



ANIME EXPO

2018

Artist Alley Packet

Welcome!

Dear Artist,

The Society for the Promotion of Japanese Animation (SPJA) is proud to announce Anime Expo 2018, hosted at the Los Angeles Convention Center from July 5 to July 8, 2018! 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 2018 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 is 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 volunteers to respond back to you.

We look forward to seeing you at Anime Expo 2018!

Artist Alley Team
Anime Expo 2018
Society for the Promotion of Japanese Animation

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Important Information

Dates & Deadlines

WHEN	WHAT
October 2017	2018 Artist Alley Packet Launch
December 2017	2018 Artist Alley Form Launch
March 12, 2018	Deadline to Submit Artist Alley Form (including Seller's Permit)
March 12, 2018	CA Seller's Permit Submission Deadline
May 22, 2018	Artist Alley Registration Closes
May 22, 2018	Form Update Deadline
June TBA	Table Assignments Released

Notable Changes for 2018

- **Adult Material Policy:** For Anime Expo 2018, adult material will not be permitted. Any items showing pornography and/or nudity will not be allowed to be displayed or sold.
- **Seller's Permits Deadline:** California seller's permits may be issued 9 months before the show date and must be obtained in order to submit the Artist Alley form. Plan accordingly and apply for your permit early.
- **Badge Mailing Policy:** Badges will be mailed out to General attendees, Premier Fans, and Artist Alley participants beginning early May to mid-June.
- **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 can be found on page 15.
- **Food and Beverages:** Sales of any food, beverage, or edible products is prohibited.
- **Artist Alley vs. Volunteering:** Anime Expo volunteers may not be an Artist Alley Participant.

Hours of Operation

Artist Alley Set Up Hours

WEDNESDAY, JULY 4	THURSDAY, JULY 5	FRIDAY, JULY 6	SATURDAY, JULY 7	SUNDAY, JULY 8
Day 0	Day 1	Day 2	Day 3	Day 4
2PM-6PM	7AM -10AM	7AM-10AM	7AM-10AM	7AM-10AM

Artist Alley Hours

THURSDAY, JULY 5	FRIDAY, JULY 6	SATURDAY, JULY 7	SUNDAY, JULY 8
Day 1	Day 2	Day 3	Day 4
10AM-6PM	10AM-6PM	10AM-6PM	10AM-3PM

Set-Up and Breakdown Requirements

- 1. Set-up must be complete prior to opening 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 at 6:00PM on Days 1-3, Artist Alley in Kentia Hall will be closed to the public.** Security guards will be placed along the perimeter of Artist Alley.
- 3. Artist Alley Participants must leave Artist Alley by 7:00PM.** Loitering is prohibited and will be grounds for eviction.

Signing Out/Leaving Early

- 1. All tables are required to remain open until 3:00PM on Day 4.** There will be no exceptions. Your table will be flagged if closed/cleaned up early. 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.

Registration Procedure

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

Purchase your Artist Alley Table Package and Additional Artist Alley Badges

1. Artist Alley Table Packages and Additional Artist Alley Badges:

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 additional Artist Alley badges will be the same price throughout the year.

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 (table name and table number)

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 (table number and table name)

2. Additional Artist Alley Badges

A maximum of three (3) Artist Alley participants associated to each table at all times. The primary artist's badge is included with the Table Package purchased. 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 have an Artist Alley badge.

Individuals with general attendee badges and Exhibitor badges are not permitted in Artist Alley during set-up and breakdown hours. An Artist Alley badge must be worn at all times to be behind tables.

4. Subsidiary artists or helpers with general attendee badges must obtain a refund and purchase an Artist Alley badge instead. Please refer to the “Refund Policy” section on page 12 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 22nd, 2018. No additional badges may be purchased after this date.

California Seller’s Permit

California Seller’s Permit numbers may be obtained 9 months before the show date and must be submitted via the Artist Alley Form by March 12th, 2018. 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 him/herself and any subsidiary artists (additional artists selling artwork) and/or helpers (assistants). Information will include desired table name(s), the seller's permit numbers and links to portfolios for all artists. 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 and will risk delays in receiving a table assignment. The initial submission deadline for the form is **March 12th, 2018**.

