



2020 Artist Alley Packet

Version 2.0



Art by RobotCat

Welcome!

Dear Artist,

The Society for the Promotion of Japanese Animation (SPJA) is proud to announce Anime Expo 2020, hosted at the Los Angeles Convention Center from July 2nd to July 5th, 2020! On behalf of the organization, we would like to welcome all new and returning artists. This packet is designed to prepare you, the artist, for participation in the Anime Expo 2020 Artist Alley.

Anime Expo Artist Alley is a venue for artists to display and sell their original artwork and crafts. Both amateur and professional artists are welcome. Artist Alley will be located in Kentia Hall at the Los Angeles Convention Center.

Please read this packet carefully as it contains important information about participating in Artist Alley. All artists and helpers are expected to abide by the rules and standards detailed in this packet. The Standard Terms and Conditions are included in this packet for your reference and agreed upon purchasing an Artist Alley Table Package.

If you have any additional questions, please email artistalley@anime-expo.org. Please allow us at least 48 business hours for our Artist Alley team to respond back to you.

We look forward to seeing you at Anime Expo 2020!

Artist Alley Team
Anime Expo 2020
Society for the Promotion of Japanese Animation

Cover Art by Zhe Chen / RobotCat

Contents

03	Important Deadlines & Changes for 2020
04	Hours of Operation <ul style="list-style-type: none">• Artist Alley Hours• Artist Alley Registration Hours• Set-Up and Breakdown Requirements• Signing Out/Leaving Early
05	Artist Alley Registration Procedure
05	Purchase your Artist Alley Table Package and Additional Artist Alley Badges
06	California Seller's Permit
07	Artist Alley Form
08	<ul style="list-style-type: none">• Additional Artist Alley Participants
09	<ul style="list-style-type: none">• How to update the Artist Alley Form
09	Table Assignments
10	Checking-In and Picking-Up Artist Alley Badges
10	<ul style="list-style-type: none">• Artist Alley Registration Hours
11	Artist Alley Policies & Procedure
11	<ul style="list-style-type: none">• Admission & Badges - Refund and Transfer Policy
12	Two-Strike Rule
12	<ul style="list-style-type: none">• Harassment & Conflict
13	Sales Policy
15	Table Display Policy
16	<ul style="list-style-type: none">• Prohibited Items
17	Anime Expo 2020 Artist Alley Terms and Conditions

Important Information

Dates & Deadlines

WHEN	WHAT
October 2019	2020 Artist Alley Packet Launch
January 2020	2020 Artist Alley Form Launch
April 15, 2020	Deadline to Submit Artist Alley Form
May 31, 2020	CA Seller's Permit Submission Deadline
May 31, 2020	Artist Alley Registration Closes
May 31, 2020	Form Update Deadline
May 22, 2020	Table Assignments Released

Notable Changes for 2020

- Table Display Policy: You must have at least an 8 1/2 x 11 inch opening in your table display. This is to ensure you are visible to Artist Alley Volunteers and attendees, as well as keeping your items visible to you (the artist).

Hours of Operation

Artist Alley Set Up Hours

WEDNESDAY, JULY 1	THURSDAY, JULY 2	FRIDAY, JULY 3	SATURDAY, JULY 4	SUNDAY, JULY 5
Day 0	Day 1	Day 2	Day 3	Day 4
TBA	7:00 AM - 10:00 AM	7:00 AM - 10:00 AM	7:00 AM - 10:00 AM	7:00 AM - 10:00 AM

Artist Alley Hours

THURSDAY, JULY 2	FRIDAY, JULY 3	SATURDAY, JULY 4	SUNDAY, JULY 5
Day 1	Day 2	Day 3	Day 4
10:00 AM - 6:00 PM	10:00 AM - 6:00 PM	10:00 AM - 6:00 PM	10:00 AM - 3:00 PM

Set-Up and Breakdown Requirements

1. Set-up must be completed by 9:30 AM on Day 1 or your table assignment may be forfeited. Please keep in mind SPJA has the right to move or reassign tables at any time.
2. After closing on Days 1-3, Artist Alley in Kentia Hall will be closed to the public. Security guards will be placed along the perimeter of Kentia Hall.
3. Artist Alley Participants must leave Artist Alley by 7:00 PM on Days 1 - 3 and by 5:00 PM on Day 4. Loitering is prohibited and will be grounds for eviction.

