



HEROES CONVENTION EXHIBITOR INFORMATION & REGULATIONS



FLOOR PLAN IS A WORK IN PROGRESS AND IS SUBJECT TO CHANGE



JUNE 14-16, 2024
CHARLOTTE CONVENTION CENTER
501 SOUTH COLLEGE STREET, CHARLOTTE NC 28202

- FLOOR PLAN IS SUBJECT TO CHANGE

2024 HEROES CONVENTION - EXHIBITOR INFORMATION

- BOOTH SPACES ARE THE NUMBERED SPACES IN WHITE AREA.
- GRAY, GREEN, and BLUE AREA IS ARTIST ALLEY.
- YOU MAY REQUEST A MAP REFLECTING AVAILABLE BOOTH SPACES BY EMAILING KARLA@HEROESONLINE.COM
- EXHIBITOR BOOTH DEPOSITS AND RESERVATIONS ARE NON-REFUNDABLE.

BOOTH SPECIFICATIONS:

Booths are sold in increments of 10'x10' and are divided by 3' Pipe & Drape with 8' Pipe & Drape as backing. Booths DO NOT INCLUDE tables or chairs.

BOOTH SPACES ARE DEFINED AS FOLLOWING:

Front End Cap - \$925: 10'x10' Corner Booth facing Main Entrance (Example: Booth 1556)

Rear End Cap - \$925: 10'x10' Corner Booth facing Artist Alley (Example: Booth 1562)

Regular Booth - \$775: 10'x10' In-Line, Non-Corner Booth (Example: Booth 1559)

TABLES/CHAIRS:

2024 BOOTH RESERVATIONS DO NOT INCLUDE TABLES or CHAIRS

To avoid raising booth rental costs going forward, the Heroes Convention will not be providing complimentary tables and chairs for Exhibitor Booths.

- Exhibitor tables and chairs may be rented directly through our decorator [Carolina Tradeshow Decorators](#), or exhibitors are welcome to provide their own. This will ensure that each exhibitor can reserve the exact size and quantity of tables and chairs needed for their individual set up.

BOOTH REGULATIONS:

- **All components of a booth must fit within the 10'x10' parameters of your reserved booth space.** You are not allowed to extend outside the parameters of your reserved booth space and will be asked to remove and/or relocate any items that extend outside of those parameters.
- **You are asked to be courteous and mindful of your fellow exhibitors and their displays.** Please do not impede upon another exhibitor's booth area, or arrange your booth elements in such a way that it restricts another exhibitor's booth space.
- **Please be mindful of any music or noise elements coming from your booth.** If you wish to play music at your booth, please ensure that it does not disturb your neighboring exhibitors. If a complaint is received you will be asked to turn the element down, or off altogether.

BADGES:

- **You will receive FOUR Exhibitor Badges/Wristbands with your FIRST 10'x10' BOOTH RESERVATION** and TWO additional Exhibitor Badges with the purchase of an additional booth.
- **The MAXIMUM ALLOTMENT of badges per Exhibitor is SIX BADGES.**
- **If you will require MORE than SIX badges/wristbands in total over the weekend, you will need to purchase additional Exhibitor Badges.** Additional Exhibitor Badges are \$75.00 each, and can be reserved in advance through Karla@heroesonline.com

PAYMENTS:

HEROESCON BOOTHS ARE TRANSFERABLE, BUT NON-REFUNDABLE.

EACH BOOTH RESERVATION REQUIRES AT LEAST A \$200.00 DEPOSIT TO HOLD SPACE.

Payment is due in-full by May 14, 2024.

- Booth spaces are assigned on a FIRST-COME, FIRST SERVED basis.
- Booth placement will be honored to the best of availability.
- **Returning Exhibitors have the right of first-refusal on Booth Spaces until September 1, 2023.** After that date, all unclaimed booth spaces will be available for reservation.

Invoices can be sent via email for Credit Card and PayPal payments.

You may make alternate arrangements by contacting Karla@heroesonline.com

We accept the following forms of payment: Personal Check or Money Order, PayPal & All Major Credit Cards.

