



7-9 April, 2017  
Old Mutual Sports Hall

For more information contact  
Grant Charlton  
082 823 7199 [gracrom@icon.co.za](mailto:gracrom@icon.co.za)

or

Shelley Kirby  
082 321 2886 [info@theunseenshoppe.co.za](mailto:info@theunseenshoppe.co.za)





WELCOME!

ICON in Johannesburg is the largest annual consumer hobby gaming and comic event in Southern Africa. Each year thousands of enthusiasts converge from all over the country for a long weekend of interactive gameplay, comics & collectibles, hobby-related events, cosplay, anime screenings and a variety of other events at this virtual Mecca for gamers and hobby enthusiasts.

With more than 2,000 visitors each year in Johannesburg and more product introductions than any other game and comic event in Southern Africa, ICON is THE place where consumers, game distributors, comic retailers and media entertainment distributors get together to experience the latest and greatest in the industry.

We are proud to be bringing the same experience to Durban, for the THIRD year in a row. We have seen such incredible growth since the inaugural Durban event in 2015 that we are moving to a venue more than three times the size of our previous venue in order to accommodate our growing number of attendees, exhibitors and events. We expect well over 1000 visitors to attend this year and welcome you to share in the spotlight and reap the rewards by exhibiting at ICON in Durban, or as we call it, ICON by the Sea.

ICON will take place from 6 to 9 April, 2017 at Old Mutual Sports Hall in Glenwood. If you would like to exhibit at ICON we have various stall configurations available in the exhibition halls and all the necessary forms to apply are included.

Exhibitors are requested to *actively participate* to ensure the success of the year's "Pirates" theme and in the promotion of the exhibition. Dress-ups, posters, banners, side-show competitions and the like are all permitted and thoroughly welcomed! (Please just clear all the above with Grant to avoid confusion!)

For more information please contact Grant Charlton at 082 823 7199 or [gracrom@icon.co.za](mailto:gracrom@icon.co.za) or Shelley Kirby at 082 321 2886 or [info@theunseenshoppe.co.za](mailto:info@theunseenshoppe.co.za) .

We look forward to seeing you there!

Sincerely,  
Grant



## IMPORTANT DATES

### Stall Bookings, Setup and Breakdown

- Provisional Stand bookings + **50% deposit. Received on or before 4<sup>th</sup> Feb 2017**
- Final Stand Reservations & Balance Payment **Received on or before 13<sup>th</sup> March 2017**

*All account balances on stands, extra badges, advertising, sponsorships, etc. must be paid in full prior to the show. Exhibitor balances not paid in full will be subject to forfeiture of stand space.*

- Stand Setup Thursday 6 April, 8am to 5pm
- Stand Breakdown & Clean-up Monday 10 April, 8am, to 5pm

### Marketing Deadlines

- Magazine Ad Reservations & Payment Received on or before 4<sup>th</sup> Feb 2017
- Magazine Ad Materials to Grant Charlton Received on or before 11<sup>th</sup> Feb 2017

### Badge Deadlines

- Exhibitor and additional Badge Requests Received on or before 13<sup>th</sup> March 2017

*Complimentary badges are provided with stands purchased depending on the size of the stand. Refer to the Stands & Rates page for the number of badges allocated by stand size. Additional badges are charged at R20 each. All names for badges must be submitted on or before the deadline indicated above. There will be no facility for creating badges on-site at the event.*

### Non-Standard Events

- Event Submission Ends 11<sup>th</sup> February 2017

***Exhibitors wishing to run events outside of the standard ICON events are required to submit details regarding the proposed event for approval by ICON, and inclusion into the ICON magazine brochure if accepted. Remember we need ALL the details before the 11<sup>th</sup> for inclusion in our player's brochure.***



## CONTACT INFORMATION

### ICON Chairman Grant Charlton

Tel 082 823 7199  
Fax 011 482 9999  
Email [gracrom@icon.co.za](mailto:gracrom@icon.co.za)

### Local Organising Committee

#### Shelley Kirby

Tel 082 321 2886  
Fax 031 266 9017  
Email [info@theunseenshoppe.co.za](mailto:info@theunseenshoppe.co.za)

### ICON Banking Details

Standard Bank, Ellis Park  
Branch Code 4605  
Account No. 203093224  
Account Name The Comic Corner CC

*Fax proof of payment to 011 482 9999 or scan to [gracrom@icon.co.za](mailto:gracrom@icon.co.za)*



