

# Shuto Con 2018 Artist Alley Rules and Contract

This document expresses the rules for the Artist Alley at Shuto Con. By purchasing a space in the Shuto Con Artist Alley, you (the Artist) agree to follow these rules as stated below.

## Location and Date

Shuto Con will be held at:

*Lansing Center*

333 E. Michigan Avenue

Lansing, MI 48933

The Official Convention Hotel will be at:

Radisson Hotel Lansing

111 N. Grand Avenue, Lansing Michigan 48933, US

Reservations: 1-800-395-7046 US/Canada Toll-free

Telephone: (517) 482-0188 Fax: (517) 487-6646

The convention will be from 9 AM March 23rd (Friday), 2018 to 6 PM March 25th (Sunday), 2018. During this time the convention will be open to all attendees that possess a Membership Badge.

## Space and Price

There will be approx. 80 **regular spaces** and 26 **premium spaces** available starting July 1<sup>st</sup>, 2017.

- **The price for a regular Artist Alley Table is \$150 +Eventbrite Registration fees** and includes a 10'x6" space for storage/banners ONLY (see rules below, area is pipe/draped to section off from other artists), one 8' table with black tablecloth, two chairs, two 3-day Artist Badges (the same as a 3-day membership) and FREE ad space on the Shuto Con AA web page. **Artist Alley tables will be limited to one Artist/Studio Name per table.**
- **The price for a premium Artist Alley Booth is \$250 +Eventbrite Registration fees**, and includes a 10'x10' space, one 8' table with black tablecloth, two chairs, two 3-day Artist Badges (the same as a 3-day membership) and FREE ad space on the Shuto Con AA web page. **Artist Alley booths will be limited to one Artist/Studio Name per booth.**
- Artists may not resell spaces to other Artists and/or other interested parties unless the Artist Alley Coordinator has been previously notified. Artists may not sell other Artist's artwork on their behalf, the Artist selling artwork at a table/premium booth MUST be present at the convention, or else ALL Artists at the booth will forfeit their right to sell without refund.

Artist Alley will be a Closed Alley, meaning it will open and close at specific times. Artist Alley will be in the same hall as the Dealer's Alley, but will be sectioned off so it will not conflict with the Dealer's merchandise.

### Artist/Dealer's Alley Hours of Operation:

Thursday: Setup Only, 2PM -8PM

Friday: 12PM – 7PM (VIPs have access 30 minutes before doors are opened)

Saturday: 11AM – 7PM (VIPs have access 30 minutes before doors are opened)

Sunday: 11AM- 4PM (VIPs have access 30 minutes before doors are opened)

**Hours are subject to change.**

## Rules

One 8' **Table** may only house ONE artist/studio name (either two Artists from the same Studio name or one Artist and one Helper). Any additional Artists displaying their goods at an Artist Alley table will be asked to pack up and leave, as well as the Artist/Studio Members that are currently present at the table. Merchandise for sale **MUST** be kept to the front/top and sides of the table, **and will NOT be allowed to be displayed\* behind the table.**

The space behind the artist table must only be used for storage/backstock and/or banners, as additional displays for product will NOT be allowed. Artists at tables will be asked to be respectful of others around them.

- **\*NEW FOR 2018: Artists will now be able to store their merchandise/boxes/totes behind their tables in the backspace that comes with each table fee. Space must remain open on the sides of the tables at all times to allow for in and out access in case of an emergency. Only signs, banners, and/or storage/backstock items will be allowed behind an Artist's table. Table displays may not exceed 8ft in height from floor to top of display, so please plan accordingly.**

One 10'x10' **Booth** may only house ONE artist/studio name (either two Artists from the same Studio name or one Artist and one Helper). Any additional Artists displaying their goods at an Artist Alley booth will be asked to pack up and leave, as well as the Artist/Studio Members that are currently present at the booth. Use your space as you see fit, as you will have 10'x10' of space to work with. Artists/studio members will be allowed to bring in extra tables for their space if they desire, but must stay within their marked space at all times. **Booth displays may not exceed 9ft in height from floor to top of display (premium will get 1 foot of vertical space more than tables).**