To make changes to the Artist Alley Form after submission, refer to the "How to Update Your Artist Alley Form" section for details. Registration updates (buying badges & updating form) for all subsidiary artists and helpers must be completed by **May 22nd, 2018**.

How to Fill Out the Artist Alley Form

An email with a unique login information will be sent only to primary artists. The temporary password must be changed upon the initial login. If the Artist Alley form was filled out for Anime Expo 2017, then the login information will stay the same unless requested. The following information must be submitted.

FIRST PAGE

- 1. Primary Artist Information:** Provide basic information about the primary artist in this section.
 - First Name and Last Name: Enter the primary artist's legal first and last name as listed on a valid photo ID, not artist handle. The name entered must match the name registered on Eventbrite.
 - Email: If possible, keep the primary artist's email address consistent with the email entered when purchasing Artist Alley table(s) and passes.
 - Phone: The primary artist's mobile number is preferred in case of an emergency.
 - Address: Enter the primary artist's home address.
 - Age by AX 2018: Minor participants ages 16-17, will need to submit additional forms providing parent or legal guardian consent to SPJA. Children 15 and under are not permitted to participate in Artist Alley. Review the Child and Youth Policy (#6) of "Puchasing Table PAcKages & Additional Artist Alley Badges".
- 2. Vendor Information:** Provide primary artist's CA seller's permit number, links to portfolios, and AX history.
 - Website/Portfolio Link: Enter the primary artist's direct link. The following platforms are acceptable for review: Website/blog, DeviantArt, Professional (not personal) Facebook, Instagram, or Tumblr.
 - Facebook Email: 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.
 - Number of Years: Enter the total number of years participating in Artist Alley as a primary artist and/or subsidiary artist. Do not include years skipped.
 - Number of Years as a Primary Artist: Enter the total number of years participating in Artist Alley as a primary artist.
 - First Year of Participation: Select the first year participated in Artist Alley as a primary artist.
 - Eventbrite Order Number: Enter the 9-digit confirmation number provided in the email confirmation sent upon purchase of the primary artist's Artist Alley Table Package.
 - California Seller's Permit Number: This is required for the initial submission. The primary artist must enter a valid permit number when submitting the Artist Alley form. Enter only the 9-digit number

with no space and dashes.

- Website Consent: Provide consent to allow SPJA to present your website and artwork on the Anime Expo website.
- 3. Table Information:** Provide table information including overall table content percentages, products to be sold, and table name(s).
- Fan Art: Enter the percentage (0-100%) of your products that is fan art. (This will not affect your table placement.)
 - Original Art: Enter the percentage (0-100%) of your products that is original art. (This will not affect your table placement.)
 - AX Interest: SPJA would like to know why artists are interested in participating in AX each year. (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
 - Plushies
 - Prints
 - Others
 - Number of Table(s) Purchased: Enter 1 or 2 depending you the table package purchased.
 - Name of First Table: The name provided here will be used to print table signage.
 - Name of Second Table (if applicable): If you are unsure of the second table name, please reenter your first table name.
- 4. Table Request:** Include the first and last name of another primary artist preferred to be placed next to in this section. Requests must be mutual, meaning the other artist must also request YOU under this field on his/her 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 First and Last Name
 - Choice 2: Artist First and Last Name
- 5. Additional Table Notes:** 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.
- 6. Form Submission:** When clicking the submit button, you are confirming your agreement to the Artist Alley Packet and Artist Alley Terms & Conditions.

SECOND PAGE

- 7. Table 1 Additional Participants:** Provide information about the subsidiary artist and helpers in the following section. This information will include seller's permit numbers and links to portfolios. Review #2 of "Purchase Table Packages & Additional Artist Alley Passes" for policies.

