

PULPFEST 2014 WITH FARMERCON IX

Dealer Newsletter for the 43rd Summer Pulp Convention!

PulpFest 2014, the popular summer convention for fans and collectors of vintage popular fiction and related materials, returns to the spectacular Hyatt Regency in Columbus, Ohio for its 43rd year. It will begin Thursday evening, August 7th at 6 PM and run through Sunday, August 10th at 2 PM.

FarmerCon will be joining us for the fourth 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 IX*, please visit their website at <http://pjfarmer.com/upcome.htm>.

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 *PulpFest* members and their families.

The Hyatt Regency Columbus offers a guest-room rate of \$114 plus tax per night that includes a complimentary parking pass with in-out privileges and free wi-fi. Additional parking passes are available for \$10 each. Attendees who don't want to go elsewhere for meals or libations can take advantage of the Hyatt's cafe, coffee bar, or cocktail lounge. Fitness-minded members can enjoy the hotel's indoor pool and sun deck, spa services, and 24-hour gym. Call 1-888-421-1442 or 1-614-463-1234 to book a room by telephone. You must register by July 11, 2014 and mention *PulpFest* to get the special convention rate. Alternately, you can register online at <https://aws.passkey.com/g/20315125>.

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 \$24 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 Transportation. It runs daily from 7 AM to midnight.

Individual pick-up times can be scheduled by calling Arch at 614-252-2277. The cost of this shuttle service is \$15 per person, each way. Reservations are recommended. Taxi service to and from the airport costs \$25 each way.

Between 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, and similar collectibles are also sold. Sexually explicit material, including *Playboy*, *Penthouse*, and *Oui*, are not allowed.

PulpFest's dealers' room will be open for all dealers to set up on Thursday, August 7th 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 8th, 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, August 8th, 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 address below.

Dealers' room hours for all attendees will be from 10 AM to 5 PM on Friday and Saturday. On Sunday, August 10th, the dealers' room will be open from 10 AM until 2 PM for selling and tear-down.

PulpFest 2014 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 massive size of the Regency Ballroom enables us to provide

this extra exhibit space to loyal *PulpFest* dealers who support the convention by staying at the host hotel for three nights. 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.**

Bookcases 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.

All dealers and their helpers will be expected to purchase a prepaid three-day membership to *PulpFest 2014* at a cost of \$30. Children age 15 and younger, accompanied by a parent, will be admitted for free. You will be able to pick up your registration materials during set-up and on Thursday evening from 5 to 9 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, namely 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. Due to time constraints, limitations may be placed on the number of lots a seller can include in the auction. All auction lots must be submitted to *PulpFest* prior to 2 PM, Saturday, August 9th. 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.

In 2014, *PulpFest* will pay tribute to science fiction's golden year of 1939. During that year, *Astounding Science Fiction* published the first science-fiction stories of Robert E. Heinlein, Theodore Sturgeon, and A. E. Van Vogt, as well as Isaac Asimov's first story for the magazine and Hubert Rogers' first *Astounding* cover. The year also witnessed a blossoming of magazine science fiction and fantasy. Following the introduction of *Startling Stories* at the end of 1938, no less than eight pulps featuring fantastic fiction debuted in 1939. The first *World Science Fiction Convention* was also held in New York City that year, home to the World's Fair and its "World of Tomorrow" theme.

2014 is also the eightieth anniversary of Popular Publications' shudder pulp trio of *Dime Mystery Magazine*, *Terror Tales*, and *Horror Stories*. Although the first weird-

menace tales appeared in *Dime Mystery* in the fall of 1933, it was not until the debut of *Terror Tales* and later, *Horror Stories* and *Spicy Mystery*, that the genre began to flourish and scare the dickens out of its readers. In August, *PulpFest 2014* will celebrate the weird-menace pulps of 1934 with a number of presentations.

As usual, *PulpFest* will be featuring some of the world's leading scholars of pulp history and pulp fiction during its programming. Chris Kalb has agreed to return with the second half of his entertaining presentation on pulp premiums and promotions, a big hit at our 2013 convention. Pulp art historian David Saunders also hopes to be on hand with a presentation on John Newton Howitt, one of the leading cover artists for the weird-menace pulps. David is planning to share a blood-curdling array of Howitt's famous pulp covers as well as his earlier illustrative work and his later paintings for fine art galleries, with many personal photographs, artifacts, and never-before-seen images of his incredible life story.

We'll also have pre-eminent pulp authority and author of *The Wild Adventures of Doc Savage*, Will Murray, on hand to celebrate the diamond jubilee of Richard Henry Benson, *The Avenger*, the last of the great Street & Smith hero pulps. There's also Michael Croteau of *FarmerCon*, who plans to present a look at Philip José Farmer's early work for the pulps and digests including the controversial, "The Lovers." Additionally, *PulpFest 2014* will feature afternoon readings by some of the leading authors of "new pulp" fiction.

The convention will be widely promoted through post cards distributed at conventions and antiquarian book shows. It will be advertised in magazines such as *Alter Ego*, *The Burroughs Bulletin*, and *Windy City Pulp Stories*. *PulpFest* will also be releasing announcements to newspapers, magazines, online media, radio and television. We'll be continuously updating our website at www.pulpfest.com and communicating through our *Facebook* site, *Twitter* feed, email subscription list, 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 are also planning to increase the use of social media to advertise the convention.