## EVENT DETAILS

<b>Venue</b>	<b>Old Mutual Sports Hall,</b> Gate 9, Rick Turner Road Glenwood
<b>Dates &amp; Times</b>	<b>Friday 7 April to Sunday 9 April, 12am to 9pm on Friday, 9am to 6pm on Saturday and 9am to 5pm on Sunday</b> Set-up is from 8am to 5pm on Thursday 6 April, and breakdown from 8am to 5pm on Monday 10 April.
<b>Entrance Fees</b>	R100 per person for a standard weekend pass, or R60 per day. Exhibitors will be provided badges to allow free access based on stall area. (Please complete details for any additional badges required, charged at R20 each).
<b>Parking:</b>	Parking spaces in front of the hall are set aside for exhibitors, one per stall. Additional parking is available in the general parking area.
<b>Security:</b>	The centre is secure and has adequate security, including staff on site, during the night and an alarm system. The hall will be locked at night. Lock away facilities are available on site for vendors wishing to lock stock away.
<b>Exclusions</b>	ICON is not responsible for providing shell scheme, fittings, furniture, carpeting, lighting or telecommunications.
<b>Card Facilities</b>	ICON recommends the use of Zapper or Wappoint for credit card receipts.



## ADVERTISING

ICON is producing a player's brochure, explaining the convention, the related exhibitors and the events. Online access to the brochure will be through the ICON Facebook Page.

*To further bolster awareness editorial material will be provided to a number of national/regional newspapers in the weeks prior to the event and online advertising sites like Gumtree. Please send us any material you would like attached to the event! Please feel free to advertise the event and your participation in any way possible. (ICON takes no responsibility for any consequences of said advertising!☺)*

The ICON brochure will provide editorial content to highlight what people can expect over the weekend together with listed events they can participate in. It includes a location map, timetables and registration information for those wanting to attend the convention, or take part in specific events.

As the brochure will be online there is no real limit to advertising space and everything can be in full colour. Because we will not have print costs advertising rates have been cut. Advertising will be sold on a first-come, first served basis. Material requirements are detailed below.

### Advertising Rates

Front Cover (logo only)	R 300	Back Cover	R 300
Inside Front Cover	R 400	Inside Back Cover	R 250
Inside Facing Cover	R 300	All Other Pages	R 200
Half Page	R 120		

Adverts Design *ICON is able to assist if you need your advert designed.  
(Pricing available on request.)*

### Advertising Deadlines

- Magazine Ad Reservations & Payment Received on or before 4<sup>th</sup> Feb 2016
- Magazine Ad Materials to Grant Charlton Received on or before 11<sup>th</sup> Feb 2016



**Material Requirements**

**General Advertising**

Material MUST be supplied electronically in Photoshop PSD, TIFF or Acrobat PDF format. Vector images preferred or distortions may occur.  
Send to [gracrom@icon.co.za](mailto:gracrom@icon.co.za)

