

Artist Alley Rules and Registration Information

Location and Dates

JAFAX will be held in:
DeVos Place Convention Center,
Grand Rapids, Michigan.

The convention will take place June 16, 17, and 18, 2017. The event shall run Friday (June 16th) from 2pm-7pm, Saturday (June 17th) from 10am-7pm, Sunday (June 18th) from 10am-4pm.

Hotel Information

Our partner hotel this year is the Amway Grand Plaza. You can register by visiting the hotel registration page or call 800-253-3590 and mention JAFAX when booking to receive the special registration code.

The special rate of \$164.99 is now available for the following dates:
Thursday, June 15 to Monday, June 18, 2017.

The hotel can be found at: 187 Monroe Avenue NW, Grand Rapids, MI 49503
This hotel is connected to our Expo facility, DeVos Place via skywalk.

Table Pricing

Artist Alley registration opens on January 9th and will close on January 30th. Tables for Artist Alley are 6' x 30" table and each table come with one weekend badge for the cost of \$100 dollars per table. An additional badge for a booth helper may be purchased at the discounted price of \$20. Each 6' table comes with two chairs and **without** skirting. Artists may not resell spaces to other Artists. Artists who wish to be adjacent tables should contact the Artist Alley Coordinator.

Artist Alley is a closed Artist Alley, with a set open and closing time. Artist will be housed in the same area that the Vendors are housed in.

Cancellation requests may be made up until May 1st for a 90% refund. Any cancellations after May 1st will not be given a refund. All reimbursed funds will be given 2-6 weeks after to the conclusion of the event.

Artist Alley Rules

Only one artist may occupy a 6' artist table, along with one helper. Any additional Artists

displaying their goods at an Artist Alley table will be asked to purchase a full table (only if available), or be asked to pack up their wares.

Artists are accepted on a first-come first-reviewed basis. This portfolio review will be to ensure that the artist is in fact selling items that they have created as well as access the variety of goods to be sold in Artist Alley. The Artist may not sell anything other than art originally created by themselves in one form or another. This review is not in place to deny any artist a table unless the submitted portfolio contains artwork that is questionable for JAFAX inc.

Almost all types of artwork will be accepted into the Artist Alley as long as they relate to the Japanese culture this includes but is not limited to Anime, Manga (Japanese Comics), Gaming culture, Music. This includes, but is not limited to: original art, prints of your art, sculptures, handmade jewelry, cosplay accessories, plush dolls, paintings, and handmade clothing.

Artwork that that would be a violation of copyright infringement is prohibited in Artist Alley. This includes and and is not limited to the following:

- Fanart that deliberately copies the original artist's work
- Clothing with screenprints that are not 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 particular piece or type of artwork will be accepted please email the Artist Alley Coordinator.

Before set-up is to occur, the artist must contact the Artist Alley coordinator to pick up their badges. We will not be mailing out badges you must pick them up at the event., Badges will need to be picked up by 2pm Friday afternoon. Artist must understand that the loading dock will be closed after 2pm and must move vendable product at their own risk. If picking up badges after 2pm on Friday, artist must contact the Artist Alley Coordinator preferably 24 hours in advance.

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 cover artist 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

Artist Alley registration opens on January 9th and will close on January 30th. The application will be found on the JAFAX website under Artist Alley when it goes live. Artists' real names must be used, as nicknames will not be accepted. Artists' badges are not transferable.

The application form requires the following information.

- Your full name
- A link to a publicly viewable website/portfolio (ie Tumblr, Flickr, deviantArt, etc). The art submitted for review should reflect what you are planning on selling. (for example don't submit paintings if you plan on selling wood carvings)
- A mock setup of your artist alley table displaying your merchandise. *If you have sold at previous conventions, a photo of your prior setup will be fine as long as it will not be changing. Or Include a layout diagram for your table including the height and width of your display.*

JAFAX Artist Alley is a juried alley where each entrant's portfolio will be reviewed before any acceptance notifications will be sent out. One of the largest criteria we are looking for is to see if an artist's products fit within the cultural theme of JAFAX (Japanese Animation, Film, and Art Expo). Accepted applicants will be given tables on a first-come, first-reviewed basis, until tables are full.

All artwork for sale in artist alley must be their own artwork that is inspired by Japanese culture and media, for example: anime, manga, music, movies, general culture, and more. This also includes original artwork and comics done in a Japanese like style (visually).

Adult artwork is permitted but it must be housed in its own display that is covered and out of reach of minors under the age of 18. ID checks are required for anyone purchasing Adult artwork. Artist found selling Adult artwork to minors will be expelled from Artist Alley.

Commercial created artwork that does not contain an artist original design is prohibited. Using sites such as artscow are permitted as long as it's the artist's own artwork or design.

Consideration will be given to each type of artwork that will be sold to ensure a variety of goods within Artist Alley

Please allow up to four weeks for a response. It takes time to review all of these applications!

Artists who wish to be adjacent tables should contact the Artist Alley Coordinator.

The tables will be assigned by the Artist Alley coordinator, who will assign tables based on crowd control concerns. You cannot choose your table location.

Power and Wifi

JAFAX inc. **does not** provide Wifi or Power. If you would like to purchase power or wifi plan from Devos Place (<https://devosplace.org/exhibitor-forms>) for the weekend the cost is:

Pre-show cost (ordered prior to 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

The sharing of wifi and/or power is prohibited.

Payment

- Payment can be in the form check/money order. Payment must be postmarked by April 1st.

Artist Alley Installation and removal.

Artist Alley set up will run from 8am to 12pm on Friday June 16th. Artist will be able to enter the Devos Place loading dock is accessible from Lyon street. Note that the loading dock will be closed after 2pm on Friday. Tear down of Artist Alley will run from 4pm to 10pm Sunday June 26th.

Artist Alley Hours: **Hours are subject to change.**

Friday: 2:00pm – 7:00pm

Saturday: 10:00am - 11:00am VIP entry

11:00am - 7:00pm General Admission

Sunday: 10:00am - 11:00am VIP entry

11:00am - 4:00pm General Admission

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 in connection with 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, Acts of God or any other situations that are beyond JAFAX's control.