Please Make All Checks/Money Orders out to: **Heroes Aren't Hard to Find**

Mail To: Heroes Convention
co: Karla Southern
PO Box 9181
Charlotte, NC 28299

EXHIBITOR LOAD-IN:

THURSDAY, JUNE 13: 12PM - 8PM

FRIDAY, JUNE 14: 7AM-10AM

LOAD-IN/SET-UP & LOAD-OUT/BREAK-DOWN:

LOAD-IN BEGINS ON THURSDAY, JUNE 13 FROM 12PM-8PM, AND RESUMES ON FRIDAY, JUNE 14 FROM 7AM-10AM.

- You are only allowed to park your vehicle inside the loading dock of the Charlotte Convention Center during the hours of LOAD-IN and LOAD-OUT. All vehicles must vacate the loading dock by 10AM on Friday morning. NO EXCEPTIONS.
- **After 10AM on Friday, June 14, there will be NO RE-ENTRY into the loading dock until after the show closes at 6PM on Sunday, June 16.** If you need to re-stock your booth over the course of the weekend, you will need to do so through the Main Entrance using the elevators.
- Booths should be set-up and ready for the public by no later than 10:00AM on Friday morning.
- Please do NOT start breaking down your Exhibitor Booth before 5PM on Sunday evening.

The loading dock entrance is located at the corner of E. Brooklyn Village Avenue and Brevard Street at the Charlotte Convention Center. Directly across the street from the Whole Foods, and the Westin Parking Deck.

<http://www.charlotteconventionctr.com/directions-parking>

WE MUST KEEP A LANE OPEN THROUGH THE LOADING DOCK IN CASE OF AN EMERGENCY.

Please DO NOT PARK ON THE RAMP at the E. BROOKLYN VILLAGE AVENUE Entrance or

in any way restrict the entrance or exit of the loading dock at the Charlotte Convention Center. There will be a HeroesCon staff member checking you in, as well as a member of Show Pros on the dock to direct traffic and motion for you to enter the loading dock.



When you arrive on Thursday, you will receive a temporary floor pass for yourself and every member of your crew that is assisting you on Thursday. These passes will allow you to be on the floor on THURSDAY ONLY. These are NOT your permanent badges for the weekend, and they will not grant you access to the convention floor on any day other than Thursday.

When you check in at the entrance of the loading dock, you will be instructed to the loading dock gate located closest to your booth(s). You will need to unload and move your vehicle from the loading dock as quickly as possible in order to allow other exhibitors to pull in and unload. We are utilizing the entire Convention Center Floor, so getting vehicles unloaded and out of the loading dock will be a top priority.

DOLLIES/HAND-TRUCKS:

The Charlotte Convention Center does **NOT** provide dollies or hand trucks for load-in.

Our decorator, [Carolina Tradeshow Decorators](#), may have dollies available to RENT should you need one, but it is always in your best interest to furnish your own dollies and hand trucks for load-in and load-out. We will have some individuals on site if you require assistance unloading. Please be fair to these individuals, and tip them appropriately for their help. They will want/need to get you unloaded and move on to another vendor. If you tie them up all day please make it worth their time. Our decorator can also assist you with the installation of your booth for a fee.

REFUNDS/CANCELLATIONS:

HEROES CONVENTION EXHIBITOR BOOTHS DEPOSITS AND PAYMENTS ARE NON-REFUNDABLE.

Should you need to cancel your booth reservation at our 2023 show, deposits or payments made may be rolled toward a future Heroes Convention reservation as a down-payment. **WE WILL NOT ISSUE REFUNDS.**

SHOW HOURS:

EXHIBITORS TIMES:

Thursday (setup): 12 NOON - 8pm

Friday: 7am – 7:30pm

Saturday: 9am – 6:30pm

Sunday: 10am - 8pm

OPEN TO THE PUBLIC:

VIP Ticket Holders get in 30 minutes early each day

Friday: 11am - 7pm

Saturday: 10am - 6pm

Sunday: 11am-6pm

ELECTRICITY / INTERNET / WI-FI:

ELECTRICITY:

Electrical hook-ups must be arranged for and paid through the Charlotte Convention Center and Smart City Networks. You can arrange this in advance through Smart City, or you may purchase electricity on-site at the Convention Center. [Charlotte Convention Center / Smart City Networks - Electrical Order Form](#)

INTERNET/WiFi: **There is NO FREE WiFi on the Convention Floor at the Charlotte Convention Center.**

The Charlotte Convention Center has made improvements to their cellular coverage in recent years, which means that *MOST* cellular devices *SHOULD* have a signal on the convention floor. **This, unfortunately, is NEVER A GUARANTEE.** You can purchase WiFi through Smart City Networks and the Charlotte Convention Center if you would prefer to purchase a direct connection. [Charlotte Convention Center / Smart City Networks - WiFi](#) (If you have a HotSpot, we 100% recommend that you use that for WIFI over the weekend!!)