PulpFest also plans to use its website to publicize its dealers. For further information about our website and its dealer promotion, please contact 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.

Please send your questions regarding selling at the convention, check or money order to David J. Cullers, 1272 Cheatham Way, Bellbrook, OH 45305. Questions or payments through Paypal can also be sent to Jack by using his email address—jassways@woh.rr.com. We look forward to seeing you in early August.



Dealer Registration & Survey for the 43rd Summer Pulp Convention!

Name _____ Phone number _____

Business name _____

Street address _____

City _____ State _____ Zip code + 4 _____

Website address _____ Email address _____

Names of partners or helpers _____

Brief description of your sales stock _____

Special needs _____

of wall tables @ \$80 _____

of island tables @ \$70 _____

3-day membership @ \$30

Total amount enclosed \$ _____

Please take a few minutes to fill out the following poll to help us to improve your PulpFest. If you have Internet access, you can fill out this survey online at http://www.pulpfest.com/survey/. All respondents will be entered in a drawing for a free membership to PulpFest 2014.

How many PulpFests have you attended? 1 2 3 4 5

What other pulp cons have you attended? Windy City Pulpcon Pulp AdventureCon

Classicon Pulp Ark Fantastic Pulps Show Howard Days Doc Con

Mid-Atlantic Nostalgia Convention Other _____

How did you learn about PulpFest? Pulpcon Attendee Word-of-mouth

www.pulpfest.com PulpFest on Facebook PulpFest on Twitter Alter-Ego

Book Source Burroughs Bulletin Dime Novel Round-up Illustration

PACM Paperback Parade Windy City Pulp Stories Newspaper Article

Post card at a convention _____

Another website _____

Newsgroup or other _____

Other advertising suggestions _____

How do you get your PulpFest news? www.pulpfest.com Facebook Twitter
PulpFest emails Newsgroup PulpFest newsletter Can we email your newsletter?

Would you be willing to be a volunteer during PulpFest? Yes No

In addition to selling, why do you attend *PulpFest*? Collect pulps Collect books
Collect art Collect films Enjoy pulp fiction Seeing friends New pulp
Programming Other _____

Do you plan to stay at the Hyatt Regency Columbus? Yes No Don't know
If no, why not? Cost Parking Too large Location Live in Columbus
Other _____

Should *PulpFest* remain in downtown Columbus, Ohio? Yes No Don't know
If no, suggested locations _____
Would you be able to help *PulpFest* coordinate the move? Yes No

When should *PulpFest* be held? Summer Autumn Winter Spring

What time should the dealers' room close? 4 PM 4:30 PM 5 PM
Do you like the Thursday night early-bird option? Yes No Don't know
Suggestions to improve the dealers' room _____

Are there other dealers that we should invite to *PulpFest*? Yes No Don't know
Their names & addresses _____

Do you participate in the auction? Buy Sell Both Don't participate
Do you like the new \$20 minimum bid policy? Yes No Don't know
Do you like the new \$50 reserve price policy with no charge? Yes No Don't know
How can the auction be improved? _____

What kind of programming do you enjoy? Panels Expert lectures Art show Movies
New pulp reading Small Discussions Dealer's room Auction Other _____
Favorite *PulpFest* Presentations _____
Programming suggestions _____
Should *PulpFest* invite guests of honor? Yes No Don't know If yes, whom
should we invite? _____

Are you interested in a Saturday group meal Role-playing games Con Suite
Informal Outings Other _____
Maximum you would be willing to pay for a group meal? \$20 \$25 \$30 \$35
Where? Buca di Beppo Max & Erma's Gordon Biersch Barley's Brewing Hyatt

If you could change one thing about *PulpFest*, what would it be? _____

Other suggestions or comments? _____

Your age group: Under 20 21-30 31-40 41-50 51-60 61-70 70+



PulpFest 2014 Group Dinner
Saturday, August 9th, 2014
5:00 – 7:00 PM

PulpFest 2014 is organizing a group dinner. Eating together on Saturday evening was a long-standing tradition at *Pulpcon*, where fans of pulp fiction strolled a few blocks down the street from the Dayton Convention Center to the *Spaghetti Warehouse*, to break bread together while batting the bull about this great hobby of ours. The Saturday night group dinner returns to this year's summer pulp con when *PulpFest* will be dining together, family style, at the nearby *Buca di Beppo* Italian Restaurant, just a few minutes walk from the *Hyatt Regency Columbus*.

Priced at **\$30 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

To sign up for this great time, you have to do so by the deadline for advance registrations, Monday, August 4, 2014. Payment is due when you place your reservation.

Name _____

Phone number _____ email address _____

Amount Enclosed _____

To pay for your meal reservation, please send your check or money order to David J. Cullers, 1272 Cheatham Way, Bellbrook, OH 45305 or use the *Paypal Order* page on the *PulpFest* website. ***All payments must be received by Monday, August 4, 2014.*** Thank you for your cooperation. We look forward to dining with you on August 9th.

If you need to cancel your dinner reservation, please do so by Monday, August 4, 2014.