



## **Exhibitor & Artists Colony Information**

*Connecticut Convention Center - Hartford, CT*

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### **About ConnectiCon**

ConnectiCon is a multi-fandom convention with primary focus on online media, animation, comics, games and related pop-culture interests. It began in 2003 as a small gathering of 800 and has grown to an event of more than ~45,000 turnstile attendees in 2024. ConnectiCon expects to host ~12,000+ unique members the weekend of July 17-20, 2025.

## **Contact Information and Payment Methods**

If there is anything ConnectiCon can do to help you before, during, or after the convention, please let us know. ConnectiCon will do all it can to ensure your experience is as enjoyable as possible. ConnectiCon may be contacted as follows:

ConnectiCon, LLC  
69 S Turnpike Rd, Ste 7  
Cell Phone: 203-980-7946  
e-mail: [daigle.m@connecticon.org](mailto:daigle.m@connecticon.org)

ConnectiCon accepts the following forms of payment:

- Cash at ConnectiCon XXI
- Credit/Debit via PayPal or stripe invoice

## **Dealer Booth Description**

Dealer booths are 10' x 10' with an 8' high pipe and drape backdrop and a 3' high pipe and drape side rail, it also includes a 6' table and two chairs.

Please review the floor layout. You may configure your area as you see fit, adding tables, chairs, shelves, kiosks, etc., so long as it does not interfere with any other dealer's areas, or throughfares.

Electricity, telephone service, and Internet service are available through the convention center at additional charges.

**Booths are not guaranteed until full payment is received. Requests are considered on a first come, first served basis.**

Booths are \$950 each.

## **Artists' Colony Space Description**

Artists' Colony booth spaces are 8' x 8' with an 8' high pipe and drape backdrop and a 3' high pipe and drape side rail, it also includes a 6' table and two chairs.

Artist may configure their area as they see fit, adding tables, chairs, shelving, kiosks, etc. as long as they meet the following guidelines:

Any structure brought to display artwork must be of sound construction. The maximum front display space may not exceed the front of your stall area. The maximum height allowed for any display is 3' from the top of your table, or 8' from the floor. Essentially you cannot clutter any of the aisles in front of, or behind your space. Take care not to clutter up the areas along the sides of stalls. Your area must allow for free movement of traffic, including your own movement into and out of your stall space. If any structure falls down, or appears unstable, the artist to whom it belongs will be asked to remove it by the Staff.

Electricity, telephone service, and Internet service are available through the convention center at additional charges.

**Spaces are not guaranteed until full payment is received. Requests are considered on a first come, first served basis.**

Spaces are \$450 each, and are limited to one booth per artist.

## **Level 6 Daily Market Space Description**

We've added this space as an additional vending option for folks who are unable to commit to selling for the entire weekend, and want to setup and sell for just a single day, instead of a traditional Artists Colony or Dealer's Booth. Booth spaces are on the 6th floor of the convention center, in the ballroom prefunction space, and area available at varying daily rates with the following sales hours:

Friday (11am - 11pm), Saturday (9am - 11pm), Sunday (9am - 3pm)

Level 6 Daily Market booth spaces are 8' x 8' with an 8' high pipe and drape backdrop and a 3' high pipe and drape side rail, it also includes a 6' table and two chairs.

Market vendors may configure their area as they see fit, adding tables, chairs, shelving, kiosks, etc. as long as they meet the following guidelines:

Any structure brought to display artwork must be of sound construction. The maximum front display space may not exceed the front of your stall area. The maximum height allowed for any display is 3' from the top of your table, or 8' from the floor. Essentially you cannot clutter any of the aisles in front of, or behind your space. Take care not to clutter up the areas along the sides of stalls. Your area must allow for free movement of traffic, including your own movement into and out of your stall space. If any structure falls down, or appears unstable, the artist to whom it belongs will be asked to remove it by the Staff.

Electricity, telephone service, and Internet service are available through the convention center at additional charges.

Level 6 Daily Market exhibitors are expected to set-up and tear-down their booth space daily. Load-in and Set-Up is from 7am - 9am each day, tear down is from 11pm - 12:30am each day. You may start breaking down your booth and displays at 9pm, but you must not have any items in the aisles when you do so.