Signing Out/Leaving Early

1. All tables are required to remain open until closing on Day 4. There will be no exceptions. You and your table will be flagged if closed/cleaned up early or if absent from attending the show. This will hinder your chances to be approved for following years.
2. In the event of an emergency and all parties at your table must leave before closing on any day of the convention. Notify an Artist Alley Volunteer and fill out appropriate forms to document the event. Volunteers will take measures to ensure there will be no "camping" at your table after you have left. Early release is subject to SPJA approval.

Registration Procedure

STEP ONE: Purchase Artist Alley Table Package	STEP TWO: Purchase Additional Artist Alley Badge	STEP THREE: Submit the Artist Alley Form.	STEP FOUR: Obtain CA Seller's Permit	STEP FIVE: Table Assignments	STEP SIX: Check-in On Site
--	---	---	--	--	--------------------------------------

Purchase your Artist Alley Table Package and Additional Artist Alley Badges

1. Artist Alley Table Packages:

The registration fee for Artist Alley Table Packages will vary according to the time of purchase. Prices for Artist Alley Table Packages will increase over time. The primary artist's badge is included with each Table Package.

Please note: Artists may only purchase one (1) Table Package. Duplicate orders will be cancelled immediately.

Artist Alley Single Table Package

- One (1) 2'x6' and 2.5' high table (skirt not included)
- One (1) Artist Alley Badge for the primary artist
- Two (2) Chairs
- One (1) Table sign (Primary Artist Company name and table number)
- One (1) Trash Can

Artist Alley Double Table Package

- Two (2) 2'x6' and 2.5' high tables (skirt not included)
- One (1) Artist Alley Badge for the primary artist
- Four (4) Chairs
- Two (2) Table signs (Company name and table number - both signs will be the same)
- Two (2) Trash Cans

2. Additional Artist Alley Badges:

Additional Artist Alley Badges will be the same price throughout the year. A maximum of three (3) Artist Alley participants associated to each table at all times. The primary artist will receive an email with an access code to purchase up to:

- Two (2) Additional Artist Alley Badges for one table
- Three (3) Additional Artist Alley Badges for the second table (if applicable)

Table 1

1. Primary Artist
2. Subsidiary Artist or Helper
3. Helper

Table 2 (if applicable)

4. Subsidiary Artist
5. Helper
6. Helper

3. **All participants behind an Artist Alley table must always have an Artist Alley badge.** Only two (2) individuals are allowed behind the table at all times during the show. Individuals with general attendee badges and Exhibitor badges are not permitted in Artist Alley during set-up and breakdown hours.
4. **Subsidiary artists or helpers with general attendee badges must purchase an Artist Alley badge before obtaining a refund.** Please refer to the “Refund Policy” section on page 9 for additional information.
5. **Press, Industry, Volunteers, and Exhibitors may not purchase Artist Alley tables.** Due to time conflicts and other priorities, Press, Industry, Volunteers, and Exhibitors may not purchase Artist Alley tables and additional badges.
6. **Child and Youth Policy**
 - Children 15 and under are not permitted to participate in the Artist Alley.
 - Minor participants ages 16-17 will need to submit additional forms providing written consent by a parent or legal guardian to SPJA.
 - If the minor is an artist, a parent or guardian will need to provide a CA seller’s permit on the minor’s behalf and must be physically present for the duration of the event show dates.
7. **Artist Alley registration will be closed on May 31st, 2020.** No additional badges may be purchased online after this date.

California Seller’s Permit

California Seller’s Permit numbers may be obtained 90 days before the show date and must be submitted via the Artist Alley Form by May 31st, 2020. Without the seller’s permit, you will be unable to submit the Artist Alley Form. By law, any individual selling items in the state of California must have a California Seller’s Permit. The permit is free and easy to obtain. You may apply for a permit online, by mail, or in person at one of the Board of Equalization field offices.

