corner of campus, south of the corner of Central Avenue and Homestead Avenue.

Hartnell Campus Map: https://www.hartnell.edu/locations-and-maps
Student Center Building Map: https://www.hartnell.edu/location/c-student-center

Hartnell College is a smoke-free campus.

Red Star: Unloading lot
Blue Star: Free parking lot
**Red Star:** Front of the Student Center, where check-in is located
Grey blocks: Parts of the Student Center that are off limits to the public, vendors, and guests.
Day-Of Event Topics

Food Options for Purchase

Onsite
- Mix of Flavors tacos
- Various Food Trucks
- Student Center vending machines
- ATM in the Student Center
- Bottled water from National Steinbeck Center

Nearby
- Hartnell Plaza Shopping Center: 931 W. Alisal St, Salinas. Shopping center has: Mountain Mike’s Pizza, Sunshine’s Donuts, and Bagel Bakery
- Salinas City Center, Main Street’s 100-300 blocks. Main Street has a number of food options

Other Resources
- Drug Store/Convenience Store: CVS, Main Street Shopping Center 1140 S. Main Street, Salinas
- Office Supplies: OfficeMax, 1241 N. Davis Road, Salinas
- Electronics: Best Buy, 390 Northridge Mall, Salinas

Day-of Contact Information From Steinbeck Center
- Lisa Josephs: 814-245-1010 | Archivist, Vendor Coordinator
- Tara Spada: 410-980-5493 | Event Coordinator, Programming and Guests
- Eric Mora: 831-229-2170 | Marketing Coordinator, Press and Social Media

Emergency Information

Medical
- Call 911 directly if necessary, address is Hartnell Student Center, 411 Central Avenue
- Alert Con volunteer and/or staff of the situation
- Urgent Care: Pinnacle Urgent Care, 2 Rossi Circle (831)-770-0444
  - Friday: 8 am to 7 pm, Saturday: 9 am to 4 pm, Sunday: 9 am to 1 pm
- Doctors on Duty—Salinas: 1212 South Main Street (831)-422-7777
  - Friday: 8 am to 8 pm, Saturday & Sunday: 8 am to 6 pm
- Nearest hospitals: Natividad Medical Center and Salinas Valley Memorial Hospital
- For minor injuries, a First Aid kit will be available at the Information Table

Disorderly conduct, fighting, etc.
- Look for on-site security or a con volunteer/staff member to alert security.
- Notify Tara Spada (410-980-5493) or Lisa Josephs (814-245-1010)

Lost or Found child
- Please alert a con volunteer/staff member or go to the Information Table
Salinas Valley Comic Con 2018 Vendor/Exhibitor
General Rules and Conditions

Salinas Valley Comic Con (SVCC), the National Steinbeck Center (NSC), Salinas Public Library (SPL) and Hartnell College.