**Spaces are not guaranteed until full payment is received. Requests are considered on a first come, first served basis.**

Friday \$275 - Saturday \$325 - Sunday \$225

## **Exhibitor Badges**

Exhibitors and Artists will be supplied with 2 exhibitor's badges per booth/space purchased. Additional exhibitor badges for Dealer's Room & Artists Colony may be purchased at a rate of \$60 cash (no credit/debit) per badge at check-in.

Level 6 Daily Market vendors will be supplied with one (1) All Weekend badge, with a Level 6 Daily Market Badge Flag, an additional All Weekend badge, with a Level 6 Daily Market Badge Flag may be purchased at a rate of \$60 cash (no credit/debit) per badge at check-in.

An exhibitor's badge is personalized with the dealer's company name. Exhibitor's badges are valid for entry to any convention event at any time. Please see the convention web site or program book for convention event details.

**ALL Exhibitor Badges are picked up at the rear of Exhibit Hall A, just off the Loading Dock of the convention center.**

## **Anti-Piracy Policy**

ConnectiCon enforces an anti-piracy policy for its Exhibit Hall. Our goal is to reduce copyright infringement that hurts the entertainment industry, such as bootleg and unlicensed merchandise. We do not intend to argue over the exact lineage or history of items that **MIGHT** be illegal depending on how they were imported.

Any violation will come with a warning, at which time the dealer will be asked to remove the offending merchandise completely from the dealers' room. Failure to comply, or a second violation is cause for removal from the convention, forfeiting all dealer fees.

ConnectiCon staff is not always capable of spotting illegal merchandise. Dealers should report any concerns to an Exhibit Hall Liaison.

The following items **may not be sold** at the convention:

- SM CDs; and other non-licensed reproductions
- Bootleg videotapes (This includes the obvious "el cheapo" bootlegs recorded on blank videotape with printed labels, pirated copies of any titles that have been released commercially in the United States)
- Any posters, idol cards, etc., which read "Kodak," "Fuji," etc. on the back.
- Unlicensed reproductions of any products actually released by an American company.

For more information on issues of Japanese copyrights, we recommend that you contact the Japanese Institute of Intellectual Property in Washington, DC. <https://www.iip.or.jp/e/>

### **Institution of Intellectual Property (IIP)**

1800 K Street, NW Suite 926

Washington, DC 20006

TEL 202.833.8565 FAX 202.833.8563

### **The following items are prohibited from sale within the Artists' Colony:**

- a. Any work with copyrighted logos, regardless of whether or not the work is original.
- b. Mass produced prints of art depicting licensed/copyright-protected characters.
- c. Buttons, pins, hats, or t-shirts bearing official character likeness. If an artist has, and can produce proof of, explicit permission from the copyright holder to use, then the items will be allowed. This will be determined at the discretion of the Department Head of the Artists' Colony, in consultation with all other necessary parties.
- d. Photoshopped, traced, or copied characters in recognizable poses but with different backgrounds.
- e. "Knockoff" or bootleg merchandise of any kind (including but limited to: videos recorded on blank videotapes with printed labels; homemade DVDs, pirated of any titles that have been released commercially in the United States, Japan or elsewhere, titles taped off the air in Japan or any fan-sub)
- f. Any posters, idol cards, etc., which reads: Kodak, Fuji, etc on the back.
- g. Unlicensed reproductions of any products actually released by an American company.
- h. Food, snacks or beverages.
- i. Legally imported merchandise or legitimate US products. This includes, but is not limited: wall scrolls, sharpies, art supplies, duct tape, glow sticks, etc.

### **The following items may be sold within the Artists' Colony:**

- a. Any product featuring an artist's original character.
- b. Commissioned and hand-drawn works made during the convention, provided that they do not violate any other rule.
- c. Unique, individual, hand-made items.
- d. Doujinshi, fanzines, and similar items
- e. Fan art which clearly shows that the work is produced by the artist, rather than by the license holder.

Our policy is amended to clarify that, for fan art (including but not limited to doujinshi, fan art prints and buttons), up to 15 copies of a single piece are allowed, unless the item is otherwise explicitly disallowed. This is also the standard by which the Artists Colony staff will define "mass production". The total number of fan art sold will not exceed 300 pieces in total.

