

**FAN  
APPRECIATION  
EVENT!**



**APRIL 12-13/08**  
**METRO TORONTO**  
**CONVENTION CENTRE**

**RETAILER INFORMATION KIT**

# TORONTO COMICON FAN APPRECIATION EVENT 2008

"THE SHOW FOR COMIC FANS BY COMIC FANS".

The 4th Annual Toronto Comicon Fan Appreciation Event will be held April 12-13, 2008. Last year's weekend event was a smashing success drawing huge crowds and an A-list line up which included RON GARNEY, CARMINE INFANTINO, BILLY TAN, MICHAEL CHOI, CHRIS SPROUSE, WHILCE PORTACIO, AARON LOPRESTI, DALE EAGLESHAM, IVAN REIS, KEVIN NOWLAN, DAN SLOTT, LEONARD KIRK, and many others.

This year's event has been made into a 2 day show and will be held in the Metro Toronto Convention Centre. We are providing this opportunity to "give back" to the fans that have supported our shows and the comic industry over the years. The Toronto Comicon Fan Appreciation will have free admission for the fans on Sunday, April 13, a free retailer space promotion for the store front retailers, free autographs from the guests, and other free comic book related give-aways.

Our guest list for Fan Appreciation 2008 already includes: ALEX MALEEV, STEVE EPTING, CLAYTON CRAIN, BOB LAYTON, MIKE GRELL, DAVID MICHELINIE, RYAN OTTLEY and many more. Join us for what is sure to be the best Toronto Comicon of the year!

## SCHEDULE

<b>APRIL 12</b>	06:00 - 10:00	Marshalling Yard Open Registration and Set up Show Hours
	07:00 - 11:00	
	11:00 - 18:00	
<b>APRIL 13</b>	09:00 - 10:00	Exhibitor Restock Show Hours
	11:00 - 17:00	

## LOCATION

The Metro Toronto Convention Centre is located at 255 Front Street West. The exact address for the south part of the building is 222 Bremner Blvd. The Comicon will be held in the **SOUTH BUILDINGS' HALL F**. The facility is next to the CN Tower and SkyDome in the heart of downtown Toronto. The closest subway station is Union Station, which is located two blocks east of the convention facility. Garage parking is available on the premises.

## RETAILER SPACE PRICING

Comic Book Retailer Rates	CDN\$	• Exhibit space consists of an 8'x7' space. The space includes one 8' table (not skirted), two chairs, and 2 exhibitor passes.  • <b>ALL DEPOSITS ARE NON-REFUNDABLE</b>
1 - 3 Tables	250 ea.	
4 + Tables	200 ea.	

G.S.T. # 88638 2886

Plus G.S.T.

## ARTIST ALLEY PRICING

Artist Alley	CDN\$	Same as above except tables are SIX feet and payment is due in FULL at the time of reservation.
Each Table	80 ea.	

G.S.T. # 88638 2886

Plus G.S.T.

## COMIC STORE FRONT FREE SPACE PROMOTION

Artist Alley	CDN\$	Exhibit Space Consists of an 6'x6' space. The space includes one 6'table (not skirted), two chairs, and 2 exhibitor passes. <b>MAXIMUM 1 SPACE ALLOWED. CANNOT BE COMBINED WITH MULTIPLE BOOTHS.</b>
Each Table	0	

## ON-SITE SECURITY

Overnight security will be provided on the night of April 12<sup>th</sup>, 2008.

**ALEX MALEEV  
STEVE EPTING  
CLAYTON CRAIN  
BOB LAYTON  
DAVID MICHELINIE  
MIKE GRELL  
RYAN OTTLEY**

**AND MANY MORE!**

**OFFICIAL CUSTOMS BROKER (AMERICAN EXHIBITORS)**

The official broker for the expo is Mendolssohn-Commercial. Canada customs has recognized the expo and has declared the use of a portal to portal system. For information on customs and cross-border shipping matters, please call or write to:

**Mendolssohn-Commercial Custom Brokers**

Attention: Hal Eckensweiler  
69 Yonge St, Suite 400, Toronto, ON, M5E 1K3  
Tel: 416-863-9339 ext. 233 Toll Free: 1-800-665-4628 Fax: 416-863-0301

**OFFICIAL HOTELS**

Hotel Name	Show Rate	Rating	Phone Number
Tourism Toronto	any rate	any rating	(800) 363-1990

**OFFICIAL AIRLINES**

Special rates on airfares for exhibitors, guests and fans of Fan Expo Canada. To receive the special rates, book your flight online and enter the associated Discount Code.

