



Welcome

We pride ourselves on giving our dealers prompt, friendly service before and throughout the convention. Below you'll find all the necessary information and rules for vending at our event. If you have questions, need assistance, or have ideas on how we can improve your experience, please don't hesitate to ask our staff; we're happy to help! You can find us in the Dealers' Den, at the Con Store, or email us anytime at dealers@furpocalypse.org.

IMPORTANT

Be aware that we made two (2) MAJOR changes to our dealer process in 2022.

1. You are **REQUIRED** to have a Connecticut State Tax Permit. We are no longer able to provide a checkout service for Dealers' Den vendors. You may still apply to Artist Alley if you need to use the Dealer Cashier. Obtain a CT Sales Tax Permit by [clicking here to go to the Connecticut Department of Revenue Services website](#) and selecting "New Business/Need a CT Registration Number."
2. If you have a dealer assistant, the dealer application and assistant registration processes are now separate. Your assistant **WILL** need to register for an attendee badge. Full table dealers and up will receive a coupon code for one (1) assistant registration. Assistants will need to enter the coupon code during the registration process. Codes will be provided after payment for the table(s) is complete.

Revised: 2026-06-03

Table of Contents

Welcome	1
Table of Contents	2
Dealers' Den Code of Conduct	3
Table Sizes and Pricing	4
How to Become a Furpocalypse Dealer	4
Step I: Application	4
Step II: Selection	4
Step III: Acceptance and Payment	5
Step IV: Placement	5
Waiting List	5
Cancellations	6
On-Site Sales and Upgrades	6
Dealer Guidelines	6
Merchandise	6
Adult 18+ Content	6
At the Convention	7
Registration and Badges	7
Assistants	8
Loading and Setup	8
Secure your Merchandise and Valuables	8
Teardown and Loadout	8
Dealers' Den Schedule	9



Dealers' Den Code of Conduct

We provide a **safe and enjoyable experience** for all patrons and dealers alike, so here are a few things to consider before you brave the depths of our Dealers' Den.

1. **All dealers must have a valid Connecticut State Sales Tax Permit.** Dealers are required to show proof of their CT Sales Tax Permit before they will be allowed to set up their table space. Failure to provide proof will result in a forfeit of your space without refund.
2. Dealers are responsible for having their own processor for credit and debit card transactions and/or petty cash for cash transactions.
3. Dealer and dealer assistant flags for your convention badge will be provided at check-in and are required to be worn while setting up or vending in the den.
4. Make sure your display fits within your designated table space and does not overlap into other vendors' areas. **No items or displays may block or obstruct the aisles in any way.**
5. Be courteous to your fellow dealers. Displays that involve distracting lights, music, or loud sounds are prohibited in the den. Shouting or loudly trying to attract attention to your table is also prohibited.
6. Any displays, banners, decorations, or items that you wish to attach to the walls **must not damage them in any way.** Only masking or painter's tape can be used to attach items to hotel property. At the end of the convention, please make sure to clean up and remove all decorations before leaving.
7. Dealers Den' staff have final say on all matters, and all decisions made by the **Dealers' Den Director** are final. We reserve the right to revoke your ability to vend at Furpocalypse at any time. **Refunds are not guaranteed after September 15th.**
8. By accepting your position as a dealer at Furpocalypse, you are agreeing to abide by the terms and conditions stated in the **CODE OF CONDUCT** and the **FURPOCALYPSE DEALERS' PACKET.**



Table Sizes and Pricing

Table Style	Dimensions	Price
Full Table	6' x 3'	\$220
Double Table	12' x 3'	\$435
Triple Table	18' x 3'	\$635
Four or more tables, or custom configuration	Please email with details of setup	Dealers' staff will contact with price
Power	N/A	\$25

Each table will have approximately 3' behind it for seating, storage, and working.

How to Become a Furpocalypse Dealer

Step I: Application

Dealer applications will open on **June 6th** and close on **July 6th**. To apply, follow the link on our dealers' page at <https://furpocalypse.org/registration/dealer> and fill out the dealer application form.

If selected, your application includes an attendee badge for **ONLY** the primary dealer. Dealer assistants will need to complete an attendee registration. Full tables and up will receive a coupon code for one (1) basic registration. Additional assistants will need to purchase an attendee registration. Due to restricted space behind the tables, we limit the number of assistants present at one time to the number of **FULL** table spaces purchased. If you have a double table space, the primary dealer plus two (2) assistants may be present at one time.

Applications for multiple tables may be offered alternative table types depending on circumstances and availability.

Step II: Selection

All dealers for our event are selected through a curated system with a queue based on a few factors, but not limited to:

- Range of skill level. We want to provide space for both established and up-and-coming dealers.