## **Adult Materials and Weapons Information**

**Dealers are required to comply with all appropriate laws.** Adult materials should be displayed in a non-offensive and tasteful manner. Many attendees are minors, and they must be considered when designing your displays.

Weapon sales are permitted in the Connecticut Convention Center. Currently the sale of live steel weapons is restricted to vendors APPROVED to do so, if you have not been APPROVED to sell live steel weapons you may not do so, and doing so may result in your ejection from the convention without refund. Additionally, the following guidelines will be strictly enforced and **MUST** be adhered to:

The following rules and regulations regarding the sale and display of edged weapons will be in effect during the ConnectiCon event to be held at the CT Convention Center. The purpose of these regulations is not to inhibit the sale or display of edged weapons by exhibitors but to ensure the safety of all persons within the CT Convention Center.

*Definition: An edged weapon is defined as any knife, sword, or instrument with an edged portion of the blade of 4 inches or over in length.*

1. All edged weapons as defined above shall only be available for display and sale by APPROVED exhibitors of the ConnectiCon event. The list of exhibitors will be supplied to the CT Convention Center by ConnectiCon staff.
2. Any edged weapon displayed on an exhibitor's display table must not be moved beyond the outer edges of the table and may not be raised more than shoulder height by any person for the purpose of inspection or demonstration. An exhibitor may remove the edged weapon from the table for the purpose of securing the weapon or removing it from display.
3. Any person found demonstrating or removing an edged weapon from the confines of the table area, will be requested to immediately leave the facility with no re-entry privileges. This will include exhibitors found violating any section of this policy.
4. An exhibitor may sell any edged weapon during show hours but will be required to ensure the box or container is secured in such a manner that the package could not be readily opened (i.e., zip ties or strapping tape to be supplied by exhibitor) and to inform all purchasers that the package may not be opened at any time while inside of the facility. Any person found carrying an open package or carrying an edged weapon will be requested to immediately leave the premises with no re-entry privileges.
5. It is recommended that all exhibitors advise anyone purchasing an edged weapon to immediately remove it from the CT Convention Center to a secure area such as their hotel room or vehicle. Any unattended edged weapon, whether properly packaged or open, will be seized by staff of the CT Convention Center.
6. The General Manager, Director of Operations, Director of Security, Event Manager, or any Security Officer will have the final decision regarding any incident involving an edged weapon.

Displays must be changed or removed at the request of the Dealer Liaison or the dealer will be removed from the Dealers Room with no refund.

## **Japanese Novelty Snacks and Beverages Restrictions per Venue Agreement**

Japanese Novelty Snacks (must be 3 oz. or less) and Japanese Novelty Beverages (must be 7 oz. or less).

## Dealers Room Hours (including setup and tear down)

These are the estimated hours that attendees will be allowed access to the Dealers room. Dealers are not required to be present at all times during these hours, however it is recommended. Dealers are responsible for their booth during all open hours. These hours are subject to change. Please refer to the ConnectiCon web page, [www.ConnectiCon.org](http://www.ConnectiCon.org), for future updates.

### **LOADING DOCK HOURS:**

**Thursday (Sponsors and Dealers) 1:00pm – 8:00pm; (Artists' Colony) 4:00pm – 8:00pm;**

**Friday 8:00am – 11:59am**

**Sunday 3:00pm – 6:00pm**

**Please note: Merchandise and fixtures may ONLY be moved into or out of the dealer's room during LOADING DOCK HOURS.**

Dealers will have access to the Dealers Room starting at 1 PM on Thursday afternoon, and at least one hour before opening on Friday, Saturday, and Sunday. The Dealers Room must be fully vacated by 6 PM on Sunday evening.

FRIDAY: 12PM – 8PM

SATURDAY: 11AM – 7PM

SUNDAY: 10AM – 3PM

**NOTE: Individuals with special needs may be allowed into the Dealers Room up to half an hour before the room opens for general attendees.**



## Electricity & Other Utilities

Once you have your booth number(s), you can order electricity and other utilities through the Connecticut Convention Center here: <https://www.ctconventions.com/exhibitors/order-services/>

## **Security**

ConnectiCon & the Connecticut Convention Center will provide security staff during the convention. The security staff will primarily limit access to registered attendee's and monitor the convention. Dealers are responsible for their own property, and under no circumstance will ConnectiCon be liable for the loss or damage of merchandise, equipment, or revenue.

