

PULPFEST 2015

WITH **FARMERCON X**

Dealer Newsletter for the 44th Great Summer Pulp Convention!

PulpFest 2015, the popular summer convention for fans and collectors of vintage popular culture material, returns to the spectacular Hyatt Regency in Columbus, Ohio for its 44th edition. It will begin Thursday evening, August 13th, at 6 PM and run through Sunday, August 16th, at 2 PM.

FarmerCon will be joining us for the fifth straight year for their annual celebration of the life and works of *Grand Master of Science Fiction* Philip José Farmer. To learn more about *FarmerCon X*, please visit the convention's website at <http://pjfarmer.com/upcome.htm>.

Since 2009, *PulpFest* has annually drawn hundreds of fans and collectors of vintage popular fiction and related materials to Columbus, Ohio where it is currently based. Although centered around pulp fiction and pulp magazines, *PulpFest* was founded on the premise that the pulps had a profound effect on American popular culture, reverberating through a wide variety of media—comic books, movies, paperbacks and genre fiction, television, men's adventure magazines, radio drama, and even computer, video, role-playing, and board games. Every summer, *PulpFest* honors the pulps by drawing attention to the many ways they have inspired writers, artists, film directors, software developers, and other creators over the decades.

August 20th of this year will mark the 125th anniversary of the birth of the celebrated horror writer, H. P. Lovecraft. Called "The Copernicus of the horror story," by author Fritz Leiber, and "The twentieth century's greatest practitioner of the classic horror tale," by perennial bestseller Stephen King, HPL and *Weird Tales*, the magazine that published the bulk of his work, will be the focus of this year's *PulpFest*. We'll be featuring panel presentations on the author and "The Unique Magazine," plus fully authorized screenings of *The Call of Cthulhu* and *The Whisperer in Darkness*, as well as other films inspired by Lovecraft's fiction.

In 2015, *PulpFest* will also be saluting Ned Pines' Standard Magazines, most widely known by its nickname, the "Thrilling Group." Many of the leading figures in the history of Pines Publishing have notable anniversaries in 2015, including publisher Pines himself; Leo Margulies, managing editor of the "Thrilling Group;" Mort Weisinger, editor of *Captain Future* and other Thrilling pulps; and authors Malcolm Wheeler-Nicholson, Tom Curry, Norman Daniels, Leigh Brackett, and Henry Kuttner. That makes eight reasons to salute Standard Magazines in 2015! Additionally, we'll be taking a look at Standard Comics, an offshoot of the Thrilling Group.

We'll have presentations on Wheeler-Nicholson and Standard's detective, western, sports, and pulp and comic book heroes. *PulpFest* is also delighted to feature a presentation by Philip M. Sherman, the nephew of managing editor Leo Margulies, as well as a discussion of the publisher's editorial policies, featuring pulp historians Ed Hulse, editor and publisher of *Blood 'n' Thunder*, and Will Murray, author of the acclaimed series, *The All-New Wild Adventures of Doc Savage*.

Additionally, the comic book line of leading pulp magazine publisher Street & Smith turns seventy-five years old in 2015. *PulpFest* will honor this occasion with a panel and slide-show presentation on the subject offered by comic book scholars Murray, former DC Comics colorist and Sanctum Books publisher Anthony Tollin, and Tony Isabella, a popular writer and editor for both DC and Marvel Comics, as well as a longtime columnist for the *Comics Buyer's Guide*.

PulpFest 2015 is also honored to welcome as its Guest of Honor Chet Williamson, an award-winning author who has written extensively in the fields of horror, science fiction, and suspense since 1981. Over one hundred of Williamson's short stories have appeared in *The New Yorker*, *Playboy*, *Esquire*, *The Magazine of Fantasy and Science Fiction*, and many other magazines and anthologies. Currently, he's writing *Psycho: Sanitarium*, an authorized sequel to Robert Bloch's classic *Psycho*. Mr. Williamson will discuss his writing career and his interest in the pulps and H. P. Lovecraft, and be available for autographs.

As usual, *PulpFest* will be featuring many of the world's leading scholars of pulp history and pulp fiction during its evening programming. We'll have Ron Fortier, John Haefele, Don Heron, Rick Lai, Nathan Madison, Matt Moring, Michelle Nolan, Professor Garyn G. Roberts, David Saunders, Nicky Wheeler-Nicholson, John Wooley, and other pop culture scholars.