Anime Expo Artist Alley requires that all primary and subsidiary artists provide a seller’s permit number in order to complete their registration. Additionally, all artists must keep either a paper or electronic copy of each California Seller’s Permit at their table according to state policy.

The online application can be found at the California Board of Equalization website.

(<https://www.cdtfa.ca.gov/services/#Overview>).

Since groups are not recognized at Anime Expo, we require that all individuals selling items in the Artist Alley obtain a solo Seller’s Permit. Seller’s Permits with ‘et al’ will not be accepted.

Artist Alley Form

The primary artist (Artist Alley Table Package buyer) will submit information for all table participants, which includes themselves, any subsidiary artists (additional artists selling artwork) and/or helpers (assistants). Information will include company/table name, the seller's permit numbers and links to all participating artists' portfolios. The primary artist is fully liable for any table(s) purchased.

Submit completed Artist Alley Forms early to ensure eligibility to receive a table assignment. Incomplete forms must be updated or will risk delays in receiving a table assignment. The initial submission deadline for the form is **April 15th, 2020**.

Registration updates (buying badges & updating form) for all subsidiary artists and helpers must be completed by **May 31st, 2020**.

How to Fill Out the Artist Alley Form

An email with a unique login will be sent only to primary artists. The temporary password must be changed upon the initial login. The following information must be submitted.

Artist Alley Form

Begin filling out the main tile by selecting the "Artist Information" button.

- 1. Primary Contact:** Review and update the primary artist's basic information in this section.
 - First & Last Name: Enter the primary artist's legal first and last name as listed on a valid photo ID. Not your artist handle. The name entered must match the name registered on Eventbrite.
 - Job Role / Title: Enter in "Primary Artist".
 - Telephone: The primary artist's mobile number is preferred in case of an emergency.
 - Email Address: If possible, keep the primary artist's email address consistent with the email entered when purchasing Artist Alley table(s) and passes.
 - Seller's Permit Number: Enter in your seller's permit number here.
 - Portfolio for review: Enter the primary artist's direct link. The following platforms are acceptable for review: Website/blog, DeviantArt, Professional.
- 2. Artist Information:** Provide information about the primary artist in this section.
 - Artist Name: Enter the primary artist's table display name.
 - Address: Enter the primary artist's home address.
 - Telephone: The primary artist's mobile number is preferred in case of an emergency.
 - Email Address: If possible, keep the primary artist's email address consistent with the email entered when purchasing Artist Alley table(s) and passes.
 - Fax: If applicable.
 - Website: Enter the primary artist's direct link. The following platforms are acceptable for review: Website/blog, DeviantArt, Professional.
 - Artist Description: A brief description about you and your art.
- 3. Table Information:** Provide table information including overall table content percentages, products to be sold, and years involved in AX Artist Alley.
 - Facebook Username: As an extended service, SPJA also uses Facebook groups to communicate with artists. If you would like to be included as part of the Facebook group, provide the email associated with your Facebook account to be invited.
 - Twitter Handle: Enter the primary artist's Twitter handle.
 - Instagram Handle: Enter the primary artist's Instagram handle.

- When was your first Year in AX Artist Alley: Enter the first year you participated in Anime Expo Artist Alley.
- Years Exhibited at AX Artist Alley: Enter the total number of years participating as a vendor at Anime Expo
- Years as a Primary Artist: Enter the total number of years participating in Artist Alley as a primary artist.
- Years as a Subsidiary Artist: Enter the total number of years participating in Artist Alley as a Subsidiary artist.
- Tables Purchased: Enter 1 or 2 depending on the type of table package purchased.
- Adult Material Percentage: Enter the percentage (0-100%) of your products that contain adult material.
- Fan Art Percentage: Enter the percentage (0-100%) of your products that is fan art. (This will not affect your table placement.)
- Original Art Percentage: Enter the percentage (0-100%) of your products that is original art. (This will not affect your table placement.)
- Products: Please check all types of items that will be sold at your table:
 - Clothing / Cosplay
 - Comics / Doujinshi
 - Commissions
 - Crafts
 - Plushies
 - Prints
 - Others
 - Buttons / Pin
- AX Interest: SPJA would like to know why artists are interested in participating in AX each year. (This will not affect your table placement.)
- Website Consent: Provide consent to allow SPJA to present your website and artwork on the Anime Expo website.
- Terms and Conditions: By checking this box, you are confirming your agreement to the Artist Alley Packet and Artist Alley Terms and Conditions.