**Cover Logo**

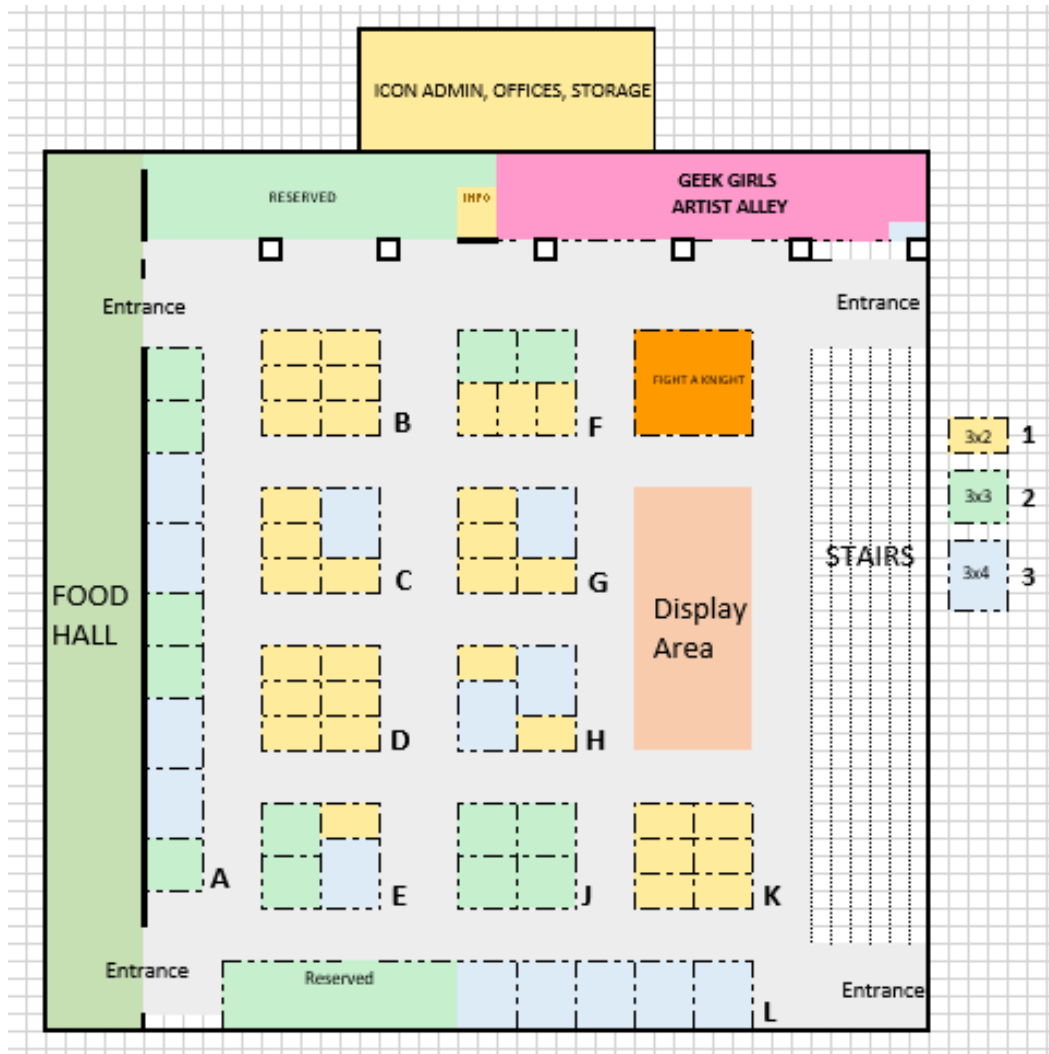
If not available electronically, logos must be provided in a clear, scan-able hard copy, no larger than A4 in size.  
Deadlines as above

**Terms & Conditions**

Please refer to the Advertising Terms & Conditions on page 16.



## STANDS & RATES



**Basic Floor Rate:** Charged at +/- R 165 per m2.

Stall Type 1: 3X2m (6sqm)	R990
Stall Type 2: 3x3m (9sqm)	R1485
Stall Type 3: 3x4m (12sqm)	R1780
Zone (B-K): 6x6m (36sqm)	R5000

Stall layouts are variable. The diagram above merely shows different configuration options. Please refer to the stall type and zone you would like to reserve ie. A1 would refer to a Type 1 stall in zone A. We will do our best to accommodate specific location reservations but reserve the right to adjust the layout as necessary.





# EXHIBITOR APPLICATION FORM

Company: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

Nature of business at exhibition: \_\_\_\_\_

Onsite Contact: \_\_\_\_\_ Cell No. \_\_\_\_\_

## STAND SELECTION

1<sup>st</sup> Choice, stand no: \_\_\_\_\_ 2<sup>nd</sup> Choice, stand no: \_\_\_\_\_ 3<sup>rd</sup> Choice, stand no: \_\_\_\_\_

Comments: \_\_\_\_\_

*Due to the nature of the stand allocations being provided on a first-come-first-serve basis your preferred stand may not be available. Please indicate 2<sup>nd</sup> and 3<sup>rd</sup> alternate choices. Please note that you may book double or more stand space.*

## STAND REQUIREMENTS

	<b>Cost</b>	<b>x</b>	<b>No. of</b>	<b>=</b>	<b>Total</b>
Electrical outlets	R100	x	_____	=	_____
Trestle Table	(TBA)	x	_____	=	_____ (Please note no tables are provided by ICON)
Other (please detail) _____					

**TOTAL ADDITIONAL REQUIREMENTS COST:** \_\_\_\_\_



**EXHIBITOR BADGES**

**SEE NUMBER OF FREE BADGES ON PAGE 8.**

**First Name**

**Last Name**

_____	_____	<input type="checkbox"/> Comp w/stand	<input type="checkbox"/> Add. For R20
_____	_____	<input type="checkbox"/> Comp w/stand	<input type="checkbox"/> Add. For R20
_____	_____	<input type="checkbox"/> Comp w/stand	<input type="checkbox"/> Add. For R20
_____	_____	<input type="checkbox"/> Comp w/stand	<input type="checkbox"/> Add. For R20
_____	_____	<input type="checkbox"/> Comp w/stand	<input type="checkbox"/> Add. For R20
_____	_____	<input type="checkbox"/> Comp w/stand	<input type="checkbox"/> Add. For R20
_____	_____	<input type="checkbox"/> Comp w/stand	<input type="checkbox"/> Add. For R20
_____	_____	<input type="checkbox"/> Comp w/stand	<input type="checkbox"/> Add. For R20

