



ICON DURBAN

ICON DBN 2019
EXHIBITOR BROCHURE



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WELCOME"

ICON Durban is Durban's premier Pop Culture and Gaming Convention.

5 years ago, in the April of 2014, 16 vendors and 6 event runners assembled in a school hall for the inaugural ICON Durban (Then ICON by the Sea). 350 people were expected to attend over the course of the weekend and organisers were blown away when 500 tickets were sold on the first day. The response to that 2015 event was one of resounding success with attendees and exhibitor alike.

ICON Durban numbers have continued to surprise each year with 2018 being no different. The increase in the number of exhibitors and events mirrored the record breaking number of 5000+ turnstile attendees over the 3 days.

Over the last 5 years ICON Durban has grown from strength to strength and this year will be no different. We have ambitious plans to maintain our reputation as Durban's premiere Pop Culture and Gaming event. The organising committee is already hard at work to make sure the 2019 event will be one to remember. We offer a warm welcome all our exhibitors, especially to those who have been with us EVERY year on this journey!

Thank you so much for all the support. We look forward to working with you to make ICON Durban 2019 our most successful year to date.

Sincerely,
Shelley Kirby

Director: ICON Durban and proud 5 year veteran.



SHELLEY KIRBY



Self proclaimed Queen Of the Geeks



OUR ATTRACTIONS"

While we have a long exciting list of things to do, there are a few firm favourites with our fans



BOARDGAMES

The board game resurgence—led by favourites like Ticket to Ride and Settlers of Catan—is firmly established by now. No matter your age, tastes or skill level, there’s a board, card or dice game out there for you.

Sure, the classic board games like Monopoly, Risk, & Battleship are still great fun, but the number of new games has exploded in the last several years as designers dream up space adventures, deck building sagas, zombie survival games ...

the list of games waiting to be played is endless.

E-GAMING

Everyone is playing video games now. When they arrived on the scene, the main audience for them were teens that were somewhat "geeky", but that’s changed.

It’s not only kids & teenagers who play video games but adult men & women who play them too. In fact, the 25-34 age group is one of the largest group of customers buying PlayStation, Xbox & PC games.

The gaming industry is one of the largest economic sectors in the world, attracting a diverse audience & bringing in billions of dollars in revenue.

OTHER VERY POPULAR

- ATTRACTIONS:**
 WARHAMMER 40K
 MAGIC THE GATHERING
 DUNGEONS & DRAGONS
 GIANT BOARD GAMES
 PATHFINDER
 POKEMON
 YU-GI-OH!

COSPLAY

It's a word that's been on the lips of almost every geek in the last few years. It's a fundamental part of conventions and as the years have gone by cosplay has gone from a few hard-core to a massive net of costume enthusiasts, rapidly gaining popularity in mainstream.

South African cosplay is growing rapidly, with local cosplayers constantly refining their craftsmanship and skill levels.



FIGHT A KNIGHT

People have always been deeply fascinated with the middle ages. Specifically images of knights & knighthood, chivalry, castles, lush green hills and stories of great valour & honour.

With the resurgence of TV shows like The Tudors & Game of Thrones it has become even more popular. The Fight a Knight zone gives people a chance to experience what combat as a knight must have been like & fight against a real professional knight.





HOW IT WORKS"

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.

CONTACT INFORMATION

Local Organising Committee

Email: info@icondbn.co.za

Tel: 082321 2886

Complimentary badges are provided with stands purchased depending on the size of the stand. Refer to the Stands and Rates section of this document for the number of badges allocated by stand size.

Additional badges are charged at R30 each. All names for badges must be submitted on or before the deadline indicated above. There will be no facility for creating exhibitor badges on-site at the event.

Exhibitors wishing to run events at ICON Durban are required to submit details regarding the proposed event for approval by ICON. Please refer to the Events Hosting Policy and Application document for more information.

EVENT DETAILS”

VENUE

Old Mutual Sports Hall,
Gate 9, Rick Turner Road
Glenwood

DATES & TIMES

6 July to 7 July
Sat: 9am – 9pm
Sun: 9am – 5pm

Setup is from 11am to 4pm on Friday the 6th July, and breakdown is from 6pm to 8pm on Sunday and from 8am to 12am on Monday the 8 July.

ENTRANCE FEES

R150 per person for a **standard weekend pass** or **R80 pp per day.**

More details and options are available in the Attendees Brochure. Exhibitors will be provided with complimentary badges based on stand size. Please refer to the Stand and Rates section of this document for more information

PARKING

Parking spaces in front of the hall are set aside for exhibitors, one per stall.