## **Donations to ConnectiCon**

During ConnectiCon there are several contests, tournaments and events where prizes are awarded and items are given away. Dealers are encouraged to donate items or gift certificates, etc. for ConnectiCon to give to attendees.

These items may be used as prizes for the contests, or in any other manner ConnectiCon deems appropriate. ConnectiCon is very appreciative of dealers who donate prizes, but please note that it is **not** required. ConnectiCon will be sure to mention the generosity of any dealer who donates prizes during the awarding of the prize.

We do trade ad space in our program book for prize support. Please contact [daigle.m@ConnectiCon.org](mailto:daigle.m@ConnectiCon.org) for details.

## **Sponsorships**

Please ask for our current year's Sponsorship Packet for advertising rates and opportunities!

## **Travel and Accommodations**

ConnectiCon 2025 will be held at the Connecticut Convention Center located in Hartford, CT. Dealers are responsible for their travel and hotel arrangements for the convention. ConnectiCon will not cover any dealer costs, including, but not limited to hotel rooms, parking, transportation, drayage, or additional labor fees.

## **Sales Tax and Licensure**

Looking to become a vendor in the State of Connecticut? You need to file for a business tax permit with the CT Department of Revenue Service, and you must pay taxes to the state on all of your sales within the State of Connecticut, excluding non-taxable items. The license generally costs \$100 and lasts for 5 years (That's \$20 per year for being able to do business within CT.) You can find the information/forms you need on their website:

<https://portal.ct.gov/DRS/Sales-Tax/Tax-Information>

For telephone assistance call:  
860-297-5962 (from anywhere)  
1-800-382-9463 (Connecticut calls outside the Greater Hartford area only)

## **Some Helpful Information**

There are benefits to having a Sales & Use Tax Permit, you will be able to buy art supplies and materials at wholesale prices, or from a retail store based in Connecticut (without paying sales tax, you need to fill out a form before this happens though -<https://portal.ct.gov/drs-myconnect>). It also shows that you take yourself and your art seriously, that you feel that your art is a viable business, that you're passionate about your art as a business.

Filing your business sales tax must be done quarterly (every 3 months), however, you can opt to pay yearly if you do most of your business during one quarter only. There are also two easy ways to calculate how much sales tax you need to send in to the State of Connecticut Department of Revenue Services (DRS):

*Option 1:* Add 6.35% to the sale price of each item you sell (this can be done with a calculator and multiplying your sale price (example \$10 print) by 1.0635 (the one representing your print cost, and the .0635 representing the sales tax you're collecting) so  $\$10 \times 1.0635 = \$10.64$  is the total your customer would pay for your \$10 print, with  $\$10.64 - \$10.00 = \$0.64$  going to the DRS in sales tax. The benefit of this method is that you get to keep 100% of your sale price and you can keep the sales tax in a separate envelope, add up the amount in the envelope at the end of the weekend, and send it in to the DRS.

*Option 2:* Subtract sales tax from your total sales for the weekend. As an example, say you sold 30 prints at \$10 (tax included in the \$10) each for the weekend ( $\$30 \times 10 = \$300$ ), and you did 40 commissions at \$20 (tax included in the \$20) each ( $\$20 \times 40 = \$800$ ) for total sales of  $\$300 + \$800 = \$1,100$  you need to find out how much of that \$1,100 is sales tax that you owe to the DRS. Just simply divide \$1,100 by 1.0635 to find out how much you keep ( $\$1,100 / 1.0635 = \$1,034.32$ ). You would then send the difference between your \$1,100.00 in sales and the amount you keep \$1,034.32 ( $\$1,100 - \$1,034.32 = \$65.68$ ) The benefit of this method is that you deal in even amounts of bills for the weekend, and don't need to count out change. At the end of the weekend, do the math, and send a check to DRS for the amount of taxes your customers paid on the sales you made.