The convention's evening programming will begin on Thursday, August 13th, at 8 PM, and continue on both Friday and Saturday evenings. *PulpFest 2015* will also feature afternoon readings by some of the leading authors of "new pulp" fiction as well as a new gaming track for enthusiasts of role-playing games and board games. This track is being developed by pulp and gaming enthusiast Rick Thomas, with the assistance of several local gaming groups. We're hoping that by adding this track the convention will attract both a larger crowd and younger people, many of whom have become interested in the pulps through games such as *Call of Cthulhu*, *Spirit of the Century*, and other titles.

These are just a few examples of the exciting programming that *PulpFest* will be offering in 2015. Regular updates will be posted to the *PulpFest* website in the coming months. You'll also find information there about our hotel and other topics. Please bookmark www.pulpfest.com to keep abreast of "Summer's Great Pulp Con." Other information sources include <http://www.facebook.com/PulpFest>, our *Facebook* site, and <https://twitter.com/pulpfest>, our *Twitter* feed.

As in recent years, *PulpFest 2015* will be sharing the Hyatt Regency with another convention. However, rather than a gathering of Longaberger Company sales representatives, we will be dealing with *Matsuricon*, a gathering of Japanese anime and pop culture enthusiasts numbering over four thousand people. Although many of these fans will be coming for a single day, there will be a good number who will be staying at the Hyatt Regency as well as other hotels in downtown Columbus. Therefore, we are urging all of our members to book their hotel rooms for *PulpFest 2015* **AS SOON AS POSSIBLE**. The earlier you place your room reservation for this year's *PulpFest*, the greater chance you have of landing a room. Your organizing committee is working with *Matsuricon* to help both gatherings have a great and fun-filled weekend. We are currently discussing the possibility of offering a combined membership to *PulpFest* for those attending *Matsuricon*, hoping to attract another audience to the world of pulps and book, artwork, and magazine collecting.

The best deal for *PulpFest* dealers is to book a room at the Hyatt Regency Columbus. Our host hotel is offering a room rate of \$116 plus tax per night that includes a **complimentary parking pass** with in-out privileges and **free Wi-Fi**. Additional parking passes for those people sharing rooms are available for \$10 each. Dealers who don't want to go elsewhere for meals or libations can take advantage of the Hyatt's cafe, coffee bar, and cocktail lounge. Fitness-minded dealers can enjoy the hotel's indoor pool and sun deck, spa services, and 24-hour gym. Call 1-888-421-1442 to book a room by telephone. You must register by July 1, 2015 and mention *PulpFest* to get the special convention rate. Alternately, you can register online at <https://aws.passkey.com/g/27309208>

The room rate offered by the Hyatt Regency to *PulpFest* dealers is one of the best in the downtown area. *Matsuricon* attendees will be paying \$123 plus tax per night, plus an additional \$12 a day for parking, to stay at the Hyatt. Dollar-for-dollar, the *PulpFest* rate at the Hyatt, which includes free parking and free Wi-Fi, pretty much stifles the competition.

The Hyatt Regency Columbus is south of I-670, just 15 to 20 minutes from Columbus International Airport. In the heart of the vibrant Arena District, the Hyatt is a few minutes' walk from the trendy Short North Arts District. There are dozens of restaurants in the blocks surrounding the hotel. Ohio State University and various tourist attractions are easily accessible, offering numerous entertainment options for our members. The Hyatt Regency Columbus is located at 350 North High Street. From I-70, exit onto Fourth Street and follow it to Nationwide Blvd. Turn left onto Nationwide. The hotel is located on the right. If heading south on I-71, take the Spring Street exit and turn right onto Fourth St. Continue as above. For alternate directions, visit the hotel page of our website.

For dealers staying at the Hyatt Regency, self-parking is available at the Chestnut Street Garage, located one block south of the hotel and connected to the hotel via a covered skywalk. Hotel valet parking is also available at a rate of \$26 per day with in-out privileges. For those staying elsewhere, there is off-street parking in several lots and garages close to the hotel. A shuttle to and from the airport is provided by Arch Express Transportation. It runs daily from 7 AM to midnight. Price quotations and individual pick-up times can be obtained by calling Arch at 614-252-2277 or visiting <http://archexpress.com/>. Reservations are recommended. Taxi service to and from the airport is also available.

Nearly 400 to 450 pulp fiction and art enthusiasts attend each year's *PulpFest* and its 15,800 square-foot dealers' room. Although the focus of *PulpFest* is pulp magazines and related materials, vintage paperbacks, digests, men's adventure and true crime magazines, first edition hardcovers, series books, dime novels, original art, Big Little Books, B-movies, serials and related paper collectibles, old-time-radio shows, Golden and Silver Age comic books, gaming materials and similar collectibles can also be sold. Sexually explicit material, including *Playboy*, *Penthouse*, and *Oni*, are not allowed.