- Relation to the Fandom. How well your product meshes with our target demographic.
- Quality and professionalism of the product.
- Uniqueness of product and quantity of like dealers. We try to provide a variety of different types of dealers in our den.

Step III: Acceptance and Payment

Once you have been selected, you will be notified via email by **July 31st**, and an invoice will be sent to your PayPal email for your requested table space. You will have until **August 31st** to pay your invoice in full. If we don't receive payment within a reasonable time frame or you do not respond to contact attempts, your application will be canceled.

You may not transfer or share your table space with another dealer. All changes must be made through our Dealers' Den staff.

NOTE FOR 2026 REGARDING BOOKING ROOMS: If accepted to the den, dealers will be given a separate hotel booking link that draws from a separate pool of rooms away from the booking link given to general attendees after said dealer is fully paid for.

If you make a reservation using the attendee booking link before the dealers' link is provided to you, it is up to you to either decide to cancel your room which pulls from the attendee room block and make one with the dealers' link, or wait until you are selected to book your room using the dealers' link. We feel there is an ample amount of rooms put aside for dealers for them to use the booking link if selected.

As this is a new hotel, we are still working out the finer details and workflow with this process going forward. We do understand there is an issue with this process and will work to remedy this going forward with this new hotel.

Step IV: Placement

Placing all our vendors is a lengthy process. We do our best to keep from crowding like dealers together and to accommodate any special requests. We will provide all accepted dealers with a tentative floor plan and placement as quickly as possible.

Once we send out the initial placements, please contact us at dealers@furpocalypse.org as soon as possible if you wish to change location, and we will do our best to accommodate your requests.



Waiting List

If you are not accepted initially, you will be notified by email and placed on our waiting list.

Please note that a significant number of changes occur after the first round of vendors are selected. If a dealer ends up forfeiting their placement in the den, we will contact dealers from our waiting list to fill the vacancy.

If you are picked, you will receive an email notifying you about your eligibility for the newly opened space. There will be a limited time, typically a week, in which you must accept the offer and make payment. If we do not receive a response, the spot will be offered to another dealer on the waiting list, and you will be removed from our queue.

Cancellations

If something changes and you are unable to attend the convention as a dealer, you may contact us at dealers@furpocalypse.org by **September 15th** for a full refund of your table cost.

Cancellation requests after September 15th will not be eligible for a refund.

YOU MAY NOT TRANSFER YOUR TABLE SPACE TO ANOTHER DEALER. Your dealer table and registration are tied to you.

On-Site Sales and Upgrades

Occasionally, there are last-minute cancellations that can't be replaced by the time of Furpocalypse.

In these cases, we may offer these spaces on a first-come, first-served basis to potential dealers and artists, whether they're new applicants, waitlisters, or artists/dealers looking to upgrade their table space. Make sure to check in at the Con Store for potential upgrades on-site!

Dealer Guidelines

Merchandise

1. Dealers may only sell their own goods or officially licensed material under their brand. No pirated content, weapons, or illegal materials will be allowed for sale.



2. Food and drink sales or giveaways are not permitted in the den without express permission.
3. Prohibited items are not permitted for display, giveaway, or delivery during or after the convention.
4. AI-generated artwork that includes or incorporates other people's work as a basis of the artwork is strictly prohibited.

Adult 18+ Content

1. Adult material must be placed in a covered binder clearly marked as "Adult" and separated from any non-adult material.
2. Please make sure all display items including genitals and/or female nipples are covered tastefully. This includes larger display items such as banners, dakis, and prints.
3. Items of a distinct sexual nature (insertables, wearables, penetrables) may not be sold, displayed, or given away outside of our marked 18+ section.
4. **It is the responsibility of the dealer to check if a potential customer is a minor.** A minor badge is color-coded with a bright pink background on their badge name to identify them as under 18 years of age. Any dealer caught allowing minors to view adult content and/or selling adult merchandise to minors will be removed from the den and barred from vending at future events.
5. Artwork, clothing, and other items containing adult material must be delivered to customers in an opaque package capable of completely obscuring said material from view.
6. Depiction of real or fictional minors in adult situations is strictly prohibited.

Acceptable displays are at the discretion of the Dealers' Den Director. We will politely ask vendors to take down or alter displays in question.

At the Convention

Registration and Badges

Your application includes an attendee badge for ONLY the primary dealer. Dealer assistants will need to complete an attendee registration at <https://furpocalypse.org/registration>. Full tables and up will receive a coupon code for one (1) basic registration. Additional assistants will need to purchase an attendee registration.