- 4. Table Requests:** Include the first and last name of another primary artist you prefer to be placed next to in this section. Requests must be mutual, meaning the other artist must also request YOU under this field on their form as well. Another choice may be submitted if we are unable to grant your first request. All requests may not be honored.
- Choice 1: Artist's First and Last Name
 - Choice 2: Artist's First and Last Name
 - Additional Table Notes / Requests: Additional notes may include special requests and artists that primary artist does NOT wish to be placed next to. There will be a 300 character limit. All requests may not be honored.

Once completed, click "Update". You will be redirected to the "Approve Your Listing" page.

Approve Your Listing for the "Artist's Information" Section

Approving your Submission: Click on "Approve Data". Once selected, your Artist Alley Form will be sent to the Artist Alley Team for review.

Additional Artist Alley Participants

Begin filling out the next tile by selecting the "Table Participants" button.

1. Table 1 Participants

- Table 1 Additional Participants: Provide how many additional subsidiary artist/ helpers will be joining you at the table. Choose from 0 - 3
- Subsidiary Artist: First Name and Last Name: Enter a legal first and last name as listed on a valid photo ID, not an artist handle. The name entered must match the name registered on Eventbrite.
- Subsidiary Artist Email: If possible, keep the email address consistent with the email entered when purchasing Artist Alley table(s) and badges.

- **Subsidiary Artist Eventbrite Order Number:** Enter the 9-digit confirmation number provided in the email confirmation sent upon purchase of Additional Artist Alley Badges.
- **Subsidiary Artist CA Seller's Permit Number:** The primary artist may enter the permit number by the update form deadline (May 31st, 2020). Enter the 9-digit number with no space and dashes.
- **Subsidiary Artist Website/Portfolio Link:** Enter a single direct link. The following platforms are acceptable for review: Website/blog, DeviantArt, Professional (not personal) Facebook, Instagram, or Tumblr.
- **Helper First Name and Last Name:** Enter a legal first and last name as listed on a valid photo ID. The name entered must match the name registered on Eventbrite.
- **Helper Email:** If possible, keep the email address consistent with the email entered when purchasing Artist Alley table(s) and badges.
- **Helper Eventbrite Order Number:** Enter the 9-digit confirmation number provided in the email confirmation sent upon purchase of Additional Artist Alley badges.

2. Table 2 Participants (if applicable):

- Provide information about the subsidiary artist and helpers in the following section. This information will include seller's permit numbers and links to portfolios.

Once completed, click "Update". You will be redirected to the "Approve Your Listing" page.

Approve Your Listing for the "Table Participants" Section

Approving your Submission: Click on "Approve Data". Once selected, your Artist Alley Form will be sent to the Artist Alley Team for review.

How to Update the Artist Alley Form

SPJA recognizes that many artists may have changes regarding the registration of subsidiary artists and helpers.

The primary artist will be able to log into their profile to update the Artist Alley Form as needed.

1. Login
2. Select "Artist Alley" to update table requests and additional participants.
3. Once the form has been updated, you will be redirected to the "Approve Your Listing" page.

Table Assignments

Table assignments will be announced closer to the show date.

1. Veteran artists who have purchased a table for over ten years will have table priority. (Subsidiary years do not apply.)
2. Non-veterans are assigned on a first-come, first-serve basis according to Artist Alley Form submission and approval. Discrepancies and incomplete forms may be subject to assignments placed on hold.
3. Assignments may be subject to changes depending on expected table content and seating preferences.
4. Table exchanges or trades will not be allowed under any circumstances. All table assignments are final.

Checking-In and Picking-Up Artist Alley Badges

If the Artist Alley badge was not received in the mail, badges can be picked up at the Artist Alley Registration area.