PulpFest's dealers' room will be open for all dealers to set up on Thursday, August 13th from 4 – 11 PM. Unloading is via the access road off N. High Street near the elevator to the third floor Regency Ballroom. Upon entering the dealers' room, all dealers and their helpers should concentrate on preparing their displays. We ask this because *PulpFest* will be offering early-bird shopping in the dealers' room on Thursday evening, running from 6 PM until 10 PM. We are not guaranteeing that all our dealers will be available for the early birds, due to travel conditions and other contingencies, but we are hoping that most of our dealers will be ready to sell during the four-hour early-bird period on Thursday.

The dealers' room will be open to dealers on Friday, August 14th, beginning at 9 AM. It will open to all *PulpFest* members beginning at 10 AM. All dealers are expected to be set up on Thursday evening by 11 PM and be open for business on Friday by 10 AM. If you are not able to comply, please discuss your needs with convention chairperson Jack Cullers by emailing him at jack@pulpfest.com or writing him at his postal address noted below.

Displays will be allowed on all tables as long as they stand safely. A common sense approach is urged in designing your displays. If you have any special needs—electrical outlets, requests to be positioned near certain dealers, and so on—let us know on your registration form. If you need to leave prior to closing on Sunday, please discuss this with Jack Cullers.

Dealers' room hours for all attendees will be from 10 AM to 4:30 PM on Friday and Saturday. We are closing the dealers' room a half-hour early in order to help everyone get to restaurants due to expected dining pressures arising from *Matsuricon*. On Sunday, August 16th, the dealers' room will be open from 10 AM until 2 PM for selling and tear-down.

PulpFest 2015 will charge \$70 for island tables and \$80 for wall tables. **We are also happy to supply a third table free of**

charge to exhibitors who stay at the Hyatt Regency and rent two tables in our hucksters' room. That's three tables for the price of two, or six for the price of four. The large confines of the Regency Ballroom enables us to provide extra exhibit space to loyal *PulpFest* dealers who support the convention by staying at our host hotel. All tables will be six feet in length. **Wall tables and positioning within the dealers' room will be sold on a first-come, first-served basis with payment expected upon placing your request.**

But wait! In addition to our free table offer, we'll be holding a drawing at the close of our annual business meeting, scheduled for 7:10 PM on Saturday, August 15th, for two membership fee refunds. Two lucky convention attendees, including dealers, who prepay for their membership, book a room for three nights at our host hotel, and choose to attend our business meeting will receive full refunds of their membership fees to *PulpFest 2015*. You must provide proof of your stay at the Hyatt Regency Columbus and be present at the drawing to receive your free membership refund.

All dealers and their helpers who will be staying at the Hyatt Regency Columbus will be expected to purchase a prepaid three-day membership to *PulpFest 2015* at a cost of \$30. For those dealers who will unfortunately not be staying at the Hyatt, a prepaid, three-day membership to *PulpFest 2015* will cost \$35. We'll sure miss you! Children age 15 and younger, accompanied by a parent, will be admitted for free. However, they must be registered.

You will be able to pick up your registration materials during set-up on Thursday from 4 to 11 PM, or at the entrance to the dealers' room at any other time during the convention. All dealers must provide *PulpFest* with the names of those individuals who will be helping them during dealers' room hours. *PulpFest* needs this information to provide the correct badges to all dealer helpers.

PulpFest will also hold an auction on Saturday night. Our auctions follow the convention's guidelines regarding types of material that can be offered: pulp magazines and related materials, vintage paperbacks, digests, original art, and so on. All auction lots must have a \$20 minimum value. If you plan to offer an auction lot with a reserve price, your reserve must be \$50 or more. *PulpFest* reserves the right to reject any auction material that is unlikely to meet our minimum bid or reserve price standards. The convention charges sellers 10% of the selling price for anything sold in the auction. If a reserve price is placed on an auction lot and it fails to sell, there will be no charge applied. All auction lots must be submitted to *PulpFest* prior to 2 PM, Saturday, August 15th. If you have questions concerning the auction, please contact Barry Traylor at 1767 Crooked Oak Drive, Lancaster, PA 17601 or via email at barry@pulpfest.com.