**TOTAL BADGE COST:** \_\_\_\_\_

**PRINT ADVERT RESERVATIONS**

Page no: \_\_\_\_\_ Cost: \_\_\_\_\_      Page no: \_\_\_\_\_ Cost: \_\_\_\_\_

**TOTAL ADVERTISING COST:** \_\_\_\_\_



**COST SUMMARY**

Stand Selection \_\_\_\_\_ **(50 % deposit required)**  
 Additional Stand Requirements \_\_\_\_\_ **(must be paid in full at time of order)**  
 Exhibitor Badges \_\_\_\_\_ **(must be paid in full at time of order)**  
 Print Advertising \_\_\_\_\_ **(must be paid in full at time of order)**

**GRAND TOTAL DUE** \_\_\_\_\_

**TOTAL ADVANCE PAYMENT** \_\_\_\_\_

**REMAINING BALANCE OWED** \_\_\_\_\_

We hereby agree to the ICON Exhibitors Contract and if advertising, the Advertising Terms & Conditions. We agree to abide by the rules of this exhibition and any amendments which may be stipulated by the organisers, authorities and/or landlords as a condition of the allocation of space. We agree to pay the total cost as shown above, and enclose our cheque for the amount due on application. We will remit the balance before or on the due date/s. We will settle, on invoice, any other charges incurred on our behalf. We agree to pay interest at 2% over prime on all overdue amounts. The rules of exhibition and advertising are on the proceeding pages.

Duly Signed: \_\_\_\_\_

\_\_\_\_\_  
 Authorized signatory                      Designation in company                      Date

*Complete the above information as required and fax, email or deliver the authorised form together with final payment to Grant Charlton. Payments to be made into Standard Bank Ellis Park, Code 004605 Account Number 203093224 Account Name The Comic Corner CC. Fax proof of payment to (011) 482 9999 or email scan to gracrom@icon.co.za*



## ICON EXHIBITORS CONTRACT

In this contract words relating to any singular shall include the plural and vice versa; any words relating to gender shall include the other gender, and words relating to natural persons shall include associations of persons having corporate status by statute or common law and vice versa.

### 1. Acceptance of Application

1.1 The application to which these standard conditions are annexed shall, when signed by the EXHIBITOR, be binding and irrevocable and may be accepted at any time by ICON at any time during that period. The application, if accepted by ICON, shall constitute a contract which shall be binding to the parties and hereinafter referred to as the CONTRACT. Admission may be refused without stating the reasons.

### 2. Space Allocation

- 2.1 ICON shall be entitled to make allocations of space that deviate from the location or stand sizes and shapes requested. Such changes may be necessary when the layout plan has to be changed, for example for the resting of trade groups, or for technical reasons or with consideration for the channelling of visitors or if the overall layout of the exhibition makes the measures necessary. ICON will do everything possible to ensure that the exhibition area when demarcated conforms in layout to the plan provided to exhibitors, but ICON cannot be held liable for any variation.
- 2.2 The specified area of the stand is an approximation of the actual area of the stand and may be reduced or increased by ICON by not more than 15% of the specified area.
- 2.3 Any objection to the site allocation must be submitted to ICON in writing within ten (10) days after receipt of allocation. Failing this the site allocation will be deemed accepted.
- 2.4 ICON shall not be liable for the consequences, whatever their nature, that may arise for the EXHIBITOR as a result of the particular location or surroundings of the allocated stand.
- 2.5 Nothing may be sold or given away or otherwise disposed of by the EXHIBITOR which will in any way conflict with other exhibitor's rights or which is the subject matter of any privilege or concession granted or sold by ICON and the landlord. Retail selling may take place from the EXHIBITORS stand, though the product must be approved by ICON. The collection of funds from the public for charitable or other purposes is prohibited without written permission. The EXHIBITOR is not permitted to sell competition entry forms from its stand for prizes either exhibited or advertised without written permission.
- 2.6 The EXHIBITOR undertakes to display and/or sell only exhibits manufactured, dealt with or stocked by it or associate or subsidiary organisations or for which it is an accredited dealer, agent, licensee or stockist.
- 2.7 ICON reserves the right to change the venue or move a section of the exhibition should it consider this to be in the overall interest of the exhibition.