Dealers and dealer assistants can pick up their badges at the Con Store during setup hours on Thursday. If you arrive outside of the setup hours, you may pick up your badge at Registration during normal registration hours. Please contact dealers@furpocalypse.org if you have any questions.

Dealer and dealer assistant flags will be provided to attach to your badge to identify you as a vendor. You must always have your badge and flag visible while in the den or other convention space. The dealer flags will allow you admittance into the den during times when it is closed to general attendees like setup and tear-down.

Assistants

Due to restricted space behind the tables, we limit the number of assistants present at one time to the number of **FULL** table spaces purchased. If you have a double table space, the primary dealer plus two (2) assistants may be present at one time.

Loading and Setup

During setup and teardown hours, only registered dealers and dealer assistants will be permitted in the den. Space is limited, so you need to make sure your setup stays within your allotted space. **Please keep the walkways behind tables and aisles clear at all times.**

Vehicle access to the Dealers' Den will be available, **BY APPOINTMENT ONLY**, to bring in your setup and supplies on **Thursday from 9:00 AM to 6:00 PM**. Please email dealers@furpocalypse.org in advance to schedule a time. **This is for the unloading of large vehicles and those with trailers only.**

Secure your Merchandise and Valuables

Den staffers and con security are responsible for monitoring the den over the course of the event, but **it is your responsibility to always keep your table tended to during open hours and secure your station and valuables properly before lockup every night.** Furpocalypse, Inc. and Hilton Stamford Hotel & Executive Center are not liable for any damaged, lost, or stolen merchandise or valuables during the event. Accurate inventory counts are recommended to curtail theft. **Absolutely no food is to be stored in the den overnight.**

Teardown and Loadout

Teardown will begin at 4:00 PM Sunday afternoon when the den officially closes to the public. Vehicle access will be available during teardown. All items must be removed from the den by 8:00 PM Sunday night. **It is your responsibility to clean up and remove all items from your station during teardown. Your area must be left in the condition that it was received. Additional cleaning fees may be applied if areas are found in unacceptable conditions, and you may be barred from vending at future events.**



- Furpocalypse is responsible for leaving the Dealers' Den in a clean and orderly condition, so please be considerate and make sure your space is reasonably clean (no garbage, empty boxes, etc.) before departing.
- The vehicle access loading area will only be available from 4:00 PM to 8:00 PM, so please be sure not to pull in until you are ready for load-out.
- There will be no storage allowed over Sunday night. Everything must be removed from the den; otherwise it will be thrown out and you may be charged a \$300 cleaning/removal fee from the hotel.

Dealers' Den Schedule

Thursday, October 30th

9:00 AM - 9:00 PM	Dealer check-in and setup
9:00 AM - 6:00 PM	Vehicle access loading area available by appointment
9:00 PM	Dealer setup ends - no after hours setup allowed

Friday, October 31st

9:00 AM - 9:45 AM	Dealers only - prep before opening
9:45 AM - 10:00 AM	Super, Gold, and VIP Sponsor early admittance
10:00 AM - 1:00 PM	Den open to all attendees
1:00 PM - 2:30 PM	Den closed for break
2:30 PM - 6:00 PM	Open to all attendees
6:00 PM - 7:00 PM	Dealers only - secure merchandise and lock up
7:00 PM	Den closed - no admittance

Saturday, November 1st

9:00 AM - 9:45 AM	Dealers only - prep before opening
9:45 AM - 10:00 AM	Super, Gold, and VIP Sponsor early admittance
10:00 AM - 1:00 PM	Den open to all attendees



1:00 PM - 2:30 PM	Den closed for break
2:30 PM - 6:00 PM	Den open to all attendees
6:00 PM - 7:00 PM	Dealers only - secure merchandise and lock up
7:00 PM	Den closed - no admittance

Sunday, November 2nd

9:00 AM - 9:45 AM	Dealers only - prep before opening
9:45 AM - 10:00 AM	Super, Gold, and VIP Sponsor early admittance
10:00 AM - 4:00 PM	Den open to all attendees
4:00 PM - 8:00 PM	Dealers only - teardown and loadout - vehicle access loading area available

NOTE: There will be a 90 MINUTE CLOSURE on **Friday** and **Saturday** from **1:00 PM - 2:30 PM**. During this time, Furpocalypse will officially close the den off to all customer attendance. This provides dealers and their assistants time to stretch their legs, get lunch, and run any necessary errands before sales continue.

Our staff and den space will only be available for the times stated above.

All setup and tear down must be completed during allotted times.

Thank you! We look forward to seeing you in October!

- Furpocalypse Dealers' Staff