

Dear Further Confusion Vendor,

Thank you for signing on as a Furry Market Place vendor at Further Confusion 2010. It is the hope of all our staff that you have an enjoyable and profitable stay while at our convention. Please read this letter in full as it has some important (and some not-so-important) information.

This letter covers the following areas:

- Hotel Reservations
- Convention Memberships and Seller's Permits
- Badges and Assistants
- Shipping things to the Hotel
- Parking
- Shuttle from the airport
- Lugging your Wares into the Furry Market Place
- Where to find the Complete Furry Market Place Rules for Further Confusion 2010

Hotel Reservations

As usual, the hotel has been sold out on and off since a few days after the room block opened. If you have not yet made a reservation, please check the website location listed below for the latest information on room availability, as well as the information on overflow hotels in the area.

<http://www.furtherconfusion.org/fc2010/hotel>

Convention Memberships and Seller's Permits

As with our previous conventions, a couple of things are required prior to selling in the Furry Market Place.

All Furry Market Place vendors have one (1) membership that comes bundled in with their space! You will be issued your membership badge like any other Pre-Registered Member of the convention: by going to main registration, and using the Pre-Reg line. AFTER you have obtained your membership badge from main registration, you can check in with Dealer Operations. Please note that, while you may check in Thursday night, you will not be able to set up in your space until Friday morning.

You will need a government issued photo identification (Drivers License, Military ID, Passport, etc) to provide verification of your identity to claim your Badge and Table.

Second, if you do not have one already, you must apply for a valid State of California Seller's Permit. *This permit costs you nothing to get.* If you already have one, that is great. If you have already told us what the number is, it will appear on your information sheet in this package. If you have one but have not told us what it is, please do so as soon as possible. We cannot let you setup or sell anything at your table without having this number **on file**. (Please note, if you did not include it on your form or send it to us for THIS year, we do not have it. BOE requires we collect this information every year and do not just carry over information from prior years.)

Those of you who do NOT have one, you can find information on obtaining a California State Seller's Permit on the California State Board of Equalization website at **<http://www.boe.ca.gov>** or may be requested by calling them at **1-800-400-7115**. The form you most likely need is **BOE-400 SPA**. Some will need form **403-B** or **400-CSC**. When in doubt about which form to use or how to use it, contact the California State Board of Equalization directly for more information. The service and the permits are free.

This is YOUR responsibility before the convention starts. If you believe you are exempt from these rules, please review BOE Publication 61, available at the CA BoE Website.

If you have ANY questions about getting a California State Seller's Permit, or how to fill out the forms, their requirements or anything else related to the Seller's Permit, contact the California State Board of Equalization directly at the phone number given above.

When you get your number, communicate that number to us as soon as possible. We will not be able to let you claim your table without that number.

The responsibility for collection of sales taxes and the reporting of same is the sole liability of the person or business whose name appears on the Furry Market Place Application form and the form you will sign when you check in for your table. The tax rate for San Jose is 9.25%.

Badges and Assistants

We intend to do the badges in a similar way to how we handled it last year.

When you check in for your Furry Market Place space, you will be issued two additional credentials:

- Your Furry Market Place Vendor Identification, to be attached to your own membership badge as indication that you are a Furry Market Place vendor.
- A Vendor Lackey tag, to be attached to the membership badge of anyone that you are authorizing to sit at your table and assist you with your sales in your Furry Market Place space. You may feel free to move this from person to person as you see fit.

Please note that neither of these will work as a convention membership badge! They MUST be attached to a convention membership badge to be valid.

Only those with a valid Vendor Identification or Vendor Lackey credential may be in the space behind your table! If your Vendor Lackey credential is lost, it will NOT be replaced. If it is damaged, bring it to Dealer Operations for replacement.

Shipping things to the Hotel

Please see the enclosed information in this packet. It is on the back of your confirmation sheet. The form you see is the form the hotel will fill out when it receives your package. If you like, you can make a copy and fill it out for them in the non-hotel only areas and slap it on your package as part of the packing slip, with the first area (above the words 'Method of Payment') showing.

For your mailing label use the FOLLOWING format for the SHIP TO part of your label:

TO:

The Fairmont Hotel
170 South Market Street
San Jose, CA 95113

Attention: *(YOUR name goes here)*
Further Confusion 2010
January 21-25, 2010
Convention Services Mgr: Sarah Rash
Function Room: Regency Ballroom

And yes, you will be CHARGED for this service on a PER BOX level. See the form on the back of your Confirmation letter for the prices. If you have questions call the hotel's shipping/receiving dept directly at 408-998-3919.

