

AMERICA'S FAVORITE CONVENTION SINCE 1982!



— PROUDLY ORGANIZED BY —

— MAIL FORM WITH PAYMENT —

HEROES AREN'T HARD TO FIND

417 PECAN AVENUE • CHARLOTTE, NC 28204

HEROES CONVENTION

PO BOX 9181 • CHARLOTTE, NC 28299

PHONE: 704.375.7462 • WWW.HEROESONLINE.COM

BUSINESS NAME \_\_\_\_\_

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

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ CELL \_\_\_\_\_

E-MAIL \_\_\_\_\_

WEBSITE URL \_\_\_\_\_

DESCRIBE YOUR BUSINESS \_\_\_\_\_

PLEASE CONTACT [KARLA@HEROESONLINE.COM](mailto:KARLA@HEROESONLINE.COM) TO RESERVE SPACE

BOOTH RESERVATIONS REQUIRE AT LEAST A \$200.00 DEPOSIT. PAYMENT IS DUE IN-FULL BY MAY 2021. ONCE YOUR APPLICATION HAS BEEN SUBMITTED, AN INVOICE WILL BE SENT FOR PAYMENT.

HEROES EXHIBITOR BOOTH RESERVATIONS ARE TRANSFERABLE BUT ARE OTHERWISE NON-REFUNDABLE. PLEASE RESERVE SPACE WITH THIS IN MIND.

NO BOOTH NUMBER OR LOCATION IS GUARANTEED UNTIL PAYMENT IS RECEIVED IN-FULL. BOOTHS ARE ASSIGNED ON A 1ST COME/1ST SERVED BASIS. BOOTH PLACEMENT WILL BE HONORED TO THE BEST OF OUR AVAILABILITY. PLEASE DESIGNATE AT LEAST 3 OPTIONS FOR LOCATION WHEN SUBMITTING THIS APPLICATION.

ALL NON-PROFIT/CHARITY BOOTHS MUST PROVIDE A COPY OF THEIR 501(c)3 TAX-EXEMPT FORM.

HEROES CONVENTION DOES NOT ALLOW BOOTLEG OR COUNTERFEIT MATERIALS OF ANY KIND. POSSESSION OR SALE OF THESE MATERIALS IS AT YOUR OWN RISK AND MAY RESULT IN REMOVAL.

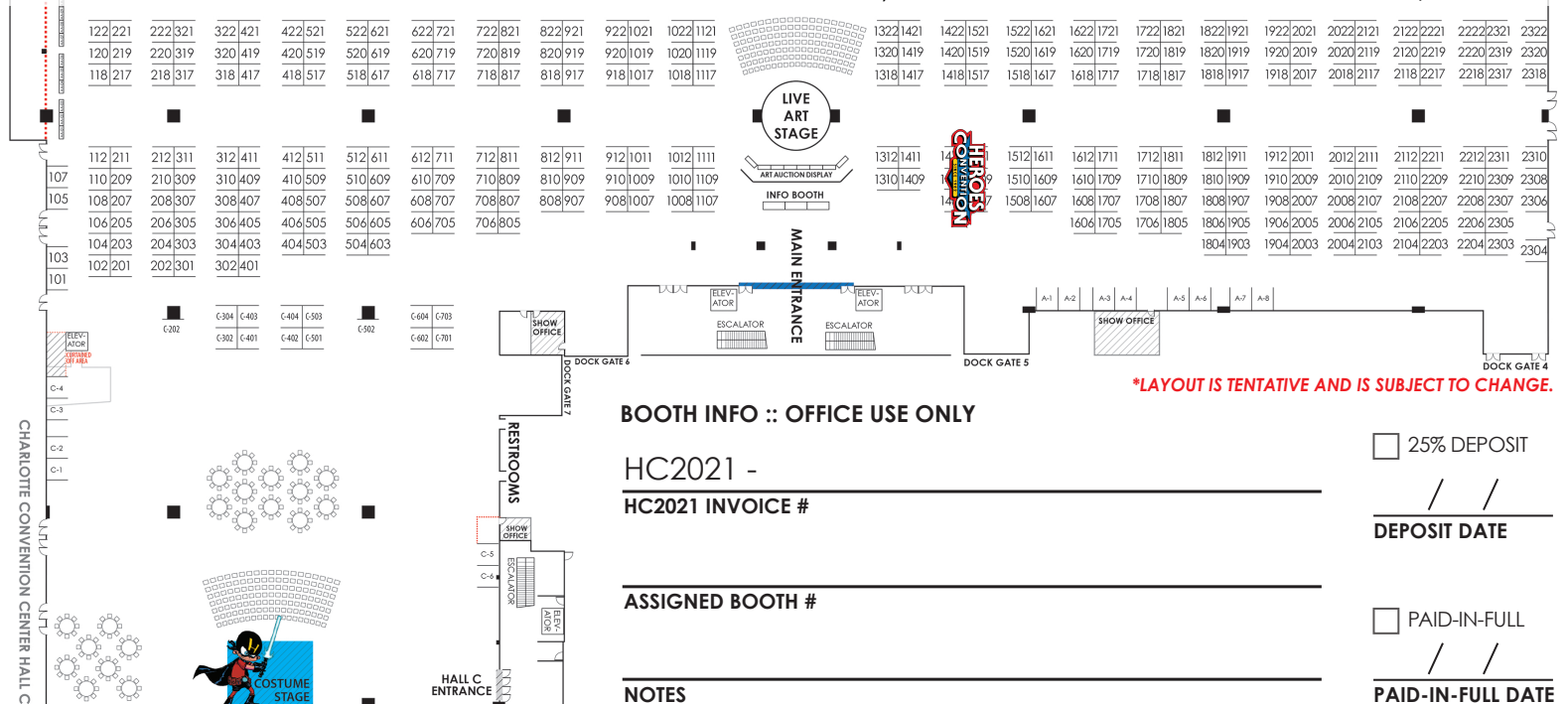
WE ARE PROUD OF OUR FAMILY-FRIENDLY ATMOSPHERE, AND STRONGLY DISCOURAGE THE SALE OF ADULT MATERIALS OF ANY KIND. IF YOU HAVE MATERIALS THAT COULD BE CONSIDERED OBJECTIONABLE, YOU ARE ASKED TO KEEP THESE OUT OF VIEW, SO THAT EVERYONE CAN ENJOY OUR SHOW. YOU MAY ALSO BE ASKED TO REMOVE CERTAIN MATERIALS AT OUR DISCRETION.

