

## **2018 Artist Alley Contract**

Applications open on January 8, 2018 and will close on January 22, 2018.

### **Location and Dates**

JAFAX 22 will be held June 29-July 1, 2018

DeVos Place Convention Center

Grand Rapids, Michigan

### **Vendor Hall Hours**

Friday June 29: 2 PM-7 PM

Saturday June 30: 10 AM-7 PM

Sunday July 1: 10 AM-4 PM

### **Hotel Information**

The official hotel for JAFAX is the Amway Grand Plaza. You can book a room by visiting the Amway Grand Plaza website, or by calling 800-253-3590.

Mention JAFAX when booking to receive the special booking rate of \$164.99/night from Thursday, June 28 to Monday, July 2, 2018.

187 Monroe Avenue NW, Grand Rapids, MI 49503

### **Pricing**

Tables in the Artist Alley cost \$100 per table. They are 8' tables and come with one vendor badge and two chairs. An additional artist badge can be purchased for \$20. The table cost and any additional badges must be paid for within a week of being accepted into the Artist Alley.

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 for a 50% refund. 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.

### **Rules**

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.

Artists will be accepted on a review basis. After applications have closed, all applicants will be reviewed by 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 JAFAX Inc.

Artwork pertaining to Japanese culture is permissible in the 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 Artist Alley. This includes but is not limited to:

- Fanart that copies the original artist's work.
- Clothing with screen-prints that are not the artist's original work.
- Cosplay accessories that are already licensed and produced.
- Jewelry or keychains made from officially licensed and produced charms.
- Any artwork containing solo trademarked symbols or logos.
- Grab bags.
- Weapons made from and/or containing wood or metal.

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

Adult artwork is permitted but must be housed in its own display that is covered and out of sight of minors. ID checks are 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 set-up can occur. Any additional badges must be paid for before set-up can occur. Badges will be available for pick up starting Friday, June 29 at 8 AM. Set-up will be June 29 from 8 AM to 12 PM.

Load in for Artist Alley will begin Friday, June 29 at 8 AM and end at 12 PM. The loading dock will be closing at 12 PM and all vehicles and merchandise must be clear by that time or possible fines as per DeVos Place's operating rules may be applied to the offending person. If you are unable to make this time, contact the Artist Alley Coordinator by June 21 so arrangements may be made.

Artists who wish to have adjacent tables should contact the Artist Alley Coordinator upon acceptance into the Artist Alley. Tables will be assigned by the Artist Alley Coordinator based on crowd control and the shops' content. You cannot choose your table location.

If a registered artist does not claim their table at event, JAFAX Inc. will **NOT** issue a refund. Once a table has been purchased, it is the artist's duty to report at that 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 caught with food or drinks purchased outside the event you may be asked to throw it out. Empty water bottles may be brought in.

## **Artist Alley Registration and Application Process**

Applications open on January 8, 2018 and will close on January 22, 2018. The application will be on the JAFAX website under Artist Alley when live. Artists' real names or studio names must be used. Artists' badges are not transferable.

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.
- Additional badge requests.

Acceptance emails will be sent out no later than one week after applications have closed. If the Artist Alley is not full after this, applications will be re-opened until the Artist Alley is full.

## **Power and Wi-Fi**

JAFAX Inc. does not provide Wi-Fi or Power. A Power or Wi-Fi plan from DeVos Place for the weekend is available at the following costs.

Pre-show cost (ordered 7 days before the event)

- \$75 dollars for Internet for the weekend - This includes one username and one password
- \$60 dollars for Power for the weekend

Floor show cost (the week of or at event)

- \$100 dollars for Internet for the weekend - This includes one username and one password
- \$90 dollars for Power for the weekend

Plans may be purchased at <https://devosplace.org/exhibitor-forms>

## **Payment**

Payment for JAFAX 2018 will only be accepted through PayPal. The full cost of your table and any extra badges must be paid within one week of being accepted into the Artist Alley.

## **Taxes and Licenses**

Artists will be responsible for obtaining any licenses, permits, or approvals required under local, state, and federal laws applicable to their activities at JAFAX. Artists will be responsible for obtaining any tax

identification numbers and paying all taxes, license fees, and any charges that will come due to any governmental authority regarding their activity at JAFAX.

### **Liability**

JAFAX, JAFAX Inc. staff, volunteers, and DeVos Place, including their representatives, will not be held responsible for any injury, loss, or damage of product of the Artist and Artist vending space whatsoever. JAFAX Inc. will not be held liable for the event's failure to perform due to strikes, riots, or any other situations that are beyond JAFAX's control.

**By purchasing a table in the Artist Alley, you acknowledge that you have read the above contract and agree to abide by all rules and procedures outlined.**