1. What to bring with you (subsidiary artists and helpers may pick up badges individually if necessary):
 - Eventbrite Order Confirmation(s)
 - Hard copy or electronic copy of CA Seller's Permit (primary and subsidiary artists)
 - Valid photo ID
2. Artists must have all required documents in order to pick up an Artist Alley badge. To expedite the check-in process for all artists, please check-in with all subsidiary artists and helpers if possible.

Artist Alley Registration Hours

WEDNESDAY, JULY 1	THURSDAY, JULY 2	FRIDAY, JULY 3	SATURDAY, JULY 4	SUNDAY, JULY 5
Day 0	Day 1	Day 2	Day 3	Day 4
TBA	TBA	TBA	TBA	TBA

Artist Alley Policies and Procedures

Admission & Badges - Refund and Transfer Policy

Single and Double Table Package

Artist Alley Table Packages will receive a 50% refund for any cancellations received before March 1st, 2020. Cancellations made after this deadline will not receive a refund. Artists who have submitted the Artist Alley Form and are not approved will be fully refunded.

Artists may only purchase one (1) Table Package. Duplicate orders will be cancelled immediately. Artist Alley Table Packages are non-transferable to other artists and attendees. This includes other artists already registered under the same table. Tables are non-transferable to subsequent years.

SPJA reserves the right to resell or reassign cancelled tables in the event of either a full or partial cancellation of an Artist Alley Table Package.

Additional Artist Alley Badges

Refund requests for Additional Artist Alley badges must be received within 30 days of the purchase date. All refund requests for badges purchased in March 2020 must be received by March 31st, 2020. Badges purchased after March 31st are non-refundable.

Artist Alley badges are non-transferable to other artists, attendees, and to subsequent years.

Artist Alley badges may be transferred to general attendee 4-Day badges.

Refunding a General Attendee 4-day Badge for an Additional Artist Alley Badge

An additional Artist Alley badge must be purchased before the 4-Day badge can be refunded. Email artistalley@anime-expo.org with both badge Eventbrite order numbers to receive a refund.

Badge Mailing Policy

Anime Expo will ship 4-Day, 1-Day, Pre-Show, Premier Fan, and Artist Alley badges purchased between July 9th, 2019 through 12:00 PM PT June 11th, 2020 within United States (excluding minor outlying islands) and Canada. Badge mailing will start in early May 2020. All orders will be mailed out to the 1st registrant's shipping address.

Onsite Badge Pick-up Policy

International artists must pick up badges onsite. Each registrant must pick up their own badge and will be confirmed under the Primary Artist. Any purchases after May 31st will be picked up on site.

Lost Badge Policy

Lost badges are subject to a reprint fee. To purchase a badge reprint, visit the Artist Alley registration counter.

Artist Alley Participant vs. Volunteering

Anime Expo volunteers may not be an Artist Alley Participant.

Two Strike Rule

During the convention, Artist Alley Volunteers will be enforcing Artist Alley Table Display and Sales Policies using the Two Strike Rule. Any tables that fail to adhere to these policies will be subject to eviction.

1. In the event an Artist Alley participant is presented with a written warning, they will be given time to rectify the issue. A second offense will lead to an expulsion of the entire table's participants from Artist Alley. Badges will be confiscated, and reports will be made to remove any individuals from participating in future years.
2. Please note that actions will not only affect the offending participant, but will also apply to all participants (primary artist, subsidiary artists, and helpers) at the table.

Harassment & Conflict

In the case of harassment, conflict, theft, copyright infringement, or plagiarism between you and another artist or vendor, please notify Artist Alley Volunteers (wearing purple vests or at Kentia Hall HQ) immediately.

Our Enforcement Procedure for Harassment and Conflict:

1. You must notify an Artist Alley volunteer and file a claim report. Provide any information that may assist with the investigation in the report.
 - Descriptions
 - Photos / Screenshots
2. You may be asked to come with us to the location of conflict.
3. SPJA may assist with discussion of the conflict with the other person of interest.
4. SPJA may provide a warning if required.