WE RESERVE THE RIGHT TO EJECT VIOLATORS OF THESE POLICIES, WITHOUT REFUND, AT OUR DISCRETION.

PLEASE DIRECT QUESTIONS TO KARLA SOUTHERN AT [KARLA@HEROESONLINE.COM](mailto:KARLA@HEROESONLINE.COM) OR 980-241-9023.

CONTACT SHOW DECORATOR, FERN, AT 704-398-7440 TO ARRANGE SHIPPING, DRAYAGE, FIXTURES, CARPET, CARGO, ETC.

YOUR FIRST BOOTH COMES WITH FOUR EXHIBITOR PASSES. YOUR FIRST ADDITIONAL BOOTH WILL INCLUDE AN ADDITIONAL TWO PASSES, FOR A MAXIMUM OF SIX. ADDITIONAL EXHIBITOR PASSES MAY BE PURCHASED FOR \$100.00 EACH.



BOOTH INFO :: OFFICE USE ONLY

HC2021 -

HC2021 INVOICE # \_\_\_\_\_

ASSIGNED BOOTH # \_\_\_\_\_

NOTES \_\_\_\_\_

☐ 25% DEPOSIT

DEPOSIT DATE \_\_\_\_/\_\_\_\_/\_\_\_\_

☐ PAID-IN-FULL

PAID-IN-FULL DATE \_\_\_\_/\_\_\_\_/\_\_\_\_

JUNE 18-20, 2021

EXHIBITOR BOOTH FORM

FRONT END CAP

\$925 \_\_\_\_\_ = \_\_\_\_\_  
x QUANTITY SUBTOTAL

ONE 10'X10' CORNER BOOTH  
FACING ENTRANCE

REGULAR BOOTH

\$775 \_\_\_\_\_ = \_\_\_\_\_  
x QUANTITY SUBTOTAL

ONE 10'X10' INTERIOR BOOTH

REAR END CAP

\$925 \_\_\_\_\_ = \_\_\_\_\_  
x QUANTITY SUBTOTAL

ONE 10'X10' CORNER BOOTH  
FACING ARTIST ALLEY

ADDITIONAL BADGES

\$100 \_\_\_\_\_ = \_\_\_\_\_  
x QUANTITY SUBTOTAL

FIRST BOOTH INCLUDES:  
4 EXHIBITOR BADGES  
- FIRST ADDITIONAL BOOTH RECEIVES 2

EXHIBITOR BADGES GRANT ACCESS TO CONVENTION FLOOR DURING EXHIBITOR-ONLY HOURS AND ARE ISSUED BY APPROVAL ONLY.