Karl Seeba - Smart City: Charlotte Convention Center

Office: 704-339-6700

kseeba@smartcity.com

RENTAL EQUIPMENT:

Tables, chairs, and other equipment (ie: carpet, table skirting, waste bins, etc) can be rented through our decorator [Carolina Tradeshow Decorators](#). Please contact **Kellie Stefano** at kstefano@carolinatd.com for additional information.

If you would like to rent SHOWCASES or GRIDWALL for the show, please contact:

[Norkett Store Fixtures](#)

704-343-0521

info@norkettstorefixtures.com

SHIPPING / DRAYAGE:

You may arrange shipments through our decorator [Carolina Tradeshow Decorators](#).

Please contact **Kellie Stefano** at kstefano@carolinatd.com for additional information.

OR you may ship items to the Convention Center in advance of the show via the **UPS Store** located inside the Charlotte Convention Center.

THE UPS STORE

A full-service business center, the Charlotte Convention Center's in-house UPS Store caters all printing and shipping needs, including freight packing and shipping, luggage boxes, postal and mailbox services, and printed meeting supplies. Convenient and fast, the store welcomes walk-ins as well as advance orders, which save time and money.

- In-bound/outbound shipping and receiving service
- Printing, copying and faxing at 24/7 work station kiosks
- Online printing and shipping orders plus tracking

You can find their website and all the information you should need here:

<https://locations.theupsstore.com/nc/charlotte/501-s-college-st>

NON-PROFIT / CHARITY BOOTHS

The Heroes Convention requires proof of "Tax Exempt Status" for all Charity/Non-Profit Exhibitor Booths.

Please provide a scan or copy of your 501(c)3 form for your organization. If you are unfamiliar with what the 501(c)3 tax exempt filing status is, you can read about it online at: <http://www.irs.gov/Charities-&-Non-Profits>

Most of you should already have this filing in place, so hopefully this will be a non-issue.

Should you need to file for a 501(c)3, you can do so here: <http://www.irs.gov/Charities-&-Non-Profits>

If you cannot provide a 501(c)3 for documentation, you will be required to pay for your booth space in full.

WEAPON SALES / RESTRICTIONS:

The Charlotte Convention Center prohibits the possession, sale and/or distribution of any item that may be considered a "dangerous weapon" on its premises.

"Dangerous Weapons" are defined as any object or device designed or intended to be used to inflict serious injury upon persons or property; including, but not limited to: firearms, knives of any kind or type, razors and razor blades, metallic knuckles, clubs, blackjacks and nightsticks, dynamite cartridges, bombs, grenades, mines and any other type of explosive, as well as loaded canes. (City Code 1961 § 13-38.1; Ord. No. 545, § 1, 8-11-80) In compliance with the aforementioned regulations, the following items are no longer permitted for sale, or in the possession of persons, on the premises of the Charlotte Convention Center during the hours of the Heroes Convention:

- Metal Swords (unsharpened or otherwise) • Knives (unsharpened or otherwise)
- Throwing Stars (unsharpened or otherwise) • Darts (unsharpened or otherwise)
- Nunchaku, Blackjacks, Nightsticks, and Batons • Brass Knuckles
- Sais, Kamas, Hatchets, Tomahawks, Axes, Stylized Blades (ex: Wolverine-style Claws) • Fireworks (of any kind)

ACCEPTABLE WEAPON SALES:

Wooden and plastic replica items are permitted by the Charlotte Convention Center.