2.8 ICON shall have the right to cede and assign its right and to delegate its obligations under this contract to any party of its choice.

### **3. Provided by ICON**

- 3.1 ICON shall provide the floor space; hire furniture and electrical supply only where specified in the exhibition price list and contract.
- 3.2 On termination of the exhibition, ICON shall arrange for the dismantling and removal of its hire equipment only.
- 3.3 ICON reserves the right of admission to the exhibition and the right to cancel any right of admission previously granted and require the departure or removal of persons considered undesirable or objectionable.

### **4. Additional Facilities Required by the Exhibitor**

- 4.1 Should the EXHIBITOR require any additional facilities, the EXHIBITOR should describe these in writing to ICON. These will be provided for, where possible, by ICON and will be provided at the EXHIBITORS cost, payable in advance.

### **5. Exclusive Use of the Stand by the Exhibitor**

- 5.1 The stand is allocated exclusively to the EXHIBITOR and may only be used by the EXHIBITOR and only for the exhibition and the promotion of its own products and services as referred to in the CONTRACT. The EXHIBITOR may not, without prior consent of ICON exhibit or promote any other products or permit any other persons, body or institution to exhibit or promote products at, or make use of the stand or in any way cede, assign or transfer to anyone else its rights and/or obligations under the CONTRACT or any part thereof.

### **6. Exhibitor's Obligations**

- 6.1 The EXHIBITOR shall keep its stand open and manned throughout the exhibition period and during the official open hours of the exhibition.
- 6.2 The EXHIBITOR will at all times comply with all the laws and regulations applicable at the place of exhibition and the rules and regulations of the exhibition and shall not be guilty of any conduct which offends against the customs of the place where the exhibition is held, Icon's reasonable standards or do anything which ICON considers to be unsafe or undesirable. No broadcasting, the emission of loud music or sounds or obtrusive lighting shall be permitted without Icon's consent and the EXHIBITOR shall not cause any nuisance or block any passages. If the EXHIBITOR fails to rectify any breach in conduct, ICON shall have the right to cancel the CONTRACT and without prejudice to any other right it may have, require the EXHIBITOR to vacate the stand, or alternatively, make such alterations as are necessary and hold the EXHIBITOR liable for the costs thereof.
- 6.3 The EXHIBITOR shall not be entitled to affix nameplates or paste or otherwise affix posters or advertisements on any part of the building or property on which the exhibition is held without



Icon's prior consent. The EXHIBITOR shall not damage the floor, walls, ceiling, roof or any other part of the structure of the buildings in which the exhibition takes place and shall be liable for any such damage, hereby indemnifying ICON against such claims in this regard.

- 6.4 The EXHIBITOR shall not interfere with or connect to any electrical, compressed air, water, gas, steam or other fittings without ICONS prior written consent.
- 6.5 Before and during the exhibition, ICON shall have the right to enter any stand at reasonable times for the purposes of examining the stand.

### **7. Payments by the Exhibitor**

- 7.1 The EXHIBITOR shall pay ICON the CONTRACT FEE as provided for in the contract and all other amounts, the responsibility for which will fall upon the EXHIBITOR as provided for herein, in advance of the rendering of service, provision of the facility or the construction in question.
- 7.2 All payments shall be made to ICON directly and in the Republic of South Africa and in South African Rands. Should the EXHIBITOR fail to make any payment as provided for herein and remain in default for a period of seven (7) days after written notice posted by ICON to the EXHIBITOR, ICON shall have the right to demand immediate payment of all amount payable by the EXHIBITOR, in terms of the CONTRACT, whether or not the same have fallen due for payment or terminate the CONTRACT, all without prejudice to any other rights which ICON may have in law including the right to claim damages.

### **8. Insurance**

- 8.1 EXHIBITORS carry sole responsibility for the security of their stands, and in particular for the protection of their goods and stand fittings, while ICON is responsible for maintaining general security in the exhibition halls. ICON shall not be responsible to the EXHIBITOR in any way in regard to such insurance or any public liability claims.
- 8.2 The EXHIBITOR shall make all arrangements at its own cost, as it considers necessary or advisable for insurance against all risks arising out of or in connection with the exhibition, and the packing and transporting thereof.
- 8.3 ICON shall not be liable in any way in respect of such risks and the EXHIBITOR indemnifies ICON against any claims arising from or in connection with the EXHIBITORS stand and the use made thereof by the EXHIBITOR.

