

JAFAX 2025 EXHIBITORS' POLICIES AND GUIDELINES

<https://www.jafax.org>

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This document sets forth the policies and guidelines for the Exhibition Hall at JAFAX 2025. By signing a contract to purchase a booth or booths in the JAFAX 2025 Exhibition, you agree to follow and abide by these rules.

I. Application Process

- A. To apply for an exhibitor booth at JAFAX 2025, please complete the appropriate application form — vendor or artist — located on the Vendors and Artists section of the JAFAX web site (www.jafax.org).
- B. The application period starts November 25, 2024 and continues until both the Artists Alley and the Vendors' Hall are fully reserved.
- C. The closing of the application process will be noted on the Vendors and Artists section of the JAFAX web site as well as on JAFAX social media.
- D. Please note that Artists Alley and Vendors' Hall applications are separate. Please ensure you are completing the correct application.
- E. Please only submit one application.

II. Booth Specifications and Assignment

- A. All booths will be located in the Exhibition Hall at DeVos Place Convention Center.
- B. All booths will be assigned by the Exhibitions team.
- C. Exhibitors may opt for a specific booth location for an additional fee, as noted in the application. Locations are assigned on a first come, first served basis.
- D. Exhibitors not opting for a specific booth location may request to be placed near specific individuals or businesses. While JAFAX will make an effort to honor these requests, placement is not guaranteed.

III. Booth Configuration

- A. You may configure your booth(s) as you see fit as long as your contents do not cross the boundary for your booth(s) and as long as your configuration neither:
 1. Interferes with the booth areas of other exhibitors
 2. Violates DeVos Place regulations

IV. Vendor Protection of Valuables

- A. You are responsible for your own property, merchandise, and money.
- B. Under no circumstances will JAFAX 2025, DeVos Place, or their respective owners, officials, agents, operators, officers, volunteers, or employees (hereafter the "Indemnified Parties") be held liable for the loss or damage to your:
 1. Merchandise
 2. Equipment
 3. Revenue
 4. Other possessions or property not limited to that stated above

V. Vendor Responsibility

- A. You agree to assume all risk and to hold harmless the Indemnified Parties from and against all claims, demands, defense costs, liability, expense, or damages of any kind arising out of or in connection with the use of the JAFAX 2025 premises.
 - B. You agree that any claims, demands, defense costs, liability, expense, or damages of any kind arising out of or in connection with interaction with a JAFAX 2025 patron, guest, or invitee will be pursued against that specific party and not the Indemnified Parties.
 - C. The Indemnified Parties will not be responsible for any injury, loss, or damage that may occur to you, your employees, your volunteers, or your property from any cause whatsoever.
 - D. The Indemnified Parties will not be responsible for any injury whatsoever to:
 - 1. Persons viewing, visiting, shopping, or otherwise participating at your booth
 - 2. Your guests
 - E. You assume full responsibility for the actions of your agents, employees, volunteers, and contractors, whether or not they are acting within the scope of your agreement with them.
- VI. Insurance
- A. You acknowledge that the Indemnified Parties are not responsible for and will not maintain insurance to cover your property.
- VII. Right of Refusal
- A. Acceptance of your application for the Exhibition Hall — aka Artists Alley and Vendors' Hall — at JAFAX 2025 is entirely at the discretion of JAFAX 2025. While it is JAFAX 2025's intention to provide opportunities to as many exhibitors as possible, JAFAX 2025 is not obliged to accept any particular vendor or artist..
 - B. Not accepting a particular exhibitor for JAFAX 2025 may be the result of:
 - 1. Not having an appropriate space available
 - 2. Documentation not being complete
 - 3. Payment of fees not being complete
 - 4. A previous history of Vendor issues
 - 5. Other factors
- VIII. Vendor Privacy
- A. You give JAFAX 2025 the right to use your name and/or image for promotional purposes.
 - B. You grant JAFAX 2025 the right to release your contact information to the public.
- IX. Refund/Cancellation Policy
- A. Exhibitors may request a cancellation until May 1, 2025 for a full refund.
 - B. After May 1, 2025, a 50% refund will be issued only if the booth is successfully resold.
 - C. All refunds will be processed 2 to 6 weeks after the event.
- X. Contract Terms
- A. Payment for your booth(s) must be received within two (2) weeks from the date of the invoice.
 - B. JAFAX 2025 reserves the right to resell your space if your payment is not received by the stated date.