FOOD/BEVERAGE RESTRICTIONS:

The sale of food and beverage items without the express approval of the Concessions Department of the Charlotte Convention Center is NOT PERMITTED and may result in a Cease and Desist from the Charlotte Convention Center (with possible monetary fees/penalties). The Heroes Convention will not accept

responsibility for any seizure of property, profit loss, or hardships incurred under these circumstances and will not issue a refund for table or booth rental fees. HeroesCon expects anyone wishing to sell edible merchandise at our convention to adhere to any rules and regulations put in place by the Charlotte Convention Center. If you would like to sell food or beverage items, you may do so by going through the Catering Department of the Charlotte Convention Center to obtain approval.

Betsy Belcher - Catering Sales Manager: Charlotte Convention Center

Office: 704-339-6044

Betsy.Belcher@charlotteconventionctr.com

GAMBLING / GAMES OF CHANCE:

The Charlotte Convention Center, the Heroes Convention, and the State of North Carolina PROHIBIT gambling of any kind. NO EXCEPTIONS. If you are conducting a game, lottery, or drawing wherein a customer is required to exchange ANY amount of money in order to receive a prize of ANY KIND, that customer MUST WIN A PRIZE that is equal-to or greater-than the dollar amount that was exchanged. NO EXCEPTIONS.

The Heroes Convention reserves the right to terminate ANY practice of gambling, game, lottery, drawing, etc that we feel is questionable or objectionable, without refund.

Please be advised. This is a non-negotiable offense and will result in removal from the convention floor.

BOOTLEG / COUNTERFEIT RESTRICTIONS:

Heroes Convention does NOT PERMIT the sale of bootleg or counterfeit materials of any kind. The sale of counterfeit or bootleg materials is unlawful and may result in expulsion from the show without refund.

Heroes Convention will not accept responsibility for any seizure of property, profit loss, or hardships incurred and will not issue a refund for any booth or table rental fees. **This includes the selling of art prints without the express written permission of the artist.**

ADULT MATERIALS:

Heroes Convention is a family-friendly show, and we are very proud of our all-ages-appropriate reputation. We strongly discourage the sale of adult materials of any kind. If you have materials for sale that could be considered objectionable, we request that you please keep these items out of plain view so that everyone who attends may enjoy our show. You may be asked to remove certain materials at our discretion should we find them to be objectionable.

HOTELS:

WESTIN CHARLOTTE - 601 S. College Street, Charlotte NC, 28202

Book the HeroesCon 2023 Rate HERE!

Located just across the street from the Charlotte Convention Center

There is a Starbucks in the lobby, as well as a restaurant and lounge on-site. The Westin is also easily walkable to a wide variety of area restaurants, though after a long day of charming convention attendees, you may opt to take a Lyft!

THE EMBASSY SUITES BY HILTON CHARLOTTE UPTOWN - 401 East Martin Luther King Jr. Blvd, Charlotte, NC 28202

Located just one block from the Charlotte Convention Center. Features free made-to-order breakfast, free WiFi, indoor pool and fitness center. Within a 10-minute walk to many local shops and restaurants.

HOME2 SUITES BY HILTON CHARLOTTE UPTOWN - 610 S Caldwell St, Charlotte, NC 28202

Located just across from the NASCAR Hall of Fame, a short walk to the Charlotte Convention Center! Features free breakfast, WiFi, in-suite kitchens, pet-friendly rooms and more.

HILTON CHARLOTTE UPTOWN - 222 E 3rd St, Charlotte, NC 28202

Located just up the street from the Charlotte Convention Center

4 Star Hotel located just a short walk from the Convention Center. Features on-site dining at the Coastal Kitchen and Bar, free access to the connected YMCA, and more.

J. W. MARRIOT - 600 S. College Street, Charlotte NC, 28202

Diagonally across the street from the Charlotte Convention Center

Luxury hotel featuring a 24-hour fitness center, rooftop bar & pool, Spa, and restaurants Dean's Italian Steakhouse and Caroline's Oyster Bar.

PARKING:

The landscape surrounding the Charlotte Convention Center is ALWAYS changing. Parking areas that may have existed the last time you visited may no longer be available. There are paid parking lots in the surrounding area of the Charlotte Convention Center. You can see a map of parking here:

http://s3.amazonaws.com/crva.com/uploads/CLT_CCC-Parking_Map_Updated_June2019.pdf

If you are driving an oversized vehicle, there is a paid lot located at: 501 S. Caldwell St.

(NASCAR HALL OF FAME located across the street from the Charlotte Convention Center)

This lot is the closest that accepts oversized vehicles and costs roughly \$30-\$40 a day based on vehicle size.