### **9. Vis Major**

- 9.1 ICON shall make every effort to ensure that the exhibition takes place as scheduled in the determined venue and that its contractors properly and efficiently carry out their obligations and provide the facilities contracted for herein, but the EXHIBITOR shall not be entitled to cancel the CONTRACT and shall have no claim of any nature against ICON, whether for damages, a remission of payment of the CONTRACT FEE or any other amounts payable by the EXHIBITOR in terms hereof in respect to any loss or damage sustained by the EXHIBITOR due to any circumstances beyond Icon's control as a result of the cancellation, postponement or delay of the



exhibition or any exhibition day or the inability of ICON, its contractors and or agents to perform any obligations in terms of the CONTRACT, whether timeously or otherwise.

## **10. Cancellation**

- 10.1 Should the EXHIBITOR wish to cancel the contract and its participation in the exhibition the EXHIBITOR shall be liable to ICON for an amount of 25% of the CONTRACT FEE in the event that such termination occurs 30 days or more prior to the exhibition date.
- 10.2 If the cancellation occurs at any time after that the EXHIBITOR shall be liable for the full CONTRACT FEE.
- 10.3 If ICON cancels the CONTRACT it shall refund to the EXHIBITOR all amounts paid by the EXHIBITOR in terms of the CONTRACT. If ICON postpones the exhibition period to a date that is more than 30 days from the specified exhibition date, the EXHIBITOR shall at its option be entitled to cancel the CONTRACT and ICON shall pay to the EXHIBITOR all amounts paid in terms of the CONTRACT. Any such payment shall represent the full extent of ICON's liability.

## **11. General**

- 11.1 The CONTRACT, the standard conditions of contract and the annexure thereto represent and contain the entire agreement between the parties who record that there are no collateral agreements or undertakings, which refer to or affect the CONTRACT in any way. No stipulation warranties or representations of any nature shall be of any force or effect except as specifically recorded herein. Unless reduced to writing and signed by the parties none of the following have any force or effect;
  - 11.1.1 Any alterations, variations or additions to or deletion from the CONTRACT or any annexure thereto.
  - 11.1.2 Any mutual or agreed cancellation of the CONTRACT or any portion thereof or of any obligation or provision contained therein.
  - 11.1.3 Any waiver, release, deferment or abandonment of any provision right or obligation.
  - 11.1.4 Where the CONTRACT provides that any of the parties may consent to any matter, such party shall not withhold its consent unreasonably. Such consent shall be valid only if recorded in writing and signed by the party giving such consent.
  - 11.1.5 The construction, interpretation and validity of the CONTRACT shall be governed by the laws of the Republic of South Africa. The addresses of the parties as set out in the CONTRACT shall constitute their respective domicilia citandi et executandi and all notice for the parties shall be validly given if addressed to the respective addresses. The parties consent to the jurisdiction of the Magistrates Courts in Johannesburg, South Africa.



## ADVERTISING TERMS & CONDITIONS

1. Proof of publication of advertising will be posted or delivered to the client upon publication of the magazine.
2. Although every effort will be made to meet the wishes of the advertiser, no undertaking can be given in this regard in respect of the date of publication, distribution, the form and position of entries and place of distribution.
3. This document contains the entire terms of the contract between the parties and no warranties and/or representations and/or inducements of any nature whatsoever have been given, made or held by the publisher apart from those stated herein.
4. No variation, cancellation or alteration of this contract shall be effective unless it is recorded in writing and signed by both affected parties.
5. The advertiser shall be responsible for, and hereby undertakes to pay ICON all expenses which ICON may incur arising out of the advertiser's default, including all costs of tracing the advertiser, collection, commission and all legal costs as between attorney and client.
6. Any advertisement considered unsuitable for publication by ICON may be revised or refused. The advertiser shall have no claim against ICON whatsoever for any typographical or any other errors of any kind or for any loss or damages in consequence for any of the above.
7. Space is sold to the advertiser for the purpose of making announcements concerning his own business and may not be used for attacking or making comparisons with other advertisers, firms, institutions or persons.
8. Any advertiser placing an advertisement in the ICON magazine indemnifies the publication and ICON against any liability whether in respect of damages, cost or otherwise that it may incur as a result of the publication of that advertisement.
9. Copy must conform to all Government's and Advertising Standards Authority requirements for the acceptance of advertising.
10. No liability for errors in translation will be accepted by ICON.