On Saturday, August 15th, *PulpFest* will be organizing a group dinner. Eating together on Saturday evening has been a long-standing tradition for pulp fans. Once again, we'll have an opportunity to break bread together while battling the bull about this great hobby of ours when we dine together, family style, at the nearby *Buca di Beppo* Italian Restaurant, just a few minutes walk from the *Hyatt Regency Columbus*. Priced at \$33 per

person—tax and gratuity included—you'll find additional details about our group meal below. To participate in this great time, you must sign up for the meal by Monday, August 10th. Payment is due when you place your reservation.

Also on Saturday evening, August 15th, the annual *Munsey Award* will be presented to a person who has given of himself or herself for the betterment of the pulp community, be it through disseminating knowledge about the pulps, publishing pulp reprints, new pulp fiction, a website, or a periodical about the pulps, or similar efforts to preserve and foster interest in the pulp magazines we all love and enjoy. You can also nominate someone for the *Rusty Hevelin Service Award*, designed to recognize those individuals within the pulp community who have worked long and hard for the pulp community with little thought for individual recognition. If you'd like to nominate someone for either of these prestigious awards, please send the person's name and a brief paragraph describing why you feel he or she should be so honored to marketing and programming director Mike Chomko, 2217 W. Fairview St., Allentown, PA 18104 or to mike@pulpfest.com. Except for previous winners of the *Lamont*, *Munsey*, or *Rusty Award*, anyone involved in our field can be nominated for either of these awards. The deadline for nominations is May 31, 2015.

The convention will be widely promoted through post-card giveaways at book and comic shops and collectibles events. It will be advertised in *Alter Ego*, *Blood 'n' Thunder*, *The Burroughs Bulletin*, *Paperback Parade*, and other periodicals. *PulpFest* will also be releasing announcements to newspapers and other media outlets. We'll be continuously updating our website at www.pulpfest.com and communicating through our popular *Facebook* site and *Twitter* feed, and via Internet newsgroups. The *PulpFest* website has also been linked to many other Internet sites and the convention will be listed on a variety of event calendars. We will also be advertising through *Facebook*.

PulpFest also plans to use its website to publicize its dealers. For further information about our website and its dealer promotion, please contact marketing director Mike Chomko at 2217 W. Fairview Street, Allentown, PA 18104 or via email at mike@pulpfest.com. You can also write to Mike if you are interested in advertising in *The Pulpster*, the convention's program book. Page rates are available through our website. Ad placement is sold on a first-come, first-served basis. Each member of the convention will receive a copy of *The Pulpster*.

The deadline for advance registrations is Monday, August 10, 2015. To pay for your registration, please send your check or money order to David J. Cullers, 1272 Cheatham Way, Bellbrook, OH 45305 or use the *Paypal Order* page found on the registration page of our web site at <http://www.pulpfest.com/>. If you pay via *Paypal*, you'll also have to register via email, providing all of the information required on the registration forms found here or on our web site to Jack Cullers at jack@pulpfest.com.

So what are you waiting for? Start planning now to sell your wares at *PulpFest 2015* to the hundreds of pulp fiction and art fans who will be at the pop-culture center of the universe in August. We look forward to seeing you at *PulpFest* in beautiful, downtown Columbus.

PULPFEST 2015

WITH **FARMERCON X**

Prepaid Dealer Registration for the 44th Great Summer Pulp Convention!

Name _____ Phone number _____
Business name _____
Street address _____
City _____ State _____ Zip code + 4 _____
Website address _____ Email address _____
Names of partners or helpers _____
Special needs _____

of wall tables @ \$80 _____ # of island tables @ \$70 _____ 3-day prepaid Hyatt membership @ \$30
3-day prepaid non-Hyatt membership @ \$35 Total amount enclosed \$ _____



PulpFest 2015 Group Dinner Saturday, August 14th, 2015 4:50 – 6:50 PM

Priced at **\$33 per person**—tax and gratuity included—the menu includes:

Mixed Green Salad - Caesar Salad - (Served with House Bread)

Fettuccine Alfredo – Spaghetti with Meat Sauce – Chicken Parmigianino

Chocolate Chip Cannoli

Unlimited Soft Drinks, Coffee & Tea

Please sign me up for the *PulpFest 2015* Group Dinner. I enclose an additional \$33

If you need to cancel your dinner reservation, please do so by Monday, August 10, 2015.

Payment for all advance registrations, tables, and dinner reservations must be received by Monday, August 10, 2015. Please send your check or money order to David J. Cullers, 1272 Cheatham Way, Bellbrook, OH 45305 or use the *Paypal Order* page found on the *PulpFest* website.