**NEW FOR 2018: If you have ever sold in our Dealers Alley, you will NOT be able to back apply for an Artist Alley table/booth. Any AA applications that are received from known artists/vendors that typically sell in the Dealers Alley will also not be approved.**

**Artists are accepted on a FCFS/JURIED basis and will be subject to a "portfolio review".** This "review" will be to ensure that the artist is in fact selling items that they have drawn / sculpted / crafted / painted / etc, and is a good match for Shuto Con. This will also ensure that if the artist is selling art that contains Adult Content, the AA coordinator will know about it. Adult content is ok to sell as long as it is shielded from the eyes of children and teens (under 18). Accepted portfolio types are the following; Studio/Business websites (www.yourname.com), Etsy/Artfire/Storenvy stores (please make sure your store is well stocked so I can see what you will be selling), and DeviantArt pages (specific "Artist Alley" folders will NOT be allowed this year, as we will want to review the applicant's entire portfolio). Facebook/Twitter/Tumblr/Instagram pages will NOT be accepted for portfolio reviews.

**Our Artist Alley is a 50/50\* Alley, meaning 50% fan art must be to 50% originals.** Artists at Shuto Con are encouraged to break away from the "fan art" box, and show their own wonderful and unique works of art. If an artist brings more fan art to the convention than they displayed in their portfolio (or more than 50%), they will be asked to remove a proportion of their work to accommodate the 50/50 rule. Artists are advised to sell Fan Art **at their own risk**. Shuto Con will not be held responsible and/or liable should an Artist be asked to remove Fan Art from their line up by a licensed company (Funimation, Cartoon Network, Bandai, Disney, etc) and/or owner of original artwork in question (Homestuck, MegaTokyo, etc).

- **\*NEW FOR 2018: Artists will be given removable stickers to place on their displays noting which pieces are fan art and which are originals. A booth review will be completed on Friday to make sure the Artist is in compliance with our rules.**

Almost all types of artwork will be accepted into the Artist Alley as long as they relate to the Anime/Japanese/Comic/Gaming culture. This includes, but is not limited to; original art, prints of your art, sculptures, handmade jewelry, cosplay accessories (these may not resemble copyrighted accessories already in production (i.e. Naruto Headbands or Chobits Ears)), plush dolls, paintings, and handmade clothing. Western style comics (i.e. Marvel/DC Superhero style) may be considered if the content relates to the culture above. If you are unsure if a piece of your artwork will be accepted, please email the AA coordinator.

Objects **NOT** accepted into the Artist Alley include, but are not limited to; **Grab Bags** of any sort (since we can not monitor what is being sold within said bags), fan art that is identical to a piece that is by the original artist, clothing with mass produced screen prints on them (hand painted prints are ok) **UNLESS** they contain the artist's original work (and in this case, only a few shirt designs are allowed to be displayed at any given time), clothing and/or accessories that are massively produced in a production environment, weapons (either real or for play, **UNLESS** they are hand made out of foam), jewelry/keychains made from copyrighted charms, reproductions of cosplay accessories that are or have been in production, photography tables/booths and/or photographs of cosplays. **FAN ART OF THE FOLLOWING TITLES WILL NOT BE ALLOWED AT SHUTO CON 2018, DUE TO THE ORIGINAL ARTIST'S/COMPANY'S REQUEST: "Homestuck", "Welcome to Night Vale", "Gaia Online", "Nyancat", "RWBY/anything by Roosterteeth", "Minecraft", "Bee and Puppycat", "Bravest Warriors",**

**"Disney", "Star Wars", "Avengers", "Marvel", "Portal/anything Valve owns", or "anything Fox owns". MY LITTLE PONY PLUSH DOLLS WILL NOT BE ALLOWED THIS YEAR. Also, as per FUNimation's request Artists will NOT be able to use character names or show titles in their artworks (this includes displays that list a FUNimation title and drawn character below it).** If you are unsure if a piece of your artwork will be accepted, please email the AA coordinator.