**AIR CANADA**   
www.aircanada.com  
Discount Code: **HFY7NQB1**

**FOR MORE INFORMATION OR TO RESERVE EXHIBITOR SPACE**



Tel: (416) 241-STAR (7827)  
Fax: (416) 241-6827

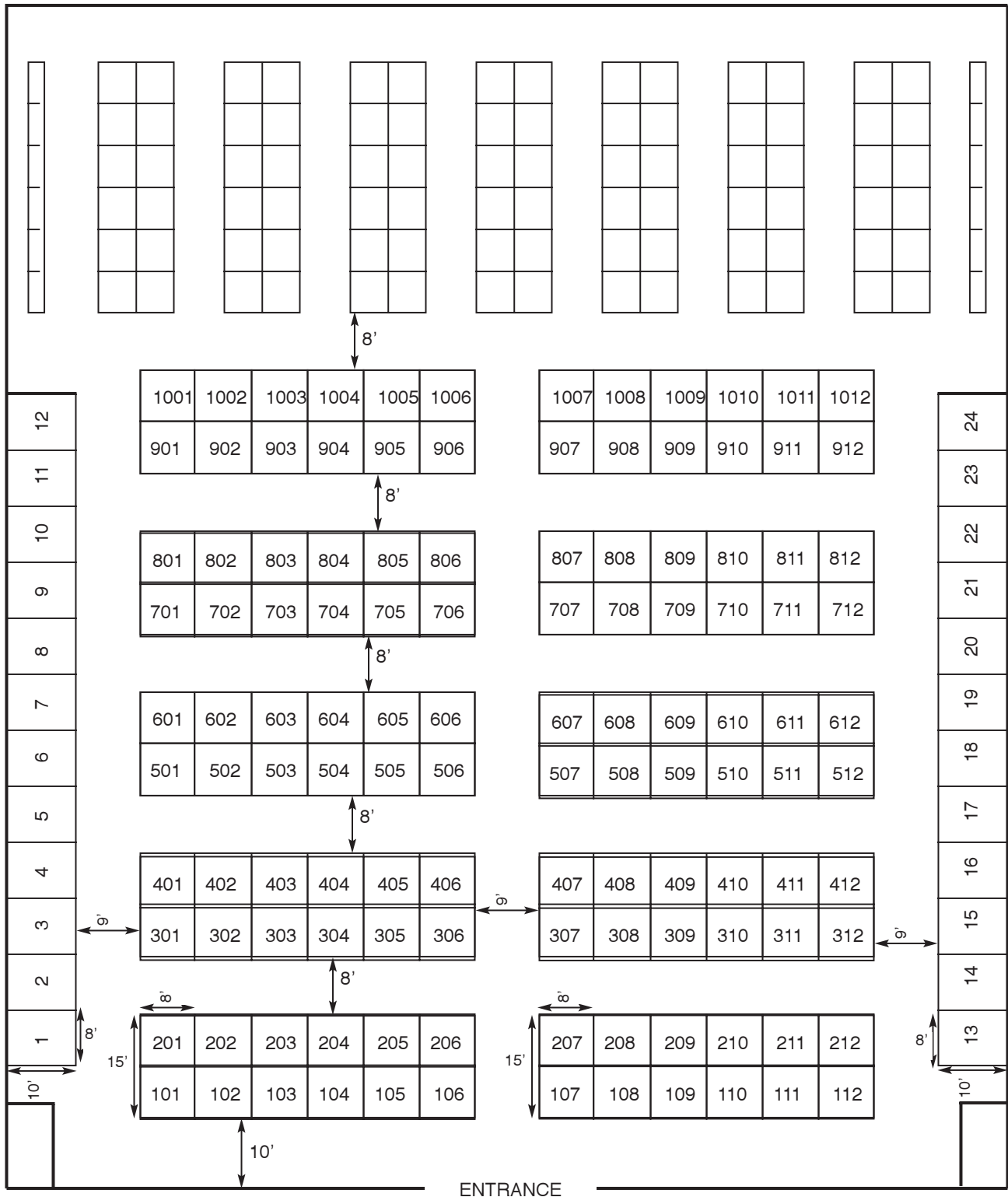
\*\*Reservations will ONLY be accepted with a completed application form!

