

Artist Alley Registration and Application Process

The 2024 Artist Alley will consist of artists selected through review by a panel of JAFAX staff members. The application form requires the following information:

- Your full name.
- Your Name/Studio Name.
- A link to a publicly viewable website/portfolio (Personal website, Etsy, DeviantArt, Storenvy, etc.). Art submitted for review should reflect what you are planning on selling, as we will consider all viewable items as part of the portfolio.
- A mock setup of your artist alley table displaying your merchandise. If you have sold at previous conventions, a photo of a prior setup will be fine if it will not be changing. A layout with dimensions is also acceptable.

Acceptance emails will be sent out no later than two weeks after applications have closed.

If the Artist Alley is not full after this, applications will be re-opened until the Artist Alley is full.

If the Artist Alley fills within this time period, a waitlist will be created. In the event an artist is no longer able to attend or does not pay the invoice within the time frame provided, another artist will be chosen to fill this spot. This process will repeat as many times as necessary to fill the artist alley

Policies

Tables will be assigned by the Artist Alley Coordinator based on crowd control and the shops' content. **You cannot choose your table location.**

Artists who wish to have adjacent tables should contact the Artist Alley Coordinator upon acceptance into the Artist Alley or include the studio or studios you wish to be near in the additional requests. There is no guarantee that you will be placed near the requested studio.

If a registered artist does not complete the check in process, JAFAX Inc. will **NOT** issue a refund.

Once a table has been purchased, it is the artist's duty to report at the assigned table.

If an artist does not contact the artist alley coordinator by 12 pm day of the event JAFAX reserves the right to resell the table.

If an artist must leave their table for any reason, it is their responsibility to cover their own table while they are away. JAFAX staff and/or volunteers have no responsibility or liability to watch artists' tables.

Outside food and drink is not permitted. If you are seen with food or drinks purchased outside the convention center you may be asked to throw it out. Empty water bottles may be brought in.

Artists must be at their table by 1 pm day of the event unless otherwise arranged with the artist alley coordinator or the exhibition staff head.

Rules

Artists may not resell spaces to other Artists.

Artist Alley is in a closed venue with set opening and closing times. Artists and vendors will operate in the same space.

Cancellation requests may be made up until May 1st, with refunds offered if another artist is able to fill the opening. Any cancellations after May 1st will not be given a refund. All reimbursed funds will be given 2-6 weeks after the conclusion of the event.

Tables may only be occupied by **one artist or studio**. Two artists sharing a table, if not collaborating under one name, is not permitted. You may be charged the full cost of a table if you are found to be violating this rule.

JAFAX is a juried artist alley, applications will be accepted on a review basis.

After applications have closed, all applicants will be reviewed by a committee. This is to ensure items are hand made by the artist in question and to assess the variety of goods to be sold. Artists' work must be original art created by themselves. An artist may be rejected if their portfolio contains questionable work, as decided by the committee.

Artwork with a strong emphasis on Japanese culture is the goal of the JAFAX Artist Alley. This includes but is not limited to anime, manga, gaming, music, and fashion. Example mediums for these can be original art (including prints of art), sculptures, handmade jewelry, cosplay accessories, plush dolls, paintings, and handmade clothing.

Any artwork that would be a violation of copyright infringement is prohibited in the Artist Alley. This includes but is not limited to:

- Fanart that copies the original artist's work or another artist's work.
- Clothing or other items with prints that are not the artist's original work.

- Accessories that are already licensed and produced.
- Jewelry or keychains made from officially licensed and produced charms or using licensed art.
- Any artwork containing solo trademarked symbols or logos.
- Grab bags.
- Weapons made from and/or containing wood or metal.
- Items made with fabric containing IP from 3rd party fabric printers
- AI artwork

Adult artwork is permitted but must be housed in its own display that is covered and out of sight of minors. ID checks confirming that the attendee is over 18 is required for anyone purchasing Adult artwork. Artists found selling adult artwork to minors will be expelled from the Artist Alley.

JAFAX enforces a 50/50 rule for fanart and original content. Artists' work must include at least 50% original work in order to be accepted into the Artist Alley.

Badges must be picked up before setup can occur. Badges will be available for pick up starting Thursday.

If you are unsure if a piece or type of artwork will be accepted, please email the Artist Alley Coordinator.

Price

Tables in the Artist Alley cost \$150 per table. They are 8' tables and come with two vendor area badges and two chairs. The table cost must be paid within a week of being accepted into the Artist Alley.

JAFAX and the DeVos place are not responsible for damage done by attendees, vendors, or other persons not related to the convention or convention center.