If a registered artist does not claim their table, Shuto Con 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 decides they will have to forfeit their table for whatever reason, they can choose to "sell" the table to another artist, but the AA coordinator must be notified of this "sale" by both parties before the convention is held, and must approve of this sale in writing (the new artist will have to submit their portfolio before approval is granted). Shuto Con is not responsible for the exchange of funds between both the forfeiting artist and the new artist.

Before set-up is to occur, the applying artist at their table/booth must contact the AA coordinator to get their badges. Badges will not be mailed out, they will need to be picked up in the Artist Alley by Friday afternoon (3pm) unless the artist tells the AA coordinator they will be arriving at another time. If a table is unoccupied by 3pm Friday, Shuto Con will reserve the right to sell the table to whomever they see fit (upon review). If you can not make it to your table by 3pm on Friday, but would still like your table, you will have to email the AA coordinator accordingly (at least 24 hours in advance).

**During the convention, the artists or artist's assistants are expected to remain at their table during the Alley hours. Shuto Con staff members will not be able to watch Artist's booth for breaks or panels, or help with break down so please plan accordingly.**

### **Cancellation**

Cancellation requests 60 or more days prior to the convention will receive a 50% refund. Cancellation requests received 30-59 days prior to the convention will receive a 25% refund. Cancellation requests received 1 month before the convention (0-29 days) will not be given a refund. All cancellations must be received in writing. Refunds will be given after the Artist Alley Coordinator fills the canceled space (usually within 1-2 weeks).

### **Payments**

Payments will be processed through Eventbrite this year.

### **Artist Registration**

Artists will get two badges for their space purchased depending on purchased table/booth type. Artists' real names must be used, as nicknames will not be accepted. Artists' badges are not transferable. Artists will be able to pick up all badges upon check-in, and will not have to go to Registration.

### **Installation & Removal**

Tables/booths may be set up starting at 2PM on Thursday, March 22nd, 2018. Tear down **must** be completed by 8 PM on Sunday March 25th, 2018. Any items left behind, including merchandise, will be thrown out or become the property of Shuto Con.

### **Power and Extras**

Electrical and phone hookups are available at the Lansing Convention Center for a fee of \$55 (not included in the table/booth fee). This order must be put in no later than two weeks before the convention.

### **Adult Merchandise**

Shuto Con will have minors in attendance, as well as adults. Adult Art must be sold in accordance with the laws of the state of Michigan and the city of Lansing. The display and/or sale of adult art to anyone under the age of 18 will not be tolerated. If the sale of adult art is made to a minor, the Artist will be discharged from the convention and will forfeit their badges. Adult art must be covered or hidden from view of minors. Signs notifying

attendees that adult art can be viewed upon request will be acceptable. Photo identification must be checked at the time of display and/or purchase in all cases.

### **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 Shuto Con. 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 Shuto Con.

### **Liability**

Shuto Con, Shuto Events LLC, or the Lansing Convention Center, nor any of their representatives will be responsible for any injury, loss or damage that may occur to the Artists or to the Artists' associates or property from any cause whatsoever. The Artist shall obtain, at their own expense, adequate insurance against such injury, loss, or damage. Shuto Con shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other cause of any kind whatsoever not within the control of Shuto Con.

### **Security**

Shuto Con will make sure the doors to the Artist/Dealer's Alley are securely locked before and after the Hours of Operation, however, the Artist is solely and fully responsible for his/her own exhibit material and should protect its exhibit against loss or damage. In the event that the Artist needs to enter the Artist/Dealer's Alley past regular Hours of Operation, the Artist will need to contact the Artist Alley Coordinator and request permission to enter along with a volunteer staff member of Shuto Con.

**By purchasing an Artist Alley Table or Booth I hereby state that I have read the above rules and I agree to comply with them.**