Additional parking is available in the general parking area.

SECURITY

The centre is secure and has adequate security, including staff on site, during the night.

The hall will be locked at night.

CARD FACILITIES

ICON Durban recommends the use of Wappoint or Zapper for credit card receipt.

ADVERTISING AND SPONSORSHIP”

A comprehensive guide to all advertising and sponsorship opportunities is available in the Marketing and Sponsorship brochure available on the ICON Durban website.

www.icondbn.co.za



STANDS AND RATES



MAIN FLOOR

STALL INFO

Stall layouts within the hall are variable. The diagram above merely indicates different configuration options based on stall sizes.

Please refer to the stall type and zone you would like to reserve i.e. 1A would refer to a Type 1 (3x2m) stall in Zone A.

We will do our best to accommodate specific location reservations but reserve the right to adjust the layout as necessary. A 3x2m stall is designed to accommodate a single trestle table along its 2m side. Please take this into consideration when selecting your stall size.

Take note that only certain zones have access to a rear wall (A and E in the main hall). Please account for this in your stall selection should you require a physical wall behind your stall. Ensure that you note this in your application. We will do our best to accommodate you.

All stall holders will be required to put forward an additional **R500 refundable security deposit**. Should any stall holder violate the terms and conditions listed in this document or in the application forms, said security deposit will not be refunded.

Refunds on all valid deposits will be refunded 2 weeks after the convention closes.

STALL RATES

STALL TYPE	STALL SIZE	# COMP BADGES	COST
1	3x2 (6sqm)	2	R 1200
2	3x3 (9sqm)	2	R 1750
3	3x4 (12sqm)	2	R 2200
4	6x4 (24sqm)	4	R 3600
5	6x6 (36sqm)	4	R 5200

STANDS AND RATES



ARTISTS AND AUTHORS

Artists/Authors stalls are issued at the discretion of ICON Durban and first time applicants will be required to submit of a portfolio of relevant works for review. All work must be original and not violate relevant intellectual property laws.

Artist stalls are **not subject to the R500 security deposit** up front but should any stall holder violate the terms and conditions of the convention, ICON Durban **reserves the right to charge this fee**, payable within 30 days of the convention closing.

Traditionally Artist Alley is positioned in Zones A and B at the main entrance.

STALL TYPE	STALL SIZE	# COMP BADGES	COST
1	3x2 (6sqm)	2	R 75 0
2	3x3 (9sqm)	2	R 1000



FOOD VENDORS

Venue regulations mean that food vendors are not permitted within the building at the venue but will be situated in an outdoor food hall near the main entrance. As such, food vendors will only be required to pay **R 900 for their stall space, regardless of sizing.**

2 complimentary badges will be included with each stall. Food vendors are not subject to the **R500** security deposit up front but should any stall holder violate the terms and conditions of the convention, ICON Durban reserves the right to charge this fee, payable within **30 days** of the convention closing.

Electrical connections for the food hall are limited so please ensure to indicate on your application form if you require power. At this stage the venue **does not have 3 phase power** so please take this into account as well.



ADDITIONAL COSTINGS

ICON Durban will not be in a position to provide complimentary tables or electrical facilities for exhibitors. Exhibitors are welcome to bring their own or to rent at the rates listed below.

Tables (with black table cloth): R150 each (includes one complimentary chair)

Additional chairs: R25 each

Electrical outlets: R125 each

The venue **does not have 3 phase power** so please take this into consideration when planning your stall.

DISCOUNT OPTIONS"

AVAILABLE TO ALL VENDORS

ICON JHB

A 10% discount is offered on all stalls that have been accepted to exhibit at ICON JHB.

REFERRALS

A 10% discount is offered for each successful referral of a new exhibitor who joins ICON Durban.

This discount can be applied multiple times.

For a referral to be considered for this discount, the new exhibitor must have never exhibited at ICON Durban (previously ICON by the Sea), must be accepted to exhibit at ICON Durban and must have paid, at least, the deposit for their space.

Discounts will be accounted for at time of invoice or will be refunded the week after ICON Durban if referrals are accrued after you have already paid.

SPONSORSHIPS

Variable discounts on stall spaces are offered for exhibitors wishing to get involved with sponsoring ICON Durban.

Please refer to the Sponsorship and Advertising Brochure for more information.