PAYMENT TOTAL = \$ \_\_\_\_\_

☐ CHARGE ☐ CASH ☐ CHECK ☐ PAYPAL

PLEASE SEND PAYPAL PAYMENT TO:  
[SHELTON@HEROESONLINE.COM](mailto:SHELTON@HEROESONLINE.COM)

ADDITIONAL INFORMATION, GUEST LIST ANNOUNCEMENTS & MORE ONLINE AT [WWW.HEROESONLINE.COM](http://WWW.HEROESONLINE.COM)

**WEAPON SALES RESTRICTIONS:**  
The Charlotte Convention Center prohibits the possession, sale, and 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, 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)
- Brass Knuckles
- Nunchaku, Blackjacks, Nightsticks, and Batons
- Sais, Kamas, Hatchets, Tomahawks, Axes, Stylized Blades (ex: Wolverine-style Claws)
- Fireworks (of any kind)

**ACCEPTABLE WEAPON SALES:**  
Plastic replica items are permitted by the Charlotte Convention Center as long as they are safety-tagged and approved by the Charlotte Mecklenburg Police Department Officers running security.

*Failure to comply with these regulations will result in expulsion from the grounds of the Charlotte Convention Center and the Heroes Convention. Heroes Convention will not accept responsibility for any seizure of property, profit loss, or hardships incurred and will not issue a refund for any ticket, booth or table rental fees.*

**BOOTLEG/COUNTERFEIT SALES:**  
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.

**BOOTH REGULATIONS:**  
Heroes Convention Booth Spaces are sold in 10'x10' increments and are defined as the following:

**Front End Cap** - 10'x10' Corner Booth facing Main Entrance  
**Rear End Cap** - 10'x10' Corner Booth facing Artist Alley  
**Regular Booth** - 10'x10' In-Line, Non-Corner Booth

**ALL BOOTH RESERVATIONS REQUIRE AT LEAST A 25% DEPOSIT TO HOLD SPACE.**  
**HEROES EXHIBITOR BOOTH RESERVATIONS ARE TRANSFERABLE BUT OTHERWISE NON-REFUNDABLE.**

Booth spaces are assigned on a FIRST-COME, FIRST SERVED basis. Booth placement will be honored to the best of availability.

**BOOTH DESCRIPTION:**  
Booths spaces are divided by 3' Pipe and Drape with 8' Pipe and Drape as backing. Each 10'x10' Booth Space comes equipped with up to two 8' tables and two chairs free of charge.  
You will need to confirm your table and chair allotment Karla Southern (Karla@heroesonline.com) before May 6, 2021. **If you DO NOT confirm your tables and chairs, you will have to rent tables/chairs from FERN upon arrival at your own cost.**

**YOU WILL RECEIVE 4 EXHIBITOR WRISTBANDS WITH YOUR FIRST BOOTH RESERVATION, AND 2 ADDITIONAL WRISTBANDS WITH AN ADDITIONAL BOOTH RESERVATION.**

**IF YOU WILL NEED MORE THAN 6 WRISTBANDS, YOU WILL NEED TO PURCHASE THEM.**

All components of a booth must fit within the 10'x 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. If you are on a corner booth and you "cheat" out into the aisle to expand your booth space, you WILL BE CHARGED for the additional space at the standard \$925 per 10' space. Please do NOT CHEAT out into the aisle.

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.

**FOOD RESTRICTIONS:**  
The sale of anything edible at your booth or table without the express approval of the Concessions department of the Charlotte Convention Center is prohibited and may result in a Cease and Desist from the Charlotte Convention Center (with possible monetary fees/penalties). 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/regulations put in place by the Charlotte Convention Center. If you would like to sell food or beverages 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  
Betsy.Belcher@charlotteconventionctr.com  
704.339.6044

**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.

**GAMBLING:**  
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.

**NON-PROFIT/CHARITY BOOTHS:**  
The Heroes Convention requires proof of "Tax Exempt Status" for all Charity/Non-Profit Exhibitor Booths. Please provide us with 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: <https://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>

**ELECTRICITY / INTERNET / WI-FI:**  
Electricity 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 and/or wi-fi on-site at the Convention Center.  
**Vanessa Cauthen**  
Smart City - Charlotte Convention Center  
O: 704-339-6700  
vcauthen@smartcity.com

**RENTALS EQUIPMENT:**  
Additional equipment (ie: Carpet, Fixtures, Decor) can be rented through our decorator FERN. Please contact Nancy Totherow at FERN.