### **The following information is from the State of Connecticut Department of Revenue Services:**

*Vendors at Flea Markets, Craft Shows, Fairs, Etc. Must Obtain a Connecticut Sales Tax Permit*

You must obtain a Sales and Use Tax Permit from the Connecticut Department of Revenue Service if you will be selling at a flea market, craft show, trade show, antique show, fair, etc. in Connecticut even if you will only be making sales for one day. You must display the permit prominently in your booth or table. You must obtain a Sales and Use Tax Permit before making any sales. The requirement to obtain a permit applies to individuals, corporations, partnerships, and all other business entities that will make sales in this state, regardless of the number of sales that will be made or the amount of tax that will be collected. As a seller, you are responsible to collect sales and use taxes and you are liable for their payment whether or not you collect them as required from your customers. You must file returns and pay the full amount of tax due DRS.

Note: Failure to obtain a tax permit will result in a fine of not more than \$500 or imprisonment of not more than three months, or both, for each offense.

## **How to Obtain a Connecticut Sales and Use Tax Permit**

To register a business, complete Form REG-1, Business Taxes Registration Application. Form REG-1 is also used to register for most other state taxes administered by DRS. In completing Form REG-1 you must furnish a general description of your business activities. Please furnish Federal Employer Identification Number (FEIN) for the business. If the business is not required to have an FEIN, please furnish the social security number (SSN) of the owner.

### **Registering Online**

You may register for most taxes online using the Taxpayer Service Center (TSC). If you register online, you must make direct payment from your savings or checking account. Credit Card payments are not accepted. When you complete your application, a temporary permit and copy of your application will be available to print immediately. **BE SURE TO PRINT A COPY FOR YOUR RECORDS.** Once you have the temporary seller's permit you may begin making sales. The Confirmation Number will serve as an official acknowledgement that your application has been received by DRS and act as your temporary tax identification number. You may use this temporary permit until you receive your registration package in approximately 10 business days.

### **Registering by mail**

You may also register by mail and you will receive your permit within 2-3 weeks.

### **Register at a DRS Office:**

You may also apply in person at the main office of DRS in Hartford. If you apply in person during business hours, you will receive a temporary permit that day. Once you have the temporary seller's permit you may begin making sales. You will be mailed your permanent Sales and Use Tax Permit which will be valid for five years. Visit our webpage for locations and directions.

Visit a Local Office - Directions to our Hartford Office

When visiting our Hartford office, bring all available information with you. No appointments necessary; however, if you have a complex issue, please contact the department ahead of time so they can be prepared to give you the help needed.

Main Office - Hartford, 25 Sigourney Street, Ste 2, Hartford, CT 06106

Our business hours are:

Monday thru Friday 8:30 a.m. - 4:30 p.m.

(except on State Holiday & Furlough Days)

### **Registration Fee**

There is a \$100 fee (an additional \$50 if the sale of cigarettes is involved) to register for a Sales and Use Tax Permit payable at the time of registration. If you register at the Hartford office, payment must be made by check or money order. You must bring photo identification, such as a driver's license with you. The application must be signed by the individual owner, partner, officer of the corporation, member of the limited liability company or another who has written authorization to sign in the form of a Power of Attorney.

### **Filing Requirements**

You are required to file timely sales tax returns as long as you have a Sales Tax Permit. Review our webpage with Filing Requirements for additional information.

If you require assistance filling out your Sales & Use Tax form please Contact DRS.