Our Enforcement Procedure for Art Theft / Plagiarism and Copyright Infringement:

1. You must notify an Artist Alley volunteer and file a claim report. Provide any information that may assist with the investigation in the report.
 - Descriptions
 - Photos / Screenshots (i.e. upload date comparison)
 - Original artwork for proof of art theft (i.e. files, original canvas, legal documentation)
2. You will be asked to come with us to the location of conflict.
3. SPJA will assist with discussion of the conflict with the other person or company of interest.
4. SPJA may issue a warning for pseudo-merchandise / bootleg merchandise / grey market goods and require the artwork to be removed.
5. Any repeat offense is subject to the Two Strike Rule.

We are not liable for any infringing content, or failure to discover, or remove the infringing content. We do our best to keep infringing content out of our show and cooperate with Rights Holders and law enforcement. SPJA is not responsible for policing or enforcing intellectual property.

Sales Policy

Artist Alley exists to promote and celebrate original artwork by fans of Japanese popular culture. We encourage original prints, comics, and crafts. We enjoy seeing artists produce new and exciting material every year. Below are guidelines and restrictions on what may and may not be sold in Artist Alley. Any artists who are non-compliant to the sales policies are subject to the Two Strike Rule.

Please note: Artists attracting a larger crowd that is impeding traffic may be subject to relocate or be shut down for the time being.

Infringement Policy

The SPJA has zero tolerance for infringing content at any of our events. Reproduced artwork that is traced, vectorized, copied, or otherwise altered from another artist and was not created by you, whether as a part or the whole of a work is not permitted. This includes but not limited to:

- Official Logos
- Symbols
- Background Art
- Pre-existing Artwork / Images

Selling infringing content is a violation of civil and criminal law. The SPJA encourages anyone who sees infringing content to report it, whether you are the content owner, an artist, or attendee who notices that something is wrong. Our enforcement procedure can be found on page 12.

Bootleg Merchandise, Grey Market Goods, and Pseudo-Merchandise

The sale of bootleg merchandise, grey market goods, and pseudo-merchandise is a serious offense.

- **Bootleg / counterfeit merchandise** are defined as items made without the trademark holder's authorization and are strictly prohibited from Anime Expo.
- **Grey market goods** are defined as items manufactured abroad and imported into the US without the consent of the trademark holder and are strictly prohibited from Anime Expo.
- **Pseudo-merchandise** are items that, intentionally or not, directly compete with licensed merchandise available in the Exhibit Hall or elsewhere is also strictly prohibited. Please do your research before getting to work. A general rule to follow is to avoid using fan art of any type on T-shirts, bags, buttons, stickers, keychains, and like items.

Artists found to be selling bootleg merchandise, grey market goods, or pseudo-merchandise will be issued a warning and asked to remove the item(s) from the table for the remainder of the convention. Continued breach of contract will lead to immediate expulsion from the Artist Alley and a possible disqualification from participating in future events. Our enforcement procedure can be found on page 12.

We are not liable for any infringing content, or failure to discover, or remove the infringing content. We do our best to keep infringing content out of our show and cooperate with Rights Holders and law enforcement. SPJA is not responsible for policing or enforcing intellectual property.

Adult Material

Sexually explicit or provocative material will not be permitted for sales and display. This includes nudity and partially nudity artwork. SPJA will determine what may be sold and displayed at its sole discretion.

Mass Production

Mass production is strictly forbidden. Artist Alley is not a cheaper alternative to Exhibit Hall, nor is it an easy way to make money off intellectual property that is not your own. Mass production and sale of items by artists in Artist Alley could damage the integrity and threaten the continued existence of Artist Alley at Anime Expo.

Artists found to be producing and selling items in numbers rivaling those of Exhibit Hall vendors or utilizing Artist Alley in a manner that could potentially damage the integrity and spirit of Artist Alley may face immediate expulsion from SPJA events.

Proxy Selling

Selling the works of a person who is not present and is a registered artist in Anime Expo Artist Alley is strictly prohibited. Collaborative works, such as anthologies, would be an exception to this rule.

Weapons

Sales of weapons are prohibited in Artist Alley.

Body Art, Henna Tattoos, and Service-Type Business

Henna tattoos, face painting, and other work expressing art on a person's body is prohibited in Artist Alley.