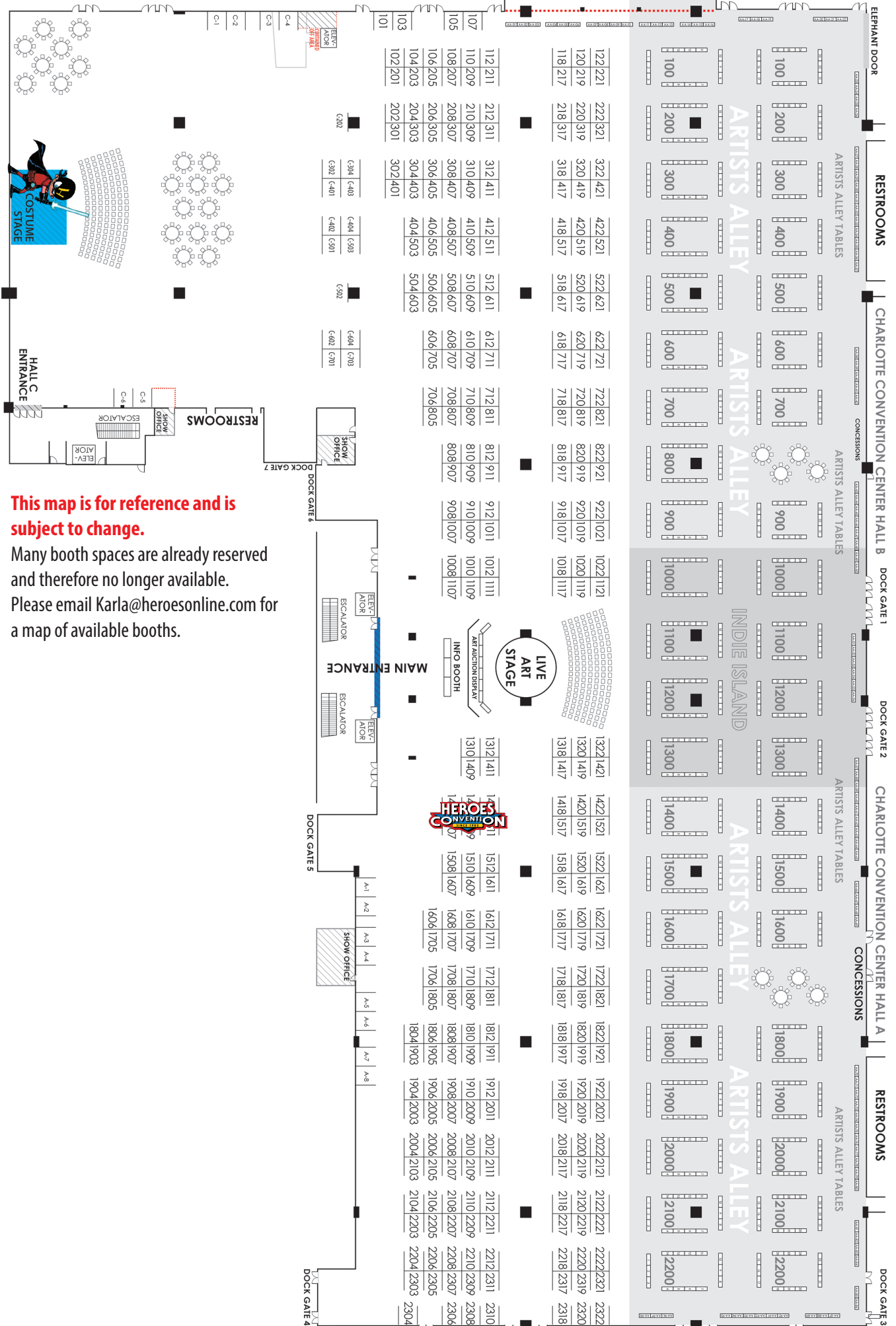
**DRAYAGE / CARGO:**  
Shipments must be arranged through our decorator FERN to insure delivery.  
**Nancy Totherow**  
Exhibitor Service Rep: Fern Exposition & Event Services  
Office: 704-398-7440 • Direct: 704-398-7461  
ntotherow@fernexpo.com

**SHOW HOURS:**  
**EXHIBITORS TIMES:**  
Thursday (setup): 12 NOON - 8pm  
Friday: 7am - 7:30pm  
Saturday: 8:30am - 6:30pm  
Sunday: 9:30am - 8pm  
**OPEN TO THE PUBLIC:**  
Pre-registered Fans are allowed on floor up to 30 minutes early each day  
Friday, June 18: 11am - 7pm  
Saturday, June 19: 10am - 6pm  
Sunday, June 20: 11am - 6pm  
**IF YOU HAVE ANY QUESTIONS:**  
Please Contact Karla Southern: Karla@Heroesonline.com  
980-241-9023

**I HAVE READ THE ABOVE STATED REGULATIONS AND AGREE:**

EXHIBITOR SIGNATURE

DATE



**This map is for reference and is subject to change.**

Many booth spaces are already reserved and therefore no longer available. Please email [Karla@heroesonline.com](mailto:Karla@heroesonline.com) for a map of available booths.