# Dealer's & Artists Colony (Exhibit Hall A) Floor Layout



## ConnectiCon XXII Dealer Contract

1. ConnectiCon, LLC is the company that sponsors the ConnectiCon XXII Convention. In this contract, "ConnectiCon" refers to ConnectiCon, LLC and the ConnectiCon XXII Convention. In this contract, "dealer" refers to the individual, convention or company conducting business at ConnectiCon.
2. The Dealer Liaison is the official point of contact for dealers at ConnectiCon. Dealers should direct all contact with ConnectiCon through the Dealer Liaison. If the Dealer Liaison is unavailable, dealers should contact the ConnectiCon Directors.
3. Dealers will not display or sell any material that infringes upon any local, state, federal, or international laws. Materials that violate copyright or trademark laws and/or agreements (per the license holder) are specifically prohibited. Copyrights or trademarks held by countries that do not honor international copyright or trademark laws will be considered null and void, unless otherwise stated.
4. All displays and exhibits must conform to all local fire and electrical standards and codes. If there are any questions concerning whether or not something is a violation, contact the Dealer Liaison prior to its use.
5. There is **NO SMOKING** allowed inside the Connecticut Convention Center buildings.
6. Audio displays must be kept at a reasonable volume. ConnectiCon reserves the right to require volume modifications for any reason.
7. ConnectiCon reserves the right to prohibit the sale or display of any merchandise or service that is determined to be inappropriate.
8. ConnectiCon XXII will be held at the Connecticut Convention Center located in Hartford, CT. All dealers must comply with all Connecticut Convention Center guidelines and Connecticut State laws. Dealers assume full responsibility for compliance with Connecticut Convention Center guidelines and Connecticut State laws.
9. All dealers accept full responsibility for the collection and payment of any local, state, and/or federal taxes.
10. All dealers are responsible for any operating licenses that may be required by local, state, or federal authorities.
11. All dealers must have a signed registration form on file with ConnectiCon. No Dealer may sell or display merchandise without a copy of this form on file with ConnectiCon. Dealers are encouraged to keep a copy of this form and any other paperwork on site. The signed registration form indicates acceptance of this contract.
12. Refunds are available in the percentages specified in the chart below if a written request is received by the date indicated. ConnectiCon reserves the sole right to determine the disposition of canceled tables. Dealer tables may not be resold, transferred, sub-let or assigned by the dealer.

**Date refund request received by Percentage of refund:**

January 31, 2025	50%
April 30, 2025	25%
After April 30, 2025	0%

13. ConnectiCon shall not be liable for failure to perform its obligations in the event of an "Act of God" (power loss, rain, snow, hurricane, disease, etc.), Act of War, declared or undeclared, terrorism or any other cause that disrupts the convention. No money will be refunded if such an event occurs.
14. If ConnectiCon is canceled for reasons other than those outlined in item 13, a full refund will be issued to all dealers.
15. All dealers are fully and solely responsible for their property while on site before, during and after ConnectiCon. Dealers are recommended to obtain adequate insurance to cover this situation.
16. Neither ConnectiCon nor its agents and representatives will be responsible for any injury, loss, or damage that may occur to the dealer, dealer's associates, or property for any reason.
17. Dealers are prohibited from selling merchandise from their rooms at any time.
18. There is no other agreement or warrantee between ConnectiCon and the Dealer except as set forth in this document.

The rights of ConnectiCon under this contract shall not be deemed waived except as specified in writing by the directors of ConnectiCon. The Dealer agrees that any action that may arise based upon or related to this contract shall be brought in Federal or State court in Connecticut.

## ConnectiCon XXII Exhibition Hall Registration Form

Please complete and return this form with full payment on or before May 31, 2025. Space is not guaranteed until payment is received.

Company Name:		
Address Line 1:		
Address Line 2:		
City:	State:	Zip Code:
Primary Representative:		Phone:
Fax:	e-mail:	
Website:		

Please see the attached room layout for booth numbers. Please note both the specific booth number(s), as well as your need for a table. **All dealer booths are \$950 each.**

In an effort to allow each dealer to have desirable booth frontage, dealers wishing to purchase a **corner** booth must purchase an adjoining inline booth (two or more total booths purchased).

Dealers wishing to purchase **end cap** booths must purchase the two adjoining inline booths (four or more contiguous total booths purchased).

If available, at the consent of the dealer's room coordinator a single corner booth may be purchased for an additional 50% premium (total booth cost of \$1,425).

**A \$250 discount will be applied for each booth paid in full by 6pm on Sunday, July 21, 2024.**

Booth selection(s):	Table	Price	Sub Total
	Yes / No		
	Yes / No		
	Yes / No		
	Yes / No		
Total:			
Discount for Returning Dealers by July 21, 2024			
Type of Payment:	Amount Enclosed:		

I have read the terms specified in the Dealer Contract and understand them. I understand that violation of the Dealer Contract may, at ConnectiCon's discretion, be considered just cause for my removal from the convention with no refund. I have read and understood all of the Exhibitor Information Packet.

\_\_\_\_\_  
Dealer Representative (Sign) Date

\_\_\_\_\_  
Dealer Representative (Print)

\_\_\_\_\_  
Dealer Company Name (Print)

Return this form to and your payment to:

ConnectiCon, LLC  
69 S Turnpike Rd, Unit 7  
Wallingford, CT 06492