Artist Alley or Exhibit Hall

Artists may only participate in one area. Artists will not be allowed to participate in both Artist Alley and Exhibit Hall.

Pay-to-Play

Artists are prohibited from any pay-to-play activities. Attendees should receive a good for any purchases made. Examples of pay-to-play activities are listed below.

- Carnival Games
- Raffles
- Gambling

Table Display Policy

We ask all participants to be mindful of their surroundings as we receive complaints each year about neighboring artists who are not respectful about the space around them. We want to ensure all aisles and walkways are safe. A little consideration can make a world of difference! Any artists who are non-compliant to the table policies are subject to the Two Strike Rule.

Table Name and Number Visibility

Table names and numbers must be visible at all times. You may use your own signage so long as table names and numbers are always visible.

Goods and Supplies

All sale items, goods, and supplies must fit on or under your table. You must keep your own items on your table and not “spill” onto any tables or areas next to you. This includes additional displays, boxes, clothing, etc.

Items may NOT be stored on the floor behind your chair or against any walls. The pathway behind tables must be kept completely clear. Artist Alley Volunteers and Artist Alley participants must be able to pass through aisles to get to the end of the rows unimpeded. Any additional supplies or merchandise must be kept under your table.

Only Two Behind the Table

Only two (2) individuals may be behind the table at all times. No exceptions! Two (2) chairs are provided for each table. You may not bring your own, nor take or borrow chairs from any other tables.

Primary artists, subsidiary artists, and helpers must have their own Artist Alley badge to be behind the table. Individuals without an Artist Alley badge or “borrowing” a badge will be asked to leave.

Signage and Display Limitations

1. All signage and displays must be less than 7 feet 6 inches (7' 6") inches from the floor.
2. You must have at least an 8 1/2 x 11 inch opening in your table display. This is to ensure you are visible to Artist Alley Volunteers and attendees, as well as keeping your items visible to you (the artist).
3. Tables at the end of aisles may NOT use stands to display art that spill into the walkway or aisles for attendees and artists.
4. Stands and displays cannot extend beyond the confines of your table. Tripods and displays must not extend beyond the bounds of your table(s), meaning you cannot display items behind your table.
5. Use of table clamps to secure signage is permitted under the discretion of Artist Alley Volunteers.

Prohibited Items

1. **Weapons:** Swords, guns, and any projectile items are prohibited.
2. **Lighted Candles or Incense:** Do not make your table a fire hazard.
3. **Industrial Machines and Volatile/Flammable Liquids:** Do not bring industrial machines, aerosol cans, airbrushes, or any other supplies or equipment that could be potentially harmful, dangerous, or noisy.
4. **Objects and items that will obstruct the flow of traffic in the aisles:** Prohibited objects may include, but are not limited to chairs, easels, boxes, clothes racks, table coverings, etc. Table coverings that drape into aisles should be tucked in and not out for someone to trip on. No items may be on the floor in front of your table.
5. **Unsteady Overhead Displays:** Overhead displays that are determined to be unsteady by Artist Alley Volunteers must be taken down and not put up again during the course of the convention. Please make sure that your overhead displays are secure BEFORE you bring them and set them up. If they sway with a gust of wind, then they are not safe. Displays must also not exceed 7' 6" in height when measured from the floor.
6. **X-rated Materials:** Do not display X-rated or adult material at your table. Remember that Anime Expo is an all-ages event. These items are not permitted to be sold in Artist Alley.
7. **Music:** Please be respectful of Artist Alley Volunteers, attendees, and fellow Artist Alley participants by not playing music or other audio through speakers or with instruments.
8. **Helium Balloons:** Helium balloons are prohibited inside the convention center.
9. **Food and Beverages:** Sales of any food, beverage, or edible products is prohibited.
10. **Wheels:** The Union at the LACC requires that all items being brought into the Artist Alley be carried in bags/boxes in your arms or on your back.
11. **Grid Walls** of any size are prohibited. However, wire cube displays are permitted.



APPROVED



NOT APPROVED

Any repeat offenses are subject to the Two Strike Rule.