And here is the fine print NOT found on the form:

- They will not accept any packages more than 3 days prior to the start of the convention.
- The person listed on the 'Attention' line above, MUST be a registered guest of The Fairmont Hotel.
- The Shipping/Receiving office is a secure space and is locked when not attended.

Please, please, please follow these instructions. Not doing so may mean your shipment will be refused, or lost. Neither the hotel nor Further Confusion can be held liable for anything that is improperly shipped or does not follow these instructions.

Remember, the shipping guidelines ONLY apply when shipping to The Fairmont Hotel. To ship to any other hotel you may be staying at, contact that hotel directly for the information pertaining them receiving your packages and what fees they may charge.

Parking

The Fairmont Hotel is located in downtown San Jose. As such there is a wide range of parking options. The parking at the hotel itself is limited in nature and is NOT free. There are other options. For a statement from the conchair on the subject, look to our website. For more information on the parking options, we strongly recommend the following website:

http://www.sjdowntownparking.com/parking_map.php

Shuttle from the Airport

There is NO free shuttle from the airport to The Fairmont Hotel. Our own investigations on the web indicate the best choice from San Jose Airport (SJC) to the hotel just might be by taxi as it appears to range with an estimate of right around \$20 one way. Supershuttle runs \$36 and requires advance reservations. Please make your travel plans for getting from the airport to the hotel and back in advance so you won't have any nasty surprises.

Lugging your Wares into the Furry Market Place

Further Confusion 2010 presents some unique challenges in moving your wares into the hotel beyond the parking. We are exploring a number of avenues to help with these, but at the time of this writing they were not all worked out. Watch the dealer section of the Further Confusion 2010 website for any information on this as we will provide what information we can as the convention nears.

The main points are that all function space, with a few exceptions, is on the 2nd floor of the hotel. So you will be moving your wares using the elevators and escalators. We are also doing our best to have the registration area far enough away from the dealer room so that the line for registration should not impede your path of getting your wares into the dealer room.

Important Reminder – No Adult Material Allowed (Please Read!)

Please remember that the Furry Market Place is situated in an uncontrolled space. Persons not a part of the convention can and will be strolling through the area with their children. As such, NO ADULT MATERIAL – not even censored or warning-covered adult material – is allowed to be sold, displayed or worked on in the Furry Market Place! In addition to items for sale, this includes, and is not limited to, flyers for products you may sell elsewhere, and your works in progress. If you have an adult art commission that you need to work on, please do so in your room, NOT in the Furry Market Place. If you have any questions regarding material that may be questionable, please contact a member of the Furry Market Place or dealer room staff before planning on selling, exhibiting, or working on these items.

We are confident in the professionalism of our sellers in the Furry Market Place, and that we will not have any issues. However, due to past events, and the aforementioned high and open visibility of the Furry Market Place, it must be noted that tolerance here will be slim, and that infractions may result in the confiscation of questionable materials until the end of the convention, or revocation of your table without refund.

Where to find the Complete Furry Market Place Rules for Further Confusion 2010

A full copy of the Furry Market Place rules are available on the Further Confusion 2010 website in PDF form at the following address:

http://www.furtherconfusion.org/fc2010/downloads/2010_MarketPlaceRules.pdf

If you would like a copy mailed to you by postal mail, write to me at the email address or postal address below and I will get a copy of it right out to you.

If you have any questions or concerns, please do not hesitate to ask! The best way to reach me is by email to **dealers@furtherconfusion.org**. If you do not have access to email, you can call 1-503-524-4859 prior to the convention, and leave a message on the answering machine. If you do call, please state that it is an FC2010 issue – lest I confuse it for yet another telemarketing call – and give a time that you can be called back.

In every case where I have listed an email address in the above letter, you can instead write to us at:

Further Confusion
Attn: Furry Market Place
105 Serra Way #236
Milpitas, CA 95035

I and my staff personally check this mailbox about twice a week, and every day as it gets closer to the convention. I will pass your query to the proper person (if it's not about the Furry Market Place itself), and they will get back to you ASAP.

Thank you, and we look forward to seeing you at the convention!

Patrick Kingsley
Further Confusion 2010 Furry Market Place Manager