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.
- Email: If possible, keep the email address consistent with the email entered when purchasing Artist Alley table(s) and passes.
- Age by AX 2018: Minor participants who will be 16-17 by July 4th, will need to submit additional forms providing parent or legal guardian consent to SPJA. Children 15 and under are not permitted to participate in Artist Alley. Review the Child and Youth Policy (#6) of "Puchasing Table PACKages & Additional Artist Alley Badges".
- Eventbrite Order Number: Enter the 9-digit confirmation number provided in the email confirmation sent upon purchase of Additional Artist Alley Passes.
- California Seller's Permit Number: This is not necessary on the initial submission for only subsidiary artists. The primary artist may enter the permit number by the update form deadline (March 1st). Enter the 9-digit number with no space and dashes.

- 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.
- Facebook Email: As an extended service, SPJA also uses Facebook groups to communicate with artists. If the subsidiary artists would like to be included as part of the Facebook group, provide the email associated with their Facebook account to be invited.
- Twitter Handle: Enter the participants twitter handle (if applicable).

Helper 1 / Helper 2:

- 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.
- Age by AX 2018: All participants must be 18 years old by June 30, 2018. Children 15 and under are not permitted to participate. Review the Child and Youth Policy above (#6) of “Purchasing Table Packages & Additional Artist Alley Passes”.
- Eventbrite Order Number: Enter the 9-digit confirmation number provided in the email confirmation sent upon purchase of Additional Artist Alley Passes.

THRID PAGE (IF DOUBLE TABLE PACKAGE WAS PURCHASED)

1. **Table 2 Additional 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. Review #2 of “Purchase Table Packages & Additional Artist Alley Passes” for policies.

The Artist Alley Form will be submitted after this page.

HOW TO UPDATE YOUR 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. Deadlines are provided above under “Important Deadlines”.

1. Login
2. Go to “Profiles” and select “AX Artist Alley”.
3. Go to “AX Artist Alley Table 1 Information” to update additional participants for table 1.
4. If applicable, go to “AX Artist Alley Table 2 Information” to update additional participants for table 2.
5. Once the form has been updated, a message will pop-up to confirm edits made.

TABLE ASSIGNMENTS

Table assignments will be announced closer to the show date.

1. Veteran artists who have purchased a table for over ten consecutive years will have table priority.
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

1. If the Artist Alley badge was not received in the mail, badges can be picked up at the Artist Alley Registration area (check-in counter).
2. What to bring with you (subsidiary artists and helpers may check-in individually if necessary):
 - Eventbrite Order Confirmation(s)
 - Hard copy or electronic copy of CA Seller's Permit (primary and subsidiary artists)
 - Valid photo ID
3. 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 (CHECK-IN COUNTER)

TUESDAY, JULY 3 Day -1 4PM-9PM	WEDNESDAY, JULY 4 Day 0 8AM-9PM	THURSDAY, JULY 5 Day 1 8AM-6PM	FRIDAY, JULY 6 Day 2 8AM-6PM	SATURDAY, JULY 7 Day 3 8AM-6PM	SUNDAY, JULY 8 Day 4 8AM-12PM
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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, 2018. 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.

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

Artist Alley badges will receive a full refund for any cancellation requested within 30 days of the registered purchase date. Refund requests for an Artist Alley badge must be received before March 31st, 2018.

Artist Alley badges are non-transferable to other artists and attendees and are non-transferable 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 badges Eventbrite order number.

BADGE MAILING POLICY

Anime Expo will only ship 4-Day, 1-Day, Pre-Show, Premier Fan, and Artist Alley badges purchased between July 3rd, 2017 through 12:00 PM PT June 11th, 2018 within United States and Canada. Badge mailing will start in early May 2018. 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 his/her own badge. Any purchases after May 22nd 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 with 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 Artist Alley 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.

Note: 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.

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 artists, or attendee who notices that something is wrong. Our enforcement procedure can be found on page 13.

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 13.

ADULT MATERIAL

For Anime Expo 2018, adult material will not be permitted to be sold in Artist Alley. Any items showing pornography and/or nudity will not be allowed to be displayed or sold.

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 TATTOS, 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 MUST BE ON OR UNDER TABLES

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.

NO MORE THAN TWO BEHIND A TABLE AT ALL TIMES

Only two (2) chairs and individuals may be behind the table at any time. 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. Tables at the end of aisles may NOT use stands to display art that spill into the walkway or aisles for attendees and artists.
3. 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.
4. 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 a 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.