XI. Code of Conduct

- A. To ensure a respectful, productive, and enjoyable experience for all exhibitors, attendees, and staff, the following guidelines must be observed.
 - 1. Professional Etiquette
 - a) Exhibitors are expected to conduct themselves professionally and respectfully toward others, including fellow exhibitors, attendees, and JAFAX staff.
 - b) Disruptive behavior or overly negative interactions with others may be grounds for removal from JAFAX..
 - 2. Cooperation with JAFAX Staff
 - a) Exhibitors must adhere to instructions provided by JAFAX staff at all times, including during set-up, tear-down, and throughout the event.
 - b) Disrespectful or uncooperative behavior may result in expulsion from the event without a refund.
 - 3. Promotional Activities
 - a) Promotional activities must remain within the confines of the exhibitor's designated booth space.
 - b) Any form of solicitation, loud advertising, or disruptive promotional methods outside of this space is prohibited.
 - 4. Set-Up and Tear-Down Compliance
 - a) Exhibitors must adhere to the designated set-up and tear-down times.
 - b) Booth spaces must be cleaned and inspected by JAFAX staff before departure.
 - c) Failure to comply may result in penalties, including potential exclusion from future events.

XII. Exhibitor Load-In

- A. You **must** check in with the Exhibitions Team and pick up your badges and other JAFAX documents prior to loading in.
- B. Load-in hours and instructions are subject to change and will be provided closer to the event date.
- C. Badges must remain visible at all times during the event.
- D. You are responsible for coordinating your staff and assistants to help with load-in and set-up. JAFAX 2025 will not provide you with staff or volunteers to assist you with these or other endeavors.
- E. You are responsible for supplying your own method of transportation for your booth contents, including but not limited to dollies and hand carts. JAFAX 2025 and DeVos Place are not responsible for providing these tools.
- F. All aisleways in the Exhibition Hall must be free of boxes and belonging by 12 PM (noon) on Friday, June 27, 2025. You acknowledge that the JAFAX 2025 Exhibitions Team will be authorized to clear the aisleways after 12 PM (noon) in order to prepare the Exhibition Hall to be open for business.

XIII. Exhibitor Take Down

- A. You may not start taking down your booth(s) until the Exhibition Hall closes for business on Sunday, June 29, 2025. Should you need to take down your booth prior to this date and time, you must first obtain special permission from the Exhibitions Director.

- B. You are responsible for coordinating your staff and assistants to help with take down. JAFAX 2025 is not responsible to provide staff to assist with take down.
- C. You are responsible for supplying your own method of transportation for your booth contents, including but not limited to dollies and hand carts. JAFAX 2025 and DeVos Place are not responsible for providing these tools.
- D. You must have taken down and removed all of your property from the Indie Game Space, the Exhibition Hall, and DeVos Place by 10 PM. A fine may be incurred if your property is still on the premises beyond 10 PM.

XIV. Exhibitor Admission to JAFAX 2025

- A. Two (2) badges will be provided to you for the purchase of one (1) booth.
- B. Additional badges may be purchased only for your staff or assistants at \$60 each.
- C. Every individual working your booth(s) must wear a badge at all times.
- D. The JAFAX 2025 badge grants you access to JAFAX 2025 during operating hours.

XV. Booth Operations Guidelines and Rules

- A. Prohibited Merchandise:
 - 1. Exhibitors are strictly prohibited from selling the following:
 - a) Vendors:
 - (1) Bootleg, pirated, unlicensed, or knockoff products are strictly forbidden. If you are found selling bootlegs or knockoffs, you will be asked to remove these items immediately.
 - (2) Repeat offenders will be asked to leave JAFAX without a refund.
 - (3) Selling pirated goods is grounds for being permanently banned from future events.
 - b) Artists:
 - (1) Any artwork violating copyright laws is prohibited. This includes but is not limited to:
 - (a) Fan art that closely mimics original works
 - (b) Items with prints not created by the artist
 - (c) Licensed merchandise
 - (d) Trademarked symbols or logos
 - (e) Items made with fabric containing intellectual property from third-party fabric printers
 - (f) AI-generated artwork
 - (g) Grab bags
 - (h) Weapons made from and/or containing wood or metal
 - (2) Violators will be asked to remove the items immediately, and repeat offenses may result in removal from the event without a refund and potential blacklisting from future events.

B. Space Usage

- 1. Exhibitors may not sublet or resell booth space.

C. Food and Drink Policy

- 1. Outside food and drink are prohibited in the Exhibitions area. Water bottles are allowed.
- 2. Exhibitors wishing to sell food must include this in their application and receive prior approval.

By my signature below, I acknowledge having read the Exhibitors Policies and Guidelines and agree to follow and abide by them

Accepted and agreed by the following parties:

Exhibitor Full Legal Name

Exhibitor Signature

Date of Signature