**www.hobbystar.com**

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38 Riverlea Drive  
Toronto • ONTARIO • M9P 2H4 • Canada  
Tel: (416) 241-STAR (7827)  
Fax: (416) 241-6827  
Email: info@hobbystar.com



**METRO TORONTO CONVENTION CENTRE  
SOUTH BUILDING - HALL F**



APPLICATION FOR  
**TORONTO COMICON** RETAILER SPACE  
**APRIL 12-13, 2008**  
**METRO TORONTO CONVENTION CENTRE**

**RETURN THIS COMPLETED FORM BY:**

**MAIL:**  
 HOBBY STAR MARKETING INC.  
 38 RIVERLEA DRIVE,  
 TORONTO, ONT, M9P 2H4  
 CANADA

**FAX:**  
 (416) 241-6827  
**ANY QUESTIONS?**  
 (416) 241-STAR (7827)  
 hobbystar.com

**1. COMPANY INFORMATION:** PLEASE PRINT

COMPANY NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ PROVINCE/STATE \_\_\_\_\_

POSTAL/ZIP CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

**2. PRODUCTS**

WE CARRY PRODUCTS RELATED TO:

- COMICS    SCI-FI    GAMING    HORROR    ANIME

PLEASE LIST YOUR PRODUCTS AND/OR SERVICES:

\_\_\_\_\_

\_\_\_\_\_

**FOR OFFICE USE ONLY:**

PAYMENTS	METHOD	DATE	AMOUNT
#1	_____	_____	_____
#2	_____	_____	_____
#3	_____	_____	_____

**3. SPACE RATES - 2008 RATES**

**COMIC BOOK RETAILER SPACE RATES:**

EXHIBIT SPACE CONSISTS OF AN 8'X7' SPACE. THE SPACE INCLUDES ONE 8'TABLE (NOT SKIRTED), TWO CHAIRS, AND 2 EXHIBITOR PASSES.

1 - 3 SPACES      \$250 CDN/US      X \_\_\_\_\_ = \$ \_\_\_\_\_

4+ SPACES      \$200 CDN/US      X \_\_\_\_\_ = \$ \_\_\_\_\_

STORE FRONT REBATE -\$100 CDN/US      X   1   = \$ \_\_\_\_\_

DEDUCT AMOUNT ONLY IF YOU HAVE A LEGITIMATE STORE FRONT.

**COMIC STORE FRONT FREE SPACE PROMOTION:**

EXHIBIT SPACE CONSISTS OF AN 6'X6' SPACE. THE SPACE INCLUDES ONE 6'TABLE (NOT SKIRTED), TWO CHAIRS, AND 2 EXHIBITOR PASSES. **MAXIMUM 1 SPACE ALLOWED.** CANNOT BE COMBINED WITH MULTIPLE BOOTHS.

ONE SPACE      \$0 CDN/\$0\* US      X   1   = \$ \_\_\_\_\_

ADD'L SPACES      NOT AVAILABLE

**ARTIST ALLEY SPACE RATES:**

EXHIBIT SPACE CONSISTS OF ONE 6'TABLE (NOT SKIRTED), TWO CHAIRS, AND 2 EXHIBITOR PASSES. **MUST BE PAID IN FULL WITH APPLICATION.**

ONE SPACE      \$80 CDN/US      X \_\_\_\_\_ = \$ \_\_\_\_\_

SUB-TOTAL ..... \$ \_\_\_\_\_

G.S.T. (PLEASE ADD 5% TAX) ..... \$ \_\_\_\_\_

GST# 88638 2886

TOTAL RETAILER SPACE CHARGE ..... \$ \_\_\_\_\_

DEPOSIT PAID ..... \$ \_\_\_\_\_

BALANCE REMAINING ..... \$ \_\_\_\_\_

PLEASE MAKE ALL CHEQUES PAYABLE TO: **HOBBY STAR MARKETING, INC.**

**PAYMENT TERMS (NOT INCLUDING ARTIST ALLEY):**

50% WITHIN 15 DAYS OF APPLICATION SUBMISSION  
 100% (LESS ALL DEPOSITS) BY APRIL 1, 2008

**WE RESERVE THE RIGHT TO LIMIT SPACE TO RETAILERS**

**I UNDERSTAND THAT THIS IS ONLY AN APPLICATION AND DOES NOT GUARANTEE EXHIBIT SPACE UNTIL A CONFIRMATION IS ISSUED. ONCE APPROVED, ALL DEPOSITS ARE NON-REFUNDABLE.**

EXHIBITOR'S SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

**BOOTH SIZE:** \_\_\_\_\_

**ASSIGNED LOCATION:** \_\_\_\_\_