- SVCC/NSC/SPL is not responsible for any travel, sleeping accommodations, nor shipping costs for vendors, exhibitors or autograph talent unless agreed upon by Planning Committee.
- Vendor/Exhibitor badges are non-transferable and are not to be re-sold. Additional convention badges may be purchased at a lower rate (max 4).
- Booths and Exhibits must have one (1) person staffed at all times during convention hours.
- Vendors and Exhibitors must adhere to all Hartnell College guidelines, in addition to those of SVCC/NSC/SPL.
- Vendors/Exhibitors selling merchandise must have a California sellers permit (https://efile.boe.ca.gov/ereg/index.boe) and provide SVCC/NSC with your permit number prior to opening day of the convention. If a number is not provided to SVCC/NSC, the Vendor/Exhibitor will not be allowed to sell items. Violation of this rule is cause for dismissal from SVCC. No refund will be issued.
- Vendor/Exhibitor with adult material (as defined in Booth Application) must adhere to set-up and display requests from SVCC/NSC/Hartnell College.
- Lighting, sound, and AV equipment must be approved by an SVCC representative. Vendors must submit a list of this type of equipment and its intended use for approval. Said equipment cannot interfere with the free flow of traffic through the designated walkways and must fit within the confines of the booth space. Any sound-making equipment may not be louder than a reasonable conversational pitch, given the general level of noise in the vendor hall.
- Contests, raffles, or other activities outside the bounds of normal sales must be submitted for approval with the Vendor application. Such activities will be assessed independently from the booth application.
- Bootleg items are not to be sold. If discovered, Vendor/Exhibitor will be asked to remove items. Violation of this request is cause for dismissal from SVCC. No refund will be issued.
- All designated walkways are to be kept clear of merchandise, equipment or displays.
- Vendor/Exhibitor badges do not allow any persons priority entrance to any SVCC panels or special events.
- Filming or photography for any means, other than recreational or self-promotion, is strictly prohibited. All filming/media requests must be submitted to the National Steinbeck Center representative no later than 60 days prior to the first day of the Salinas Valley Comic Con: (831)-775-4734 or archives@steinbeck.org
- Completion of Vendor/Exhibitor form authorizes SVCC/NSC/SPL/Hartnell College to use your likeness and booth set-up for current, and/or future marketing and publicity. Reasonable attempts will be made to exclude booths bearing a “no photography/video” sign.
- 100% payment of booth space is required no later than 30 days before the first day of Con or the applicant’s space will be offered to a wait-listed vendor.
- All Vendors/Exhibitors must adhere to the Attendee Guidelines and Code of Conduct. Violation of these, along with the Vendor/Exhibitor Rules and Conditions, are grounds for dismissal from Salinas Valley Comic Con. If dismissed, no refund will be issued.
- Should the date, time or location of Salinas Valley Comic Con need to be changed for any reason, Vendor/Exhibitor will be given option of keeping booth space or receiving a full refund.
- Maps, full schedule, updated program will be provided closer to the date.
- All Guidelines/Rules and Conditions are subject to change. Updates will be provided to all Vendors/Exhibitors in a timely fashion.
I have read, and understand, the above General Rules and Conditions for Salinas Valley Comic Con 2018.

Name: __________________________________________

Signature: _______________________________________

Date: ___________________

Please keep one copy, and submit signed copy to:

SVCC18 Rules and Conditions
National Steinbeck Center
One Main St.
Salinas, CA 93901
archives@steinbeck.org
Salinas Valley Comic Con Attendee Guidelines

Salinas Valley Comic Con (SVCC), the National Steinbeck Center (NSC), Salinas Public Library (SPL) and Hartnell College.

Code of Conduct
All attendees are expected to adhere to commonly held rules for public behavior, personal interaction, common courtesy, and respect for private property. Harassment and offensive behavior will not be tolerated. If an attendee finds themselves in a situation where they fear for their safety or are subjected to any harassment, locate the nearest security or staff member so that the situation can be handled immediately. In an emergency, always immediately call 911. Salinas Valley Comic Con reserves the right to expel any who do not adhere to these guidelines, without refund.

Cosplay
• Costumes and accessories must not be harmful to yourself or those around you.
• Simulated or costume weapons are allowed as a part of your costume, subject to prior approval by security.
• All costume weapons must be inspected by security in the lobby.
• All costume weapons must conform to state and federal law.
• Projectile costume weapons must be rendered inoperable.
• Costume swords will be tied so that they can’t be drawn.
• After each person’s costume weapon has been checked, it will be tagged by security.
• Security will escort you to the security station for inspection if your costume weapon is not tagged.
• Costumes should not display offensive symbolism or gestures.
• We ask that costumes are appropriate for all ages.
• Play-fighting or mock battles are not allowed in any Con areas.

Anyone not in compliance may be denied access until they modify their apparel to convention regulations.

Disallowed
• Pets. Only licensed service animals will be allowed into the convention.
• Handcarts, trolleys, rolling luggage.
• Remote controlled devices such as drones, heelies, hoverboards, or cars.
• Smoking is not allowed in Salinas Valley Comic Con. This includes e-cigarettes and vaporizers.
• Salinas Valley Comic Con does not allow video or audio recording in panels, workshops, of cosplayers, or other Con-goers without prior permission. If you are taking photos inside the convention, we ask that you observe the Code of Conduct, both of SVCC and Hartnell College.
• Filming or photography for any means, other than recreational or self-promotion is strictly prohibited. All filming/media request must be submitted to the NSC team prior to December 15th to eric@steinbeck.org.
• Respect others and ask for permission to video or photograph anyone. Cosplay is NOT consent.
• Illicit and/or illegal substances.

Salinas Valley Comic Con, The National Steinbeck Center, and Hartnell College reserve the right to change or modify any policy or rule anytime and without notice.