This is a secured lot. You will need to make reservations to park in this lot in advance of the show.

NASCAR HALL OF FAME: 704-654-4471 or Security Office: 704-654-4480

kristi.floyd@nascarhall.com

Overnight parking is preferred. *(ie: Park on Thursday, and leave on Sunday)*

<http://s3.amazonaws.com/crva.com/uploads/NHOF-Oversized-Meetings.pdf>

LIGHT RAIL:

You might also consider utilizing the Charlotte Light Rail which makes a stop next to the Charlotte Convention Center at the 3rd Street / Convention Center stop as well as at the Westin Charlotte at the Stonewall Station Stop.

<https://charlottenc.gov/cats/rail/Pages/routes.aspx>

HEROES CONVENTION HOLD HARMLESS AGREEMENT:

Artist/Exhibitor assumes ALL RESPONSIBILITY, hereby agreeing to protect, indemnify, defend and hold harmless the HEROES CONVENTION, its employees and agents against all claims, losses and damages to person or property, governmental charges and or fines and attorney fees arising out of, or caused by, exhibitor's installation, removal, occupancy, or use of the exhibition premises or any part thereof. Artist/Exhibitor agrees to hold harmless the HEROES CONVENTION and any of its production partners from loss or damage of merchandise or injury sustained during attendance at its event. The HEROES CONVENTION takes no responsibility for items lost or stolen; it is up to the vendor to carry insurance for merchandise.

No Artist/Exhibitor may pack up, or vacate its booth or table space before the end of the event. All Artists/Exhibitors must be packed up and all products and materials owned by said dealer must be entirely removed from the convention space by 11:00 PM EST on the last day of the event.

QUESTIONS?

Heroes Convention Event & Creative Coordinator
Karla M. Southern - Karla@Heroesonline.com
Office: 704-375-7462

Decorator: [Carolina Tradeshow Decorators](#)
Kellie Stefano - kstefano@carolinatd.com
Office: 704-366-9970

HEROESCON CODE OF CONDUCT

The HEROES CONVENTION is dedicated to providing a fun, safe, harassment-free convention for everyone, regardless of gender, sexual orientation, disability, physical appearance, body size, race, age or religion.

WE WILL NOT TOLERATE HARASSMENT OF ANYONE IN ANY FORM AT ANY TIME.

Any convention participant violating these rules may be sanctioned or expelled from the Heroes Convention, without a refund, at the discretion of the convention organizers.

EVERYONE IS SUBJECT TO OUR ANTI-HARASSMENT POLICY.

This includes: Artists, Attendees, Exhibitors, Guests, Press, Sponsors, Staff, and Volunteers.

If you are being harassed, have witnessed someone else being harassed, or have any other safety concerns, please contact a member of the Heroes Convention staff or a Heroes "Sidekick" (Convention Volunteer). The Information Booth, located at the main entrance of the convention floor, is ready to assist you or can quickly put you in contact with someone who can help. Notifying a staff member in a timely manner is the best way to ensure that harassments are addressed quickly and efficiently. We are happy to contact our security or local law-enforcement, and can provide escort to a safe place, or otherwise assist anyone experiencing harassment to ensure that everyone feels safe for the duration of the convention.

ALL persons are subject to this anti-harassment policy and are expected to follow these rules for the duration of the Heroes Convention as well as at all related Heroes Convention events. This policy includes the Convention Center as a whole, and extends to all after-hours events at our host hotels and any other associated venues.

We are VERY PROUD of our Family-Friendly convention. It is our policy that Artists and Exhibitors should not display images or material that surpasses a PG-13 rating at their booths or artist table. We also discourage over-sexualized or excessively gory clothing/uniforms/costumes at our convention.

It is our wish that EVERYONE feel comfortable at our show, and in an effort to make that possible, there are gender-neutral bathrooms available in the Professional Registration Office (Room 101) on the main concourse located on the College Street side of the Charlotte Convention Center.

We appreciate your cooperation and understanding of the aforementioned policies. We are committed to maintaining a Family-Friendly COMIC-BOOK SHOW where EVERYONE feels safe and welcome for many years to come.

THANK YOU!
The Staff of the Heroes Convention